

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

Jan 2016 to Dec 2016



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

January - December 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 January - December 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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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	5348	4929	1883	962	3392	1372	2020	4685
%H (All HH)		92.2%	35.2%	18.0%	63.4%	25.7%	37.8%	87.6%
%H (TV HH)			38.2%	19.5%	68.8%	27.8%	41.0%	
AB	1471	1367	511	312	925	397	528	1429
%V	27.5%	27.7%	27.1%	32.4%	27.3%	28.9%	26.1%	30.5%
%H (All HH)		92.9%	34.7%	21.2%	62.9%	27.0%	35.9%	97.1%
%H (TV HH)			37.4%	22.8%	67.7%	29.0%	38.6%	
C1	1673	1518	591	315	1043	442	601	1541
%V	31.3%	30.8%	31.4%	32.7%	30.7%	32.2%	29.8%	32.9%
%H (All HH)		90.7%	35.3%	18.8%	62.3%	26.4%	35.9%	92.1%
%H (TV HH)			38.9%	20.8%	68.7%	29.1%	39.6%	
C2	895	842	351	162	584	266	318	781
%V	16.7%	17.1%	18.6%	16.8%	17.2%	19.4%	15.7%	16.7%
%H (All HH)		94.1%	39.2%	18.1%	65.3%	29.7%	35.5%	87.3%
%H (TV HH)			41.7%	19.2%	69.4%	31.6%	37.8%	
D	815	742	291	109	496	176	320	657
%V	15.2%	15.1%	15.5%	11.3%	14.6%	12.8%	15.8%	14.0%
%H (All HH)		91.0%	35.7%	13.4%	60.9%	21.6%	39.3%	80.6%
%H (TV HH)			39.2%	14.7%	66.8%	23.7%	43.1%	
E	494	460	140	65	344	92	252	277
%V	9.2%	9.3%	7.4%	6.8%	10.1%	6.7%	12.5%	5.9%
%H (All HH)		93.1%	28.3%	13.2%	69.6%	18.6%	51.0%	56.1%
%H (TV HH)			30.4%	14.1%	74.8%	20.0%	54.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 1.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5348	4929	1883	962	3392	1372	2020	4685
%H (All HH)		92.2%	35.2%	18.0%	63.4%	25.7%	37.8%	87.6%
%H (TV HH)			38.2%	19.5%	68.8%	27.8%	41.0%	
Under 25	231	153	55	26	96	35	61	220
%V	4.3%	3.1%	2.9%	2.7%	2.8%	2.6%	3.0%	4.7%
%H (All HH)		66.2%	23.8%	11.3%	41.6%	15.2%	26.4%	95.2%
%H (TV HH)			35.9%	17.0%	62.7%	22.9%	39.9%	
25 - 34	1045	893	370	165	538	219	318	1022
%V	19.5%	18.1%	19.6%	17.2%	15.9%	16.0%	15.7%	21.8%
%H (All HH)		85.5%	35.4%	15.8%	51.5%	21.0%	30.4%	97.8%
%H (TV HH)			41.4%	18.5%	60.2%	24.5%	35.6%	
35 - 44	1071	990	442	206	633	311	322	1043
%V	20.0%	20.1%	23.5%	21.4%	18.7%	22.7%	15.9%	22.3%
%H (All HH)		92.4%	41.3%	19.2%	59.1%	29.0%	30.1%	97.4%
%H (TV HH)			44.6%	20.8%	63.9%	31.4%	32.5%	
45 - 54	1033	986	400	233	663	310	354	986
%V	19.3%	20.0%	21.2%	24.2%	19.5%	22.6%	17.5%	21.0%
%H (All HH)		95.5%	38.7%	22.6%	64.2%	30.0%	34.3%	95.5%
%H (TV HH)			40.6%	23.6%	67.2%	31.4%	35.9%	
55 - 64	801	771	290	174	557	247	310	713
%V	15.0%	15.6%	15.4%	18.1%	16.4%	18.0%	15.3%	15.2%
%H (All HH)		96.3%	36.2%	21.7%	69.5%	30.8%	38.7%	89.0%
%H (TV HH)			37.6%	22.6%	72.2%	32.0%	40.2%	
65 +	1167	1136	325	158	905	250	655	703
%V	21.8%	23.0%	17.3%	16.4%	26.7%	18.2%	32.4%	15.0%
%H (All HH)		97.3%	27.8%	13.5%	77.5%	21.4%	56.1%	60.2%
%H (TV HH)			28.6%	13.9%	79.7%	22.0%	57.7%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5348	4929	1883	962	3392	1372	2020	4685
%H (All HH)		92.2%	35.2%	18.0%	63.4%	25.7%	37.8%	87.6%
%H (TV HH)			38.2%	19.5%	68.8%	27.8%	41.0%	
1	1626	1428	350	221	1088	253	835	1140
%V	30.4%	29.0%	18.6%	23.0%	32.1%	18.4%	41.3%	24.3%
%H (All HH)		87.8%	21.5%	13.6%	66.9%	15.6%	51.4%	70.1%
%H (TV HH)			24.5%	15.5%	76.2%	17.7%	58.5%	
2	1613	1515	575	297	1082	456	626	1472
%V	30.2%	30.7%	30.5%	30.9%	31.9%	33.2%	31.0%	31.4%
%H (All HH)		93.9%	35.6%	18.4%	67.1%	28.3%	38.8%	91.3%
%H (TV HH)			38.0%	19.6%	71.4%	30.1%	41.3%	
3	891	830	374	179	536	274	262	871
%V	16.7%	16.8%	19.9%	18.6%	15.8%	20.0%	13.0%	18.6%
%H (All HH)		93.2%	42.0%	20.1%	60.2%	30.8%	29.4%	97.8%
%H (TV HH)			45.1%	21.6%	64.6%	33.0%	31.6%	
4	807	771	377	180	472	266	206	799
%V	15.1%	15.6%	20.0%	18.7%	13.9%	19.4%	10.2%	17.1%
%H (All HH)		95.5%	46.7%	22.3%	58.5%	33.0%	25.5%	99.0%
%H (TV HH)			48.9%	23.3%	61.2%	34.5%	26.7%	
5+	411	385	207	85	215	124	91	404
%V	7.7%	7.8%	11.0%	8.8%	6.3%	9.0%	4.5%	8.6%
%H (All HH)		93.7%	50.4%	20.7%	52.3%	30.2%	22.1%	98.3%
%H (TV HH)			53.8%	22.1%	55.8%	32.2%	23.6%	
Average HH size	2.43	2.46	2.79	2.63	2.33	2.71	2.07	2.58

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5348	4929	1883	962	3392	1372	2020	4685
%H (All HH)		92.2%	35.2%	18.0%	63.4%	25.7%	37.8%	87.6%
%H (TV HH)			38.2%	19.5%	68.8%	27.8%	41.0%	
Without	3844	3495	1189	661	2520	923	1597	3211
%V	71.9%	70.9%	63.1%	68.7%	74.3%	67.3%	79.1%	68.5%
%H (All HH)		90.9%	30.9%	17.2%	65.6%	24.0%	41.5%	83.5%
%H (TV HH)			34.0%	18.9%	72.1%	26.4%	45.7%	
With	1504	1434	694	301	872	449	423	1474
%V	28.1%	29.1%	36.9%	31.3%	25.7%	32.7%	20.9%	31.5%
%H (All HH)		95.3%	46.1%	20.0%	58.0%	29.9%	28.1%	98.0%
%H (TV HH)			48.4%	21.0%	60.8%	31.3%	29.5%	
0 - 3	600	561	277	104	338	166	172	586
%V	11.2%	11.4%	14.7%	10.8%	10.0%	12.1%	8.5%	12.5%
%H (All HH)		93.5%	46.2%	17.3%	56.3%	27.7%	28.7%	97.7%
%H (TV HH)			49.4%	18.5%	60.2%	29.6%	30.7%	
4 - 9	775	738	370	155	428	224	203	758
%V	14.5%	15.0%	19.6%	16.1%	12.6%	16.3%	10.0%	16.2%
%H (All HH)		95.2%	47.7%	20.0%	55.2%	28.9%	26.2%	97.8%
%H (TV HH)			50.1%	21.0%	58.0%	30.4%	27.5%	
10 - 15	648	629	317	142	391	224	167	638
%V	12.1%	12.8%	16.8%	14.8%	11.5%	16.3%	8.3%	13.6%
%H (All HH)		97.1%	48.9%	21.9%	60.3%	34.6%	25.8%	98.5%
%H (TV HH)			50.4%	22.6%	62.2%	35.6%	26.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5348	4929	1883	962	3392	1372	2020	4685
%H (All HH)		92.2%	35.2%	18.0%	63.4%	25.7%	37.8%	87.6%
%H (TV HH)			38.2%	19.5%	68.8%	27.8%	41.0%	
1	2553	2553	809	411	1637	383	1254	2133
%V	47.7%	51.8%	43.0%	42.7%	48.3%	27.9%	62.1%	45.5%
%H (All HH)		100.0%	31.7%	16.1%	64.1%	15.0%	49.1%	83.5%
%H (TV HH)			31.7%	16.1%	64.1%	15.0%	49.1%	
2	1465	1465	632	317	1024	511	513	1311
%V	27.4%	29.7%	33.6%	33.0%	30.2%	37.2%	25.4%	28.0%
%H (All HH)		100.0%	43.1%	21.6%	69.9%	34.9%	35.0%	89.5%
%H (TV HH)			43.1%	21.6%	69.9%	34.9%	35.0%	
3	587	587	273	149	466	289	177	558
%V	11.0%	11.9%	14.5%	15.5%	13.7%	21.1%	8.8%	11.9%
%H (All HH)		100.0%	46.5%	25.4%	79.4%	49.2%	30.2%	95.1%
%H (TV HH)			46.5%	25.4%	79.4%	49.2%	30.2%	
4	223	223	107	64	182	126	57	218
%V	4.2%	4.5%	5.7%	6.7%	5.4%	9.2%	2.8%	4.7%
%H (All HH)		100.0%	48.0%	28.7%	81.6%	56.5%	25.6%	97.8%
%H (TV HH)			48.0%	28.7%	81.6%	56.5%	25.6%	
5+	101	101	62	21	83	64	19	100
%V	1.9%	2.0%	3.3%	2.2%	2.4%	4.7%	0.9%	2.1%
%H (All HH)		100.0%	61.4%	20.8%	82.2%	63.4%	18.8%	99.0%
%H (TV HH)			61.4%	20.8%	82.2%	63.4%	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	5348	4929	1883	962	3392	1372	2020	4685
%H (All HH)		92.2%	35.2%	18.0%	63.4%	25.7%	37.8%	87.6%
%H (TV HH)			38.2%	19.5%	68.8%	27.8%	41.0%	
Under 20"	564	564	191	115	474	214	260	482
%V	10.5%	11.4%	10.1%	12.0%	14.0%	15.6%	12.9%	10.3%
%H (All HH)		100.0%	33.9%	20.4%	84.0%	37.9%	46.1%	85.5%
%H (TV HH)			33.9%	20.4%	84.0%	37.9%	46.1%	
20" - 29"	1309	1309	472	268	1033	473	560	1113
%V	24.5%	26.6%	25.1%	27.9%	30.5%	34.5%	27.7%	23.8%
%H (All HH)		100.0%	36.1%	20.5%	78.9%	36.1%	42.8%	85.0%
%H (TV HH)			36.1%	20.5%	78.9%	36.1%	42.8%	
30" - 39"	2222	2222	817	469	1581	663	918	1955
%V	41.5%	45.1%	43.4%	48.8%	46.6%	48.3%	45.4%	41.7%
%H (All HH)		100.0%	36.8%	21.1%	71.2%	29.8%	41.3%	88.0%
%H (TV HH)			36.8%	21.1%	71.2%	29.8%	41.3%	
40" and over	2767	2767	1307	586	1835	972	863	2609
%V	51.7%	56.1%	69.4%	60.9%	54.1%	70.8%	42.7%	55.7%
%H (All HH)		100.0%	47.2%	21.2%	66.3%	35.1%	31.2%	94.3%
%H (TV HH)			47.2%	21.2%	66.3%	35.1%	31.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5348	4929	1883	962	3392	1372	2020	4685
%H (All HH)		92.2%	35.2%	18.0%	63.4%	25.7%	37.8%	87.6%
%H (TV HH)			38.2%	19.5%	68.8%	27.8%	41.0%	
Main living room	4855	4855	1865	947	3344	1357	1988	4255
%V	90.8%	98.5%	99.0%	98.4%	98.6%	98.9%	98.4%	90.8%
%H (All HH)		100.0%	38.4%	19.5%	68.9%	28.0%	40.9%	87.6%
%H (TV HH)			38.4%	19.5%	68.9%	28.0%	40.9%	
Kitchen	431	431	200	79	355	199	156	388
%V	8.1%	8.7%	10.6%	8.2%	10.5%	14.5%	7.7%	8.3%
%H (All HH)		100.0%	46.4%	18.3%	82.4%	46.2%	36.2%	90.0%
%H (TV HH)			46.4%	18.3%	82.4%	46.2%	36.2%	
Adult's bedroom	1899	1899	855	449	1413	811	603	1757
%V	35.5%	38.5%	45.4%	46.7%	41.7%	59.1%	29.9%	37.5%
%H (All HH)		100.0%	45.0%	23.6%	74.4%	42.7%	31.8%	92.5%
%H (TV HH)			45.0%	23.6%	74.4%	42.7%	31.8%	
Child's bedroom	227	227	123	56	162	112	50	225
%V	4.2%	4.6%	6.5%	5.8%	4.8%	8.2%	2.5%	4.8%
%H (All HH)		100.0%	54.2%	24.7%	71.4%	49.3%	22.0%	99.1%
%H (TV HH)			54.2%	24.7%	71.4%	49.3%	22.0%	
Other bedroom	174	174	86	43	140	89	50	164
%V	3.3%	3.5%	4.6%	4.5%	4.1%	6.5%	2.5%	3.5%
%H (All HH)		100.0%	49.4%	24.7%	80.5%	51.1%	28.7%	94.3%
%H (TV HH)			49.4%	24.7%	80.5%	51.1%	28.7%	
Second living/dining room	323	323	153	79	250	155	95	303
%V	6.0%	6.6%	8.1%	8.2%	7.4%	11.3%	4.7%	6.5%
%H (All HH)		100.0%	47.4%	24.5%	77.4%	48.0%	29.4%	93.8%
%H (TV HH)			47.4%	24.5%	77.4%	48.0%	29.4%	
Study/office	59	59	33	11	46	30	16	57
%V	1.1%	1.2%	1.8%	1.1%	1.4%	2.2%	0.8%	1.2%
%H (All HH)		100.0%	55.9%	18.6%	78.0%	50.8%	27.1%	96.6%
%H (TV HH)			55.9%	18.6%	78.0%	50.8%	27.1%	
TV room	47	47	23	13	36	24	12	44
%V	0.9%	1.0%	1.2%	1.4%	1.1%	1.7%	0.6%	0.9%
%H (All HH)		100.0%	48.9%	27.7%	76.6%	51.1%	25.5%	93.6%
%H (TV HH)			48.9%	27.7%	76.6%	51.1%	25.5%	
Conservatory	39	39	18	10	30	19	11	37
%V	0.7%	0.8%	1.0%	1.0%	0.9%	1.4%	0.5%	0.8%
%H (All HH)		100.0%	46.2%	25.6%	76.9%	48.7%	28.2%	94.9%
%H (TV HH)			46.2%	25.6%	76.9%	48.7%	28.2%	
Attic or loft room	9	9	6	3	7	6	1	9
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	77.8%	66.7%	11.1%	100.0%
%H (TV HH)			66.7%	33.3%	77.8%	66.7%	11.1%	
No specific location	6	6	3	0	4	1	2	5
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	66.7%	16.7%	33.3%	83.3%
%H (TV HH)			50.0%	0.0%	66.7%	16.7%	33.3%	
Other	49	49	26	9	38	24	14	48
%V	0.9%	1.0%	1.4%	0.9%	1.1%	1.7%	0.7%	1.0%
%H (All HH)		100.0%	53.1%	18.4%	77.6%	49.0%	28.6%	98.0%
%H (TV HH)			53.1%	18.4%	77.6%	49.0%	28.6%	

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
January - December 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	5348	4929	1883	962	3392	1372	2020	4685
%H (All HH)		92.2%	35.2%	18.0%	63.4%	25.7%	37.8%	87.6%
%H (TV HH)			38.2%	19.5%	68.8%	27.8%	41.0%	
Any DSAT provider	1883	1883	1883	58	925	925	0	1762
%V	35.2%	38.2%	100.0%	6.0%	27.3%	67.4%	0.0%	37.6%
%H (All HH)			100.0%	3.1%	49.1%	49.1%	0.0%	93.6%
%H (TV HH)			100.0%	3.1%	49.1%	49.1%	0.0%	
Sky with subscription	1551	1551	1551	34	770	770	0	1473
%V	29.0%	31.5%	82.4%	3.5%	22.7%	56.1%	0.0%	31.4%
%H (All HH)			100.0%	2.2%	49.6%	49.6%	0.0%	95.0%
%H (TV HH)			100.0%	2.2%	49.6%	49.6%	0.0%	
Sky without subscription	122	122	122	5	43	43	0	105
%V	2.3%	2.5%	6.5%	0.5%	1.3%	3.1%	0.0%	2.2%
%H (All HH)			100.0%	4.1%	35.2%	35.2%	0.0%	86.1%
%H (TV HH)			100.0%	4.1%	35.2%	35.2%	0.0%	
Freesat	141	141	141	9	77	77	0	127
%V	2.6%	2.9%	7.5%	0.9%	2.3%	5.6%	0.0%	2.7%
%H (All HH)			100.0%	6.4%	54.6%	54.6%	0.0%	90.1%
%H (TV HH)			100.0%	6.4%	54.6%	54.6%	0.0%	
Other satellite provider	137	137	137	16	75	75	0	123
%V	2.6%	2.8%	7.3%	1.7%	2.2%	5.5%	0.0%	2.6%
%H (All HH)			100.0%	11.7%	54.7%	54.7%	0.0%	89.8%
%H (TV HH)			100.0%	11.7%	54.7%	54.7%	0.0%	
DCAB	962	962	58	962	476	476	0	917
%V	18.0%	19.5%	3.1%	100.0%	14.0%	34.7%	0.0%	19.6%
%H (All HH)			6.0%	100.0%	49.5%	49.5%	0.0%	95.3%
%H (TV HH)			6.0%	100.0%	49.5%	49.5%	0.0%	
DTT	3392	3392	925	476	3392	1372	2020	2879
%V	63.4%	68.8%	49.1%	49.5%	100.0%	100.0%	100.0%	61.5%
%H (All HH)		100.0%	27.3%	14.0%	100.0%	40.4%	59.6%	84.9%
%H (TV HH)			27.3%	14.0%	100.0%	40.4%	59.6%	

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

January - December 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	5348	4929	1883	962	3392	1372	2020	4685
%H (All HH)		92.2%	35.2%	18.0%	63.4%	25.7%	37.8%	87.6%
%H (TV HH)			38.2%	19.5%	68.8%	27.8%	41.0%	
PVR	2979	2979	1600	829	1768	1176	592	2809
%V	55.7%	60.4%	85.0%	86.2%	52.1%	85.7%	29.3%	60.0%
%H (All HH)		100.0%	53.7%	27.8%	59.3%	39.5%	19.9%	94.3%
%H (TV HH)			53.7%	27.8%	59.3%	39.5%	19.9%	
DVDR	100	100	30	21	83	33	50	85
%V	1.9%	2.0%	1.6%	2.2%	2.4%	2.4%	2.5%	1.8%
%H (All HH)		100.0%	30.0%	21.0%	83.0%	33.0%	50.0%	85.0%
%H (TV HH)			30.0%	21.0%	83.0%	33.0%	50.0%	
VCR	66	66	15	7	56	14	42	40
%V	1.2%	1.3%	0.8%	0.7%	1.7%	1.0%	2.1%	0.9%
%H (All HH)		100.0%	22.7%	10.6%	84.8%	21.2%	63.6%	60.6%
%H (TV HH)			22.7%	10.6%	84.8%	21.2%	63.6%	
Any recorder	3049	3049	1606	831	1830	1178	652	2850
%V	57.0%	61.9%	85.3%	86.4%	54.0%	85.9%	32.3%	60.8%
%H (All HH)		100.0%	52.7%	27.3%	60.0%	38.6%	21.4%	93.5%
%H (TV HH)			52.7%	27.3%	60.0%	38.6%	21.4%	
Receives HDTV (via STB or built-in reception)	3321	3321	1455	813	2272	1169	1102	3100
%V	62.1%	67.4%	77.3%	84.5%	67.0%	85.2%	54.6%	66.2%
%H (All HH)		100.0%	43.8%	24.5%	68.4%	35.2%	33.2%	93.3%
%H (TV HH)			43.8%	24.5%	68.4%	35.2%	33.2%	
DVD/Blu-ray player or recorder	3161	3161	1259	689	2234	1040	1194	2878
%V	59.1%	64.1%	66.9%	71.6%	65.9%	75.8%	59.1%	61.4%
%H (All HH)		100.0%	39.8%	21.8%	70.7%	32.9%	37.8%	91.0%
%H (TV HH)			39.8%	21.8%	70.7%	32.9%	37.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	5348	4929	1883	962	3392	1372	2020	4685
%H (All HH)		92.2%	35.2%	18.0%	63.4%	25.7%	37.8%	87.6%
%H (TV HH)			38.2%	19.5%	68.8%	27.8%	41.0%	
Has broadband internet	4685	4319	1762	917	2879	1299	1580	4685
%V	87.6%	87.6%	93.6%	95.3%	84.9%	94.7%	78.2%	100.0%
%H (All HH)		92.2%	37.6%	19.6%	61.5%	27.7%	33.7%	100.0%
%H (TV HH)			40.8%	21.2%	66.7%	30.1%	36.6%	
Number of computers (PCs and laptops)								
0	810	736	176	62	592	103	490	200
%V	15.1%	14.9%	9.3%	6.4%	17.5%	7.5%	24.3%	4.3%
%H (All HH)		90.9%	21.7%	7.7%	73.1%	12.7%	60.5%	24.7%
%H (TV HH)			23.9%	8.4%	80.4%	14.0%	66.6%	
1	1581	1421	518	251	961	336	625	1537
%V	29.6%	28.8%	27.5%	26.1%	28.3%	24.5%	30.9%	32.8%
%H (All HH)		89.9%	32.8%	15.9%	60.8%	21.3%	39.5%	97.2%
%H (TV HH)			36.5%	17.7%	67.6%	23.6%	44.0%	
2	1372	1289	534	266	875	401	474	1365
%V	25.7%	26.2%	28.4%	27.7%	25.8%	29.2%	23.5%	29.1%
%H (All HH)		94.0%	38.9%	19.4%	63.8%	29.2%	34.5%	99.5%
%H (TV HH)			41.4%	20.6%	67.9%	31.1%	36.8%	
3	725	673	293	157	441	223	218	724
%V	13.6%	13.7%	15.6%	16.3%	13.0%	16.3%	10.8%	15.5%
%H (All HH)		92.8%	40.4%	21.7%	60.8%	30.8%	30.1%	99.9%
%H (TV HH)			43.5%	23.3%	65.5%	33.1%	32.4%	
4	408	382	157	106	246	133	113	408
%V	7.6%	7.8%	8.3%	11.0%	7.3%	9.7%	5.6%	8.7%
%H (All HH)		93.6%	38.5%	26.0%	60.3%	32.6%	27.7%	100.0%
%H (TV HH)			41.1%	27.7%	64.4%	34.8%	29.6%	
5+	451	429	206	120	277	178	100	451
%V	8.4%	8.7%	10.9%	12.5%	8.2%	13.0%	5.0%	9.6%
%H (All HH)		95.1%	45.7%	26.6%	61.4%	39.5%	22.2%	100.0%
%H (TV HH)			48.0%	28.0%	64.6%	41.5%	23.3%	

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
January - December 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	8681	3659	1861	6258	3119	3139	7840
%H		42.1%	21.4%	72.1%	35.9%	36.2%	90.3%
Under 20"	674	233	136	570	264	306	582
%V	7.8%	6.4%	7.3%	9.1%	8.5%	9.7%	7.4%
%H		34.6%	20.2%	84.6%	39.2%	45.4%	86.4%
20" - 29"	1621	605	341	1306	637	669	1397
%V	18.7%	16.5%	18.3%	20.9%	20.4%	21.3%	17.8%
%H		37.3%	21.0%	80.6%	39.3%	41.3%	86.2%
30" - 39"	2637	1018	583	1890	865	1026	2354
%V	30.4%	27.8%	31.3%	30.2%	27.7%	32.7%	30.0%
%H		38.6%	22.1%	71.7%	32.8%	38.9%	89.3%
40" and over	3343	1647	723	2219	1249	969	3173
%V	38.5%	45.0%	38.9%	35.5%	40.0%	30.9%	40.5%
%H		49.3%	21.6%	66.4%	37.4%	29.0%	94.9%
Don't know	406	156	77	273	104	169	332
%V	4.7%	4.3%	4.1%	4.4%	3.3%	5.4%	4.2%
%H		38.4%	19.0%	67.2%	25.6%	41.6%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	8681	3659	1861	6258	3119	3139	7840
%H		42.1%	21.4%	72.1%	35.9%	36.2%	90.3%
Main living room	4879	1876	951	3361	1365	1996	4275
%V	56.2%	51.3%	51.1%	53.7%	43.8%	63.6%	54.5%
%H		38.5%	19.5%	68.9%	28.0%	40.9%	87.6%
Kitchen	432	201	79	356	200	156	390
%V	5.0%	5.5%	4.2%	5.7%	6.4%	5.0%	5.0%
%H		46.5%	18.3%	82.4%	46.3%	36.1%	90.3%
Adult's bedroom	2341	1060	583	1757	1042	715	2186
%V	27.0%	29.0%	31.3%	28.1%	33.4%	22.8%	27.9%
%H		45.3%	24.9%	75.1%	44.5%	30.5%	93.4%
Child's bedroom	289	156	73	206	144	62	287
%V	3.3%	4.3%	3.9%	3.3%	4.6%	2.0%	3.7%
%H		54.0%	25.3%	71.3%	49.8%	21.5%	99.3%
Other bedroom	200	101	49	161	103	58	190
%V	2.3%	2.8%	2.6%	2.6%	3.3%	1.8%	2.4%
%H		50.5%	24.5%	80.5%	51.5%	29.0%	95.0%
Second living/dining room	327	155	79	253	157	96	307
%V	3.8%	4.2%	4.2%	4.0%	5.0%	3.1%	3.9%
%H		47.4%	24.2%	77.4%	48.0%	29.4%	93.9%
Study/office	60	34	11	47	30	16	59
%V	0.7%	0.9%	0.6%	0.8%	1.0%	0.5%	0.8%
%H		56.7%	18.3%	78.3%	50.0%	26.7%	98.3%
TV room	47	24	14	37	25	12	44
%V	0.5%	0.7%	0.8%	0.6%	0.8%	0.4%	0.6%
%H		51.1%	29.8%	78.7%	53.2%	25.5%	93.6%
Conservatory	39	18	10	30	19	11	37
%V	0.4%	0.5%	0.5%	0.5%	0.6%	0.4%	0.5%
%H		46.2%	25.6%	76.9%	48.7%	28.2%	94.9%
Attic or loft room	9	6	3	7	6	1	9
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		66.7%	33.3%	77.8%	66.7%	11.1%	100.0%
No specific location	6	3	0	4	2	2	6
%H	0.1%	50.0%	0.0%	66.7%	33.3%	33.3%	100.0%
Other	52	26	10	40	25	15	50
%V	0.6%	0.7%	0.5%	0.6%	0.8%	0.5%	0.6%
%H		50.0%	19.2%	76.9%	48.1%	28.8%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	8681	3659	1861	6258	3119	3139	7840
%H		42.1%	21.4%	72.1%	35.9%	36.2%	90.3%
PVR	3912	2219	1104	2233	1576	658	3717
%V	45.1%	60.6%	59.3%	35.7%	50.5%	21.0%	47.4%
%H		56.7%	28.2%	57.1%	40.3%	16.8%	95.0%
DVDR	108	33	22	90	36	54	93
%V	1.2%	0.9%	1.2%	1.4%	1.2%	1.7%	1.2%
%H		30.6%	20.4%	83.3%	33.3%	50.0%	86.1%
VCR	67	15	7	57	14	43	41
%V	0.8%	0.4%	0.4%	0.9%	0.4%	1.4%	0.5%
%H		22.4%	10.4%	85.1%	20.9%	64.2%	61.2%
Any recorder	4003	2229	1112	2312	1584	728	3777
%V	46.1%	60.9%	59.8%	36.9%	50.8%	23.2%	48.2%
%H		55.7%	27.8%	57.8%	39.6%	18.2%	94.4%

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	8681	3659	1861	6258	3119	3139	7840
%H		42.1%	21.4%	72.1%	35.9%	36.2%	90.3%
Receives HDTV (via STB or built-in reception)	4792	2192	1223	3343	1890	1453	4524
%V	55.2%	59.9%	65.7%	53.4%	60.6%	46.3%	57.7%
%H		45.7%	25.5%	69.8%	39.4%	30.3%	94.4%
DVD/Blu-ray player or recorder	4260	1801	988	3053	1587	1466	3946
%V	49.1%	49.2%	53.1%	48.8%	50.9%	46.7%	50.3%
%H		42.3%	23.2%	71.7%	37.3%	34.4%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	4929	1883	962	3392	1372	2020	4319
%H		38.2%	19.5%	68.8%	27.8%	41.0%	87.6%
Under 20"	70	14	9	53	8	45	48
%V	1.4%	0.7%	0.9%	1.6%	0.6%	2.2%	1.1%
%H		20.0%	12.9%	75.7%	11.4%	64.3%	68.6%
20" - 29"	466	90	65	359	61	298	327
%V	9.5%	4.8%	6.8%	10.6%	4.4%	14.8%	7.6%
%H		19.3%	13.9%	77.0%	13.1%	63.9%	70.2%
30" - 39"	1504	443	288	1075	331	744	1259
%V	30.5%	23.5%	29.9%	31.7%	24.1%	36.8%	29.2%
%H		29.5%	19.1%	71.5%	22.0%	49.5%	83.7%
40" and over	2701	1277	572	1785	946	839	2549
%V	54.8%	67.8%	59.5%	52.6%	69.0%	41.5%	59.0%
%H		47.3%	21.2%	66.1%	35.0%	31.1%	94.4%
Don't know	187	59	28	119	26	93	136
%V	3.8%	3.1%	2.9%	3.5%	1.9%	4.6%	3.1%
%H		31.6%	15.0%	63.6%	13.9%	49.7%	72.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	4929	1883	962	3392	1372	2020	4319
%H		38.2%	19.5%	68.8%	27.8%	41.0%	87.6%
PVR	2937	1589	819	1731	1161	570	2771
%V	59.6%	84.4%	85.1%	51.0%	84.6%	28.2%	64.2%
%H		54.1%	27.9%	58.9%	39.5%	19.4%	94.3%
DVDR	87	26	16	74	27	46	72
%V	1.8%	1.4%	1.7%	2.2%	2.0%	2.3%	1.7%
%H		29.9%	18.4%	85.1%	31.0%	52.9%	82.8%
VCR	55	10	5	46	8	38	31
%V	1.1%	0.5%	0.5%	1.4%	0.6%	1.9%	0.7%
%H		18.2%	9.1%	83.6%	14.5%	69.1%	56.4%
Any recorder	3005	1595	822	1791	1163	628	2810
%V	61.0%	84.7%	85.4%	52.8%	84.8%	31.1%	65.1%
%H		53.1%	27.4%	59.6%	38.7%	20.9%	93.5%

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	4929	1883	962	3392	1372	2020	4319
%H		38.2%	19.5%	68.8%	27.8%	41.0%	87.6%
Receives HDTV (via STB or built-in reception)	3239	1425	794	2201	1136	1065	3022
%V	65.7%	75.7%	82.5%	64.9%	82.8%	52.7%	70.0%
%H		44.0%	24.5%	68.0%	35.1%	32.9%	93.3%
DVD/Blu-ray player or recorder	2897	1136	626	2043	931	1112	2632
%V	58.8%	60.3%	65.1%	60.2%	67.9%	55.0%	60.9%
%H		39.2%	21.6%	70.5%	32.1%	38.4%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	3753	1776	899	2866	1747	1119	3520
%H		47.3%	24.0%	76.4%	46.5%	29.8%	93.8%
Under 20"	603	219	127	517	256	261	534
%V	16.1%	12.3%	14.1%	18.0%	14.7%	23.3%	15.2%
%H		36.3%	21.1%	85.7%	42.5%	43.3%	88.6%
20" - 29"	1155	515	276	947	576	371	1070
%V	30.8%	29.0%	30.7%	33.0%	33.0%	33.2%	30.4%
%H		44.6%	23.9%	82.0%	49.9%	32.1%	92.6%
30" - 39"	1133	575	295	815	533	282	1095
%V	30.2%	32.4%	32.8%	28.4%	30.5%	25.2%	31.1%
%H		50.8%	26.0%	71.9%	47.0%	24.9%	96.6%
40" and over	642	370	152	433	303	130	624
%V	17.1%	20.8%	16.9%	15.1%	17.3%	11.6%	17.7%
%H		57.6%	23.7%	67.4%	47.2%	20.2%	97.2%
Don't know	219	97	49	154	79	75	197
%V	5.8%	5.5%	5.5%	5.4%	4.5%	6.7%	5.6%
%H		44.3%	22.4%	70.3%	36.1%	34.2%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	3753	1776	899	2866	1747	1119	3520
%H		47.3%	24.0%	76.4%	46.5%	29.8%	93.8%
PVR	975	629	286	503	415	88	946
%V	26.0%	35.4%	31.8%	17.6%	23.8%	7.9%	26.9%
%H		64.5%	29.3%	51.6%	42.6%	9.0%	97.0%
DVDR	21	7	6	16	9	7	21
%V	0.6%	0.4%	0.7%	0.6%	0.5%	0.6%	0.6%
%H		33.3%	28.6%	76.2%	42.9%	33.3%	100.0%
VCR	11	5	2	11	6	5	10
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.4%	0.3%
%H		45.5%	18.2%	100.0%	54.5%	45.5%	90.9%
Any recorder	997	635	290	521	422	100	967
%V	26.6%	35.8%	32.3%	18.2%	24.2%	8.9%	27.5%
%H		63.7%	29.1%	52.3%	42.3%	10.0%	97.0%

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	3753	1776	899	2866	1747	1119	3520
%H		47.3%	24.0%	76.4%	46.5%	29.8%	93.8%
Receives HDTV (via STB or built-in reception)	1553	767	429	1142	754	387	1501
%V	41.4%	43.2%	47.7%	39.8%	43.2%	34.6%	42.6%
%H		49.4%	27.6%	73.5%	48.6%	24.9%	96.7%
DVD/Blu-ray player or recorder	1363	664	362	1009	656	353	1314
%V	36.3%	37.4%	40.3%	35.2%	37.6%	31.5%	37.3%
%H		48.7%	26.6%	74.0%	48.1%	25.9%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	12985	12114	5251	2533	7907	3718	4189	12083
%H		93.3%	40.4%	19.5%	60.9%	28.6%	32.3%	93.1%
Total Children	2641	2519	1248	536	1499	793	707	2587
%V	20.3%	20.8%	23.8%	21.2%	19.0%	21.3%	16.9%	21.4%
%H		95.4%	47.3%	20.3%	56.8%	30.0%	26.8%	98.0%
0 - 3	723	678	336	125	405	196	209	704
%V	5.6%	5.6%	6.4%	4.9%	5.1%	5.3%	5.0%	5.8%
%H		93.8%	46.5%	17.3%	56.0%	27.1%	28.9%	97.4%
4 - 15	1919	1841	912	411	1095	596	498	1883
%V	14.8%	15.2%	17.4%	16.2%	13.8%	16.0%	11.9%	15.6%
%H		95.9%	47.5%	21.4%	57.1%	31.1%	26.0%	98.1%
4 - 9	1051	998	500	222	565	302	263	1028
%V	8.1%	8.2%	9.5%	8.8%	7.1%	8.1%	6.3%	8.5%
%H		95.0%	47.6%	21.1%	53.8%	28.7%	25.0%	97.8%
10 - 15	868	843	412	189	529	294	235	855
%V	6.7%	7.0%	7.8%	7.5%	6.7%	7.9%	5.6%	7.1%
%H		97.1%	47.5%	21.8%	60.9%	33.9%	27.1%	98.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	12985	12114	5251	2533	7907	3718	4189	12083
%H		93.3%	40.4%	19.5%	60.9%	28.6%	32.3%	93.1%
Total Adults (16+)	10343	9595	4004	1997	6408	2926	3482	9495
%V	79.7%	79.2%	76.3%	78.8%	81.0%	78.7%	83.1%	78.6%
%H		92.8%	38.7%	19.3%	62.0%	28.3%	33.7%	91.8%
16 - 19	482	453	215	118	295	172	122	476
%V	3.7%	3.7%	4.1%	4.7%	3.7%	4.6%	2.9%	3.9%
%H		94.0%	44.6%	24.5%	61.2%	35.7%	25.3%	98.8%
20 - 24	842	690	307	152	428	218	209	822
%V	6.5%	5.7%	5.8%	6.0%	5.4%	5.9%	5.0%	6.8%
%H		81.9%	36.5%	18.1%	50.8%	25.9%	24.8%	97.6%
25 - 34	2256	1968	857	377	1183	526	657	2211
%V	17.4%	16.2%	16.3%	14.9%	15.0%	14.1%	15.7%	18.3%
%H		87.2%	38.0%	16.7%	52.4%	23.3%	29.1%	98.0%
35 - 44	1963	1826	844	382	1152	587	565	1918
%V	15.1%	15.1%	16.1%	15.1%	14.6%	15.8%	13.5%	15.9%
%H		93.0%	43.0%	19.5%	58.7%	29.9%	28.8%	97.7%
45 - 54	1773	1701	713	416	1138	561	577	1705
%V	13.7%	14.0%	13.6%	16.4%	14.4%	15.1%	13.8%	14.1%
%H		95.9%	40.2%	23.5%	64.2%	31.6%	32.5%	96.2%
55 - 64	1306	1269	533	290	889	437	452	1200
%V	10.1%	10.5%	10.2%	11.4%	11.2%	11.8%	10.8%	9.9%
%H		97.2%	40.8%	22.2%	68.1%	33.5%	34.6%	91.9%
65+	1721	1687	533	262	1324	425	899	1164
%V	13.3%	13.9%	10.2%	10.3%	16.7%	11.4%	21.5%	9.6%
%H		98.0%	31.0%	15.2%	76.9%	24.7%	52.2%	67.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	10343	9595	4004	1997	6408	2926	3482	9495
%H		92.8%	38.7%	19.3%	62.0%	28.3%	33.7%	91.8%
AB	2993	2806	1127	656	1880	881	998	2936
%V	28.9%	29.2%	28.1%	32.8%	29.3%	30.1%	28.7%	30.9%
%H		93.8%	37.7%	21.9%	62.8%	29.4%	33.3%	98.1%
C1	3262	2983	1263	651	2007	957	1050	3096
%V	31.5%	31.1%	31.5%	32.6%	31.3%	32.7%	30.2%	32.6%
%H		91.4%	38.7%	20.0%	61.5%	29.3%	32.2%	94.9%
C2	1842	1733	766	360	1169	590	579	1680
%V	17.8%	18.1%	19.1%	18.0%	18.2%	20.2%	16.6%	17.7%
%H		94.1%	41.6%	19.5%	63.5%	32.0%	31.4%	91.2%
D	1582	1449	636	232	906	360	546	1371
%V	15.3%	15.1%	15.9%	11.6%	14.1%	12.3%	15.7%	14.4%
%H		91.6%	40.2%	14.7%	57.3%	22.8%	34.5%	86.7%
E	664	623	211	98	446	137	309	412
%V	6.4%	6.5%	5.3%	4.9%	7.0%	4.7%	8.9%	4.3%
%H		93.8%	31.8%	14.8%	67.2%	20.6%	46.5%	62.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	10343	9595	4004	1997	6408	2926	3482	9495
%H		92.8%	38.7%	19.3%	62.0%	28.3%	33.7%	91.8%
Working full time	5527	5102	2208	1143	3281	1621	1660	5409
%V	53.4%	53.2%	55.1%	57.2%	51.2%	55.4%	47.7%	57.0%
%H		92.3%	39.9%	20.7%	59.4%	29.3%	30.0%	97.9%
Working part time	993	928	408	204	628	316	312	956
%V	9.6%	9.7%	10.2%	10.2%	9.8%	10.8%	9.0%	10.1%
%H		93.5%	41.1%	20.5%	63.2%	31.8%	31.4%	96.3%
Not working	3822	3565	1388	650	2499	989	1510	3130
%V	37.0%	37.2%	34.7%	32.5%	39.0%	33.8%	43.4%	33.0%
%H		93.3%	36.3%	17.0%	65.4%	25.9%	39.5%	81.9%
Housewife/Houseperson	5348	4929	1883	962	3392	1372	2020	4685
%V	51.7%	51.4%	47.0%	48.2%	52.9%	46.9%	58.0%	49.3%
%H		92.2%	35.2%	18.0%	63.4%	25.7%	37.8%	87.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	5076	4656	1948	1000	3066	1429	1637	4714
%H		91.7%	38.4%	19.7%	60.4%	28.2%	32.2%	92.9%
16 - 19	258	242	114	66	162	98	65	255
%V	5.1%	5.2%	5.9%	6.6%	5.3%	6.9%	4.0%	5.4%
%H		93.8%	44.2%	25.6%	62.8%	38.0%	25.2%	98.8%
20 - 24	411	346	157	81	200	103	97	402
%V	8.1%	7.4%	8.1%	8.1%	6.5%	7.2%	5.9%	8.5%
%H		84.2%	38.2%	19.7%	48.7%	25.1%	23.6%	97.8%
25 - 34	1140	973	414	195	577	264	313	1117
%V	22.5%	20.9%	21.3%	19.5%	18.8%	18.5%	19.1%	23.7%
%H		85.4%	36.3%	17.1%	50.6%	23.2%	27.5%	98.0%
35 - 44	989	906	420	185	562	283	279	963
%V	19.5%	19.5%	21.6%	18.5%	18.3%	19.8%	17.0%	20.4%
%H		91.6%	42.5%	18.7%	56.8%	28.6%	28.2%	97.4%
45 - 54	876	830	345	207	552	271	282	835
%V	17.3%	17.8%	17.7%	20.7%	18.0%	19.0%	17.2%	17.7%
%H		94.7%	39.4%	23.6%	63.0%	30.9%	32.2%	95.3%
55 - 64	640	618	258	138	435	212	222	587
%V	12.6%	13.3%	13.2%	13.8%	14.2%	14.8%	13.6%	12.5%
%H		96.6%	40.3%	21.6%	68.0%	33.1%	34.7%	91.7%
65+	761	742	240	128	577	198	379	555
%V	15.0%	15.9%	12.3%	12.8%	18.8%	13.9%	23.2%	11.8%
%H		97.5%	31.5%	16.8%	75.8%	26.0%	49.8%	72.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	5076	4656	1948	1000	3066	1429	1637	4714
%H		91.7%	38.4%	19.7%	60.4%	28.2%	32.2%	92.9%
AB	1517	1419	585	331	940	453	487	1490
%V	29.9%	30.5%	30.0%	33.1%	30.7%	31.7%	29.7%	31.6%
%H		93.5%	38.6%	21.8%	62.0%	29.9%	32.1%	98.2%
C1	1532	1386	592	321	919	457	462	1474
%V	30.2%	29.8%	30.4%	32.1%	30.0%	32.0%	28.2%	31.3%
%H		90.5%	38.6%	21.0%	60.0%	29.8%	30.2%	96.2%
C2	977	908	393	193	609	304	306	892
%V	19.2%	19.5%	20.2%	19.3%	19.9%	21.3%	18.7%	18.9%
%H		92.9%	40.2%	19.8%	62.3%	31.1%	31.3%	91.3%
D	777	693	300	114	420	163	256	683
%V	15.3%	14.9%	15.4%	11.4%	13.7%	11.4%	15.6%	14.5%
%H		89.2%	38.6%	14.7%	54.1%	21.0%	32.9%	87.9%
E	273	250	78	41	179	52	127	175
%V	5.4%	5.4%	4.0%	4.1%	5.8%	3.6%	7.8%	3.7%
%H		91.6%	28.6%	15.0%	65.6%	19.0%	46.5%	64.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	5076	4656	1948	1000	3066	1429	1637	4714
%H		91.7%	38.4%	19.7%	60.4%	28.2%	32.2%	92.9%
Working full time	3328	3056	1338	689	1924	958	967	3249
%V	65.6%	65.6%	68.7%	68.9%	62.8%	67.0%	59.1%	68.9%
%H		91.8%	40.2%	20.7%	57.8%	28.8%	29.1%	97.6%
Working part time	256	224	95	49	153	77	76	238
%V	5.0%	4.8%	4.9%	4.9%	5.0%	5.4%	4.6%	5.0%
%H		87.5%	37.1%	19.1%	59.8%	30.1%	29.7%	93.0%
Not working	1492	1375	515	263	989	395	594	1227
%V	29.4%	29.5%	26.4%	26.3%	32.3%	27.6%	36.3%	26.0%
%H		92.2%	34.5%	17.6%	66.3%	26.5%	39.8%	82.2%
Housewife/Houseperson	1230	1044	319	203	739	246	493	1012
%V	24.2%	22.4%	16.4%	20.3%	24.1%	17.2%	30.1%	21.5%
%H		84.9%	25.9%	16.5%	60.1%	20.0%	40.1%	82.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	5267	4939	2056	997	3342	1497	1845	4781
%H		93.8%	39.0%	18.9%	63.5%	28.4%	35.0%	90.8%
16 - 19	224	211	101	52	132	74	58	221
%V	4.3%	4.3%	4.9%	5.2%	3.9%	4.9%	3.1%	4.6%
%H		94.2%	45.1%	23.2%	58.9%	33.0%	25.9%	98.7%
20 - 24	431	344	150	72	228	116	112	420
%V	8.2%	7.0%	7.3%	7.2%	6.8%	7.7%	6.1%	8.8%
%H		79.8%	34.8%	16.7%	52.9%	26.9%	26.0%	97.4%
25 - 34	1115	996	443	181	606	262	344	1094
%V	21.2%	20.2%	21.5%	18.2%	18.1%	17.5%	18.6%	22.9%
%H		89.3%	39.7%	16.2%	54.3%	23.5%	30.9%	98.1%
35 - 44	974	920	424	197	589	303	286	955
%V	18.5%	18.6%	20.6%	19.8%	17.6%	20.2%	15.5%	20.0%
%H		94.5%	43.5%	20.2%	60.5%	31.1%	29.4%	98.0%
45 - 54	897	872	368	210	586	291	295	870
%V	17.0%	17.7%	17.9%	21.1%	17.5%	19.4%	16.0%	18.2%
%H		97.2%	41.0%	23.4%	65.3%	32.4%	32.9%	97.0%
55 - 64	666	651	276	151	454	224	230	613
%V	12.6%	13.2%	13.4%	15.1%	13.6%	15.0%	12.5%	12.8%
%H		97.7%	41.4%	22.7%	68.2%	33.6%	34.5%	92.0%
65+	960	945	293	133	747	227	520	609
%V	18.2%	19.1%	14.3%	13.3%	22.4%	15.2%	28.2%	12.7%
%H		98.4%	30.5%	13.9%	77.8%	23.6%	54.2%	63.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	5267	4939	2056	997	3342	1497	1845	4781
%H		93.8%	39.0%	18.9%	63.5%	28.4%	35.0%	90.8%
AB	1476	1388	542	325	940	428	512	1446
%V	28.0%	28.1%	26.4%	32.6%	28.1%	28.6%	27.8%	30.2%
%H		94.0%	36.7%	22.0%	63.7%	29.0%	34.7%	98.0%
C1	1730	1597	670	330	1089	500	588	1622
%V	32.8%	32.3%	32.6%	33.1%	32.6%	33.4%	31.9%	33.9%
%H		92.3%	38.7%	19.1%	62.9%	28.9%	34.0%	93.8%
C2	865	825	374	167	560	286	273	789
%V	16.4%	16.7%	18.2%	16.8%	16.8%	19.1%	14.8%	16.5%
%H		95.4%	43.2%	19.3%	64.7%	33.1%	31.6%	91.2%
D	805	756	336	118	487	197	289	688
%V	15.3%	15.3%	16.3%	11.8%	14.6%	13.2%	15.7%	14.4%
%H		93.9%	41.7%	14.7%	60.5%	24.5%	35.9%	85.5%
E	391	374	134	57	267	85	182	237
%V	7.4%	7.6%	6.5%	5.7%	8.0%	5.7%	9.9%	5.0%
%H		95.7%	34.3%	14.6%	68.3%	21.7%	46.5%	60.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	5267	4939	2056	997	3342	1497	1845	4781
%H		93.8%	39.0%	18.9%	63.5%	28.4%	35.0%	90.8%
Working full time	2199	2045	870	454	1357	663	694	2160
%V	41.8%	41.4%	42.3%	45.5%	40.6%	44.3%	37.6%	45.2%
%H		93.0%	39.6%	20.6%	61.7%	30.2%	31.6%	98.2%
Working part time	738	705	312	156	475	240	236	718
%V	14.0%	14.3%	15.2%	15.6%	14.2%	16.0%	12.8%	15.0%
%H		95.5%	42.3%	21.1%	64.4%	32.5%	32.0%	97.3%
Not working	2330	2189	873	387	1510	594	916	1903
%V	44.2%	44.3%	42.5%	38.8%	45.2%	39.7%	49.6%	39.8%
%H		93.9%	37.5%	16.6%	64.8%	25.5%	39.3%	81.7%
Housewife/Houseperson	4118	3884	1564	759	2653	1126	1527	3674
%V	78.2%	78.6%	76.1%	76.1%	79.4%	75.2%	82.8%	76.8%
%H		94.3%	38.0%	18.4%	64.4%	27.3%	37.1%	89.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 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	1128	1068	461	139	732	279	454	974
%H (All HH)		94.7%	40.9%	12.3%	64.9%	24.7%	40.2%	86.3%
%H (TV HH)			43.2%	13.0%	68.5%	26.1%	42.5%	
AB	309	291	133	43	193	79	113	294
%V	27.4%	27.2%	28.9%	30.9%	26.4%	28.3%	24.9%	30.2%
%H (All HH)		94.2%	43.0%	13.9%	62.5%	25.6%	36.6%	95.1%
%H (TV HH)			45.7%	14.8%	66.3%	27.1%	38.8%	
C1	365	344	151	41	241	96	145	331
%V	32.4%	32.2%	32.8%	29.5%	32.9%	34.4%	31.9%	34.0%
%H (All HH)		94.2%	41.4%	11.2%	66.0%	26.3%	39.7%	90.7%
%H (TV HH)			43.9%	11.9%	70.1%	27.9%	42.2%	
C2	199	193	86	27	133	57	76	165
%V	17.6%	18.1%	18.7%	19.4%	18.2%	20.4%	16.7%	16.9%
%H (All HH)		97.0%	43.2%	13.6%	66.8%	28.6%	38.2%	82.9%
%H (TV HH)			44.6%	14.0%	68.9%	29.5%	39.4%	
D	148	140	57	21	90	28	61	115
%V	13.1%	13.1%	12.4%	15.1%	12.3%	10.0%	13.4%	11.8%
%H (All HH)		94.6%	38.5%	14.2%	60.8%	18.9%	41.2%	77.7%
%H (TV HH)			40.7%	15.0%	64.3%	20.0%	43.6%	
E	107	99	33	8	75	18	57	70
%V	9.5%	9.3%	7.2%	5.8%	10.2%	6.5%	12.6%	7.2%
%H (All HH)		92.5%	30.8%	7.5%	70.1%	16.8%	53.3%	65.4%
%H (TV HH)			33.3%	8.1%	75.8%	18.2%	57.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1128	1068	461	139	732	279	454	974
%V (All HH)		94.7%	40.9%	12.3%	64.9%	24.7%	40.2%	86.3%
%H (TV HH)			43.2%	13.0%	68.5%	26.1%	42.5%	
Under 25	47	37	10	3	22	5	17	42
%V	4.2%	3.5%	2.2%	2.2%	3.0%	1.8%	3.7%	4.3%
%H (All HH)		78.7%	21.3%	6.4%	46.8%	10.6%	36.2%	89.4%
%H (TV HH)			27.0%	8.1%	59.5%	13.5%	45.9%	
25 - 34	148	130	56	14	71	19	52	139
%V	13.1%	12.2%	12.1%	10.1%	9.7%	6.8%	11.5%	14.3%
%H (All HH)		87.8%	37.8%	9.5%	48.0%	12.8%	35.1%	93.9%
%H (TV HH)			43.1%	10.8%	54.6%	14.6%	40.0%	
35 - 44	166	158	84	27	101	54	47	160
%V	14.7%	14.8%	18.2%	19.4%	13.8%	19.4%	10.4%	16.4%
%H (All HH)		95.2%	50.6%	16.3%	60.8%	32.5%	28.3%	96.4%
%H (TV HH)			53.2%	17.1%	63.9%	34.2%	29.7%	
45 - 54	238	224	102	40	148	66	82	222
%V	21.1%	21.0%	22.1%	28.8%	20.2%	23.7%	18.1%	22.8%
%H (All HH)		94.1%	42.9%	16.8%	62.2%	27.7%	34.5%	93.3%
%H (TV HH)			45.5%	17.9%	66.1%	29.5%	36.6%	
55 - 64	202	196	92	27	132	56	76	189
%V	17.9%	18.4%	20.0%	19.4%	18.0%	20.1%	16.7%	19.4%
%H (All HH)		97.0%	45.5%	13.4%	65.3%	27.7%	37.6%	93.6%
%H (TV HH)			46.9%	13.8%	67.3%	28.6%	38.8%	
65 +	328	323	117	28	259	79	180	222
%V	29.1%	30.2%	25.4%	20.1%	35.4%	28.3%	39.6%	22.8%
%H (All HH)		98.5%	35.7%	8.5%	79.0%	24.1%	54.9%	67.7%
%H (TV HH)			36.2%	8.7%	80.2%	24.5%	55.7%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1128	1068	461	139	732	279	454	974
%H (All HH)		94.7%	40.9%	12.3%	64.9%	24.7%	40.2%	86.3%
%H (TV HH)			43.2%	13.0%	68.5%	26.1%	42.5%	
1	352	323	96	38	249	62	187	246
%V	31.2%	30.2%	20.8%	27.3%	34.0%	22.2%	41.2%	25.3%
%H (All HH)		91.8%	27.3%	10.8%	70.7%	17.6%	53.1%	69.9%
%H (TV HH)			29.7%	11.8%	77.1%	19.2%	57.9%	
2	385	370	164	48	247	95	152	350
%V	34.1%	34.6%	35.6%	34.5%	33.7%	34.1%	33.5%	35.9%
%H (All HH)		96.1%	42.6%	12.5%	64.2%	24.7%	39.5%	90.9%
%H (TV HH)			44.3%	13.0%	66.8%	25.7%	41.1%	
3	174	164	85	23	107	54	53	166
%V	15.4%	15.4%	18.4%	16.5%	14.6%	19.4%	11.7%	17.0%
%H (All HH)		94.3%	48.9%	13.2%	61.5%	31.0%	30.5%	95.4%
%H (TV HH)			51.8%	14.0%	65.2%	32.9%	32.3%	
4	144	141	74	23	90	47	43	141
%V	12.8%	13.2%	16.1%	16.5%	12.3%	16.8%	9.5%	14.5%
%H (All HH)		97.9%	51.4%	16.0%	62.5%	32.6%	29.9%	97.9%
%H (TV HH)			52.5%	16.3%	63.8%	33.3%	30.5%	
5+	73	69	41	8	40	21	19	71
%V	6.5%	6.5%	8.9%	5.8%	5.5%	7.5%	4.2%	7.3%
%H (All HH)		94.5%	56.2%	11.0%	54.8%	28.8%	26.0%	97.3%
%H (TV HH)			59.4%	11.6%	58.0%	30.4%	27.5%	
Average HH size	2.32	2.34	2.61	2.43	2.24	2.56	2.04	2.46

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1128	1068	461	139	732	279	454	974
%V (All HH)		94.7%	40.9%	12.3%	64.9%	24.7%	40.2%	86.3%
%H (TV HH)			43.2%	13.0%	68.5%	26.1%	42.5%	
Without	839	788	307	103	563	196	367	696
%V	74.4%	73.8%	66.6%	74.1%	76.9%	70.3%	80.8%	71.5%
%H (All HH)		93.9%	36.6%	12.3%	67.1%	23.4%	43.7%	83.0%
%H (TV HH)			39.0%	13.1%	71.4%	24.9%	46.6%	
With	289	280	153	36	169	83	87	278
%V	25.6%	26.2%	33.2%	25.9%	23.1%	29.7%	19.2%	28.5%
%H (All HH)		96.9%	52.9%	12.5%	58.5%	28.7%	30.1%	96.2%
%H (TV HH)			54.6%	12.9%	60.4%	29.6%	31.1%	
0 - 3	103	97	50	13	58	25	33	97
%V	9.1%	9.1%	10.8%	9.4%	7.9%	9.0%	7.3%	10.0%
%H (All HH)		94.2%	48.5%	12.6%	56.3%	24.3%	32.0%	94.2%
%H (TV HH)			51.5%	13.4%	59.8%	25.8%	34.0%	
4 - 9	154	150	87	16	92	46	46	148
%V	13.7%	14.0%	18.9%	11.5%	12.6%	16.5%	10.1%	15.2%
%H (All HH)		97.4%	56.5%	10.4%	59.7%	29.9%	29.9%	96.1%
%H (TV HH)			58.0%	10.7%	61.3%	30.7%	30.7%	
10 - 15	137	136	76	21	83	44	38	134
%V	12.1%	12.7%	16.5%	15.1%	11.3%	15.8%	8.4%	13.8%
%H (All HH)		99.3%	55.5%	15.3%	60.6%	32.1%	27.7%	97.8%
%H (TV HH)			55.9%	15.4%	61.0%	32.4%	27.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1128	1068	461	139	732	279	454	974
%H (All HH)		94.7%	40.9%	12.3%	64.9%	24.7%	40.2%	86.3%
%H (TV HH)			43.2%	13.0%	68.5%	26.1%	42.5%	
1	433	433	140	48	276	46	230	347
%V	38.4%	40.5%	30.4%	34.5%	37.7%	16.5%	50.7%	35.6%
%H (All HH)		100.0%	32.3%	11.1%	63.7%	10.6%	53.1%	80.1%
%H (TV HH)			32.3%	11.1%	63.7%	10.6%	53.1%	
2	351	351	166	47	244	108	136	311
%V	31.1%	32.9%	36.0%	33.8%	33.3%	38.7%	30.0%	31.9%
%H (All HH)		100.0%	47.3%	13.4%	69.5%	30.8%	38.7%	88.6%
%H (TV HH)			47.3%	13.4%	69.5%	30.8%	38.7%	
3	170	170	87	27	121	63	58	157
%V	15.1%	15.9%	18.9%	19.4%	16.5%	22.6%	12.8%	16.1%
%H (All HH)		100.0%	51.2%	15.9%	71.2%	37.1%	34.1%	92.4%
%H (TV HH)			51.2%	15.9%	71.2%	37.1%	34.1%	
4	84	84	47	15	66	43	22	82
%V	7.4%	7.9%	10.2%	10.8%	9.0%	15.4%	4.8%	8.4%
%H (All HH)		100.0%	56.0%	17.9%	78.6%	51.2%	26.2%	97.6%
%H (TV HH)			56.0%	17.9%	78.6%	51.2%	26.2%	
5+	30	30	21	3	26	18	7	30
%V	2.7%	2.8%	4.6%	2.2%	3.6%	6.5%	1.5%	3.1%
%H (All HH)		100.0%	70.0%	10.0%	86.7%	60.0%	23.3%	100.0%
%H (TV HH)			70.0%	10.0%	86.7%	60.0%	23.3%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1128	1068	461	139	732	279	454	974
%H (All HH)		94.7%	40.9%	12.3%	64.9%	24.7%	40.2%	86.3%
%H (TV HH)			43.2%	13.0%	68.5%	26.1%	42.5%	
Under 20"	222	222	101	27	180	85	96	190
%V	19.7%	20.8%	21.9%	19.4%	24.6%	30.5%	21.1%	19.5%
%H (All HH)		100.0%	45.5%	12.2%	81.1%	38.3%	43.2%	85.6%
%H (TV HH)			45.5%	12.2%	81.1%	38.3%	43.2%	
20" - 29"	367	367	140	52	282	104	178	314
%V	32.5%	34.4%	30.4%	37.4%	38.5%	37.3%	39.2%	32.2%
%H (All HH)		100.0%	38.1%	14.2%	76.8%	28.3%	48.5%	85.6%
%H (TV HH)			38.1%	14.2%	76.8%	28.3%	48.5%	
30" - 39"	550	550	254	83	372	163	209	478
%V	48.8%	51.5%	55.1%	59.7%	50.8%	58.4%	46.0%	49.1%
%H (All HH)		100.0%	46.2%	15.1%	67.6%	29.6%	38.0%	86.9%
%H (TV HH)			46.2%	15.1%	67.6%	29.6%	38.0%	
40" and over	557	557	295	72	369	185	183	526
%V	49.4%	52.2%	64.0%	51.8%	50.4%	66.3%	40.3%	54.0%
%H (All HH)		100.0%	53.0%	12.9%	66.2%	33.2%	32.9%	94.4%
%H (TV HH)			53.0%	12.9%	66.2%	33.2%	32.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1128	1068	461	139	732	279	454	974
%H (All HH)		94.7%	40.9%	12.3%	64.9%	24.7%	40.2%	86.3%
%H (TV HH)			43.2%	13.0%	68.5%	26.1%	42.5%	
Main living room	1058	1058	456	139	729	278	451	918
%V	93.8%	99.1%	98.9%	100.0%	99.6%	99.6%	99.3%	94.3%
%H (All HH)		100.0%	43.1%	13.1%	68.9%	26.3%	42.6%	86.8%
%H (TV HH)			43.1%	13.1%	68.9%	26.3%	42.6%	
Kitchen	107	107	52	14	87	45	43	97
%V	9.5%	10.0%	11.3%	10.1%	11.9%	16.1%	9.5%	10.0%
%H (All HH)		100.0%	48.6%	13.1%	81.3%	42.1%	40.2%	90.7%
%H (TV HH)			48.6%	13.1%	81.3%	42.1%	40.2%	
Adult's bedroom	487	487	238	77	348	177	171	445
%V	43.2%	45.6%	51.6%	55.4%	47.5%	63.4%	37.7%	45.7%
%H (All HH)		100.0%	48.9%	15.8%	71.5%	36.3%	35.1%	91.4%
%H (TV HH)			48.9%	15.8%	71.5%	36.3%	35.1%	
Child's bedroom	99	99	60	12	67	40	27	98
%V	8.8%	9.3%	13.0%	8.6%	9.2%	14.3%	5.9%	10.1%
%H (All HH)		100.0%	60.6%	12.1%	67.7%	40.4%	27.3%	99.0%
%H (TV HH)			60.6%	12.1%	67.7%	40.4%	27.3%	
Other bedroom	118	118	66	15	90	52	38	110
%V	10.5%	11.0%	14.3%	10.8%	12.3%	18.6%	8.4%	11.3%
%H (All HH)		100.0%	55.9%	12.7%	76.3%	44.1%	32.2%	93.2%
%H (TV HH)			55.9%	12.7%	76.3%	44.1%	32.2%	
Second living/dining room	81	81	41	15	56	30	25	78
%V	7.2%	7.6%	8.9%	10.8%	7.7%	10.8%	5.5%	8.0%
%H (All HH)		100.0%	50.6%	18.5%	69.1%	37.0%	30.9%	96.3%
%H (TV HH)			50.6%	18.5%	69.1%	37.0%	30.9%	
Study/office	24	24	16	2	19	13	6	22
%V	2.1%	2.2%	3.5%	1.4%	2.6%	4.7%	1.3%	2.3%
%H (All HH)		100.0%	66.7%	8.3%	79.2%	54.2%	25.0%	91.7%
%H (TV HH)			66.7%	8.3%	79.2%	54.2%	25.0%	
TV room	11	11	8	0	9	6	3	11
%V	1.0%	1.0%	1.7%	0.0%	1.2%	2.2%	0.7%	1.1%
%H (All HH)		100.0%	72.7%	0.0%	81.8%	54.5%	27.3%	100.0%
%H (TV HH)			72.7%	0.0%	81.8%	54.5%	27.3%	
Conservatory	20	20	10	4	17	11	6	19
%V	1.8%	1.9%	2.2%	2.9%	2.3%	3.9%	1.3%	2.0%
%H (All HH)		100.0%	50.0%	20.0%	85.0%	55.0%	30.0%	95.0%
%H (TV HH)			50.0%	20.0%	85.0%	55.0%	30.0%	
Attic or loft room	3	3	3	0	2	1	1	3
%V	0.3%	0.3%	0.7%	0.0%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			100.0%	0.0%	66.7%	33.3%	33.3%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	17	17	11	2	15	11	4	17
%V	1.5%	1.6%	2.4%	1.4%	2.0%	3.9%	0.9%	1.7%
%H (All HH)		100.0%	64.7%	11.8%	88.2%	64.7%	23.5%	100.0%
%H (TV HH)			64.7%	11.8%	88.2%	64.7%	23.5%	

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

January - December 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	1128	1068	461	139	732	279	454	974
%H (All HH)		94.7%	40.9%	12.3%	64.9%	24.7%	40.2%	86.3%
%H (TV HH)			43.2%	13.0%	68.5%	26.1%	42.5%	
Any DSAT provider	461	461	461	8	223	223	0	430
%V	40.9%	43.2%	100.0%	5.8%	30.5%	79.9%	0.0%	44.1%
%H (All HH)			100.0%	1.7%	48.4%	48.4%	0.0%	93.3%
%H (TV HH)			100.0%	1.7%	48.4%	48.4%	0.0%	
Sky with subscription	351	351	351	3	171	171	0	332
%V	31.1%	32.9%	76.1%	2.2%	23.4%	61.3%	0.0%	34.1%
%H (All HH)			100.0%	0.9%	48.7%	48.7%	0.0%	94.6%
%H (TV HH)			100.0%	0.9%	48.7%	48.7%	0.0%	
Sky without subscription	26	26	26	0	14	14	0	23
%V	2.3%	2.4%	5.6%	0.0%	1.9%	5.0%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	53.8%	53.8%	0.0%	88.5%
%H (TV HH)			100.0%	0.0%	53.8%	53.8%	0.0%	
Freesat	93	93	93	4	47	47	0	84
%V	8.2%	8.7%	20.2%	2.9%	6.4%	16.8%	0.0%	8.6%
%H (All HH)			100.0%	4.3%	50.5%	50.5%	0.0%	90.3%
%H (TV HH)			100.0%	4.3%	50.5%	50.5%	0.0%	
Other satellite provider	24	24	24	1	11	11	0	24
%V	2.1%	2.2%	5.2%	0.7%	1.5%	3.9%	0.0%	2.5%
%H (All HH)			100.0%	4.2%	45.8%	45.8%	0.0%	100.0%
%H (TV HH)			100.0%	4.2%	45.8%	45.8%	0.0%	
DCAB	139	139	8	139	60	60	0	136
%V	12.3%	13.0%	1.7%	100.0%	8.2%	21.5%	0.0%	14.0%
%H (All HH)			5.8%	100.0%	43.2%	43.2%	0.0%	97.8%
%H (TV HH)			5.8%	100.0%	43.2%	43.2%	0.0%	
DTT	732	732	223	60	732	279	454	608
%V	64.9%	68.5%	48.4%	43.2%	100.0%	100.0%	100.0%	62.4%
%H (All HH)		100.0%	30.5%	8.2%	100.0%	38.1%	62.0%	83.1%
%H (TV HH)			30.5%	8.2%	100.0%	38.1%	62.0%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1128	1068	461	139	732	279	454	974
%H (All HH)		94.7%	40.9%	12.3%	64.9%	24.7%	40.2%	86.3%
%H (TV HH)			43.2%	13.0%	68.5%	26.1%	42.5%	
PVR	710	710	391	121	450	246	204	657
%V	62.9%	66.5%	84.8%	87.1%	61.5%	88.2%	44.9%	67.5%
%H (All HH)		100.0%	55.1%	17.0%	63.4%	34.6%	28.7%	92.5%
%H (TV HH)			55.1%	17.0%	63.4%	34.6%	28.7%	
DVDR	32	32	8	5	25	7	18	27
%V	2.8%	3.0%	1.7%	3.6%	3.4%	2.5%	4.0%	2.8%
%H (All HH)		100.0%	25.0%	15.6%	78.1%	21.9%	56.3%	84.4%
%H (TV HH)			25.0%	15.6%	78.1%	21.9%	56.3%	
VCR	13	13	3	1	11	3	8	10
%V	1.2%	1.2%	0.7%	0.7%	1.5%	1.1%	1.8%	1.0%
%H (All HH)		100.0%	23.1%	7.7%	84.6%	23.1%	61.5%	76.9%
%H (TV HH)			23.1%	7.7%	84.6%	23.1%	61.5%	
Any recorder	726	726	394	123	463	248	215	668
%V	64.4%	68.0%	85.5%	88.5%	63.3%	88.9%	47.4%	68.6%
%H (All HH)		100.0%	54.3%	16.9%	63.8%	34.2%	29.6%	92.0%
%H (TV HH)			54.3%	16.9%	63.8%	34.2%	29.6%	
Receives HDTV (via STB or built-in reception)	701	701	355	122	467	236	231	651
%V	62.1%	65.6%	77.0%	87.8%	63.8%	84.6%	50.9%	66.8%
%H (All HH)		100.0%	50.6%	17.4%	66.6%	33.7%	33.0%	92.9%
%H (TV HH)			50.6%	17.4%	66.6%	33.7%	33.0%	
DVD/Blu-ray player or recorder	840	840	374	116	579	239	340	749
%V	74.5%	78.7%	81.1%	83.5%	79.1%	85.7%	74.9%	76.9%
%H (All HH)		100.0%	44.5%	13.8%	68.9%	28.5%	40.5%	89.2%
%H (TV HH)			44.5%	13.8%	68.9%	28.5%	40.5%	

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

January - December 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	1128	1068	461	139	732	279	454	974
%V (All HH)		94.7%	40.9%	12.3%	64.9%	24.7%	40.2%	86.3%
%H (TV HH)			43.2%	13.0%	68.5%	26.1%	42.5%	
Has broadband internet	974	927	430	136	608	261	347	974
%V	86.3%	86.8%	93.3%	97.8%	83.1%	93.5%	76.4%	100.0%
%H (All HH)		95.2%	44.1%	14.0%	62.4%	26.8%	35.6%	100.0%
%H (TV HH)			46.4%	14.7%	65.6%	28.2%	37.4%	
Number of computers (PCs and laptops)								
0	173	160	39	8	133	21	113	35
%V	15.3%	15.0%	8.5%	5.8%	18.2%	7.5%	24.9%	3.6%
%H (All HH)		92.5%	22.5%	4.6%	76.9%	12.1%	65.3%	20.2%
%H (TV HH)			24.4%	5.0%	83.1%	13.1%	70.6%	
1	253	236	95	31	156	50	106	239
%V	22.4%	22.1%	20.6%	22.3%	21.3%	17.9%	23.3%	24.5%
%H (All HH)		93.3%	37.5%	12.3%	61.7%	19.8%	41.9%	94.5%
%H (TV HH)			40.3%	13.1%	66.1%	21.2%	44.9%	
2	277	265	125	36	171	73	97	276
%V	24.6%	24.8%	27.1%	25.9%	23.4%	26.2%	21.4%	28.3%
%H (All HH)		95.7%	45.1%	13.0%	61.7%	26.4%	35.0%	99.6%
%H (TV HH)			47.2%	13.6%	64.5%	27.5%	36.6%	
3	174	168	77	25	114	52	62	173
%V	15.4%	15.7%	16.7%	18.0%	15.6%	18.6%	13.7%	17.8%
%H (All HH)		96.6%	44.3%	14.4%	65.5%	29.9%	35.6%	99.4%
%H (TV HH)			45.8%	14.9%	67.9%	31.0%	36.9%	
4	113	108	54	19	70	35	36	113
%V	10.0%	10.1%	11.7%	13.7%	9.6%	12.5%	7.9%	11.6%
%H (All HH)		95.6%	47.8%	16.8%	61.9%	31.0%	31.9%	100.0%
%H (TV HH)			50.0%	17.6%	64.8%	32.4%	33.3%	
5+	138	131	72	20	88	49	40	138
%V	12.2%	12.3%	15.6%	14.4%	12.0%	17.6%	8.8%	14.2%
%H (All HH)		94.9%	52.2%	14.5%	63.8%	35.5%	29.0%	100.0%
%H (TV HH)			55.0%	15.3%	67.2%	37.4%	30.5%	

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
January - December 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	2146	1037	296	1531	727	805	1932
%H		48.3%	13.8%	71.3%	33.9%	37.5%	90.0%
Under 20"	288	132	39	239	119	120	250
%V	13.4%	12.7%	13.2%	15.6%	16.4%	14.9%	12.9%
%H		45.8%	13.5%	83.0%	41.3%	41.7%	86.8%
20" - 29"	470	180	65	368	141	227	410
%V	21.9%	17.4%	22.0%	24.0%	19.4%	28.2%	21.2%
%H		38.3%	13.8%	78.3%	30.0%	48.3%	87.2%
30" - 39"	653	319	97	440	208	232	575
%V	30.4%	30.8%	32.8%	28.7%	28.6%	28.8%	29.8%
%H		48.9%	14.9%	67.4%	31.9%	35.5%	88.1%
40" and over	691	387	88	458	250	208	658
%V	32.2%	37.3%	29.7%	29.9%	34.4%	25.8%	34.1%
%H		56.0%	12.7%	66.3%	36.2%	30.1%	95.2%
Don't know	44	20	6	26	8	18	39
%V	2.1%	1.9%	2.0%	1.7%	1.1%	2.2%	2.0%
%H		45.5%	13.6%	59.1%	18.2%	40.9%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2146	1037	296	1531	727	805	1932
%H		48.3%	13.8%	71.3%	33.9%	37.5%	90.0%
Main living room	1062	458	139	731	279	452	921
%V	49.5%	44.2%	47.0%	47.7%	38.4%	56.1%	47.7%
%H		43.1%	13.1%	68.8%	26.3%	42.6%	86.7%
Kitchen	107	53	14	88	45	43	97
%V	5.0%	5.1%	4.7%	5.7%	6.2%	5.3%	5.0%
%H		49.5%	13.1%	82.2%	42.1%	40.2%	90.7%
Adult's bedroom	538	266	87	388	203	185	492
%V	25.1%	25.7%	29.4%	25.3%	27.9%	23.0%	25.5%
%H		49.4%	16.2%	72.1%	37.7%	34.4%	91.4%
Child's bedroom	131	81	15	88	53	35	129
%V	6.1%	7.8%	5.1%	5.7%	7.3%	4.3%	6.7%
%H		61.8%	11.5%	67.2%	40.5%	26.7%	98.5%
Other bedroom	147	87	18	114	71	43	138
%V	6.8%	8.4%	6.1%	7.4%	9.8%	5.3%	7.1%
%H		59.2%	12.2%	77.6%	48.3%	29.3%	93.9%
Second living/dining room	81	42	15	56	31	25	78
%V	3.8%	4.1%	5.1%	3.7%	4.3%	3.1%	4.0%
%H		51.9%	18.5%	69.1%	38.3%	30.9%	96.3%
Study/office	25	16	2	20	13	7	22
%V	1.2%	1.5%	0.7%	1.3%	1.8%	0.9%	1.1%
%H		64.0%	8.0%	80.0%	52.0%	28.0%	88.0%
TV room	11	8	0	9	6	3	11
%V	0.5%	0.8%	0.0%	0.6%	0.8%	0.4%	0.6%
%H		72.7%	0.0%	81.8%	54.5%	27.3%	100.0%
Conservatory	20	10	4	17	11	6	19
%V	0.9%	1.0%	1.4%	1.1%	1.5%	0.7%	1.0%
%H		50.0%	20.0%	85.0%	55.0%	30.0%	95.0%
Attic or loft room	3	3	0	2	1	1	3
%V	0.1%	0.3%	0.0%	0.1%	0.1%	0.1%	0.2%
%H		100.0%	0.0%	66.7%	33.3%	33.3%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	20	14	2	17	13	4	20
%V	0.9%	1.4%	0.7%	1.1%	1.8%	0.5%	1.0%
%H		70.0%	10.0%	85.0%	65.0%	20.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2146	1037	296	1531	727	805	1932
%H		48.3%	13.8%	71.3%	33.9%	37.5%	90.0%
PVR	924	541	160	569	336	233	861
%V	43.1%	52.2%	54.1%	37.2%	46.2%	28.9%	44.6%
%H		58.5%	17.3%	61.6%	36.4%	25.2%	93.2%
DVDR	34	10	5	27	8	19	30
%V	1.6%	1.0%	1.7%	1.8%	1.1%	2.4%	1.6%
%H		29.4%	14.7%	79.4%	23.5%	55.9%	88.2%
VCR	13	3	1	11	3	8	10
%V	0.6%	0.3%	0.3%	0.7%	0.4%	1.0%	0.5%
%H		23.1%	7.7%	84.6%	23.1%	61.5%	76.9%
Any recorder	947	546	162	589	341	248	879
%V	44.1%	52.7%	54.7%	38.5%	46.9%	30.8%	45.5%
%H		57.7%	17.1%	62.2%	36.0%	26.2%	92.8%

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	2146	1037	296	1531	727	805	1932
%H		48.3%	13.8%	71.3%	33.9%	37.5%	90.0%
Receives HDTV (via STB or built-in reception)	1032	532	191	715	395	320	973
%V	48.1%	51.3%	64.5%	46.7%	54.3%	39.8%	50.4%
%H		51.6%	18.5%	69.3%	38.3%	31.0%	94.3%
DVD/Blu-ray player or recorder	1262	602	182	890	420	470	1145
%V	58.8%	58.1%	61.5%	58.1%	57.8%	58.4%	59.3%
%H		47.7%	14.4%	70.5%	33.3%	37.2%	90.7%

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	1068	461	139	732	279	454	927
%H		43.2%	13.0%	68.5%	26.1%	42.5%	86.8%
Under 20"	14	1	1	12	1	12	9
%V	1.3%	0.2%	0.7%	1.6%	0.4%	2.6%	1.0%
%H		7.1%	7.1%	85.7%	7.1%	85.7%	64.3%
20" - 29"	138	27	18	107	15	93	100
%V	12.9%	5.9%	12.9%	14.6%	5.4%	20.5%	10.8%
%H		19.6%	13.0%	77.5%	10.9%	67.4%	72.5%
30" - 39"	352	137	51	240	81	159	287
%V	33.0%	29.7%	36.7%	32.8%	29.0%	35.0%	31.0%
%H		38.9%	14.5%	68.2%	23.0%	45.2%	81.5%
40" and over	543	287	69	360	180	180	514
%V	50.8%	62.3%	49.6%	49.2%	64.5%	39.6%	55.4%
%H		52.9%	12.7%	66.3%	33.1%	33.1%	94.7%
Don't know	21	9	1	13	3	10	17
%V	2.0%	2.0%	0.7%	1.8%	1.1%	2.2%	1.8%
%H		42.9%	4.8%	61.9%	14.3%	47.6%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	1068	461	139	732	279	454	927
%H		43.2%	13.0%	68.5%	26.1%	42.5%	86.8%
PVR	695	383	119	436	238	198	641
%V	65.1%	83.1%	85.6%	59.6%	85.3%	43.6%	69.1%
%H		55.1%	17.1%	62.7%	34.2%	28.5%	92.2%
DVDR	25	7	3	19	5	14	20
%V	2.3%	1.5%	2.2%	2.6%	1.8%	3.1%	2.2%
%H		28.0%	12.0%	76.0%	20.0%	56.0%	80.0%
VCR	8	2	1	7	1	6	6
%V	0.7%	0.4%	0.7%	1.0%	0.4%	1.3%	0.6%
%H		25.0%	12.5%	87.5%	12.5%	75.0%	75.0%
Any recorder	708	386	121	448	240	208	651
%V	66.3%	83.7%	87.1%	61.2%	86.0%	45.8%	70.2%
%H		54.5%	17.1%	63.3%	33.9%	29.4%	91.9%

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	1068	461	139	732	279	454	927
%H		43.2%	13.0%	68.5%	26.1%	42.5%	86.8%
Receives HDTV (via STB or built-in reception)	687	348	121	454	229	225	638
%V	64.3%	75.5%	87.1%	62.0%	82.1%	49.6%	68.8%
%H		50.7%	17.6%	66.1%	33.3%	32.8%	92.9%
DVD/Blu-ray player or recorder	782	343	107	537	214	323	694
%V	73.2%	74.4%	77.0%	73.4%	76.7%	71.1%	74.9%
%H		43.9%	13.7%	68.7%	27.4%	41.3%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	1078	577	157	799	448	351	1005
%H		53.5%	14.6%	74.1%	41.6%	32.6%	93.2%
Under 20"	274	130	39	226	119	108	241
%V	25.4%	22.5%	24.8%	28.3%	26.6%	30.8%	24.0%
%H		47.4%	14.2%	82.5%	43.4%	39.4%	88.0%
20" - 29"	332	153	48	261	126	135	311
%V	30.8%	26.5%	30.6%	32.7%	28.1%	38.5%	30.9%
%H		46.1%	14.5%	78.6%	38.0%	40.7%	93.7%
30" - 39"	301	183	47	200	128	73	288
%V	27.9%	31.7%	29.9%	25.0%	28.6%	20.8%	28.7%
%H		60.8%	15.6%	66.4%	42.5%	24.3%	95.7%
40" and over	147	99	19	98	70	28	144
%V	13.6%	17.2%	12.1%	12.3%	15.6%	8.0%	14.3%
%H		67.3%	12.9%	66.7%	47.6%	19.0%	98.0%
Don't know	23	11	5	13	5	8	22
%V	2.1%	1.9%	3.2%	1.6%	1.1%	2.3%	2.2%
%H		47.8%	21.7%	56.5%	21.7%	34.8%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1078	577	157	799	448	351	1005
%H		53.5%	14.6%	74.1%	41.6%	32.6%	93.2%
PVR	229	158	40	133	98	35	220
%V	21.2%	27.4%	25.5%	16.6%	21.9%	10.0%	21.9%
%H		69.0%	17.5%	58.1%	42.8%	15.3%	96.1%
DVDR	10	3	2	8	3	5	9
%V	0.9%	0.5%	1.3%	1.0%	0.7%	1.4%	0.9%
%H		30.0%	20.0%	80.0%	30.0%	50.0%	90.0%
VCR	5	2	0	5	2	3	4
%V	0.5%	0.3%	0.0%	0.6%	0.4%	0.9%	0.4%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	80.0%
Any recorder	238	160	41	141	100	41	228
%V	22.1%	27.7%	26.1%	17.6%	22.3%	11.7%	22.7%
%H		67.2%	17.2%	59.2%	42.0%	17.2%	95.8%

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	1078	577	157	799	448	351	1005
%H		53.5%	14.6%	74.1%	41.6%	32.6%	93.2%
Receives HDTV (via STB or built-in reception)	345	184	70	261	166	96	335
%V	32.0%	31.9%	44.6%	32.7%	37.1%	27.4%	33.3%
%H		53.3%	20.3%	75.7%	48.1%	27.8%	97.1%
DVD/Blu-ray player or recorder	480	260	75	353	206	147	451
%V	44.5%	45.1%	47.8%	44.2%	46.0%	41.9%	44.9%
%H		54.2%	15.6%	73.5%	42.9%	30.6%	94.0%

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	2614	2495	1201	339	1639	715	924	2393
%H		95.4%	45.9%	13.0%	62.7%	27.4%	35.3%	91.5%
Total Children	497	484	270	61	291	143	148	480
%V	19.0%	19.4%	22.5%	18.0%	17.8%	20.0%	16.0%	20.1%
%H		97.4%	54.3%	12.3%	58.6%	28.8%	29.8%	96.6%
0 - 3	114	107	56	14	62	27	35	108
%V	4.4%	4.3%	4.7%	4.1%	3.8%	3.8%	3.8%	4.5%
%H		93.9%	49.1%	12.3%	54.4%	23.7%	30.7%	94.7%
4 - 15	383	377	215	46	229	116	113	372
%V	14.7%	15.1%	17.9%	13.6%	14.0%	16.2%	12.2%	15.5%
%H		98.4%	56.1%	12.0%	59.8%	30.3%	29.5%	97.1%
4 - 9	203	197	113	18	121	58	63	195
%V	7.8%	7.9%	9.4%	5.3%	7.4%	8.1%	6.8%	8.1%
%H		97.0%	55.7%	8.9%	59.6%	28.6%	31.0%	96.1%
10 - 15	181	180	101	28	108	58	50	177
%V	6.9%	7.2%	8.4%	8.3%	6.6%	8.1%	5.4%	7.4%
%H		99.4%	55.8%	15.5%	59.7%	32.0%	27.6%	97.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2614	2495	1201	339	1639	715	924	2393
%H		95.4%	45.9%	13.0%	62.7%	27.4%	35.3%	91.5%
Total Adults (16+)	2117	2011	930	278	1348	572	776	1913
%V	81.0%	80.6%	77.4%	82.0%	82.2%	80.0%	84.0%	79.9%
%H		95.0%	43.9%	13.1%	63.7%	27.0%	36.7%	90.4%
16 - 19	116	109	58	20	69	37	32	112
%V	4.4%	4.4%	4.8%	5.9%	4.2%	5.2%	3.5%	4.7%
%H		94.0%	50.0%	17.2%	59.5%	31.9%	27.6%	96.6%
20 - 24	157	138	52	13	89	34	55	151
%V	6.0%	5.5%	4.3%	3.8%	5.4%	4.8%	6.0%	6.3%
%H		87.9%	33.1%	8.3%	56.7%	21.7%	35.0%	96.2%
25 - 34	309	280	127	37	156	55	101	297
%V	11.8%	11.2%	10.6%	10.9%	9.5%	7.7%	10.9%	12.4%
%H		90.6%	41.1%	12.0%	50.5%	17.8%	32.7%	96.1%
35 - 44	304	287	161	45	178	97	81	294
%V	11.6%	11.5%	13.4%	13.3%	10.9%	13.6%	8.8%	12.3%
%H		94.4%	53.0%	14.8%	58.6%	31.9%	26.6%	96.7%
45 - 54	393	372	172	71	241	113	128	371
%V	15.0%	14.9%	14.3%	20.9%	14.7%	15.8%	13.9%	15.5%
%H		94.7%	43.8%	18.1%	61.3%	28.8%	32.6%	94.4%
55 - 64	333	326	162	46	219	99	120	317
%V	12.7%	13.1%	13.5%	13.6%	13.4%	13.8%	13.0%	13.2%
%H		97.9%	48.6%	13.8%	65.8%	29.7%	36.0%	95.2%
65+	504	499	198	46	395	137	258	370
%V	19.3%	20.0%	16.5%	13.6%	24.1%	19.2%	27.9%	15.5%
%H		99.0%	39.3%	9.1%	78.4%	27.2%	51.2%	73.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2117	2011	930	278	1348	572	776	1913
%H		95.0%	43.9%	13.1%	63.7%	27.0%	36.7%	90.4%
AB	608	579	289	83	376	170	207	587
%V	28.7%	28.8%	31.1%	29.9%	27.9%	29.7%	26.7%	30.7%
%H		95.2%	47.5%	13.7%	61.8%	28.0%	34.0%	96.5%
C1	694	653	302	87	438	193	246	654
%V	32.8%	32.5%	32.5%	31.3%	32.5%	33.7%	31.7%	34.2%
%H		94.1%	43.5%	12.5%	63.1%	27.8%	35.4%	94.2%
C2	403	392	184	56	279	132	147	353
%V	19.0%	19.5%	19.8%	20.1%	20.7%	23.1%	18.9%	18.5%
%H		97.3%	45.7%	13.9%	69.2%	32.8%	36.5%	87.6%
D	267	252	108	43	153	52	101	220
%V	12.6%	12.5%	11.6%	15.5%	11.4%	9.1%	13.0%	11.5%
%H		94.4%	40.4%	16.1%	57.3%	19.5%	37.8%	82.4%
E	145	135	47	9	102	26	76	98
%V	6.8%	6.7%	5.1%	3.2%	7.6%	4.5%	9.8%	5.1%
%H		93.1%	32.4%	6.2%	70.3%	17.9%	52.4%	67.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.24: 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+)	2117	2011	930	278	1348	572	776	1913
%H		95.0%	43.9%	13.1%	63.7%	27.0%	36.7%	90.4%
Working full time	979	928	447	160	585	277	308	948
%V	46.2%	46.1%	48.1%	57.6%	43.4%	48.4%	39.7%	49.6%
%H		94.8%	45.7%	16.3%	59.8%	28.3%	31.5%	96.8%
Working part time	238	226	116	23	146	62	85	223
%V	11.2%	11.2%	12.5%	8.3%	10.8%	10.8%	11.0%	11.7%
%H		95.0%	48.7%	9.7%	61.3%	26.1%	35.7%	93.7%
Not working	900	858	368	95	617	234	383	742
%V	42.5%	42.7%	39.6%	34.2%	45.8%	40.9%	49.4%	38.8%
%H		95.3%	40.9%	10.6%	68.6%	26.0%	42.6%	82.4%
Housewife/Houseperson	1128	1068	461	139	732	279	454	974
%V	53.3%	53.1%	49.6%	50.0%	54.3%	48.8%	58.5%	50.9%
%H		94.7%	40.9%	12.3%	64.9%	24.7%	40.2%	86.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1023	963	455	142	632	285	347	937
%H		94.1%	44.5%	13.9%	61.8%	27.9%	33.9%	91.6%
16 - 19	60	53	28	9	33	17	16	58
%V	5.9%	5.5%	6.2%	6.3%	5.2%	6.0%	4.6%	6.2%
%H		88.3%	46.7%	15.0%	55.0%	28.3%	26.7%	96.7%
20 - 24	76	69	29	5	40	18	21	74
%V	7.4%	7.2%	6.4%	3.5%	6.3%	6.3%	6.1%	7.9%
%H		90.8%	38.2%	6.6%	52.6%	23.7%	27.6%	97.4%
25 - 34	156	140	57	24	77	26	51	151
%V	15.2%	14.5%	12.5%	16.9%	12.2%	9.1%	14.7%	16.1%
%H		89.7%	36.5%	15.4%	49.4%	16.7%	32.7%	96.8%
35 - 44	147	138	78	20	84	44	40	142
%V	14.4%	14.3%	17.1%	14.1%	13.3%	15.4%	11.5%	15.2%
%H		93.9%	53.1%	13.6%	57.1%	29.9%	27.2%	96.6%
45 - 54	190	176	84	37	113	58	55	177
%V	18.6%	18.3%	18.5%	26.1%	17.9%	20.4%	15.9%	18.9%
%H		92.6%	44.2%	19.5%	59.5%	30.5%	28.9%	93.2%
55 - 64	164	160	79	23	108	51	57	157
%V	16.0%	16.6%	17.4%	16.2%	17.1%	17.9%	16.4%	16.8%
%H		97.6%	48.2%	14.0%	65.9%	31.1%	34.8%	95.7%
65+	231	227	98	24	177	71	106	178
%V	22.6%	23.6%	21.5%	16.9%	28.0%	24.9%	30.5%	19.0%
%H		98.3%	42.4%	10.4%	76.6%	30.7%	45.9%	77.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1023	963	455	142	632	285	347	937
%H		94.1%	44.5%	13.9%	61.8%	27.9%	33.9%	91.6%
AB	306	287	144	40	186	85	101	296
%V	29.9%	29.8%	31.6%	28.2%	29.4%	29.8%	29.1%	31.6%
%H		93.8%	47.1%	13.1%	60.8%	27.8%	33.0%	96.7%
C1	327	308	147	46	198	95	103	313
%V	32.0%	32.0%	32.3%	32.4%	31.3%	33.3%	29.7%	33.4%
%H		94.2%	45.0%	14.1%	60.6%	29.1%	31.5%	95.7%
C2	218	211	96	31	150	71	80	185
%V	21.3%	21.9%	21.1%	21.8%	23.7%	24.9%	23.1%	19.7%
%H		96.8%	44.0%	14.2%	68.8%	32.6%	36.7%	84.9%
D	120	109	52	20	61	25	36	103
%V	11.7%	11.3%	11.4%	14.1%	9.7%	8.8%	10.4%	11.0%
%H		90.8%	43.3%	16.7%	50.8%	20.8%	30.0%	85.8%
E	52	48	15	4	37	10	27	39
%V	5.1%	5.0%	3.3%	2.8%	5.9%	3.5%	7.8%	4.2%
%H		92.3%	28.8%	7.7%	71.2%	19.2%	51.9%	75.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2016

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1023	963	455	142	632	285	347	937
%H		94.1%	44.5%	13.9%	61.8%	27.9%	33.9%	91.6%
Working full time	600	564	277	99	350	171	179	581
%V	58.7%	58.6%	60.9%	69.7%	55.4%	60.0%	51.6%	62.0%
%H		94.0%	46.2%	16.5%	58.3%	28.5%	29.8%	96.8%
Working part time	51	46	21	5	29	11	18	44
%V	5.0%	4.8%	4.6%	3.5%	4.6%	3.9%	5.2%	4.7%
%H		90.2%	41.2%	9.8%	56.9%	21.6%	35.3%	86.3%
Not working	372	353	157	37	253	104	150	312
%V	36.4%	36.7%	34.5%	26.1%	40.0%	36.5%	43.2%	33.3%
%H		94.9%	42.2%	9.9%	68.0%	28.0%	40.3%	83.9%
Housewife/Houseperson	216	190	73	29	131	50	81	170
%V	21.1%	19.7%	16.0%	20.4%	20.7%	17.5%	23.3%	18.1%
%H		88.0%	33.8%	13.4%	60.6%	23.1%	37.5%	78.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1094	1048	476	137	716	287	429	976
%H		95.8%	43.5%	12.5%	65.4%	26.2%	39.2%	89.2%
16 - 19	56	56	30	11	36	20	16	54
%V	5.1%	5.3%	6.3%	8.0%	5.0%	7.0%	3.7%	5.5%
%H		100.0%	53.6%	19.6%	64.3%	35.7%	28.6%	96.4%
20 - 24	81	68	23	8	50	16	34	77
%V	7.4%	6.5%	4.8%	5.8%	7.0%	5.6%	7.9%	7.9%
%H		84.0%	28.4%	9.9%	61.7%	19.8%	42.0%	95.1%
25 - 34	153	140	70	14	79	29	50	146
%V	14.0%	13.4%	14.7%	10.2%	11.0%	10.1%	11.7%	15.0%
%H		91.5%	45.8%	9.2%	51.6%	19.0%	32.7%	95.4%
35 - 44	157	150	83	25	94	53	42	152
%V	14.4%	14.3%	17.4%	18.2%	13.1%	18.5%	9.8%	15.6%
%H		95.5%	52.9%	15.9%	59.9%	33.8%	26.8%	96.8%
45 - 54	203	196	88	35	128	55	73	194
%V	18.6%	18.7%	18.5%	25.5%	17.9%	19.2%	17.0%	19.9%
%H		96.6%	43.3%	17.2%	63.1%	27.1%	36.0%	95.6%
55 - 64	169	166	82	23	111	48	63	160
%V	15.4%	15.8%	17.2%	16.8%	15.5%	16.7%	14.7%	16.4%
%H		98.2%	48.5%	13.6%	65.7%	28.4%	37.3%	94.7%
65+	274	272	100	22	218	67	152	192
%V	25.0%	26.0%	21.0%	16.1%	30.4%	23.3%	35.4%	19.7%
%H		99.3%	36.5%	8.0%	79.6%	24.5%	55.5%	70.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1094	1048	476	137	716	287	429	976
%H		95.8%	43.5%	12.5%	65.4%	26.2%	39.2%	89.2%
AB	303	292	144	43	190	85	105	291
%V	27.7%	27.9%	30.3%	31.4%	26.5%	29.6%	24.5%	29.8%
%H		96.4%	47.5%	14.2%	62.7%	28.1%	34.7%	96.0%
C1	367	346	155	42	240	98	143	341
%V	33.5%	33.0%	32.6%	30.7%	33.5%	34.1%	33.3%	34.9%
%H		94.3%	42.2%	11.4%	65.4%	26.7%	39.0%	92.9%
C2	184	181	88	24	128	61	67	168
%V	16.8%	17.3%	18.5%	17.5%	17.9%	21.3%	15.6%	17.2%
%H		98.4%	47.8%	13.0%	69.6%	33.2%	36.4%	91.3%
D	147	143	56	23	92	28	64	117
%V	13.4%	13.6%	11.8%	16.8%	12.8%	9.8%	14.9%	12.0%
%H		97.3%	38.1%	15.6%	62.6%	19.0%	43.5%	79.6%
E	92	87	32	5	65	16	49	59
%V	8.4%	8.3%	6.7%	3.6%	9.1%	5.6%	11.4%	6.0%
%H		94.6%	34.8%	5.4%	70.7%	17.4%	53.3%	64.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	1094	1048	476	137	716	287	429	976
%H		95.8%	43.5%	12.5%	65.4%	26.2%	39.2%	89.2%
Working full time	378	363	170	61	235	106	129	367
%V	34.6%	34.6%	35.7%	44.5%	32.8%	36.9%	30.1%	37.6%
%H		96.0%	45.0%	16.1%	62.2%	28.0%	34.1%	97.1%
Working part time	187	180	95	18	118	51	67	179
%V	17.1%	17.2%	20.0%	13.1%	16.5%	17.8%	15.6%	18.3%
%H		96.3%	50.8%	9.6%	63.1%	27.3%	35.8%	95.7%
Not working	529	505	211	58	364	130	234	430
%V	48.4%	48.2%	44.3%	42.3%	50.8%	45.3%	54.5%	44.1%
%H		95.5%	39.9%	11.0%	68.8%	24.6%	44.2%	81.3%
Housewife/Houseperson	912	878	388	110	602	229	372	804
%V	83.4%	83.8%	81.5%	80.3%	84.1%	79.8%	86.7%	82.4%
%H		96.3%	42.5%	12.1%	66.0%	25.1%	40.8%	88.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3682	3522	1306	673	2751	1219	1532	3042
%H (All HH)		95.7%	35.5%	18.3%	74.7%	33.1%	41.6%	82.6%
%H (TV HH)			37.1%	19.1%	78.1%	34.6%	43.5%	
AB	859	834	352	153	637	310	327	818
%V	23.3%	23.7%	27.0%	22.7%	23.2%	25.4%	21.3%	26.9%
%H (All HH)		97.1%	41.0%	17.8%	74.2%	36.1%	38.1%	95.2%
%H (TV HH)			42.2%	18.3%	76.4%	37.2%	39.2%	
C1	996	946	359	201	731	349	383	878
%V	27.1%	26.9%	27.5%	29.9%	26.6%	28.6%	25.0%	28.9%
%H (All HH)		95.0%	36.0%	20.2%	73.4%	35.0%	38.5%	88.2%
%H (TV HH)			37.9%	21.2%	77.3%	36.9%	40.5%	
C2	740	716	253	153	584	277	307	623
%V	20.1%	20.3%	19.4%	22.7%	21.2%	22.7%	20.0%	20.5%
%H (All HH)		96.8%	34.2%	20.7%	78.9%	37.4%	41.5%	84.2%
%H (TV HH)			35.3%	21.4%	81.6%	38.7%	42.9%	
D	651	615	228	114	471	197	274	484
%V	17.7%	17.5%	17.5%	16.9%	17.1%	16.2%	17.9%	15.9%
%H (All HH)		94.5%	35.0%	17.5%	72.4%	30.3%	42.1%	74.3%
%H (TV HH)			37.1%	18.5%	76.6%	32.0%	44.6%	
E	435	411	113	51	329	86	242	240
%V	11.8%	11.7%	8.7%	7.6%	12.0%	7.1%	15.8%	7.9%
%H (All HH)		94.5%	26.0%	11.7%	75.6%	19.8%	55.6%	55.2%
%H (TV HH)			27.5%	12.4%	80.0%	20.9%	58.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	3682	3522	1306	673	2751	1219	1532	3042
%V (All HH)		95.7%	35.5%	18.3%	74.7%	33.1%	41.6%	82.6%
%H (TV HH)			37.1%	19.1%	78.1%	34.6%	43.5%	
Under 25	174	140	43	25	100	37	63	168
%V	4.7%	4.0%	3.3%	3.7%	3.6%	3.0%	4.1%	5.5%
%H (All HH)		80.5%	24.7%	14.4%	57.5%	21.3%	36.2%	96.6%
%H (TV HH)			30.7%	17.9%	71.4%	26.4%	45.0%	
25 - 34	571	522	230	98	349	165	184	541
%V	15.5%	14.8%	17.6%	14.6%	12.7%	13.5%	12.0%	17.8%
%H (All HH)		91.4%	40.3%	17.2%	61.1%	28.9%	32.2%	94.7%
%H (TV HH)			44.1%	18.8%	66.9%	31.6%	35.2%	
35 - 44	602	572	270	121	413	239	174	572
%V	16.3%	16.2%	20.7%	18.0%	15.0%	19.6%	11.4%	18.8%
%H (All HH)		95.0%	44.9%	20.1%	68.6%	39.7%	28.9%	95.0%
%H (TV HH)			47.2%	21.2%	72.2%	41.8%	30.4%	
45 - 54	698	682	280	159	536	284	252	653
%V	19.0%	19.4%	21.4%	23.6%	19.5%	23.3%	16.4%	21.5%
%H (All HH)		97.7%	40.1%	22.8%	76.8%	40.7%	36.1%	93.6%
%H (TV HH)			41.1%	23.3%	78.6%	41.6%	37.0%	
55 - 64	608	595	222	126	483	236	248	529
%V	16.5%	16.9%	17.0%	18.7%	17.6%	19.4%	16.2%	17.4%
%H (All HH)		97.9%	36.5%	20.7%	79.4%	38.8%	40.8%	87.0%
%H (TV HH)			37.3%	21.2%	81.2%	39.7%	41.7%	
65 +	1027	1011	262	144	871	259	612	579
%V	27.9%	28.7%	20.1%	21.4%	31.7%	21.2%	39.9%	19.0%
%H (All HH)		98.4%	25.5%	14.0%	84.8%	25.2%	59.6%	56.4%
%H (TV HH)			25.9%	14.2%	86.2%	25.6%	60.5%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	3682	3522	1306	673	2751	1219	1532	3042
%H (All HH)		95.7%	35.5%	18.3%	74.7%	33.1%	41.6%	82.6%
%H (TV HH)			37.1%	19.1%	78.1%	34.6%	43.5%	
1	1107	1026	247	117	874	220	654	656
%V	30.1%	29.1%	18.9%	17.4%	31.8%	18.0%	42.7%	21.6%
%H (All HH)		92.7%	22.3%	10.6%	79.0%	19.9%	59.1%	59.3%
%H (TV HH)			24.1%	11.4%	85.2%	21.4%	63.7%	
2	1257	1218	454	243	957	442	514	1107
%V	34.1%	34.6%	34.8%	36.1%	34.8%	36.3%	33.6%	36.4%
%H (All HH)		96.9%	36.1%	19.3%	76.1%	35.2%	40.9%	88.1%
%H (TV HH)			37.3%	20.0%	78.6%	36.3%	42.2%	
3	568	552	255	133	406	239	167	542
%V	15.4%	15.7%	19.5%	19.8%	14.8%	19.6%	10.9%	17.8%
%H (All HH)		97.2%	44.9%	23.4%	71.5%	42.1%	29.4%	95.4%
%H (TV HH)			46.2%	24.1%	73.6%	43.3%	30.3%	
4	479	463	215	111	331	199	132	473
%V	13.0%	13.1%	16.5%	16.5%	12.0%	16.3%	8.6%	15.5%
%H (All HH)		96.7%	44.9%	23.2%	69.1%	41.5%	27.6%	98.7%
%H (TV HH)			46.4%	24.0%	71.5%	43.0%	28.5%	
5+	271	264	134	69	184	119	66	265
%V	7.4%	7.5%	10.3%	10.3%	6.7%	9.8%	4.3%	8.7%
%H (All HH)		97.4%	49.4%	25.5%	67.9%	43.9%	24.4%	97.8%
%H (TV HH)			50.8%	26.1%	69.7%	45.1%	25.0%	
Average HH size	2.37	2.39	2.69	2.70	2.31	2.68	2.01	2.58

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	3682	3522	1306	673	2751	1219	1532	3042
%H (All HH)		95.7%	35.5%	18.3%	74.7%	33.1%	41.6%	82.6%
%H (TV HH)			37.1%	19.1%	78.1%	34.6%	43.5%	
Without	2714	2583	859	456	2105	845	1259	2102
%V	73.7%	73.3%	65.8%	67.8%	76.5%	69.3%	82.2%	69.1%
%H (All HH)		95.2%	31.7%	16.8%	77.6%	31.1%	46.4%	77.5%
%H (TV HH)			33.3%	17.7%	81.5%	32.7%	48.7%	
With	967	939	447	217	647	374	273	940
%V	26.3%	26.7%	34.2%	32.2%	23.5%	30.7%	17.8%	30.9%
%H (All HH)		97.1%	46.2%	22.4%	66.9%	38.7%	28.2%	97.2%
%H (TV HH)			47.6%	23.1%	68.9%	39.8%	29.1%	
0 - 3	375	360	175	83	238	136	101	362
%V	10.2%	10.2%	13.4%	12.3%	8.7%	11.2%	6.6%	11.9%
%H (All HH)		96.0%	46.7%	22.1%	63.5%	36.3%	26.9%	96.5%
%H (TV HH)			48.6%	23.1%	66.1%	37.8%	28.1%	
4 - 9	510	495	239	104	333	184	149	493
%V	13.9%	14.1%	18.3%	15.5%	12.1%	15.1%	9.7%	16.2%
%H (All HH)		97.1%	46.9%	20.4%	65.3%	36.1%	29.2%	96.7%
%H (TV HH)			48.3%	21.0%	67.3%	37.2%	30.1%	
10 - 15	458	450	210	118	321	196	125	449
%V	12.4%	12.8%	16.1%	17.5%	11.7%	16.1%	8.2%	14.8%
%H (All HH)		98.3%	45.9%	25.8%	70.1%	42.8%	27.3%	98.0%
%H (TV HH)			46.7%	26.2%	71.3%	43.6%	27.8%	

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

January - December 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	3682	3522	1306	673	2751	1219	1532	3042
%H (All HH)		95.7%	35.5%	18.3%	74.7%	33.1%	41.6%	82.6%
%H (TV HH)			37.1%	19.1%	78.1%	34.6%	43.5%	
1	1399	1399	405	207	1014	265	749	1036
%V	38.0%	39.7%	31.0%	30.8%	36.9%	21.7%	48.9%	34.1%
%H (All HH)		100.0%	28.9%	14.8%	72.5%	18.9%	53.5%	74.1%
%H (TV HH)			28.9%	14.8%	72.5%	18.9%	53.5%	
2	1182	1182	458	231	944	444	500	1004
%V	32.1%	33.6%	35.1%	34.3%	34.3%	36.4%	32.6%	33.0%
%H (All HH)		100.0%	38.7%	19.5%	79.9%	37.6%	42.3%	84.9%
%H (TV HH)			38.7%	19.5%	79.9%	37.6%	42.3%	
3	574	574	253	136	476	284	192	528
%V	15.6%	16.3%	19.4%	20.2%	17.3%	23.3%	12.5%	17.4%
%H (All HH)		100.0%	44.1%	23.7%	82.9%	49.5%	33.4%	92.0%
%H (TV HH)			44.1%	23.7%	82.9%	49.5%	33.4%	
4	244	244	124	62	209	144	66	238
%V	6.6%	6.9%	9.5%	9.2%	7.6%	11.8%	4.3%	7.8%
%H (All HH)		100.0%	50.8%	25.4%	85.7%	59.0%	27.0%	97.5%
%H (TV HH)			50.8%	25.4%	85.7%	59.0%	27.0%	
5+	123	123	66	37	108	82	26	121
%V	3.3%	3.5%	5.1%	5.5%	3.9%	6.7%	1.7%	4.0%
%H (All HH)		100.0%	53.7%	30.1%	87.8%	66.7%	21.1%	98.4%
%H (TV HH)			53.7%	30.1%	87.8%	66.7%	21.1%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3682	3522	1306	673	2751	1219	1532	3042
%H (All HH)		95.7%	35.5%	18.3%	74.7%	33.1%	41.6%	82.6%
%H (TV HH)			37.1%	19.1%	78.1%	34.6%	43.5%	
Under 20"	574	574	203	110	499	234	265	486
%V	15.6%	16.3%	15.5%	16.3%	18.1%	19.2%	17.3%	16.0%
%H (All HH)		100.0%	35.4%	19.2%	86.9%	40.8%	46.2%	84.7%
%H (TV HH)			35.4%	19.2%	86.9%	40.8%	46.2%	
20" - 29"	1153	1153	421	220	976	452	523	935
%V	31.3%	32.7%	32.2%	32.7%	35.5%	37.1%	34.1%	30.7%
%H (All HH)		100.0%	36.5%	19.1%	84.6%	39.2%	45.4%	81.1%
%H (TV HH)			36.5%	19.1%	84.6%	39.2%	45.4%	
30" - 39"	1871	1871	695	380	1506	708	798	1578
%V	50.8%	53.1%	53.2%	56.5%	54.7%	58.1%	52.1%	51.9%
%H (All HH)		100.0%	37.1%	20.3%	80.5%	37.8%	42.7%	84.3%
%H (TV HH)			37.1%	20.3%	80.5%	37.8%	42.7%	
40" and over	1886	1886	854	432	1419	807	611	1738
%V	51.2%	53.5%	65.4%	64.2%	51.6%	66.2%	39.9%	57.1%
%H (All HH)		100.0%	45.3%	22.9%	75.2%	42.8%	32.4%	92.2%
%H (TV HH)			45.3%	22.9%	75.2%	42.8%	32.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3682	3522	1306	673	2751	1219	1532	3042
%V (All HH)		95.7%	35.5%	18.3%	74.7%	33.1%	41.6%	82.6%
%H (TV HH)			37.1%	19.1%	78.1%	34.6%	43.5%	
Main living room	3493	3493	1296	668	2735	1214	1521	2903
%V	94.9%	99.2%	99.2%	99.3%	99.4%	99.6%	99.3%	95.4%
%H (All HH)		100.0%	37.1%	19.1%	78.3%	34.8%	43.5%	83.1%
%H (TV HH)			37.1%	19.1%	78.3%	34.8%	43.5%	
Kitchen	418	418	185	80	368	206	162	365
%V	11.4%	11.9%	14.2%	11.9%	13.4%	16.9%	10.6%	12.0%
%H (All HH)		100.0%	44.3%	19.1%	88.0%	49.3%	38.8%	87.3%
%H (TV HH)			44.3%	19.1%	88.0%	49.3%	38.8%	
Adult's bedroom	1595	1595	687	351	1323	745	577	1424
%V	43.3%	45.3%	52.6%	52.2%	48.1%	61.1%	37.7%	46.8%
%H (All HH)		100.0%	43.1%	22.0%	82.9%	46.7%	36.2%	89.3%
%H (TV HH)			43.1%	22.0%	82.9%	46.7%	36.2%	
Child's bedroom	336	336	164	94	248	166	82	329
%V	9.1%	9.5%	12.6%	14.0%	9.0%	13.6%	5.4%	10.8%
%H (All HH)		100.0%	48.8%	28.0%	73.8%	49.4%	24.4%	97.9%
%H (TV HH)			48.8%	28.0%	73.8%	49.4%	24.4%	
Other bedroom	230	230	108	53	194	118	75	216
%V	6.2%	6.5%	8.3%	7.9%	7.1%	9.7%	4.9%	7.1%
%H (All HH)		100.0%	47.0%	23.0%	84.3%	51.3%	32.6%	93.9%
%H (TV HH)			47.0%	23.0%	84.3%	51.3%	32.6%	
Second living/dining room	380	380	168	103	312	193	120	343
%V	10.3%	10.8%	12.9%	15.3%	11.3%	15.8%	7.8%	11.3%
%H (All HH)		100.0%	44.2%	27.1%	82.1%	50.8%	31.6%	90.3%
%H (TV HH)			44.2%	27.1%	82.1%	50.8%	31.6%	
Study/office	59	59	31	13	49	33	16	59
%V	1.6%	1.7%	2.4%	1.9%	1.8%	2.7%	1.0%	1.9%
%H (All HH)		100.0%	52.5%	22.0%	83.1%	55.9%	27.1%	100.0%
%H (TV HH)			52.5%	22.0%	83.1%	55.9%	27.1%	
TV room	19	19	6	7	16	9	7	19
%V	0.5%	0.5%	0.5%	1.0%	0.6%	0.7%	0.5%	0.6%
%H (All HH)		100.0%	31.6%	36.8%	84.2%	47.4%	36.8%	100.0%
%H (TV HH)			31.6%	36.8%	84.2%	47.4%	36.8%	
Conservatory	87	87	37	21	71	42	29	80
%V	2.4%	2.5%	2.8%	3.1%	2.6%	3.4%	1.9%	2.6%
%H (All HH)		100.0%	42.5%	24.1%	81.6%	48.3%	33.3%	92.0%
%H (TV HH)			42.5%	24.1%	81.6%	48.3%	33.3%	
Attic or loft room	7	7	4	3	4	4	0	7
%V	0.2%	0.2%	0.3%	0.4%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	57.1%	42.9%	57.1%	57.1%	0.0%	100.0%
%H (TV HH)			57.1%	42.9%	57.1%	57.1%	0.0%	
No specific location	6	6	2	3	4	3	1	5
%V	0.2%	0.2%	0.2%	0.4%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	33.3%	50.0%	66.7%	50.0%	16.7%	83.3%
%H (TV HH)			33.3%	50.0%	66.7%	50.0%	16.7%	
Other	29	29	13	6	25	14	11	29
%V	0.8%	0.8%	1.0%	0.9%	0.9%	1.1%	0.7%	1.0%
%H (All HH)		100.0%	44.8%	20.7%	86.2%	48.3%	37.9%	100.0%
%H (TV HH)			44.8%	20.7%	86.2%	48.3%	37.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3682	3522	1306	673	2751	1219	1532	3042
%V (All HH)		95.7%	35.5%	18.3%	74.7%	33.1%	41.6%	82.6%
%H (TV HH)			37.1%	19.1%	78.1%	34.6%	43.5%	
Any DSAT provider	1306	1306	1306	41	806	806	0	1213
%V	35.5%	37.1%	100.0%	6.1%	29.3%	66.1%	0.0%	39.9%
%H (All HH)			100.0%	3.1%	61.7%	61.7%	0.0%	92.9%
%H (TV HH)			100.0%	3.1%	61.7%	61.7%	0.0%	
Sky with subscription	1038	1038	1038	21	641	641	0	979
%V	28.2%	29.5%	79.5%	3.1%	23.3%	52.6%	0.0%	32.2%
%H (All HH)			100.0%	2.0%	61.8%	61.8%	0.0%	94.3%
%H (TV HH)			100.0%	2.0%	61.8%	61.8%	0.0%	
Sky without subscription	82	82	82	7	48	48	0	68
%V	2.2%	2.3%	6.3%	1.0%	1.7%	3.9%	0.0%	2.2%
%H (All HH)			100.0%	8.5%	58.5%	58.5%	0.0%	82.9%
%H (TV HH)			100.0%	8.5%	58.5%	58.5%	0.0%	
Freesat	154	154	154	10	99	99	0	139
%V	4.2%	4.4%	11.8%	1.5%	3.6%	8.1%	0.0%	4.6%
%H (All HH)			100.0%	6.5%	64.3%	64.3%	0.0%	90.3%
%H (TV HH)			100.0%	6.5%	64.3%	64.3%	0.0%	
Other satellite provider	96	96	96	6	60	60	0	88
%V	2.6%	2.7%	7.4%	0.9%	2.2%	4.9%	0.0%	2.9%
%H (All HH)			100.0%	6.3%	62.5%	62.5%	0.0%	91.7%
%H (TV HH)			100.0%	6.3%	62.5%	62.5%	0.0%	
DCAB	673	673	41	673	439	439	0	626
%V	18.3%	19.1%	3.1%	100.0%	16.0%	36.0%	0.0%	20.6%
%H (All HH)			6.1%	100.0%	65.2%	65.2%	0.0%	93.0%
%H (TV HH)			6.1%	100.0%	65.2%	65.2%	0.0%	
DTT	2751	2751	806	439	2751	1219	1532	2220
%V	74.7%	78.1%	61.7%	65.2%	100.0%	100.0%	100.0%	73.0%
%H (All HH)		100.0%	29.3%	16.0%	100.0%	44.3%	55.7%	80.7%
%H (TV HH)			29.3%	16.0%	100.0%	44.3%	55.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3682	3522	1306	673	2751	1219	1532	3042
%H (All HH)		95.7%	35.5%	18.3%	74.7%	33.1%	41.6%	82.6%
%H (TV HH)			37.1%	19.1%	78.1%	34.6%	43.5%	
PVR	2166	2166	1124	579	1578	1078	500	2004
%V	58.8%	61.5%	86.1%	86.0%	57.4%	88.4%	32.6%	65.9%
%H (All HH)		100.0%	51.9%	26.7%	72.9%	49.8%	23.1%	92.5%
%H (TV HH)			51.9%	26.7%	72.9%	49.8%	23.1%	
DVDR	83	83	31	18	71	36	35	71
%V	2.3%	2.4%	2.4%	2.7%	2.6%	3.0%	2.3%	2.3%
%H (All HH)		100.0%	37.3%	21.7%	85.5%	43.4%	42.2%	85.5%
%H (TV HH)			37.3%	21.7%	85.5%	43.4%	42.2%	
VCR	46	46	12	8	40	13	27	31
%V	1.2%	1.3%	0.9%	1.2%	1.5%	1.1%	1.8%	1.0%
%H (All HH)		100.0%	26.1%	17.4%	87.0%	28.3%	58.7%	67.4%
%H (TV HH)			26.1%	17.4%	87.0%	28.3%	58.7%	
Any recorder	2211	2211	1127	584	1620	1083	537	2030
%V	60.0%	62.8%	86.3%	86.8%	58.9%	88.8%	35.1%	66.7%
%H (All HH)		100.0%	51.0%	26.4%	73.3%	49.0%	24.3%	91.8%
%H (TV HH)			51.0%	26.4%	73.3%	49.0%	24.3%	
Receives HDTV (via STB or built-in reception)	2313	2313	996	563	1811	1018	793	2116
%V	62.8%	65.7%	76.3%	83.7%	65.8%	83.5%	51.8%	69.6%
%H (All HH)		100.0%	43.1%	24.3%	78.3%	44.0%	34.3%	91.5%
%H (TV HH)			43.1%	24.3%	78.3%	44.0%	34.3%	
DVD/Blu-ray player or recorder	2472	2472	969	497	1933	927	1006	2157
%V	67.1%	70.2%	74.2%	73.8%	70.3%	76.0%	65.7%	70.9%
%H (All HH)		100.0%	39.2%	20.1%	78.2%	37.5%	40.7%	87.3%
%H (TV HH)			39.2%	20.1%	78.2%	37.5%	40.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3682	3522	1306	673	2751	1219	1532	3042
%H (All HH)		95.7%	35.5%	18.3%	74.7%	33.1%	41.6%	82.6%
%H (TV HH)			37.1%	19.1%	78.1%	34.6%	43.5%	
Has broadband internet	3042	2926	1213	626	2220	1144	1077	3042
%V	82.6%	83.1%	92.9%	93.0%	80.7%	93.8%	70.3%	100.0%
%H (All HH)		96.2%	39.9%	20.6%	73.0%	37.6%	35.4%	100.0%
%H (TV HH)			41.5%	21.4%	75.9%	39.1%	36.8%	
Number of computers (PCs and laptops)								
0	749	695	139	66	603	118	485	159
%V	20.3%	19.7%	10.6%	9.8%	21.9%	9.7%	31.7%	5.2%
%H (All HH)		92.8%	18.6%	8.8%	80.5%	15.8%	64.8%	21.2%
%H (TV HH)			20.0%	9.5%	86.8%	17.0%	69.8%	
1	1056	1004	354	175	778	315	463	1011
%V	28.7%	28.5%	27.1%	26.0%	28.3%	25.8%	30.2%	33.2%
%H (All HH)		95.1%	33.5%	16.6%	73.7%	29.8%	43.8%	95.7%
%H (TV HH)			35.3%	17.4%	77.5%	31.4%	46.1%	
2	785	759	327	147	582	301	281	781
%V	21.3%	21.6%	25.0%	21.8%	21.2%	24.7%	18.3%	25.7%
%H (All HH)		96.7%	41.7%	18.7%	74.1%	38.3%	35.8%	99.5%
%H (TV HH)			43.1%	19.4%	76.7%	39.7%	37.0%	
3	442	423	188	104	306	176	130	441
%V	12.0%	12.0%	14.4%	15.5%	11.1%	14.4%	8.5%	14.5%
%H (All HH)		95.7%	42.5%	23.5%	69.2%	39.8%	29.4%	99.8%
%H (TV HH)			44.4%	24.6%	72.3%	41.6%	30.7%	
4	298	294	129	87	229	145	84	298
%V	8.1%	8.3%	9.9%	12.9%	8.3%	11.9%	5.5%	9.8%
%H (All HH)		98.7%	43.3%	29.2%	76.8%	48.7%	28.2%	100.0%
%H (TV HH)			43.9%	29.6%	77.9%	49.3%	28.6%	
5+	352	346	169	94	253	164	89	351
%V	9.6%	9.8%	12.9%	14.0%	9.2%	13.5%	5.8%	11.5%
%H (All HH)		98.3%	48.0%	26.7%	71.9%	46.6%	25.3%	99.7%
%H (TV HH)			48.8%	27.2%	73.1%	47.4%	25.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7132	2941	1523	5754	3030	2725	6238
%H		41.2%	21.4%	80.7%	42.5%	38.2%	87.5%
Under 20"	713	257	141	621	300	321	610
%V	10.0%	8.7%	9.3%	10.8%	9.9%	11.8%	9.8%
%H		36.0%	19.8%	87.1%	42.1%	45.0%	85.6%
20" - 29"	1487	560	290	1272	614	658	1239
%V	20.8%	19.0%	19.0%	22.1%	20.3%	24.1%	19.9%
%H		37.7%	19.5%	85.5%	41.3%	44.3%	83.3%
30" - 39"	2343	930	497	1896	969	927	2019
%V	32.9%	31.6%	32.6%	33.0%	32.0%	34.0%	32.4%
%H		39.7%	21.2%	80.9%	41.4%	39.6%	86.2%
40" and over	2356	1104	553	1779	1059	721	2199
%V	33.0%	37.5%	36.3%	30.9%	35.0%	26.5%	35.3%
%H		46.9%	23.5%	75.5%	44.9%	30.6%	93.3%
Don't know	234	90	43	186	89	98	171
%V	3.3%	3.1%	2.8%	3.2%	2.9%	3.6%	2.7%
%H		38.5%	18.4%	79.5%	38.0%	41.9%	73.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7132	2941	1523	5754	3030	2725	6238
%H		41.2%	21.4%	80.7%	42.5%	38.2%	87.5%
Main living room	3506	1303	671	2749	1224	1525	2916
%V	49.2%	44.3%	44.1%	47.8%	40.4%	56.0%	46.7%
%H		37.2%	19.1%	78.4%	34.9%	43.5%	83.2%
Kitchen	418	185	80	368	206	162	365
%V	5.9%	6.3%	5.3%	6.4%	6.8%	5.9%	5.9%
%H		44.3%	19.1%	88.0%	49.3%	38.8%	87.3%
Adult's bedroom	1891	829	433	1584	927	657	1711
%V	26.5%	28.2%	28.4%	27.5%	30.6%	24.1%	27.4%
%H		43.8%	22.9%	83.8%	49.0%	34.7%	90.5%
Child's bedroom	446	226	119	333	227	105	437
%V	6.3%	7.7%	7.8%	5.8%	7.5%	3.9%	7.0%
%H		50.7%	26.7%	74.7%	50.9%	23.5%	98.0%
Other bedroom	277	135	64	233	145	88	262
%V	3.9%	4.6%	4.2%	4.0%	4.8%	3.2%	4.2%
%H		48.7%	23.1%	84.1%	52.3%	31.8%	94.6%
Second living/dining room	384	171	103	316	196	121	346
%V	5.4%	5.8%	6.8%	5.5%	6.5%	4.4%	5.5%
%H		44.5%	26.8%	82.3%	51.0%	31.5%	90.1%
Study/office	60	32	13	50	34	16	60
%V	0.8%	1.1%	0.9%	0.9%	1.1%	0.6%	1.0%
%H		53.3%	21.7%	83.3%	56.7%	26.7%	100.0%
TV room	19	6	7	16	9	7	19
%V	0.3%	0.2%	0.5%	0.3%	0.3%	0.3%	0.3%
%H		31.6%	36.8%	84.2%	47.4%	36.8%	100.0%
Conservatory	87	37	21	71	42	29	80
%V	1.2%	1.3%	1.4%	1.2%	1.4%	1.1%	1.3%
%H		42.5%	24.1%	81.6%	48.3%	33.3%	92.0%
Attic or loft room	7	4	3	4	4	0	7
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		57.1%	42.9%	57.1%	57.1%	0.0%	100.0%
No specific location	6	2	3	4	3	1	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		33.3%	50.0%	66.7%	50.0%	16.7%	83.3%
Other	31	13	7	26	15	11	30
%V	0.4%	0.4%	0.5%	0.5%	0.5%	0.4%	0.5%
%H		41.9%	22.6%	83.9%	48.4%	35.5%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	7132	2941	1523	5754	3030	2725	6238
%H		41.2%	21.4%	80.7%	42.5%	38.2%	87.5%
PVR	2846	1577	780	1996	1442	554	2667
%V	39.9%	53.6%	51.2%	34.7%	47.6%	20.3%	42.8%
%H		55.4%	27.4%	70.1%	50.7%	19.5%	93.7%
DVDR	89	35	19	76	39	36	76
%V	1.2%	1.2%	1.2%	1.3%	1.3%	1.3%	1.2%
%H		39.3%	21.3%	85.4%	43.8%	40.4%	85.4%
VCR	48	12	9	41	14	28	33
%V	0.7%	0.4%	0.6%	0.7%	0.5%	1.0%	0.5%
%H		25.0%	18.8%	85.4%	29.2%	58.3%	68.8%
Any recorder	2913	1590	790	2057	1459	598	2712
%V	40.8%	54.1%	51.9%	35.7%	48.2%	21.9%	43.5%
%H		54.6%	27.1%	70.6%	50.1%	20.5%	93.1%

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	7132	2941	1523	5754	3030	2725	6238
%H		41.2%	21.4%	80.7%	42.5%	38.2%	87.5%
Receives HDTV (via STB or built-in reception)	3502	1538	914	2794	1675	1119	3263
%V	49.1%	52.3%	60.0%	48.6%	55.3%	41.1%	52.3%
%H		43.9%	26.1%	79.8%	47.8%	32.0%	93.2%
DVD/Blu-ray player or recorder	3657	1522	778	2889	1512	1378	3284
%V	51.3%	51.8%	51.1%	50.2%	49.9%	50.6%	52.6%
%H		41.6%	21.3%	79.0%	41.3%	37.7%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	3522	1306	673	2751	1219	1532	2926
%H		37.1%	19.1%	78.1%	34.6%	43.5%	83.1%
Under 20"	28	4	3	25	4	21	16
%V	0.8%	0.3%	0.4%	0.9%	0.3%	1.4%	0.5%
%H		14.3%	10.7%	89.3%	14.3%	75.0%	57.1%
20" - 29"	336	69	31	292	62	230	199
%V	9.5%	5.3%	4.6%	10.6%	5.1%	15.0%	6.8%
%H		20.5%	9.2%	86.9%	18.5%	68.5%	59.2%
30" - 39"	1207	369	204	973	349	623	946
%V	34.3%	28.3%	30.3%	35.4%	28.6%	40.7%	32.3%
%H		30.6%	16.9%	80.6%	28.9%	51.6%	78.4%
40" and over	1844	833	420	1385	784	601	1697
%V	52.4%	63.8%	62.4%	50.3%	64.3%	39.2%	58.0%
%H		45.2%	22.8%	75.1%	42.5%	32.6%	92.0%
Don't know	106	31	14	76	19	57	68
%V	3.0%	2.4%	2.1%	2.8%	1.6%	3.7%	2.3%
%H		29.2%	13.2%	71.7%	17.9%	53.8%	64.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	3522	1306	673	2751	1219	1532	2926
%H		37.1%	19.1%	78.1%	34.6%	43.5%	83.1%
PVR	2125	1104	571	1544	1058	486	1966
%V	60.3%	84.5%	84.8%	56.1%	86.8%	31.7%	67.2%
%H		52.0%	26.9%	72.7%	49.8%	22.9%	92.5%
DVDR	70	24	14	61	28	33	59
%V	2.0%	1.8%	2.1%	2.2%	2.3%	2.2%	2.0%
%H		34.3%	20.0%	87.1%	40.0%	47.1%	84.3%
VCR	35	8	6	30	8	21	23
%V	1.0%	0.6%	0.9%	1.1%	0.7%	1.4%	0.8%
%H		22.9%	17.1%	85.7%	22.9%	60.0%	65.7%
Any recorder	2169	1108	575	1585	1064	521	1993
%V	61.6%	84.8%	85.4%	57.6%	87.3%	34.0%	68.1%
%H		51.1%	26.5%	73.1%	49.1%	24.0%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: 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	3522	1306	673	2751	1219	1532	2926
%H		37.1%	19.1%	78.1%	34.6%	43.5%	83.1%
Receives HDTV (via STB or built-in reception)	2236	962	552	1744	984	760	2050
%V	63.5%	73.7%	82.0%	63.4%	80.7%	49.6%	70.1%
%H		43.0%	24.7%	78.0%	44.0%	34.0%	91.7%
DVD/Blu-ray player or recorder	2234	863	434	1747	816	931	1945
%V	63.4%	66.1%	64.5%	63.5%	66.9%	60.8%	66.5%
%H		38.6%	19.4%	78.2%	36.5%	41.7%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	3610	1635	851	3004	1811	1193	3313
%H		45.3%	23.6%	83.2%	50.2%	33.0%	91.8%
Under 20"	685	253	138	595	295	300	594
%V	19.0%	15.5%	16.2%	19.8%	16.3%	25.1%	17.9%
%H		36.9%	20.1%	86.9%	43.1%	43.8%	86.7%
20" - 29"	1150	492	259	980	552	428	1041
%V	31.9%	30.1%	30.4%	32.6%	30.5%	35.9%	31.4%
%H		42.8%	22.5%	85.2%	48.0%	37.2%	90.5%
30" - 39"	1135	562	293	924	620	304	1074
%V	31.4%	34.4%	34.4%	30.8%	34.2%	25.5%	32.4%
%H		49.5%	25.8%	81.4%	54.6%	26.8%	94.6%
40" and over	512	270	133	394	274	120	502
%V	14.2%	16.5%	15.6%	13.1%	15.1%	10.1%	15.2%
%H		52.7%	26.0%	77.0%	53.5%	23.4%	98.0%
Don't know	128	59	29	110	69	41	102
%V	3.5%	3.6%	3.4%	3.7%	3.8%	3.4%	3.1%
%H		46.1%	22.7%	85.9%	53.9%	32.0%	79.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3610	1635	851	3004	1811	1193	3313
%H		45.3%	23.6%	83.2%	50.2%	33.0%	91.8%
PVR	722	473	209	452	384	68	701
%V	20.0%	28.9%	24.6%	15.0%	21.2%	5.7%	21.2%
%H		65.5%	28.9%	62.6%	53.2%	9.4%	97.1%
DVDR	19	11	6	15	11	4	17
%V	0.5%	0.7%	0.7%	0.5%	0.6%	0.3%	0.5%
%H		57.9%	31.6%	78.9%	57.9%	21.1%	89.5%
VCR	13	4	3	12	5	6	9
%V	0.4%	0.2%	0.4%	0.4%	0.3%	0.5%	0.3%
%H		30.8%	23.1%	92.3%	38.5%	46.2%	69.2%
Any recorder	744	483	215	472	395	77	719
%V	20.6%	29.5%	25.3%	15.7%	21.8%	6.5%	21.7%
%H		64.9%	28.9%	63.4%	53.1%	10.3%	96.6%

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	3610	1635	851	3004	1811	1193	3313
%H		45.3%	23.6%	83.2%	50.2%	33.0%	91.8%
Receives HDTV (via STB or built-in reception)	1266	576	362	1050	691	359	1213
%V	35.1%	35.2%	42.5%	35.0%	38.2%	30.1%	36.6%
%H		45.5%	28.6%	82.9%	54.6%	28.4%	95.8%
DVD/Blu-ray player or recorder	1423	659	344	1142	695	447	1339
%V	39.4%	40.3%	40.4%	38.0%	38.4%	37.5%	40.4%
%H		46.3%	24.2%	80.3%	48.8%	31.4%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8727	8415	3515	1818	6342	3266	3077	7840
%H		96.4%	40.3%	20.8%	72.7%	37.4%	35.3%	89.8%
Total Children	1744	1694	807	383	1156	656	500	1694
%V	20.0%	20.1%	23.0%	21.1%	18.2%	20.1%	16.2%	21.6%
%H		97.1%	46.3%	22.0%	66.3%	37.6%	28.7%	97.1%
0 - 3	442	423	209	96	279	161	117	427
%V	5.1%	5.0%	5.9%	5.3%	4.4%	4.9%	3.8%	5.4%
%H		95.7%	47.3%	21.7%	63.1%	36.4%	26.5%	96.6%
4 - 15	1302	1270	598	287	877	495	382	1267
%V	14.9%	15.1%	17.0%	15.8%	13.8%	15.2%	12.4%	16.2%
%H		97.5%	45.9%	22.0%	67.4%	38.0%	29.3%	97.3%
4 - 9	689	668	317	137	450	245	206	666
%V	7.9%	7.9%	9.0%	7.5%	7.1%	7.5%	6.7%	8.5%
%H		97.0%	46.0%	19.9%	65.3%	35.6%	29.9%	96.7%
10 - 15	613	602	281	149	427	250	177	601
%V	7.0%	7.2%	8.0%	8.2%	6.7%	7.7%	5.8%	7.7%
%H		98.2%	45.8%	24.3%	69.7%	40.8%	28.9%	98.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	8727	8415	3515	1818	6342	3266	3077	7840
%H		96.4%	40.3%	20.8%	72.7%	37.4%	35.3%	89.8%
Total Adults (16+)	6983	6721	2708	1435	5187	2610	2577	6146
%V	80.0%	79.9%	77.0%	78.9%	81.8%	79.9%	83.8%	78.4%
%H		96.2%	38.8%	20.5%	74.3%	37.4%	36.9%	88.0%
16 - 19	410	399	180	107	310	199	111	402
%V	4.7%	4.7%	5.1%	5.9%	4.9%	6.1%	3.6%	5.1%
%H		97.3%	43.9%	26.1%	75.6%	48.5%	27.1%	98.0%
20 - 24	550	495	188	120	363	192	171	539
%V	6.3%	5.9%	5.3%	6.6%	5.7%	5.9%	5.6%	6.9%
%H		90.0%	34.2%	21.8%	66.0%	34.9%	31.1%	98.0%
25 - 34	1160	1074	486	235	741	397	344	1109
%V	13.3%	12.8%	13.8%	12.9%	11.7%	12.2%	11.2%	14.1%
%H		92.6%	41.9%	20.3%	63.9%	34.2%	29.7%	95.6%
35 - 44	1075	1026	506	206	738	431	307	1028
%V	12.3%	12.2%	14.4%	11.3%	11.6%	13.2%	10.0%	13.1%
%H		95.4%	47.1%	19.2%	68.7%	40.1%	28.6%	95.6%
45 - 54	1226	1204	510	298	934	526	408	1167
%V	14.0%	14.3%	14.5%	16.4%	14.7%	16.1%	13.3%	14.9%
%H		98.2%	41.6%	24.3%	76.2%	42.9%	33.3%	95.2%
55 - 64	1003	986	391	217	790	409	381	902
%V	11.5%	11.7%	11.1%	11.9%	12.5%	12.5%	12.4%	11.5%
%H		98.3%	39.0%	21.6%	78.8%	40.8%	38.0%	89.9%
65+	1558	1539	446	251	1311	457	854	998
%V	17.9%	18.3%	12.7%	13.8%	20.7%	14.0%	27.8%	12.7%
%H		98.8%	28.6%	16.1%	84.1%	29.3%	54.8%	64.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	6983	6721	2708	1435	5187	2610	2577	6146
%H		96.2%	38.8%	20.5%	74.3%	37.4%	36.9%	88.0%
AB	1740	1698	753	334	1284	669	614	1684
%V	24.9%	25.3%	27.8%	23.3%	24.8%	25.6%	23.8%	27.4%
%H		97.6%	43.3%	19.2%	73.8%	38.4%	35.3%	96.8%
C1	1933	1843	756	428	1417	760	657	1783
%V	27.7%	27.4%	27.9%	29.8%	27.3%	29.1%	25.5%	29.0%
%H		95.3%	39.1%	22.1%	73.3%	39.3%	34.0%	92.2%
C2	1478	1440	534	351	1162	611	552	1303
%V	21.2%	21.4%	19.7%	24.5%	22.4%	23.4%	21.4%	21.2%
%H		97.4%	36.1%	23.7%	78.6%	41.3%	37.3%	88.2%
D	1229	1168	489	235	875	426	449	1005
%V	17.6%	17.4%	18.1%	16.4%	16.9%	16.3%	17.4%	16.4%
%H		95.0%	39.8%	19.1%	71.2%	34.7%	36.5%	81.8%
E	603	573	176	86	449	144	305	371
%V	8.6%	8.5%	6.5%	6.0%	8.7%	5.5%	11.8%	6.0%
%H		95.0%	29.2%	14.3%	74.5%	23.9%	50.6%	61.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	6983	6721	2708	1435	5187	2610	2577	6146
%H		96.2%	38.8%	20.5%	74.3%	37.4%	36.9%	88.0%
Working full time	3265	3157	1411	731	2358	1345	1013	3147
%V	46.8%	47.0%	52.1%	50.9%	45.5%	51.5%	39.3%	51.2%
%H		96.7%	43.2%	22.4%	72.2%	41.2%	31.0%	96.4%
Working part time	672	652	270	149	488	251	237	635
%V	9.6%	9.7%	10.0%	10.4%	9.4%	9.6%	9.2%	10.3%
%H		97.0%	40.2%	22.2%	72.6%	37.4%	35.3%	94.5%
Not working	3045	2912	1027	555	2340	1013	1327	2364
%V	43.6%	43.3%	37.9%	38.7%	45.1%	38.8%	51.5%	38.5%
%H		95.6%	33.7%	18.2%	76.8%	33.3%	43.6%	77.6%
Housewife/Houseperson	3682	3522	1306	673	2751	1219	1532	3042
%V	52.7%	52.4%	48.2%	46.9%	53.0%	46.7%	59.4%	49.5%
%H		95.7%	35.5%	18.3%	74.7%	33.1%	41.6%	82.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	3424	3266	1347	715	2503	1300	1203	3040
%H		95.4%	39.3%	20.9%	73.1%	38.0%	35.1%	88.8%
16 - 19	213	206	104	56	155	109	46	209
%V	6.2%	6.3%	7.7%	7.8%	6.2%	8.4%	3.8%	6.9%
%H		96.7%	48.8%	26.3%	72.8%	51.2%	21.6%	98.1%
20 - 24	277	246	98	65	174	99	76	272
%V	8.1%	7.5%	7.3%	9.1%	7.0%	7.6%	6.3%	8.9%
%H		88.8%	35.4%	23.5%	62.8%	35.7%	27.4%	98.2%
25 - 34	583	533	235	125	373	204	168	556
%V	17.0%	16.3%	17.4%	17.5%	14.9%	15.7%	14.0%	18.3%
%H		91.4%	40.3%	21.4%	64.0%	35.0%	28.8%	95.4%
35 - 44	529	496	244	92	358	199	159	498
%V	15.4%	15.2%	18.1%	12.9%	14.3%	15.3%	13.2%	16.4%
%H		93.8%	46.1%	17.4%	67.7%	37.6%	30.1%	94.1%
45 - 54	610	595	249	152	458	258	200	576
%V	17.8%	18.2%	18.5%	21.3%	18.3%	19.8%	16.6%	18.9%
%H		97.5%	40.8%	24.9%	75.1%	42.3%	32.8%	94.4%
55 - 64	495	484	191	102	390	198	191	439
%V	14.5%	14.8%	14.2%	14.3%	15.6%	15.2%	15.9%	14.4%
%H		97.8%	38.6%	20.6%	78.8%	40.0%	38.6%	88.7%
65+	716	706	227	123	596	233	363	489
%V	20.9%	21.6%	16.9%	17.2%	23.8%	17.9%	30.2%	16.1%
%H		98.6%	31.7%	17.2%	83.2%	32.5%	50.7%	68.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	3424	3266	1347	715	2503	1300	1203	3040
%H		95.4%	39.3%	20.9%	73.1%	38.0%	35.1%	88.8%
AB	889	862	383	174	652	347	305	863
%V	26.0%	26.4%	28.4%	24.3%	26.0%	26.7%	25.4%	28.4%
%H		97.0%	43.1%	19.6%	73.3%	39.0%	34.3%	97.1%
C1	898	848	365	204	636	358	278	843
%V	26.2%	26.0%	27.1%	28.5%	25.4%	27.5%	23.1%	27.7%
%H		94.4%	40.6%	22.7%	70.8%	39.9%	31.0%	93.9%
C2	792	765	288	183	618	324	295	688
%V	23.1%	23.4%	21.4%	25.6%	24.7%	24.9%	24.5%	22.6%
%H		96.6%	36.4%	23.1%	78.0%	40.9%	37.2%	86.9%
D	595	556	239	119	410	210	201	496
%V	17.4%	17.0%	17.7%	16.6%	16.4%	16.2%	16.7%	16.3%
%H		93.4%	40.2%	20.0%	68.9%	35.3%	33.8%	83.4%
E	251	236	72	35	186	61	125	150
%V	7.3%	7.2%	5.3%	4.9%	7.4%	4.7%	10.4%	4.9%
%H		94.0%	28.7%	13.9%	74.1%	24.3%	49.8%	59.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	3424	3266	1347	715	2503	1300	1203	3040
%H		95.4%	39.3%	20.9%	73.1%	38.0%	35.1%	88.8%
Working full time	1993	1917	852	453	1426	812	614	1911
%V	58.2%	58.7%	63.3%	63.4%	57.0%	62.5%	51.0%	62.9%
%H		96.2%	42.7%	22.7%	71.6%	40.7%	30.8%	95.9%
Working part time	146	136	57	22	104	48	56	134
%V	4.3%	4.2%	4.2%	3.1%	4.2%	3.7%	4.7%	4.4%
%H		93.2%	39.0%	15.1%	71.2%	32.9%	38.4%	91.8%
Not working	1285	1213	438	240	973	440	533	995
%V	37.5%	37.1%	32.5%	33.6%	38.9%	33.8%	44.3%	32.7%
%H		94.4%	34.1%	18.7%	75.7%	34.2%	41.5%	77.4%
Housewife/Houseperson	801	728	234	118	576	206	370	584
%V	23.4%	22.3%	17.4%	16.5%	23.0%	15.8%	30.8%	19.2%
%H		90.9%	29.2%	14.7%	71.9%	25.7%	46.2%	72.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	3559	3455	1361	720	2683	1310	1374	3106
%H		97.1%	38.2%	20.2%	75.4%	36.8%	38.6%	87.3%
16 - 19	197	193	77	51	155	90	65	193
%V	5.5%	5.6%	5.7%	7.1%	5.8%	6.9%	4.7%	6.2%
%H		98.0%	39.1%	25.9%	78.7%	45.7%	33.0%	98.0%
20 - 24	273	248	91	55	189	93	96	267
%V	7.7%	7.2%	6.7%	7.6%	7.0%	7.1%	7.0%	8.6%
%H		90.8%	33.3%	20.1%	69.2%	34.1%	35.2%	97.8%
25 - 34	577	540	250	109	368	192	176	553
%V	16.2%	15.6%	18.4%	15.1%	13.7%	14.7%	12.8%	17.8%
%H		93.6%	43.3%	18.9%	63.8%	33.3%	30.5%	95.8%
35 - 44	547	530	262	115	379	232	148	530
%V	15.4%	15.3%	19.3%	16.0%	14.1%	17.7%	10.8%	17.1%
%H		96.9%	47.9%	21.0%	69.3%	42.4%	27.1%	96.9%
45 - 54	616	608	261	146	476	268	208	591
%V	17.3%	17.6%	19.2%	20.3%	17.7%	20.5%	15.1%	19.0%
%H		98.7%	42.4%	23.7%	77.3%	43.5%	33.8%	95.9%
55 - 64	508	502	200	116	400	211	190	463
%V	14.3%	14.5%	14.7%	16.1%	14.9%	16.1%	13.8%	14.9%
%H		98.8%	39.4%	22.8%	78.7%	41.5%	37.4%	91.1%
65+	842	833	220	128	715	224	491	508
%V	23.7%	24.1%	16.2%	17.8%	26.6%	17.1%	35.7%	16.4%
%H		98.9%	26.1%	15.2%	84.9%	26.6%	58.3%	60.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	3559	3455	1361	720	2683	1310	1374	3106
%H		97.1%	38.2%	20.2%	75.4%	36.8%	38.6%	87.3%
AB	851	836	370	160	632	322	310	821
%V	23.9%	24.2%	27.2%	22.2%	23.6%	24.6%	22.6%	26.4%
%H		98.2%	43.5%	18.8%	74.3%	37.8%	36.4%	96.5%
C1	1036	994	390	224	780	401	379	941
%V	29.1%	28.8%	28.7%	31.1%	29.1%	30.6%	27.6%	30.3%
%H		95.9%	37.6%	21.6%	75.3%	38.7%	36.6%	90.8%
C2	686	675	246	168	544	287	257	614
%V	19.3%	19.5%	18.1%	23.3%	20.3%	21.9%	18.7%	19.8%
%H		98.4%	35.9%	24.5%	79.3%	41.8%	37.5%	89.5%
D	634	612	250	116	465	216	248	509
%V	17.8%	17.7%	18.4%	16.1%	17.3%	16.5%	18.0%	16.4%
%H		96.5%	39.4%	18.3%	73.3%	34.1%	39.1%	80.3%
E	352	337	104	51	262	83	179	221
%V	9.9%	9.8%	7.6%	7.1%	9.8%	6.3%	13.0%	7.1%
%H		95.7%	29.5%	14.5%	74.4%	23.6%	50.9%	62.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	3559	3455	1361	720	2683	1310	1374	3106
%H		97.1%	38.2%	20.2%	75.4%	36.8%	38.6%	87.3%
Working full time	1272	1240	559	279	932	533	399	1236
%V	35.7%	35.9%	41.1%	38.8%	34.7%	40.7%	29.0%	39.8%
%H		97.5%	43.9%	21.9%	73.3%	41.9%	31.4%	97.2%
Working part time	527	516	213	127	384	203	181	501
%V	14.8%	14.9%	15.7%	17.6%	14.3%	15.5%	13.2%	16.1%
%H		97.9%	40.4%	24.1%	72.9%	38.5%	34.3%	95.1%
Not working	1760	1699	589	315	1367	574	794	1368
%V	49.5%	49.2%	43.3%	43.8%	51.0%	43.8%	57.8%	44.0%
%H		96.5%	33.5%	17.9%	77.7%	32.6%	45.1%	77.7%
Housewife/Houseperson	2880	2794	1072	554	2175	1012	1163	2458
%V	80.9%	80.9%	78.8%	76.9%	81.1%	77.3%	84.6%	79.1%
%H		97.0%	37.2%	19.2%	75.5%	35.1%	40.4%	85.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1983	1910	834	252	1354	575	779	1703
%H (All HH)		96.3%	42.1%	12.7%	68.3%	29.0%	39.3%	85.9%
%H (TV HH)			43.7%	13.2%	70.9%	30.1%	40.8%	
AB	508	488	211	72	341	142	199	482
%V	25.6%	25.5%	25.3%	28.6%	25.2%	24.7%	25.5%	28.3%
%H (All HH)		96.1%	41.5%	14.2%	67.1%	28.0%	39.2%	94.9%
%H (TV HH)			43.2%	14.8%	69.9%	29.1%	40.8%	
C1	589	571	251	78	401	176	225	537
%V	29.7%	29.9%	30.1%	31.0%	29.6%	30.6%	28.9%	31.5%
%H (All HH)		96.9%	42.6%	13.2%	68.1%	29.9%	38.2%	91.2%
%H (TV HH)			44.0%	13.7%	70.2%	30.8%	39.4%	
C2	412	405	192	50	298	137	161	355
%V	20.8%	21.2%	23.0%	19.8%	22.0%	23.8%	20.7%	20.8%
%H (All HH)		98.3%	46.6%	12.1%	72.3%	33.3%	39.1%	86.2%
%H (TV HH)			47.4%	12.3%	73.6%	33.8%	39.8%	
D	294	276	121	36	183	80	103	230
%V	14.8%	14.5%	14.5%	14.3%	13.5%	13.9%	13.2%	13.5%
%H (All HH)		93.9%	41.2%	12.2%	62.2%	27.2%	35.0%	78.2%
%H (TV HH)			43.8%	13.0%	66.3%	29.0%	37.3%	
E	180	171	59	17	131	39	92	100
%V	9.1%	9.0%	7.1%	6.7%	9.7%	6.8%	11.8%	5.9%
%H (All HH)		95.0%	32.8%	9.4%	72.8%	21.7%	51.1%	55.6%
%H (TV HH)			34.5%	9.9%	76.6%	22.8%	53.8%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1983	1910	834	252	1354	575	779	1703
%H (All HH)		96.3%	42.1%	12.7%	68.3%	29.0%	39.3%	85.9%
%H (TV HH)			43.7%	13.2%	70.9%	30.1%	40.8%	
Under 25	73	62	30	7	32	23	9	71
%V	3.7%	3.2%	3.6%	2.8%	2.4%	4.0%	1.2%	4.2%
%H (All HH)		84.9%	41.1%	9.6%	43.8%	31.5%	12.3%	97.3%
%H (TV HH)			48.4%	11.3%	51.6%	37.1%	14.5%	
25 - 34	281	261	126	34	155	77	79	275
%V	14.2%	13.7%	15.1%	13.5%	11.4%	13.4%	10.1%	16.1%
%H (All HH)		92.9%	44.8%	12.1%	55.2%	27.4%	28.1%	97.9%
%H (TV HH)			48.3%	13.0%	59.4%	29.5%	30.3%	
35 - 44	323	307	169	51	177	100	76	314
%V	16.3%	16.1%	20.3%	20.2%	13.1%	17.4%	9.8%	18.4%
%H (All HH)		95.0%	52.3%	15.8%	54.8%	31.0%	23.5%	97.2%
%H (TV HH)			55.0%	16.6%	57.7%	32.6%	24.8%	
45 - 54	367	354	168	63	244	118	126	346
%V	18.5%	18.5%	20.1%	25.0%	18.0%	20.5%	16.2%	20.3%
%H (All HH)		96.5%	45.8%	17.2%	66.5%	32.2%	34.3%	94.3%
%H (TV HH)			47.5%	17.8%	68.9%	33.3%	35.6%	
55 - 64	332	327	138	51	253	113	140	307
%V	16.7%	17.1%	16.5%	20.2%	18.7%	19.7%	18.0%	18.0%
%H (All HH)		98.5%	41.6%	15.4%	76.2%	34.0%	42.2%	92.5%
%H (TV HH)			42.2%	15.6%	77.4%	34.6%	42.8%	
65 +	608	599	204	48	493	144	349	390
%V	30.7%	31.4%	24.5%	19.0%	36.4%	25.0%	44.8%	22.9%
%H (All HH)		98.5%	33.6%	7.9%	81.1%	23.7%	57.4%	64.1%
%H (TV HH)			34.1%	8.0%	82.3%	24.0%	58.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1983	1910	834	252	1354	575	779	1703
%H (All HH)		96.3%	42.1%	12.7%	68.3%	29.0%	39.3%	85.9%
%H (TV HH)			43.7%	13.2%	70.9%	30.1%	40.8%	
1	568	529	158	57	384	79	305	364
%V	28.6%	27.7%	18.9%	22.6%	28.4%	13.7%	39.2%	21.4%
%H (All HH)		93.1%	27.8%	10.0%	67.6%	13.9%	53.7%	64.1%
%H (TV HH)			29.9%	10.8%	72.6%	14.9%	57.7%	
2	723	710	304	89	538	235	303	659
%V	36.5%	37.2%	36.5%	35.3%	39.7%	40.9%	38.9%	38.7%
%H (All HH)		98.2%	42.0%	12.3%	74.4%	32.5%	41.9%	91.1%
%H (TV HH)			42.8%	12.5%	75.8%	33.1%	42.7%	
3	283	273	159	39	184	114	70	277
%V	14.3%	14.3%	19.1%	15.5%	13.6%	19.8%	9.0%	16.3%
%H (All HH)		96.5%	56.2%	13.8%	65.0%	40.3%	24.7%	97.9%
%H (TV HH)			58.2%	14.3%	67.4%	41.8%	25.6%	
4	292	285	150	46	178	103	76	288
%V	14.7%	14.9%	18.0%	18.3%	13.1%	17.9%	9.8%	16.9%
%H (All HH)		97.6%	51.4%	15.8%	61.0%	35.3%	26.0%	98.6%
%H (TV HH)			52.6%	16.1%	62.5%	36.1%	26.7%	
5+	117	114	63	22	69	43	25	115
%V	5.9%	6.0%	7.6%	8.7%	5.1%	7.5%	3.2%	6.8%
%H (All HH)		97.4%	53.8%	18.8%	59.0%	36.8%	21.4%	98.3%
%H (TV HH)			55.3%	19.3%	60.5%	37.7%	21.9%	
Average HH size	2.35	2.37	2.63	2.60	2.29	2.68	2.00	2.52

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1983	1910	834	252	1354	575	779	1703
%H (All HH)		96.3%	42.1%	12.7%	68.3%	29.0%	39.3%	85.9%
%H (TV HH)			43.7%	13.2%	70.9%	30.1%	40.8%	
Without	1471	1410	547	180	1051	391	660	1200
%V	74.2%	73.8%	65.6%	71.4%	77.6%	68.0%	84.7%	70.5%
%H (All HH)		95.9%	37.2%	12.2%	71.4%	26.6%	44.9%	81.6%
%H (TV HH)			38.8%	12.8%	74.5%	27.7%	46.8%	
With	512	500	286	72	303	184	119	504
%V	25.8%	26.2%	34.3%	28.6%	22.4%	32.0%	15.3%	29.6%
%H (All HH)		97.7%	55.9%	14.1%	59.2%	35.9%	23.2%	98.4%
%H (TV HH)			57.2%	14.4%	60.6%	36.8%	23.8%	
0 - 3	193	189	104	26	115	68	47	189
%V	9.7%	9.9%	12.5%	10.3%	8.5%	11.8%	6.0%	11.1%
%H (All HH)		97.9%	53.9%	13.5%	59.6%	35.2%	24.4%	97.9%
%H (TV HH)			55.0%	13.8%	60.8%	36.0%	24.9%	
4 - 9	280	272	153	42	161	99	62	275
%V	14.1%	14.2%	18.3%	16.7%	11.9%	17.2%	8.0%	16.1%
%H (All HH)		97.1%	54.6%	15.0%	57.5%	35.4%	22.1%	98.2%
%H (TV HH)			56.3%	15.4%	59.2%	36.4%	22.8%	
10 - 15	232	228	124	40	142	85	56	230
%V	11.7%	11.9%	14.9%	15.9%	10.5%	14.8%	7.2%	13.5%
%H (All HH)		98.3%	53.4%	17.2%	61.2%	36.6%	24.1%	99.1%
%H (TV HH)			54.4%	17.5%	62.3%	37.3%	24.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1983	1910	834	252	1354	575	779	1703
%H (All HH)		96.3%	42.1%	12.7%	68.3%	29.0%	39.3%	85.9%
%H (TV HH)			43.7%	13.2%	70.9%	30.1%	40.8%	
1	707	707	241	86	437	92	345	552
%V	35.7%	37.0%	28.9%	34.1%	32.3%	16.0%	44.3%	32.4%
%H (All HH)		100.0%	34.1%	12.2%	61.8%	13.0%	48.8%	78.1%
%H (TV HH)			34.1%	12.2%	61.8%	13.0%	48.8%	
2	672	672	307	89	483	221	262	584
%V	33.9%	35.2%	36.8%	35.3%	35.7%	38.4%	33.6%	34.3%
%H (All HH)		100.0%	45.7%	13.2%	71.9%	32.9%	39.0%	86.9%
%H (TV HH)			45.7%	13.2%	71.9%	32.9%	39.0%	
3	323	323	163	43	261	145	116	303
%V	16.3%	16.9%	19.5%	17.1%	19.3%	25.2%	14.9%	17.8%
%H (All HH)		100.0%	50.5%	13.3%	80.8%	44.9%	35.9%	93.8%
%H (TV HH)			50.5%	13.3%	80.8%	44.9%	35.9%	
4	128	128	74	20	104	68	36	126
%V	6.5%	6.7%	8.9%	7.9%	7.7%	11.8%	4.6%	7.4%
%H (All HH)		100.0%	57.8%	15.6%	81.3%	53.1%	28.1%	98.4%
%H (TV HH)			57.8%	15.6%	81.3%	53.1%	28.1%	
5+	80	80	50	14	69	49	20	78
%V	4.0%	4.2%	6.0%	5.6%	5.1%	8.5%	2.6%	4.6%
%H (All HH)		100.0%	62.5%	17.5%	86.3%	61.3%	25.0%	97.5%
%H (TV HH)			62.5%	17.5%	86.3%	61.3%	25.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1983	1910	834	252	1354	575	779	1703
%H (All HH)		96.3%	42.1%	12.7%	68.3%	29.0%	39.3%	85.9%
%H (TV HH)			43.7%	13.2%	70.9%	30.1%	40.8%	
Under 20"	432	432	172	49	366	159	208	368
%V	21.8%	22.6%	20.6%	19.4%	27.0%	27.7%	26.7%	21.6%
%H (All HH)		100.0%	39.8%	11.3%	84.7%	36.8%	48.1%	85.2%
%H (TV HH)			39.8%	11.3%	84.7%	36.8%	48.1%	
20" - 29"	627	627	261	75	508	221	287	535
%V	31.6%	32.8%	31.3%	29.8%	37.5%	38.4%	36.8%	31.4%
%H (All HH)		100.0%	41.6%	12.0%	81.0%	35.2%	45.8%	85.3%
%H (TV HH)			41.6%	12.0%	81.0%	35.2%	45.8%	
30" - 39"	993	993	454	139	714	325	389	865
%V	50.1%	52.0%	54.4%	55.2%	52.7%	56.5%	49.9%	50.8%
%H (All HH)		100.0%	45.7%	14.0%	71.9%	32.7%	39.2%	87.1%
%H (TV HH)			45.7%	14.0%	71.9%	32.7%	39.2%	
40" and over	1049	1049	550	162	695	383	312	982
%V	52.9%	54.9%	65.9%	64.3%	51.3%	66.6%	40.1%	57.7%
%H (All HH)		100.0%	52.4%	15.4%	66.3%	36.5%	29.7%	93.6%
%H (TV HH)			52.4%	15.4%	66.3%	36.5%	29.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1983	1910	834	252	1354	575	779	1703
%H (All HH)		96.3%	42.1%	12.7%	68.3%	29.0%	39.3%	85.9%
%H (TV HH)			43.7%	13.2%	70.9%	30.1%	40.8%	
Main living room	1893	1893	830	251	1344	573	771	1629
%V	95.5%	99.1%	99.5%	99.6%	99.3%	99.7%	99.0%	95.7%
%H (All HH)		100.0%	43.8%	13.3%	71.0%	30.3%	40.7%	86.1%
%H (TV HH)			43.8%	13.3%	71.0%	30.3%	40.7%	
Kitchen	283	283	134	32	249	130	119	262
%V	14.3%	14.8%	16.1%	12.7%	18.4%	22.6%	15.3%	15.4%
%H (All HH)		100.0%	47.3%	11.3%	88.0%	45.9%	42.0%	92.6%
%H (TV HH)			47.3%	11.3%	88.0%	45.9%	42.0%	
Adult's bedroom	896	896	458	131	686	383	302	818
%V	45.2%	46.9%	54.9%	52.0%	50.7%	66.6%	38.8%	48.0%
%H (All HH)		100.0%	51.1%	14.6%	76.6%	42.7%	33.7%	91.3%
%H (TV HH)			51.1%	14.6%	76.6%	42.7%	33.7%	
Child's bedroom	173	173	102	28	124	85	39	171
%V	8.7%	9.1%	12.2%	11.1%	9.2%	14.8%	5.0%	10.0%
%H (All HH)		100.0%	59.0%	16.2%	71.7%	49.1%	22.5%	98.8%
%H (TV HH)			59.0%	16.2%	71.7%	49.1%	22.5%	
Other bedroom	88	88	45	18	70	43	27	86
%V	4.4%	4.6%	5.4%	7.1%	5.2%	7.5%	3.5%	5.0%
%H (All HH)		100.0%	51.1%	20.5%	79.5%	48.9%	30.7%	97.7%
%H (TV HH)			51.1%	20.5%	79.5%	48.9%	30.7%	
Second living/dining room	184	184	87	22	143	69	74	162
%V	9.3%	9.6%	10.4%	8.7%	10.6%	12.0%	9.5%	9.5%
%H (All HH)		100.0%	47.3%	12.0%	77.7%	37.5%	40.2%	88.0%
%H (TV HH)			47.3%	12.0%	77.7%	37.5%	40.2%	
Study/office	33	33	20	4	26	17	9	33
%V	1.7%	1.7%	2.4%	1.6%	1.9%	3.0%	1.2%	1.9%
%H (All HH)		100.0%	60.6%	12.1%	78.8%	51.5%	27.3%	100.0%
%H (TV HH)			60.6%	12.1%	78.8%	51.5%	27.3%	
TV room	25	25	12	5	21	12	9	25
%V	1.3%	1.3%	1.4%	2.0%	1.6%	2.1%	1.2%	1.5%
%H (All HH)		100.0%	48.0%	20.0%	84.0%	48.0%	36.0%	100.0%
%H (TV HH)			48.0%	20.0%	84.0%	48.0%	36.0%	
Conservatory	48	48	25	3	43	21	22	43
%V	2.4%	2.5%	3.0%	1.2%	3.2%	3.7%	2.8%	2.5%
%H (All HH)		100.0%	52.1%	6.3%	89.6%	43.8%	45.8%	89.6%
%H (TV HH)			52.1%	6.3%	89.6%	43.8%	45.8%	
Attic or loft room	2	2	0	1	0	0	0	2
%V	0.1%	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	50.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	50.0%	0.0%	0.0%	0.0%	
No specific location	6	6	2	0	6	2	4	5
%V	0.3%	0.3%	0.2%	0.0%	0.4%	0.3%	0.5%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	83.3%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Other	41	41	26	6	31	20	11	41
%V	2.1%	2.1%	3.1%	2.4%	2.3%	3.5%	1.4%	2.4%
%H (All HH)		100.0%	63.4%	14.6%	75.6%	48.8%	26.8%	100.0%
%H (TV HH)			63.4%	14.6%	75.6%	48.8%	26.8%	

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

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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	1983	1910	834	252	1354	575	779	1703
%H (All HH)		96.3%	42.1%	12.7%	68.3%	29.0%	39.3%	85.9%
%H (TV HH)			43.7%	13.2%	70.9%	30.1%	40.8%	
Any DSAT provider	834	834	834	14	466	466	0	774
%V	42.1%	43.7%	100.0%	5.6%	34.4%	81.0%	0.0%	45.4%
%H (All HH)			100.0%	1.7%	55.9%	55.9%	0.0%	92.8%
%H (TV HH)			100.0%	1.7%	55.9%	55.9%	0.0%	
Sky with subscription	650	650	650	6	362	362	0	612
%V	32.8%	34.0%	77.9%	2.4%	26.7%	63.0%	0.0%	35.9%
%H (All HH)			100.0%	0.9%	55.7%	55.7%	0.0%	94.2%
%H (TV HH)			100.0%	0.9%	55.7%	55.7%	0.0%	
Sky without subscription	51	51	51	2	26	26	0	42
%V	2.6%	2.7%	6.1%	0.8%	1.9%	4.5%	0.0%	2.5%
%H (All HH)			100.0%	3.9%	51.0%	51.0%	0.0%	82.4%
%H (TV HH)			100.0%	3.9%	51.0%	51.0%	0.0%	
Freesat	129	129	129	4	82	82	0	117
%V	6.5%	6.8%	15.5%	1.6%	6.1%	14.3%	0.0%	6.9%
%H (All HH)			100.0%	3.1%	63.6%	63.6%	0.0%	90.7%
%H (TV HH)			100.0%	3.1%	63.6%	63.6%	0.0%	
Other satellite provider	59	59	59	3	32	32	0	55
%V	3.0%	3.1%	7.1%	1.2%	2.4%	5.6%	0.0%	3.2%
%H (All HH)			100.0%	5.1%	54.2%	54.2%	0.0%	93.2%
%H (TV HH)			100.0%	5.1%	54.2%	54.2%	0.0%	
DCAB	252	252	14	252	117	117	0	232
%V	12.7%	13.2%	1.7%	100.0%	8.6%	20.3%	0.0%	13.6%
%H (All HH)			5.6%	100.0%	46.4%	46.4%	0.0%	92.1%
%H (TV HH)			5.6%	100.0%	46.4%	46.4%	0.0%	
DTT	1354	1354	466	117	1354	575	779	1133
%V	68.3%	70.9%	55.9%	46.4%	100.0%	100.0%	100.0%	66.5%
%H (All HH)		100.0%	34.4%	8.6%	100.0%	42.5%	57.5%	83.7%
%H (TV HH)			34.4%	8.6%	100.0%	42.5%	57.5%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 4.9: 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	1983	1910	834	252	1354	575	779	1703
%H (All HH)		96.3%	42.1%	12.7%	68.3%	29.0%	39.3%	85.9%
%H (TV HH)			43.7%	13.2%	70.9%	30.1%	40.8%	
PVR	1261	1261	738	227	821	516	304	1160
%V	63.6%	66.0%	88.5%	90.1%	60.6%	89.7%	39.0%	68.1%
%H (All HH)		100.0%	58.5%	18.0%	65.1%	40.9%	24.1%	92.0%
%H (TV HH)			58.5%	18.0%	65.1%	40.9%	24.1%	
DVDR	51	51	26	3	44	21	23	42
%V	2.6%	2.7%	3.1%	1.2%	3.2%	3.7%	3.0%	2.5%
%H (All HH)		100.0%	51.0%	5.9%	86.3%	41.2%	45.1%	82.4%
%H (TV HH)			51.0%	5.9%	86.3%	41.2%	45.1%	
VCR	34	34	14	4	27	10	16	26
%V	1.7%	1.8%	1.7%	1.6%	2.0%	1.7%	2.1%	1.5%
%H (All HH)		100.0%	41.2%	11.8%	79.4%	29.4%	47.1%	76.5%
%H (TV HH)			41.2%	11.8%	79.4%	29.4%	47.1%	
Any recorder	1283	1283	742	228	840	518	322	1173
%V	64.7%	67.2%	89.0%	90.5%	62.0%	90.1%	41.3%	68.9%
%H (All HH)		100.0%	57.8%	17.8%	65.5%	40.4%	25.1%	91.4%
%H (TV HH)			57.8%	17.8%	65.5%	40.4%	25.1%	
Receives HDTV (via STB or built-in reception)	1301	1301	644	225	931	486	445	1205
%V	65.6%	68.1%	77.2%	89.3%	68.8%	84.5%	57.1%	70.8%
%H (All HH)		100.0%	49.5%	17.3%	71.6%	37.4%	34.2%	92.6%
%H (TV HH)			49.5%	17.3%	71.6%	37.4%	34.2%	
DVD/Blu-ray player or recorder	1472	1472	660	199	1067	487	580	1304
%V	74.2%	77.1%	79.1%	79.0%	78.8%	84.7%	74.5%	76.6%
%H (All HH)		100.0%	44.8%	13.5%	72.5%	33.1%	39.4%	88.6%
%H (TV HH)			44.8%	13.5%	72.5%	33.1%	39.4%	

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

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Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1983	1910	834	252	1354	575	779	1703
%V (All HH)		96.3%	42.1%	12.7%	68.3%	29.0%	39.3%	85.9%
%H (TV HH)			43.7%	13.2%	70.9%	30.1%	40.8%	
Has broadband internet	1703	1644	774	232	1133	538	595	1703
%V	85.9%	86.1%	92.8%	92.1%	83.7%	93.6%	76.4%	100.0%
%H (All HH)		96.5%	45.4%	13.6%	66.5%	31.6%	34.9%	100.0%
%H (TV HH)			47.1%	14.1%	68.9%	32.7%	36.2%	
Number of computers (PCs and laptops)								
0	304	288	78	21	229	41	188	56
%V	15.3%	15.1%	9.4%	8.3%	16.9%	7.1%	24.1%	3.3%
%H (All HH)		94.7%	25.7%	6.9%	75.3%	13.5%	61.8%	18.4%
%H (TV HH)			27.1%	7.3%	79.5%	14.2%	65.3%	
1	436	416	159	49	295	92	203	411
%V	22.0%	21.8%	19.1%	19.4%	21.8%	16.0%	26.1%	24.1%
%H (All HH)		95.4%	36.5%	11.2%	67.7%	21.1%	46.6%	94.3%
%H (TV HH)			38.2%	11.8%	70.9%	22.1%	48.8%	
2	472	455	227	59	310	153	157	467
%V	23.8%	23.8%	27.2%	23.4%	22.9%	26.6%	20.2%	27.4%
%H (All HH)		96.4%	48.1%	12.5%	65.7%	32.4%	33.3%	98.9%
%H (TV HH)			49.9%	13.0%	68.1%	33.6%	34.5%	
3	316	310	152	42	219	116	104	315
%V	15.9%	16.2%	18.2%	16.7%	16.2%	20.2%	13.4%	18.5%
%H (All HH)		98.1%	48.1%	13.3%	69.3%	36.7%	32.9%	99.7%
%H (TV HH)			49.0%	13.5%	70.6%	37.4%	33.5%	
4	203	195	94	33	140	76	64	203
%V	10.2%	10.2%	11.3%	13.1%	10.3%	13.2%	8.2%	11.9%
%H (All HH)		96.1%	46.3%	16.3%	69.0%	37.4%	31.5%	100.0%
%H (TV HH)			48.2%	16.9%	71.8%	39.0%	32.8%	
5+	252	246	123	47	159	97	62	251
%V	12.7%	12.9%	14.7%	18.7%	11.7%	16.9%	8.0%	14.7%
%H (All HH)		97.6%	48.8%	18.7%	63.1%	38.5%	24.6%	99.6%
%H (TV HH)			50.0%	19.1%	64.6%	39.4%	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

January - December 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	3965	1911	548	2975	1509	1466	3558
%H		48.2%	13.8%	75.0%	38.1%	37.0%	89.7%
Under 20"	543	222	57	468	210	258	474
%V	13.7%	11.6%	10.4%	15.7%	13.9%	17.6%	13.3%
%H		40.9%	10.5%	86.2%	38.7%	47.5%	87.3%
20" - 29"	828	349	99	683	305	378	720
%V	20.9%	18.3%	18.1%	23.0%	20.2%	25.8%	20.2%
%H		42.1%	12.0%	82.5%	36.8%	45.7%	87.0%
30" - 39"	1223	577	171	896	429	467	1080
%V	30.8%	30.2%	31.2%	30.1%	28.4%	31.9%	30.4%
%H		47.2%	14.0%	73.3%	35.1%	38.2%	88.3%
40" and over	1331	741	216	898	548	350	1256
%V	33.6%	38.8%	39.4%	30.2%	36.3%	23.9%	35.3%
%H		55.7%	16.2%	67.5%	41.2%	26.3%	94.4%
Don't know	39	22	4	29	17	12	28
%V	1.0%	1.2%	0.7%	1.0%	1.1%	0.8%	0.8%
%H		56.4%	10.3%	74.4%	43.6%	30.8%	71.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	3965	1911	548	2975	1509	1466	3558
%H		48.2%	13.8%	75.0%	38.1%	37.0%	89.7%
Main living room	1911	838	253	1354	576	778	1645
%V	48.2%	43.9%	46.2%	45.5%	38.2%	53.1%	46.2%
%H		43.9%	13.2%	70.9%	30.1%	40.7%	86.1%
Kitchen	284	134	32	250	130	120	262
%V	7.2%	7.0%	5.8%	8.4%	8.6%	8.2%	7.4%
%H		47.2%	11.3%	88.0%	45.8%	42.3%	92.3%
Adult's bedroom	1102	581	164	850	494	357	1014
%V	27.8%	30.4%	29.9%	28.6%	32.7%	24.4%	28.5%
%H		52.7%	14.9%	77.1%	44.8%	32.4%	92.0%
Child's bedroom	220	128	35	163	111	51	219
%V	5.5%	6.7%	6.4%	5.5%	7.4%	3.5%	6.2%
%H		58.2%	15.9%	74.1%	50.5%	23.2%	99.5%
Other bedroom	101	55	23	81	53	28	99
%V	2.5%	2.9%	4.2%	2.7%	3.5%	1.9%	2.8%
%H		54.5%	22.8%	80.2%	52.5%	27.7%	98.0%
Second living/dining room	186	89	23	146	72	74	165
%V	4.7%	4.7%	4.2%	4.9%	4.8%	5.0%	4.6%
%H		47.8%	12.4%	78.5%	38.7%	39.8%	88.7%
Study/office	34	20	4	27	17	10	33
%V	0.9%	1.0%	0.7%	0.9%	1.1%	0.7%	0.9%
%H		58.8%	11.8%	79.4%	50.0%	29.4%	97.1%
TV room	25	12	5	21	12	9	25
%V	0.6%	0.6%	0.9%	0.7%	0.8%	0.6%	0.7%
%H		48.0%	20.0%	84.0%	48.0%	36.0%	100.0%
Conservatory	48	25	3	43	21	22	43
%V	1.2%	1.3%	0.5%	1.4%	1.4%	1.5%	1.2%
%H		52.1%	6.3%	89.6%	43.8%	45.8%	89.6%
Attic or loft room	2	0	1	0	0	0	2
%V	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	50.0%	0.0%	0.0%	0.0%	100.0%
No specific location	6	2	0	6	2	4	5
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	83.3%
Other	45	28	6	34	22	13	45
%V	1.1%	1.5%	1.1%	1.1%	1.5%	0.9%	1.3%
%H		62.2%	13.3%	75.6%	48.9%	28.9%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	3965	1911	548	2975	1509	1466	3558
%H		48.2%	13.8%	75.0%	38.1%	37.0%	89.7%
PVR	1714	1071	321	1070	732	338	1600
%V	43.2%	56.0%	58.6%	36.0%	48.5%	23.1%	45.0%
%H		62.5%	18.7%	62.4%	42.7%	19.7%	93.3%
DVDR	56	28	4	49	23	26	46
%V	1.4%	1.5%	0.7%	1.6%	1.5%	1.8%	1.3%
%H		50.0%	7.1%	87.5%	41.1%	46.4%	82.1%
VCR	37	14	4	30	11	19	28
%V	0.9%	0.7%	0.7%	1.0%	0.7%	1.3%	0.8%
%H		37.8%	10.8%	81.1%	29.7%	51.4%	75.7%
Any recorder	1755	1084	323	1106	743	363	1629
%V	44.3%	56.7%	58.9%	37.2%	49.2%	24.8%	45.8%
%H		61.8%	18.4%	63.0%	42.3%	20.7%	92.8%

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	3965	1911	548	2975	1509	1466	3558
%H		48.2%	13.8%	75.0%	38.1%	37.0%	89.7%
Receives HDTV (via STB or built-in reception)	1934	1011	350	1390	790	599	1818
%V	48.8%	52.9%	63.9%	46.7%	52.4%	40.9%	51.1%
%H		52.3%	18.1%	71.9%	40.8%	31.0%	94.0%
DVD/Blu-ray player or recorder	2240	1073	312	1659	838	821	2035
%V	56.5%	56.1%	56.9%	55.8%	55.5%	56.0%	57.2%
%H		47.9%	13.9%	74.1%	37.4%	36.7%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	1910	834	252	1354	575	779	1644
%H		43.7%	13.2%	70.9%	30.1%	40.8%	86.1%
Under 20"	37	5	3	29	4	25	27
%V	1.9%	0.6%	1.2%	2.1%	0.7%	3.2%	1.6%
%H		13.5%	8.1%	78.4%	10.8%	67.6%	73.0%
20" - 29"	215	52	14	173	29	144	147
%V	11.3%	6.2%	5.6%	12.8%	5.0%	18.5%	8.9%
%H		24.2%	6.5%	80.5%	13.5%	67.0%	68.4%
30" - 39"	621	236	73	465	163	302	506
%V	32.5%	28.3%	29.0%	34.3%	28.3%	38.8%	30.8%
%H		38.0%	11.8%	74.9%	26.2%	48.6%	81.5%
40" and over	1021	532	160	675	373	303	954
%V	53.5%	63.8%	63.5%	49.9%	64.9%	38.9%	58.0%
%H		52.1%	15.7%	66.1%	36.5%	29.7%	93.4%
Don't know	16	8	2	11	6	5	10
%V	0.8%	1.0%	0.8%	0.8%	1.0%	0.6%	0.6%
%H		50.0%	12.5%	68.8%	37.5%	31.3%	62.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	1910	834	252	1354	575	779	1644
%H		43.7%	13.2%	70.9%	30.1%	40.8%	86.1%
PVR	1233	727	225	796	505	291	1137
%V	64.6%	87.2%	89.3%	58.8%	87.8%	37.4%	69.2%
%H		59.0%	18.2%	64.6%	41.0%	23.6%	92.2%
DVDR	44	22	2	37	17	20	36
%V	2.3%	2.6%	0.8%	2.7%	3.0%	2.6%	2.2%
%H		50.0%	4.5%	84.1%	38.6%	45.5%	81.8%
VCR	24	9	2	19	5	13	16
%V	1.3%	1.1%	0.8%	1.4%	0.9%	1.7%	1.0%
%H		37.5%	8.3%	79.2%	20.8%	54.2%	66.7%
Any recorder	1256	732	226	815	507	309	1150
%V	65.8%	87.8%	89.7%	60.2%	88.2%	39.7%	70.0%
%H		58.3%	18.0%	64.9%	40.4%	24.6%	91.6%

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	1910	834	252	1354	575	779	1644
%H		43.7%	13.2%	70.9%	30.1%	40.8%	86.1%
Receives HDTV (via STB or built-in reception)	1271	634	222	903	475	428	1177
%V	66.5%	76.0%	88.1%	66.7%	82.6%	54.9%	71.6%
%H		49.9%	17.5%	71.0%	37.4%	33.7%	92.6%
DVD/Blu-ray player or recorder	1364	613	174	988	442	546	1203
%V	71.4%	73.5%	69.0%	73.0%	76.9%	70.1%	73.2%
%H		44.9%	12.8%	72.4%	32.4%	40.0%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2055	1078	296	1621	935	687	1914
%H		52.5%	14.4%	78.9%	45.5%	33.4%	93.1%
Under 20"	506	217	54	440	206	233	448
%V	24.6%	20.1%	18.2%	27.1%	22.0%	33.9%	23.4%
%H		42.9%	10.7%	87.0%	40.7%	46.0%	88.5%
20" - 29"	613	297	85	510	276	234	572
%V	29.8%	27.6%	28.7%	31.5%	29.5%	34.1%	29.9%
%H		48.5%	13.9%	83.2%	45.0%	38.2%	93.3%
30" - 39"	602	341	99	431	266	165	574
%V	29.3%	31.6%	33.4%	26.6%	28.4%	24.0%	30.0%
%H		56.6%	16.4%	71.6%	44.2%	27.4%	95.3%
40" and over	310	209	56	223	175	47	303
%V	15.1%	19.4%	18.9%	13.8%	18.7%	6.8%	15.8%
%H		67.4%	18.1%	71.9%	56.5%	15.2%	97.7%
Don't know	23	14	2	18	11	7	18
%V	1.1%	1.3%	0.7%	1.1%	1.2%	1.0%	0.9%
%H		60.9%	8.7%	78.3%	47.8%	30.4%	78.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2055	1078	296	1621	935	687	1914
%H		52.5%	14.4%	78.9%	45.5%	33.4%	93.1%
PVR	481	344	96	274	227	47	463
%V	23.4%	31.9%	32.4%	16.9%	24.3%	6.8%	24.2%
%H		71.5%	20.0%	57.0%	47.2%	9.8%	96.3%
DVDR	12	5	2	12	6	5	10
%V	0.6%	0.5%	0.7%	0.7%	0.6%	0.7%	0.5%
%H		41.7%	16.7%	100.0%	50.0%	41.7%	83.3%
VCR	13	5	3	11	5	5	12
%V	0.6%	0.5%	1.0%	0.7%	0.5%	0.7%	0.6%
%H		38.5%	23.1%	84.6%	38.5%	38.5%	92.3%
Any recorder	499	352	98	290	236	54	479
%V	24.3%	32.7%	33.1%	17.9%	25.2%	7.9%	25.0%
%H		70.5%	19.6%	58.1%	47.3%	10.8%	96.0%

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	2055	1078	296	1621	935	687	1914
%H		52.5%	14.4%	78.9%	45.5%	33.4%	93.1%
Receives HDTV (via STB or built-in reception)	663	377	128	487	315	172	642
%V	32.3%	35.0%	43.2%	30.0%	33.7%	25.0%	33.5%
%H		56.9%	19.3%	73.5%	47.5%	25.9%	96.8%
DVD/Blu-ray player or recorder	876	460	138	670	396	274	833
%V	42.6%	42.7%	46.6%	41.3%	42.4%	39.9%	43.5%
%H		52.5%	15.8%	76.5%	45.2%	31.3%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	4663	4516	2187	655	3097	1539	1559	4285
%H		96.8%	46.9%	14.0%	66.4%	33.0%	33.4%	91.9%
Total Children	905	881	492	137	530	320	210	889
%V	19.4%	19.5%	22.5%	20.9%	17.1%	20.8%	13.5%	20.7%
%H		97.3%	54.4%	15.1%	58.6%	35.4%	23.2%	98.2%
0 - 3	235	228	131	28	135	79	56	228
%V	5.0%	5.0%	6.0%	4.3%	4.4%	5.1%	3.6%	5.3%
%H		97.0%	55.7%	11.9%	57.4%	33.6%	23.8%	97.0%
4 - 15	670	653	361	109	395	241	154	661
%V	14.4%	14.5%	16.5%	16.6%	12.8%	15.7%	9.9%	15.4%
%H		97.5%	53.9%	16.3%	59.0%	36.0%	23.0%	98.7%
4 - 9	370	359	204	55	211	130	81	364
%V	7.9%	7.9%	9.3%	8.4%	6.8%	8.4%	5.2%	8.5%
%H		97.0%	55.1%	14.9%	57.0%	35.1%	21.9%	98.4%
10 - 15	300	294	158	53	184	111	73	296
%V	6.4%	6.5%	7.2%	8.1%	5.9%	7.2%	4.7%	6.9%
%H		98.0%	52.7%	17.7%	61.3%	37.0%	24.3%	98.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	4663	4516	2187	655	3097	1539	1559	4285
%H		96.8%	46.9%	14.0%	66.4%	33.0%	33.4%	91.9%
Total Adults (16+)	3758	3635	1695	517	2568	1219	1349	3397
%V	80.6%	80.5%	77.5%	78.9%	82.9%	79.2%	86.5%	79.3%
%H		96.7%	45.1%	13.8%	68.3%	32.4%	35.9%	90.4%
16 - 19	199	194	110	27	125	72	53	196
%V	4.3%	4.3%	5.0%	4.1%	4.0%	4.7%	3.4%	4.6%
%H		97.5%	55.3%	13.6%	62.8%	36.2%	26.6%	98.5%
20 - 24	250	231	109	41	153	92	61	248
%V	5.4%	5.1%	5.0%	6.3%	4.9%	6.0%	3.9%	5.8%
%H		92.4%	43.6%	16.4%	61.2%	36.8%	24.4%	99.2%
25 - 34	590	552	271	86	343	188	154	578
%V	12.7%	12.2%	12.4%	13.1%	11.1%	12.2%	9.9%	13.5%
%H		93.6%	45.9%	14.6%	58.1%	31.9%	26.1%	98.0%
35 - 44	576	547	299	86	323	181	143	561
%V	12.4%	12.1%	13.7%	13.1%	10.4%	11.8%	9.2%	13.1%
%H		95.0%	51.9%	14.9%	56.1%	31.4%	24.8%	97.4%
45 - 54	643	629	323	111	435	234	201	615
%V	13.8%	13.9%	14.8%	16.9%	14.0%	15.2%	12.9%	14.4%
%H		97.8%	50.2%	17.3%	67.7%	36.4%	31.3%	95.6%
55 - 64	550	543	243	85	418	200	218	515
%V	11.8%	12.0%	11.1%	13.0%	13.5%	13.0%	14.0%	12.0%
%H		98.7%	44.2%	15.5%	76.0%	36.4%	39.6%	93.6%
65+	949	939	340	81	770	251	519	684
%V	20.4%	20.8%	15.5%	12.4%	24.9%	16.3%	33.3%	16.0%
%H		98.9%	35.8%	8.5%	81.1%	26.4%	54.7%	72.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	3758	3635	1695	517	2568	1219	1349	3397
%H		96.7%	45.1%	13.8%	68.3%	32.4%	35.9%	90.4%
AB	1015	983	445	151	687	311	376	985
%V	27.0%	27.0%	26.3%	29.2%	26.8%	25.5%	27.9%	29.0%
%H		96.8%	43.8%	14.9%	67.7%	30.6%	37.0%	97.0%
C1	1108	1074	504	164	747	366	381	1041
%V	29.5%	29.5%	29.7%	31.7%	29.1%	30.0%	28.2%	30.6%
%H		96.9%	45.5%	14.8%	67.4%	33.0%	34.4%	94.0%
C2	846	835	415	114	622	316	306	769
%V	22.5%	23.0%	24.5%	22.1%	24.2%	25.9%	22.7%	22.6%
%H		98.7%	49.1%	13.5%	73.5%	37.4%	36.2%	90.9%
D	541	506	241	66	335	168	168	452
%V	14.4%	13.9%	14.2%	12.8%	13.0%	13.8%	12.5%	13.3%
%H		93.5%	44.5%	12.2%	61.9%	31.1%	31.1%	83.5%
E	248	237	89	23	177	58	118	150
%V	6.6%	6.5%	5.3%	4.4%	6.9%	4.8%	8.7%	4.4%
%H		95.6%	35.9%	9.3%	71.4%	23.4%	47.6%	60.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	3758	3635	1695	517	2568	1219	1349	3397
%H		96.7%	45.1%	13.8%	68.3%	32.4%	35.9%	90.4%
Working full time	1783	1704	871	286	1142	633	509	1744
%V	47.4%	46.9%	51.4%	55.3%	44.5%	51.9%	37.7%	51.3%
%H		95.6%	48.9%	16.0%	64.0%	35.5%	28.5%	97.8%
Working part time	412	407	203	63	275	138	137	392
%V	11.0%	11.2%	12.0%	12.2%	10.7%	11.3%	10.2%	11.5%
%H		98.8%	49.3%	15.3%	66.7%	33.5%	33.3%	95.1%
Not working	1563	1524	622	169	1150	447	703	1261
%V	41.6%	41.9%	36.7%	32.7%	44.8%	36.7%	52.1%	37.1%
%H		97.5%	39.8%	10.8%	73.6%	28.6%	45.0%	80.7%
Housewife/Houseperson	1983	1910	834	252	1354	575	779	1703
%V	52.8%	52.5%	49.2%	48.7%	52.7%	47.2%	57.7%	50.1%
%H		96.3%	42.1%	12.7%	68.3%	29.0%	39.3%	85.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	1854	1773	839	266	1239	612	627	1692
%H		95.6%	45.3%	14.3%	66.8%	33.0%	33.8%	91.3%
16 - 19	110	107	59	15	71	41	30	108
%V	5.9%	6.0%	7.0%	5.6%	5.7%	6.7%	4.8%	6.4%
%H		97.3%	53.6%	13.6%	64.5%	37.3%	27.3%	98.2%
20 - 24	124	111	50	22	76	45	30	124
%V	6.7%	6.3%	6.0%	8.3%	6.1%	7.4%	4.8%	7.3%
%H		89.5%	40.3%	17.7%	61.3%	36.3%	24.2%	100.0%
25 - 34	287	266	130	47	156	92	64	278
%V	15.5%	15.0%	15.5%	17.7%	12.6%	15.0%	10.2%	16.4%
%H		92.7%	45.3%	16.4%	54.4%	32.1%	22.3%	96.9%
35 - 44	289	267	134	44	161	84	77	280
%V	15.6%	15.1%	16.0%	16.5%	13.0%	13.7%	12.3%	16.5%
%H		92.4%	46.4%	15.2%	55.7%	29.1%	26.6%	96.9%
45 - 54	320	309	165	51	218	123	95	303
%V	17.3%	17.4%	19.7%	19.2%	17.6%	20.1%	15.2%	17.9%
%H		96.6%	51.6%	15.9%	68.1%	38.4%	29.7%	94.7%
55 - 64	256	254	119	41	191	95	96	237
%V	13.8%	14.3%	14.2%	15.4%	15.4%	15.5%	15.3%	14.0%
%H		99.2%	46.5%	16.0%	74.6%	37.1%	37.5%	92.6%
65+	468	460	181	45	366	131	234	362
%V	25.2%	25.9%	21.6%	16.9%	29.5%	21.4%	37.3%	21.4%
%H		98.3%	38.7%	9.6%	78.2%	28.0%	50.0%	77.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	1854	1773	839	266	1239	612	627	1692
%H		95.6%	45.3%	14.3%	66.8%	33.0%	33.8%	91.3%
AB	511	493	223	76	343	155	188	498
%V	27.6%	27.8%	26.6%	28.6%	27.7%	25.3%	30.0%	29.4%
%H		96.5%	43.6%	14.9%	67.1%	30.3%	36.8%	97.5%
C1	519	497	241	83	345	185	161	495
%V	28.0%	28.0%	28.7%	31.2%	27.8%	30.2%	25.7%	29.3%
%H		95.8%	46.4%	16.0%	66.5%	35.6%	31.0%	95.4%
C2	452	444	223	67	320	167	153	411
%V	24.4%	25.0%	26.6%	25.2%	25.8%	27.3%	24.4%	24.3%
%H		98.2%	49.3%	14.8%	70.8%	36.9%	33.8%	90.9%
D	267	243	117	32	157	83	74	225
%V	14.4%	13.7%	13.9%	12.0%	12.7%	13.6%	11.8%	13.3%
%H		91.0%	43.8%	12.0%	58.8%	31.1%	27.7%	84.3%
E	105	96	34	8	74	23	51	63
%V	5.7%	5.4%	4.1%	3.0%	6.0%	3.8%	8.1%	3.7%
%H		91.4%	32.4%	7.6%	70.5%	21.9%	48.6%	60.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1854	1773	839	266	1239	612	627	1692
%H		95.6%	45.3%	14.3%	66.8%	33.0%	33.8%	91.3%
Working full time	1097	1043	534	178	690	389	301	1071
%V	59.2%	58.8%	63.6%	66.9%	55.7%	63.6%	48.0%	63.3%
%H		95.1%	48.7%	16.2%	62.9%	35.5%	27.4%	97.6%
Working part time	77	76	37	19	46	26	20	72
%V	4.2%	4.3%	4.4%	7.1%	3.7%	4.2%	3.2%	4.3%
%H		98.7%	48.1%	24.7%	59.7%	33.8%	26.0%	93.5%
Not working	680	654	268	70	503	197	306	549
%V	36.7%	36.9%	31.9%	26.3%	40.6%	32.2%	48.8%	32.4%
%H		96.2%	39.4%	10.3%	74.0%	29.0%	45.0%	80.7%
Housewife/Houseperson	392	354	140	45	230	78	152	302
%V	21.1%	20.0%	16.7%	16.9%	18.6%	12.7%	24.2%	17.8%
%H		90.3%	35.7%	11.5%	58.7%	19.9%	38.8%	77.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1904	1862	856	251	1329	607	722	1704
%H		97.8%	45.0%	13.2%	69.8%	31.9%	37.9%	89.5%
16 - 19	89	87	51	13	54	31	23	88
%V	4.7%	4.7%	6.0%	5.2%	4.1%	5.1%	3.2%	5.2%
%H		97.8%	57.3%	14.6%	60.7%	34.8%	25.8%	98.9%
20 - 24	126	120	59	19	78	47	31	124
%V	6.6%	6.4%	6.9%	7.6%	5.9%	7.7%	4.3%	7.3%
%H		95.2%	46.8%	15.1%	61.9%	37.3%	24.6%	98.4%
25 - 34	303	286	141	39	187	96	91	300
%V	15.9%	15.4%	16.5%	15.5%	14.1%	15.8%	12.6%	17.6%
%H		94.4%	46.5%	12.9%	61.7%	31.7%	30.0%	99.0%
35 - 44	287	280	165	42	162	97	66	281
%V	15.1%	15.0%	19.3%	16.7%	12.2%	16.0%	9.1%	16.5%
%H		97.6%	57.5%	14.6%	56.4%	33.8%	23.0%	97.9%
45 - 54	323	320	158	60	217	111	106	312
%V	17.0%	17.2%	18.5%	23.9%	16.3%	18.3%	14.7%	18.3%
%H		99.1%	48.9%	18.6%	67.2%	34.4%	32.8%	96.6%
55 - 64	294	290	124	44	227	105	122	278
%V	15.4%	15.6%	14.5%	17.5%	17.1%	17.3%	16.9%	16.3%
%H		98.6%	42.2%	15.0%	77.2%	35.7%	41.5%	94.6%
65+	481	479	159	36	404	120	285	322
%V	25.3%	25.7%	18.6%	14.3%	30.4%	19.8%	39.5%	18.9%
%H		99.6%	33.1%	7.5%	84.0%	24.9%	59.3%	66.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1904	1862	856	251	1329	607	722	1704
%H		97.8%	45.0%	13.2%	69.8%	31.9%	37.9%	89.5%
AB	504	489	222	75	344	156	187	487
%V	26.5%	26.3%	25.9%	29.9%	25.9%	25.7%	25.9%	28.6%
%H		97.0%	44.0%	14.9%	68.3%	31.0%	37.1%	96.6%
C1	588	577	262	81	402	181	221	546
%V	30.9%	31.0%	30.6%	32.3%	30.2%	29.8%	30.6%	32.0%
%H		98.1%	44.6%	13.8%	68.4%	30.8%	37.6%	92.9%
C2	395	391	192	47	303	150	153	358
%V	20.7%	21.0%	22.4%	18.7%	22.8%	24.7%	21.2%	21.0%
%H		99.0%	48.6%	11.9%	76.7%	38.0%	38.7%	90.6%
D	275	264	124	33	178	84	94	227
%V	14.4%	14.2%	14.5%	13.1%	13.4%	13.8%	13.0%	13.3%
%H		96.0%	45.1%	12.0%	64.7%	30.5%	34.2%	82.5%
E	143	141	55	14	103	36	67	87
%V	7.5%	7.6%	6.4%	5.6%	7.8%	5.9%	9.3%	5.1%
%H		98.6%	38.5%	9.8%	72.0%	25.2%	46.9%	60.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1904	1862	856	251	1329	607	722	1704
%H		97.8%	45.0%	13.2%	69.8%	31.9%	37.9%	89.5%
Working full time	686	661	337	108	452	245	208	672
%V	36.0%	35.5%	39.4%	43.0%	34.0%	40.4%	28.8%	39.4%
%H		96.4%	49.1%	15.7%	65.9%	35.7%	30.3%	98.0%
Working part time	334	331	165	44	229	112	117	320
%V	17.5%	17.8%	19.3%	17.5%	17.2%	18.5%	16.2%	18.8%
%H		99.1%	49.4%	13.2%	68.6%	33.5%	35.0%	95.8%
Not working	883	870	353	99	647	250	398	712
%V	46.4%	46.7%	41.2%	39.4%	48.7%	41.2%	55.1%	41.8%
%H		98.5%	40.0%	11.2%	73.3%	28.3%	45.1%	80.6%
Housewife/Houseperson	1592	1556	694	208	1123	496	627	1402
%V	83.6%	83.6%	81.1%	82.9%	84.5%	81.7%	86.8%	82.3%
%H		97.7%	43.6%	13.1%	70.5%	31.2%	39.4%	88.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1054	1005	389	136	759	292	467	924
%H (All HH)		95.4%	36.9%	12.9%	72.0%	27.7%	44.3%	87.7%
%H (TV HH)			38.7%	13.5%	75.5%	29.1%	46.5%	
AB	312	300	110	45	224	82	142	302
%V	29.6%	29.9%	28.3%	33.1%	29.5%	28.1%	30.4%	32.7%
%H (All HH)		96.2%	35.3%	14.4%	71.8%	26.3%	45.5%	96.8%
%H (TV HH)			36.7%	15.0%	74.7%	27.3%	47.3%	
C1	318	303	110	40	231	82	149	283
%V	30.2%	30.1%	28.3%	29.4%	30.4%	28.1%	31.9%	30.6%
%H (All HH)		95.3%	34.6%	12.6%	72.6%	25.8%	46.9%	89.0%
%H (TV HH)			36.3%	13.2%	76.2%	27.1%	49.2%	
C2	201	193	86	27	154	75	80	177
%V	19.1%	19.2%	22.1%	19.9%	20.3%	25.7%	17.1%	19.2%
%H (All HH)		96.0%	42.8%	13.4%	76.6%	37.3%	39.8%	88.1%
%H (TV HH)			44.6%	14.0%	79.8%	38.9%	41.5%	
D	144	135	54	19	94	37	57	113
%V	13.7%	13.4%	13.9%	14.0%	12.4%	12.7%	12.2%	12.2%
%H (All HH)		93.8%	37.5%	13.2%	65.3%	25.7%	39.6%	78.5%
%H (TV HH)			40.0%	14.1%	69.6%	27.4%	42.2%	
E	79	74	29	5	56	16	40	49
%V	7.5%	7.4%	7.5%	3.7%	7.4%	5.5%	8.6%	5.3%
%H (All HH)		93.7%	36.7%	6.3%	70.9%	20.3%	50.6%	62.0%
%H (TV HH)			39.2%	6.8%	75.7%	21.6%	54.1%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1054	1005	389	136	759	292	467	924
%V		95.4%	36.9%	12.9%	72.0%	27.7%	44.3%	87.7%
%H (All HH)			38.7%	13.5%	75.5%	29.1%	46.5%	
%H (TV HH)								
Under 25	37	33	11	5	23	9	14	35
%V	3.5%	3.3%	2.8%	3.7%	3.0%	3.1%	3.0%	3.8%
%H (All HH)		89.2%	29.7%	13.5%	62.2%	24.3%	37.8%	94.6%
%H (TV HH)			33.3%	15.2%	69.7%	27.3%	42.4%	
25 - 34	149	134	59	20	80	33	47	147
%V	14.1%	13.3%	15.2%	14.7%	10.5%	11.3%	10.1%	15.9%
%H (All HH)		89.9%	39.6%	13.4%	53.7%	22.1%	31.5%	98.7%
%H (TV HH)			44.0%	14.9%	59.7%	24.6%	35.1%	
35 - 44	162	153	76	25	102	52	50	157
%V	15.4%	15.2%	19.5%	18.4%	13.4%	17.8%	10.7%	17.0%
%H (All HH)		94.4%	46.9%	15.4%	63.0%	32.1%	30.9%	96.9%
%H (TV HH)			49.7%	16.3%	66.7%	34.0%	32.7%	
45 - 54	195	186	77	30	138	59	79	187
%V	18.5%	18.5%	19.8%	22.1%	18.2%	20.2%	16.9%	20.2%
%H (All HH)		95.4%	39.5%	15.4%	70.8%	30.3%	40.5%	95.9%
%H (TV HH)			41.4%	16.1%	74.2%	31.7%	42.5%	
55 - 64	175	171	62	23	139	55	84	168
%V	16.6%	17.0%	15.9%	16.9%	18.3%	18.8%	18.0%	18.2%
%H (All HH)		97.7%	35.4%	13.1%	79.4%	31.4%	48.0%	96.0%
%H (TV HH)			36.3%	13.5%	81.3%	32.2%	49.1%	
65 +	336	329	105	32	277	85	193	230
%V	31.9%	32.7%	27.0%	23.5%	36.5%	29.1%	41.3%	24.9%
%H (All HH)		97.9%	31.3%	9.5%	82.4%	25.3%	57.4%	68.5%
%H (TV HH)			31.9%	9.7%	84.2%	25.8%	58.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1054	1005	389	136	759	292	467	924
%H (All HH)		95.4%	36.9%	12.9%	72.0%	27.7%	44.3%	87.7%
%H (TV HH)			38.7%	13.5%	75.5%	29.1%	46.5%	
1	324	304	91	30	238	60	178	230
%V	30.7%	30.2%	23.4%	22.1%	31.4%	20.5%	38.1%	24.9%
%H (All HH)		93.8%	28.1%	9.3%	73.5%	18.5%	54.9%	71.0%
%H (TV HH)			29.9%	9.9%	78.3%	19.7%	58.6%	
2	380	362	136	43	289	107	182	351
%V	36.1%	36.0%	35.0%	31.6%	38.1%	36.6%	39.0%	38.0%
%H (All HH)		95.3%	35.8%	11.3%	76.1%	28.2%	47.9%	92.4%
%H (TV HH)			37.6%	11.9%	79.8%	29.6%	50.3%	
3	156	146	71	25	106	57	49	151
%V	14.8%	14.5%	18.3%	18.4%	14.0%	19.5%	10.5%	16.3%
%H (All HH)		93.6%	45.5%	16.0%	67.9%	36.5%	31.4%	96.8%
%H (TV HH)			48.6%	17.1%	72.6%	39.0%	33.6%	
4	138	136	61	27	90	48	42	136
%V	13.1%	13.5%	15.7%	19.9%	11.9%	16.4%	9.0%	14.7%
%H (All HH)		98.6%	44.2%	19.6%	65.2%	34.8%	30.4%	98.6%
%H (TV HH)			44.9%	19.9%	66.2%	35.3%	30.9%	
5+	57	57	30	11	36	20	15	56
%V	5.4%	5.7%	7.7%	8.1%	4.7%	6.8%	3.2%	6.1%
%H (All HH)		100.0%	52.6%	19.3%	63.2%	35.1%	26.3%	98.2%
%H (TV HH)			52.6%	19.3%	63.2%	35.1%	26.3%	
Average HH size	2.29	2.30	2.53	2.64	2.22	2.55	2.01	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
January - December 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	1054	1005	389	136	759	292	467	924
%H (All HH)		95.4%	36.9%	12.9%	72.0%	27.7%	44.3%	87.7%
%H (TV HH)			38.7%	13.5%	75.5%	29.1%	46.5%	
Without	803	765	269	91	603	209	394	678
%V	76.2%	76.1%	69.2%	66.9%	79.4%	71.6%	84.4%	73.4%
%H (All HH)		95.3%	33.5%	11.3%	75.1%	26.0%	49.1%	84.4%
%H (TV HH)			35.2%	11.9%	78.8%	27.3%	51.5%	
With	251	241	119	45	156	83	73	246
%V	23.8%	24.0%	30.6%	33.1%	20.6%	28.4%	15.6%	26.6%
%H (All HH)		96.0%	47.4%	17.9%	62.2%	33.1%	29.1%	98.0%
%H (TV HH)			49.4%	18.7%	64.7%	34.4%	30.3%	
0 - 3	94	88	45	14	52	25	26	90
%V	8.9%	8.8%	11.6%	10.3%	6.9%	8.6%	5.6%	9.7%
%H (All HH)		93.6%	47.9%	14.9%	55.3%	26.6%	27.7%	95.7%
%H (TV HH)			51.1%	15.9%	59.1%	28.4%	29.5%	
4 - 9	133	128	64	24	84	46	38	129
%V	12.6%	12.7%	16.5%	17.6%	11.1%	15.8%	8.1%	14.0%
%H (All HH)		96.2%	48.1%	18.0%	63.2%	34.6%	28.6%	97.0%
%H (TV HH)			50.0%	18.8%	65.6%	35.9%	29.7%	
10 - 15	105	103	50	23	66	38	29	104
%V	10.0%	10.2%	12.9%	16.9%	8.7%	13.0%	6.2%	11.3%
%H (All HH)		98.1%	47.6%	21.9%	62.9%	36.2%	27.6%	99.0%
%H (TV HH)			48.5%	22.3%	64.1%	36.9%	28.2%	

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
January - December 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	1054	1005	389	136	759	292	467	924
%H (All HH)		95.4%	36.9%	12.9%	72.0%	27.7%	44.3%	87.7%
%H (TV HH)			38.7%	13.5%	75.5%	29.1%	46.5%	
1	391	391	116	50	259	48	211	325
%V	37.1%	38.9%	29.8%	36.8%	34.1%	16.4%	45.2%	35.2%
%H (All HH)		100.0%	29.7%	12.8%	66.2%	12.3%	54.0%	83.1%
%H (TV HH)			29.7%	12.8%	66.2%	12.3%	54.0%	
2	335	335	137	40	264	106	158	292
%V	31.8%	33.3%	35.2%	29.4%	34.8%	36.3%	33.8%	31.6%
%H (All HH)		100.0%	40.9%	11.9%	78.8%	31.6%	47.2%	87.2%
%H (TV HH)			40.9%	11.9%	78.8%	31.6%	47.2%	
3	176	176	77	29	148	77	71	165
%V	16.7%	17.5%	19.8%	21.3%	19.5%	26.4%	15.2%	17.9%
%H (All HH)		100.0%	43.8%	16.5%	84.1%	43.8%	40.3%	93.8%
%H (TV HH)			43.8%	16.5%	84.1%	43.8%	40.3%	
4	61	61	37	10	52	38	14	60
%V	5.8%	6.1%	9.5%	7.4%	6.9%	13.0%	3.0%	6.5%
%H (All HH)		100.0%	60.7%	16.4%	85.2%	62.3%	23.0%	98.4%
%H (TV HH)			60.7%	16.4%	85.2%	62.3%	23.0%	
5+	41	41	21	7	36	23	13	40
%V	3.9%	4.1%	5.4%	5.1%	4.7%	7.9%	2.8%	4.3%
%H (All HH)		100.0%	51.2%	17.1%	87.8%	56.1%	31.7%	97.6%
%H (TV HH)			51.2%	17.1%	87.8%	56.1%	31.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1054	1005	389	136	759	292	467	924
%H (All HH)		95.4%	36.9%	12.9%	72.0%	27.7%	44.3%	87.7%
%H (TV HH)			38.7%	13.5%	75.5%	29.1%	46.5%	
Under 20"	167	167	68	20	144	66	79	148
%V	15.8%	16.6%	17.5%	14.7%	19.0%	22.6%	16.9%	16.0%
%H (All HH)		100.0%	40.7%	12.0%	86.2%	39.5%	47.3%	88.6%
%H (TV HH)			40.7%	12.0%	86.2%	39.5%	47.3%	
20" - 29"	374	374	140	48	313	127	186	322
%V	35.5%	37.2%	36.0%	35.3%	41.2%	43.5%	39.8%	34.8%
%H (All HH)		100.0%	37.4%	12.8%	83.7%	34.0%	49.7%	86.1%
%H (TV HH)			37.4%	12.8%	83.7%	34.0%	49.7%	
30" - 39"	567	567	218	85	437	179	258	497
%V	53.8%	56.4%	56.0%	62.5%	57.6%	61.3%	55.2%	53.8%
%H (All HH)		100.0%	38.4%	15.0%	77.1%	31.6%	45.5%	87.7%
%H (TV HH)			38.4%	15.0%	77.1%	31.6%	45.5%	
40" and over	526	526	256	76	384	195	189	497
%V	49.9%	52.3%	65.8%	55.9%	50.6%	66.8%	40.5%	53.8%
%H (All HH)		100.0%	48.7%	14.4%	73.0%	37.1%	35.9%	94.5%
%H (TV HH)			48.7%	14.4%	73.0%	37.1%	35.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1054	1005	389	136	759	292	467	924
%V (All HH)		95.4%	36.9%	12.9%	72.0%	27.7%	44.3%	87.7%
%H (TV HH)			38.7%	13.5%	75.5%	29.1%	46.5%	
Main living room	998	998	387	136	756	292	464	876
%V	94.7%	99.3%	99.5%	100.0%	99.6%	100.0%	99.4%	94.8%
%H (All HH)		100.0%	38.8%	13.6%	75.8%	29.3%	46.5%	87.8%
%H (TV HH)			38.8%	13.6%	75.8%	29.3%	46.5%	
Kitchen	128	128	49	20	117	58	59	112
%V	12.1%	12.7%	12.6%	14.7%	15.4%	19.9%	12.6%	12.1%
%H (All HH)		100.0%	38.3%	15.6%	91.4%	45.3%	46.1%	87.5%
%H (TV HH)			38.3%	15.6%	91.4%	45.3%	46.1%	
Adult's bedroom	466	466	212	68	381	196	186	433
%V	44.2%	46.4%	54.5%	50.0%	50.2%	67.1%	39.8%	46.9%
%H (All HH)		100.0%	45.5%	14.6%	81.8%	42.1%	39.9%	92.9%
%H (TV HH)			45.5%	14.6%	81.8%	42.1%	39.9%	
Child's bedroom	86	86	53	14	64	45	19	86
%V	8.2%	8.6%	13.6%	10.3%	8.4%	15.4%	4.1%	9.3%
%H (All HH)		100.0%	61.6%	16.3%	74.4%	52.3%	22.1%	100.0%
%H (TV HH)			61.6%	16.3%	74.4%	52.3%	22.1%	
Other bedroom	73	73	35	10	62	33	29	69
%V	6.9%	7.3%	9.0%	7.4%	8.2%	11.3%	6.2%	7.5%
%H (All HH)		100.0%	47.9%	13.7%	84.9%	45.2%	39.7%	94.5%
%H (TV HH)			47.9%	13.7%	84.9%	45.2%	39.7%	
Second living/dining room	102	102	45	14	90	47	42	89
%V	9.7%	10.1%	11.6%	10.3%	11.9%	16.1%	9.0%	9.6%
%H (All HH)		100.0%	44.1%	13.7%	88.2%	46.1%	41.2%	87.3%
%H (TV HH)			44.1%	13.7%	88.2%	46.1%	41.2%	
Study/office	28	28	11	5	23	11	12	28
%V	2.7%	2.8%	2.8%	3.7%	3.0%	3.8%	2.6%	3.0%
%H (All HH)		100.0%	39.3%	17.9%	82.1%	39.3%	42.9%	100.0%
%H (TV HH)			39.3%	17.9%	82.1%	39.3%	42.9%	
TV room	15	15	7	3	10	6	4	15
%V	1.4%	1.5%	1.8%	2.2%	1.3%	2.1%	0.9%	1.6%
%H (All HH)		100.0%	46.7%	20.0%	66.7%	40.0%	26.7%	100.0%
%H (TV HH)			46.7%	20.0%	66.7%	40.0%	26.7%	
Conservatory	29	29	14	4	25	14	11	26
%V	2.8%	2.9%	3.6%	2.9%	3.3%	4.8%	2.4%	2.8%
%H (All HH)		100.0%	48.3%	13.8%	86.2%	48.3%	37.9%	89.7%
%H (TV HH)			48.3%	13.8%	86.2%	48.3%	37.9%	
Attic or loft room	3	3	0	1	2	0	2	3
%V	0.3%	0.3%	0.0%	0.7%	0.3%	0.0%	0.4%	0.3%
%H (All HH)		100.0%	0.0%	33.3%	66.7%	0.0%	66.7%	100.0%
%H (TV HH)			0.0%	33.3%	66.7%	0.0%	66.7%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	5	5	3	0	4	2	2	5
%V	0.5%	0.5%	0.8%	0.0%	0.5%	0.7%	0.4%	0.5%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	80.0%	40.0%	40.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1054	1005	389	136	759	292	467	924
%H (All HH)		95.4%	36.9%	12.9%	72.0%	27.7%	44.3%	87.7%
%H (TV HH)			38.7%	13.5%	75.5%	29.1%	46.5%	
Any DSAT provider	389	389	389	6	227	227	0	367
%V	36.9%	38.7%	100.0%	4.4%	29.9%	77.7%	0.0%	39.7%
%H (All HH)			100.0%	1.5%	58.4%	58.4%	0.0%	94.3%
%H (TV HH)			100.0%	1.5%	58.4%	58.4%	0.0%	
Sky with subscription	312	312	312	4	181	181	0	294
%V	29.6%	31.0%	80.2%	2.9%	23.8%	62.0%	0.0%	31.8%
%H (All HH)			100.0%	1.3%	58.0%	58.0%	0.0%	94.2%
%H (TV HH)			100.0%	1.3%	58.0%	58.0%	0.0%	
Sky without subscription	20	20	20	0	12	12	0	18
%V	1.9%	2.0%	5.1%	0.0%	1.6%	4.1%	0.0%	1.9%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
Freesat	54	54	54	2	35	35	0	52
%V	5.1%	5.4%	13.9%	1.5%	4.6%	12.0%	0.0%	5.6%
%H (All HH)			100.0%	3.7%	64.8%	64.8%	0.0%	96.3%
%H (TV HH)			100.0%	3.7%	64.8%	64.8%	0.0%	
Other satellite provider	21	21	21	1	10	10	0	21
%V	2.0%	2.1%	5.4%	0.7%	1.3%	3.4%	0.0%	2.3%
%H (All HH)			100.0%	4.8%	47.6%	47.6%	0.0%	100.0%
%H (TV HH)			100.0%	4.8%	47.6%	47.6%	0.0%	
DCAB	136	136	6	136	68	68	0	127
%V	12.9%	13.5%	1.5%	100.0%	9.0%	23.3%	0.0%	13.7%
%H (All HH)			4.4%	100.0%	50.0%	50.0%	0.0%	93.4%
%H (TV HH)			4.4%	100.0%	50.0%	50.0%	0.0%	
DTT	759	759	227	68	759	292	467	656
%V	72.0%	75.5%	58.4%	50.0%	100.0%	100.0%	100.0%	71.0%
%H (All HH)		100.0%	29.9%	9.0%	100.0%	38.5%	61.5%	86.4%
%H (TV HH)			29.9%	9.0%	100.0%	38.5%	61.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1054	1005	389	136	759	292	467	924
%H (All HH)		95.4%	36.9%	12.9%	72.0%	27.7%	44.3%	87.7%
%H (TV HH)			38.7%	13.5%	75.5%	29.1%	46.5%	
PVR	657	657	345	124	465	271	194	611
%V	62.3%	65.4%	88.7%	91.2%	61.3%	92.8%	41.5%	66.1%
%H (All HH)		100.0%	52.5%	18.9%	70.8%	41.2%	29.5%	93.0%
%H (TV HH)			52.5%	18.9%	70.8%	41.2%	29.5%	
DVDR	30	30	8	4	25	7	18	27
%V	2.8%	3.0%	2.1%	2.9%	3.3%	2.4%	3.9%	2.9%
%H (All HH)		100.0%	26.7%	13.3%	83.3%	23.3%	60.0%	90.0%
%H (TV HH)			26.7%	13.3%	83.3%	23.3%	60.0%	
VCR	9	9	2	1	8	2	6	7
%V	0.9%	0.9%	0.5%	0.7%	1.1%	0.7%	1.3%	0.8%
%H (All HH)		100.0%	22.2%	11.1%	88.9%	22.2%	66.7%	77.8%
%H (TV HH)			22.2%	11.1%	88.9%	22.2%	66.7%	
Any recorder	666	666	346	125	472	271	201	617
%V	63.2%	66.3%	88.9%	91.9%	62.2%	92.8%	43.0%	66.8%
%H (All HH)		100.0%	52.0%	18.8%	70.9%	40.7%	30.2%	92.6%
%H (TV HH)			52.0%	18.8%	70.9%	40.7%	30.2%	
Receives HDTV (via STB or built-in reception)	697	697	311	121	523	252	271	637
%V	66.1%	69.4%	79.9%	89.0%	68.9%	86.3%	58.0%	68.9%
%H (All HH)		100.0%	44.6%	17.4%	75.0%	36.2%	38.9%	91.4%
%H (TV HH)			44.6%	17.4%	75.0%	36.2%	38.9%	
DVD/Blu-ray player or recorder	822	822	325	113	627	253	374	748
%V	78.0%	81.8%	83.5%	83.1%	82.6%	86.6%	80.1%	81.0%
%H (All HH)		100.0%	39.5%	13.7%	76.3%	30.8%	45.5%	91.0%
%H (TV HH)			39.5%	13.7%	76.3%	30.8%	45.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1054	1005	389	136	759	292	467	924
%V (All HH)		95.4%	36.9%	12.9%	72.0%	27.7%	44.3%	87.7%
%H (TV HH)			38.7%	13.5%	75.5%	29.1%	46.5%	
Has broadband internet	924	883	367	127	656	280	376	924
%V	87.7%	87.9%	94.3%	93.4%	86.4%	95.9%	80.5%	100.0%
%H (All HH)		95.6%	39.7%	13.7%	71.0%	30.3%	40.7%	100.0%
%H (TV HH)			41.6%	14.4%	74.3%	31.7%	42.6%	
Number of computers (PCs and laptops)								
0	158	148	33	14	120	19	101	34
%V	15.0%	14.7%	8.5%	10.3%	15.8%	6.5%	21.6%	3.7%
%H (All HH)		93.7%	20.9%	8.9%	75.9%	12.0%	63.9%	21.5%
%H (TV HH)			22.3%	9.5%	81.1%	12.8%	68.2%	
1	237	223	74	24	176	53	123	233
%V	22.5%	22.2%	19.0%	17.6%	23.2%	18.2%	26.3%	25.2%
%H (All HH)		94.1%	31.2%	10.1%	74.3%	22.4%	51.9%	98.3%
%H (TV HH)			33.2%	10.8%	78.9%	23.8%	55.2%	
2	273	261	108	36	193	81	112	271
%V	25.9%	26.0%	27.8%	26.5%	25.4%	27.7%	24.0%	29.3%
%H (All HH)		95.6%	39.6%	13.2%	70.7%	29.7%	41.0%	99.3%
%H (TV HH)			41.4%	13.8%	73.9%	31.0%	42.9%	
3	159	153	75	19	120	62	58	159
%V	15.1%	15.2%	19.3%	14.0%	15.8%	21.2%	12.4%	17.2%
%H (All HH)		96.2%	47.2%	11.9%	75.5%	39.0%	36.5%	100.0%
%H (TV HH)			49.0%	12.4%	78.4%	40.5%	37.9%	
4	99	96	40	17	64	28	37	99
%V	9.4%	9.6%	10.3%	12.5%	8.4%	9.6%	7.9%	10.7%
%H (All HH)		97.0%	40.4%	17.2%	64.6%	28.3%	37.4%	100.0%
%H (TV HH)			41.7%	17.7%	66.7%	29.2%	38.5%	
5+	127	125	60	25	86	50	37	127
%V	12.0%	12.4%	15.4%	18.4%	11.3%	17.1%	7.9%	13.7%
%H (All HH)		98.4%	47.2%	19.7%	67.7%	39.4%	29.1%	100.0%
%H (TV HH)			48.0%	20.0%	68.8%	40.0%	29.6%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	2061	889	293	1639	772	867	1869
%H		43.1%	14.2%	79.5%	37.5%	42.1%	90.7%
Under 20"	214	88	23	187	85	101	191
%V	10.4%	9.9%	7.8%	11.4%	11.0%	11.6%	10.2%
%H		41.1%	10.7%	87.4%	39.7%	47.2%	89.3%
20" - 29"	485	184	69	412	178	233	424
%V	23.5%	20.7%	23.5%	25.1%	23.1%	26.9%	22.7%
%H		37.9%	14.2%	84.9%	36.7%	48.0%	87.4%
30" - 39"	699	280	108	547	243	305	622
%V	33.9%	31.5%	36.9%	33.4%	31.5%	35.2%	33.3%
%H		40.1%	15.5%	78.3%	34.8%	43.6%	89.0%
40" and over	656	335	93	486	263	223	624
%V	31.8%	37.7%	31.7%	29.7%	34.1%	25.7%	33.4%
%H		51.1%	14.2%	74.1%	40.1%	34.0%	95.1%
Don't know	8	3	1	7	3	4	7
%V	0.4%	0.3%	0.3%	0.4%	0.4%	0.5%	0.4%
%H		37.5%	12.5%	87.5%	37.5%	50.0%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2061	889	293	1639	772	867	1869
%H		43.1%	14.2%	79.5%	37.5%	42.1%	90.7%
Main living room	1003	390	137	759	294	465	880
%V	48.7%	43.9%	46.8%	46.3%	38.1%	53.6%	47.1%
%H		38.9%	13.7%	75.7%	29.3%	46.4%	87.7%
Kitchen	128	49	20	118	58	60	113
%V	6.2%	5.5%	6.8%	7.2%	7.5%	6.9%	6.0%
%H		38.3%	15.6%	92.2%	45.3%	46.9%	88.3%
Adult's bedroom	553	262	80	452	243	210	518
%V	26.8%	29.5%	27.3%	27.6%	31.5%	24.2%	27.7%
%H		47.4%	14.5%	81.7%	43.9%	38.0%	93.7%
Child's bedroom	113	69	18	87	60	26	113
%V	5.5%	7.8%	6.1%	5.3%	7.8%	3.0%	6.0%
%H		61.1%	15.9%	77.0%	53.1%	23.0%	100.0%
Other bedroom	79	38	11	67	37	31	75
%V	3.8%	4.3%	3.8%	4.1%	4.8%	3.6%	4.0%
%H		48.1%	13.9%	84.8%	46.8%	39.2%	94.9%
Second living/dining room	103	46	14	90	47	43	90
%V	5.0%	5.2%	4.8%	5.5%	6.1%	5.0%	4.8%
%H		44.7%	13.6%	87.4%	45.6%	41.7%	87.4%
Study/office	28	11	5	23	11	12	28
%V	1.4%	1.2%	1.7%	1.4%	1.4%	1.4%	1.5%
%H		39.3%	17.9%	82.1%	39.3%	42.9%	100.0%
TV room	16	8	3	10	6	4	16
%V	0.8%	0.9%	1.0%	0.6%	0.8%	0.5%	0.9%
%H		50.0%	18.8%	62.5%	37.5%	25.0%	100.0%
Conservatory	29	14	4	25	14	11	26
%V	1.4%	1.6%	1.4%	1.5%	1.8%	1.3%	1.4%
%H		48.3%	13.8%	86.2%	48.3%	37.9%	89.7%
Attic or loft room	3	0	1	2	0	2	3
%V	0.1%	0.0%	0.3%	0.1%	0.0%	0.2%	0.2%
%H		0.0%	33.3%	66.7%	0.0%	66.7%	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	6	4	0	4	2	2	6
%V	0.3%	0.4%	0.0%	0.2%	0.3%	0.2%	0.3%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2061	889	293	1639	772	867	1869
%H		43.1%	14.2%	79.5%	37.5%	42.1%	90.7%
PVR	849	478	167	571	358	213	795
%V	41.2%	53.8%	57.0%	34.8%	46.4%	24.6%	42.5%
%H		56.3%	19.7%	67.3%	42.2%	25.1%	93.6%
DVDR	31	8	4	27	7	19	29
%V	1.5%	0.9%	1.4%	1.6%	0.9%	2.2%	1.6%
%H		25.8%	12.9%	87.1%	22.6%	61.3%	93.5%
VCR	9	2	1	8	2	6	7
%V	0.4%	0.2%	0.3%	0.5%	0.3%	0.7%	0.4%
%H		22.2%	11.1%	88.9%	22.2%	66.7%	77.8%
Any recorder	861	481	169	581	362	220	804
%V	41.8%	54.1%	57.7%	35.4%	46.9%	25.4%	43.0%
%H		55.9%	19.6%	67.5%	42.0%	25.6%	93.4%

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	2061	889	293	1639	772	867	1869
%H		43.1%	14.2%	79.5%	37.5%	42.1%	90.7%
Receives HDTV (via STB or built-in reception)	1035	475	179	788	399	389	958
%V	50.2%	53.4%	61.1%	48.1%	51.7%	44.9%	51.3%
%H		45.9%	17.3%	76.1%	38.6%	37.6%	92.6%
DVD/Blu-ray player or recorder	1231	540	175	963	457	505	1144
%V	59.7%	60.7%	59.7%	58.8%	59.2%	58.2%	61.2%
%H		43.9%	14.2%	78.2%	37.1%	41.0%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	1005	389	136	759	292	467	883
%H		38.7%	13.5%	75.5%	29.1%	46.5%	87.9%
Under 20"	10	2	0	9	2	7	8
%V	1.0%	0.5%	0.0%	1.2%	0.7%	1.5%	0.9%
%H		20.0%	0.0%	90.0%	20.0%	70.0%	80.0%
20" - 29"	109	20	9	90	10	79	80
%V	10.8%	5.1%	6.6%	11.9%	3.4%	16.9%	9.1%
%H		18.3%	8.3%	82.6%	9.2%	72.5%	73.4%
30" - 39"	373	117	52	287	90	196	310
%V	37.1%	30.1%	38.2%	37.8%	30.8%	42.0%	35.1%
%H		31.4%	13.9%	76.9%	24.1%	52.5%	83.1%
40" and over	509	249	74	371	189	181	482
%V	50.6%	64.0%	54.4%	48.9%	64.7%	38.8%	54.6%
%H		48.9%	14.5%	72.9%	37.1%	35.6%	94.7%
Don't know	4	1	0	3	0	3	3
%V	0.4%	0.3%	0.0%	0.4%	0.0%	0.6%	0.3%
%H		25.0%	0.0%	75.0%	0.0%	75.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	1005	389	136	759	292	467	883
%H		38.7%	13.5%	75.5%	29.1%	46.5%	87.9%
PVR	648	339	123	457	266	191	602
%V	64.5%	87.1%	90.4%	60.2%	91.1%	40.9%	68.2%
%H		52.3%	19.0%	70.5%	41.0%	29.5%	92.9%
DVDR	27	5	3	23	4	18	25
%V	2.7%	1.3%	2.2%	3.0%	1.4%	3.9%	2.8%
%H		18.5%	11.1%	85.2%	14.8%	66.7%	92.6%
VCR	8	2	1	7	2	6	7
%V	0.8%	0.5%	0.7%	0.9%	0.7%	1.3%	0.8%
%H		25.0%	12.5%	87.5%	25.0%	75.0%	87.5%
Any recorder	657	340	125	464	267	197	609
%V	65.4%	87.4%	91.9%	61.1%	91.4%	42.2%	69.0%
%H		51.8%	19.0%	70.6%	40.6%	30.0%	92.7%

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	1005	389	136	759	292	467	883
%H		38.7%	13.5%	75.5%	29.1%	46.5%	87.9%
Receives HDTV (via STB or built-in reception)	680	304	118	508	245	264	622
%V	67.7%	78.1%	86.8%	66.9%	83.9%	56.5%	70.4%
%H		44.7%	17.4%	74.7%	36.0%	38.8%	91.5%
DVD/Blu-ray player or recorder	755	296	103	576	230	346	688
%V	75.1%	76.1%	75.7%	75.9%	78.8%	74.1%	77.9%
%H		39.2%	13.6%	76.3%	30.5%	45.8%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	1056	501	158	880	480	400	986
%H		47.4%	15.0%	83.3%	45.5%	37.9%	93.4%
Under 20"	203	86	23	178	84	94	183
%V	19.2%	17.2%	14.6%	20.2%	17.5%	23.5%	18.6%
%H		42.4%	11.3%	87.7%	41.4%	46.3%	90.1%
20" - 29"	377	164	60	322	168	154	344
%V	35.7%	32.7%	38.0%	36.6%	35.0%	38.5%	34.9%
%H		43.5%	15.9%	85.4%	44.6%	40.8%	91.2%
30" - 39"	326	163	55	261	152	108	312
%V	30.9%	32.5%	34.8%	29.7%	31.7%	27.0%	31.6%
%H		50.0%	16.9%	80.1%	46.6%	33.1%	95.7%
40" and over	147	86	19	115	74	42	143
%V	13.9%	17.2%	12.0%	13.1%	15.4%	10.5%	14.5%
%H		58.5%	12.9%	78.2%	50.3%	28.6%	97.3%
Don't know	4	2	1	4	2	2	4
%V	0.4%	0.4%	0.6%	0.5%	0.4%	0.5%	0.4%
%H		50.0%	25.0%	100.0%	50.0%	50.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	1056	501	158	880	480	400	986
%H		47.4%	15.0%	83.3%	45.5%	37.9%	93.4%
PVR	201	139	43	114	92	22	193
%V	19.0%	27.7%	27.2%	13.0%	19.2%	5.5%	19.6%
%H		69.2%	21.4%	56.7%	45.8%	10.9%	96.0%
DVDR	4	3	1	4	3	1	4
%V	0.4%	0.6%	0.6%	0.5%	0.6%	0.3%	0.4%
%H		75.0%	25.0%	100.0%	75.0%	25.0%	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	204	141	44	117	95	22	196
%V	19.3%	28.1%	27.8%	13.3%	19.8%	5.5%	19.9%
%H		69.1%	21.6%	57.4%	46.6%	10.8%	96.1%

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	1056	501	158	880	480	400	986
%H		47.4%	15.0%	83.3%	45.5%	37.9%	93.4%
Receives HDTV (via STB or built-in reception)	355	171	61	280	155	125	336
%V	33.6%	34.1%	38.6%	31.8%	32.3%	31.3%	34.1%
%H		48.2%	17.2%	78.9%	43.7%	35.2%	94.6%
DVD/Blu-ray player or recorder	475	244	71	386	227	159	457
%V	45.0%	48.7%	44.9%	43.9%	47.3%	39.8%	46.3%
%H		51.4%	14.9%	81.3%	47.8%	33.5%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2409	2315	982	357	1682	743	938	2229
%H		96.1%	40.8%	14.8%	69.8%	30.8%	38.9%	92.5%
Total Children	424	411	201	80	256	133	123	414
%V	17.6%	17.8%	20.5%	22.4%	15.2%	17.9%	13.1%	18.6%
%H		96.9%	47.4%	18.9%	60.4%	31.4%	29.0%	97.6%
0 - 3	108	102	50	16	60	28	32	103
%V	4.5%	4.4%	5.1%	4.5%	3.6%	3.8%	3.4%	4.6%
%H		94.4%	46.3%	14.8%	55.6%	25.9%	29.6%	95.4%
4 - 15	317	309	151	64	196	106	91	312
%V	13.2%	13.3%	15.4%	17.9%	11.7%	14.3%	9.7%	14.0%
%H		97.5%	47.6%	20.2%	61.8%	33.4%	28.7%	98.4%
4 - 9	179	174	86	33	111	60	51	175
%V	7.4%	7.5%	8.8%	9.2%	6.6%	8.1%	5.4%	7.9%
%H		97.2%	48.0%	18.4%	62.0%	33.5%	28.5%	97.8%
10 - 15	138	135	65	31	85	46	39	136
%V	5.7%	5.8%	6.6%	8.7%	5.1%	6.2%	4.2%	6.1%
%H		97.8%	47.1%	22.5%	61.6%	33.3%	28.3%	98.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2409	2315	982	357	1682	743	938	2229
%H		96.1%	40.8%	14.8%	69.8%	30.8%	38.9%	92.5%
Total Adults (16+)	1985	1904	780	277	1426	610	816	1815
%V	82.4%	82.2%	79.4%	77.6%	84.8%	82.1%	87.0%	81.4%
%H		95.9%	39.3%	14.0%	71.8%	30.7%	41.1%	91.4%
16 - 19	110	107	47	23	77	42	34	108
%V	4.6%	4.6%	4.8%	6.4%	4.6%	5.7%	3.6%	4.8%
%H		97.3%	42.7%	20.9%	70.0%	38.2%	30.9%	98.2%
20 - 24	139	130	52	17	91	41	50	134
%V	5.8%	5.6%	5.3%	4.8%	5.4%	5.5%	5.3%	6.0%
%H		93.5%	37.4%	12.2%	65.5%	29.5%	36.0%	96.4%
25 - 34	305	276	127	45	180	87	93	303
%V	12.7%	11.9%	12.9%	12.6%	10.7%	11.7%	9.9%	13.6%
%H		90.5%	41.6%	14.8%	59.0%	28.5%	30.5%	99.3%
35 - 44	293	281	137	49	184	95	89	283
%V	12.2%	12.1%	14.0%	13.7%	10.9%	12.8%	9.5%	12.7%
%H		95.9%	46.8%	16.7%	62.8%	32.4%	30.4%	96.6%
45 - 54	341	329	140	52	244	108	136	330
%V	14.2%	14.2%	14.3%	14.6%	14.5%	14.5%	14.5%	14.8%
%H		96.5%	41.1%	15.2%	71.6%	31.7%	39.9%	96.8%
55 - 64	292	285	114	41	228	100	129	282
%V	12.1%	12.3%	11.6%	11.5%	13.6%	13.5%	13.8%	12.7%
%H		97.6%	39.0%	14.0%	78.1%	34.2%	44.2%	96.6%
65+	505	496	164	50	421	137	284	374
%V	21.0%	21.4%	16.7%	14.0%	25.0%	18.4%	30.3%	16.8%
%H		98.2%	32.5%	9.9%	83.4%	27.1%	56.2%	74.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1985	1904	780	277	1426	610	816	1815
%H		95.9%	39.3%	14.0%	71.8%	30.7%	41.1%	91.4%
AB	618	598	230	94	444	176	268	604
%V	31.1%	31.4%	29.5%	33.9%	31.1%	28.9%	32.8%	33.3%
%H		96.8%	37.2%	15.2%	71.8%	28.5%	43.4%	97.7%
C1	587	555	213	80	420	173	247	542
%V	29.6%	29.1%	27.3%	28.9%	29.5%	28.4%	30.3%	29.9%
%H		94.5%	36.3%	13.6%	71.6%	29.5%	42.1%	92.3%
C2	415	404	190	54	328	168	160	380
%V	20.9%	21.2%	24.4%	19.5%	23.0%	27.5%	19.6%	20.9%
%H		97.3%	45.8%	13.0%	79.0%	40.5%	38.6%	91.6%
D	260	247	104	41	163	70	93	218
%V	13.1%	13.0%	13.3%	14.8%	11.4%	11.5%	11.4%	12.0%
%H		95.0%	40.0%	15.8%	62.7%	26.9%	35.8%	83.8%
E	106	100	44	8	71	23	48	72
%V	5.3%	5.3%	5.6%	2.9%	5.0%	3.8%	5.9%	4.0%
%H		94.3%	41.5%	7.5%	67.0%	21.7%	45.3%	67.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1985	1904	780	277	1426	610	816	1815
%H		95.9%	39.3%	14.0%	71.8%	30.7%	41.1%	91.4%
Working full time	889	848	379	137	600	282	318	870
%V	44.8%	44.5%	48.6%	49.5%	42.1%	46.2%	39.0%	47.9%
%H		95.4%	42.6%	15.4%	67.5%	31.7%	35.8%	97.9%
Working part time	272	257	112	36	189	83	106	266
%V	13.7%	13.5%	14.4%	13.0%	13.3%	13.6%	13.0%	14.7%
%H		94.5%	41.2%	13.2%	69.5%	30.5%	39.0%	97.8%
Not working	823	799	289	104	636	245	392	679
%V	41.5%	42.0%	37.1%	37.5%	44.6%	40.2%	48.0%	37.4%
%H		97.1%	35.1%	12.6%	77.3%	29.8%	47.6%	82.5%
Housewife/Houseperson	1054	1005	389	136	759	292	467	924
%V	53.1%	52.8%	49.9%	49.1%	53.2%	47.9%	57.2%	50.9%
%H		95.4%	36.9%	12.9%	72.0%	27.7%	44.3%	87.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	971	929	395	137	689	313	376	904
%H		95.7%	40.7%	14.1%	71.0%	32.2%	38.7%	93.1%
16 - 19	64	63	31	13	45	28	17	63
%V	6.6%	6.8%	7.8%	9.5%	6.5%	8.9%	4.5%	7.0%
%H		98.4%	48.4%	20.3%	70.3%	43.8%	26.6%	98.4%
20 - 24	70	66	24	6	48	20	28	68
%V	7.2%	7.1%	6.1%	4.4%	7.0%	6.4%	7.4%	7.5%
%H		94.3%	34.3%	8.6%	68.6%	28.6%	40.0%	97.1%
25 - 34	155	136	67	23	89	49	40	154
%V	16.0%	14.6%	17.0%	16.8%	12.9%	15.7%	10.6%	17.0%
%H		87.7%	43.2%	14.8%	57.4%	31.6%	25.8%	99.4%
35 - 44	145	140	68	25	89	45	44	139
%V	14.9%	15.1%	17.2%	18.2%	12.9%	14.4%	11.7%	15.4%
%H		96.6%	46.9%	17.2%	61.4%	31.0%	30.3%	95.9%
45 - 54	169	162	68	23	120	51	69	163
%V	17.4%	17.4%	17.2%	16.8%	17.4%	16.3%	18.4%	18.0%
%H		95.9%	40.2%	13.6%	71.0%	30.2%	40.8%	96.4%
55 - 64	143	139	62	22	106	51	54	137
%V	14.7%	15.0%	15.7%	16.1%	15.4%	16.3%	14.4%	15.2%
%H		97.2%	43.4%	15.4%	74.1%	35.7%	37.8%	95.8%
65+	226	222	74	26	191	68	124	180
%V	23.3%	23.9%	18.7%	19.0%	27.7%	21.7%	33.0%	19.9%
%H		98.2%	32.7%	11.5%	84.5%	30.1%	54.9%	79.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	971	929	395	137	689	313	376	904
%H		95.7%	40.7%	14.1%	71.0%	32.2%	38.7%	93.1%
AB	305	295	120	45	219	93	126	301
%V	31.4%	31.8%	30.4%	32.8%	31.8%	29.7%	33.5%	33.3%
%H		96.7%	39.3%	14.8%	71.8%	30.5%	41.3%	98.7%
C1	270	255	100	39	190	83	107	253
%V	27.8%	27.4%	25.3%	28.5%	27.6%	26.5%	28.5%	28.0%
%H		94.4%	37.0%	14.4%	70.4%	30.7%	39.6%	93.7%
C2	225	220	107	27	178	93	85	206
%V	23.2%	23.7%	27.1%	19.7%	25.8%	29.7%	22.6%	22.8%
%H		97.8%	47.6%	12.0%	79.1%	41.3%	37.8%	91.6%
D	131	124	53	22	77	35	42	114
%V	13.5%	13.3%	13.4%	16.1%	11.2%	11.2%	11.2%	12.6%
%H		94.7%	40.5%	16.8%	58.8%	26.7%	32.1%	87.0%
E	39	35	15	3	25	9	16	30
%V	4.0%	3.8%	3.8%	2.2%	3.6%	2.9%	4.3%	3.3%
%H		89.7%	38.5%	7.7%	64.1%	23.1%	41.0%	76.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	971	929	395	137	689	313	376	904
%H		95.7%	40.7%	14.1%	71.0%	32.2%	38.7%	93.1%
Working full time	550	521	242	81	366	177	189	537
%V	56.6%	56.1%	61.3%	59.1%	53.1%	56.5%	50.3%	59.4%
%H		94.7%	44.0%	14.7%	66.5%	32.2%	34.4%	97.6%
Working part time	57	54	20	6	41	16	25	54
%V	5.9%	5.8%	5.1%	4.4%	6.0%	5.1%	6.6%	6.0%
%H		94.7%	35.1%	10.5%	71.9%	28.1%	43.9%	94.7%
Not working	364	354	133	50	282	120	162	313
%V	37.5%	38.1%	33.7%	36.5%	40.9%	38.3%	43.1%	34.6%
%H		97.3%	36.5%	13.7%	77.5%	33.0%	44.5%	86.0%
Housewife/Houseperson	208	194	63	28	141	47	94	171
%V	21.4%	20.9%	15.9%	20.4%	20.5%	15.0%	25.0%	18.9%
%H		93.3%	30.3%	13.5%	67.8%	22.6%	45.2%	82.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	1013	975	386	140	737	297	440	911
%H		96.2%	38.1%	13.8%	72.8%	29.3%	43.4%	89.9%
16 - 19	46	44	16	9	32	14	17	45
%V	4.5%	4.5%	4.1%	6.4%	4.3%	4.7%	3.9%	4.9%
%H		95.7%	34.8%	19.6%	69.6%	30.4%	37.0%	97.8%
20 - 24	69	64	27	12	43	20	23	67
%V	6.8%	6.6%	7.0%	8.6%	5.8%	6.7%	5.2%	7.4%
%H		92.8%	39.1%	17.4%	62.3%	29.0%	33.3%	97.1%
25 - 34	150	139	60	23	91	38	53	149
%V	14.8%	14.3%	15.5%	16.4%	12.3%	12.8%	12.0%	16.4%
%H		92.7%	40.0%	15.3%	60.7%	25.3%	35.3%	99.3%
35 - 44	147	140	69	24	95	50	45	144
%V	14.5%	14.4%	17.9%	17.1%	12.9%	16.8%	10.2%	15.8%
%H		95.2%	46.9%	16.3%	64.6%	34.0%	30.6%	98.0%
45 - 54	172	167	71	29	123	56	67	168
%V	17.0%	17.1%	18.4%	20.7%	16.7%	18.9%	15.2%	18.4%
%H		97.1%	41.3%	16.9%	71.5%	32.6%	39.0%	97.7%
55 - 64	149	146	52	19	123	49	74	145
%V	14.7%	15.0%	13.5%	13.6%	16.7%	16.5%	16.8%	15.9%
%H		98.0%	34.9%	12.8%	82.6%	32.9%	49.7%	97.3%
65+	279	274	90	24	230	70	160	194
%V	27.5%	28.1%	23.3%	17.1%	31.2%	23.6%	36.4%	21.3%
%H		98.2%	32.3%	8.6%	82.4%	25.1%	57.3%	69.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	1013	975	386	140	737	297	440	911
%H		96.2%	38.1%	13.8%	72.8%	29.3%	43.4%	89.9%
AB	312	303	110	49	225	83	141	302
%V	30.8%	31.1%	28.5%	35.0%	30.5%	27.9%	32.0%	33.2%
%H		97.1%	35.3%	15.7%	72.1%	26.6%	45.2%	96.8%
C1	316	300	113	41	230	90	140	289
%V	31.2%	30.8%	29.3%	29.3%	31.2%	30.3%	31.8%	31.7%
%H		94.9%	35.8%	13.0%	72.8%	28.5%	44.3%	91.5%
C2	189	184	83	27	150	75	75	174
%V	18.7%	18.9%	21.5%	19.3%	20.4%	25.3%	17.0%	19.1%
%H		97.4%	43.9%	14.3%	79.4%	39.7%	39.7%	92.1%
D	129	123	52	19	86	35	51	104
%V	12.7%	12.6%	13.5%	13.6%	11.7%	11.8%	11.6%	11.4%
%H		95.3%	40.3%	14.7%	66.7%	27.1%	39.5%	80.6%
E	67	66	29	5	46	13	33	41
%V	6.6%	6.8%	7.5%	3.6%	6.2%	4.4%	7.5%	4.5%
%H		98.5%	43.3%	7.5%	68.7%	19.4%	49.3%	61.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1013	975	386	140	737	297	440	911
%H		96.2%	38.1%	13.8%	72.8%	29.3%	43.4%	89.9%
Working full time	340	328	137	56	235	105	129	334
%V	33.6%	33.6%	35.5%	40.0%	31.9%	35.4%	29.3%	36.7%
%H		96.5%	40.3%	16.5%	69.1%	30.9%	37.9%	98.2%
Working part time	215	203	92	29	148	67	81	211
%V	21.2%	20.8%	23.8%	20.7%	20.1%	22.6%	18.4%	23.2%
%H		94.4%	42.8%	13.5%	68.8%	31.2%	37.7%	98.1%
Not working	459	444	157	55	354	125	230	366
%V	45.3%	45.5%	40.7%	39.3%	48.0%	42.1%	52.3%	40.2%
%H		96.7%	34.2%	12.0%	77.1%	27.2%	50.1%	79.7%
Housewife/Houseperson	846	812	325	107	618	245	372	754
%V	83.5%	83.3%	84.2%	76.4%	83.9%	82.5%	84.5%	82.8%
%H		96.0%	38.4%	12.6%	73.0%	29.0%	44.0%	89.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC South 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	884	858	349	75	683	266	417	748
%H (All HH)		97.1%	39.5%	8.5%	77.3%	30.1%	47.2%	84.6%
%H (TV HH)			40.7%	8.7%	79.6%	31.0%	48.6%	
AB	250	242	114	22	184	82	103	236
%V	28.3%	28.2%	32.7%	29.3%	26.9%	30.8%	24.7%	31.6%
%H (All HH)		96.8%	45.6%	8.8%	73.6%	32.8%	41.2%	94.4%
%H (TV HH)			47.1%	9.1%	76.0%	33.9%	42.6%	
C1	255	246	104	22	195	80	116	236
%V	28.8%	28.7%	29.8%	29.3%	28.6%	30.1%	27.8%	31.6%
%H (All HH)		96.5%	40.8%	8.6%	76.5%	31.4%	45.5%	92.5%
%H (TV HH)			42.3%	8.9%	79.3%	32.5%	47.2%	
C2	179	175	69	19	144	59	85	149
%V	20.2%	20.4%	19.8%	25.3%	21.1%	22.2%	20.4%	19.9%
%H (All HH)		97.8%	38.5%	10.6%	80.4%	33.0%	47.5%	83.2%
%H (TV HH)			39.4%	10.9%	82.3%	33.7%	48.6%	
D	121	117	38	10	97	30	67	84
%V	13.7%	13.6%	10.9%	13.3%	14.2%	11.3%	16.1%	11.2%
%H (All HH)		96.7%	31.4%	8.3%	80.2%	24.8%	55.4%	69.4%
%H (TV HH)			32.5%	8.5%	82.9%	25.6%	57.3%	
E	80	77	24	3	63	15	47	42
%V	9.0%	9.0%	6.9%	4.0%	9.2%	5.6%	11.3%	5.6%
%H (All HH)		96.3%	30.0%	3.8%	78.8%	18.8%	58.8%	52.5%
%H (TV HH)			31.2%	3.9%	81.8%	19.5%	61.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	884	858	349	75	683	266	417	748
%H (All HH)		97.1%	39.5%	8.5%	77.3%	30.1%	47.2%	84.6%
%H (TV HH)			40.7%	8.7%	79.6%	31.0%	48.6%	
Under 25	35	31	9	5	20	5	15	35
%V	4.0%	3.6%	2.6%	6.7%	2.9%	1.9%	3.6%	4.7%
%H (All HH)		88.6%	25.7%	14.3%	57.1%	14.3%	42.9%	100.0%
%H (TV HH)			29.0%	16.1%	64.5%	16.1%	48.4%	
25 - 34	107	99	39	15	60	23	37	101
%V	12.1%	11.5%	11.2%	20.0%	8.8%	8.6%	8.9%	13.5%
%H (All HH)		92.5%	36.4%	14.0%	56.1%	21.5%	34.6%	94.4%
%H (TV HH)			39.4%	15.2%	60.6%	23.2%	37.4%	
35 - 44	123	119	57	15	93	49	44	121
%V	13.9%	13.9%	16.3%	20.0%	13.6%	18.4%	10.6%	16.2%
%H (All HH)		96.7%	46.3%	12.2%	75.6%	39.8%	35.8%	98.4%
%H (TV HH)			47.9%	12.6%	78.2%	41.2%	37.0%	
45 - 54	171	169	81	14	125	55	70	162
%V	19.3%	19.7%	23.2%	18.7%	18.3%	20.7%	16.8%	21.7%
%H (All HH)		98.8%	47.4%	8.2%	73.1%	32.2%	40.9%	94.7%
%H (TV HH)			47.9%	8.3%	74.0%	32.5%	41.4%	
55 - 64	163	160	71	14	135	62	73	146
%V	18.4%	18.6%	20.3%	18.7%	19.8%	23.3%	17.5%	19.5%
%H (All HH)		98.2%	43.6%	8.6%	82.8%	38.0%	44.8%	89.6%
%H (TV HH)			44.4%	8.8%	84.4%	38.8%	45.6%	
65 +	284	280	92	12	249	72	177	183
%V	32.1%	32.6%	26.4%	16.0%	36.5%	27.1%	42.4%	24.5%
%H (All HH)		98.6%	32.4%	4.2%	87.7%	25.4%	62.3%	64.4%
%H (TV HH)			32.9%	4.3%	88.9%	25.7%	63.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	884	858	349	75	683	266	417	748
%H (All HH)		97.1%	39.5%	8.5%	77.3%	30.1%	47.2%	84.6%
%H (TV HH)			40.7%	8.7%	79.6%	31.0%	48.6%	
1	275	266	78	13	223	51	172	172
%V	31.1%	31.0%	22.3%	17.3%	32.7%	19.2%	41.2%	23.0%
%H (All HH)		96.7%	28.4%	4.7%	81.1%	18.5%	62.5%	62.5%
%H (TV HH)			29.3%	4.9%	83.8%	19.2%	64.7%	
2	340	330	146	28	263	113	150	311
%V	38.5%	38.5%	41.8%	37.3%	38.5%	42.5%	36.0%	41.6%
%H (All HH)		97.1%	42.9%	8.2%	77.4%	33.2%	44.1%	91.5%
%H (TV HH)			44.2%	8.5%	79.7%	34.2%	45.5%	
3	123	121	56	12	90	42	48	121
%V	13.9%	14.1%	16.0%	16.0%	13.2%	15.8%	11.5%	16.2%
%H (All HH)		98.4%	45.5%	9.8%	73.2%	34.1%	39.0%	98.4%
%H (TV HH)			46.3%	9.9%	74.4%	34.7%	39.7%	
4	104	102	51	14	76	42	34	103
%V	11.8%	11.9%	14.6%	18.7%	11.1%	15.8%	8.2%	13.8%
%H (All HH)		98.1%	49.0%	13.5%	73.1%	40.4%	32.7%	99.0%
%H (TV HH)			50.0%	13.7%	74.5%	41.2%	33.3%	
5+	42	40	18	8	31	18	13	41
%V	4.8%	4.7%	5.2%	10.7%	4.5%	6.8%	3.1%	5.5%
%H (All HH)		95.2%	42.9%	19.0%	73.8%	42.9%	31.0%	97.6%
%H (TV HH)			45.0%	20.0%	77.5%	45.0%	32.5%	
Average HH size	2.22	2.23	2.40	2.73	2.18	2.50	1.97	2.40

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	884	858	349	75	683	266	417	748
%H (All HH)		97.1%	39.5%	8.5%	77.3%	30.1%	47.2%	84.6%
%H (TV HH)			40.7%	8.7%	79.6%	31.0%	48.6%	
Without	695	675	265	49	551	201	350	562
%V	78.6%	78.7%	75.9%	65.3%	80.7%	75.6%	83.9%	75.1%
%H (All HH)		97.1%	38.1%	7.1%	79.3%	28.9%	50.4%	80.9%
%H (TV HH)			39.3%	7.3%	81.6%	29.8%	51.9%	
With	189	183	84	26	132	65	67	186
%V	21.4%	21.3%	24.1%	34.7%	19.3%	24.4%	16.1%	24.9%
%H (All HH)		96.8%	44.4%	13.8%	69.8%	34.4%	35.4%	98.4%
%H (TV HH)			45.9%	14.2%	72.1%	35.5%	36.6%	
0 - 3	71	69	31	11	43	20	23	69
%V	8.0%	8.0%	8.9%	14.7%	6.3%	7.5%	5.5%	9.2%
%H (All HH)		97.2%	43.7%	15.5%	60.6%	28.2%	32.4%	97.2%
%H (TV HH)			44.9%	15.9%	62.3%	29.0%	33.3%	
4 - 9	90	87	39	13	62	30	32	88
%V	10.2%	10.1%	11.2%	17.3%	9.1%	11.3%	7.7%	11.8%
%H (All HH)		96.7%	43.3%	14.4%	68.9%	33.3%	35.6%	97.8%
%H (TV HH)			44.8%	14.9%	71.3%	34.5%	36.8%	
10 - 15	91	88	47	10	70	39	31	90
%V	10.3%	10.3%	13.5%	13.3%	10.2%	14.7%	7.4%	12.0%
%H (All HH)		96.7%	51.6%	11.0%	76.9%	42.9%	34.1%	98.9%
%H (TV HH)			53.4%	11.4%	79.5%	44.3%	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

January - December 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	884	858	349	75	683	266	417	748
%H (All HH)		97.1%	39.5%	8.5%	77.3%	30.1%	47.2%	84.6%
%H (TV HH)			40.7%	8.7%	79.6%	31.0%	48.6%	
1	322	322	97	23	232	44	188	248
%V	36.4%	37.5%	27.8%	30.7%	34.0%	16.5%	45.1%	33.2%
%H (All HH)		100.0%	30.1%	7.1%	72.0%	13.7%	58.4%	77.0%
%H (TV HH)			30.1%	7.1%	72.0%	13.7%	58.4%	
2	308	308	127	27	255	104	151	266
%V	34.8%	35.9%	36.4%	36.0%	37.3%	39.1%	36.2%	35.6%
%H (All HH)		100.0%	41.2%	8.8%	82.8%	33.8%	49.0%	86.4%
%H (TV HH)			41.2%	8.8%	82.8%	33.8%	49.0%	
3	148	148	79	15	124	71	53	137
%V	16.7%	17.2%	22.6%	20.0%	18.2%	26.7%	12.7%	18.3%
%H (All HH)		100.0%	53.4%	10.1%	83.8%	48.0%	35.8%	92.6%
%H (TV HH)			53.4%	10.1%	83.8%	48.0%	35.8%	
4	53	53	29	7	46	29	17	49
%V	6.0%	6.2%	8.3%	9.3%	6.7%	10.9%	4.1%	6.6%
%H (All HH)		100.0%	54.7%	13.2%	86.8%	54.7%	32.1%	92.5%
%H (TV HH)			54.7%	13.2%	86.8%	54.7%	32.1%	
5+	27	27	17	4	25	18	7	27
%V	3.1%	3.1%	4.9%	5.3%	3.7%	6.8%	1.7%	3.6%
%H (All HH)		100.0%	63.0%	14.8%	92.6%	66.7%	25.9%	100.0%
%H (TV HH)			63.0%	14.8%	92.6%	66.7%	25.9%	

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

January - December 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	884	858	349	75	683	266	417	748
%H (All HH)		97.1%	39.5%	8.5%	77.3%	30.1%	47.2%	84.6%
%H (TV HH)			40.7%	8.7%	79.6%	31.0%	48.6%	
Under 20"	175	175	74	12	153	66	87	152
%V	19.8%	20.4%	21.2%	16.0%	22.4%	24.8%	20.9%	20.3%
%H (All HH)		100.0%	42.3%	6.9%	87.4%	37.7%	49.7%	86.9%
%H (TV HH)			42.3%	6.9%	87.4%	37.7%	49.7%	
20" - 29"	324	324	131	29	278	115	163	263
%V	36.7%	37.8%	37.5%	38.7%	40.7%	43.2%	39.1%	35.2%
%H (All HH)		100.0%	40.4%	9.0%	85.8%	35.5%	50.3%	81.2%
%H (TV HH)			40.4%	9.0%	85.8%	35.5%	50.3%	
30" - 39"	455	455	179	43	379	154	225	391
%V	51.5%	53.0%	51.3%	57.3%	55.5%	57.9%	54.0%	52.3%
%H (All HH)		100.0%	39.3%	9.5%	83.3%	33.8%	49.5%	85.9%
%H (TV HH)			39.3%	9.5%	83.3%	33.8%	49.5%	
40" and over	434	434	224	48	328	172	156	402
%V	49.1%	50.6%	64.2%	64.0%	48.0%	64.7%	37.4%	53.7%
%H (All HH)		100.0%	51.6%	11.1%	75.6%	39.6%	35.9%	92.6%
%H (TV HH)			51.6%	11.1%	75.6%	39.6%	35.9%	

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

January - December 2016

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	884	858	349	75	683	266	417	748
%H (All HH)		97.1%	39.5%	8.5%	77.3%	30.1%	47.2%	84.6%
%H (TV HH)			40.7%	8.7%	79.6%	31.0%	48.6%	
Main living room	847	847	348	75	675	265	410	716
%V	95.8%	98.7%	99.7%	100.0%	98.8%	99.6%	98.3%	95.7%
%H (All HH)		100.0%	41.1%	8.9%	79.7%	31.3%	48.4%	84.5%
%H (TV HH)			41.1%	8.9%	79.7%	31.3%	48.4%	
Kitchen	126	126	59	10	110	52	58	109
%V	14.3%	14.7%	16.9%	13.3%	16.1%	19.5%	13.9%	14.6%
%H (All HH)		100.0%	46.8%	7.9%	87.3%	41.3%	46.0%	86.5%
%H (TV HH)			46.8%	7.9%	87.3%	41.3%	46.0%	
Adult's bedroom	403	403	189	41	340	171	170	358
%V	45.6%	47.0%	54.2%	54.7%	49.8%	64.3%	40.8%	47.9%
%H (All HH)		100.0%	46.9%	10.2%	84.4%	42.4%	42.2%	88.8%
%H (TV HH)			46.9%	10.2%	84.4%	42.4%	42.2%	
Child's bedroom	63	63	37	9	47	31	16	63
%V	7.1%	7.3%	10.6%	12.0%	6.9%	11.7%	3.8%	8.4%
%H (All HH)		100.0%	58.7%	14.3%	74.6%	49.2%	25.4%	100.0%
%H (TV HH)			58.7%	14.3%	74.6%	49.2%	25.4%	
Other bedroom	65	65	31	11	57	34	23	61
%V	7.4%	7.6%	8.9%	14.7%	8.3%	12.8%	5.5%	8.2%
%H (All HH)		100.0%	47.7%	16.9%	87.7%	52.3%	35.4%	93.8%
%H (TV HH)			47.7%	16.9%	87.7%	52.3%	35.4%	
Second living/dining room	81	81	42	7	72	39	33	73
%V	9.2%	9.4%	12.0%	9.3%	10.5%	14.7%	7.9%	9.8%
%H (All HH)		100.0%	51.9%	8.6%	88.9%	48.1%	40.7%	90.1%
%H (TV HH)			51.9%	8.6%	88.9%	48.1%	40.7%	
Study/office	17	17	10	1	14	9	5	16
%V	1.9%	2.0%	2.9%	1.3%	2.0%	3.4%	1.2%	2.1%
%H (All HH)		100.0%	58.8%	5.9%	82.4%	52.9%	29.4%	94.1%
%H (TV HH)			58.8%	5.9%	82.4%	52.9%	29.4%	
TV room	3	3	2	0	2	2	1	3
%V	0.3%	0.3%	0.6%	0.0%	0.3%	0.8%	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	11	11	8	2	9	8	1	11
%V	1.2%	1.3%	2.3%	2.7%	1.3%	3.0%	0.2%	1.5%
%H (All HH)		100.0%	72.7%	18.2%	81.8%	72.7%	9.1%	100.0%
%H (TV HH)			72.7%	18.2%	81.8%	72.7%	9.1%	
Attic or loft room	2	2	2	0	1	1	1	2
%V	0.2%	0.2%	0.6%	0.0%	0.1%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	50.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	8	8	4	0	8	4	4	8
%V	0.9%	0.9%	1.1%	0.0%	1.2%	1.5%	1.0%	1.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC South West

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	884	858	349	75	683	266	417	748
%H (All HH)		97.1%	39.5%	8.5%	77.3%	30.1%	47.2%	84.6%
%H (TV HH)			40.7%	8.7%	79.6%	31.0%	48.6%	
Any DSAT provider	349	349	349	2	219	219	0	318
%V	39.5%	40.7%	100.0%	2.7%	32.1%	82.3%	0.0%	42.5%
%H (All HH)			100.0%	0.6%	62.8%	62.8%	0.0%	91.1%
%H (TV HH)			100.0%	0.6%	62.8%	62.8%	0.0%	
Sky with subscription	266	266	266	2	167	167	0	246
%V	30.1%	31.0%	76.2%	2.7%	24.5%	62.8%	0.0%	32.9%
%H (All HH)			100.0%	0.8%	62.8%	62.8%	0.0%	92.5%
%H (TV HH)			100.0%	0.8%	62.8%	62.8%	0.0%	
Sky without subscription	17	17	17	0	11	11	0	15
%V	1.9%	2.0%	4.9%	0.0%	1.6%	4.1%	0.0%	2.0%
%H (All HH)			100.0%	0.0%	64.7%	64.7%	0.0%	88.2%
%H (TV HH)			100.0%	0.0%	64.7%	64.7%	0.0%	
Freesat	73	73	73	1	43	43	0	66
%V	8.3%	8.5%	20.9%	1.3%	6.3%	16.2%	0.0%	8.8%
%H (All HH)			100.0%	1.4%	58.9%	58.9%	0.0%	90.4%
%H (TV HH)			100.0%	1.4%	58.9%	58.9%	0.0%	
Other satellite provider	20	20	20	0	12	12	0	19
%V	2.3%	2.3%	5.7%	0.0%	1.8%	4.5%	0.0%	2.5%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	95.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
DCAB	75	75	2	75	48	48	0	72
%V	8.5%	8.7%	0.6%	100.0%	7.0%	18.0%	0.0%	9.6%
%H (All HH)			2.7%	100.0%	64.0%	64.0%	0.0%	96.0%
%H (TV HH)			2.7%	100.0%	64.0%	64.0%	0.0%	
DTT	683	683	219	48	683	266	417	560
%V	77.3%	79.6%	62.8%	64.0%	100.0%	100.0%	100.0%	74.9%
%H (All HH)		100.0%	32.1%	7.0%	100.0%	38.9%	61.1%	82.0%
%H (TV HH)			32.1%	7.0%	100.0%	38.9%	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

January - December 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	884	858	349	75	683	266	417	748
%H (All HH)		97.1%	39.5%	8.5%	77.3%	30.1%	47.2%	84.6%
%H (TV HH)			40.7%	8.7%	79.6%	31.0%	48.6%	
PVR	575	575	311	68	442	245	198	518
%V	65.0%	67.0%	89.1%	90.7%	64.7%	92.1%	47.5%	69.3%
%H (All HH)		100.0%	54.1%	11.8%	76.9%	42.6%	34.4%	90.1%
%H (TV HH)			54.1%	11.8%	76.9%	42.6%	34.4%	
DVDR	16	16	5	0	15	3	11	13
%V	1.8%	1.9%	1.4%	0.0%	2.2%	1.1%	2.6%	1.7%
%H (All HH)		100.0%	31.3%	0.0%	93.8%	18.8%	68.8%	81.3%
%H (TV HH)			31.3%	0.0%	93.8%	18.8%	68.8%	
VCR	11	11	5	0	11	5	6	8
%V	1.2%	1.3%	1.4%	0.0%	1.6%	1.9%	1.4%	1.1%
%H (All HH)		100.0%	45.5%	0.0%	100.0%	45.5%	54.5%	72.7%
%H (TV HH)			45.5%	0.0%	100.0%	45.5%	54.5%	
Any recorder	585	585	311	68	452	245	207	524
%V	66.2%	68.2%	89.1%	90.7%	66.2%	92.1%	49.6%	70.1%
%H (All HH)		100.0%	53.2%	11.6%	77.3%	41.9%	35.4%	89.6%
%H (TV HH)			53.2%	11.6%	77.3%	41.9%	35.4%	
Receives HDTV (via STB or built-in reception)	596	596	288	71	472	234	238	537
%V	67.4%	69.5%	82.5%	94.7%	69.1%	88.0%	57.1%	71.8%
%H (All HH)		100.0%	48.3%	11.9%	79.2%	39.3%	39.9%	90.1%
%H (TV HH)			48.3%	11.9%	79.2%	39.3%	39.9%	
DVD/Blu-ray player or recorder	708	708	304	69	561	237	323	624
%V	80.1%	82.5%	87.1%	92.0%	82.1%	89.1%	77.5%	83.4%
%H (All HH)		100.0%	42.9%	9.7%	79.2%	33.5%	45.6%	88.1%
%H (TV HH)			42.9%	9.7%	79.2%	33.5%	45.6%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	884	858	349	75	683	266	417	748
%H (All HH)		97.1%	39.5%	8.5%	77.3%	30.1%	47.2%	84.6%
%H (TV HH)			40.7%	8.7%	79.6%	31.0%	48.6%	
Has broadband internet	748	726	318	72	560	242	318	748
%V	84.6%	84.6%	91.1%	96.0%	82.0%	91.0%	76.3%	100.0%
%H (All HH)		97.1%	42.5%	9.6%	74.9%	32.4%	42.5%	100.0%
%H (TV HH)			43.8%	9.9%	77.1%	33.3%	43.8%	
Number of computers (PCs and laptops)								
0	148	144	34	5	129	26	103	17
%V	16.7%	16.8%	9.7%	6.7%	18.9%	9.8%	24.7%	2.3%
%H (All HH)		97.3%	23.0%	3.4%	87.2%	17.6%	69.6%	11.5%
%H (TV HH)			23.6%	3.5%	89.6%	18.1%	71.5%	
1	195	189	63	14	153	46	108	192
%V	22.1%	22.0%	18.1%	18.7%	22.4%	17.3%	25.9%	25.7%
%H (All HH)		96.9%	32.3%	7.2%	78.5%	23.6%	55.4%	98.5%
%H (TV HH)			33.3%	7.4%	81.0%	24.3%	57.1%	
2	219	211	93	19	158	65	93	218
%V	24.8%	24.6%	26.6%	25.3%	23.1%	24.4%	22.3%	29.1%
%H (All HH)		96.3%	42.5%	8.7%	72.1%	29.7%	42.5%	99.5%
%H (TV HH)			44.1%	9.0%	74.9%	30.8%	44.1%	
3	130	126	63	10	96	47	49	129
%V	14.7%	14.7%	18.1%	13.3%	14.1%	17.7%	11.8%	17.2%
%H (All HH)		96.9%	48.5%	7.7%	73.8%	36.2%	37.7%	99.2%
%H (TV HH)			50.0%	7.9%	76.2%	37.3%	38.9%	
4	91	90	47	13	69	38	31	91
%V	10.3%	10.5%	13.5%	17.3%	10.1%	14.3%	7.4%	12.2%
%H (All HH)		98.9%	51.6%	14.3%	75.8%	41.8%	34.1%	100.0%
%H (TV HH)			52.2%	14.4%	76.7%	42.2%	34.4%	
5+	101	97	49	14	78	45	33	101
%V	11.4%	11.3%	14.0%	18.7%	11.4%	16.9%	7.9%	13.5%
%H (All HH)		96.0%	48.5%	13.9%	77.2%	44.6%	32.7%	100.0%
%H (TV HH)			50.5%	14.4%	80.4%	46.4%	34.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1740	793	170	1435	677	758	1531
%H		45.6%	9.8%	82.5%	38.9%	43.6%	88.0%
Under 20"	218	93	17	193	88	105	191
%V	12.5%	11.7%	10.0%	13.4%	13.0%	13.9%	12.5%
%H		42.7%	7.8%	88.5%	40.4%	48.2%	87.6%
20" - 29"	415	177	36	359	159	200	341
%V	23.9%	22.3%	21.2%	25.0%	23.5%	26.4%	22.3%
%H		42.7%	8.7%	86.5%	38.3%	48.2%	82.2%
30" - 39"	547	226	53	460	200	260	476
%V	31.4%	28.5%	31.2%	32.1%	29.5%	34.3%	31.1%
%H		41.3%	9.7%	84.1%	36.6%	47.5%	87.0%
40" and over	540	285	63	410	225	185	505
%V	31.0%	35.9%	37.1%	28.6%	33.2%	24.4%	33.0%
%H		52.8%	11.7%	75.9%	41.7%	34.3%	93.5%
Don't know	20	11	1	13	5	8	18
%V	1.1%	1.4%	0.6%	0.9%	0.7%	1.1%	1.2%
%H		55.0%	5.0%	65.0%	25.0%	40.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2016

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1740	793	170	1435	677	758	1531
%H		45.6%	9.8%	82.5%	38.9%	43.6%	88.0%
Main living room	851	349	75	678	266	412	719
%V	48.9%	44.0%	44.1%	47.2%	39.3%	54.4%	47.0%
%H		41.0%	8.8%	79.7%	31.3%	48.4%	84.5%
Kitchen	126	59	10	110	52	58	109
%V	7.2%	7.4%	5.9%	7.7%	7.7%	7.7%	7.1%
%H		46.8%	7.9%	87.3%	41.3%	46.0%	86.5%
Adult's bedroom	481	231	49	409	212	197	434
%V	27.6%	29.1%	28.8%	28.5%	31.3%	26.0%	28.3%
%H		48.0%	10.2%	85.0%	44.1%	41.0%	90.2%
Child's bedroom	79	47	13	61	41	19	79
%V	4.5%	5.9%	7.6%	4.3%	6.1%	2.5%	5.2%
%H		59.5%	16.5%	77.2%	51.9%	24.1%	100.0%
Other bedroom	78	38	13	68	43	25	73
%V	4.5%	4.8%	7.6%	4.7%	6.4%	3.3%	4.8%
%H		48.7%	16.7%	87.2%	55.1%	32.1%	93.6%
Second living/dining room	83	42	7	74	39	34	75
%V	4.8%	5.3%	4.1%	5.2%	5.8%	4.5%	4.9%
%H		50.6%	8.4%	89.2%	47.0%	41.0%	90.4%
Study/office	17	10	1	14	9	5	16
%V	1.0%	1.3%	0.6%	1.0%	1.3%	0.7%	1.0%
%H		58.8%	5.9%	82.4%	52.9%	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	11	8	2	9	8	1	11
%V	0.6%	1.0%	1.2%	0.6%	1.2%	0.1%	0.7%
%H		72.7%	18.2%	81.8%	72.7%	9.1%	100.0%
Attic or loft room	2	2	0	1	1	1	2
%V	0.1%	0.3%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	0.0%	50.0%	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	8	4	0	8	4	4	8
%V	0.5%	0.5%	0.0%	0.6%	0.6%	0.5%	0.5%
%H		50.0%	0.0%	100.0%	50.0%	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

January - December 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	1740	793	170	1435	677	758	1531
%H		45.6%	9.8%	82.5%	38.9%	43.6%	88.0%
PVR	735	430	88	548	329	218	666
%V	42.2%	54.2%	51.8%	38.2%	48.6%	28.8%	43.5%
%H		58.5%	12.0%	74.6%	44.8%	29.7%	90.6%
DVDR	18	5	0	16	3	13	14
%V	1.0%	0.6%	0.0%	1.1%	0.4%	1.7%	0.9%
%H		27.8%	0.0%	88.9%	16.7%	72.2%	77.8%
VCR	11	5	0	11	6	6	9
%V	0.6%	0.6%	0.0%	0.8%	0.9%	0.8%	0.6%
%H		45.5%	0.0%	100.0%	54.5%	54.5%	81.8%
Any recorder	750	433	88	563	332	231	677
%V	43.1%	54.6%	51.8%	39.2%	49.0%	30.5%	44.2%
%H		57.7%	11.7%	75.1%	44.3%	30.8%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: 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	1740	793	170	1435	677	758	1531
%H		45.6%	9.8%	82.5%	38.9%	43.6%	88.0%
Receives HDTV (via STB or built-in reception)	923	462	116	752	403	349	847
%V	53.0%	58.3%	68.2%	52.4%	59.5%	46.0%	55.3%
%H		50.1%	12.6%	81.5%	43.7%	37.8%	91.8%
DVD/Blu-ray player or recorder	1052	474	121	857	413	444	945
%V	60.5%	59.8%	71.2%	59.7%	61.0%	58.6%	61.7%
%H		45.1%	11.5%	81.5%	39.3%	42.2%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	858	349	75	683	266	417	726
%H		40.7%	8.7%	79.6%	31.0%	48.6%	84.6%
Under 20"	17	4	1	14	3	11	14
%V	2.0%	1.1%	1.3%	2.0%	1.1%	2.6%	1.9%
%H		23.5%	5.9%	82.4%	17.6%	64.7%	82.4%
20" - 29"	111	25	3	94	14	80	71
%V	12.9%	7.2%	4.0%	13.8%	5.3%	19.2%	9.8%
%H		22.5%	2.7%	84.7%	12.6%	72.1%	64.0%
30" - 39"	305	99	25	255	81	174	247
%V	35.5%	28.4%	33.3%	37.3%	30.5%	41.7%	34.0%
%H		32.5%	8.2%	83.6%	26.6%	57.0%	81.0%
40" and over	417	217	47	314	166	148	386
%V	48.6%	62.2%	62.7%	46.0%	62.4%	35.5%	53.2%
%H		52.0%	11.3%	75.3%	39.8%	35.5%	92.6%
Don't know	8	4	0	6	2	4	7
%V	0.9%	1.1%	0.0%	0.9%	0.8%	1.0%	1.0%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	858	349	75	683	266	417	726
%H		40.7%	8.7%	79.6%	31.0%	48.6%	84.6%
PVR	564	305	68	432	240	192	510
%V	65.7%	87.4%	90.7%	63.3%	90.2%	46.0%	70.2%
%H		54.1%	12.1%	76.6%	42.6%	34.0%	90.4%
DVDR	11	4	0	10	2	8	9
%V	1.3%	1.1%	0.0%	1.5%	0.8%	1.9%	1.2%
%H		36.4%	0.0%	90.9%	18.2%	72.7%	81.8%
VCR	8	3	0	8	4	5	6
%V	0.9%	0.9%	0.0%	1.2%	1.5%	1.2%	0.8%
%H		37.5%	0.0%	100.0%	50.0%	62.5%	75.0%
Any recorder	571	305	68	440	240	200	514
%V	66.6%	87.4%	90.7%	64.4%	90.2%	48.0%	70.8%
%H		53.4%	11.9%	77.1%	42.0%	35.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	858	349	75	683	266	417	726
%H		40.7%	8.7%	79.6%	31.0%	48.6%	84.6%
Receives HDTV (via STB or built-in reception)	572	278	71	451	226	225	519
%V	66.7%	79.7%	94.7%	66.0%	85.0%	54.0%	71.5%
%H		48.6%	12.4%	78.8%	39.5%	39.3%	90.7%
DVD/Blu-ray player or recorder	655	280	64	519	219	299	573
%V	76.3%	80.2%	85.3%	76.0%	82.3%	71.7%	78.9%
%H		42.7%	9.8%	79.2%	33.4%	45.6%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	882	444	94	752	411	341	805
%H		50.3%	10.7%	85.3%	46.6%	38.7%	91.3%
Under 20"	202	89	17	180	85	95	177
%V	22.9%	20.0%	18.1%	23.9%	20.7%	27.9%	22.0%
%H		44.1%	8.4%	89.1%	42.1%	47.0%	87.6%
20" - 29"	304	153	34	265	146	119	270
%V	34.5%	34.5%	36.2%	35.2%	35.5%	34.9%	33.5%
%H		50.3%	11.2%	87.2%	48.0%	39.1%	88.8%
30" - 39"	242	127	28	205	118	87	229
%V	27.4%	28.6%	29.8%	27.3%	28.7%	25.5%	28.4%
%H		52.5%	11.6%	84.7%	48.8%	36.0%	94.6%
40" and over	123	68	16	96	59	37	119
%V	13.9%	15.3%	17.0%	12.8%	14.4%	10.9%	14.8%
%H		55.3%	13.0%	78.0%	48.0%	30.1%	96.7%
Don't know	12	7	1	7	3	4	11
%V	1.4%	1.6%	1.1%	0.9%	0.7%	1.2%	1.4%
%H		58.3%	8.3%	58.3%	25.0%	33.3%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	882	444	94	752	411	341	805
%H		50.3%	10.7%	85.3%	46.6%	38.7%	91.3%
PVR	171	125	20	115	89	26	157
%V	19.4%	28.2%	21.3%	15.3%	21.7%	7.6%	19.5%
%H		73.1%	11.7%	67.3%	52.0%	15.2%	91.8%
DVDR	6	1	0	6	1	5	6
%V	0.7%	0.2%	0.0%	0.8%	0.2%	1.5%	0.7%
%H		16.7%	0.0%	100.0%	16.7%	83.3%	100.0%
VCR	3	2	0	3	2	1	3
%V	0.3%	0.5%	0.0%	0.4%	0.5%	0.3%	0.4%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Any recorder	179	127	20	123	92	31	163
%V	20.3%	28.6%	21.3%	16.4%	22.4%	9.1%	20.2%
%H		70.9%	11.2%	68.7%	51.4%	17.3%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: 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	882	444	94	752	411	341	805
%H		50.3%	10.7%	85.3%	46.6%	38.7%	91.3%
Receives HDTV (via STB or built-in reception)	351	183	44	301	177	124	329
%V	39.8%	41.2%	46.8%	40.0%	43.1%	36.4%	40.9%
%H		52.1%	12.5%	85.8%	50.4%	35.3%	93.7%
DVD/Blu-ray player or recorder	397	194	57	339	194	145	371
%V	45.0%	43.7%	60.6%	45.1%	47.2%	42.5%	46.1%
%H		48.9%	14.4%	85.4%	48.9%	36.5%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	1967	1911	837	205	1486	666	820	1793
%H		97.2%	42.6%	10.4%	75.5%	33.9%	41.7%	91.2%
Total Children	323	312	146	48	224	115	108	318
%V	16.4%	16.3%	17.4%	23.4%	15.1%	17.3%	13.2%	17.7%
%H		96.6%	45.2%	14.9%	69.3%	35.6%	33.4%	98.5%
0 - 3	84	81	36	12	50	23	27	82
%V	4.3%	4.2%	4.3%	5.9%	3.4%	3.5%	3.3%	4.6%
%H		96.4%	42.9%	14.3%	59.5%	27.4%	32.1%	97.6%
4 - 15	239	231	110	35	174	92	82	236
%V	12.2%	12.1%	13.1%	17.1%	11.7%	13.8%	10.0%	13.2%
%H		96.7%	46.0%	14.6%	72.8%	38.5%	34.3%	98.7%
4 - 9	117	114	50	18	81	39	41	116
%V	5.9%	6.0%	6.0%	8.8%	5.5%	5.9%	5.0%	6.5%
%H		97.4%	42.7%	15.4%	69.2%	33.3%	35.0%	99.1%
10 - 15	121	117	60	17	93	53	40	120
%V	6.2%	6.1%	7.2%	8.3%	6.3%	8.0%	4.9%	6.7%
%H		96.7%	49.6%	14.0%	76.9%	43.8%	33.1%	99.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	1967	1911	837	205	1486	666	820	1793
%H		97.2%	42.6%	10.4%	75.5%	33.9%	41.7%	91.2%
Total Adults (16+)	1644	1599	691	158	1263	551	712	1475
%V	83.6%	83.7%	82.6%	77.1%	85.0%	82.7%	86.8%	82.3%
%H		97.3%	42.0%	9.6%	76.8%	33.5%	43.3%	89.7%
16 - 19	89	87	45	10	68	38	30	87
%V	4.5%	4.6%	5.4%	4.9%	4.6%	5.7%	3.7%	4.9%
%H		97.8%	50.6%	11.2%	76.4%	42.7%	33.7%	97.8%
20 - 24	126	117	42	12	84	30	53	125
%V	6.4%	6.1%	5.0%	5.9%	5.7%	4.5%	6.5%	7.0%
%H		92.9%	33.3%	9.5%	66.7%	23.8%	42.1%	99.2%
25 - 34	216	203	80	37	132	62	71	209
%V	11.0%	10.6%	9.6%	18.0%	8.9%	9.3%	8.7%	11.7%
%H		94.0%	37.0%	17.1%	61.1%	28.7%	32.9%	96.8%
35 - 44	218	211	102	30	157	85	71	215
%V	11.1%	11.0%	12.2%	14.6%	10.6%	12.8%	8.7%	12.0%
%H		96.8%	46.8%	13.8%	72.0%	39.0%	32.6%	98.6%
45 - 54	282	276	138	24	209	98	111	270
%V	14.3%	14.4%	16.5%	11.7%	14.1%	14.7%	13.5%	15.1%
%H		97.9%	48.9%	8.5%	74.1%	34.8%	39.4%	95.7%
55 - 64	266	263	121	23	222	106	116	247
%V	13.5%	13.8%	14.5%	11.2%	14.9%	15.9%	14.1%	13.8%
%H		98.9%	45.5%	8.6%	83.5%	39.8%	43.6%	92.9%
65+	447	442	163	21	391	132	259	323
%V	22.7%	23.1%	19.5%	10.2%	26.3%	19.8%	31.6%	18.0%
%H		98.9%	36.5%	4.7%	87.5%	29.5%	57.9%	72.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	1644	1599	691	158	1263	551	712	1475
%H		97.3%	42.0%	9.6%	76.8%	33.5%	43.3%	89.7%
AB	484	471	233	44	355	168	187	464
%V	29.4%	29.5%	33.7%	27.8%	28.1%	30.5%	26.3%	31.5%
%H		97.3%	48.1%	9.1%	73.3%	34.7%	38.6%	95.9%
C1	507	490	211	48	388	171	217	484
%V	30.8%	30.6%	30.5%	30.4%	30.7%	31.0%	30.5%	32.8%
%H		96.6%	41.6%	9.5%	76.5%	33.7%	42.8%	95.5%
C2	344	339	143	42	276	128	149	303
%V	20.9%	21.2%	20.7%	26.6%	21.9%	23.2%	20.9%	20.5%
%H		98.5%	41.6%	12.2%	80.2%	37.2%	43.3%	88.1%
D	206	200	72	20	163	62	102	163
%V	12.5%	12.5%	10.4%	12.7%	12.9%	11.3%	14.3%	11.1%
%H		97.1%	35.0%	9.7%	79.1%	30.1%	49.5%	79.1%
E	102	99	34	4	80	22	57	60
%V	6.2%	6.2%	4.9%	2.5%	6.3%	4.0%	8.0%	4.1%
%H		97.1%	33.3%	3.9%	78.4%	21.6%	55.9%	58.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1644	1599	691	158	1263	551	712	1475
%H		97.3%	42.0%	9.6%	76.8%	33.5%	43.3%	89.7%
Working full time	704	686	330	81	511	258	253	683
%V	42.8%	42.9%	47.8%	51.3%	40.5%	46.8%	35.5%	46.3%
%H		97.4%	46.9%	11.5%	72.6%	36.6%	35.9%	97.0%
Working part time	208	205	85	22	167	73	94	197
%V	12.7%	12.8%	12.3%	13.9%	13.2%	13.2%	13.2%	13.4%
%H		98.6%	40.9%	10.6%	80.3%	35.1%	45.2%	94.7%
Not working	732	708	276	55	584	219	365	595
%V	44.5%	44.3%	39.9%	34.8%	46.2%	39.7%	51.3%	40.3%
%H		96.7%	37.7%	7.5%	79.8%	29.9%	49.9%	81.3%
Housewife/Houseperson	884	858	349	75	683	266	417	748
%V	53.8%	53.7%	50.5%	47.5%	54.1%	48.3%	58.6%	50.7%
%H		97.1%	39.5%	8.5%	77.3%	30.1%	47.2%	84.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	794	771	342	73	602	268	334	724
%H		97.1%	43.1%	9.2%	75.8%	33.8%	42.1%	91.2%
16 - 19	43	42	22	4	31	17	15	42
%V	5.4%	5.4%	6.4%	5.5%	5.1%	6.3%	4.5%	5.8%
%H		97.7%	51.2%	9.3%	72.1%	39.5%	34.9%	97.7%
20 - 24	63	60	23	4	42	16	26	63
%V	7.9%	7.8%	6.7%	5.5%	7.0%	6.0%	7.8%	8.7%
%H		95.2%	36.5%	6.3%	66.7%	25.4%	41.3%	100.0%
25 - 34	109	103	40	18	71	33	38	105
%V	13.7%	13.4%	11.7%	24.7%	11.8%	12.3%	11.4%	14.5%
%H		94.5%	36.7%	16.5%	65.1%	30.3%	34.9%	96.3%
35 - 44	109	103	50	15	72	40	32	106
%V	13.7%	13.4%	14.6%	20.5%	12.0%	14.9%	9.6%	14.6%
%H		94.5%	45.9%	13.8%	66.1%	36.7%	29.4%	97.2%
45 - 54	133	130	69	11	97	49	48	127
%V	16.8%	16.9%	20.2%	15.1%	16.1%	18.3%	14.4%	17.5%
%H		97.7%	51.9%	8.3%	72.9%	36.8%	36.1%	95.5%
55 - 64	125	123	54	9	105	47	58	114
%V	15.7%	16.0%	15.8%	12.3%	17.4%	17.5%	17.4%	15.7%
%H		98.4%	43.2%	7.2%	84.0%	37.6%	46.4%	91.2%
65+	212	209	83	11	183	67	116	166
%V	26.7%	27.1%	24.3%	15.1%	30.4%	25.0%	34.7%	22.9%
%H		98.6%	39.2%	5.2%	86.3%	31.6%	54.7%	78.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	794	771	342	73	602	268	334	724
%H		97.1%	43.1%	9.2%	75.8%	33.8%	42.1%	91.2%
AB	239	234	118	22	173	84	90	232
%V	30.1%	30.4%	34.5%	30.1%	28.7%	31.3%	26.9%	32.0%
%H		97.9%	49.4%	9.2%	72.4%	35.1%	37.7%	97.1%
C1	239	232	104	21	182	85	98	229
%V	30.1%	30.1%	30.4%	28.8%	30.2%	31.7%	29.3%	31.6%
%H		97.1%	43.5%	8.8%	76.2%	35.6%	41.0%	95.8%
C2	178	174	72	22	139	63	76	158
%V	22.4%	22.6%	21.1%	30.1%	23.1%	23.5%	22.8%	21.8%
%H		97.8%	40.4%	12.4%	78.1%	35.4%	42.7%	88.8%
D	98	94	35	6	78	29	49	79
%V	12.3%	12.2%	10.2%	8.2%	13.0%	10.8%	14.7%	10.9%
%H		95.9%	35.7%	6.1%	79.6%	29.6%	50.0%	80.6%
E	39	37	13	2	29	8	21	26
%V	4.9%	4.8%	3.8%	2.7%	4.8%	3.0%	6.3%	3.6%
%H		94.9%	33.3%	5.1%	74.4%	20.5%	53.8%	66.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	794	771	342	73	602	268	334	724
%H		97.1%	43.1%	9.2%	75.8%	33.8%	42.1%	91.2%
Working full time	424	412	197	49	308	155	153	410
%V	53.4%	53.4%	57.6%	67.1%	51.2%	57.8%	45.8%	56.6%
%H		97.2%	46.5%	11.6%	72.6%	36.6%	36.1%	96.7%
Working part time	49	48	20	4	40	17	23	45
%V	6.2%	6.2%	5.8%	5.5%	6.6%	6.3%	6.9%	6.2%
%H		98.0%	40.8%	8.2%	81.6%	34.7%	46.9%	91.8%
Not working	321	311	125	20	254	95	159	269
%V	40.4%	40.3%	36.5%	27.4%	42.2%	35.4%	47.6%	37.2%
%H		96.9%	38.9%	6.2%	79.1%	29.6%	49.5%	83.8%
Housewife/Houseperson	173	164	56	9	133	38	95	132
%V	21.8%	21.3%	16.4%	12.3%	22.1%	14.2%	28.4%	18.2%
%H		94.8%	32.4%	5.2%	76.9%	22.0%	54.9%	76.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	850	828	349	85	661	282	378	751
%H		97.4%	41.1%	10.0%	77.8%	33.2%	44.5%	88.4%
16 - 19	46	45	23	6	36	21	16	44
%V	5.4%	5.4%	6.6%	7.1%	5.4%	7.4%	4.2%	5.9%
%H		97.8%	50.0%	13.0%	78.3%	45.7%	34.8%	95.7%
20 - 24	62	57	18	7	41	14	27	62
%V	7.3%	6.9%	5.2%	8.2%	6.2%	5.0%	7.1%	8.3%
%H		91.9%	29.0%	11.3%	66.1%	22.6%	43.5%	100.0%
25 - 34	107	100	41	19	61	28	33	104
%V	12.6%	12.1%	11.7%	22.4%	9.2%	9.9%	8.7%	13.8%
%H		93.5%	38.3%	17.8%	57.0%	26.2%	30.8%	97.2%
35 - 44	110	107	51	14	84	45	39	108
%V	12.9%	12.9%	14.6%	16.5%	12.7%	16.0%	10.3%	14.4%
%H		97.3%	46.4%	12.7%	76.4%	40.9%	35.5%	98.2%
45 - 54	149	147	69	13	112	50	62	143
%V	17.5%	17.8%	19.8%	15.3%	16.9%	17.7%	16.4%	19.0%
%H		98.7%	46.3%	8.7%	75.2%	33.6%	41.6%	96.0%
55 - 64	141	139	67	14	117	59	58	133
%V	16.6%	16.8%	19.2%	16.5%	17.7%	20.9%	15.3%	17.7%
%H		98.6%	47.5%	9.9%	83.0%	41.8%	41.1%	94.3%
65+	235	233	80	10	209	66	143	157
%V	27.6%	28.1%	22.9%	11.8%	31.6%	23.4%	37.8%	20.9%
%H		99.1%	34.0%	4.3%	88.9%	28.1%	60.9%	66.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	850	828	349	85	661	282	378	751
%H		97.4%	41.1%	10.0%	77.8%	33.2%	44.5%	88.4%
AB	244	238	114	22	182	85	97	233
%V	28.7%	28.7%	32.7%	25.9%	27.5%	30.1%	25.7%	31.0%
%H		97.5%	46.7%	9.0%	74.6%	34.8%	39.8%	95.5%
C1	268	258	106	27	206	86	120	255
%V	31.5%	31.2%	30.4%	31.8%	31.2%	30.5%	31.7%	34.0%
%H		96.3%	39.6%	10.1%	76.9%	32.1%	44.8%	95.1%
C2	166	165	70	20	137	64	72	145
%V	19.5%	19.9%	20.1%	23.5%	20.7%	22.7%	19.0%	19.3%
%H		99.4%	42.2%	12.0%	82.5%	38.6%	43.4%	87.3%
D	109	106	37	13	85	33	52	84
%V	12.8%	12.8%	10.6%	15.3%	12.9%	11.7%	13.8%	11.2%
%H		97.2%	33.9%	11.9%	78.0%	30.3%	47.7%	77.1%
E	63	61	21	3	51	15	36	34
%V	7.4%	7.4%	6.0%	3.5%	7.7%	5.3%	9.5%	4.5%
%H		96.8%	33.3%	4.8%	81.0%	23.8%	57.1%	54.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	850	828	349	85	661	282	378	751
%H		97.4%	41.1%	10.0%	77.8%	33.2%	44.5%	88.4%
Working full time	280	274	133	32	203	103	101	273
%V	32.9%	33.1%	38.1%	37.6%	30.7%	36.5%	26.7%	36.4%
%H		97.9%	47.5%	11.4%	72.5%	36.8%	36.1%	97.5%
Working part time	159	157	66	18	127	56	71	152
%V	18.7%	19.0%	18.9%	21.2%	19.2%	19.9%	18.8%	20.2%
%H		98.7%	41.5%	11.3%	79.9%	35.2%	44.7%	95.6%
Not working	411	397	150	35	330	124	206	326
%V	48.4%	47.9%	43.0%	41.2%	49.9%	44.0%	54.5%	43.4%
%H		96.6%	36.5%	8.5%	80.3%	30.2%	50.1%	79.3%
Housewife/Houseperson	711	695	292	67	550	228	322	617
%V	83.6%	83.9%	83.7%	78.8%	83.2%	80.9%	85.2%	82.2%
%H		97.7%	41.1%	9.4%	77.4%	32.1%	45.3%	86.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2136	2063	823	296	1456	537	919	1857
%H (All HH)		96.6%	38.5%	13.9%	68.2%	25.1%	43.0%	86.9%
%H (TV HH)			39.9%	14.3%	70.6%	26.0%	44.5%	
AB	710	685	279	106	477	182	294	677
%V	33.2%	33.2%	33.9%	35.8%	32.8%	33.9%	32.0%	36.5%
%H (All HH)		96.5%	39.3%	14.9%	67.2%	25.6%	41.4%	95.4%
%H (TV HH)			40.7%	15.5%	69.6%	26.6%	42.9%	
C1	644	625	258	91	438	169	269	573
%V	30.1%	30.3%	31.3%	30.7%	30.1%	31.5%	29.3%	30.9%
%H (All HH)		97.0%	40.1%	14.1%	68.0%	26.2%	41.8%	89.0%
%H (TV HH)			41.3%	14.6%	70.1%	27.0%	43.0%	
C2	404	395	156	62	272	103	169	349
%V	18.9%	19.1%	19.0%	20.9%	18.7%	19.2%	18.4%	18.8%
%H (All HH)		97.8%	38.6%	15.3%	67.3%	25.5%	41.8%	86.4%
%H (TV HH)			39.5%	15.7%	68.9%	26.1%	42.8%	
D	242	230	97	26	163	59	104	184
%V	11.3%	11.1%	11.8%	8.8%	11.2%	11.0%	11.3%	9.9%
%H (All HH)		95.0%	40.1%	10.7%	67.4%	24.4%	43.0%	76.0%
%H (TV HH)			42.2%	11.3%	70.9%	25.7%	45.2%	
E	136	128	33	12	106	23	82	75
%V	6.4%	6.2%	4.0%	4.1%	7.3%	4.3%	8.9%	4.0%
%H (All HH)		94.1%	24.3%	8.8%	77.9%	16.9%	60.3%	55.1%
%H (TV HH)			25.8%	9.4%	82.8%	18.0%	64.1%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2136	2063	823	296	1456	537	919	1857
%V (All HH)		96.6%	38.5%	13.9%	68.2%	25.1%	43.0%	86.9%
%H (TV HH)			39.9%	14.3%	70.6%	26.0%	44.5%	
Under 25	72	59	17	8	34	7	27	67
%V	3.4%	2.9%	2.1%	2.7%	2.3%	1.3%	2.9%	3.6%
%H (All HH)		81.9%	23.6%	11.1%	47.2%	9.7%	37.5%	93.1%
%H (TV HH)			28.8%	13.6%	57.6%	11.9%	45.8%	
25 - 34	269	248	117	34	134	47	86	261
%V	12.6%	12.0%	14.2%	11.5%	9.2%	8.8%	9.4%	14.1%
%H (All HH)		92.2%	43.5%	12.6%	49.8%	17.5%	32.0%	97.0%
%H (TV HH)			47.2%	13.7%	54.0%	19.0%	34.7%	
35 - 44	364	353	171	63	209	103	106	355
%V	17.0%	17.1%	20.8%	21.3%	14.4%	19.2%	11.5%	19.1%
%H (All HH)		97.0%	47.0%	17.3%	57.4%	28.3%	29.1%	97.5%
%H (TV HH)			48.4%	17.8%	59.2%	29.2%	30.0%	
45 - 54	428	421	183	73	290	120	169	406
%V	20.0%	20.4%	22.2%	24.7%	19.9%	22.3%	18.4%	21.9%
%H (All HH)		98.4%	42.8%	17.1%	67.8%	28.0%	39.5%	94.9%
%H (TV HH)			43.5%	17.3%	68.9%	28.5%	40.1%	
55 - 64	348	342	133	51	265	106	159	325
%V	16.3%	16.6%	16.2%	17.2%	18.2%	19.7%	17.3%	17.5%
%H (All HH)		98.3%	38.2%	14.7%	76.1%	30.5%	45.7%	93.4%
%H (TV HH)			38.9%	14.9%	77.5%	31.0%	46.5%	
65 +	654	639	202	68	524	153	371	445
%V	30.6%	31.0%	24.5%	23.0%	36.0%	28.5%	40.4%	24.0%
%H (All HH)		97.7%	30.9%	10.4%	80.1%	23.4%	56.7%	68.0%
%H (TV HH)			31.6%	10.6%	82.0%	23.9%	58.1%	

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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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	2136	2063	823	296	1456	537	919	1857
%H (All HH)		96.6%	38.5%	13.9%	68.2%	25.1%	43.0%	86.9%
%H (TV HH)			39.9%	14.3%	70.6%	26.0%	44.5%	
1	631	595	153	68	461	96	364	425
%V	29.5%	28.8%	18.6%	23.0%	31.7%	17.9%	39.6%	22.9%
%H (All HH)		94.3%	24.2%	10.8%	73.1%	15.2%	57.7%	67.4%
%H (TV HH)			25.7%	11.4%	77.5%	16.1%	61.2%	
2	752	733	310	104	533	218	314	693
%V	35.2%	35.5%	37.7%	35.1%	36.6%	40.6%	34.2%	37.3%
%H (All HH)		97.5%	41.2%	13.8%	70.9%	29.0%	41.8%	92.2%
%H (TV HH)			42.3%	14.2%	72.7%	29.7%	42.8%	
3	338	331	153	52	206	85	121	328
%V	15.8%	16.0%	18.6%	17.6%	14.1%	15.8%	13.2%	17.7%
%H (All HH)		97.9%	45.3%	15.4%	60.9%	25.1%	35.8%	97.0%
%H (TV HH)			46.2%	15.7%	62.2%	25.7%	36.6%	
4	289	282	138	51	181	92	88	286
%V	13.5%	13.7%	16.8%	17.2%	12.4%	17.1%	9.6%	15.4%
%H (All HH)		97.6%	47.8%	17.6%	62.6%	31.8%	30.4%	99.0%
%H (TV HH)			48.9%	18.1%	64.2%	32.6%	31.2%	
5+	126	122	69	22	76	45	31	125
%V	5.9%	5.9%	8.4%	7.4%	5.2%	8.4%	3.4%	6.7%
%H (All HH)		96.8%	54.8%	17.5%	60.3%	35.7%	24.6%	99.2%
%H (TV HH)			56.6%	18.0%	62.3%	36.9%	25.4%	
Average HH size	2.33	2.34	2.63	2.53	2.25	2.62	2.04	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
January - December 2016

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2136	2063	823	296	1456	537	919	1857
%H (All HH)		96.6%	38.5%	13.9%	68.2%	25.1%	43.0%	86.9%
%H (TV HH)			39.9%	14.3%	70.6%	26.0%	44.5%	
Without	1591	1531	560	205	1136	388	747	1326
%V	74.5%	74.2%	68.0%	69.3%	78.0%	72.3%	81.3%	71.4%
%H (All HH)		96.2%	35.2%	12.9%	71.4%	24.4%	47.0%	83.3%
%H (TV HH)			36.6%	13.4%	74.2%	25.3%	48.8%	
With	545	531	263	91	320	149	171	531
%V	25.5%	25.7%	32.0%	30.7%	22.0%	27.7%	18.6%	28.6%
%H (All HH)		97.4%	48.3%	16.7%	58.7%	27.3%	31.4%	97.4%
%H (TV HH)			49.5%	17.1%	60.3%	28.1%	32.2%	
0 - 3	198	189	98	28	110	47	63	190
%V	9.3%	9.2%	11.9%	9.5%	7.6%	8.8%	6.9%	10.2%
%H (All HH)		95.5%	49.5%	14.1%	55.6%	23.7%	31.8%	96.0%
%H (TV HH)			51.9%	14.8%	58.2%	24.9%	33.3%	
4 - 9	274	267	136	52	150	73	77	272
%V	12.8%	12.9%	16.5%	17.6%	10.3%	13.6%	8.4%	14.6%
%H (All HH)		97.4%	49.6%	19.0%	54.7%	26.6%	28.1%	99.3%
%H (TV HH)			50.9%	19.5%	56.2%	27.3%	28.8%	
10 - 15	260	258	131	44	167	85	82	255
%V	12.2%	12.5%	15.9%	14.9%	11.5%	15.8%	8.9%	13.7%
%H (All HH)		99.2%	50.4%	16.9%	64.2%	32.7%	31.5%	98.1%
%H (TV HH)			50.8%	17.1%	64.7%	32.9%	31.8%	

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

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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	2136	2063	823	296	1456	537	919	1857
%H (All HH)		96.6%	38.5%	13.9%	68.2%	25.1%	43.0%	86.9%
%H (TV HH)			39.9%	14.3%	70.6%	26.0%	44.5%	
1	831	831	248	101	530	80	450	664
%V	38.9%	40.3%	30.1%	34.1%	36.4%	14.9%	49.0%	35.8%
%H (All HH)		100.0%	29.8%	12.2%	63.8%	9.6%	54.2%	79.9%
%H (TV HH)			29.8%	12.2%	63.8%	9.6%	54.2%	
2	670	670	277	95	483	182	300	599
%V	31.4%	32.5%	33.7%	32.1%	33.2%	33.9%	32.6%	32.3%
%H (All HH)		100.0%	41.3%	14.2%	72.1%	27.2%	44.8%	89.4%
%H (TV HH)			41.3%	14.2%	72.1%	27.2%	44.8%	
3	339	339	170	61	259	152	107	319
%V	15.9%	16.4%	20.7%	20.6%	17.8%	28.3%	11.6%	17.2%
%H (All HH)		100.0%	50.1%	18.0%	76.4%	44.8%	31.6%	94.1%
%H (TV HH)			50.1%	18.0%	76.4%	44.8%	31.6%	
4	146	146	88	25	117	82	35	143
%V	6.8%	7.1%	10.7%	8.4%	8.0%	15.3%	3.8%	7.7%
%H (All HH)		100.0%	60.3%	17.1%	80.1%	56.2%	24.0%	97.9%
%H (TV HH)			60.3%	17.1%	80.1%	56.2%	24.0%	
5+	77	77	41	14	67	41	26	75
%V	3.6%	3.7%	5.0%	4.7%	4.6%	7.6%	2.8%	4.0%
%H (All HH)		100.0%	53.2%	18.2%	87.0%	53.2%	33.8%	97.4%
%H (TV HH)			53.2%	18.2%	87.0%	53.2%	33.8%	

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
January - December 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	2136	2063	823	296	1456	537	919	1857
%H (All HH)		96.6%	38.5%	13.9%	68.2%	25.1%	43.0%	86.9%
%H (TV HH)			39.9%	14.3%	70.6%	26.0%	44.5%	
Under 20"	376	376	153	51	316	146	170	323
%V	17.6%	18.2%	18.6%	17.2%	21.7%	27.2%	18.5%	17.4%
%H (All HH)		100.0%	40.7%	13.6%	84.0%	38.8%	45.2%	85.9%
%H (TV HH)			40.7%	13.6%	84.0%	38.8%	45.2%	
20" - 29"	752	752	296	118	596	252	344	646
%V	35.2%	36.5%	36.0%	39.9%	40.9%	46.9%	37.4%	34.8%
%H (All HH)		100.0%	39.4%	15.7%	79.3%	33.5%	45.7%	85.9%
%H (TV HH)			39.4%	15.7%	79.3%	33.5%	45.7%	
30" - 39"	1042	1042	429	156	759	298	461	925
%V	48.8%	50.5%	52.1%	52.7%	52.1%	55.5%	50.2%	49.8%
%H (All HH)		100.0%	41.2%	15.0%	72.8%	28.6%	44.2%	88.8%
%H (TV HH)			41.2%	15.0%	72.8%	28.6%	44.2%	
40" and over	1125	1125	550	183	738	364	374	1057
%V	52.7%	54.5%	66.8%	61.8%	50.7%	67.8%	40.7%	56.9%
%H (All HH)		100.0%	48.9%	16.3%	65.6%	32.4%	33.2%	94.0%
%H (TV HH)			48.9%	16.3%	65.6%	32.4%	33.2%	

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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Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2136	2063	823	296	1456	537	919	1857
%V (All HH)		96.6%	38.5%	13.9%	68.2%	25.1%	43.0%	86.9%
%H (TV HH)			39.9%	14.3%	70.6%	26.0%	44.5%	
Main living room	2030	2030	818	291	1433	533	900	1772
%V	95.0%	98.4%	99.4%	98.3%	98.4%	99.3%	97.9%	95.4%
%H (All HH)		100.0%	40.3%	14.3%	70.6%	26.3%	44.3%	87.3%
%H (TV HH)			40.3%	14.3%	70.6%	26.3%	44.3%	
Kitchen	257	257	130	33	218	119	99	233
%V	12.0%	12.5%	15.8%	11.1%	15.0%	22.2%	10.8%	12.5%
%H (All HH)		100.0%	50.6%	12.8%	84.8%	46.3%	38.5%	90.7%
%H (TV HH)			50.6%	12.8%	84.8%	46.3%	38.5%	
Adult's bedroom	956	956	443	164	716	363	353	888
%V	44.8%	46.3%	53.8%	55.4%	49.2%	67.6%	38.4%	47.8%
%H (All HH)		100.0%	46.3%	17.2%	74.9%	38.0%	36.9%	92.9%
%H (TV HH)			46.3%	17.2%	74.9%	38.0%	36.9%	
Child's bedroom	154	154	91	29	102	65	37	151
%V	7.2%	7.5%	11.1%	9.8%	7.0%	12.1%	4.0%	8.1%
%H (All HH)		100.0%	59.1%	18.8%	66.2%	42.2%	24.0%	98.1%
%H (TV HH)			59.1%	18.8%	66.2%	42.2%	24.0%	
Other bedroom	130	130	71	27	102	68	34	122
%V	6.1%	6.3%	8.6%	9.1%	7.0%	12.7%	3.7%	6.6%
%H (All HH)		100.0%	54.6%	20.8%	78.5%	52.3%	26.2%	93.8%
%H (TV HH)			54.6%	20.8%	78.5%	52.3%	26.2%	
Second living/dining room	206	206	88	33	164	76	88	188
%V	9.6%	10.0%	10.7%	11.1%	11.3%	14.2%	9.6%	10.1%
%H (All HH)		100.0%	42.7%	16.0%	79.6%	36.9%	42.7%	91.3%
%H (TV HH)			42.7%	16.0%	79.6%	36.9%	42.7%	
Study/office	45	45	21	6	37	18	19	45
%V	2.1%	2.2%	2.6%	2.0%	2.5%	3.4%	2.1%	2.4%
%H (All HH)		100.0%	46.7%	13.3%	82.2%	40.0%	42.2%	100.0%
%H (TV HH)			46.7%	13.3%	82.2%	40.0%	42.2%	
TV room	20	20	12	3	14	8	6	20
%V	0.9%	1.0%	1.5%	1.0%	1.0%	1.5%	0.7%	1.1%
%H (All HH)		100.0%	60.0%	15.0%	70.0%	40.0%	30.0%	100.0%
%H (TV HH)			60.0%	15.0%	70.0%	40.0%	30.0%	
Conservatory	43	43	24	10	37	26	10	40
%V	2.0%	2.1%	2.9%	3.4%	2.5%	4.8%	1.1%	2.2%
%H (All HH)		100.0%	55.8%	23.3%	86.0%	60.5%	23.3%	93.0%
%H (TV HH)			55.8%	23.3%	86.0%	60.5%	23.3%	
Attic or loft room	5	5	3	1	5	3	1	5
%V	0.2%	0.2%	0.4%	0.3%	0.3%	0.6%	0.1%	0.3%
%H (All HH)		100.0%	60.0%	20.0%	100.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	100.0%	60.0%	20.0%	
No specific location	5	5	1	3	4	3	1	5
%V	0.2%	0.2%	0.1%	1.0%	0.3%	0.6%	0.1%	0.3%
%H (All HH)		100.0%	20.0%	60.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			20.0%	60.0%	80.0%	60.0%	20.0%	
Other	26	26	17	2	22	15	7	24
%V	1.2%	1.3%	2.1%	0.7%	1.5%	2.8%	0.8%	1.3%
%H (All HH)		100.0%	65.4%	7.7%	84.6%	57.7%	26.9%	92.3%
%H (TV HH)			65.4%	7.7%	84.6%	57.7%	26.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 2016

BBC South

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2136	2063	823	296	1456	537	919	1857
%H (All HH)		96.6%	38.5%	13.9%	68.2%	25.1%	43.0%	86.9%
%H (TV HH)			39.9%	14.3%	70.6%	26.0%	44.5%	
Any DSAT provider	823	823	823	16	419	419	0	776
%V	38.5%	39.9%	100.0%	5.4%	28.8%	78.0%	0.0%	41.8%
%H (All HH)			100.0%	1.9%	50.9%	50.9%	0.0%	94.3%
%H (TV HH)			100.0%	1.9%	50.9%	50.9%	0.0%	
Sky with subscription	659	659	659	6	337	337	0	630
%V	30.9%	31.9%	80.1%	2.0%	23.1%	62.8%	0.0%	33.9%
%H (All HH)			100.0%	0.9%	51.1%	51.1%	0.0%	95.6%
%H (TV HH)			100.0%	0.9%	51.1%	51.1%	0.0%	
Sky without subscription	51	51	51	7	29	29	0	39
%V	2.4%	2.5%	6.2%	2.4%	2.0%	5.4%	0.0%	2.1%
%H (All HH)			100.0%	13.7%	56.9%	56.9%	0.0%	76.5%
%H (TV HH)			100.0%	13.7%	56.9%	56.9%	0.0%	
Freesat	121	121	121	3	63	63	0	115
%V	5.7%	5.9%	14.7%	1.0%	4.3%	11.7%	0.0%	6.2%
%H (All HH)			100.0%	2.5%	52.1%	52.1%	0.0%	95.0%
%H (TV HH)			100.0%	2.5%	52.1%	52.1%	0.0%	
Other satellite provider	39	39	39	2	19	19	0	37
%V	1.8%	1.9%	4.7%	0.7%	1.3%	3.5%	0.0%	2.0%
%H (All HH)			100.0%	5.1%	48.7%	48.7%	0.0%	94.9%
%H (TV HH)			100.0%	5.1%	48.7%	48.7%	0.0%	
DCAB	296	296	16	296	125	125	0	282
%V	13.9%	14.3%	1.9%	100.0%	8.6%	23.3%	0.0%	15.2%
%H (All HH)			5.4%	100.0%	42.2%	42.2%	0.0%	95.3%
%H (TV HH)			5.4%	100.0%	42.2%	42.2%	0.0%	
DTT	1456	1456	419	125	1456	537	919	1230
%V	68.2%	70.6%	50.9%	42.2%	100.0%	100.0%	100.0%	66.2%
%H (All HH)		100.0%	28.8%	8.6%	100.0%	36.9%	63.1%	84.5%
%H (TV HH)			28.8%	8.6%	100.0%	36.9%	63.1%	

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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BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2136	2063	823	296	1456	537	919	1857
%H (All HH)		96.6%	38.5%	13.9%	68.2%	25.1%	43.0%	86.9%
%H (TV HH)			39.9%	14.3%	70.6%	26.0%	44.5%	
PVR	1359	1359	735	252	876	490	386	1272
%V	63.6%	65.9%	89.3%	85.1%	60.2%	91.2%	42.0%	68.5%
%H (All HH)		100.0%	54.1%	18.5%	64.5%	36.1%	28.4%	93.6%
%H (TV HH)			54.1%	18.5%	64.5%	36.1%	28.4%	
DVDR	67	67	23	11	52	21	31	51
%V	3.1%	3.2%	2.8%	3.7%	3.6%	3.9%	3.4%	2.7%
%H (All HH)		100.0%	34.3%	16.4%	77.6%	31.3%	46.3%	76.1%
%H (TV HH)			34.3%	16.4%	77.6%	31.3%	46.3%	
VCR	32	32	8	4	27	7	20	23
%V	1.5%	1.6%	1.0%	1.4%	1.9%	1.3%	2.2%	1.2%
%H (All HH)		100.0%	25.0%	12.5%	84.4%	21.9%	62.5%	71.9%
%H (TV HH)			25.0%	12.5%	84.4%	21.9%	62.5%	
Any recorder	1389	1389	737	254	903	492	411	1293
%V	65.0%	67.3%	89.6%	85.8%	62.0%	91.6%	44.7%	69.6%
%H (All HH)		100.0%	53.1%	18.3%	65.0%	35.4%	29.6%	93.1%
%H (TV HH)			53.1%	18.3%	65.0%	35.4%	29.6%	
Receives HDTV (via STB or built-in reception)	1414	1414	643	256	1003	473	531	1321
%V	66.2%	68.5%	78.1%	86.5%	68.9%	88.1%	57.8%	71.1%
%H (All HH)		100.0%	45.5%	18.1%	70.9%	33.5%	37.6%	93.4%
%H (TV HH)			45.5%	18.1%	70.9%	33.5%	37.6%	
DVD/Blu-ray player or recorder	1549	1549	656	244	1092	453	639	1416
%V	72.5%	75.1%	79.7%	82.4%	75.0%	84.4%	69.5%	76.3%
%H (All HH)		100.0%	42.3%	15.8%	70.5%	29.2%	41.3%	91.4%
%H (TV HH)			42.3%	15.8%	70.5%	29.2%	41.3%	

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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BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2136	2063	823	296	1456	537	919	1857
%V (All HH)		96.6%	38.5%	13.9%	68.2%	25.1%	43.0%	86.9%
%H (TV HH)			39.9%	14.3%	70.6%	26.0%	44.5%	
Has broadband internet	1857	1800	776	282	1230	510	719	1857
%V	86.9%	87.3%	94.3%	95.3%	84.5%	95.0%	78.2%	100.0%
%H (All HH)		96.9%	41.8%	15.2%	66.2%	27.5%	38.7%	100.0%
%H (TV HH)			43.1%	15.7%	68.3%	28.3%	39.9%	
Number of computers (PCs and laptops)								
0	317	301	67	21	253	43	211	60
%V	14.8%	14.6%	8.1%	7.1%	17.4%	8.0%	23.0%	3.2%
%H (All HH)		95.0%	21.1%	6.6%	79.8%	13.6%	66.6%	18.9%
%H (TV HH)			22.3%	7.0%	84.1%	14.3%	70.1%	
1	462	446	140	62	321	87	235	444
%V	21.6%	21.6%	17.0%	20.9%	22.0%	16.2%	25.6%	23.9%
%H (All HH)		96.5%	30.3%	13.4%	69.5%	18.8%	50.9%	96.1%
%H (TV HH)			31.4%	13.9%	72.0%	19.5%	52.7%	
2	520	503	227	76	334	136	198	519
%V	24.3%	24.4%	27.6%	25.7%	22.9%	25.3%	21.5%	27.9%
%H (All HH)		96.7%	43.7%	14.6%	64.2%	26.2%	38.1%	99.8%
%H (TV HH)			45.1%	15.1%	66.4%	27.0%	39.4%	
3	329	319	144	52	218	98	120	328
%V	15.4%	15.5%	17.5%	17.6%	15.0%	18.2%	13.1%	17.7%
%H (All HH)		97.0%	43.8%	15.8%	66.3%	29.8%	36.5%	99.7%
%H (TV HH)			45.1%	16.3%	68.3%	30.7%	37.6%	
4	223	217	100	42	142	72	71	222
%V	10.4%	10.5%	12.2%	14.2%	9.8%	13.4%	7.7%	12.0%
%H (All HH)		97.3%	44.8%	18.8%	63.7%	32.3%	31.8%	99.6%
%H (TV HH)			46.1%	19.4%	65.4%	33.2%	32.7%	
5+	284	277	145	44	186	102	84	283
%V	13.3%	13.4%	17.6%	14.9%	12.8%	19.0%	9.1%	15.2%
%H (All HH)		97.5%	51.1%	15.5%	65.5%	35.9%	29.6%	99.6%
%H (TV HH)			52.3%	15.9%	67.1%	36.8%	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

DATA PERIOD: ANNUAL

January - December 2016

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4175	1881	653	3090	1443	1647	3786
%H		45.1%	15.6%	74.0%	34.6%	39.4%	90.7%
Under 20"	478	205	61	401	191	210	417
%V	11.4%	10.9%	9.3%	13.0%	13.2%	12.8%	11.0%
%H		42.9%	12.8%	83.9%	40.0%	43.9%	87.2%
20" - 29"	973	397	156	786	352	434	847
%V	23.3%	21.1%	23.9%	25.4%	24.4%	26.4%	22.4%
%H		40.8%	16.0%	80.8%	36.2%	44.6%	87.1%
30" - 39"	1277	549	193	934	391	543	1151
%V	30.6%	29.2%	29.6%	30.2%	27.1%	33.0%	30.4%
%H		43.0%	15.1%	73.1%	30.6%	42.5%	90.1%
40" and over	1411	718	239	943	502	441	1339
%V	33.8%	38.2%	36.6%	30.5%	34.8%	26.8%	35.4%
%H		50.9%	16.9%	66.8%	35.6%	31.3%	94.9%
Don't know	37	13	4	26	7	18	32
%V	0.9%	0.7%	0.6%	0.8%	0.5%	1.1%	0.8%
%H		35.1%	10.8%	70.3%	18.9%	48.6%	86.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4175	1881	653	3090	1443	1647	3786
%H		45.1%	15.6%	74.0%	34.6%	39.4%	90.7%
Main living room	2038	823	292	1438	536	902	1780
%V	48.8%	43.8%	44.7%	46.5%	37.1%	54.8%	47.0%
%H		40.4%	14.3%	70.6%	26.3%	44.3%	87.3%
Kitchen	259	131	33	219	120	99	234
%V	6.2%	7.0%	5.1%	7.1%	8.3%	6.0%	6.2%
%H		50.6%	12.7%	84.6%	46.3%	38.2%	90.3%
Adult's bedroom	1165	550	199	883	463	420	1091
%V	27.9%	29.2%	30.5%	28.6%	32.1%	25.5%	28.8%
%H		47.2%	17.1%	75.8%	39.7%	36.1%	93.6%
Child's bedroom	203	121	36	139	89	49	200
%V	4.9%	6.4%	5.5%	4.5%	6.2%	3.0%	5.3%
%H		59.6%	17.7%	68.5%	43.8%	24.1%	98.5%
Other bedroom	147	81	31	117	78	38	140
%V	3.5%	4.3%	4.7%	3.8%	5.4%	2.3%	3.7%
%H		55.1%	21.1%	79.6%	53.1%	25.9%	95.2%
Second living/dining room	210	89	35	168	78	90	193
%V	5.0%	4.7%	5.4%	5.4%	5.4%	5.5%	5.1%
%H		42.4%	16.7%	80.0%	37.1%	42.9%	91.9%
Study/office	48	23	8	40	20	20	48
%V	1.1%	1.2%	1.2%	1.3%	1.4%	1.2%	1.3%
%H		47.9%	16.7%	83.3%	41.7%	41.7%	100.0%
TV room	20	12	3	14	8	6	20
%V	0.5%	0.6%	0.5%	0.5%	0.6%	0.4%	0.5%
%H		60.0%	15.0%	70.0%	40.0%	30.0%	100.0%
Conservatory	43	24	10	37	26	10	40
%V	1.0%	1.3%	1.5%	1.2%	1.8%	0.6%	1.1%
%H		55.8%	23.3%	86.0%	60.5%	23.3%	93.0%
Attic or loft room	5	3	1	5	3	1	5
%V	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%
%H		60.0%	20.0%	100.0%	60.0%	20.0%	100.0%
No specific location	7	1	3	6	3	3	7
%V	0.2%	0.1%	0.5%	0.2%	0.2%	0.2%	0.2%
%H		14.3%	42.9%	85.7%	42.9%	42.9%	100.0%
Other	30	21	4	26	18	7	28
%V	0.7%	1.1%	0.6%	0.8%	1.2%	0.4%	0.7%
%H		70.0%	13.3%	86.7%	60.0%	23.3%	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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BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4175	1881	653	3090	1443	1647	3786
%H		45.1%	15.6%	74.0%	34.6%	39.4%	90.7%
PVR	1803	1054	347	1132	701	431	1708
%V	43.2%	56.0%	53.1%	36.6%	48.6%	26.2%	45.1%
%H		58.5%	19.2%	62.8%	38.9%	23.9%	94.7%
DVDR	70	25	11	55	22	33	53
%V	1.7%	1.3%	1.7%	1.8%	1.5%	2.0%	1.4%
%H		35.7%	15.7%	78.6%	31.4%	47.1%	75.7%
VCR	32	8	4	28	8	20	23
%V	0.8%	0.4%	0.6%	0.9%	0.6%	1.2%	0.6%
%H		25.0%	12.5%	87.5%	25.0%	62.5%	71.9%
Any recorder	1847	1060	351	1171	707	464	1738
%V	44.2%	56.4%	53.8%	37.9%	49.0%	28.2%	45.9%
%H		57.4%	19.0%	63.4%	38.3%	25.1%	94.1%

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	4175	1881	653	3090	1443	1647	3786
%H		45.1%	15.6%	74.0%	34.6%	39.4%	90.7%
Receives HDTV (via STB or built-in reception)	2130	1032	404	1554	826	728	2018
%V	51.0%	54.9%	61.9%	50.3%	57.2%	44.2%	53.3%
%H		48.5%	19.0%	73.0%	38.8%	34.2%	94.7%
DVD/Blu-ray player or recorder	2303	1034	397	1667	791	876	2149
%V	55.2%	55.0%	60.8%	53.9%	54.8%	53.2%	56.8%
%H		44.9%	17.2%	72.4%	34.3%	38.0%	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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BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2062	823	296	1455	537	918	1799
%H		39.9%	14.4%	70.6%	26.0%	44.5%	87.2%
Under 20"	39	7	3	34	6	28	24
%V	1.9%	0.9%	1.0%	2.3%	1.1%	3.1%	1.3%
%H		17.9%	7.7%	87.2%	15.4%	71.8%	61.5%
20" - 29"	222	50	20	182	31	150	151
%V	10.8%	6.1%	6.8%	12.5%	5.8%	16.3%	8.4%
%H		22.5%	9.0%	82.0%	14.0%	67.6%	68.0%
30" - 39"	696	233	95	517	149	367	589
%V	33.8%	28.3%	32.1%	35.5%	27.7%	40.0%	32.7%
%H		33.5%	13.6%	74.3%	21.4%	52.7%	84.6%
40" and over	1089	531	177	712	349	363	1023
%V	52.8%	64.5%	59.8%	48.9%	65.0%	39.5%	56.9%
%H		48.8%	16.3%	65.4%	32.0%	33.3%	93.9%
Don't know	15	2	1	12	2	10	11
%V	0.7%	0.2%	0.3%	0.8%	0.4%	1.1%	0.6%
%H		13.3%	6.7%	80.0%	13.3%	66.7%	73.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2062	823	296	1455	537	918	1799
%H		39.9%	14.4%	70.6%	26.0%	44.5%	87.2%
PVR	1327	725	246	848	478	369	1246
%V	64.4%	88.1%	83.1%	58.3%	89.0%	40.2%	69.3%
%H		54.6%	18.5%	63.9%	36.0%	27.8%	93.9%
DVDR	54	18	8	41	15	26	40
%V	2.6%	2.2%	2.7%	2.8%	2.8%	2.8%	2.2%
%H		33.3%	14.8%	75.9%	27.8%	48.1%	74.1%
VCR	26	7	3	22	7	16	19
%V	1.3%	0.9%	1.0%	1.5%	1.3%	1.7%	1.1%
%H		26.9%	11.5%	84.6%	26.9%	61.5%	73.1%
Any recorder	1359	728	248	875	481	394	1266
%V	65.9%	88.5%	83.8%	60.1%	89.6%	42.9%	70.4%
%H		53.6%	18.2%	64.4%	35.4%	29.0%	93.2%

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	2062	823	296	1455	537	918	1799
%H		39.9%	14.4%	70.6%	26.0%	44.5%	87.2%
Receives HDTV (via STB or built-in reception)	1361	618	250	957	450	507	1273
%V	66.0%	75.1%	84.5%	65.8%	83.8%	55.2%	70.8%
%H		45.4%	18.4%	70.3%	33.1%	37.3%	93.5%
DVD/Blu-ray player or recorder	1420	592	228	1000	410	590	1300
%V	68.9%	71.9%	77.0%	68.7%	76.4%	64.3%	72.3%
%H		41.7%	16.1%	70.4%	28.9%	41.5%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2016

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2113	1058	357	1635	906	729	1987
%H		50.1%	16.9%	77.4%	42.9%	34.5%	94.0%
Under 20"	439	198	58	367	185	182	392
%V	20.8%	18.7%	16.2%	22.4%	20.4%	25.0%	19.7%
%H		45.1%	13.2%	83.6%	42.1%	41.5%	89.3%
20" - 29"	751	347	136	605	321	284	696
%V	35.5%	32.8%	38.1%	37.0%	35.4%	39.0%	35.0%
%H		46.2%	18.1%	80.6%	42.7%	37.8%	92.7%
30" - 39"	580	315	98	417	241	176	562
%V	27.4%	29.8%	27.5%	25.5%	26.6%	24.1%	28.3%
%H		54.3%	16.9%	71.9%	41.6%	30.3%	96.9%
40" and over	322	187	61	231	153	79	315
%V	15.2%	17.7%	17.1%	14.1%	16.9%	10.8%	15.9%
%H		58.1%	18.9%	71.7%	47.5%	24.5%	97.8%
Don't know	22	10	3	14	6	8	21
%V	1.0%	0.9%	0.8%	0.9%	0.7%	1.1%	1.1%
%H		45.5%	13.6%	63.6%	27.3%	36.4%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2113	1058	357	1635	906	729	1987
%H		50.1%	16.9%	77.4%	42.9%	34.5%	94.0%
PVR	475	329	101	284	222	62	462
%V	22.5%	31.1%	28.3%	17.4%	24.5%	8.5%	23.3%
%H		69.3%	21.3%	59.8%	46.7%	13.1%	97.3%
DVDR	16	6	3	14	7	7	13
%V	0.8%	0.6%	0.8%	0.9%	0.8%	1.0%	0.7%
%H		37.5%	18.8%	87.5%	43.8%	43.8%	81.3%
VCR	6	1	1	5	1	4	5
%V	0.3%	0.1%	0.3%	0.3%	0.1%	0.5%	0.3%
%H		16.7%	16.7%	83.3%	16.7%	66.7%	83.3%
Any recorder	489	332	103	296	226	70	472
%V	23.1%	31.4%	28.9%	18.1%	24.9%	9.6%	23.8%
%H		67.9%	21.1%	60.5%	46.2%	14.3%	96.5%

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	2113	1058	357	1635	906	729	1987
%H		50.1%	16.9%	77.4%	42.9%	34.5%	94.0%
Receives HDTV (via STB or built-in reception)	769	414	154	597	376	221	745
%V	36.4%	39.1%	43.1%	36.5%	41.5%	30.3%	37.5%
%H		53.8%	20.0%	77.6%	48.9%	28.7%	96.9%
DVD/Blu-ray player or recorder	883	442	169	667	381	286	849
%V	41.8%	41.8%	47.3%	40.8%	42.1%	39.2%	42.7%
%H		50.1%	19.1%	75.5%	43.1%	32.4%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	4982	4835	2162	751	3276	1404	1873	4612
%H		97.0%	43.4%	15.1%	65.8%	28.2%	37.6%	92.6%
Total Children	932	907	469	161	547	273	274	916
%V	18.7%	18.8%	21.7%	21.4%	16.7%	19.4%	14.6%	19.9%
%H		97.3%	50.3%	17.3%	58.7%	29.3%	29.4%	98.3%
0 - 3	242	231	120	38	134	60	74	234
%V	4.9%	4.8%	5.6%	5.1%	4.1%	4.3%	4.0%	5.1%
%H		95.5%	49.6%	15.7%	55.4%	24.8%	30.6%	96.7%
4 - 15	691	676	350	123	413	212	201	682
%V	13.9%	14.0%	16.2%	16.4%	12.6%	15.1%	10.7%	14.8%
%H		97.8%	50.7%	17.8%	59.8%	30.7%	29.1%	98.7%
4 - 9	359	349	182	69	194	98	96	356
%V	7.2%	7.2%	8.4%	9.2%	5.9%	7.0%	5.1%	7.7%
%H		97.2%	50.7%	19.2%	54.0%	27.3%	26.7%	99.2%
10 - 15	332	327	168	54	219	114	105	327
%V	6.7%	6.8%	7.8%	7.2%	6.7%	8.1%	5.6%	7.1%
%H		98.5%	50.6%	16.3%	66.0%	34.3%	31.6%	98.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	4982	4835	2162	751	3276	1404	1873	4612
%H		97.0%	43.4%	15.1%	65.8%	28.2%	37.6%	92.6%
Total Adults (16+)	4050	3928	1693	589	2729	1131	1598	3696
%V	81.3%	81.2%	78.3%	78.4%	83.3%	80.6%	85.3%	80.1%
%H		97.0%	41.8%	14.5%	67.4%	27.9%	39.5%	91.3%
16 - 19	211	205	110	30	140	76	64	205
%V	4.2%	4.2%	5.1%	4.0%	4.3%	5.4%	3.4%	4.4%
%H		97.2%	52.1%	14.2%	66.4%	36.0%	30.3%	97.2%
20 - 24	278	257	103	39	161	65	96	272
%V	5.6%	5.3%	4.8%	5.2%	4.9%	4.6%	5.1%	5.9%
%H		92.4%	37.1%	14.0%	57.9%	23.4%	34.5%	97.8%
25 - 34	567	524	247	76	295	115	180	554
%V	11.4%	10.8%	11.4%	10.1%	9.0%	8.2%	9.6%	12.0%
%H		92.4%	43.6%	13.4%	52.0%	20.3%	31.7%	97.7%
35 - 44	659	641	320	109	386	189	196	648
%V	13.2%	13.3%	14.8%	14.5%	11.8%	13.5%	10.5%	14.1%
%H		97.3%	48.6%	16.5%	58.6%	28.7%	29.7%	98.3%
45 - 54	733	723	325	134	495	225	270	704
%V	14.7%	15.0%	15.0%	17.8%	15.1%	16.0%	14.4%	15.3%
%H		98.6%	44.3%	18.3%	67.5%	30.7%	36.8%	96.0%
55 - 64	584	578	241	91	439	190	249	556
%V	11.7%	12.0%	11.1%	12.1%	13.4%	13.5%	13.3%	12.1%
%H		99.0%	41.3%	15.6%	75.2%	32.5%	42.6%	95.2%
65+	1017	1000	348	110	814	270	544	757
%V	20.4%	20.7%	16.1%	14.6%	24.8%	19.2%	29.0%	16.4%
%H		98.3%	34.2%	10.8%	80.0%	26.5%	53.5%	74.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	4050	3928	1693	589	2729	1131	1598	3696
%H		97.0%	41.8%	14.5%	67.4%	27.9%	39.5%	91.3%
AB	1374	1333	574	210	918	378	540	1330
%V	33.9%	33.9%	33.9%	35.7%	33.6%	33.4%	33.8%	36.0%
%H		97.0%	41.8%	15.3%	66.8%	27.5%	39.3%	96.8%
C1	1233	1196	530	182	820	354	466	1148
%V	30.4%	30.4%	31.3%	30.9%	30.0%	31.3%	29.2%	31.1%
%H		97.0%	43.0%	14.8%	66.5%	28.7%	37.8%	93.1%
C2	817	798	341	130	552	234	318	735
%V	20.2%	20.3%	20.1%	22.1%	20.2%	20.7%	19.9%	19.9%
%H		97.7%	41.7%	15.9%	67.6%	28.6%	38.9%	90.0%
D	440	423	193	50	295	126	169	370
%V	10.9%	10.8%	11.4%	8.5%	10.8%	11.1%	10.6%	10.0%
%H		96.1%	43.9%	11.4%	67.0%	28.6%	38.4%	84.1%
E	186	177	54	17	145	40	106	113
%V	4.6%	4.5%	3.2%	2.9%	5.3%	3.5%	6.6%	3.1%
%H		95.2%	29.0%	9.1%	78.0%	21.5%	57.0%	60.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	4050	3928	1693	589	2729	1131	1598	3696
%H		97.0%	41.8%	14.5%	67.4%	27.9%	39.5%	91.3%
Working full time	1931	1870	883	312	1192	547	645	1898
%V	47.7%	47.6%	52.2%	53.0%	43.7%	48.4%	40.4%	51.4%
%H		96.8%	45.7%	16.2%	61.7%	28.3%	33.4%	98.3%
Working part time	467	456	201	71	320	139	181	449
%V	11.5%	11.6%	11.9%	12.1%	11.7%	12.3%	11.3%	12.1%
%H		97.6%	43.0%	15.2%	68.5%	29.8%	38.8%	96.1%
Not working	1652	1602	609	207	1217	445	772	1349
%V	40.8%	40.8%	36.0%	35.1%	44.6%	39.3%	48.3%	36.5%
%H		97.0%	36.9%	12.5%	73.7%	26.9%	46.7%	81.7%
Housewife/Houseperson	2136	2063	823	296	1456	537	919	1857
%V	52.7%	52.5%	48.6%	50.3%	53.4%	47.5%	57.5%	50.2%
%H		96.6%	38.5%	13.9%	68.2%	25.1%	43.0%	86.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	1974	1912	840	294	1308	567	742	1829
%H		96.9%	42.6%	14.9%	66.3%	28.7%	37.6%	92.7%
16 - 19	94	91	55	11	58	35	23	91
%V	4.8%	4.8%	6.5%	3.7%	4.4%	6.2%	3.1%	5.0%
%H		96.8%	58.5%	11.7%	61.7%	37.2%	24.5%	96.8%
20 - 24	145	138	57	17	85	35	49	143
%V	7.3%	7.2%	6.8%	5.8%	6.5%	6.2%	6.6%	7.8%
%H		95.2%	39.3%	11.7%	58.6%	24.1%	33.8%	98.6%
25 - 34	279	252	116	37	140	54	86	272
%V	14.1%	13.2%	13.8%	12.6%	10.7%	9.5%	11.6%	14.9%
%H		90.3%	41.6%	13.3%	50.2%	19.4%	30.8%	97.5%
35 - 44	322	314	152	54	188	93	95	318
%V	16.3%	16.4%	18.1%	18.4%	14.4%	16.4%	12.8%	17.4%
%H		97.5%	47.2%	16.8%	58.4%	28.9%	29.5%	98.8%
45 - 54	365	360	156	73	248	114	134	347
%V	18.5%	18.8%	18.6%	24.8%	19.0%	20.1%	18.1%	19.0%
%H		98.6%	42.7%	20.0%	67.9%	31.2%	36.7%	95.1%
55 - 64	298	293	128	47	214	95	120	280
%V	15.1%	15.3%	15.2%	16.0%	16.4%	16.8%	16.2%	15.3%
%H		98.3%	43.0%	15.8%	71.8%	31.9%	40.3%	94.0%
65+	471	464	176	54	375	140	235	377
%V	23.9%	24.3%	21.0%	18.4%	28.7%	24.7%	31.7%	20.6%
%H		98.5%	37.4%	11.5%	79.6%	29.7%	49.9%	80.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	1974	1912	840	294	1308	567	742	1829
%H		96.9%	42.6%	14.9%	66.3%	28.7%	37.6%	92.7%
AB	681	661	291	109	448	192	256	665
%V	34.5%	34.6%	34.6%	37.1%	34.3%	33.9%	34.5%	36.4%
%H		97.1%	42.7%	16.0%	65.8%	28.2%	37.6%	97.7%
C1	580	561	255	85	383	176	207	555
%V	29.4%	29.3%	30.4%	28.9%	29.3%	31.0%	27.9%	30.3%
%H		96.7%	44.0%	14.7%	66.0%	30.3%	35.7%	95.7%
C2	427	418	173	72	284	118	165	382
%V	21.6%	21.9%	20.6%	24.5%	21.7%	20.8%	22.2%	20.9%
%H		97.9%	40.5%	16.9%	66.5%	27.6%	38.6%	89.5%
D	205	195	95	23	129	61	69	177
%V	10.4%	10.2%	11.3%	7.8%	9.9%	10.8%	9.3%	9.7%
%H		95.1%	46.3%	11.2%	62.9%	29.8%	33.7%	86.3%
E	81	77	26	6	64	19	45	50
%V	4.1%	4.0%	3.1%	2.0%	4.9%	3.4%	6.1%	2.7%
%H		95.1%	32.1%	7.4%	79.0%	23.5%	55.6%	61.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1974	1912	840	294	1308	567	742	1829
%H		96.9%	42.6%	14.9%	66.3%	28.7%	37.6%	92.7%
Working full time	1167	1130	530	203	714	339	376	1147
%V	59.1%	59.1%	63.1%	69.0%	54.6%	59.8%	50.7%	62.7%
%H		96.8%	45.4%	17.4%	61.2%	29.0%	32.2%	98.3%
Working part time	100	94	33	13	70	25	45	89
%V	5.1%	4.9%	3.9%	4.4%	5.4%	4.4%	6.1%	4.9%
%H		94.0%	33.0%	13.0%	70.0%	25.0%	45.0%	89.0%
Not working	708	689	278	78	524	203	321	594
%V	35.9%	36.0%	33.1%	26.5%	40.1%	35.8%	43.3%	32.5%
%H		97.3%	39.3%	11.0%	74.0%	28.7%	45.3%	83.9%
Housewife/Houseperson	441	416	144	61	297	100	197	356
%V	22.3%	21.8%	17.1%	20.7%	22.7%	17.6%	26.5%	19.5%
%H		94.3%	32.7%	13.8%	67.3%	22.7%	44.7%	80.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2076	2016	853	296	1421	564	857	1867
%H		97.1%	41.1%	14.3%	68.4%	27.2%	41.3%	89.9%
16 - 19	117	114	54	19	82	41	41	113
%V	5.6%	5.7%	6.3%	6.4%	5.8%	7.3%	4.8%	6.1%
%H		97.4%	46.2%	16.2%	70.1%	35.0%	35.0%	96.6%
20 - 24	133	119	47	22	76	30	46	129
%V	6.4%	5.9%	5.5%	7.4%	5.3%	5.3%	5.4%	6.9%
%H		89.5%	35.3%	16.5%	57.1%	22.6%	34.6%	97.0%
25 - 34	288	272	131	38	155	61	94	282
%V	13.9%	13.5%	15.4%	12.8%	10.9%	10.8%	11.0%	15.1%
%H		94.4%	45.5%	13.2%	53.8%	21.2%	32.6%	97.9%
35 - 44	337	328	167	56	197	96	101	330
%V	16.2%	16.3%	19.6%	18.9%	13.9%	17.0%	11.8%	17.7%
%H		97.3%	49.6%	16.6%	58.5%	28.5%	30.0%	97.9%
45 - 54	368	363	169	60	247	111	136	357
%V	17.7%	18.0%	19.8%	20.3%	17.4%	19.7%	15.9%	19.1%
%H		98.6%	45.9%	16.3%	67.1%	30.2%	37.0%	97.0%
55 - 64	287	285	113	44	225	95	130	276
%V	13.8%	14.1%	13.2%	14.9%	15.8%	16.8%	15.2%	14.8%
%H		99.3%	39.4%	15.3%	78.4%	33.1%	45.3%	96.2%
65+	546	536	171	57	439	130	308	380
%V	26.3%	26.6%	20.0%	19.3%	30.9%	23.0%	35.9%	20.4%
%H		98.2%	31.3%	10.4%	80.4%	23.8%	56.4%	69.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2076	2016	853	296	1421	564	857	1867
%H		97.1%	41.1%	14.3%	68.4%	27.2%	41.3%	89.9%
AB	692	672	284	101	469	185	284	666
%V	33.3%	33.3%	33.3%	34.1%	33.0%	32.8%	33.1%	35.7%
%H		97.1%	41.0%	14.6%	67.8%	26.7%	41.0%	96.2%
C1	654	636	275	97	436	177	259	593
%V	31.5%	31.5%	32.2%	32.8%	30.7%	31.4%	30.2%	31.8%
%H		97.2%	42.0%	14.8%	66.7%	27.1%	39.6%	90.7%
C2	390	380	168	58	268	116	152	352
%V	18.8%	18.8%	19.7%	19.6%	18.9%	20.6%	17.7%	18.9%
%H		97.4%	43.1%	14.9%	68.7%	29.7%	39.0%	90.3%
D	235	228	98	27	165	65	100	193
%V	11.3%	11.3%	11.5%	9.1%	11.6%	11.5%	11.7%	10.3%
%H		97.0%	41.7%	11.5%	70.2%	27.7%	42.6%	82.1%
E	105	100	29	12	82	21	61	63
%V	5.1%	5.0%	3.4%	4.1%	5.8%	3.7%	7.1%	3.4%
%H		95.2%	27.6%	11.4%	78.1%	20.0%	58.1%	60.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2076	2016	853	296	1421	564	857	1867
%H		97.1%	41.1%	14.3%	68.4%	27.2%	41.3%	89.9%
Working full time	764	741	354	109	478	208	269	752
%V	36.8%	36.8%	41.5%	36.8%	33.6%	36.9%	31.4%	40.3%
%H		97.0%	46.3%	14.3%	62.6%	27.2%	35.2%	98.4%
Working part time	367	362	167	58	250	114	136	360
%V	17.7%	18.0%	19.6%	19.6%	17.6%	20.2%	15.9%	19.3%
%H		98.6%	45.5%	15.8%	68.1%	31.1%	37.1%	98.1%
Not working	944	913	331	129	693	242	451	755
%V	45.5%	45.3%	38.8%	43.6%	48.8%	42.9%	52.6%	40.4%
%H		96.7%	35.1%	13.7%	73.4%	25.6%	47.8%	80.0%
Housewife/Houseperson	1696	1647	679	235	1159	437	722	1502
%V	81.7%	81.7%	79.6%	79.4%	81.6%	77.5%	84.2%	80.4%
%H		97.1%	40.0%	13.9%	68.3%	25.8%	42.6%	88.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

January - December 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	2640	2533	1097	295	1997	861	1136	2154
%H (All HH)		95.9%	41.6%	11.2%	75.6%	32.6%	43.0%	81.6%
%H (TV HH)			43.3%	11.6%	78.8%	34.0%	44.8%	
AB	513	501	241	65	391	189	202	481
%V	19.4%	19.8%	22.0%	22.0%	19.6%	22.0%	17.8%	22.3%
%H (All HH)		97.7%	47.0%	12.7%	76.2%	36.8%	39.4%	93.8%
%H (TV HH)			48.1%	13.0%	78.0%	37.7%	40.3%	
C1	744	703	334	81	555	267	288	671
%V	28.2%	27.8%	30.4%	27.5%	27.8%	31.0%	25.4%	31.2%
%H (All HH)		94.5%	44.9%	10.9%	74.6%	35.9%	38.7%	90.2%
%H (TV HH)			47.5%	11.5%	78.9%	38.0%	41.0%	
C2	568	561	260	64	449	215	234	473
%V	21.5%	22.1%	23.7%	21.7%	22.5%	25.0%	20.6%	22.0%
%H (All HH)		98.8%	45.8%	11.3%	79.0%	37.9%	41.2%	83.3%
%H (TV HH)			46.3%	11.4%	80.0%	38.3%	41.7%	
D	465	442	173	54	342	129	213	346
%V	17.6%	17.4%	15.8%	18.3%	17.1%	15.0%	18.8%	16.1%
%H (All HH)		95.1%	37.2%	11.6%	73.5%	27.7%	45.8%	74.4%
%H (TV HH)			39.1%	12.2%	77.4%	29.2%	48.2%	
E	349	326	89	31	259	60	199	183
%V	13.2%	12.9%	8.1%	10.5%	13.0%	7.0%	17.5%	8.5%
%H (All HH)		93.4%	25.5%	8.9%	74.2%	17.2%	57.0%	52.4%
%H (TV HH)			27.3%	9.5%	79.4%	18.4%	61.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	2640	2533	1097	295	1997	861	1136	2154
%V (All HH)		95.9%	41.6%	11.2%	75.6%	32.6%	43.0%	81.6%
%H (TV HH)			43.3%	11.6%	78.8%	34.0%	44.8%	
Under 25	143	110	30	9	80	21	59	133
%V	5.4%	4.3%	2.7%	3.1%	4.0%	2.4%	5.2%	6.2%
%H (All HH)		76.9%	21.0%	6.3%	55.9%	14.7%	41.3%	93.0%
%H (TV HH)			27.3%	8.2%	72.7%	19.1%	53.6%	
25 - 34	402	371	177	41	253	116	138	379
%V	15.2%	14.6%	16.1%	13.9%	12.7%	13.5%	12.1%	17.6%
%H (All HH)		92.3%	44.0%	10.2%	62.9%	28.9%	34.3%	94.3%
%H (TV HH)			47.7%	11.1%	68.2%	31.3%	37.2%	
35 - 44	405	384	213	55	270	150	120	384
%V	15.3%	15.2%	19.4%	18.6%	13.5%	17.4%	10.6%	17.8%
%H (All HH)		94.8%	52.6%	13.6%	66.7%	37.0%	29.6%	94.8%
%H (TV HH)			55.5%	14.3%	70.3%	39.1%	31.3%	
45 - 54	510	502	263	69	401	224	177	478
%V	19.3%	19.8%	24.0%	23.4%	20.1%	26.0%	15.6%	22.2%
%H (All HH)		98.4%	51.6%	13.5%	78.6%	43.9%	34.7%	93.7%
%H (TV HH)			52.4%	13.7%	79.9%	44.6%	35.3%	
55 - 64	436	429	203	54	356	178	179	365
%V	16.5%	16.9%	18.5%	18.3%	17.8%	20.7%	15.8%	16.9%
%H (All HH)		98.4%	46.6%	12.4%	81.7%	40.8%	41.1%	83.7%
%H (TV HH)			47.3%	12.6%	83.0%	41.5%	41.7%	
65 +	744	737	212	68	636	172	464	415
%V	28.2%	29.1%	19.3%	23.1%	31.8%	20.0%	40.8%	19.3%
%H (All HH)		99.1%	28.5%	9.1%	85.5%	23.1%	62.4%	55.8%
%H (TV HH)			28.8%	9.2%	86.3%	23.3%	63.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	2640	2533	1097	295	1997	861	1136	2154
%H (All HH)		95.9%	41.6%	11.2%	75.6%	32.6%	43.0%	81.6%
%H (TV HH)			43.3%	11.6%	78.8%	34.0%	44.8%	
1	817	761	199	63	627	137	491	473
%V	30.9%	30.0%	18.1%	21.4%	31.4%	15.9%	43.2%	22.0%
%H (All HH)		93.1%	24.4%	7.7%	76.7%	16.8%	60.1%	57.9%
%H (TV HH)			26.1%	8.3%	82.4%	18.0%	64.5%	
2	951	928	410	110	752	347	404	837
%V	36.0%	36.6%	37.4%	37.3%	37.7%	40.3%	35.6%	38.9%
%H (All HH)		97.6%	43.1%	11.6%	79.1%	36.5%	42.5%	88.0%
%H (TV HH)			44.2%	11.9%	81.0%	37.4%	43.5%	
3	391	380	213	59	286	172	114	377
%V	14.8%	15.0%	19.4%	20.0%	14.3%	20.0%	10.0%	17.5%
%H (All HH)		97.2%	54.5%	15.1%	73.1%	44.0%	29.2%	96.4%
%H (TV HH)			56.1%	15.5%	75.3%	45.3%	30.0%	
4	323	317	188	41	239	151	89	314
%V	12.2%	12.5%	17.1%	13.9%	12.0%	17.5%	7.8%	14.6%
%H (All HH)		98.1%	58.2%	12.7%	74.0%	46.7%	27.6%	97.2%
%H (TV HH)			59.3%	12.9%	75.4%	47.6%	28.1%	
5+	159	147	88	22	93	54	39	153
%V	6.0%	5.8%	8.0%	7.5%	4.7%	6.3%	3.4%	7.1%
%H (All HH)		92.5%	55.3%	13.8%	58.5%	34.0%	24.5%	96.2%
%H (TV HH)			59.9%	15.0%	63.3%	36.7%	26.5%	
Average HH size	2.29	2.30	2.64	2.53	2.23	2.62	1.94	2.50

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	2640	2533	1097	295	1997	861	1136	2154
%H (All HH)		95.9%	41.6%	11.2%	75.6%	32.6%	43.0%	81.6%
%H (TV HH)			43.3%	11.6%	78.8%	34.0%	44.8%	
Without	1971	1879	725	203	1537	593	945	1511
%V	74.7%	74.2%	66.1%	68.8%	77.0%	68.9%	83.2%	70.1%
%H (All HH)		95.3%	36.8%	10.3%	78.0%	30.1%	47.9%	76.7%
%H (TV HH)			38.6%	10.8%	81.8%	31.6%	50.3%	
With	668	654	372	92	460	268	192	643
%V	25.3%	25.8%	33.9%	31.2%	23.0%	31.1%	16.9%	29.9%
%H (All HH)		97.9%	55.7%	13.8%	68.9%	40.1%	28.7%	96.3%
%H (TV HH)			56.9%	14.1%	70.3%	41.0%	29.4%	
0 - 3	241	233	124	25	155	77	79	228
%V	9.1%	9.2%	11.3%	8.5%	7.8%	8.9%	7.0%	10.6%
%H (All HH)		96.7%	51.5%	10.4%	64.3%	32.0%	32.8%	94.6%
%H (TV HH)			53.2%	10.7%	66.5%	33.0%	33.9%	
4 - 9	337	332	193	41	230	134	97	322
%V	12.8%	13.1%	17.6%	13.9%	11.5%	15.6%	8.5%	14.9%
%H (All HH)		98.5%	57.3%	12.2%	68.2%	39.8%	28.8%	95.5%
%H (TV HH)			58.1%	12.3%	69.3%	40.4%	29.2%	
10 - 15	320	313	191	51	220	144	76	309
%V	12.1%	12.4%	17.4%	17.3%	11.0%	16.7%	6.7%	14.3%
%H (All HH)		97.8%	59.7%	15.9%	68.8%	45.0%	23.8%	96.6%
%H (TV HH)			61.0%	16.3%	70.3%	46.0%	24.3%	

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
January - December 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	2640	2533	1097	295	1997	861	1136	2154
%H (All HH)		95.9%	41.6%	11.2%	75.6%	32.6%	43.0%	81.6%
%H (TV HH)			43.3%	11.6%	78.8%	34.0%	44.8%	
1	985	985	323	97	705	161	544	712
%V	37.3%	38.9%	29.4%	32.9%	35.3%	18.7%	47.9%	33.1%
%H (All HH)		100.0%	32.8%	9.8%	71.6%	16.3%	55.2%	72.3%
%H (TV HH)			32.8%	9.8%	71.6%	16.3%	55.2%	
2	808	808	355	102	657	303	354	667
%V	30.6%	31.9%	32.4%	34.6%	32.9%	35.2%	31.2%	31.0%
%H (All HH)		100.0%	43.9%	12.6%	81.3%	37.5%	43.8%	82.5%
%H (TV HH)			43.9%	12.6%	81.3%	37.5%	43.8%	
3	411	411	217	50	344	196	149	373
%V	15.6%	16.2%	19.8%	16.9%	17.2%	22.8%	13.1%	17.3%
%H (All HH)		100.0%	52.8%	12.2%	83.7%	47.7%	36.3%	90.8%
%H (TV HH)			52.8%	12.2%	83.7%	47.7%	36.3%	
4	219	219	130	30	192	127	65	209
%V	8.3%	8.6%	11.9%	10.2%	9.6%	14.8%	5.7%	9.7%
%H (All HH)		100.0%	59.4%	13.7%	87.7%	58.0%	29.7%	95.4%
%H (TV HH)			59.4%	13.7%	87.7%	58.0%	29.7%	
5+	109	109	72	18	98	74	24	109
%V	4.1%	4.3%	6.6%	6.1%	4.9%	8.6%	2.1%	5.1%
%H (All HH)		100.0%	66.1%	16.5%	89.9%	67.9%	22.0%	100.0%
%H (TV HH)			66.1%	16.5%	89.9%	67.9%	22.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	2640	2533	1097	295	1997	861	1136	2154
%H (All HH)		95.9%	41.6%	11.2%	75.6%	32.6%	43.0%	81.6%
%H (TV HH)			43.3%	11.6%	78.8%	34.0%	44.8%	
Under 20"	411	411	186	54	356	180	176	344
%V	15.6%	16.2%	17.0%	18.3%	17.8%	20.9%	15.5%	16.0%
%H (All HH)		100.0%	45.3%	13.1%	86.6%	43.8%	42.8%	83.7%
%H (TV HH)			45.3%	13.1%	86.6%	43.8%	42.8%	
20" - 29"	808	808	345	95	685	312	374	655
%V	30.6%	31.9%	31.4%	32.2%	34.3%	36.2%	32.9%	30.4%
%H (All HH)		100.0%	42.7%	11.8%	84.8%	38.6%	46.3%	81.1%
%H (TV HH)			42.7%	11.8%	84.8%	38.6%	46.3%	
30" - 39"	1206	1206	539	150	963	440	523	1012
%V	45.7%	47.6%	49.1%	50.8%	48.2%	51.1%	46.0%	47.0%
%H (All HH)		100.0%	44.7%	12.4%	79.9%	36.5%	43.4%	83.9%
%H (TV HH)			44.7%	12.4%	79.9%	36.5%	43.4%	
40" and over	1434	1434	770	188	1100	608	492	1287
%V	54.3%	56.6%	70.2%	63.7%	55.1%	70.6%	43.3%	59.7%
%H (All HH)		100.0%	53.7%	13.1%	76.7%	42.4%	34.3%	89.7%
%H (TV HH)			53.7%	13.1%	76.7%	42.4%	34.3%	

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

January - December 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	2640	2533	1097	295	1997	861	1136	2154
%V (All HH)		95.9%	41.6%	11.2%	75.6%	32.6%	43.0%	81.6%
%H (TV HH)			43.3%	11.6%	78.8%	34.0%	44.8%	
Main living room	2509	2509	1088	293	1980	854	1126	2052
%V	95.0%	99.1%	99.2%	99.3%	99.1%	99.2%	99.1%	95.3%
%H (All HH)		100.0%	43.4%	11.7%	78.9%	34.0%	44.9%	81.8%
%H (TV HH)			43.4%	11.7%	78.9%	34.0%	44.9%	
Kitchen	305	305	161	29	283	163	119	266
%V	11.6%	12.0%	14.7%	9.8%	14.2%	18.9%	10.5%	12.3%
%H (All HH)		100.0%	52.8%	9.5%	92.8%	53.4%	39.0%	87.2%
%H (TV HH)			52.8%	9.5%	92.8%	53.4%	39.0%	
Adult's bedroom	1183	1183	597	157	995	549	447	1040
%V	44.8%	46.7%	54.4%	53.2%	49.8%	63.8%	39.3%	48.3%
%H (All HH)		100.0%	50.5%	13.3%	84.1%	46.4%	37.8%	87.9%
%H (TV HH)			50.5%	13.3%	84.1%	46.4%	37.8%	
Child's bedroom	294	294	175	44	222	143	79	286
%V	11.1%	11.6%	16.0%	14.9%	11.1%	16.6%	7.0%	13.3%
%H (All HH)		100.0%	59.5%	15.0%	75.5%	48.6%	26.9%	97.3%
%H (TV HH)			59.5%	15.0%	75.5%	48.6%	26.9%	
Other bedroom	161	161	101	17	140	94	47	152
%V	6.1%	6.4%	9.2%	5.8%	7.0%	10.9%	4.1%	7.1%
%H (All HH)		100.0%	62.7%	10.6%	87.0%	58.4%	29.2%	94.4%
%H (TV HH)			62.7%	10.6%	87.0%	58.4%	29.2%	
Second living/dining room	254	254	127	42	211	122	89	229
%V	9.6%	10.0%	11.6%	14.2%	10.6%	14.2%	7.8%	10.6%
%H (All HH)		100.0%	50.0%	16.5%	83.1%	48.0%	35.0%	90.2%
%H (TV HH)			50.0%	16.5%	83.1%	48.0%	35.0%	
Study/office	38	38	23	5	29	19	10	37
%V	1.4%	1.5%	2.1%	1.7%	1.5%	2.2%	0.9%	1.7%
%H (All HH)		100.0%	60.5%	13.2%	76.3%	50.0%	26.3%	97.4%
%H (TV HH)			60.5%	13.2%	76.3%	50.0%	26.3%	
TV room	18	18	10	4	16	11	4	18
%V	0.7%	0.7%	0.9%	1.4%	0.8%	1.3%	0.4%	0.8%
%H (All HH)		100.0%	55.6%	22.2%	88.9%	61.1%	22.2%	100.0%
%H (TV HH)			55.6%	22.2%	88.9%	61.1%	22.2%	
Conservatory	97	97	56	8	88	54	34	90
%V	3.7%	3.8%	5.1%	2.7%	4.4%	6.3%	3.0%	4.2%
%H (All HH)		100.0%	57.7%	8.2%	90.7%	55.7%	35.1%	92.8%
%H (TV HH)			57.7%	8.2%	90.7%	55.7%	35.1%	
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	7	7	2	1	6	2	3	6
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%	0.3%	0.3%
%H (All HH)		100.0%	28.6%	14.3%	85.7%	28.6%	42.9%	85.7%
%H (TV HH)			28.6%	14.3%	85.7%	28.6%	42.9%	
Other	30	30	17	3	29	19	10	27
%V	1.1%	1.2%	1.5%	1.0%	1.5%	2.2%	0.9%	1.3%
%H (All HH)		100.0%	56.7%	10.0%	96.7%	63.3%	33.3%	90.0%
%H (TV HH)			56.7%	10.0%	96.7%	63.3%	33.3%	

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

January - December 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	2640	2533	1097	295	1997	861	1136	2154
%H (All HH)		95.9%	41.6%	11.2%	75.6%	32.6%	43.0%	81.6%
%H (TV HH)			43.3%	11.6%	78.8%	34.0%	44.8%	
Any DSAT provider	1097	1097	1097	41	717	717	0	1017
%V	41.6%	43.3%	100.0%	13.9%	35.9%	83.3%	0.0%	47.2%
%H (All HH)			100.0%	3.7%	65.4%	65.4%	0.0%	92.7%
%H (TV HH)			100.0%	3.7%	65.4%	65.4%	0.0%	
Sky with subcription	905	905	905	29	592	592	0	842
%V	34.3%	35.7%	82.5%	9.8%	29.6%	68.8%	0.0%	39.1%
%H (All HH)			100.0%	3.2%	65.4%	65.4%	0.0%	93.0%
%H (TV HH)			100.0%	3.2%	65.4%	65.4%	0.0%	
Sky without subcription	62	62	62	3	36	36	0	55
%V	2.3%	2.4%	5.7%	1.0%	1.8%	4.2%	0.0%	2.6%
%H (All HH)			100.0%	4.8%	58.1%	58.1%	0.0%	88.7%
%H (TV HH)			100.0%	4.8%	58.1%	58.1%	0.0%	
Freesat	148	148	148	14	110	110	0	140
%V	5.6%	5.8%	13.5%	4.7%	5.5%	12.8%	0.0%	6.5%
%H (All HH)			100.0%	9.5%	74.3%	74.3%	0.0%	94.6%
%H (TV HH)			100.0%	9.5%	74.3%	74.3%	0.0%	
Other satellite provider	55	55	55	7	33	33	0	50
%V	2.1%	2.2%	5.0%	2.4%	1.7%	3.8%	0.0%	2.3%
%H (All HH)			100.0%	12.7%	60.0%	60.0%	0.0%	90.9%
%H (TV HH)			100.0%	12.7%	60.0%	60.0%	0.0%	
DCAB	295	295	41	295	166	166	0	274
%V	11.2%	11.6%	3.7%	100.0%	8.3%	19.3%	0.0%	12.7%
%H (All HH)			13.9%	100.0%	56.3%	56.3%	0.0%	92.9%
%H (TV HH)			13.9%	100.0%	56.3%	56.3%	0.0%	
DTT	1997	1997	717	166	1997	861	1136	1590
%V	75.6%	78.8%	65.4%	56.3%	100.0%	100.0%	100.0%	73.8%
%H (All HH)		100.0%	35.9%	8.3%	100.0%	43.1%	56.9%	79.6%
%H (TV HH)			35.9%	8.3%	100.0%	43.1%	56.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

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	2640	2533	1097	295	1997	861	1136	2154
%H (All HH)		95.9%	41.6%	11.2%	75.6%	32.6%	43.0%	81.6%
%H (TV HH)			43.3%	11.6%	78.8%	34.0%	44.8%	
PVR	1562	1562	978	251	1148	778	370	1430
%V	59.2%	61.7%	89.2%	85.1%	57.5%	90.4%	32.6%	66.4%
%H (All HH)		100.0%	62.6%	16.1%	73.5%	49.8%	23.7%	91.5%
%H (TV HH)			62.6%	16.1%	73.5%	49.8%	23.7%	
DVDR	61	61	29	6	54	28	26	50
%V	2.3%	2.4%	2.6%	2.0%	2.7%	3.3%	2.3%	2.3%
%H (All HH)		100.0%	47.5%	9.8%	88.5%	45.9%	42.6%	82.0%
%H (TV HH)			47.5%	9.8%	88.5%	45.9%	42.6%	
VCR	57	57	24	5	48	20	29	39
%V	2.2%	2.3%	2.2%	1.7%	2.4%	2.3%	2.6%	1.8%
%H (All HH)		100.0%	42.1%	8.8%	84.2%	35.1%	50.9%	68.4%
%H (TV HH)			42.1%	8.8%	84.2%	35.1%	50.9%	
Any recorder	1610	1610	986	251	1192	783	409	1455
%V	61.0%	63.6%	89.9%	85.1%	59.7%	90.9%	36.0%	67.5%
%H (All HH)		100.0%	61.2%	15.6%	74.0%	48.6%	25.4%	90.4%
%H (TV HH)			61.2%	15.6%	74.0%	48.6%	25.4%	
Receives HDTV (via STB or built-in reception)	1493	1493	820	228	1148	673	475	1372
%V	56.6%	58.9%	74.7%	77.3%	57.5%	78.2%	41.8%	63.7%
%H (All HH)		100.0%	54.9%	15.3%	76.9%	45.1%	31.8%	91.9%
%H (TV HH)			54.9%	15.3%	76.9%	45.1%	31.8%	
DVD/Blu-ray player or recorder	1757	1757	822	219	1390	678	712	1530
%V	66.6%	69.4%	74.9%	74.2%	69.6%	78.7%	62.7%	71.0%
%H (All HH)		100.0%	46.8%	12.5%	79.1%	38.6%	40.5%	87.1%
%H (TV HH)			46.8%	12.5%	79.1%	38.6%	40.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

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	2640	2533	1097	295	1997	861	1136	2154
%H (All HH)		95.9%	41.6%	11.2%	75.6%	32.6%	43.0%	81.6%
%H (TV HH)			43.3%	11.6%	78.8%	34.0%	44.8%	
Has broadband internet	2154	2071	1017	274	1590	811	780	2154
%V	81.6%	81.8%	92.7%	92.9%	79.6%	94.2%	68.7%	100.0%
%H (All HH)		96.1%	47.2%	12.7%	73.8%	37.7%	36.2%	100.0%
%H (TV HH)			49.1%	13.2%	76.8%	39.2%	37.7%	
Number of computers (PCs and laptops)								
0	575	542	112	30	463	67	396	118
%V	21.8%	21.4%	10.2%	10.2%	23.2%	7.8%	34.9%	5.5%
%H (All HH)		94.3%	19.5%	5.2%	80.5%	11.7%	68.9%	20.5%
%H (TV HH)			20.7%	5.5%	85.4%	12.4%	73.1%	
1	691	658	264	80	509	201	307	672
%V	26.2%	26.0%	24.1%	27.1%	25.5%	23.3%	27.0%	31.2%
%H (All HH)		95.2%	38.2%	11.6%	73.7%	29.1%	44.4%	97.3%
%H (TV HH)			40.1%	12.2%	77.4%	30.5%	46.7%	
2	625	603	300	79	463	239	224	617
%V	23.7%	23.8%	27.3%	26.8%	23.2%	27.8%	19.7%	28.6%
%H (All HH)		96.5%	48.0%	12.6%	74.1%	38.2%	35.8%	98.7%
%H (TV HH)			49.8%	13.1%	76.8%	39.6%	37.1%	
3	362	354	201	52	272	167	105	360
%V	13.7%	14.0%	18.3%	17.6%	13.6%	19.4%	9.2%	16.7%
%H (All HH)		97.8%	55.5%	14.4%	75.1%	46.1%	29.0%	99.4%
%H (TV HH)			56.8%	14.7%	76.8%	47.2%	29.7%	
4	195	192	111	27	147	91	55	195
%V	7.4%	7.6%	10.1%	9.2%	7.4%	10.6%	4.8%	9.1%
%H (All HH)		98.5%	56.9%	13.8%	75.4%	46.7%	28.2%	100.0%
%H (TV HH)			57.8%	14.1%	76.6%	47.4%	28.6%	
5+	193	184	109	27	144	95	49	192
%V	7.3%	7.3%	9.9%	9.2%	7.2%	11.0%	4.3%	8.9%
%H (All HH)		95.3%	56.5%	14.0%	74.6%	49.2%	25.4%	99.5%
%H (TV HH)			59.2%	14.7%	78.3%	51.6%	26.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	5300	2598	663	4350	2265	2085	4593
%H		49.0%	12.5%	82.1%	42.7%	39.3%	86.7%
Under 20"	533	261	73	462	255	208	462
%V	10.1%	10.0%	11.0%	10.6%	11.3%	10.0%	10.1%
%H		49.0%	13.7%	86.7%	47.8%	39.0%	86.7%
20" - 29"	1054	468	127	911	440	471	878
%V	19.9%	18.0%	19.2%	20.9%	19.4%	22.6%	19.1%
%H		44.4%	12.0%	86.4%	41.7%	44.7%	83.3%
30" - 39"	1528	731	192	1230	613	617	1315
%V	28.8%	28.1%	29.0%	28.3%	27.1%	29.6%	28.6%
%H		47.8%	12.6%	80.5%	40.1%	40.4%	86.1%
40" and over	1823	1017	244	1416	831	585	1660
%V	34.4%	39.1%	36.8%	32.6%	36.7%	28.1%	36.1%
%H		55.8%	13.4%	77.7%	45.6%	32.1%	91.1%
Don't know	363	120	27	332	128	204	277
%V	6.8%	4.6%	4.1%	7.6%	5.7%	9.8%	6.0%
%H		33.1%	7.4%	91.5%	35.3%	56.2%	76.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	5300	2598	663	4350	2265	2085	4593
%H		49.0%	12.5%	82.1%	42.7%	39.3%	86.7%
Main living room	2525	1098	294	1995	863	1132	2066
%V	47.6%	42.3%	44.3%	45.9%	38.1%	54.3%	45.0%
%H		43.5%	11.6%	79.0%	34.2%	44.8%	81.8%
Kitchen	305	161	29	283	163	119	266
%V	5.8%	6.2%	4.4%	6.5%	7.2%	5.7%	5.8%
%H		52.8%	9.5%	92.8%	53.4%	39.0%	87.2%
Adult's bedroom	1440	744	196	1222	698	524	1287
%V	27.2%	28.6%	29.6%	28.1%	30.8%	25.1%	28.0%
%H		51.7%	13.6%	84.9%	48.5%	36.4%	89.4%
Child's bedroom	382	229	58	293	192	101	373
%V	7.2%	8.8%	8.7%	6.7%	8.5%	4.8%	8.1%
%H		59.9%	15.2%	76.7%	50.3%	26.4%	97.6%
Other bedroom	187	119	20	163	110	53	177
%V	3.5%	4.6%	3.0%	3.7%	4.9%	2.5%	3.9%
%H		63.6%	10.7%	87.2%	58.8%	28.3%	94.7%
Second living/dining room	260	129	43	215	124	91	234
%V	4.9%	5.0%	6.5%	4.9%	5.5%	4.4%	5.1%
%H		49.6%	16.5%	82.7%	47.7%	35.0%	90.0%
Study/office	38	24	5	30	20	10	38
%V	0.7%	0.9%	0.8%	0.7%	0.9%	0.5%	0.8%
%H		63.2%	13.2%	78.9%	52.6%	26.3%	100.0%
TV room	18	10	4	16	11	4	18
%V	0.3%	0.4%	0.6%	0.4%	0.5%	0.2%	0.4%
%H		55.6%	22.2%	88.9%	61.1%	22.2%	100.0%
Conservatory	98	57	8	89	54	34	91
%V	1.8%	2.2%	1.2%	2.0%	2.4%	1.6%	2.0%
%H		58.2%	8.2%	90.8%	55.1%	34.7%	92.9%
Attic or loft room	7	5	1	6	5	1	7
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.2%
%H		71.4%	14.3%	85.7%	71.4%	14.3%	100.0%
No specific location	7	2	1	6	2	3	6
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		28.6%	14.3%	85.7%	28.6%	42.9%	85.7%
Other	33	19	3	32	21	11	30
%V	0.6%	0.7%	0.5%	0.7%	0.9%	0.5%	0.7%
%H		57.6%	9.1%	97.0%	63.6%	33.3%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	5300	2598	663	4350	2265	2085	4593
%H		49.0%	12.5%	82.1%	42.7%	39.3%	86.7%
PVR	2071	1382	336	1482	1073	409	1923
%V	39.1%	53.2%	50.7%	34.1%	47.4%	19.6%	41.9%
%H		66.7%	16.2%	71.6%	51.8%	19.7%	92.9%
DVDR	63	31	6	55	29	26	52
%V	1.2%	1.2%	0.9%	1.3%	1.3%	1.2%	1.1%
%H		49.2%	9.5%	87.3%	46.0%	41.3%	82.5%
VCR	60	25	5	51	21	31	41
%V	1.1%	1.0%	0.8%	1.2%	0.9%	1.5%	0.9%
%H		41.7%	8.3%	85.0%	35.0%	51.7%	68.3%
Any recorder	2132	1399	337	1538	1086	452	1959
%V	40.2%	53.8%	50.8%	35.4%	47.9%	21.7%	42.7%
%H		65.6%	15.8%	72.1%	50.9%	21.2%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5300	2598	663	4350	2265	2085	4593
%H		49.0%	12.5%	82.1%	42.7%	39.3%	86.7%
Receives HDTV (via STB or built-in reception)	2218	1269	359	1744	1093	651	2074
%V	41.8%	48.8%	54.1%	40.1%	48.3%	31.2%	45.2%
%H		57.2%	16.2%	78.6%	49.3%	29.4%	93.5%
DVD/Blu-ray player or recorder	2630	1327	335	2108	1131	977	2354
%V	49.6%	51.1%	50.5%	48.5%	49.9%	46.9%	51.3%
%H		50.5%	12.7%	80.2%	43.0%	37.1%	89.5%

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	2532	1097	295	1996	861	1136	2071
%H		43.3%	11.7%	78.8%	34.0%	44.9%	81.8%
Under 20"	28	4	2	23	2	20	17
%V	1.1%	0.4%	0.7%	1.2%	0.2%	1.8%	0.8%
%H		14.3%	7.1%	82.1%	7.1%	71.4%	60.7%
20" - 29"	212	54	21	174	39	135	130
%V	8.4%	4.9%	7.1%	8.7%	4.5%	11.9%	6.3%
%H		25.5%	9.9%	82.1%	18.4%	63.7%	61.3%
30" - 39"	727	256	79	576	192	384	563
%V	28.7%	23.3%	26.8%	28.9%	22.3%	33.8%	27.2%
%H		35.2%	10.9%	79.2%	26.4%	52.8%	77.4%
40" and over	1378	735	182	1053	578	476	1235
%V	54.4%	67.0%	61.7%	52.8%	67.1%	41.9%	59.6%
%H		53.3%	13.2%	76.4%	41.9%	34.5%	89.6%
Don't know	187	49	10	170	49	120	127
%V	7.4%	4.5%	3.4%	8.5%	5.7%	10.6%	6.1%
%H		26.2%	5.3%	90.9%	26.2%	64.2%	67.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2532	1097	295	1996	861	1136	2071
%H		43.3%	11.7%	78.8%	34.0%	44.9%	81.8%
PVR	1525	965	244	1113	762	351	1395
%V	60.2%	88.0%	82.7%	55.8%	88.5%	30.9%	67.4%
%H		63.3%	16.0%	73.0%	50.0%	23.0%	91.5%
DVDR	49	22	5	43	22	21	40
%V	1.9%	2.0%	1.7%	2.2%	2.6%	1.8%	1.9%
%H		44.9%	10.2%	87.8%	44.9%	42.9%	81.6%
VCR	45	18	5	37	14	23	31
%V	1.8%	1.6%	1.7%	1.9%	1.6%	2.0%	1.5%
%H		40.0%	11.1%	82.2%	31.1%	51.1%	68.9%
Any recorder	1566	974	244	1150	767	383	1417
%V	61.8%	88.8%	82.7%	57.6%	89.1%	33.7%	68.4%
%H		62.2%	15.6%	73.4%	49.0%	24.5%	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	2532	1097	295	1996	861	1136	2071
%H		43.3%	11.7%	78.8%	34.0%	44.9%	81.8%
Receives HDTV (via STB or built-in reception)	1444	800	222	1104	652	452	1330
%V	57.0%	72.9%	75.3%	55.3%	75.7%	39.8%	64.2%
%H		55.4%	15.4%	76.5%	45.2%	31.3%	92.1%
DVD/Blu-ray player or recorder	1564	728	190	1237	596	641	1354
%V	61.8%	66.4%	64.4%	62.0%	69.2%	56.4%	65.4%
%H		46.5%	12.1%	79.1%	38.1%	41.0%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2768	1500	368	2354	1405	949	2521
%H		54.2%	13.3%	85.0%	50.8%	34.3%	91.1%
Under 20"	505	258	71	440	252	187	445
%V	18.2%	17.2%	19.3%	18.7%	17.9%	19.7%	17.7%
%H		51.1%	14.1%	87.1%	49.9%	37.0%	88.1%
20" - 29"	842	414	105	737	400	336	749
%V	30.4%	27.6%	28.5%	31.3%	28.5%	35.4%	29.7%
%H		49.2%	12.5%	87.5%	47.5%	39.9%	89.0%
30" - 39"	801	476	113	654	421	233	752
%V	28.9%	31.7%	30.7%	27.8%	30.0%	24.6%	29.8%
%H		59.4%	14.1%	81.6%	52.6%	29.1%	93.9%
40" and over	445	282	62	362	253	109	425
%V	16.1%	18.8%	16.8%	15.4%	18.0%	11.5%	16.9%
%H		63.4%	13.9%	81.3%	56.9%	24.5%	95.5%
Don't know	176	70	17	162	78	84	150
%V	6.4%	4.7%	4.6%	6.9%	5.6%	8.9%	6.0%
%H		39.8%	9.7%	92.0%	44.3%	47.7%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2768	1500	368	2354	1405	949	2521
%H		54.2%	13.3%	85.0%	50.8%	34.3%	91.1%
PVR	546	417	92	370	312	58	528
%V	19.7%	27.8%	25.0%	15.7%	22.2%	6.1%	20.9%
%H		76.4%	16.8%	67.8%	57.1%	10.6%	96.7%
DVDR	15	9	1	13	8	5	12
%V	0.5%	0.6%	0.3%	0.6%	0.6%	0.5%	0.5%
%H		60.0%	6.7%	86.7%	53.3%	33.3%	80.0%
VCR	15	6	1	15	7	8	10
%V	0.5%	0.4%	0.3%	0.6%	0.5%	0.8%	0.4%
%H		40.0%	6.7%	100.0%	46.7%	53.3%	66.7%
Any recorder	566	425	93	388	319	69	542
%V	20.4%	28.3%	25.3%	16.5%	22.7%	7.3%	21.5%
%H		75.1%	16.4%	68.6%	56.4%	12.2%	95.8%

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	2768	1500	368	2354	1405	949	2521
%H		54.2%	13.3%	85.0%	50.8%	34.3%	91.1%
Receives HDTV (via STB or built-in reception)	773	468	138	640	441	199	744
%V	27.9%	31.2%	37.5%	27.2%	31.4%	21.0%	29.5%
%H		60.5%	17.9%	82.8%	57.1%	25.7%	96.2%
DVD/Blu-ray player or recorder	1067	600	144	871	535	336	1000
%V	38.5%	40.0%	39.1%	37.0%	38.1%	35.4%	39.7%
%H		56.2%	13.5%	81.6%	50.1%	31.5%	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
January - December 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	6057	5837	2899	747	4456	2251	2204	5381
%H		96.4%	47.9%	12.3%	73.6%	37.2%	36.4%	88.8%
Total Children	1162	1132	664	150	777	456	321	1108
%V	19.2%	19.4%	22.9%	20.1%	17.4%	20.3%	14.6%	20.6%
%H		97.4%	57.1%	12.9%	66.9%	39.2%	27.6%	95.4%
0 - 3	293	283	151	29	191	94	97	273
%V	4.8%	4.8%	5.2%	3.9%	4.3%	4.2%	4.4%	5.1%
%H		96.6%	51.5%	9.9%	65.2%	32.1%	33.1%	93.2%
4 - 15	869	850	513	121	586	362	224	836
%V	14.3%	14.6%	17.7%	16.2%	13.2%	16.1%	10.2%	15.5%
%H		97.8%	59.0%	13.9%	67.4%	41.7%	25.8%	96.2%
4 - 9	457	449	267	55	310	183	126	438
%V	7.5%	7.7%	9.2%	7.4%	7.0%	8.1%	5.7%	8.1%
%H		98.2%	58.4%	12.0%	67.8%	40.0%	27.6%	95.8%
10 - 15	412	400	247	65	276	179	97	397
%V	6.8%	6.9%	8.5%	8.7%	6.2%	8.0%	4.4%	7.4%
%H		97.1%	60.0%	15.8%	67.0%	43.4%	23.5%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	6057	5837	2899	747	4456	2251	2204	5381
%H		96.4%	47.9%	12.3%	73.6%	37.2%	36.4%	88.8%
Total Adults (16+)	4896	4704	2235	597	3679	1795	1883	4272
%V	80.8%	80.6%	77.1%	79.9%	82.6%	79.7%	85.4%	79.4%
%H		96.1%	45.6%	12.2%	75.1%	36.7%	38.5%	87.3%
16 - 19	290	257	127	38	201	113	88	286
%V	4.8%	4.4%	4.4%	5.1%	4.5%	5.0%	4.0%	5.3%
%H		88.6%	43.8%	13.1%	69.3%	39.0%	30.3%	98.6%
20 - 24	397	344	150	46	256	118	138	381
%V	6.6%	5.9%	5.2%	6.2%	5.7%	5.2%	6.3%	7.1%
%H		86.6%	37.8%	11.6%	64.5%	29.7%	34.8%	96.0%
25 - 34	788	739	373	94	511	259	252	755
%V	13.0%	12.7%	12.9%	12.6%	11.5%	11.5%	11.4%	14.0%
%H		93.8%	47.3%	11.9%	64.8%	32.9%	32.0%	95.8%
35 - 44	728	698	411	92	492	290	202	694
%V	12.0%	12.0%	14.2%	12.3%	11.0%	12.9%	9.2%	12.9%
%H		95.9%	56.5%	12.6%	67.6%	39.8%	27.7%	95.3%
45 - 54	843	833	447	119	661	385	276	802
%V	13.9%	14.3%	15.4%	15.9%	14.8%	17.1%	12.5%	14.9%
%H		98.8%	53.0%	14.1%	78.4%	45.7%	32.7%	95.1%
55 - 64	749	741	356	100	619	322	297	661
%V	12.4%	12.7%	12.3%	13.4%	13.9%	14.3%	13.5%	12.3%
%H		98.9%	47.5%	13.4%	82.6%	43.0%	39.7%	88.3%
65+	1101	1093	369	108	940	309	630	694
%V	18.2%	18.7%	12.7%	14.5%	21.1%	13.7%	28.6%	12.9%
%H		99.3%	33.5%	9.8%	85.4%	28.1%	57.2%	63.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)		4896	4704	2235	597	3679	1795	1883	4272
	%H		96.1%	45.6%	12.2%	75.1%	36.7%	38.5%	87.3%
AB		1024	997	508	138	777	405	372	984
	%V	20.9%	21.2%	22.7%	23.1%	21.1%	22.6%	19.8%	23.0%
	%H		97.4%	49.6%	13.5%	75.9%	39.6%	36.3%	96.1%
C1		1445	1356	671	166	1079	561	518	1351
	%V	29.5%	28.8%	30.0%	27.8%	29.3%	31.3%	27.5%	31.6%
	%H		93.8%	46.4%	11.5%	74.7%	38.8%	35.8%	93.5%
C2		1107	1098	556	137	865	458	406	970
	%V	22.6%	23.3%	24.9%	22.9%	23.5%	25.5%	21.6%	22.7%
	%H		99.2%	50.2%	12.4%	78.1%	41.4%	36.7%	87.6%
D		862	824	364	108	624	276	348	706
	%V	17.6%	17.5%	16.3%	18.1%	17.0%	15.4%	18.5%	16.5%
	%H		95.6%	42.2%	12.5%	72.4%	32.0%	40.4%	81.9%
E		458	429	136	49	334	95	239	261
	%V	9.4%	9.1%	6.1%	8.2%	9.1%	5.3%	12.7%	6.1%
	%H		93.7%	29.7%	10.7%	72.9%	20.7%	52.2%	57.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	4896	4704	2235	597	3679	1795	1883	4272
%H		96.1%	45.6%	12.2%	75.1%	36.7%	38.5%	87.3%
Working full time	2209	2155	1167	293	1621	918	703	2132
%V	45.1%	45.8%	52.2%	49.1%	44.1%	51.1%	37.3%	49.9%
%H		97.6%	52.8%	13.3%	73.4%	41.6%	31.8%	96.5%
Working part time	476	466	223	65	376	197	179	455
%V	9.7%	9.9%	10.0%	10.9%	10.2%	11.0%	9.5%	10.7%
%H		97.9%	46.8%	13.7%	79.0%	41.4%	37.6%	95.6%
Not working	2211	2083	845	239	1682	680	1002	1686
%V	45.2%	44.3%	37.8%	40.0%	45.7%	37.9%	53.2%	39.5%
%H		94.2%	38.2%	10.8%	76.1%	30.8%	45.3%	76.3%
Housewife/Houseperson	2640	2533	1097	295	1997	861	1136	2154
%V	53.9%	53.8%	49.1%	49.4%	54.3%	48.0%	60.3%	50.4%
%H		95.9%	41.6%	11.2%	75.6%	32.6%	43.0%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2305	1130	289	1793	909	884	2124
%H		96.2%	47.2%	12.1%	74.9%	38.0%	36.9%	88.7%
16 - 19	150	139	76	18	108	63	44	147
%V	6.3%	6.0%	6.7%	6.2%	6.0%	6.9%	5.0%	6.9%
%H		92.7%	50.7%	12.0%	72.0%	42.0%	29.3%	98.0%
20 - 24	200	182	84	25	132	67	65	192
%V	8.4%	7.9%	7.4%	8.7%	7.4%	7.4%	7.4%	9.0%
%H		91.0%	42.0%	12.5%	66.0%	33.5%	32.5%	96.0%
25 - 34	389	364	186	47	253	133	120	372
%V	16.2%	15.8%	16.5%	16.3%	14.1%	14.6%	13.6%	17.5%
%H		93.6%	47.8%	12.1%	65.0%	34.2%	30.8%	95.6%
35 - 44	366	346	209	43	242	146	95	343
%V	15.3%	15.0%	18.5%	14.9%	13.5%	16.1%	10.7%	16.1%
%H		94.5%	57.1%	11.7%	66.1%	39.9%	26.0%	93.7%
45 - 54	411	403	213	55	317	181	136	387
%V	17.2%	17.5%	18.8%	19.0%	17.7%	19.9%	15.4%	18.2%
%H		98.1%	51.8%	13.4%	77.1%	44.0%	33.1%	94.2%
55 - 64	372	369	177	51	310	162	148	339
%V	15.5%	16.0%	15.7%	17.6%	17.3%	17.8%	16.7%	16.0%
%H		99.2%	47.6%	13.7%	83.3%	43.5%	39.8%	91.1%
65+	507	501	184	50	432	157	275	344
%V	21.2%	21.7%	16.3%	17.3%	24.1%	17.3%	31.1%	16.2%
%H		98.8%	36.3%	9.9%	85.2%	31.0%	54.2%	67.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2305	1130	289	1793	909	884	2124
	%H		96.2%	47.2%	12.1%	74.9%	38.0%	36.9%	88.7%
AB		526	513	266	68	397	208	189	508
	%V	22.0%	22.3%	23.5%	23.5%	22.1%	22.9%	21.4%	23.9%
	%H		97.5%	50.6%	12.9%	75.5%	39.5%	35.9%	96.6%
C1		665	635	327	76	510	280	230	636
	%V	27.8%	27.5%	28.9%	26.3%	28.4%	30.8%	26.0%	29.9%
	%H		95.5%	49.2%	11.4%	76.7%	42.1%	34.6%	95.6%
C2		602	598	301	72	468	246	222	522
	%V	25.1%	25.9%	26.6%	24.9%	26.1%	27.1%	25.1%	24.6%
	%H		99.3%	50.0%	12.0%	77.7%	40.9%	36.9%	86.7%
D		413	387	184	49	287	136	152	352
	%V	17.2%	16.8%	16.3%	17.0%	16.0%	15.0%	17.2%	16.6%
	%H		93.7%	44.6%	11.9%	69.5%	32.9%	36.8%	85.2%
E		188	172	52	24	130	39	91	106
	%V	7.8%	7.5%	4.6%	8.3%	7.3%	4.3%	10.3%	5.0%
	%H		91.5%	27.7%	12.8%	69.1%	20.7%	48.4%	56.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2305	1130	289	1793	909	884	2124
%H		96.2%	47.2%	12.1%	74.9%	38.0%	36.9%	88.7%
Working full time	1371	1335	749	171	1003	589	414	1320
%V	57.2%	57.9%	66.3%	59.2%	55.9%	64.8%	46.8%	62.1%
%H		97.4%	54.6%	12.5%	73.2%	43.0%	30.2%	96.3%
Working part time	89	87	42	12	69	35	34	83
%V	3.7%	3.8%	3.7%	4.2%	3.8%	3.9%	3.8%	3.9%
%H		97.8%	47.2%	13.5%	77.5%	39.3%	38.2%	93.3%
Not working	935	883	339	107	721	285	436	721
%V	39.0%	38.3%	30.0%	37.0%	40.2%	31.4%	49.3%	33.9%
%H		94.4%	36.3%	11.4%	77.1%	30.5%	46.6%	77.1%
Housewife/Houseperson	553	509	175	46	404	125	280	396
%V	23.1%	22.1%	15.5%	15.9%	22.5%	13.8%	31.7%	18.6%
%H		92.0%	31.6%	8.3%	73.1%	22.6%	50.6%	71.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2501	2400	1105	308	1886	887	999	2148
%H		96.0%	44.2%	12.3%	75.4%	35.5%	39.9%	85.9%
16 - 19	141	118	51	19	93	50	43	139
%V	5.6%	4.9%	4.6%	6.2%	4.9%	5.6%	4.3%	6.5%
%H		83.7%	36.2%	13.5%	66.0%	35.5%	30.5%	98.6%
20 - 24	197	162	67	22	124	51	73	189
%V	7.9%	6.8%	6.1%	7.1%	6.6%	5.7%	7.3%	8.8%
%H		82.2%	34.0%	11.2%	62.9%	25.9%	37.1%	95.9%
25 - 34	399	375	188	47	258	127	131	383
%V	16.0%	15.6%	17.0%	15.3%	13.7%	14.3%	13.1%	17.8%
%H		94.0%	47.1%	11.8%	64.7%	31.8%	32.8%	96.0%
35 - 44	361	352	201	49	250	143	107	351
%V	14.4%	14.7%	18.2%	15.9%	13.3%	16.1%	10.7%	16.3%
%H		97.5%	55.7%	13.6%	69.3%	39.6%	29.6%	97.2%
45 - 54	433	430	234	64	344	204	139	414
%V	17.3%	17.9%	21.2%	20.8%	18.2%	23.0%	13.9%	19.3%
%H		99.3%	54.0%	14.8%	79.4%	47.1%	32.1%	95.6%
55 - 64	376	372	179	49	309	159	149	322
%V	15.0%	15.5%	16.2%	15.9%	16.4%	17.9%	14.9%	15.0%
%H		98.9%	47.6%	13.0%	82.2%	42.3%	39.6%	85.6%
65+	594	592	185	58	508	152	356	350
%V	23.8%	24.7%	16.7%	18.8%	26.9%	17.1%	35.6%	16.3%
%H		99.7%	31.1%	9.8%	85.5%	25.6%	59.9%	58.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2501	2400	1105	308	1886	887	999	2148
%H		96.0%	44.2%	12.3%	75.4%	35.5%	39.9%	85.9%
AB	498	484	241	70	380	197	183	476
%V	19.9%	20.2%	21.8%	22.7%	20.1%	22.2%	18.3%	22.2%
%H		97.2%	48.4%	14.1%	76.3%	39.6%	36.7%	95.6%
C1	780	722	344	90	569	281	288	716
%V	31.2%	30.1%	31.1%	29.2%	30.2%	31.7%	28.8%	33.3%
%H		92.6%	44.1%	11.5%	72.9%	36.0%	36.9%	91.8%
C2	505	501	255	65	396	212	184	447
%V	20.2%	20.9%	23.1%	21.1%	21.0%	23.9%	18.4%	20.8%
%H		99.2%	50.5%	12.9%	78.4%	42.0%	36.4%	88.5%
D	449	437	180	58	337	140	196	354
%V	18.0%	18.2%	16.3%	18.8%	17.9%	15.8%	19.6%	16.5%
%H		97.3%	40.1%	12.9%	75.1%	31.2%	43.7%	78.8%
E	270	257	84	25	203	56	148	155
%V	10.8%	10.7%	7.6%	8.1%	10.8%	6.3%	14.8%	7.2%
%H		95.2%	31.1%	9.3%	75.2%	20.7%	54.8%	57.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2016

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2501	2400	1105	308	1886	887	999	2148
%H		96.0%	44.2%	12.3%	75.4%	35.5%	39.9%	85.9%
Working full time	838	820	418	123	618	329	288	811
%V	33.5%	34.2%	37.8%	39.9%	32.8%	37.1%	28.8%	37.8%
%H		97.9%	49.9%	14.7%	73.7%	39.3%	34.4%	96.8%
Working part time	387	379	182	53	306	161	145	372
%V	15.5%	15.8%	16.5%	17.2%	16.2%	18.2%	14.5%	17.3%
%H		97.9%	47.0%	13.7%	79.1%	41.6%	37.5%	96.1%
Not working	1276	1200	505	132	962	396	566	965
%V	51.0%	50.0%	45.7%	42.9%	51.0%	44.6%	56.7%	44.9%
%H		94.0%	39.6%	10.3%	75.4%	31.0%	44.4%	75.6%
Housewife/Houseperson	2086	2023	922	249	1592	736	856	1758
%V	83.4%	84.3%	83.4%	80.8%	84.4%	83.0%	85.7%	81.8%
%H		97.0%	44.2%	11.9%	76.3%	35.3%	41.0%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 2016

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1531	1491	612	214	1097	450	646	1244
%H (All HH)		97.4%	40.0%	14.0%	71.7%	29.4%	42.2%	81.3%
%H (TV HH)			41.0%	14.4%	73.6%	30.2%	43.3%	
AB	369	363	168	49	263	119	143	345
%V	24.1%	24.3%	27.5%	22.9%	24.0%	26.4%	22.1%	27.7%
%H (All HH)		98.4%	45.5%	13.3%	71.3%	32.2%	38.8%	93.5%
%H (TV HH)			46.3%	13.5%	72.5%	32.8%	39.4%	
C1	391	379	165	58	285	132	153	341
%V	25.5%	25.4%	27.0%	27.1%	26.0%	29.3%	23.7%	27.4%
%H (All HH)		96.9%	42.2%	14.8%	72.9%	33.8%	39.1%	87.2%
%H (TV HH)			43.5%	15.3%	75.2%	34.8%	40.4%	
C2	292	289	134	46	204	94	110	243
%V	19.1%	19.4%	21.9%	21.5%	18.6%	20.9%	17.0%	19.5%
%H (All HH)		99.0%	45.9%	15.8%	69.9%	32.2%	37.7%	83.2%
%H (TV HH)			46.4%	15.9%	70.6%	32.5%	38.1%	
D	259	250	89	37	185	65	120	188
%V	16.9%	16.8%	14.5%	17.3%	16.9%	14.4%	18.6%	15.1%
%H (All HH)		96.5%	34.4%	14.3%	71.4%	25.1%	46.3%	72.6%
%H (TV HH)			35.6%	14.8%	74.0%	26.0%	48.0%	
E	219	210	57	23	160	40	121	127
%V	14.3%	14.1%	9.3%	10.7%	14.6%	8.9%	18.7%	10.2%
%H (All HH)		95.9%	26.0%	10.5%	73.1%	18.3%	55.3%	58.0%
%H (TV HH)			27.1%	11.0%	76.2%	19.0%	57.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1531	1491	612	214	1097	450	646	1244
%V (All HH)		97.4%	40.0%	14.0%	71.7%	29.4%	42.2%	81.3%
%H (TV HH)			41.0%	14.4%	73.6%	30.2%	43.3%	
Under 25	76	67	24	6	42	11	31	69
%V	5.0%	4.5%	3.9%	2.8%	3.8%	2.4%	4.8%	5.5%
%H (All HH)		88.2%	31.6%	7.9%	55.3%	14.5%	40.8%	90.8%
%H (TV HH)			35.8%	9.0%	62.7%	16.4%	46.3%	
25 - 34	210	203	104	29	115	53	62	202
%V	13.7%	13.6%	17.0%	13.6%	10.5%	11.8%	9.6%	16.2%
%H (All HH)		96.7%	49.5%	13.8%	54.8%	25.2%	29.5%	96.2%
%H (TV HH)			51.2%	14.3%	56.7%	26.1%	30.5%	
35 - 44	223	215	111	34	135	69	66	211
%V	14.6%	14.4%	18.1%	15.9%	12.3%	15.3%	10.2%	17.0%
%H (All HH)		96.4%	49.8%	15.2%	60.5%	30.9%	29.6%	94.6%
%H (TV HH)			51.6%	15.8%	62.8%	32.1%	30.7%	
45 - 54	293	287	125	47	213	101	111	271
%V	19.1%	19.2%	20.4%	22.0%	19.4%	22.4%	17.2%	21.8%
%H (All HH)		98.0%	42.7%	16.0%	72.7%	34.5%	37.9%	92.5%
%H (TV HH)			43.6%	16.4%	74.2%	35.2%	38.7%	
55 - 64	273	267	104	39	213	86	127	228
%V	17.8%	17.9%	17.0%	18.2%	19.4%	19.1%	19.7%	18.3%
%H (All HH)		97.8%	38.1%	14.3%	78.0%	31.5%	46.5%	83.5%
%H (TV HH)			39.0%	14.6%	79.8%	32.2%	47.6%	
65 +	455	452	144	60	378	130	248	263
%V	29.7%	30.3%	23.5%	28.0%	34.5%	28.9%	38.4%	21.1%
%H (All HH)		99.3%	31.6%	13.2%	83.1%	28.6%	54.5%	57.8%
%H (TV HH)			31.9%	13.3%	83.6%	28.8%	54.9%	

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

January - December 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	1531	1491	612	214	1097	450	646	1244
%H (All HH)		97.4%	40.0%	14.0%	71.7%	29.4%	42.2%	81.3%
%H (TV HH)			41.0%	14.4%	73.6%	30.2%	43.3%	
1	496	478	139	60	373	103	269	299
%V	32.4%	32.1%	22.7%	28.0%	34.0%	22.9%	41.6%	24.0%
%H (All HH)		96.4%	28.0%	12.1%	75.2%	20.8%	54.2%	60.3%
%H (TV HH)			29.1%	12.6%	78.0%	21.5%	56.3%	
2	573	565	237	84	418	176	241	504
%V	37.4%	37.9%	38.7%	39.3%	38.1%	39.1%	37.3%	40.5%
%H (All HH)		98.6%	41.4%	14.7%	72.9%	30.7%	42.1%	88.0%
%H (TV HH)			41.9%	14.9%	74.0%	31.2%	42.7%	
3	247	239	121	36	169	90	79	233
%V	16.1%	16.0%	19.8%	16.8%	15.4%	20.0%	12.2%	18.7%
%H (All HH)		96.8%	49.0%	14.6%	68.4%	36.4%	32.0%	94.3%
%H (TV HH)			50.6%	15.1%	70.7%	37.7%	33.1%	
4	152	148	77	26	97	55	42	149
%V	9.9%	9.9%	12.6%	12.1%	8.8%	12.2%	6.5%	12.0%
%H (All HH)		97.4%	50.7%	17.1%	63.8%	36.2%	27.6%	98.0%
%H (TV HH)			52.0%	17.6%	65.5%	37.2%	28.4%	
5+	62	61	37	8	40	26	14	60
%V	4.0%	4.1%	6.0%	3.7%	3.6%	5.8%	2.2%	4.8%
%H (All HH)		98.4%	59.7%	12.9%	64.5%	41.9%	22.6%	96.8%
%H (TV HH)			60.7%	13.1%	65.6%	42.6%	23.0%	
Average HH size	2.17	2.17	2.42	2.26	2.11	2.40	1.91	2.35

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1531	1491	612	214	1097	450	646	1244
%H (All HH)		97.4%	40.0%	14.0%	71.7%	29.4%	42.2%	81.3%
%H (TV HH)			41.0%	14.4%	73.6%	30.2%	43.3%	
Without	1169	1137	426	163	865	332	534	898
%V	76.4%	76.3%	69.6%	76.2%	78.9%	73.8%	82.7%	72.2%
%H (All HH)		97.3%	36.4%	13.9%	74.0%	28.4%	45.7%	76.8%
%H (TV HH)			37.5%	14.3%	76.1%	29.2%	47.0%	
With	362	354	186	51	231	119	113	347
%V	23.6%	23.7%	30.4%	23.8%	21.1%	26.4%	17.5%	27.9%
%H (All HH)		97.8%	51.4%	14.1%	63.8%	32.9%	31.2%	95.9%
%H (TV HH)			52.5%	14.4%	65.3%	33.6%	31.9%	
0 - 3	136	131	73	17	77	39	39	128
%V	8.9%	8.8%	11.9%	7.9%	7.0%	8.7%	6.0%	10.3%
%H (All HH)		96.3%	53.7%	12.5%	56.6%	28.7%	28.7%	94.1%
%H (TV HH)			55.7%	13.0%	58.8%	29.8%	29.8%	
4 - 9	174	172	95	27	105	56	49	167
%V	11.4%	11.5%	15.5%	12.6%	9.6%	12.4%	7.6%	13.4%
%H (All HH)		98.9%	54.6%	15.5%	60.3%	32.2%	28.2%	96.0%
%H (TV HH)			55.2%	15.7%	61.0%	32.6%	28.5%	
10 - 15	168	165	87	23	118	66	53	163
%V	11.0%	11.1%	14.2%	10.7%	10.8%	14.7%	8.2%	13.1%
%H (All HH)		98.2%	51.8%	13.7%	70.2%	39.3%	31.5%	97.0%
%H (TV HH)			52.7%	13.9%	71.5%	40.0%	32.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1531	1491	612	214	1097	450	646	1244
%H (All HH)		97.4%	40.0%	14.0%	71.7%	29.4%	42.2%	81.3%
%H (TV HH)			41.0%	14.4%	73.6%	30.2%	43.3%	
1	523	523	163	59	342	61	282	377
%V	34.2%	35.1%	26.6%	27.6%	31.2%	13.6%	43.7%	30.3%
%H (All HH)		100.0%	31.2%	11.3%	65.4%	11.7%	53.9%	72.1%
%H (TV HH)			31.2%	11.3%	65.4%	11.7%	53.9%	
2	522	522	209	80	398	165	232	420
%V	34.1%	35.0%	34.2%	37.4%	36.3%	36.7%	35.9%	33.8%
%H (All HH)		100.0%	40.0%	15.3%	76.2%	31.6%	44.4%	80.5%
%H (TV HH)			40.0%	15.3%	76.2%	31.6%	44.4%	
3	277	277	140	48	225	134	91	252
%V	18.1%	18.6%	22.9%	22.4%	20.5%	29.8%	14.1%	20.3%
%H (All HH)		100.0%	50.5%	17.3%	81.2%	48.4%	32.9%	91.0%
%H (TV HH)			50.5%	17.3%	81.2%	48.4%	32.9%	
4	117	117	68	20	88	59	29	113
%V	7.6%	7.8%	11.1%	9.3%	8.0%	13.1%	4.5%	9.1%
%H (All HH)		100.0%	58.1%	17.1%	75.2%	50.4%	24.8%	96.6%
%H (TV HH)			58.1%	17.1%	75.2%	50.4%	24.8%	
5+	53	53	32	9	44	32	12	51
%V	3.5%	3.6%	5.2%	4.2%	4.0%	7.1%	1.9%	4.1%
%H (All HH)		100.0%	60.4%	17.0%	83.0%	60.4%	22.6%	96.2%
%H (TV HH)			60.4%	17.0%	83.0%	60.4%	22.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1531	1491	612	214	1097	450	646	1244
%V (All HH)		97.4%	40.0%	14.0%	71.7%	29.4%	42.2%	81.3%
%H (TV HH)			41.0%	14.4%	73.6%	30.2%	43.3%	
Under 20"	247	247	103	34	214	104	110	194
%V	16.1%	16.6%	16.8%	15.9%	19.5%	23.1%	17.0%	15.6%
%H (All HH)		100.0%	41.7%	13.8%	86.6%	42.1%	44.5%	78.5%
%H (TV HH)			41.7%	13.8%	86.6%	42.1%	44.5%	
20" - 29"	509	509	203	78	413	186	227	405
%V	33.2%	34.1%	33.2%	36.4%	37.6%	41.3%	35.1%	32.6%
%H (All HH)		100.0%	39.9%	15.3%	81.1%	36.5%	44.6%	79.6%
%H (TV HH)			39.9%	15.3%	81.1%	36.5%	44.6%	
30" - 39"	762	762	322	105	584	255	329	629
%V	49.8%	51.1%	52.6%	49.1%	53.2%	56.7%	50.9%	50.6%
%H (All HH)		100.0%	42.3%	13.8%	76.6%	33.5%	43.2%	82.5%
%H (TV HH)			42.3%	13.8%	76.6%	33.5%	43.2%	
40" and over	923	923	441	154	647	326	321	819
%V	60.3%	61.9%	72.1%	72.0%	59.0%	72.4%	49.7%	65.8%
%H (All HH)		100.0%	47.8%	16.7%	70.1%	35.3%	34.8%	88.7%
%H (TV HH)			47.8%	16.7%	70.1%	35.3%	34.8%	

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

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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	1531	1491	612	214	1097	450	646	1244
%V (All HH)		97.4%	40.0%	14.0%	71.7%	29.4%	42.2%	81.3%
%H (TV HH)			41.0%	14.4%	73.6%	30.2%	43.3%	
Main living room	1478	1478	608	213	1088	449	640	1203
%V	96.5%	99.1%	99.3%	99.5%	99.2%	99.8%	99.1%	96.7%
%H (All HH)		100.0%	41.1%	14.4%	73.6%	30.4%	43.3%	81.4%
%H (TV HH)			41.1%	14.4%	73.6%	30.4%	43.3%	
Kitchen	159	159	82	19	126	70	56	133
%V	10.4%	10.7%	13.4%	8.9%	11.5%	15.6%	8.7%	10.7%
%H (All HH)		100.0%	51.6%	11.9%	79.2%	44.0%	35.2%	83.6%
%H (TV HH)			51.6%	11.9%	79.2%	44.0%	35.2%	
Adult's bedroom	731	731	342	121	578	308	270	637
%V	47.7%	49.0%	55.9%	56.5%	52.7%	68.4%	41.8%	51.2%
%H (All HH)		100.0%	46.8%	16.6%	79.1%	42.1%	36.9%	87.1%
%H (TV HH)			46.8%	16.6%	79.1%	42.1%	36.9%	
Child's bedroom	171	171	96	27	120	72	48	166
%V	11.2%	11.5%	15.7%	12.6%	10.9%	16.0%	7.4%	13.3%
%H (All HH)		100.0%	56.1%	15.8%	70.2%	42.1%	28.1%	97.1%
%H (TV HH)			56.1%	15.8%	70.2%	42.1%	28.1%	
Other bedroom	193	193	101	34	162	101	60	181
%V	12.6%	12.9%	16.5%	15.9%	14.8%	22.4%	9.3%	14.5%
%H (All HH)		100.0%	52.3%	17.6%	83.9%	52.3%	31.1%	93.8%
%H (TV HH)			52.3%	17.6%	83.9%	52.3%	31.1%	
Second living/dining room	135	135	63	25	105	57	49	114
%V	8.8%	9.1%	10.3%	11.7%	9.6%	12.7%	7.6%	9.2%
%H (All HH)		100.0%	46.7%	18.5%	77.8%	42.2%	36.3%	84.4%
%H (TV HH)			46.7%	18.5%	77.8%	42.2%	36.3%	
Study/office	19	19	9	2	17	9	7	18
%V	1.2%	1.3%	1.5%	0.9%	1.5%	2.0%	1.1%	1.4%
%H (All HH)		100.0%	47.4%	10.5%	89.5%	47.4%	36.8%	94.7%
%H (TV HH)			47.4%	10.5%	89.5%	47.4%	36.8%	
TV room	6	6	5	1	5	4	1	6
%V	0.4%	0.4%	0.8%	0.5%	0.5%	0.9%	0.2%	0.5%
%H (All HH)		100.0%	83.3%	16.7%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			83.3%	16.7%	83.3%	66.7%	16.7%	
Conservatory	52	52	29	9	42	27	15	49
%V	3.4%	3.5%	4.7%	4.2%	3.8%	6.0%	2.3%	3.9%
%H (All HH)		100.0%	55.8%	17.3%	80.8%	51.9%	28.8%	94.2%
%H (TV HH)			55.8%	17.3%	80.8%	51.9%	28.8%	
Attic or loft room	1	1	1	0	1	1	1	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	100.0%	
No specific location	1	1	1	0	1	1	1	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	100.0%	
Other	20	20	13	3	17	13	4	19
%V	1.3%	1.3%	2.1%	1.4%	1.5%	2.9%	0.6%	1.5%
%H (All HH)		100.0%	65.0%	15.0%	85.0%	65.0%	20.0%	95.0%
%H (TV HH)			65.0%	15.0%	85.0%	65.0%	20.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1531	1491	612	214	1097	450	646	1244
%H (All HH)		97.4%	40.0%	14.0%	71.7%	29.4%	42.2%	81.3%
%H (TV HH)			41.0%	14.4%	73.6%	30.2%	43.3%	
Any DSAT provider	612	612	612	11	340	340	0	561
%V	40.0%	41.0%	100.0%	5.1%	31.0%	75.6%	0.0%	45.1%
%H (All HH)			100.0%	1.8%	55.6%	55.6%	0.0%	91.7%
%H (TV HH)			100.0%	1.8%	55.6%	55.6%	0.0%	
Sky with subcription	504	504	504	5	278	278	0	464
%V	32.9%	33.8%	82.4%	2.3%	25.3%	61.8%	0.0%	37.3%
%H (All HH)			100.0%	1.0%	55.2%	55.2%	0.0%	92.1%
%H (TV HH)			100.0%	1.0%	55.2%	55.2%	0.0%	
Sky without subcription	46	46	46	1	24	24	0	42
%V	3.0%	3.1%	7.5%	0.5%	2.2%	5.3%	0.0%	3.4%
%H (All HH)			100.0%	2.2%	52.2%	52.2%	0.0%	91.3%
%H (TV HH)			100.0%	2.2%	52.2%	52.2%	0.0%	
Freesat	58	58	58	3	38	38	0	52
%V	3.8%	3.9%	9.5%	1.4%	3.5%	8.4%	0.0%	4.2%
%H (All HH)			100.0%	5.2%	65.5%	65.5%	0.0%	89.7%
%H (TV HH)			100.0%	5.2%	65.5%	65.5%	0.0%	
Other satellite provider	29	29	29	3	19	19	0	26
%V	1.9%	1.9%	4.7%	1.4%	1.7%	4.2%	0.0%	2.1%
%H (All HH)			100.0%	10.3%	65.5%	65.5%	0.0%	89.7%
%H (TV HH)			100.0%	10.3%	65.5%	65.5%	0.0%	
DCAB	214	214	11	214	118	118	0	191
%V	14.0%	14.4%	1.8%	100.0%	10.8%	26.2%	0.0%	15.4%
%H (All HH)			5.1%	100.0%	55.1%	55.1%	0.0%	89.3%
%H (TV HH)			5.1%	100.0%	55.1%	55.1%	0.0%	
DTT	1097	1097	340	118	1097	450	646	859
%V	71.7%	73.6%	55.6%	55.1%	100.0%	100.0%	100.0%	69.1%
%H (All HH)		100.0%	31.0%	10.8%	100.0%	41.0%	58.9%	78.3%
%H (TV HH)			31.0%	10.8%	100.0%	41.0%	58.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

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	1531	1491	612	214	1097	450	646	1244
%H (All HH)		97.4%	40.0%	14.0%	71.7%	29.4%	42.2%	81.3%
%H (TV HH)			41.0%	14.4%	73.6%	30.2%	43.3%	
PVR	950	950	540	197	628	405	224	857
%V	62.1%	63.7%	88.2%	92.1%	57.2%	90.0%	34.7%	68.9%
%H (All HH)		100.0%	56.8%	20.7%	66.1%	42.6%	23.6%	90.2%
%H (TV HH)			56.8%	20.7%	66.1%	42.6%	23.6%	
DVDR	37	37	12	8	30	12	18	32
%V	2.4%	2.5%	2.0%	3.7%	2.7%	2.7%	2.8%	2.6%
%H (All HH)		100.0%	32.4%	21.6%	81.1%	32.4%	48.6%	86.5%
%H (TV HH)			32.4%	21.6%	81.1%	32.4%	48.6%	
VCR	15	15	6	2	15	7	8	11
%V	1.0%	1.0%	1.0%	0.9%	1.4%	1.6%	1.2%	0.9%
%H (All HH)		100.0%	40.0%	13.3%	100.0%	46.7%	53.3%	73.3%
%H (TV HH)			40.0%	13.3%	100.0%	46.7%	53.3%	
Any recorder	971	971	545	198	647	408	239	873
%V	63.4%	65.1%	89.1%	92.5%	59.0%	90.7%	37.0%	70.2%
%H (All HH)		100.0%	56.1%	20.4%	66.6%	42.0%	24.6%	89.9%
%H (TV HH)			56.1%	20.4%	66.6%	42.0%	24.6%	
Receives HDTV (via STB or built-in reception)	898	898	455	188	636	371	265	800
%V	58.7%	60.2%	74.3%	87.9%	58.0%	82.4%	41.0%	64.3%
%H (All HH)		100.0%	50.7%	20.9%	70.8%	41.3%	29.5%	89.1%
%H (TV HH)			50.7%	20.9%	70.8%	41.3%	29.5%	
DVD/Blu-ray player or recorder	1054	1054	442	169	787	354	433	888
%V	68.8%	70.7%	72.2%	79.0%	71.7%	78.7%	67.0%	71.4%
%H (All HH)		100.0%	41.9%	16.0%	74.7%	33.6%	41.1%	84.3%
%H (TV HH)			41.9%	16.0%	74.7%	33.6%	41.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1531	1491	612	214	1097	450	646	1244
%H (All HH)		97.4%	40.0%	14.0%	71.7%	29.4%	42.2%	81.3%
%H (TV HH)			41.0%	14.4%	73.6%	30.2%	43.3%	
Has broadband internet	1244	1213	561	191	859	414	444	1244
%V	81.3%	81.4%	91.7%	89.3%	78.3%	92.0%	68.7%	100.0%
%H (All HH)		97.5%	45.1%	15.4%	69.1%	33.3%	35.7%	100.0%
%H (TV HH)			46.2%	15.7%	70.8%	34.1%	36.6%	
Number of computers (PCs and laptops)								
0	333	324	75	28	266	49	216	71
%V	21.8%	21.7%	12.3%	13.1%	24.2%	10.9%	33.4%	5.7%
%H (All HH)		97.3%	22.5%	8.4%	79.9%	14.7%	64.9%	21.3%
%H (TV HH)			23.1%	8.6%	82.1%	15.1%	66.7%	
1	418	403	170	55	282	112	169	398
%V	27.3%	27.0%	27.8%	25.7%	25.7%	24.9%	26.2%	32.0%
%H (All HH)		96.4%	40.7%	13.2%	67.5%	26.8%	40.4%	95.2%
%H (TV HH)			42.2%	13.6%	70.0%	27.8%	41.9%	
2	312	308	146	49	223	108	115	309
%V	20.4%	20.7%	23.9%	22.9%	20.3%	24.0%	17.8%	24.8%
%H (All HH)		98.7%	46.8%	15.7%	71.5%	34.6%	36.9%	99.0%
%H (TV HH)			47.4%	15.9%	72.4%	35.1%	37.3%	
3	224	219	104	42	152	82	70	222
%V	14.6%	14.7%	17.0%	19.6%	13.9%	18.2%	10.8%	17.8%
%H (All HH)		97.8%	46.4%	18.8%	67.9%	36.6%	31.3%	99.1%
%H (TV HH)			47.5%	19.2%	69.4%	37.4%	32.0%	
4	127	123	56	23	91	48	43	127
%V	8.3%	8.2%	9.2%	10.7%	8.3%	10.7%	6.7%	10.2%
%H (All HH)		96.9%	44.1%	18.1%	71.7%	37.8%	33.9%	100.0%
%H (TV HH)			45.5%	18.7%	74.0%	39.0%	35.0%	
5+	117	115	61	18	84	51	33	117
%V	7.6%	7.7%	10.0%	8.4%	7.7%	11.3%	5.1%	9.4%
%H (All HH)		98.3%	52.1%	15.4%	71.8%	43.6%	28.2%	100.0%
%H (TV HH)			53.0%	15.7%	73.0%	44.3%	28.7%	

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

January - December 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	3145	1447	486	2398	1198	1199	2698
%H		46.0%	15.5%	76.2%	38.1%	38.1%	85.8%
Under 20"	302	131	41	258	129	129	242
%V	9.6%	9.1%	8.4%	10.8%	10.8%	10.8%	9.0%
%H		43.4%	13.6%	85.4%	42.7%	42.7%	80.1%
20" - 29"	666	273	105	543	256	287	543
%V	21.2%	18.9%	21.6%	22.6%	21.4%	23.9%	20.1%
%H		41.0%	15.8%	81.5%	38.4%	43.1%	81.5%
30" - 39"	951	423	134	729	342	387	809
%V	30.2%	29.2%	27.6%	30.4%	28.5%	32.3%	30.0%
%H		44.5%	14.1%	76.7%	36.0%	40.7%	85.1%
40" and over	1203	607	200	850	460	390	1083
%V	38.3%	41.9%	41.2%	35.4%	38.4%	32.5%	40.1%
%H		50.5%	16.6%	70.7%	38.2%	32.4%	90.0%
Don't know	23	12	5	18	12	6	21
%V	0.7%	0.8%	1.0%	0.8%	1.0%	0.5%	0.8%
%H		52.2%	21.7%	78.3%	52.2%	26.1%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	3145	1447	486	2398	1198	1199	2698
%H		46.0%	15.5%	76.2%	38.1%	38.1%	85.8%
Main living room	1485	611	215	1094	451	643	1209
%V	47.2%	42.2%	44.2%	45.6%	37.6%	53.6%	44.8%
%H		41.1%	14.5%	73.7%	30.4%	43.3%	81.4%
Kitchen	160	84	19	127	71	56	133
%V	5.1%	5.8%	3.9%	5.3%	5.9%	4.7%	4.9%
%H		52.5%	11.9%	79.4%	44.4%	35.0%	83.1%
Adult's bedroom	815	385	133	646	349	296	715
%V	25.9%	26.6%	27.4%	26.9%	29.1%	24.7%	26.5%
%H		47.2%	16.3%	79.3%	42.8%	36.3%	87.7%
Child's bedroom	220	126	34	150	92	58	215
%V	7.0%	8.7%	7.0%	6.3%	7.7%	4.8%	8.0%
%H		57.3%	15.5%	68.2%	41.8%	26.4%	97.7%
Other bedroom	229	117	45	192	123	69	217
%V	7.3%	8.1%	9.3%	8.0%	10.3%	5.8%	8.0%
%H		51.1%	19.7%	83.8%	53.7%	30.1%	94.8%
Second living/dining room	136	64	25	106	57	49	115
%V	4.3%	4.4%	5.1%	4.4%	4.8%	4.1%	4.3%
%H		47.1%	18.4%	77.9%	41.9%	36.0%	84.6%
Study/office	19	9	2	17	9	7	18
%V	0.6%	0.6%	0.4%	0.7%	0.8%	0.6%	0.7%
%H		47.4%	10.5%	89.5%	47.4%	36.8%	94.7%
TV room	6	5	1	5	4	1	6
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%	0.2%
%H		83.3%	16.7%	83.3%	66.7%	16.7%	100.0%
Conservatory	52	29	9	42	27	15	49
%V	1.7%	2.0%	1.9%	1.8%	2.3%	1.3%	1.8%
%H		55.8%	17.3%	80.8%	51.9%	28.8%	94.2%
Attic or loft room	1	1	0	1	1	1	1
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
No specific location	1	1	0	1	1	1	1
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Other	21	15	3	17	13	4	20
%V	0.7%	1.0%	0.6%	0.7%	1.1%	0.3%	0.7%
%H		71.4%	14.3%	81.0%	61.9%	19.0%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	3145	1447	486	2398	1198	1199	2698
%H		46.0%	15.5%	76.2%	38.1%	38.1%	85.8%
PVR	1292	790	264	815	563	253	1187
%V	41.1%	54.6%	54.3%	34.0%	47.0%	21.1%	44.0%
%H		61.1%	20.4%	63.1%	43.6%	19.6%	91.9%
DVDR	38	12	8	31	13	18	32
%V	1.2%	0.8%	1.6%	1.3%	1.1%	1.5%	1.2%
%H		31.6%	21.1%	81.6%	34.2%	47.4%	84.2%
VCR	15	6	2	15	7	8	11
%V	0.5%	0.4%	0.4%	0.6%	0.6%	0.7%	0.4%
%H		40.0%	13.3%	100.0%	46.7%	53.3%	73.3%
Any recorder	1320	796	268	840	569	271	1208
%V	42.0%	55.0%	55.1%	35.0%	47.5%	22.6%	44.8%
%H		60.3%	20.3%	63.6%	43.1%	20.5%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: 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	3145	1447	486	2398	1198	1199	2698
%H		46.0%	15.5%	76.2%	38.1%	38.1%	85.8%
Receives HDTV (via STB or built-in reception)	1362	710	280	981	591	390	1244
%V	43.3%	49.1%	57.6%	40.9%	49.3%	32.5%	46.1%
%H		52.1%	20.6%	72.0%	43.4%	28.6%	91.3%
DVD/Blu-ray player or recorder	1552	693	266	1174	588	586	1348
%V	49.3%	47.9%	54.7%	49.0%	49.1%	48.9%	50.0%
%H		44.7%	17.1%	75.6%	37.9%	37.8%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	1491	612	214	1096	450	646	1213
%H		41.0%	14.4%	73.5%	30.2%	43.3%	81.4%
Under 20"	10	1	0	9	0	9	7
%V	0.7%	0.2%	0.0%	0.8%	0.0%	1.4%	0.6%
%H		10.0%	0.0%	90.0%	0.0%	90.0%	70.0%
20" - 29"	134	27	14	109	20	90	78
%V	9.0%	4.4%	6.5%	9.9%	4.4%	13.9%	6.4%
%H		20.1%	10.4%	81.3%	14.9%	67.2%	58.2%
30" - 39"	445	155	49	350	116	234	329
%V	29.8%	25.3%	22.9%	31.9%	25.8%	36.2%	27.1%
%H		34.8%	11.0%	78.7%	26.1%	52.6%	73.9%
40" and over	896	427	150	625	313	312	795
%V	60.1%	69.8%	70.1%	57.0%	69.6%	48.3%	65.5%
%H		47.7%	16.7%	69.8%	34.9%	34.8%	88.7%
Don't know	6	3	1	4	2	2	5
%V	0.4%	0.5%	0.5%	0.4%	0.4%	0.3%	0.4%
%H		50.0%	16.7%	66.7%	33.3%	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
January - December 2016

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1491	612	214	1096	450	646	1213
%H		41.0%	14.4%	73.5%	30.2%	43.3%	81.4%
PVR	926	533	193	606	397	209	837
%V	62.1%	87.1%	90.2%	55.3%	88.2%	32.4%	69.0%
%H		57.6%	20.8%	65.4%	42.9%	22.6%	90.4%
DVDR	29	9	4	23	8	15	23
%V	1.9%	1.5%	1.9%	2.1%	1.8%	2.3%	1.9%
%H		31.0%	13.8%	79.3%	27.6%	51.7%	79.3%
VCR	13	5	1	12	5	7	9
%V	0.9%	0.8%	0.5%	1.1%	1.1%	1.1%	0.7%
%H		38.5%	7.7%	92.3%	38.5%	53.8%	69.2%
Any recorder	947	539	194	624	400	224	852
%V	63.5%	88.1%	90.7%	56.9%	88.9%	34.7%	70.2%
%H		56.9%	20.5%	65.9%	42.2%	23.7%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: 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	1491	612	214	1096	450	646	1213
%H		41.0%	14.4%	73.5%	30.2%	43.3%	81.4%
Receives HDTV (via STB or built-in reception)	875	445	185	617	361	255	780
%V	58.7%	72.7%	86.4%	56.3%	80.2%	39.5%	64.3%
%H		50.9%	21.1%	70.5%	41.3%	29.1%	89.1%
DVD/Blu-ray player or recorder	919	377	146	688	300	388	768
%V	61.6%	61.6%	68.2%	62.8%	66.7%	60.1%	63.3%
%H		41.0%	15.9%	74.9%	32.6%	42.2%	83.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2016

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	1654	834	272	1301	748	553	1485
%H		50.4%	16.4%	78.7%	45.2%	33.4%	89.8%
Under 20"	292	131	41	249	129	120	236
%V	17.7%	15.7%	15.1%	19.1%	17.2%	21.7%	15.9%
%H		44.9%	14.0%	85.3%	44.2%	41.1%	80.8%
20" - 29"	532	247	91	434	237	198	465
%V	32.2%	29.6%	33.5%	33.4%	31.7%	35.8%	31.3%
%H		46.4%	17.1%	81.6%	44.5%	37.2%	87.4%
30" - 39"	506	268	85	379	226	153	480
%V	30.6%	32.1%	31.3%	29.1%	30.2%	27.7%	32.3%
%H		53.0%	16.8%	74.9%	44.7%	30.2%	94.9%
40" and over	307	180	51	225	147	78	288
%V	18.6%	21.6%	18.8%	17.3%	19.7%	14.1%	19.4%
%H		58.6%	16.6%	73.3%	47.9%	25.4%	93.8%
Don't know	17	8	4	14	10	5	16
%V	1.0%	1.0%	1.5%	1.1%	1.3%	0.9%	1.1%
%H		47.1%	23.5%	82.4%	58.8%	29.4%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

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	1654	834	272	1301	748	553	1485
%H		50.4%	16.4%	78.7%	45.2%	33.4%	89.8%
PVR	366	256	71	209	166	43	349
%V	22.1%	30.7%	26.1%	16.1%	22.2%	7.8%	23.5%
%H		69.9%	19.4%	57.1%	45.4%	11.7%	95.4%
DVDR	9	3	4	8	5	3	9
%V	0.5%	0.4%	1.5%	0.6%	0.7%	0.5%	0.6%
%H		33.3%	44.4%	88.9%	55.6%	33.3%	100.0%
VCR	2	0	1	2	2	1	1
%V	0.1%	0.0%	0.4%	0.2%	0.3%	0.2%	0.1%
%H		0.0%	50.0%	100.0%	100.0%	50.0%	50.0%
Any recorder	373	257	74	216	169	47	356
%V	22.6%	30.8%	27.2%	16.6%	22.6%	8.5%	24.0%
%H		68.9%	19.8%	57.9%	45.3%	12.6%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.20: 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	1654	834	272	1301	748	553	1485
%H		50.4%	16.4%	78.7%	45.2%	33.4%	89.8%
Receives HDTV (via STB or built-in reception)	487	264	96	364	229	134	464
%V	29.4%	31.7%	35.3%	28.0%	30.6%	24.2%	31.2%
%H		54.2%	19.7%	74.7%	47.0%	27.5%	95.3%
DVD/Blu-ray player or recorder	633	315	120	487	288	198	580
%V	38.3%	37.8%	44.1%	37.4%	38.5%	35.8%	39.1%
%H		49.8%	19.0%	76.9%	45.5%	31.3%	91.6%

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

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	3326	3242	1482	483	2316	1081	1234	2921
%H		97.5%	44.6%	14.5%	69.6%	32.5%	37.1%	87.8%
Total Children	586	574	312	84	364	194	170	561
%V	17.6%	17.7%	21.1%	17.4%	15.7%	17.9%	13.8%	19.2%
%H		98.0%	53.2%	14.3%	62.1%	33.1%	29.0%	95.7%
0 - 3	149	144	82	18	83	41	42	141
%V	4.5%	4.4%	5.5%	3.7%	3.6%	3.8%	3.4%	4.8%
%H		96.6%	55.0%	12.1%	55.7%	27.5%	28.2%	94.6%
4 - 15	437	430	230	65	281	153	128	421
%V	13.1%	13.3%	15.5%	13.5%	12.1%	14.2%	10.4%	14.4%
%H		98.4%	52.6%	14.9%	64.3%	35.0%	29.3%	96.3%
4 - 9	226	223	122	37	134	73	62	217
%V	6.8%	6.9%	8.2%	7.7%	5.8%	6.8%	5.0%	7.4%
%H		98.7%	54.0%	16.4%	59.3%	32.3%	27.4%	96.0%
10 - 15	211	207	108	29	147	81	66	203
%V	6.3%	6.4%	7.3%	6.0%	6.3%	7.5%	5.3%	6.9%
%H		98.1%	51.2%	13.7%	69.7%	38.4%	31.3%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

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	3326	3242	1482	483	2316	1081	1234	2921
%H		97.5%	44.6%	14.5%	69.6%	32.5%	37.1%	87.8%
Total Adults (16+)	2739	2667	1170	400	1951	887	1064	2360
%V	82.4%	82.3%	78.9%	82.8%	84.2%	82.1%	86.2%	80.8%
%H		97.4%	42.7%	14.6%	71.2%	32.4%	38.8%	86.2%
16 - 19	124	121	57	20	90	49	41	118
%V	3.7%	3.7%	3.8%	4.1%	3.9%	4.5%	3.3%	4.0%
%H		97.6%	46.0%	16.1%	72.6%	39.5%	33.1%	95.2%
20 - 24	225	203	79	25	139	56	83	210
%V	6.8%	6.3%	5.3%	5.2%	6.0%	5.2%	6.7%	7.2%
%H		90.2%	35.1%	11.1%	61.8%	24.9%	36.9%	93.3%
25 - 34	409	396	216	60	235	125	110	395
%V	12.3%	12.2%	14.6%	12.4%	10.1%	11.6%	8.9%	13.5%
%H		96.8%	52.8%	14.7%	57.5%	30.6%	26.9%	96.6%
35 - 44	383	370	189	61	237	126	111	364
%V	11.5%	11.4%	12.8%	12.6%	10.2%	11.7%	9.0%	12.5%
%H		96.6%	49.3%	15.9%	61.9%	32.9%	29.0%	95.0%
45 - 54	484	475	218	78	349	175	175	451
%V	14.6%	14.7%	14.7%	16.1%	15.1%	16.2%	14.2%	15.4%
%H		98.1%	45.0%	16.1%	72.1%	36.2%	36.2%	93.2%
55 - 64	440	433	178	69	342	151	191	382
%V	13.2%	13.4%	12.0%	14.3%	14.8%	14.0%	15.5%	13.1%
%H		98.4%	40.5%	15.7%	77.7%	34.3%	43.4%	86.8%
65+	676	670	232	86	559	206	353	441
%V	20.3%	20.7%	15.7%	17.8%	24.1%	19.1%	28.6%	15.1%
%H		99.1%	34.3%	12.7%	82.7%	30.5%	52.2%	65.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		2739	2667	1170	400	1951	887	1064	2360
	%H		97.4%	42.7%	14.6%	71.2%	32.4%	38.8%	86.2%
AB		682	672	324	96	487	239	247	648
	%V	24.9%	25.2%	27.7%	24.0%	25.0%	26.9%	23.2%	27.5%
	%H		98.5%	47.5%	14.1%	71.4%	35.0%	36.2%	95.0%
C1		752	721	315	116	541	263	278	685
	%V	27.5%	27.0%	26.9%	29.0%	27.7%	29.7%	26.1%	29.0%
	%H		95.9%	41.9%	15.4%	71.9%	35.0%	37.0%	91.1%
C2		553	546	270	89	380	190	190	480
	%V	20.2%	20.5%	23.1%	22.3%	19.5%	21.4%	17.9%	20.3%
	%H		98.7%	48.8%	16.1%	68.7%	34.4%	34.4%	86.8%
D		455	443	180	65	322	134	189	362
	%V	16.6%	16.6%	15.4%	16.3%	16.5%	15.1%	17.8%	15.3%
	%H		97.4%	39.6%	14.3%	70.8%	29.5%	41.5%	79.6%
E		298	285	81	33	221	61	160	185
	%V	10.9%	10.7%	6.9%	8.3%	11.3%	6.9%	15.0%	7.8%
	%H		95.6%	27.2%	11.1%	74.2%	20.5%	53.7%	62.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2739	2667	1170	400	1951	887	1064	2360
%H		97.4%	42.7%	14.6%	71.2%	32.4%	38.8%	86.2%
Working full time	1174	1152	611	183	765	419	347	1126
%V	42.9%	43.2%	52.2%	45.8%	39.2%	47.2%	32.6%	47.7%
%H		98.1%	52.0%	15.6%	65.2%	35.7%	29.6%	95.9%
Working part time	263	260	113	40	194	88	106	247
%V	9.6%	9.7%	9.7%	10.0%	9.9%	9.9%	10.0%	10.5%
%H		98.9%	43.0%	15.2%	73.8%	33.5%	40.3%	93.9%
Not working	1303	1256	446	176	992	381	611	987
%V	47.6%	47.1%	38.1%	44.0%	50.8%	43.0%	57.4%	41.8%
%H		96.4%	34.2%	13.5%	76.1%	29.2%	46.9%	75.7%
Housewife/Houseperson	1531	1491	612	214	1097	450	646	1244
%V	55.9%	55.9%	52.3%	53.5%	56.2%	50.7%	60.7%	52.7%
%H		97.4%	40.0%	14.0%	71.7%	29.4%	42.2%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1332	1293	584	197	939	443	496	1170
%H		97.1%	43.8%	14.8%	70.5%	33.3%	37.2%	87.8%
16 - 19	67	67	35	14	47	30	16	65
%V	5.0%	5.2%	6.0%	7.1%	5.0%	6.8%	3.2%	5.6%
%H		100.0%	52.2%	20.9%	70.1%	44.8%	23.9%	97.0%
20 - 24	113	100	39	14	71	27	44	107
%V	8.5%	7.7%	6.7%	7.1%	7.6%	6.1%	8.9%	9.1%
%H		88.5%	34.5%	12.4%	62.8%	23.9%	38.9%	94.7%
25 - 34	207	201	115	30	120	69	51	200
%V	15.5%	15.5%	19.7%	15.2%	12.8%	15.6%	10.3%	17.1%
%H		97.1%	55.6%	14.5%	58.0%	33.3%	24.6%	96.6%
35 - 44	183	175	86	28	110	57	52	174
%V	13.7%	13.5%	14.7%	14.2%	11.7%	12.9%	10.5%	14.9%
%H		95.6%	47.0%	15.3%	60.1%	31.1%	28.4%	95.1%
45 - 54	235	229	107	37	168	85	82	215
%V	17.6%	17.7%	18.3%	18.8%	17.9%	19.2%	16.5%	18.4%
%H		97.4%	45.5%	15.7%	71.5%	36.2%	34.9%	91.5%
55 - 64	220	217	86	35	171	72	99	191
%V	16.5%	16.8%	14.7%	17.8%	18.2%	16.3%	20.0%	16.3%
%H		98.6%	39.1%	15.9%	77.7%	32.7%	45.0%	86.8%
65+	307	304	116	38	253	102	151	218
%V	23.0%	23.5%	19.9%	19.3%	26.9%	23.0%	30.4%	18.6%
%H		99.0%	37.8%	12.4%	82.4%	33.2%	49.2%	71.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1332	1293	584	197	939	443	496	1170
%H		97.1%	43.8%	14.8%	70.5%	33.3%	37.2%	87.8%
AB	343	337	166	48	240	120	120	328
%V	25.8%	26.1%	28.4%	24.4%	25.6%	27.1%	24.2%	28.0%
%H		98.3%	48.4%	14.0%	70.0%	35.0%	35.0%	95.6%
C1	352	335	156	55	248	128	121	329
%V	26.4%	25.9%	26.7%	27.9%	26.4%	28.9%	24.4%	28.1%
%H		95.2%	44.3%	15.6%	70.5%	36.4%	34.4%	93.5%
C2	305	302	146	50	210	103	106	260
%V	22.9%	23.4%	25.0%	25.4%	22.4%	23.3%	21.4%	22.2%
%H		99.0%	47.9%	16.4%	68.9%	33.8%	34.8%	85.2%
D	222	214	88	33	159	68	91	178
%V	16.7%	16.6%	15.1%	16.8%	16.9%	15.3%	18.3%	15.2%
%H		96.4%	39.6%	14.9%	71.6%	30.6%	41.0%	80.2%
E	109	105	28	12	82	24	58	75
%V	8.2%	8.1%	4.8%	6.1%	8.7%	5.4%	11.7%	6.4%
%H		96.3%	25.7%	11.0%	75.2%	22.0%	53.2%	68.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1332	1293	584	197	939	443	496	1170
%H		97.1%	43.8%	14.8%	70.5%	33.3%	37.2%	87.8%
Working full time	710	696	368	112	457	247	210	675
%V	53.3%	53.8%	63.0%	56.9%	48.7%	55.8%	42.3%	57.7%
%H		98.0%	51.8%	15.8%	64.4%	34.8%	29.6%	95.1%
Working part time	55	53	17	6	47	18	28	50
%V	4.1%	4.1%	2.9%	3.0%	5.0%	4.1%	5.6%	4.3%
%H		96.4%	30.9%	10.9%	85.5%	32.7%	50.9%	90.9%
Not working	567	544	199	79	435	178	257	445
%V	42.6%	42.1%	34.1%	40.1%	46.3%	40.2%	51.8%	38.0%
%H		95.9%	35.1%	13.9%	76.7%	31.4%	45.3%	78.5%
Housewife/Houseperson	327	311	106	41	236	80	157	242
%V	24.5%	24.1%	18.2%	20.8%	25.1%	18.1%	31.7%	20.7%
%H		95.1%	32.4%	12.5%	72.2%	24.5%	48.0%	74.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	1407	1375	586	203	1012	444	568	1190
%H		97.7%	41.6%	14.4%	71.9%	31.6%	40.4%	84.6%
16 - 19	57	53	22	6	43	19	24	53
%V	4.1%	3.9%	3.8%	3.0%	4.2%	4.3%	4.2%	4.5%
%H		93.0%	38.6%	10.5%	75.4%	33.3%	42.1%	93.0%
20 - 24	112	103	40	11	68	28	40	103
%V	8.0%	7.5%	6.8%	5.4%	6.7%	6.3%	7.0%	8.7%
%H		92.0%	35.7%	9.8%	60.7%	25.0%	35.7%	92.0%
25 - 34	202	195	100	30	116	56	60	194
%V	14.4%	14.2%	17.1%	14.8%	11.5%	12.6%	10.6%	16.3%
%H		96.5%	49.5%	14.9%	57.4%	27.7%	29.7%	96.0%
35 - 44	200	196	104	32	127	69	58	190
%V	14.2%	14.3%	17.7%	15.8%	12.5%	15.5%	10.2%	16.0%
%H		98.0%	52.0%	16.0%	63.5%	34.5%	29.0%	95.0%
45 - 54	249	246	111	41	182	89	92	235
%V	17.7%	17.9%	18.9%	20.2%	18.0%	20.0%	16.2%	19.7%
%H		98.8%	44.6%	16.5%	73.1%	35.7%	36.9%	94.4%
55 - 64	220	216	92	34	171	78	92	191
%V	15.6%	15.7%	15.7%	16.7%	16.9%	17.6%	16.2%	16.1%
%H		98.2%	41.8%	15.5%	77.7%	35.5%	41.8%	86.8%
65+	369	366	116	49	306	104	201	223
%V	26.2%	26.6%	19.8%	24.1%	30.2%	23.4%	35.4%	18.7%
%H		99.2%	31.4%	13.3%	82.9%	28.2%	54.5%	60.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1407	1375	586	203	1012	444	568	1190
%H		97.7%	41.6%	14.4%	71.9%	31.6%	40.4%	84.6%
AB	339	335	158	49	247	119	128	320
%V	24.1%	24.4%	27.0%	24.1%	24.4%	26.8%	22.5%	26.9%
%H		98.8%	46.6%	14.5%	72.9%	35.1%	37.8%	94.4%
C1	400	386	159	61	292	135	157	355
%V	28.4%	28.1%	27.1%	30.0%	28.9%	30.4%	27.6%	29.8%
%H		96.5%	39.8%	15.3%	73.0%	33.8%	39.3%	88.8%
C2	247	244	124	40	171	87	84	219
%V	17.6%	17.7%	21.2%	19.7%	16.9%	19.6%	14.8%	18.4%
%H		98.8%	50.2%	16.2%	69.2%	35.2%	34.0%	88.7%
D	233	229	92	32	163	66	98	184
%V	16.6%	16.7%	15.7%	15.8%	16.1%	14.9%	17.3%	15.5%
%H		98.3%	39.5%	13.7%	70.0%	28.3%	42.1%	79.0%
E	189	180	53	22	139	37	102	111
%V	13.4%	13.1%	9.0%	10.8%	13.7%	8.3%	18.0%	9.3%
%H		95.2%	28.0%	11.6%	73.5%	19.6%	54.0%	58.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1407	1375	586	203	1012	444	568	1190
%H		97.7%	41.6%	14.4%	71.9%	31.6%	40.4%	84.6%
Working full time	463	456	243	72	309	172	137	451
%V	32.9%	33.2%	41.5%	35.5%	30.5%	38.7%	24.1%	37.9%
%H		98.5%	52.5%	15.6%	66.7%	37.1%	29.6%	97.4%
Working part time	208	206	96	34	147	70	78	197
%V	14.8%	15.0%	16.4%	16.7%	14.5%	15.8%	13.7%	16.6%
%H		99.0%	46.2%	16.3%	70.7%	33.7%	37.5%	94.7%
Not working	736	713	247	97	556	202	354	542
%V	52.3%	51.9%	42.2%	47.8%	54.9%	45.5%	62.3%	45.5%
%H		96.9%	33.6%	13.2%	75.5%	27.4%	48.1%	73.6%
Housewife/Houseperson	1204	1180	507	173	860	371	490	1002
%V	85.6%	85.8%	86.5%	85.2%	85.0%	83.6%	86.3%	84.2%
%H		98.0%	42.1%	14.4%	71.4%	30.8%	40.7%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3043	2940	1143	507	2177	913	1263	2544
%H (All HH)		96.6%	37.6%	16.7%	71.5%	30.0%	41.5%	83.6%
%H (TV HH)			38.9%	17.2%	74.0%	31.1%	43.0%	
AB	645	626	285	96	476	231	245	609
%V	21.2%	21.3%	24.9%	18.9%	21.9%	25.3%	19.4%	23.9%
%H (All HH)		97.1%	44.2%	14.9%	73.8%	35.8%	38.0%	94.4%
%H (TV HH)			45.5%	15.3%	76.0%	36.9%	39.1%	
C1	851	825	341	150	614	285	329	753
%V	28.0%	28.1%	29.8%	29.6%	28.2%	31.2%	26.0%	29.6%
%H (All HH)		96.9%	40.1%	17.6%	72.2%	33.5%	38.7%	88.5%
%H (TV HH)			41.3%	18.2%	74.4%	34.5%	39.9%	
C2	584	571	230	110	413	183	230	509
%V	19.2%	19.4%	20.1%	21.7%	19.0%	20.0%	18.2%	20.0%
%H (All HH)		97.8%	39.4%	18.8%	70.7%	31.3%	39.4%	87.2%
%H (TV HH)			40.3%	19.3%	72.3%	32.0%	40.3%	
D	541	516	179	86	384	143	241	413
%V	17.8%	17.6%	15.7%	17.0%	17.6%	15.7%	19.1%	16.2%
%H (All HH)		95.4%	33.1%	15.9%	71.0%	26.4%	44.5%	76.3%
%H (TV HH)			34.7%	16.7%	74.4%	27.7%	46.7%	
E	423	403	109	64	289	71	218	261
%V	13.9%	13.7%	9.5%	12.6%	13.3%	7.8%	17.3%	10.3%
%H (All HH)		95.3%	25.8%	15.1%	68.3%	16.8%	51.5%	61.7%
%H (TV HH)			27.0%	15.9%	71.7%	17.6%	54.1%	

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

January - December 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	3043	2940	1143	507	2177	913	1263	2544
%H (All HH)		96.6%	37.6%	16.7%	71.5%	30.0%	41.5%	83.6%
%H (TV HH)			38.9%	17.2%	74.0%	31.1%	43.0%	
Under 25	131	118	37	22	79	28	51	120
%V	4.3%	4.0%	3.2%	4.3%	3.6%	3.1%	4.0%	4.7%
%H (All HH)		90.1%	28.2%	16.8%	60.3%	21.4%	38.9%	91.6%
%H (TV HH)			31.4%	18.6%	66.9%	23.7%	43.2%	
25 - 34	454	424	198	66	269	123	146	435
%V	14.9%	14.4%	17.3%	13.0%	12.4%	13.5%	11.6%	17.1%
%H (All HH)		93.4%	43.6%	14.5%	59.3%	27.1%	32.2%	95.8%
%H (TV HH)			46.7%	15.6%	63.4%	29.0%	34.4%	
35 - 44	490	466	214	93	316	164	152	463
%V	16.1%	15.9%	18.7%	18.3%	14.5%	18.0%	12.0%	18.2%
%H (All HH)		95.1%	43.7%	19.0%	64.5%	33.5%	31.0%	94.5%
%H (TV HH)			45.9%	20.0%	67.8%	35.2%	32.6%	
45 - 54	619	605	258	125	443	220	223	577
%V	20.3%	20.6%	22.6%	24.7%	20.3%	24.1%	17.7%	22.7%
%H (All HH)		97.7%	41.7%	20.2%	71.6%	35.5%	36.0%	93.2%
%H (TV HH)			42.6%	20.7%	73.2%	36.4%	36.9%	
55 - 64	509	497	204	88	380	175	205	433
%V	16.7%	16.9%	17.8%	17.4%	17.5%	19.2%	16.2%	17.0%
%H (All HH)		97.6%	40.1%	17.3%	74.7%	34.4%	40.3%	85.1%
%H (TV HH)			41.0%	17.7%	76.5%	35.2%	41.2%	
65 +	840	830	233	113	690	203	487	517
%V	27.6%	28.2%	20.4%	22.3%	31.7%	22.2%	38.6%	20.3%
%H (All HH)		98.8%	27.7%	13.5%	82.1%	24.2%	58.0%	61.5%
%H (TV HH)			28.1%	13.6%	83.1%	24.5%	58.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	3043	2940	1143	507	2177	913	1263	2544
%H (All HH)		96.6%	37.6%	16.7%	71.5%	30.0%	41.5%	83.6%
%H (TV HH)			38.9%	17.2%	74.0%	31.1%	43.0%	
1	982	935	229	117	734	160	575	611
%V	32.3%	31.8%	20.0%	23.1%	33.7%	17.5%	45.5%	24.0%
%H (All HH)		95.2%	23.3%	11.9%	74.7%	16.3%	58.6%	62.2%
%H (TV HH)			24.5%	12.5%	78.5%	17.1%	61.5%	
2	1054	1026	425	181	762	349	413	952
%V	34.6%	34.9%	37.2%	35.7%	35.0%	38.2%	32.7%	37.4%
%H (All HH)		97.3%	40.3%	17.2%	72.3%	33.1%	39.2%	90.3%
%H (TV HH)			41.4%	17.6%	74.3%	34.0%	40.3%	
3	464	453	215	94	324	184	139	448
%V	15.2%	15.4%	18.8%	18.5%	14.9%	20.2%	11.0%	17.6%
%H (All HH)		97.6%	46.3%	20.3%	69.8%	39.7%	30.0%	96.6%
%H (TV HH)			47.5%	20.8%	71.5%	40.6%	30.7%	
4	368	358	185	79	247	152	95	364
%V	12.1%	12.2%	16.2%	15.6%	11.3%	16.6%	7.5%	14.3%
%H (All HH)		97.3%	50.3%	21.5%	67.1%	41.3%	25.8%	98.9%
%H (TV HH)			51.7%	22.1%	69.0%	42.5%	26.5%	
5+	175	169	90	35	109	68	42	170
%V	5.8%	5.7%	7.9%	6.9%	5.0%	7.4%	3.3%	6.7%
%H (All HH)		96.6%	51.4%	20.0%	62.3%	38.9%	24.0%	97.1%
%H (TV HH)			53.3%	20.7%	64.5%	40.2%	24.9%	
Average HH size	2.27	2.27	2.58	2.50	2.21	2.61	1.92	2.45

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	3043	2940	1143	507	2177	913	1263	2544
%H (All HH)		96.6%	37.6%	16.7%	71.5%	30.0%	41.5%	83.6%
%H (TV HH)			38.9%	17.2%	74.0%	31.1%	43.0%	
Without	2278	2192	773	357	1673	628	1045	1797
%V	74.9%	74.6%	67.6%	70.4%	76.8%	68.8%	82.7%	70.6%
%H (All HH)		96.2%	33.9%	15.7%	73.4%	27.6%	45.9%	78.9%
%H (TV HH)			35.3%	16.3%	76.3%	28.6%	47.7%	
With	765	748	370	149	504	285	219	748
%V	25.1%	25.4%	32.4%	29.4%	23.2%	31.2%	17.3%	29.4%
%H (All HH)		97.8%	48.4%	19.5%	65.9%	37.3%	28.6%	97.8%
%H (TV HH)			49.5%	19.9%	67.4%	38.1%	29.3%	
0 - 3	291	282	148	45	178	96	82	283
%V	9.6%	9.6%	12.9%	8.9%	8.2%	10.5%	6.5%	11.1%
%H (All HH)		96.9%	50.9%	15.5%	61.2%	33.0%	28.2%	97.3%
%H (TV HH)			52.5%	16.0%	63.1%	34.0%	29.1%	
4 - 9	397	387	199	76	256	153	103	387
%V	13.0%	13.2%	17.4%	15.0%	11.8%	16.8%	8.2%	15.2%
%H (All HH)		97.5%	50.1%	19.1%	64.5%	38.5%	25.9%	97.5%
%H (TV HH)			51.4%	19.6%	66.1%	39.5%	26.6%	
10 - 15	357	350	169	79	244	143	101	349
%V	11.7%	11.9%	14.8%	15.6%	11.2%	15.7%	8.0%	13.7%
%H (All HH)		98.0%	47.3%	22.1%	68.3%	40.1%	28.3%	97.8%
%H (TV HH)			48.3%	22.6%	69.7%	40.9%	28.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3043	2940	1143	507	2177	913	1263	2544
%H (All HH)		96.6%	37.6%	16.7%	71.5%	30.0%	41.5%	83.6%
%H (TV HH)			38.9%	17.2%	74.0%	31.1%	43.0%	
1	1157	1157	340	153	773	143	631	860
%V	38.0%	39.4%	29.7%	30.2%	35.5%	15.7%	50.0%	33.8%
%H (All HH)		100.0%	29.4%	13.2%	66.8%	12.4%	54.5%	74.3%
%H (TV HH)			29.4%	13.2%	66.8%	12.4%	54.5%	
2	1001	1001	406	179	760	346	414	860
%V	32.9%	34.0%	35.5%	35.3%	34.9%	37.9%	32.8%	33.8%
%H (All HH)		100.0%	40.6%	17.9%	75.9%	34.6%	41.4%	85.9%
%H (TV HH)			40.6%	17.9%	75.9%	34.6%	41.4%	
3	487	487	237	101	394	243	151	460
%V	16.0%	16.6%	20.7%	19.9%	18.1%	26.6%	12.0%	18.1%
%H (All HH)		100.0%	48.7%	20.7%	80.9%	49.9%	31.0%	94.5%
%H (TV HH)			48.7%	20.7%	80.9%	49.9%	31.0%	
4	190	190	101	49	156	111	45	188
%V	6.2%	6.5%	8.8%	9.7%	7.2%	12.2%	3.6%	7.4%
%H (All HH)		100.0%	53.2%	25.8%	82.1%	58.4%	23.7%	98.9%
%H (TV HH)			53.2%	25.8%	82.1%	58.4%	23.7%	
5+	106	106	60	23	93	70	23	104
%V	3.5%	3.6%	5.2%	4.5%	4.3%	7.7%	1.8%	4.1%
%H (All HH)		100.0%	56.6%	21.7%	87.7%	66.0%	21.7%	98.1%
%H (TV HH)			56.6%	21.7%	87.7%	66.0%	21.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	3043	2940	1143	507	2177	913	1263	2544
%V (All HH)		96.6%	37.6%	16.7%	71.5%	30.0%	41.5%	83.6%
%H (TV HH)			38.9%	17.2%	74.0%	31.1%	43.0%	
Under 20"	371	371	138	67	322	157	165	310
%V	12.2%	12.6%	12.1%	13.2%	14.8%	17.2%	13.1%	12.2%
%H (All HH)		100.0%	37.2%	18.1%	86.8%	42.3%	44.5%	83.6%
%H (TV HH)			37.2%	18.1%	86.8%	42.3%	44.5%	
20" - 29"	851	851	328	157	713	347	365	706
%V	28.0%	28.9%	28.7%	31.0%	32.8%	38.0%	28.9%	27.8%
%H (All HH)		100.0%	38.5%	18.4%	83.8%	40.8%	42.9%	83.0%
%H (TV HH)			38.5%	18.4%	83.8%	40.8%	42.9%	
30" - 39"	1531	1531	619	267	1179	542	637	1303
%V	50.3%	52.1%	54.2%	52.7%	54.2%	59.4%	50.4%	51.2%
%H (All HH)		100.0%	40.4%	17.4%	77.0%	35.4%	41.6%	85.1%
%H (TV HH)			40.4%	17.4%	77.0%	35.4%	41.6%	
40" and over	1749	1749	803	334	1256	654	602	1600
%V	57.5%	59.5%	70.3%	65.9%	57.7%	71.6%	47.7%	62.9%
%H (All HH)		100.0%	45.9%	19.1%	71.8%	37.4%	34.4%	91.5%
%H (TV HH)			45.9%	19.1%	71.8%	37.4%	34.4%	

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

January - December 2016

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3043	2940	1143	507	2177	913	1263	2544
%V (All HH)		96.6%	37.6%	16.7%	71.5%	30.0%	41.5%	83.6%
%H (TV HH)			38.9%	17.2%	74.0%	31.1%	43.0%	
Main living room	2920	2920	1138	505	2161	909	1252	2456
%V	96.0%	99.3%	99.6%	99.6%	99.3%	99.6%	99.1%	96.5%
%H (All HH)		100.0%	39.0%	17.3%	74.0%	31.1%	42.9%	84.1%
%H (TV HH)			39.0%	17.3%	74.0%	31.1%	42.9%	
Kitchen	251	251	123	40	222	132	90	226
%V	8.2%	8.5%	10.8%	7.9%	10.2%	14.5%	7.1%	8.9%
%H (All HH)		100.0%	49.0%	15.9%	88.4%	52.6%	35.9%	90.0%
%H (TV HH)			49.0%	15.9%	88.4%	52.6%	35.9%	
Adult's bedroom	1361	1361	622	271	1084	611	473	1239
%V	44.7%	46.3%	54.4%	53.5%	49.8%	66.9%	37.5%	48.7%
%H (All HH)		100.0%	45.7%	19.9%	79.6%	44.9%	34.8%	91.0%
%H (TV HH)			45.7%	19.9%	79.6%	44.9%	34.8%	
Child's bedroom	247	247	125	64	185	128	57	245
%V	8.1%	8.4%	10.9%	12.6%	8.5%	14.0%	4.5%	9.6%
%H (All HH)		100.0%	50.6%	25.9%	74.9%	51.8%	23.1%	99.2%
%H (TV HH)			50.6%	25.9%	74.9%	51.8%	23.1%	
Other bedroom	235	235	113	52	188	118	70	227
%V	7.7%	8.0%	9.9%	10.3%	8.6%	12.9%	5.5%	8.9%
%H (All HH)		100.0%	48.1%	22.1%	80.0%	50.2%	29.8%	96.6%
%H (TV HH)			48.1%	22.1%	80.0%	50.2%	29.8%	
Second living/dining room	366	366	183	71	297	181	116	332
%V	12.0%	12.4%	16.0%	14.0%	13.6%	19.8%	9.2%	13.1%
%H (All HH)		100.0%	50.0%	19.4%	81.1%	49.5%	31.7%	90.7%
%H (TV HH)			50.0%	19.4%	81.1%	49.5%	31.7%	
Study/office	33	33	18	4	27	17	11	32
%V	1.1%	1.1%	1.6%	0.8%	1.2%	1.9%	0.9%	1.3%
%H (All HH)		100.0%	54.5%	12.1%	81.8%	51.5%	33.3%	97.0%
%H (TV HH)			54.5%	12.1%	81.8%	51.5%	33.3%	
TV room	16	16	10	2	11	8	3	16
%V	0.5%	0.5%	0.9%	0.4%	0.5%	0.9%	0.2%	0.6%
%H (All HH)		100.0%	62.5%	12.5%	68.8%	50.0%	18.8%	100.0%
%H (TV HH)			62.5%	12.5%	68.8%	50.0%	18.8%	
Conservatory	82	82	38	16	68	40	28	77
%V	2.7%	2.8%	3.3%	3.2%	3.1%	4.4%	2.2%	3.0%
%H (All HH)		100.0%	46.3%	19.5%	82.9%	48.8%	34.1%	93.9%
%H (TV HH)			46.3%	19.5%	82.9%	48.8%	34.1%	
Attic or loft room	14	14	7	3	11	7	4	13
%V	0.5%	0.5%	0.6%	0.6%	0.5%	0.8%	0.3%	0.5%
%H (All HH)		100.0%	50.0%	21.4%	78.6%	50.0%	28.6%	92.9%
%H (TV HH)			50.0%	21.4%	78.6%	50.0%	28.6%	
No specific location	4	4	2	1	4	3	2	4
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	25.0%	100.0%	75.0%	50.0%	100.0%
%H (TV HH)			50.0%	25.0%	100.0%	75.0%	50.0%	
Other	29	29	13	5	24	14	10	27
%V	1.0%	1.0%	1.1%	1.0%	1.1%	1.5%	0.8%	1.1%
%H (All HH)		100.0%	44.8%	17.2%	82.8%	48.3%	34.5%	93.1%
%H (TV HH)			44.8%	17.2%	82.8%	48.3%	34.5%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC North West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3043	2940	1143	507	2177	913	1263	2544
%H (All HH)		96.6%	37.6%	16.7%	71.5%	30.0%	41.5%	83.6%
%H (TV HH)			38.9%	17.2%	74.0%	31.1%	43.0%	
Any DSAT provider	1143	1143	1143	21	660	660	0	1066
%V	37.6%	38.9%	100.0%	4.1%	30.3%	72.3%	0.0%	41.9%
%H (All HH)			100.0%	1.8%	57.7%	57.7%	0.0%	93.3%
%H (TV HH)			100.0%	1.8%	57.7%	57.7%	0.0%	
Sky with subscription	974	974	974	9	570	570	0	918
%V	32.0%	33.1%	85.2%	1.8%	26.2%	62.4%	0.0%	36.1%
%H (All HH)			100.0%	0.9%	58.5%	58.5%	0.0%	94.3%
%H (TV HH)			100.0%	0.9%	58.5%	58.5%	0.0%	
Sky without subscription	73	73	73	2	34	34	0	61
%V	2.4%	2.5%	6.4%	0.4%	1.6%	3.7%	0.0%	2.4%
%H (All HH)			100.0%	2.7%	46.6%	46.6%	0.0%	83.6%
%H (TV HH)			100.0%	2.7%	46.6%	46.6%	0.0%	
Freesat	71	71	71	5	48	48	0	67
%V	2.3%	2.4%	6.2%	1.0%	2.2%	5.3%	0.0%	2.6%
%H (All HH)			100.0%	7.0%	67.6%	67.6%	0.0%	94.4%
%H (TV HH)			100.0%	7.0%	67.6%	67.6%	0.0%	
Other satellite provider	81	81	81	8	44	44	0	76
%V	2.7%	2.8%	7.1%	1.6%	2.0%	4.8%	0.0%	3.0%
%H (All HH)			100.0%	9.9%	54.3%	54.3%	0.0%	93.8%
%H (TV HH)			100.0%	9.9%	54.3%	54.3%	0.0%	
DCAB	507	507	21	507	267	267	0	471
%V	16.7%	17.2%	1.8%	100.0%	12.3%	29.2%	0.0%	18.5%
%H (All HH)			4.1%	100.0%	52.7%	52.7%	0.0%	92.9%
%H (TV HH)			4.1%	100.0%	52.7%	52.7%	0.0%	
DTT	2177	2177	660	267	2177	913	1263	1775
%V	71.5%	74.0%	57.7%	52.7%	100.0%	100.0%	100.0%	69.8%
%H (All HH)		100.0%	30.3%	12.3%	100.0%	41.9%	58.0%	81.5%
%H (TV HH)			30.3%	12.3%	100.0%	41.9%	58.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3043	2940	1143	507	2177	913	1263	2544
%H (All HH)		96.6%	37.6%	16.7%	71.5%	30.0%	41.5%	83.6%
%H (TV HH)			38.9%	17.2%	74.0%	31.1%	43.0%	
PVR	1904	1904	1020	452	1282	836	446	1761
%V	62.6%	64.8%	89.2%	89.2%	58.9%	91.6%	35.3%	69.2%
%H (All HH)		100.0%	53.6%	23.7%	67.3%	43.9%	23.4%	92.5%
%H (TV HH)			53.6%	23.7%	67.3%	43.9%	23.4%	
DVDR	64	64	22	14	47	19	29	56
%V	2.1%	2.2%	1.9%	2.8%	2.2%	2.1%	2.3%	2.2%
%H (All HH)		100.0%	34.4%	21.9%	73.4%	29.7%	45.3%	87.5%
%H (TV HH)			34.4%	21.9%	73.4%	29.7%	45.3%	
VCR	28	28	9	3	25	10	15	19
%V	0.9%	1.0%	0.8%	0.6%	1.1%	1.1%	1.2%	0.7%
%H (All HH)		100.0%	32.1%	10.7%	89.3%	35.7%	53.6%	67.9%
%H (TV HH)			32.1%	10.7%	89.3%	35.7%	53.6%	
Any recorder	1941	1941	1023	457	1315	840	475	1786
%V	63.8%	66.0%	89.5%	90.1%	60.4%	92.0%	37.6%	70.2%
%H (All HH)		100.0%	52.7%	23.5%	67.7%	43.3%	24.5%	92.0%
%H (TV HH)			52.7%	23.5%	67.7%	43.3%	24.5%	
Receives HDTV (via STB or built-in reception)	1959	1959	904	435	1430	793	637	1796
%V	64.4%	66.6%	79.1%	85.8%	65.7%	86.9%	50.4%	70.6%
%H (All HH)		100.0%	46.1%	22.2%	73.0%	40.5%	32.5%	91.7%
%H (TV HH)			46.1%	22.2%	73.0%	40.5%	32.5%	
DVD/Blu-ray player or recorder	2038	2038	843	360	1530	713	816	1809
%V	67.0%	69.3%	73.8%	71.0%	70.3%	78.1%	64.6%	71.1%
%H (All HH)		100.0%	41.4%	17.7%	75.1%	35.0%	40.0%	88.8%
%H (TV HH)			41.4%	17.7%	75.1%	35.0%	40.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3043	2940	1143	507	2177	913	1263	2544
%H (All HH)		96.6%	37.6%	16.7%	71.5%	30.0%	41.5%	83.6%
%H (TV HH)			38.9%	17.2%	74.0%	31.1%	43.0%	
Has broadband internet	2544	2473	1066	471	1775	862	912	2544
%V	83.6%	84.1%	93.3%	92.9%	81.5%	94.4%	72.2%	100.0%
%H (All HH)		97.2%	41.9%	18.5%	69.8%	33.9%	35.8%	100.0%
%H (TV HH)			43.1%	19.0%	71.8%	34.9%	36.9%	
Number of computers (PCs and laptops)								
0	659	627	134	69	504	84	418	200
%V	21.7%	21.3%	11.7%	13.6%	23.2%	9.2%	33.1%	7.9%
%H (All HH)		95.1%	20.3%	10.5%	76.5%	12.7%	63.4%	30.3%
%H (TV HH)			21.4%	11.0%	80.4%	13.4%	66.7%	
1	841	808	287	146	559	200	359	810
%V	27.6%	27.5%	25.1%	28.8%	25.7%	21.9%	28.4%	31.8%
%H (All HH)		96.1%	34.1%	17.4%	66.5%	23.8%	42.7%	96.3%
%H (TV HH)			35.5%	18.1%	69.2%	24.8%	44.4%	
2	714	695	310	120	518	259	259	709
%V	23.5%	23.6%	27.1%	23.7%	23.8%	28.4%	20.5%	27.9%
%H (All HH)		97.3%	43.4%	16.8%	72.5%	36.3%	36.3%	99.3%
%H (TV HH)			44.6%	17.3%	74.5%	37.3%	37.3%	
3	390	380	188	84	274	167	108	388
%V	12.8%	12.9%	16.4%	16.6%	12.6%	18.3%	8.6%	15.3%
%H (All HH)		97.4%	48.2%	21.5%	70.3%	42.8%	27.7%	99.5%
%H (TV HH)			49.5%	22.1%	72.1%	43.9%	28.4%	
4	209	203	106	36	155	94	61	207
%V	6.9%	6.9%	9.3%	7.1%	7.1%	10.3%	4.8%	8.1%
%H (All HH)		97.1%	50.7%	17.2%	74.2%	45.0%	29.2%	99.0%
%H (TV HH)			52.2%	17.7%	76.4%	46.3%	30.0%	
5+	231	227	118	52	167	109	58	230
%V	7.6%	7.7%	10.3%	10.3%	7.7%	11.9%	4.6%	9.0%
%H (All HH)		98.3%	51.1%	22.5%	72.3%	47.2%	25.1%	99.6%
%H (TV HH)			52.0%	22.9%	73.6%	48.0%	25.6%	

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

January - December 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	5954	2595	1136	4607	2394	2213	5280
%H		43.6%	19.1%	77.4%	40.2%	37.2%	88.7%
Under 20"	465	173	87	407	202	205	397
%V	7.8%	6.7%	7.7%	8.8%	8.4%	9.3%	7.5%
%H		37.2%	18.7%	87.5%	43.4%	44.1%	85.4%
20" - 29"	1102	442	204	932	472	460	932
%V	18.5%	17.0%	18.0%	20.2%	19.7%	20.8%	17.7%
%H		40.1%	18.5%	84.6%	42.8%	41.7%	84.6%
30" - 39"	1956	822	369	1519	760	759	1708
%V	32.9%	31.7%	32.5%	33.0%	31.7%	34.3%	32.3%
%H		42.0%	18.9%	77.7%	38.9%	38.8%	87.3%
40" and over	2262	1090	440	1632	905	727	2103
%V	38.0%	42.0%	38.7%	35.4%	37.8%	32.9%	39.8%
%H		48.2%	19.5%	72.1%	40.0%	32.1%	93.0%
Don't know	168	68	37	117	55	62	141
%V	2.8%	2.6%	3.3%	2.5%	2.3%	2.8%	2.7%
%H		40.5%	22.0%	69.6%	32.7%	36.9%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	5954	2595	1136	4607	2394	2213	5280
%H		43.6%	19.1%	77.4%	40.2%	37.2%	88.7%
Main living room	2935	1145	508	2173	915	1257	2468
%V	49.3%	44.1%	44.7%	47.2%	38.2%	56.8%	46.7%
%H		39.0%	17.3%	74.0%	31.2%	42.8%	84.1%
Kitchen	252	124	40	223	132	90	226
%V	4.2%	4.8%	3.5%	4.8%	5.5%	4.1%	4.3%
%H		49.2%	15.9%	88.5%	52.4%	35.7%	89.7%
Adult's bedroom	1610	747	337	1293	760	533	1483
%V	27.0%	28.8%	29.7%	28.1%	31.7%	24.1%	28.1%
%H		46.4%	20.9%	80.3%	47.2%	33.1%	92.1%
Child's bedroom	318	162	85	235	166	69	315
%V	5.3%	6.2%	7.5%	5.1%	6.9%	3.1%	6.0%
%H		50.9%	26.7%	73.9%	52.2%	21.7%	99.1%
Other bedroom	283	138	60	230	144	85	275
%V	4.8%	5.3%	5.3%	5.0%	6.0%	3.8%	5.2%
%H		48.8%	21.2%	81.3%	50.9%	30.0%	97.2%
Second living/dining room	372	186	72	301	183	118	337
%V	6.2%	7.2%	6.3%	6.5%	7.6%	5.3%	6.4%
%H		50.0%	19.4%	80.9%	49.2%	31.7%	90.6%
Study/office	35	19	5	30	19	11	34
%V	0.6%	0.7%	0.4%	0.7%	0.8%	0.5%	0.6%
%H		54.3%	14.3%	85.7%	54.3%	31.4%	97.1%
TV room	16	10	2	11	8	3	16
%V	0.3%	0.4%	0.2%	0.2%	0.3%	0.1%	0.3%
%H		62.5%	12.5%	68.8%	50.0%	18.8%	100.0%
Conservatory	82	38	16	68	40	28	77
%V	1.4%	1.5%	1.4%	1.5%	1.7%	1.3%	1.5%
%H		46.3%	19.5%	82.9%	48.8%	34.1%	93.9%
Attic or loft room	14	7	3	11	7	4	13
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.2%	0.2%
%H		50.0%	21.4%	78.6%	50.0%	28.6%	92.9%
No specific location	4	2	1	4	3	2	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	25.0%	100.0%	75.0%	50.0%	100.0%
Other	34	17	5	29	18	11	32
%V	0.6%	0.7%	0.4%	0.6%	0.8%	0.5%	0.6%
%H		50.0%	14.7%	85.3%	52.9%	32.4%	94.1%

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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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	5954	2595	1136	4607	2394	2213	5280
%H		43.6%	19.1%	77.4%	40.2%	37.2%	88.7%
PVR	2660	1511	652	1715	1194	521	2497
%V	44.7%	58.2%	57.4%	37.2%	49.9%	23.5%	47.3%
%H		56.8%	24.5%	64.5%	44.9%	19.6%	93.9%
DVDR	74	26	19	56	26	30	67
%V	1.2%	1.0%	1.7%	1.2%	1.1%	1.4%	1.3%
%H		35.1%	25.7%	75.7%	35.1%	40.5%	90.5%
VCR	28	10	3	25	10	15	19
%V	0.5%	0.4%	0.3%	0.5%	0.4%	0.7%	0.4%
%H		35.7%	10.7%	89.3%	35.7%	53.6%	67.9%
Any recorder	2715	1522	663	1762	1208	555	2538
%V	45.6%	58.7%	58.4%	38.2%	50.5%	25.1%	48.1%
%H		56.1%	24.4%	64.9%	44.5%	20.4%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: 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	5954	2595	1136	4607	2394	2213	5280
%H		43.6%	19.1%	77.4%	40.2%	37.2%	88.7%
Receives HDTV (via STB or built-in reception)	3045	1456	707	2254	1340	914	2845
%V	51.1%	56.1%	62.2%	48.9%	56.0%	41.3%	53.9%
%H		47.8%	23.2%	74.0%	44.0%	30.0%	93.4%
DVD/Blu-ray player or recorder	3011	1329	580	2311	1227	1084	2747
%V	50.6%	51.2%	51.1%	50.2%	51.3%	49.0%	52.0%
%H		44.1%	19.3%	76.8%	40.8%	36.0%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2940	1143	507	2177	913	1263	2473
%H		38.9%	17.2%	74.0%	31.1%	43.0%	84.1%
Under 20"	28	3	1	24	1	23	14
%V	1.0%	0.3%	0.2%	1.1%	0.1%	1.8%	0.6%
%H		10.7%	3.6%	85.7%	3.6%	82.1%	50.0%
20" - 29"	201	34	22	167	26	141	117
%V	6.8%	3.0%	4.3%	7.7%	2.8%	11.2%	4.7%
%H		16.9%	10.9%	83.1%	12.9%	70.1%	58.2%
30" - 39"	923	302	141	704	235	469	720
%V	31.4%	26.4%	27.8%	32.3%	25.7%	37.1%	29.1%
%H		32.7%	15.3%	76.3%	25.5%	50.8%	78.0%
40" and over	1712	782	328	1228	635	593	1564
%V	58.2%	68.4%	64.7%	56.4%	69.6%	47.0%	63.2%
%H		45.7%	19.2%	71.7%	37.1%	34.6%	91.4%
Don't know	77	22	14	53	15	39	58
%V	2.6%	1.9%	2.8%	2.4%	1.6%	3.1%	2.3%
%H		28.6%	18.2%	68.8%	19.5%	50.6%	75.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2940	1143	507	2177	913	1263	2473
%H		38.9%	17.2%	74.0%	31.1%	43.0%	84.1%
PVR	1861	1009	444	1242	821	421	1723
%V	63.3%	88.3%	87.6%	57.1%	89.9%	33.3%	69.7%
%H		54.2%	23.9%	66.7%	44.1%	22.6%	92.6%
DVDR	51	15	11	37	12	25	44
%V	1.7%	1.3%	2.2%	1.7%	1.3%	2.0%	1.8%
%H		29.4%	21.6%	72.5%	23.5%	49.0%	86.3%
VCR	21	7	2	19	7	13	13
%V	0.7%	0.6%	0.4%	0.9%	0.8%	1.0%	0.5%
%H		33.3%	9.5%	90.5%	33.3%	61.9%	61.9%
Any recorder	1897	1012	449	1273	825	448	1746
%V	64.5%	88.5%	88.6%	58.5%	90.4%	35.5%	70.6%
%H		53.3%	23.7%	67.1%	43.5%	23.6%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: 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	2940	1143	507	2177	913	1263	2473
%H		38.9%	17.2%	74.0%	31.1%	43.0%	84.1%
Receives HDTV (via STB or built-in reception)	1894	875	426	1373	764	609	1735
%V	64.4%	76.6%	84.0%	63.1%	83.7%	48.2%	70.2%
%H		46.2%	22.5%	72.5%	40.3%	32.2%	91.6%
DVD/Blu-ray player or recorder	1809	731	313	1356	612	743	1598
%V	61.5%	64.0%	61.7%	62.3%	67.0%	58.8%	64.6%
%H		40.4%	17.3%	75.0%	33.8%	41.1%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	3014	1452	629	2431	1481	950	2807
%H		48.2%	20.9%	80.7%	49.1%	31.5%	93.1%
Under 20"	437	170	86	383	201	182	382
%V	14.5%	11.7%	13.7%	15.8%	13.6%	19.2%	13.6%
%H		38.9%	19.7%	87.6%	46.0%	41.6%	87.4%
20" - 29"	901	408	181	765	445	319	815
%V	29.9%	28.1%	28.8%	31.5%	30.0%	33.6%	29.0%
%H		45.3%	20.1%	84.9%	49.4%	35.4%	90.5%
30" - 39"	1033	521	227	815	524	291	988
%V	34.3%	35.9%	36.1%	33.5%	35.4%	30.6%	35.2%
%H		50.4%	22.0%	78.9%	50.7%	28.2%	95.6%
40" and over	550	308	112	404	270	134	539
%V	18.2%	21.2%	17.8%	16.6%	18.2%	14.1%	19.2%
%H		56.0%	20.4%	73.5%	49.1%	24.4%	98.0%
Don't know	92	45	22	64	40	24	83
%V	3.1%	3.1%	3.5%	2.6%	2.7%	2.5%	3.0%
%H		48.9%	23.9%	69.6%	43.5%	26.1%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3014	1452	629	2431	1481	950	2807
%H		48.2%	20.9%	80.7%	49.1%	31.5%	93.1%
PVR	800	502	209	473	373	101	774
%V	26.5%	34.6%	33.2%	19.5%	25.2%	10.6%	27.6%
%H		62.8%	26.1%	59.1%	46.6%	12.6%	96.8%
DVDR	24	11	8	19	14	5	23
%V	0.8%	0.8%	1.3%	0.8%	0.9%	0.5%	0.8%
%H		45.8%	33.3%	79.2%	58.3%	20.8%	95.8%
VCR	7	3	1	6	4	3	6
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%
%H		42.9%	14.3%	85.7%	57.1%	42.9%	85.7%
Any recorder	819	510	215	489	383	107	792
%V	27.2%	35.1%	34.2%	20.1%	25.9%	11.3%	28.2%
%H		62.3%	26.3%	59.7%	46.8%	13.1%	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	3014	1452	629	2431	1481	950	2807
%H		48.2%	20.9%	80.7%	49.1%	31.5%	93.1%
Receives HDTV (via STB or built-in reception)	1151	580	281	881	576	306	1110
%V	38.2%	39.9%	44.7%	36.2%	38.9%	32.2%	39.5%
%H		50.4%	24.4%	76.5%	50.0%	26.6%	96.4%
DVD/Blu-ray player or recorder	1203	597	267	955	615	341	1149
%V	39.9%	41.1%	42.4%	39.3%	41.5%	35.9%	40.9%
%H		49.6%	22.2%	79.4%	51.1%	28.3%	95.5%

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	6901	6689	2948	1264	4809	2386	2423	6232
%H		96.9%	42.7%	18.3%	69.7%	34.6%	35.1%	90.3%
Total Children	1330	1295	656	254	861	498	363	1297
%V	19.3%	19.4%	22.3%	20.1%	17.9%	20.9%	15.0%	20.8%
%H		97.4%	49.3%	19.1%	64.7%	37.4%	27.3%	97.5%
0 - 3	339	329	171	53	209	113	96	330
%V	4.9%	4.9%	5.8%	4.2%	4.3%	4.7%	4.0%	5.3%
%H		97.1%	50.4%	15.6%	61.7%	33.3%	28.3%	97.3%
4 - 15	991	967	485	201	652	385	267	967
%V	14.4%	14.5%	16.5%	15.9%	13.6%	16.1%	11.0%	15.5%
%H		97.6%	48.9%	20.3%	65.8%	38.8%	26.9%	97.6%
4 - 9	521	507	262	101	328	197	131	508
%V	7.5%	7.6%	8.9%	8.0%	6.8%	8.3%	5.4%	8.2%
%H		97.3%	50.3%	19.4%	63.0%	37.8%	25.1%	97.5%
10 - 15	470	460	224	100	324	188	136	459
%V	6.8%	6.9%	7.6%	7.9%	6.7%	7.9%	5.6%	7.4%
%H		97.9%	47.7%	21.3%	68.9%	40.0%	28.9%	97.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	6901	6689	2948	1264	4809	2386	2423	6232
%H		96.9%	42.7%	18.3%	69.7%	34.6%	35.1%	90.3%
Total Adults (16+)	5571	5393	2292	1010	3948	1888	2060	4935
%V	80.7%	80.6%	77.7%	79.9%	82.1%	79.1%	85.0%	79.2%
%H		96.8%	41.1%	18.1%	70.9%	33.9%	37.0%	88.6%
16 - 19	303	292	142	69	199	117	82	293
%V	4.4%	4.4%	4.8%	5.5%	4.1%	4.9%	3.4%	4.7%
%H		96.4%	46.9%	22.8%	65.7%	38.6%	27.1%	96.7%
20 - 24	433	405	161	83	294	143	150	412
%V	6.3%	6.1%	5.5%	6.6%	6.1%	6.0%	6.2%	6.6%
%H		93.5%	37.2%	19.2%	67.9%	33.0%	34.6%	95.2%
25 - 34	917	861	405	155	562	283	279	883
%V	13.3%	12.9%	13.7%	12.3%	11.7%	11.9%	11.5%	14.2%
%H		93.9%	44.2%	16.9%	61.3%	30.9%	30.4%	96.3%
35 - 44	841	805	395	168	539	305	234	807
%V	12.2%	12.0%	13.4%	13.3%	11.2%	12.8%	9.7%	12.9%
%H		95.7%	47.0%	20.0%	64.1%	36.3%	27.8%	96.0%
45 - 54	995	976	439	198	708	370	338	937
%V	14.4%	14.6%	14.9%	15.7%	14.7%	15.5%	13.9%	15.0%
%H		98.1%	44.1%	19.9%	71.2%	37.2%	34.0%	94.2%
55 - 64	832	815	356	154	621	313	308	745
%V	12.1%	12.2%	12.1%	12.2%	12.9%	13.1%	12.7%	12.0%
%H		98.0%	42.8%	18.5%	74.6%	37.6%	37.0%	89.5%
65+	1251	1240	393	184	1024	357	668	858
%V	18.1%	18.5%	13.3%	14.6%	21.3%	15.0%	27.6%	13.8%
%H		99.1%	31.4%	14.7%	81.9%	28.5%	53.4%	68.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2016

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5571	5393	2292	1010	3948	1888	2060	4935
%H		96.8%	41.1%	18.1%	70.9%	33.9%	37.0%	88.6%
AB	1265	1235	584	201	941	489	452	1217
%V	22.7%	22.9%	25.5%	19.9%	23.8%	25.9%	21.9%	24.7%
%H		97.6%	46.2%	15.9%	74.4%	38.7%	35.7%	96.2%
C1	1628	1572	698	300	1156	590	565	1499
%V	29.2%	29.1%	30.5%	29.7%	29.3%	31.3%	27.4%	30.4%
%H		96.6%	42.9%	18.4%	71.0%	36.2%	34.7%	92.1%
C2	1135	1113	483	235	798	401	397	1033
%V	20.4%	20.6%	21.1%	23.3%	20.2%	21.2%	19.3%	20.9%
%H		98.1%	42.6%	20.7%	70.3%	35.3%	35.0%	91.0%
D	959	919	351	178	666	293	374	797
%V	17.2%	17.0%	15.3%	17.6%	16.9%	15.5%	18.2%	16.1%
%H		95.8%	36.6%	18.6%	69.4%	30.6%	39.0%	83.1%
E	584	555	176	95	386	115	271	389
%V	10.5%	10.3%	7.7%	9.4%	9.8%	6.1%	13.2%	7.9%
%H		95.0%	30.1%	16.3%	66.1%	19.7%	46.4%	66.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	5571	5393	2292	1010	3948	1888	2060	4935
%H		96.8%	41.1%	18.1%	70.9%	33.9%	37.0%	88.6%
Working full time	2638	2568	1193	534	1810	985	825	2555
%V	47.4%	47.6%	52.1%	52.9%	45.8%	52.2%	40.0%	51.8%
%H		97.3%	45.2%	20.2%	68.6%	37.3%	31.3%	96.9%
Working part time	459	444	208	86	329	183	146	439
%V	8.2%	8.2%	9.1%	8.5%	8.3%	9.7%	7.1%	8.9%
%H		96.7%	45.3%	18.7%	71.7%	39.9%	31.8%	95.6%
Not working	2473	2381	891	390	1808	720	1088	1941
%V	44.4%	44.1%	38.9%	38.6%	45.8%	38.1%	52.8%	39.3%
%H		96.3%	36.0%	15.8%	73.1%	29.1%	44.0%	78.5%
Housewife/Houseperson	3043	2940	1143	507	2177	913	1263	2544
%V	54.6%	54.5%	49.9%	50.2%	55.1%	48.4%	61.3%	51.6%
%H		96.6%	37.6%	16.7%	71.5%	30.0%	41.5%	83.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2725	2625	1143	501	1908	940	969	2435
%H		96.3%	41.9%	18.4%	70.0%	34.5%	35.6%	89.4%
16 - 19	166	162	81	38	111	68	44	159
%V	6.1%	6.2%	7.1%	7.6%	5.8%	7.2%	4.5%	6.5%
%H		97.6%	48.8%	22.9%	66.9%	41.0%	26.5%	95.8%
20 - 24	207	195	87	42	137	73	65	197
%V	7.6%	7.4%	7.6%	8.4%	7.2%	7.8%	6.7%	8.1%
%H		94.2%	42.0%	20.3%	66.2%	35.3%	31.4%	95.2%
25 - 34	459	426	185	81	283	138	146	440
%V	16.8%	16.2%	16.2%	16.2%	14.8%	14.7%	15.1%	18.1%
%H		92.8%	40.3%	17.6%	61.7%	30.1%	31.8%	95.9%
35 - 44	414	393	196	79	260	144	116	395
%V	15.2%	15.0%	17.1%	15.8%	13.6%	15.3%	12.0%	16.2%
%H		94.9%	47.3%	19.1%	62.8%	34.8%	28.0%	95.4%
45 - 54	488	476	221	89	345	180	165	454
%V	17.9%	18.1%	19.3%	17.8%	18.1%	19.1%	17.0%	18.6%
%H		97.5%	45.3%	18.2%	70.7%	36.9%	33.8%	93.0%
55 - 64	412	403	176	73	307	152	155	363
%V	15.1%	15.4%	15.4%	14.6%	16.1%	16.2%	16.0%	14.9%
%H		97.8%	42.7%	17.7%	74.5%	36.9%	37.6%	88.1%
65+	578	571	197	97	464	185	279	428
%V	21.2%	21.8%	17.2%	19.4%	24.3%	19.7%	28.8%	17.6%
%H		98.8%	34.1%	16.8%	80.3%	32.0%	48.3%	74.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	2725	2625	1143	501	1908	940	969	2435
%H		96.3%	41.9%	18.4%	70.0%	34.5%	35.6%	89.4%
AB	634	617	298	100	468	246	221	610
%V	23.3%	23.5%	26.1%	20.0%	24.5%	26.2%	22.8%	25.1%
%H		97.3%	47.0%	15.8%	73.8%	38.8%	34.9%	96.2%
C1	770	744	348	146	538	290	248	722
%V	28.3%	28.3%	30.4%	29.1%	28.2%	30.9%	25.6%	29.7%
%H		96.6%	45.2%	19.0%	69.9%	37.7%	32.2%	93.8%
C2	609	595	252	125	435	215	220	546
%V	22.3%	22.7%	22.0%	25.0%	22.8%	22.9%	22.7%	22.4%
%H		97.7%	41.4%	20.5%	71.4%	35.3%	36.1%	89.7%
D	456	433	171	88	309	142	167	389
%V	16.7%	16.5%	15.0%	17.6%	16.2%	15.1%	17.2%	16.0%
%H		95.0%	37.5%	19.3%	67.8%	31.1%	36.6%	85.3%
E	255	236	75	41	159	46	113	168
%V	9.4%	9.0%	6.6%	8.2%	8.3%	4.9%	11.7%	6.9%
%H		92.5%	29.4%	16.1%	62.4%	18.0%	44.3%	65.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2725	2625	1143	501	1908	940	969	2435
%H		96.3%	41.9%	18.4%	70.0%	34.5%	35.6%	89.4%
Working full time	1543	1494	705	303	1059	579	480	1484
%V	56.6%	56.9%	61.7%	60.5%	55.5%	61.6%	49.5%	60.9%
%H		96.8%	45.7%	19.6%	68.6%	37.5%	31.1%	96.2%
Working part time	113	106	48	14	79	36	43	108
%V	4.1%	4.0%	4.2%	2.8%	4.1%	3.8%	4.4%	4.4%
%H		93.8%	42.5%	12.4%	69.9%	31.9%	38.1%	95.6%
Not working	1070	1025	391	183	771	325	446	843
%V	39.3%	39.0%	34.2%	36.5%	40.4%	34.6%	46.0%	34.6%
%H		95.8%	36.5%	17.1%	72.1%	30.4%	41.7%	78.8%
Housewife/Houseperson	726	678	228	106	503	167	336	549
%V	26.6%	25.8%	19.9%	21.2%	26.4%	17.8%	34.7%	22.5%
%H		93.4%	31.4%	14.6%	69.3%	23.0%	46.3%	75.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	2846	2769	1149	509	2039	949	1091	2500
%H		97.3%	40.4%	17.9%	71.6%	33.3%	38.3%	87.8%
16 - 19	136	130	61	30	88	49	39	134
%V	4.8%	4.7%	5.3%	5.9%	4.3%	5.2%	3.6%	5.4%
%H		95.6%	44.9%	22.1%	64.7%	36.0%	28.7%	98.5%
20 - 24	226	210	75	40	156	70	86	216
%V	7.9%	7.6%	6.5%	7.9%	7.7%	7.4%	7.9%	8.6%
%H		92.9%	33.2%	17.7%	69.0%	31.0%	38.1%	95.6%
25 - 34	458	435	219	74	279	146	133	444
%V	16.1%	15.7%	19.1%	14.5%	13.7%	15.4%	12.2%	17.8%
%H		95.0%	47.8%	16.2%	60.9%	31.9%	29.0%	96.9%
35 - 44	427	412	199	88	279	161	118	412
%V	15.0%	14.9%	17.3%	17.3%	13.7%	17.0%	10.8%	16.5%
%H		96.5%	46.6%	20.6%	65.3%	37.7%	27.6%	96.5%
45 - 54	506	500	219	109	363	190	173	482
%V	17.8%	18.1%	19.1%	21.4%	17.8%	20.0%	15.9%	19.3%
%H		98.8%	43.3%	21.5%	71.7%	37.5%	34.2%	95.3%
55 - 64	419	413	180	80	314	161	154	381
%V	14.7%	14.9%	15.7%	15.7%	15.4%	17.0%	14.1%	15.2%
%H		98.6%	43.0%	19.1%	74.9%	38.4%	36.8%	90.9%
65+	673	670	196	87	561	171	389	430
%V	23.6%	24.2%	17.1%	17.1%	27.5%	18.0%	35.7%	17.2%
%H		99.6%	29.1%	12.9%	83.4%	25.4%	57.8%	63.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2846	2769	1149	509	2039	949	1091	2500
%H		97.3%	40.4%	17.9%	71.6%	33.3%	38.3%	87.8%
AB	630	618	286	101	474	243	231	606
%V	22.1%	22.3%	24.9%	19.8%	23.2%	25.6%	21.2%	24.2%
%H		98.1%	45.4%	16.0%	75.2%	38.6%	36.7%	96.2%
C1	858	828	350	154	618	301	318	777
%V	30.1%	29.9%	30.5%	30.3%	30.3%	31.7%	29.1%	31.1%
%H		96.5%	40.8%	17.9%	72.0%	35.1%	37.1%	90.6%
C2	526	518	232	110	363	186	177	486
%V	18.5%	18.7%	20.2%	21.6%	17.8%	19.6%	16.2%	19.4%
%H		98.5%	44.1%	20.9%	69.0%	35.4%	33.7%	92.4%
D	503	486	181	90	357	151	207	408
%V	17.7%	17.6%	15.8%	17.7%	17.5%	15.9%	19.0%	16.3%
%H		96.6%	36.0%	17.9%	71.0%	30.0%	41.2%	81.1%
E	329	319	101	54	227	69	158	222
%V	11.6%	11.5%	8.8%	10.6%	11.1%	7.3%	14.5%	8.9%
%H		97.0%	30.7%	16.4%	69.0%	21.0%	48.0%	67.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2846	2769	1149	509	2039	949	1091	2500
%H		97.3%	40.4%	17.9%	71.6%	33.3%	38.3%	87.8%
Working full time	1096	1074	489	231	751	406	346	1070
%V	38.5%	38.8%	42.6%	45.4%	36.8%	42.8%	31.7%	42.8%
%H		98.0%	44.6%	21.1%	68.5%	37.0%	31.6%	97.6%
Working part time	347	338	160	72	250	147	103	331
%V	12.2%	12.2%	13.9%	14.1%	12.3%	15.5%	9.4%	13.2%
%H		97.4%	46.1%	20.7%	72.0%	42.4%	29.7%	95.4%
Not working	1403	1356	500	207	1037	395	642	1098
%V	49.3%	49.0%	43.5%	40.7%	50.9%	41.6%	58.8%	43.9%
%H		96.7%	35.6%	14.8%	73.9%	28.2%	45.8%	78.3%
Housewife/Houseperson	2318	2262	915	401	1674	746	928	1995
%V	81.4%	81.7%	79.6%	78.8%	82.1%	78.6%	85.1%	79.8%
%H		97.6%	39.5%	17.3%	72.2%	32.2%	40.0%	86.1%

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	2467	2341	997	414	1639	762	877	2045
%H (All HH)		94.9%	40.4%	16.8%	66.4%	30.9%	35.5%	82.9%
%H (TV HH)			42.6%	17.7%	70.0%	32.6%	37.5%	
AB	606	585	272	114	401	211	191	570
%V	24.6%	25.0%	27.3%	27.5%	24.5%	27.7%	21.8%	27.9%
%H (All HH)		96.5%	44.9%	18.8%	66.2%	34.8%	31.5%	94.1%
%H (TV HH)			46.5%	19.5%	68.5%	36.1%	32.6%	
C1	672	624	274	128	407	203	204	598
%V	27.2%	26.7%	27.5%	30.9%	24.8%	26.6%	23.3%	29.2%
%H (All HH)		92.9%	40.8%	19.0%	60.6%	30.2%	30.4%	89.0%
%H (TV HH)			43.9%	20.5%	65.2%	32.5%	32.7%	
C2	458	438	201	74	311	156	155	397
%V	18.6%	18.7%	20.2%	17.9%	19.0%	20.5%	17.7%	19.4%
%H (All HH)		95.6%	43.9%	16.2%	67.9%	34.1%	33.8%	86.7%
%H (TV HH)			45.9%	16.9%	71.0%	35.6%	35.4%	
D	440	421	167	60	308	127	181	320
%V	17.8%	18.0%	16.8%	14.5%	18.8%	16.7%	20.6%	15.6%
%H (All HH)		95.7%	38.0%	13.6%	70.0%	28.9%	41.1%	72.7%
%H (TV HH)			39.7%	14.3%	73.2%	30.2%	43.0%	
E	291	273	84	38	211	66	146	159
%V	11.8%	11.7%	8.4%	9.2%	12.9%	8.7%	16.6%	7.8%
%H (All HH)		93.8%	28.9%	13.1%	72.5%	22.7%	50.2%	54.6%
%H (TV HH)			30.8%	13.9%	77.3%	24.2%	53.5%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	2467	2341	997	414	1639	762	877	2045
%V (All HH)		94.9%	40.4%	16.8%	66.4%	30.9%	35.5%	82.9%
%H (TV HH)			42.6%	17.7%	70.0%	32.6%	37.5%	
Under 25	122	91	34	12	54	20	34	115
%V	4.9%	3.9%	3.4%	2.9%	3.3%	2.6%	3.9%	5.6%
%H (All HH)		74.6%	27.9%	9.8%	44.3%	16.4%	27.9%	94.3%
%H (TV HH)			37.4%	13.2%	59.3%	22.0%	37.4%	
25 - 34	369	330	146	61	191	96	96	356
%V	15.0%	14.1%	14.6%	14.7%	11.7%	12.6%	10.9%	17.4%
%H (All HH)		89.4%	39.6%	16.5%	51.8%	26.0%	26.0%	96.5%
%H (TV HH)			44.2%	18.5%	57.9%	29.1%	29.1%	
35 - 44	374	354	178	67	228	131	98	353
%V	15.2%	15.1%	17.9%	16.2%	13.9%	17.2%	11.2%	17.3%
%H (All HH)		94.7%	47.6%	17.9%	61.0%	35.0%	26.2%	94.4%
%H (TV HH)			50.3%	18.9%	64.4%	37.0%	27.7%	
45 - 54	477	458	229	87	301	163	138	444
%V	19.3%	19.6%	23.0%	21.0%	18.4%	21.4%	15.7%	21.7%
%H (All HH)		96.0%	48.0%	18.2%	63.1%	34.2%	28.9%	93.1%
%H (TV HH)			50.0%	19.0%	65.7%	35.6%	30.1%	
55 - 64	445	437	184	83	331	162	169	381
%V	18.0%	18.7%	18.5%	20.0%	20.2%	21.3%	19.3%	18.6%
%H (All HH)		98.2%	41.3%	18.7%	74.4%	36.4%	38.0%	85.6%
%H (TV HH)			42.1%	19.0%	75.7%	37.1%	38.7%	
65 +	680	671	227	103	532	191	341	396
%V	27.6%	28.7%	22.8%	24.9%	32.5%	25.1%	38.9%	19.4%
%H (All HH)		98.7%	33.4%	15.1%	78.2%	28.1%	50.1%	58.2%
%H (TV HH)			33.8%	15.4%	79.3%	28.5%	50.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	2467	2341	997	414	1639	762	877	2045
%H (All HH)		94.9%	40.4%	16.8%	66.4%	30.9%	35.5%	82.9%
%H (TV HH)			42.6%	17.7%	70.0%	32.6%	37.5%	
1	900	837	245	127	629	185	444	566
%V	36.5%	35.8%	24.6%	30.7%	38.4%	24.3%	50.6%	27.7%
%H (All HH)		93.0%	27.2%	14.1%	69.9%	20.6%	49.3%	62.9%
%H (TV HH)			29.3%	15.2%	75.1%	22.1%	53.0%	
2	825	788	365	138	546	278	268	753
%V	33.4%	33.7%	36.6%	33.3%	33.3%	36.5%	30.6%	36.8%
%H (All HH)		95.5%	44.2%	16.7%	66.2%	33.7%	32.5%	91.3%
%H (TV HH)			46.3%	17.5%	69.3%	35.3%	34.0%	
3	354	342	177	76	225	141	84	344
%V	14.3%	14.6%	17.8%	18.4%	13.7%	18.5%	9.6%	16.8%
%H (All HH)		96.6%	50.0%	21.5%	63.6%	39.8%	23.7%	97.2%
%H (TV HH)			51.8%	22.2%	65.8%	41.2%	24.6%	
4	283	274	151	55	176	116	60	278
%V	11.5%	11.7%	15.1%	13.3%	10.7%	15.2%	6.8%	13.6%
%H (All HH)		96.8%	53.4%	19.4%	62.2%	41.0%	21.2%	98.2%
%H (TV HH)			55.1%	20.1%	64.2%	42.3%	21.9%	
5+	104	99	60	19	63	42	21	104
%V	4.2%	4.2%	6.0%	4.6%	3.8%	5.5%	2.4%	5.1%
%H (All HH)		95.2%	57.7%	18.3%	60.6%	40.4%	20.2%	100.0%
%H (TV HH)			60.6%	19.2%	63.6%	42.4%	21.2%	
Average HH size	2.15	2.16	2.43	2.29	2.09	2.43	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
January - December 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	2467	2341	997	414	1639	762	877	2045
%H (All HH)		94.9%	40.4%	16.8%	66.4%	30.9%	35.5%	82.9%
%H (TV HH)			42.6%	17.7%	70.0%	32.6%	37.5%	
Without	1921	1810	715	311	1306	564	743	1509
%V	77.9%	77.3%	71.7%	75.1%	79.7%	74.0%	84.7%	73.8%
%H (All HH)		94.2%	37.2%	16.2%	68.0%	29.4%	38.7%	78.6%
%H (TV HH)			39.5%	17.2%	72.2%	31.2%	41.0%	
With	546	531	282	103	332	198	134	536
%V	22.1%	22.7%	28.3%	24.9%	20.3%	26.0%	15.3%	26.2%
%H (All HH)		97.3%	51.6%	18.9%	60.8%	36.3%	24.5%	98.2%
%H (TV HH)			53.1%	19.4%	62.5%	37.3%	25.2%	
0 - 3	192	184	100	29	110	62	48	188
%V	7.8%	7.9%	10.0%	7.0%	6.7%	8.1%	5.5%	9.2%
%H (All HH)		95.8%	52.1%	15.1%	57.3%	32.3%	25.0%	97.9%
%H (TV HH)			54.3%	15.8%	59.8%	33.7%	26.1%	
4 - 9	281	273	147	56	164	99	65	277
%V	11.4%	11.7%	14.7%	13.5%	10.0%	13.0%	7.4%	13.5%
%H (All HH)		97.2%	52.3%	19.9%	58.4%	35.2%	23.1%	98.6%
%H (TV HH)			53.8%	20.5%	60.1%	36.3%	23.8%	
10 - 15	251	246	132	49	163	101	62	248
%V	10.2%	10.5%	13.2%	11.8%	9.9%	13.3%	7.1%	12.1%
%H (All HH)		98.0%	52.6%	19.5%	64.9%	40.2%	24.7%	98.8%
%H (TV HH)			53.7%	19.9%	66.3%	41.1%	25.2%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	2467	2341	997	414	1639	762	877	2045
%H (All HH)		94.9%	40.4%	16.8%	66.4%	30.9%	35.5%	82.9%
%H (TV HH)			42.6%	17.7%	70.0%	32.6%	37.5%	
1	836	836	257	116	520	110	409	618
%V	33.9%	35.7%	25.8%	28.0%	31.7%	14.4%	46.6%	30.2%
%H (All HH)		100.0%	30.7%	13.9%	62.2%	13.2%	48.9%	73.9%
%H (TV HH)			30.7%	13.9%	62.2%	13.2%	48.9%	
2	810	810	350	158	586	289	297	667
%V	32.8%	34.6%	35.1%	38.2%	35.8%	37.9%	33.9%	32.6%
%H (All HH)		100.0%	43.2%	19.5%	72.3%	35.7%	36.7%	82.3%
%H (TV HH)			43.2%	19.5%	72.3%	35.7%	36.7%	
3	441	441	233	92	335	217	117	409
%V	17.9%	18.8%	23.4%	22.2%	20.4%	28.5%	13.3%	20.0%
%H (All HH)		100.0%	52.8%	20.9%	76.0%	49.2%	26.5%	92.7%
%H (TV HH)			52.8%	20.9%	76.0%	49.2%	26.5%	
4	164	164	98	32	123	88	35	160
%V	6.6%	7.0%	9.8%	7.7%	7.5%	11.5%	4.0%	7.8%
%H (All HH)		100.0%	59.8%	19.5%	75.0%	53.7%	21.3%	97.6%
%H (TV HH)			59.8%	19.5%	75.0%	53.7%	21.3%	
5+	91	91	59	16	75	58	17	89
%V	3.7%	3.9%	5.9%	3.9%	4.6%	7.6%	1.9%	4.4%
%H (All HH)		100.0%	64.8%	17.6%	82.4%	63.7%	18.7%	97.8%
%H (TV HH)			64.8%	17.6%	82.4%	63.7%	18.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	2467	2341	997	414	1639	762	877	2045
%H (All HH)		94.9%	40.4%	16.8%	66.4%	30.9%	35.5%	82.9%
%H (TV HH)			42.6%	17.7%	70.0%	32.6%	37.5%	
Under 20"	366	366	163	57	278	135	144	301
%V	14.8%	15.6%	16.3%	13.8%	17.0%	17.7%	16.4%	14.7%
%H (All HH)		100.0%	44.5%	15.6%	76.0%	36.9%	39.3%	82.2%
%H (TV HH)			44.5%	15.6%	76.0%	36.9%	39.3%	
20" - 29"	748	748	323	133	579	292	287	607
%V	30.3%	32.0%	32.4%	32.1%	35.3%	38.3%	32.7%	29.7%
%H (All HH)		100.0%	43.2%	17.8%	77.4%	39.0%	38.4%	81.1%
%H (TV HH)			43.2%	17.8%	77.4%	39.0%	38.4%	
30" - 39"	1273	1273	551	226	934	458	476	1050
%V	51.6%	54.4%	55.3%	54.6%	57.0%	60.1%	54.3%	51.3%
%H (All HH)		100.0%	43.3%	17.8%	73.4%	36.0%	37.4%	82.5%
%H (TV HH)			43.3%	17.8%	73.4%	36.0%	37.4%	
40" and over	1365	1365	697	276	930	554	376	1259
%V	55.3%	58.3%	69.9%	66.7%	56.7%	72.7%	42.9%	61.6%
%H (All HH)		100.0%	51.1%	20.2%	68.1%	40.6%	27.5%	92.2%
%H (TV HH)			51.1%	20.2%	68.1%	40.6%	27.5%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2467	2341	997	414	1639	762	877	2045
%V (All HH)		94.9%	40.4%	16.8%	66.4%	30.9%	35.5%	82.9%
%H (TV HH)			42.6%	17.7%	70.0%	32.6%	37.5%	
Main living room	2305	2305	982	411	1616	754	862	1914
%V	93.4%	98.5%	98.5%	99.3%	98.6%	99.0%	98.3%	93.6%
%H (All HH)		100.0%	42.6%	17.8%	70.1%	32.7%	37.4%	83.0%
%H (TV HH)			42.6%	17.8%	70.1%	32.7%	37.4%	
Kitchen	283	283	155	38	234	139	95	249
%V	11.5%	12.1%	15.5%	9.2%	14.3%	18.2%	10.8%	12.2%
%H (All HH)		100.0%	54.8%	13.4%	82.7%	49.1%	33.6%	88.0%
%H (TV HH)			54.8%	13.4%	82.7%	49.1%	33.6%	
Adult's bedroom	1151	1151	559	234	871	515	356	1019
%V	46.7%	49.2%	56.1%	56.5%	53.1%	67.6%	40.6%	49.8%
%H (All HH)		100.0%	48.6%	20.3%	75.7%	44.7%	30.9%	88.5%
%H (TV HH)			48.6%	20.3%	75.7%	44.7%	30.9%	
Child's bedroom	281	281	162	62	188	134	54	277
%V	11.4%	12.0%	16.2%	15.0%	11.5%	17.6%	6.2%	13.5%
%H (All HH)		100.0%	57.7%	22.1%	66.9%	47.7%	19.2%	98.6%
%H (TV HH)			57.7%	22.1%	66.9%	47.7%	19.2%	
Other bedroom	167	167	89	27	131	81	50	153
%V	6.8%	7.1%	8.9%	6.5%	8.0%	10.6%	5.7%	7.5%
%H (All HH)		100.0%	53.3%	16.2%	78.4%	48.5%	29.9%	91.6%
%H (TV HH)			53.3%	16.2%	78.4%	48.5%	29.9%	
Second living/dining room	191	191	107	33	147	94	53	175
%V	7.7%	8.2%	10.7%	8.0%	9.0%	12.3%	6.0%	8.6%
%H (All HH)		100.0%	56.0%	17.3%	77.0%	49.2%	27.7%	91.6%
%H (TV HH)			56.0%	17.3%	77.0%	49.2%	27.7%	
Study/office	35	35	19	5	27	16	11	33
%V	1.4%	1.5%	1.9%	1.2%	1.6%	2.1%	1.3%	1.6%
%H (All HH)		100.0%	54.3%	14.3%	77.1%	45.7%	31.4%	94.3%
%H (TV HH)			54.3%	14.3%	77.1%	45.7%	31.4%	
TV room	34	34	23	5	24	17	7	32
%V	1.4%	1.5%	2.3%	1.2%	1.5%	2.2%	0.8%	1.6%
%H (All HH)		100.0%	67.6%	14.7%	70.6%	50.0%	20.6%	94.1%
%H (TV HH)			67.6%	14.7%	70.6%	50.0%	20.6%	
Conservatory	54	54	34	7	41	27	14	49
%V	2.2%	2.3%	3.4%	1.7%	2.5%	3.5%	1.6%	2.4%
%H (All HH)		100.0%	63.0%	13.0%	75.9%	50.0%	25.9%	90.7%
%H (TV HH)			63.0%	13.0%	75.9%	50.0%	25.9%	
Attic or loft room	5	5	3	1	4	2	2	5
%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%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	40.0%	40.0%	
No specific location	3	3	1	1	3	1	1	3
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	33.3%	33.3%	
Other	22	22	12	7	17	13	4	22
%V	0.9%	0.9%	1.2%	1.7%	1.0%	1.7%	0.5%	1.1%
%H (All HH)		100.0%	54.5%	31.8%	77.3%	59.1%	18.2%	100.0%
%H (TV HH)			54.5%	31.8%	77.3%	59.1%	18.2%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	2467	2341	997	414	1639	762	877	2045
%H (All HH)		94.9%	40.4%	16.8%	66.4%	30.9%	35.5%	82.9%
%H (TV HH)			42.6%	17.7%	70.0%	32.6%	37.5%	
Any DSAT provider	997	997	997	12	559	559	0	906
%V	40.4%	42.6%	100.0%	2.9%	34.1%	73.4%	0.0%	44.3%
%H (All HH)			100.0%	1.2%	56.1%	56.1%	0.0%	90.9%
%H (TV HH)			100.0%	1.2%	56.1%	56.1%	0.0%	
Sky with subcription	840	840	840	6	477	477	0	779
%V	34.0%	35.9%	84.3%	1.4%	29.1%	62.6%	0.0%	38.1%
%H (All HH)			100.0%	0.7%	56.8%	56.8%	0.0%	92.7%
%H (TV HH)			100.0%	0.7%	56.8%	56.8%	0.0%	
Sky without subscription	58	58	58	1	28	28	0	46
%V	2.4%	2.5%	5.8%	0.2%	1.7%	3.7%	0.0%	2.2%
%H (All HH)			100.0%	1.7%	48.3%	48.3%	0.0%	79.3%
%H (TV HH)			100.0%	1.7%	48.3%	48.3%	0.0%	
Freesat	100	100	100	4	56	56	0	85
%V	4.1%	4.3%	10.0%	1.0%	3.4%	7.3%	0.0%	4.2%
%H (All HH)			100.0%	4.0%	56.0%	56.0%	0.0%	85.0%
%H (TV HH)			100.0%	4.0%	56.0%	56.0%	0.0%	
Other satellite provider	57	57	57	3	28	28	0	53
%V	2.3%	2.4%	5.7%	0.7%	1.7%	3.7%	0.0%	2.6%
%H (All HH)			100.0%	5.3%	49.1%	49.1%	0.0%	93.0%
%H (TV HH)			100.0%	5.3%	49.1%	49.1%	0.0%	
DCAB	414	414	12	414	209	209	0	382
%V	16.8%	17.7%	1.2%	100.0%	12.8%	27.4%	0.0%	18.7%
%H (All HH)			2.9%	100.0%	50.5%	50.5%	0.0%	92.3%
%H (TV HH)			2.9%	100.0%	50.5%	50.5%	0.0%	
DTT	1639	1639	559	209	1639	762	877	1307
%V	66.4%	70.0%	56.1%	50.5%	100.0%	100.0%	100.0%	63.9%
%H (All HH)		100.0%	34.1%	12.8%	100.0%	46.5%	53.5%	79.7%
%H (TV HH)			34.1%	12.8%	100.0%	46.5%	53.5%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	2467	2341	997	414	1639	762	877	2045
%H (All HH)		94.9%	40.4%	16.8%	66.4%	30.9%	35.5%	82.9%
%H (TV HH)			42.6%	17.7%	70.0%	32.6%	37.5%	
PVR	1529	1529	888	365	969	684	285	1409
%V	62.0%	65.3%	89.1%	88.2%	59.1%	89.8%	32.5%	68.9%
%H (All HH)		100.0%	58.1%	23.9%	63.4%	44.7%	18.6%	92.2%
%H (TV HH)			58.1%	23.9%	63.4%	44.7%	18.6%	
DVDR	49	49	26	5	35	16	18	43
%V	2.0%	2.1%	2.6%	1.2%	2.1%	2.1%	2.1%	2.1%
%H (All HH)		100.0%	53.1%	10.2%	71.4%	32.7%	36.7%	87.8%
%H (TV HH)			53.1%	10.2%	71.4%	32.7%	36.7%	
VCR	31	31	14	5	24	12	12	23
%V	1.3%	1.3%	1.4%	1.2%	1.5%	1.6%	1.4%	1.1%
%H (All HH)		100.0%	45.2%	16.1%	77.4%	38.7%	38.7%	74.2%
%H (TV HH)			45.2%	16.1%	77.4%	38.7%	38.7%	
Any recorder	1554	1554	895	366	988	685	303	1424
%V	63.0%	66.4%	89.8%	88.4%	60.3%	89.9%	34.5%	69.6%
%H (All HH)		100.0%	57.6%	23.6%	63.6%	44.1%	19.5%	91.6%
%H (TV HH)			57.6%	23.6%	63.6%	44.1%	19.5%	
Receives HDTV (via STB or built-in reception)	1571	1571	799	362	1061	640	420	1429
%V	63.7%	67.1%	80.1%	87.4%	64.7%	84.0%	47.9%	69.9%
%H (All HH)		100.0%	50.9%	23.0%	67.5%	40.7%	26.7%	91.0%
%H (TV HH)			50.9%	23.0%	67.5%	40.7%	26.7%	
DVD/Blu-ray player or recorder	1765	1765	787	330	1241	624	617	1522
%V	71.5%	75.4%	78.9%	79.7%	75.7%	81.9%	70.4%	74.4%
%H (All HH)		100.0%	44.6%	18.7%	70.3%	35.4%	35.0%	86.2%
%H (TV HH)			44.6%	18.7%	70.3%	35.4%	35.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2467	2341	997	414	1639	762	877	2045
%V (All HH)		94.9%	40.4%	16.8%	66.4%	30.9%	35.5%	82.9%
%H (TV HH)			42.6%	17.7%	70.0%	32.6%	37.5%	
Has broadband internet	2045	1945	906	382	1307	699	607	2045
%V	82.9%	83.1%	90.9%	92.3%	79.7%	91.7%	69.2%	100.0%
%H (All HH)		95.1%	44.3%	18.7%	63.9%	34.2%	29.7%	100.0%
%H (TV HH)			46.6%	19.6%	67.2%	35.9%	31.2%	
Number of computers (PCs and laptops)								
0	510	477	125	46	389	92	297	116
%V	20.7%	20.4%	12.5%	11.1%	23.7%	12.1%	33.9%	5.7%
%H (All HH)		93.5%	24.5%	9.0%	76.3%	18.0%	58.2%	22.7%
%H (TV HH)			26.2%	9.6%	81.6%	19.3%	62.3%	
1	617	578	231	109	399	173	227	596
%V	25.0%	24.7%	23.2%	26.3%	24.3%	22.7%	25.9%	29.1%
%H (All HH)		93.7%	37.4%	17.7%	64.7%	28.0%	36.8%	96.6%
%H (TV HH)			40.0%	18.9%	69.0%	29.9%	39.3%	
2	586	561	261	110	372	199	174	581
%V	23.8%	24.0%	26.2%	26.6%	22.7%	26.1%	19.8%	28.4%
%H (All HH)		95.7%	44.5%	18.8%	63.5%	34.0%	29.7%	99.1%
%H (TV HH)			46.5%	19.6%	66.3%	35.5%	31.0%	
3	334	318	158	61	213	124	89	333
%V	13.5%	13.6%	15.8%	14.7%	13.0%	16.3%	10.1%	16.3%
%H (All HH)		95.2%	47.3%	18.3%	63.8%	37.1%	26.6%	99.7%
%H (TV HH)			49.7%	19.2%	67.0%	39.0%	28.0%	
4	205	198	102	45	132	83	49	204
%V	8.3%	8.5%	10.2%	10.9%	8.1%	10.9%	5.6%	10.0%
%H (All HH)		96.6%	49.8%	22.0%	64.4%	40.5%	23.9%	99.5%
%H (TV HH)			51.5%	22.7%	66.7%	41.9%	24.7%	
5+	216	209	120	44	133	91	43	215
%V	8.8%	8.9%	12.0%	10.6%	8.1%	11.9%	4.9%	10.5%
%H (All HH)		96.8%	55.6%	20.4%	61.6%	42.1%	19.9%	99.5%
%H (TV HH)			57.4%	21.1%	63.6%	43.5%	20.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	4927	2372	922	3598	2006	1592	4307
%H		48.1%	18.7%	73.0%	40.7%	32.3%	87.4%
Under 20"	434	192	67	334	161	174	364
%V	8.8%	8.1%	7.3%	9.3%	8.0%	10.9%	8.5%
%H		44.2%	15.4%	77.0%	37.1%	40.1%	83.9%
20" - 29"	966	440	169	760	405	355	797
%V	19.6%	18.5%	18.3%	21.1%	20.2%	22.3%	18.5%
%H		45.5%	17.5%	78.7%	41.9%	36.7%	82.5%
30" - 39"	1604	728	294	1191	628	562	1362
%V	32.6%	30.7%	31.9%	33.1%	31.3%	35.3%	31.6%
%H		45.4%	18.3%	74.3%	39.2%	35.0%	84.9%
40" and over	1789	957	366	1231	777	453	1673
%V	36.3%	40.3%	39.7%	34.2%	38.7%	28.5%	38.8%
%H		53.5%	20.5%	68.8%	43.4%	25.3%	93.5%
Don't know	133	55	26	82	35	47	112
%V	2.7%	2.3%	2.8%	2.3%	1.7%	3.0%	2.6%
%H		41.4%	19.5%	61.7%	26.3%	35.3%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	4927	2372	922	3598	2006	1592	4307
%H		48.1%	18.7%	73.0%	40.7%	32.3%	87.4%
Main living room	2320	989	415	1627	762	866	1927
%V	47.1%	41.7%	45.0%	45.2%	38.0%	54.4%	44.7%
%H		42.6%	17.9%	70.1%	32.8%	37.3%	83.1%
Kitchen	283	156	38	234	140	95	249
%V	5.7%	6.6%	4.1%	6.5%	7.0%	6.0%	5.8%
%H		55.1%	13.4%	82.7%	49.5%	33.6%	88.0%
Adult's bedroom	1413	703	300	1072	660	411	1266
%V	28.7%	29.6%	32.5%	29.8%	32.9%	25.8%	29.4%
%H		49.8%	21.2%	75.9%	46.7%	29.1%	89.6%
Child's bedroom	363	212	78	245	174	71	359
%V	7.4%	8.9%	8.5%	6.8%	8.7%	4.5%	8.3%
%H		58.4%	21.5%	67.5%	47.9%	19.6%	98.9%
Other bedroom	196	107	31	155	98	56	180
%V	4.0%	4.5%	3.4%	4.3%	4.9%	3.5%	4.2%
%H		54.6%	15.8%	79.1%	50.0%	28.6%	91.8%
Second living/dining room	194	109	34	148	94	53	177
%V	3.9%	4.6%	3.7%	4.1%	4.7%	3.3%	4.1%
%H		56.2%	17.5%	76.3%	48.5%	27.3%	91.2%
Study/office	36	20	6	27	17	11	34
%V	0.7%	0.8%	0.7%	0.8%	0.8%	0.7%	0.8%
%H		55.6%	16.7%	75.0%	47.2%	30.6%	94.4%
TV room	34	23	5	24	17	7	32
%V	0.7%	1.0%	0.5%	0.7%	0.8%	0.4%	0.7%
%H		67.6%	14.7%	70.6%	50.0%	20.6%	94.1%
Conservatory	54	34	7	41	27	14	49
%V	1.1%	1.4%	0.8%	1.1%	1.3%	0.9%	1.1%
%H		63.0%	13.0%	75.9%	50.0%	25.9%	90.7%
Attic or loft room	6	3	1	4	2	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	16.7%	66.7%	33.3%	33.3%	100.0%
No specific location	3	1	1	3	1	1	3
%V	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%
%H		33.3%	33.3%	100.0%	33.3%	33.3%	100.0%
Other	25	14	7	19	14	5	24
%V	0.5%	0.6%	0.8%	0.5%	0.7%	0.3%	0.6%
%H		56.0%	28.0%	76.0%	56.0%	20.0%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	4927	2372	922	3598	2006	1592	4307
%H		48.1%	18.7%	73.0%	40.7%	32.3%	87.4%
PVR	2111	1312	503	1279	961	319	1975
%V	42.8%	55.3%	54.6%	35.5%	47.9%	20.0%	45.9%
%H		62.2%	23.8%	60.6%	45.5%	15.1%	93.6%
DVDR	54	29	6	37	18	19	47
%V	1.1%	1.2%	0.7%	1.0%	0.9%	1.2%	1.1%
%H		53.7%	11.1%	68.5%	33.3%	35.2%	87.0%
VCR	34	15	5	27	13	14	25
%V	0.7%	0.6%	0.5%	0.8%	0.6%	0.9%	0.6%
%H		44.1%	14.7%	79.4%	38.2%	41.2%	73.5%
Any recorder	2151	1328	506	1310	969	341	2004
%V	43.7%	56.0%	54.9%	36.4%	48.3%	21.4%	46.5%
%H		61.7%	23.5%	60.9%	45.0%	15.9%	93.2%

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	4927	2372	922	3598	2006	1592	4307
%H		48.1%	18.7%	73.0%	40.7%	32.3%	87.4%
Receives HDTV (via STB or built-in reception)	2470	1295	588	1720	1110	610	2284
%V	50.1%	54.6%	63.8%	47.8%	55.3%	38.3%	53.0%
%H		52.4%	23.8%	69.6%	44.9%	24.7%	92.5%
DVD/Blu-ray player or recorder	2709	1299	531	1938	1087	851	2417
%V	55.0%	54.8%	57.6%	53.9%	54.2%	53.5%	56.1%
%H		48.0%	19.6%	71.5%	40.1%	31.4%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2341	997	414	1639	762	877	1945
%H		42.6%	17.7%	70.0%	32.6%	37.5%	83.1%
Under 20"	21	2	2	18	2	16	14
%V	0.9%	0.2%	0.5%	1.1%	0.3%	1.8%	0.7%
%H		9.5%	9.5%	85.7%	9.5%	76.2%	66.7%
20" - 29"	197	46	22	148	29	120	123
%V	8.4%	4.6%	5.3%	9.0%	3.8%	13.7%	6.3%
%H		23.4%	11.2%	75.1%	14.7%	60.9%	62.4%
30" - 39"	733	251	110	542	190	352	532
%V	31.3%	25.2%	26.6%	33.1%	24.9%	40.1%	27.4%
%H		34.2%	15.0%	73.9%	25.9%	48.0%	72.6%
40" and over	1325	677	269	896	534	363	1223
%V	56.6%	67.9%	65.0%	54.7%	70.1%	41.4%	62.9%
%H		51.1%	20.3%	67.6%	40.3%	27.4%	92.3%
Don't know	64	22	11	33	7	26	52
%V	2.7%	2.2%	2.7%	2.0%	0.9%	3.0%	2.7%
%H		34.4%	17.2%	51.6%	10.9%	40.6%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2341	997	414	1639	762	877	1945
%H		42.6%	17.7%	70.0%	32.6%	37.5%	83.1%
PVR	1498	874	362	943	671	272	1381
%V	64.0%	87.7%	87.4%	57.5%	88.1%	31.0%	71.0%
%H		58.3%	24.2%	63.0%	44.8%	18.2%	92.2%
DVDR	40	20	3	29	12	17	34
%V	1.7%	2.0%	0.7%	1.8%	1.6%	1.9%	1.7%
%H		50.0%	7.5%	72.5%	30.0%	42.5%	85.0%
VCR	25	11	5	19	9	10	17
%V	1.1%	1.1%	1.2%	1.2%	1.2%	1.1%	0.9%
%H		44.0%	20.0%	76.0%	36.0%	40.0%	68.0%
Any recorder	1524	882	363	962	673	289	1396
%V	65.1%	88.5%	87.7%	58.7%	88.3%	33.0%	71.8%
%H		57.9%	23.8%	63.1%	44.2%	19.0%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2341	997	414	1639	762	877	1945
%H		42.6%	17.7%	70.0%	32.6%	37.5%	83.1%
Receives HDTV (via STB or built-in reception)	1523	780	356	1019	620	398	1388
%V	65.1%	78.2%	86.0%	62.2%	81.4%	45.4%	71.4%
%H		51.2%	23.4%	66.9%	40.7%	26.1%	91.1%
DVD/Blu-ray player or recorder	1538	671	282	1077	523	554	1316
%V	65.7%	67.3%	68.1%	65.7%	68.6%	63.2%	67.7%
%H		43.6%	18.3%	70.0%	34.0%	36.0%	85.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2585	1375	508	1959	1244	715	2363
%H		53.2%	19.7%	75.8%	48.1%	27.7%	91.4%
Under 20"	413	190	65	316	159	158	350
%V	16.0%	13.8%	12.8%	16.1%	12.8%	22.1%	14.8%
%H		46.0%	15.7%	76.5%	38.5%	38.3%	84.7%
20" - 29"	769	394	147	611	376	236	673
%V	29.7%	28.7%	28.9%	31.2%	30.2%	33.0%	28.5%
%H		51.2%	19.1%	79.5%	48.9%	30.7%	87.5%
30" - 39"	871	477	184	648	438	210	830
%V	33.7%	34.7%	36.2%	33.1%	35.2%	29.4%	35.1%
%H		54.8%	21.1%	74.4%	50.3%	24.1%	95.3%
40" and over	464	280	97	334	244	91	450
%V	17.9%	20.4%	19.1%	17.0%	19.6%	12.7%	19.0%
%H		60.3%	20.9%	72.0%	52.6%	19.6%	97.0%
Don't know	69	33	15	49	28	21	60
%V	2.7%	2.4%	3.0%	2.5%	2.3%	2.9%	2.5%
%H		47.8%	21.7%	71.0%	40.6%	30.4%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2585	1375	508	1959	1244	715	2363
%H		53.2%	19.7%	75.8%	48.1%	27.7%	91.4%
PVR	612	437	142	337	290	46	594
%V	23.7%	31.8%	28.0%	17.2%	23.3%	6.4%	25.1%
%H		71.4%	23.2%	55.1%	47.4%	7.5%	97.1%
DVDR	13	9	3	8	6	2	13
%V	0.5%	0.7%	0.6%	0.4%	0.5%	0.3%	0.6%
%H		69.2%	23.1%	61.5%	46.2%	15.4%	100.0%
VCR	8	5	1	7	4	3	7
%V	0.3%	0.4%	0.2%	0.4%	0.3%	0.4%	0.3%
%H		62.5%	12.5%	87.5%	50.0%	37.5%	87.5%
Any recorder	627	446	143	348	296	52	608
%V	24.3%	32.4%	28.1%	17.8%	23.8%	7.3%	25.7%
%H		71.1%	22.8%	55.5%	47.2%	8.3%	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	2585	1375	508	1959	1244	715	2363
%H		53.2%	19.7%	75.8%	48.1%	27.7%	91.4%
Receives HDTV (via STB or built-in reception)	947	515	233	701	490	211	896
%V	36.6%	37.5%	45.9%	35.8%	39.4%	29.5%	37.9%
%H		54.4%	24.6%	74.0%	51.7%	22.3%	94.6%
DVD/Blu-ray player or recorder	1171	629	249	861	564	297	1101
%V	45.3%	45.7%	49.0%	44.0%	45.3%	41.5%	46.6%
%H		53.7%	21.3%	73.5%	48.2%	25.4%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	5304	5067	2427	948	3432	1849	1583	4776
%H		95.5%	45.8%	17.9%	64.7%	34.9%	29.8%	90.0%
Total Children	911	883	479	167	544	327	217	895
%V	17.2%	17.4%	19.7%	17.6%	15.9%	17.7%	13.7%	18.7%
%H		96.9%	52.6%	18.3%	59.7%	35.9%	23.8%	98.2%
0 - 3	226	217	118	33	126	70	56	221
%V	4.3%	4.3%	4.9%	3.5%	3.7%	3.8%	3.5%	4.6%
%H		96.0%	52.2%	14.6%	55.8%	31.0%	24.8%	97.8%
4 - 15	685	666	361	134	418	257	161	674
%V	12.9%	13.1%	14.9%	14.1%	12.2%	13.9%	10.2%	14.1%
%H		97.2%	52.7%	19.6%	61.0%	37.5%	23.5%	98.4%
4 - 9	361	349	186	74	203	122	81	354
%V	6.8%	6.9%	7.7%	7.8%	5.9%	6.6%	5.1%	7.4%
%H		96.7%	51.5%	20.5%	56.2%	33.8%	22.4%	98.1%
10 - 15	324	317	174	59	214	135	80	320
%V	6.1%	6.3%	7.2%	6.2%	6.2%	7.3%	5.1%	6.7%
%H		97.8%	53.7%	18.2%	66.0%	41.7%	24.7%	98.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	5304	5067	2427	948	3432	1849	1583	4776
%H		95.5%	45.8%	17.9%	64.7%	34.9%	29.8%	90.0%
Total Adults (16+)	4393	4184	1948	781	2888	1522	1366	3880
%V	82.8%	82.6%	80.3%	82.4%	84.1%	82.3%	86.3%	81.2%
%H		95.2%	44.3%	17.8%	65.7%	34.6%	31.1%	88.3%
16 - 19	230	209	105	42	143	92	51	225
%V	4.3%	4.1%	4.3%	4.4%	4.2%	5.0%	3.2%	4.7%
%H		90.9%	45.7%	18.3%	62.2%	40.0%	22.2%	97.8%
20 - 24	339	287	135	61	173	101	72	330
%V	6.4%	5.7%	5.6%	6.4%	5.0%	5.5%	4.5%	6.9%
%H		84.7%	39.8%	18.0%	51.0%	29.8%	21.2%	97.3%
25 - 34	713	648	307	121	388	210	178	693
%V	13.4%	12.8%	12.6%	12.8%	11.3%	11.4%	11.2%	14.5%
%H		90.9%	43.1%	17.0%	54.4%	29.5%	25.0%	97.2%
35 - 44	654	626	329	118	400	237	164	627
%V	12.3%	12.4%	13.6%	12.4%	11.7%	12.8%	10.4%	13.1%
%H		95.7%	50.3%	18.0%	61.2%	36.2%	25.1%	95.9%
45 - 54	788	765	399	152	507	298	209	745
%V	14.9%	15.1%	16.4%	16.0%	14.8%	16.1%	13.2%	15.6%
%H		97.1%	50.6%	19.3%	64.3%	37.8%	26.5%	94.5%
55 - 64	695	686	314	137	513	277	236	624
%V	13.1%	13.5%	12.9%	14.5%	14.9%	15.0%	14.9%	13.1%
%H		98.7%	45.2%	19.7%	73.8%	39.9%	34.0%	89.8%
65+	974	963	361	150	763	307	456	637
%V	18.4%	19.0%	14.9%	15.8%	22.2%	16.6%	28.8%	13.3%
%H		98.9%	37.1%	15.4%	78.3%	31.5%	46.8%	65.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	4393	4184	1948	781	2888	1522	1366	3880
%H		95.2%	44.3%	17.8%	65.7%	34.6%	31.1%	88.3%
AB	1168	1135	559	229	776	440	336	1123
%V	26.6%	27.1%	28.7%	29.3%	26.9%	28.9%	24.6%	28.9%
%H		97.2%	47.9%	19.6%	66.4%	37.7%	28.8%	96.1%
C1	1242	1143	542	236	745	413	332	1150
%V	28.3%	27.3%	27.8%	30.2%	25.8%	27.1%	24.3%	29.6%
%H		92.0%	43.6%	19.0%	60.0%	33.3%	26.7%	92.6%
C2	870	843	410	151	596	330	266	787
%V	19.8%	20.1%	21.0%	19.3%	20.6%	21.7%	19.5%	20.3%
%H		96.9%	47.1%	17.4%	68.5%	37.9%	30.6%	90.5%
D	737	707	318	112	500	245	255	595
%V	16.8%	16.9%	16.3%	14.3%	17.3%	16.1%	18.7%	15.3%
%H		95.9%	43.1%	15.2%	67.8%	33.2%	34.6%	80.7%
E	377	355	118	53	271	94	177	225
%V	8.6%	8.5%	6.1%	6.8%	9.4%	6.2%	13.0%	5.8%
%H		94.2%	31.3%	14.1%	71.9%	24.9%	46.9%	59.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	4393	4184	1948	781	2888	1522	1366	3880
%H		95.2%	44.3%	17.8%	65.7%	34.6%	31.1%	88.3%
Working full time	2025	1953	988	383	1264	733	531	1964
%V	46.1%	46.7%	50.7%	49.0%	43.8%	48.2%	38.9%	50.6%
%H		96.4%	48.8%	18.9%	62.4%	36.2%	26.2%	97.0%
Working part time	425	411	209	82	273	158	115	408
%V	9.7%	9.8%	10.7%	10.5%	9.5%	10.4%	8.4%	10.5%
%H		96.7%	49.2%	19.3%	64.2%	37.2%	27.1%	96.0%
Not working	1944	1820	751	316	1352	631	721	1509
%V	44.3%	43.5%	38.6%	40.5%	46.8%	41.5%	52.8%	38.9%
%H		93.6%	38.6%	16.3%	69.5%	32.5%	37.1%	77.6%
Housewife/Houseperson	2467	2341	997	414	1639	762	877	2045
%V	56.2%	56.0%	51.2%	53.0%	56.8%	50.1%	64.2%	52.7%
%H		94.9%	40.4%	16.8%	66.4%	30.9%	35.5%	82.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	2120	2005	968	375	1372	763	610	1903
%H		94.6%	45.7%	17.7%	64.7%	36.0%	28.8%	89.8%
16 - 19	120	107	55	23	73	47	26	118
%V	5.7%	5.3%	5.7%	6.1%	5.3%	6.2%	4.3%	6.2%
%H		89.2%	45.8%	19.2%	60.8%	39.2%	21.7%	98.3%
20 - 24	168	144	68	31	87	54	33	163
%V	7.9%	7.2%	7.0%	8.3%	6.3%	7.1%	5.4%	8.6%
%H		85.7%	40.5%	18.5%	51.8%	32.1%	19.6%	97.0%
25 - 34	350	315	149	58	188	103	84	338
%V	16.5%	15.7%	15.4%	15.5%	13.7%	13.5%	13.8%	17.8%
%H		90.0%	42.6%	16.6%	53.7%	29.4%	24.0%	96.6%
35 - 44	319	301	160	58	190	116	74	303
%V	15.0%	15.0%	16.5%	15.5%	13.8%	15.2%	12.1%	15.9%
%H		94.4%	50.2%	18.2%	59.6%	36.4%	23.2%	95.0%
45 - 54	380	366	192	67	246	144	103	361
%V	17.9%	18.3%	19.8%	17.9%	17.9%	18.9%	16.9%	19.0%
%H		96.3%	50.5%	17.6%	64.7%	37.9%	27.1%	95.0%
55 - 64	339	336	159	66	251	140	111	298
%V	16.0%	16.8%	16.4%	17.6%	18.3%	18.3%	18.2%	15.7%
%H		99.1%	46.9%	19.5%	74.0%	41.3%	32.7%	87.9%
65+	442	436	186	72	337	158	178	322
%V	20.8%	21.7%	19.2%	19.2%	24.6%	20.7%	29.2%	16.9%
%H		98.6%	42.1%	16.3%	76.2%	35.7%	40.3%	72.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2120	2005	968	375	1372	763	610	1903
%H		94.6%	45.7%	17.7%	64.7%	36.0%	28.8%	89.8%
AB	571	553	281	115	376	222	154	558
%V	26.9%	27.6%	29.0%	30.7%	27.4%	29.1%	25.2%	29.3%
%H		96.8%	49.2%	20.1%	65.8%	38.9%	27.0%	97.7%
C1	576	526	261	105	336	198	138	541
%V	27.2%	26.2%	27.0%	28.0%	24.5%	26.0%	22.6%	28.4%
%H		91.3%	45.3%	18.2%	58.3%	34.4%	24.0%	93.9%
C2	471	455	220	79	326	181	145	423
%V	22.2%	22.7%	22.7%	21.1%	23.8%	23.7%	23.8%	22.2%
%H		96.6%	46.7%	16.8%	69.2%	38.4%	30.8%	89.8%
D	344	324	153	53	225	121	104	286
%V	16.2%	16.2%	15.8%	14.1%	16.4%	15.9%	17.0%	15.0%
%H		94.2%	44.5%	15.4%	65.4%	35.2%	30.2%	83.1%
E	157	147	52	22	109	40	69	95
%V	7.4%	7.3%	5.4%	5.9%	7.9%	5.2%	11.3%	5.0%
%H		93.6%	33.1%	14.0%	69.4%	25.5%	43.9%	60.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2120	2005	968	375	1372	763	610	1903
%H		94.6%	45.7%	17.7%	64.7%	36.0%	28.8%	89.8%
Working full time	1205	1159	607	216	754	452	303	1169
%V	56.8%	57.8%	62.7%	57.6%	55.0%	59.2%	49.7%	61.4%
%H		96.2%	50.4%	17.9%	62.6%	37.5%	25.1%	97.0%
Working part time	75	68	29	14	42	21	21	69
%V	3.5%	3.4%	3.0%	3.7%	3.1%	2.8%	3.4%	3.6%
%H		90.7%	38.7%	18.7%	56.0%	28.0%	28.0%	92.0%
Not working	840	777	332	145	576	290	286	665
%V	39.6%	38.8%	34.3%	38.7%	42.0%	38.0%	46.9%	34.9%
%H		92.5%	39.5%	17.3%	68.6%	34.5%	34.0%	79.2%
Housewife/Houseperson	580	527	201	88	366	153	212	438
%V	27.4%	26.3%	20.8%	23.5%	26.7%	20.1%	34.8%	23.0%
%H		90.9%	34.7%	15.2%	63.1%	26.4%	36.6%	75.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2274	2179	980	406	1515	759	756	1978
%H		95.8%	43.1%	17.9%	66.6%	33.4%	33.2%	87.0%
16 - 19	110	101	50	20	70	45	25	107
%V	4.8%	4.6%	5.1%	4.9%	4.6%	5.9%	3.3%	5.4%
%H		91.8%	45.5%	18.2%	63.6%	40.9%	22.7%	97.3%
20 - 24	171	143	66	30	86	47	39	167
%V	7.5%	6.6%	6.7%	7.4%	5.7%	6.2%	5.2%	8.4%
%H		83.6%	38.6%	17.5%	50.3%	27.5%	22.8%	97.7%
25 - 34	363	333	158	63	200	106	94	355
%V	16.0%	15.3%	16.1%	15.5%	13.2%	14.0%	12.4%	17.9%
%H		91.7%	43.5%	17.4%	55.1%	29.2%	25.9%	97.8%
35 - 44	335	325	168	60	210	121	89	324
%V	14.7%	14.9%	17.1%	14.8%	13.9%	15.9%	11.8%	16.4%
%H		97.0%	50.1%	17.9%	62.7%	36.1%	26.6%	96.7%
45 - 54	408	399	207	85	261	154	107	384
%V	17.9%	18.3%	21.1%	20.9%	17.2%	20.3%	14.2%	19.4%
%H		97.8%	50.7%	20.8%	64.0%	37.7%	26.2%	94.1%
55 - 64	356	350	156	71	262	137	125	326
%V	15.7%	16.1%	15.9%	17.5%	17.3%	18.1%	16.5%	16.5%
%H		98.3%	43.8%	19.9%	73.6%	38.5%	35.1%	91.6%
65+	532	527	175	77	426	149	277	315
%V	23.4%	24.2%	17.9%	19.0%	28.1%	19.6%	36.6%	15.9%
%H		99.1%	32.9%	14.5%	80.1%	28.0%	52.1%	59.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2274	2179	980	406	1515	759	756	1978
%H		95.8%	43.1%	17.9%	66.6%	33.4%	33.2%	87.0%
AB	596	582	279	114	400	217	183	565
%V	26.2%	26.7%	28.5%	28.1%	26.4%	28.6%	24.2%	28.6%
%H		97.7%	46.8%	19.1%	67.1%	36.4%	30.7%	94.8%
C1	665	617	281	131	409	215	194	609
%V	29.2%	28.3%	28.7%	32.3%	27.0%	28.3%	25.7%	30.8%
%H		92.8%	42.3%	19.7%	61.5%	32.3%	29.2%	91.6%
C2	399	388	190	72	270	149	121	364
%V	17.5%	17.8%	19.4%	17.7%	17.8%	19.6%	16.0%	18.4%
%H		97.2%	47.6%	18.0%	67.7%	37.3%	30.3%	91.2%
D	393	383	165	58	275	124	151	310
%V	17.3%	17.6%	16.8%	14.3%	18.2%	16.3%	20.0%	15.7%
%H		97.5%	42.0%	14.8%	70.0%	31.6%	38.4%	78.9%
E	220	209	66	30	162	54	108	130
%V	9.7%	9.6%	6.7%	7.4%	10.7%	7.1%	14.3%	6.6%
%H		95.0%	30.0%	13.6%	73.6%	24.5%	49.1%	59.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2274	2179	980	406	1515	759	756	1978
%H		95.8%	43.1%	17.9%	66.6%	33.4%	33.2%	87.0%
Working full time	820	793	381	167	509	281	228	796
%V	36.1%	36.4%	38.9%	41.1%	33.6%	37.0%	30.2%	40.2%
%H		96.7%	46.5%	20.4%	62.1%	34.3%	27.8%	97.1%
Working part time	350	343	180	68	231	137	94	339
%V	15.4%	15.7%	18.4%	16.7%	15.2%	18.1%	12.4%	17.1%
%H		98.0%	51.4%	19.4%	66.0%	39.1%	26.9%	96.9%
Not working	1104	1042	419	171	775	341	435	844
%V	48.5%	47.8%	42.8%	42.1%	51.2%	44.9%	57.5%	42.7%
%H		94.4%	38.0%	15.5%	70.2%	30.9%	39.4%	76.4%
Housewife/Houseperson	1886	1814	797	326	1273	609	664	1607
%V	82.9%	83.2%	81.3%	80.3%	84.0%	80.2%	87.8%	81.2%
%H		96.2%	42.3%	17.3%	67.5%	32.3%	35.2%	85.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
January - December 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	727	707	331	61	553	244	308	592
%H (All HH)		97.2%	45.5%	8.4%	76.1%	33.6%	42.4%	81.4%
%H (TV HH)			46.8%	8.6%	78.2%	34.5%	43.6%	
AB	164	159	83	17	119	61	57	156
%V	22.6%	22.5%	25.1%	27.9%	21.5%	25.0%	18.5%	26.4%
%H (All HH)		97.0%	50.6%	10.4%	72.6%	37.2%	34.8%	95.1%
%H (TV HH)			52.2%	10.7%	74.8%	38.4%	35.8%	
C1	183	179	88	17	140	68	72	161
%V	25.2%	25.3%	26.6%	27.9%	25.3%	27.9%	23.4%	27.2%
%H (All HH)		97.8%	48.1%	9.3%	76.5%	37.2%	39.3%	88.0%
%H (TV HH)			49.2%	9.5%	78.2%	38.0%	40.2%	
C2	138	136	66	9	108	49	59	120
%V	19.0%	19.2%	19.9%	14.8%	19.5%	20.1%	19.2%	20.3%
%H (All HH)		98.6%	47.8%	6.5%	78.3%	35.5%	42.8%	87.0%
%H (TV HH)			48.5%	6.6%	79.4%	36.0%	43.4%	
D	117	113	49	10	86	35	51	88
%V	16.1%	16.0%	14.8%	16.4%	15.6%	14.3%	16.6%	14.9%
%H (All HH)		96.6%	41.9%	8.5%	73.5%	29.9%	43.6%	75.2%
%H (TV HH)			43.4%	8.8%	76.1%	31.0%	45.1%	
E	124	121	45	7	99	31	68	66
%V	17.1%	17.1%	13.6%	11.5%	17.9%	12.7%	22.1%	11.1%
%H (All HH)		97.6%	36.3%	5.6%	79.8%	25.0%	54.8%	53.2%
%H (TV HH)			37.2%	5.8%	81.8%	25.6%	56.2%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	727	707	331	61	553	244	308	592
%H (All HH)		97.2%	45.5%	8.4%	76.1%	33.6%	42.4%	81.4%
%H (TV HH)			46.8%	8.6%	78.2%	34.5%	43.6%	
Under 25	22	21	10	1	15	6	9	20
%V	3.0%	3.0%	3.0%	1.6%	2.7%	2.5%	2.9%	3.4%
%H (All HH)		95.5%	45.5%	4.5%	68.2%	27.3%	40.9%	90.9%
%H (TV HH)			47.6%	4.8%	71.4%	28.6%	42.9%	
25 - 34	108	103	52	12	71	36	35	104
%V	14.9%	14.6%	15.7%	19.7%	12.8%	14.8%	11.4%	17.6%
%H (All HH)		95.4%	48.1%	11.1%	65.7%	33.3%	32.4%	96.3%
%H (TV HH)			50.5%	11.7%	68.9%	35.0%	34.0%	
35 - 44	131	127	76	9	89	50	39	124
%V	18.0%	18.0%	23.0%	14.8%	16.1%	20.5%	12.7%	20.9%
%H (All HH)		96.9%	58.0%	6.9%	67.9%	38.2%	29.8%	94.7%
%H (TV HH)			59.8%	7.1%	70.1%	39.4%	30.7%	
45 - 54	153	149	76	15	116	58	58	138
%V	21.0%	21.1%	23.0%	24.6%	21.0%	23.8%	18.8%	23.3%
%H (All HH)		97.4%	49.7%	9.8%	75.8%	37.9%	37.9%	90.2%
%H (TV HH)			51.0%	10.1%	77.9%	38.9%	38.9%	
55 - 64	127	125	56	12	102	45	57	105
%V	17.5%	17.7%	16.9%	19.7%	18.4%	18.4%	18.5%	17.7%
%H (All HH)		98.4%	44.1%	9.4%	80.3%	35.4%	44.9%	82.7%
%H (TV HH)			44.8%	9.6%	81.6%	36.0%	45.6%	
65 +	186	184	62	12	159	49	110	101
%V	25.6%	26.0%	18.7%	19.7%	28.8%	20.1%	35.7%	17.1%
%H (All HH)		98.9%	33.3%	6.5%	85.5%	26.3%	59.1%	54.3%
%H (TV HH)			33.7%	6.5%	86.4%	26.6%	59.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	727	707	331	61	553	244	308	592
%H (All HH)		97.2%	45.5%	8.4%	76.1%	33.6%	42.4%	81.4%
%H (TV HH)			46.8%	8.6%	78.2%	34.5%	43.6%	
1	206	197	62	14	158	39	118	115
%V	28.3%	27.9%	18.7%	23.0%	28.6%	16.0%	38.3%	19.4%
%H (All HH)		95.6%	30.1%	6.8%	76.7%	18.9%	57.3%	55.8%
%H (TV HH)			31.5%	7.1%	80.2%	19.8%	59.9%	
2	219	215	104	18	171	81	90	186
%V	30.1%	30.4%	31.4%	29.5%	30.9%	33.2%	29.2%	31.4%
%H (All HH)		98.2%	47.5%	8.2%	78.1%	37.0%	41.1%	84.9%
%H (TV HH)			48.4%	8.4%	79.5%	37.7%	41.9%	
3	114	112	60	13	85	46	39	109
%V	15.7%	15.8%	18.1%	21.3%	15.4%	18.9%	12.7%	18.4%
%H (All HH)		98.2%	52.6%	11.4%	74.6%	40.4%	34.2%	95.6%
%H (TV HH)			53.6%	11.6%	75.9%	41.1%	34.8%	
4	113	110	64	10	82	48	34	110
%V	15.5%	15.6%	19.3%	16.4%	14.8%	19.7%	11.0%	18.6%
%H (All HH)		97.3%	56.6%	8.8%	72.6%	42.5%	30.1%	97.3%
%H (TV HH)			58.2%	9.1%	74.5%	43.6%	30.9%	
5+	74	74	41	6	57	31	27	73
%V	10.2%	10.5%	12.4%	9.8%	10.3%	12.7%	8.8%	12.3%
%H (All HH)		100.0%	55.4%	8.1%	77.0%	41.9%	36.5%	98.6%
%H (TV HH)			55.4%	8.1%	77.0%	41.9%	36.5%	
Average HH size	2.54	2.55	2.80	2.66	2.52	2.85	2.27	2.78

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	727	707	331	61	553	244	308	592
%H (All HH)		97.2%	45.5%	8.4%	76.1%	33.6%	42.4%	81.4%
%H (TV HH)			46.8%	8.6%	78.2%	34.5%	43.6%	
Without	512	496	208	39	398	155	243	385
%V	70.4%	70.2%	62.8%	63.9%	72.0%	63.5%	78.9%	65.0%
%H (All HH)		96.9%	40.6%	7.6%	77.7%	30.3%	47.5%	75.2%
%H (TV HH)			41.9%	7.9%	80.2%	31.3%	49.0%	
With	214	212	123	22	154	89	65	206
%V	29.4%	30.0%	37.2%	36.1%	27.8%	36.5%	21.1%	34.8%
%H (All HH)		99.1%	57.5%	10.3%	72.0%	41.6%	30.4%	96.3%
%H (TV HH)			58.0%	10.4%	72.6%	42.0%	30.7%	
0 - 3	84	83	48	8	59	33	26	80
%V	11.6%	11.7%	14.5%	13.1%	10.7%	13.5%	8.4%	13.5%
%H (All HH)		98.8%	57.1%	9.5%	70.2%	39.3%	31.0%	95.2%
%H (TV HH)			57.8%	9.6%	71.1%	39.8%	31.3%	
4 - 9	113	111	67	11	78	45	33	110
%V	15.5%	15.7%	20.2%	18.0%	14.1%	18.4%	10.7%	18.6%
%H (All HH)		98.2%	59.3%	9.7%	69.0%	39.8%	29.2%	97.3%
%H (TV HH)			60.4%	9.9%	70.3%	40.5%	29.7%	
10 - 15	105	105	63	11	78	48	31	103
%V	14.4%	14.9%	19.0%	18.0%	14.1%	19.7%	10.1%	17.4%
%H (All HH)		100.0%	60.0%	10.5%	74.3%	45.7%	29.5%	98.1%
%H (TV HH)			60.0%	10.5%	74.3%	45.7%	29.5%	

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

January - December 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	727	707	331	61	553	244	308	592
%H (All HH)		97.2%	45.5%	8.4%	76.1%	33.6%	42.4%	81.4%
%H (TV HH)			46.8%	8.6%	78.2%	34.5%	43.6%	
1	241	241	86	22	169	41	128	167
%V	33.1%	34.1%	26.0%	36.1%	30.6%	16.8%	41.6%	28.2%
%H (All HH)		100.0%	35.7%	9.1%	70.1%	17.0%	53.1%	69.3%
%H (TV HH)			35.7%	9.1%	70.1%	17.0%	53.1%	
2	261	261	122	23	211	95	115	217
%V	35.9%	36.9%	36.9%	37.7%	38.2%	38.9%	37.3%	36.7%
%H (All HH)		100.0%	46.7%	8.8%	80.8%	36.4%	44.1%	83.1%
%H (TV HH)			46.7%	8.8%	80.8%	36.4%	44.1%	
3	121	121	69	8	102	58	43	112
%V	16.6%	17.1%	20.8%	13.1%	18.4%	23.8%	14.0%	18.9%
%H (All HH)		100.0%	57.0%	6.6%	84.3%	47.9%	35.5%	92.6%
%H (TV HH)			57.0%	6.6%	84.3%	47.9%	35.5%	
4	53	53	35	4	46	32	14	51
%V	7.3%	7.5%	10.6%	6.6%	8.3%	13.1%	4.5%	8.6%
%H (All HH)		100.0%	66.0%	7.5%	86.8%	60.4%	26.4%	96.2%
%H (TV HH)			66.0%	7.5%	86.8%	60.4%	26.4%	
5+	32	32	20	4	26	18	8	32
%V	4.4%	4.5%	6.0%	6.6%	4.7%	7.4%	2.6%	5.4%
%H (All HH)		100.0%	62.5%	12.5%	81.3%	56.3%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	81.3%	56.3%	25.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	727	707	331	61	553	244	308	592
%H (All HH)		97.2%	45.5%	8.4%	76.1%	33.6%	42.4%	81.4%
%H (TV HH)			46.8%	8.6%	78.2%	34.5%	43.6%	
Under 20"	91	91	41	6	79	35	45	74
%V	12.5%	12.9%	12.4%	9.8%	14.3%	14.3%	14.6%	12.5%
%H (All HH)		100.0%	45.1%	6.6%	86.8%	38.5%	49.5%	81.3%
%H (TV HH)			45.1%	6.6%	86.8%	38.5%	49.5%	
20" - 29"	242	242	115	17	206	97	109	199
%V	33.3%	34.2%	34.7%	27.9%	37.3%	39.8%	35.4%	33.6%
%H (All HH)		100.0%	47.5%	7.0%	85.1%	40.1%	45.0%	82.2%
%H (TV HH)			47.5%	7.0%	85.1%	40.1%	45.0%	
30" - 39"	377	377	176	30	306	135	171	311
%V	51.9%	53.3%	53.2%	49.2%	55.3%	55.3%	55.5%	52.5%
%H (All HH)		100.0%	46.7%	8.0%	81.2%	35.8%	45.4%	82.5%
%H (TV HH)			46.7%	8.0%	81.2%	35.8%	45.4%	
40" and over	413	413	236	37	312	175	137	379
%V	56.8%	58.4%	71.3%	60.7%	56.4%	71.7%	44.5%	64.0%
%H (All HH)		100.0%	57.1%	9.0%	75.5%	42.4%	33.2%	91.8%
%H (TV HH)			57.1%	9.0%	75.5%	42.4%	33.2%	

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	727	707	331	61	553	244	308	592
%H (All HH)		97.2%	45.5%	8.4%	76.1%	33.6%	42.4%	81.4%
%H (TV HH)			46.8%	8.6%	78.2%	34.5%	43.6%	
Main living room	694	694	327	61	541	241	300	569
%V	95.5%	98.2%	98.8%	100.0%	97.8%	98.8%	97.4%	96.1%
%H (All HH)		100.0%	47.1%	8.8%	78.0%	34.7%	43.2%	82.0%
%H (TV HH)			47.1%	8.8%	78.0%	34.7%	43.2%	
Kitchen	193	193	99	10	167	83	84	168
%V	26.5%	27.3%	29.9%	16.4%	30.2%	34.0%	27.3%	28.4%
%H (All HH)		100.0%	51.3%	5.2%	86.5%	43.0%	43.5%	87.0%
%H (TV HH)			51.3%	5.2%	86.5%	43.0%	43.5%	
Adult's bedroom	276	276	154	24	225	128	97	248
%V	38.0%	39.0%	46.5%	39.3%	40.7%	52.5%	31.5%	41.9%
%H (All HH)		100.0%	55.8%	8.7%	81.5%	46.4%	35.1%	89.9%
%H (TV HH)			55.8%	8.7%	81.5%	46.4%	35.1%	
Child's bedroom	64	64	41	7	50	35	15	63
%V	8.8%	9.1%	12.4%	11.5%	9.0%	14.3%	4.9%	10.6%
%H (All HH)		100.0%	64.1%	10.9%	78.1%	54.7%	23.4%	98.4%
%H (TV HH)			64.1%	10.9%	78.1%	54.7%	23.4%	
Other bedroom	37	37	22	4	30	20	11	36
%V	5.1%	5.2%	6.6%	6.6%	5.4%	8.2%	3.6%	6.1%
%H (All HH)		100.0%	59.5%	10.8%	81.1%	54.1%	29.7%	97.3%
%H (TV HH)			59.5%	10.8%	81.1%	54.1%	29.7%	
Second living/dining room	115	115	62	11	94	53	41	105
%V	15.8%	16.3%	18.7%	18.0%	17.0%	21.7%	13.3%	17.7%
%H (All HH)		100.0%	53.9%	9.6%	81.7%	46.1%	35.7%	91.3%
%H (TV HH)			53.9%	9.6%	81.7%	46.1%	35.7%	
Study/office	9	9	6	0	8	5	3	9
%V	1.2%	1.3%	1.8%	0.0%	1.4%	2.0%	1.0%	1.5%
%H (All HH)		100.0%	66.7%	0.0%	88.9%	55.6%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	88.9%	55.6%	33.3%	
TV room	10	10	6	0	10	6	4	9
%V	1.4%	1.4%	1.8%	0.0%	1.8%	2.5%	1.3%	1.5%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%	90.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	40.0%	
Conservatory	18	18	9	2	16	9	7	17
%V	2.5%	2.5%	2.7%	3.3%	2.9%	3.7%	2.3%	2.9%
%H (All HH)		100.0%	50.0%	11.1%	88.9%	50.0%	38.9%	94.4%
%H (TV HH)			50.0%	11.1%	88.9%	50.0%	38.9%	
Attic or loft room	1	1	0	0	0	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	8	8	5	1	7	4	2	8
%V	1.1%	1.1%	1.5%	1.6%	1.3%	1.6%	0.6%	1.4%
%H (All HH)		100.0%	62.5%	12.5%	87.5%	50.0%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	87.5%	50.0%	25.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC Ulster

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	727	707	331	61	553	244	308	592
%H (All HH)		97.2%	45.5%	8.4%	76.1%	33.6%	42.4%	81.4%
%H (TV HH)			46.8%	8.6%	78.2%	34.5%	43.6%	
Any DSAT provider	331	331	331	3	214	214	0	306
%V	45.5%	46.8%	100.0%	4.9%	38.7%	87.7%	0.0%	51.7%
%H (All HH)			100.0%	0.9%	64.7%	64.7%	0.0%	92.4%
%H (TV HH)			100.0%	0.9%	64.7%	64.7%	0.0%	
Sky with subcription	275	275	275	1	178	178	0	258
%V	37.8%	38.9%	83.1%	1.6%	32.2%	73.0%	0.0%	43.6%
%H (All HH)			100.0%	0.4%	64.7%	64.7%	0.0%	93.8%
%H (TV HH)			100.0%	0.4%	64.7%	64.7%	0.0%	
Sky without subscription	25	25	25	0	16	16	0	20
%V	3.4%	3.5%	7.6%	0.0%	2.9%	6.6%	0.0%	3.4%
%H (All HH)			100.0%	0.0%	64.0%	64.0%	0.0%	80.0%
%H (TV HH)			100.0%	0.0%	64.0%	64.0%	0.0%	
Freesat	30	30	30	0	25	25	0	27
%V	4.1%	4.2%	9.1%	0.0%	4.5%	10.2%	0.0%	4.6%
%H (All HH)			100.0%	0.0%	83.3%	83.3%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	83.3%	83.3%	0.0%	
Other satellite provider	36	36	36	1	20	20	0	35
%V	5.0%	5.1%	10.9%	1.6%	3.6%	8.2%	0.0%	5.9%
%H (All HH)			100.0%	2.8%	55.6%	55.6%	0.0%	97.2%
%H (TV HH)			100.0%	2.8%	55.6%	55.6%	0.0%	
DCAB	61	61	3	61	31	31	0	57
%V	8.4%	8.6%	0.9%	100.0%	5.6%	12.7%	0.0%	9.6%
%H (All HH)			4.9%	100.0%	50.8%	50.8%	0.0%	93.4%
%H (TV HH)			4.9%	100.0%	50.8%	50.8%	0.0%	
DTT	553	553	214	31	553	244	308	439
%V	76.1%	78.2%	64.7%	50.8%	100.0%	100.0%	100.0%	74.2%
%H (All HH)		100.0%	38.7%	5.6%	100.0%	44.1%	55.7%	79.4%
%H (TV HH)			38.7%	5.6%	100.0%	44.1%	55.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	727	707	331	61	553	244	308	592
%H (All HH)		97.2%	45.5%	8.4%	76.1%	33.6%	42.4%	81.4%
%H (TV HH)			46.8%	8.6%	78.2%	34.5%	43.6%	
PVR	409	409	284	52	286	211	75	380
%V	56.3%	57.9%	85.8%	85.2%	51.7%	86.5%	24.4%	64.2%
%H (All HH)		100.0%	69.4%	12.7%	69.9%	51.6%	18.3%	92.9%
%H (TV HH)			69.4%	12.7%	69.9%	51.6%	18.3%	
DVDR	11	11	5	1	9	4	4	9
%V	1.5%	1.6%	1.5%	1.6%	1.6%	1.6%	1.3%	1.5%
%H (All HH)		100.0%	45.5%	9.1%	81.8%	36.4%	36.4%	81.8%
%H (TV HH)			45.5%	9.1%	81.8%	36.4%	36.4%	
VCR	5	5	1	0	5	1	4	3
%V	0.7%	0.7%	0.3%	0.0%	0.9%	0.4%	1.3%	0.5%
%H (All HH)		100.0%	20.0%	0.0%	100.0%	20.0%	80.0%	60.0%
%H (TV HH)			20.0%	0.0%	100.0%	20.0%	80.0%	
Any recorder	414	414	285	52	291	212	78	383
%V	56.9%	58.6%	86.1%	85.2%	52.6%	86.9%	25.3%	64.7%
%H (All HH)		100.0%	68.8%	12.6%	70.3%	51.2%	18.8%	92.5%
%H (TV HH)			68.8%	12.6%	70.3%	51.2%	18.8%	
Receives HDTV (via STB or built-in reception)	444	444	236	42	351	183	168	389
%V	61.1%	62.8%	71.3%	68.9%	63.5%	75.0%	54.5%	65.7%
%H (All HH)		100.0%	53.2%	9.5%	79.1%	41.2%	37.8%	87.6%
%H (TV HH)			53.2%	9.5%	79.1%	41.2%	37.8%	
DVD/Blu-ray player or recorder	417	417	213	35	332	166	166	365
%V	57.4%	59.0%	64.4%	57.4%	60.0%	68.0%	53.9%	61.7%
%H (All HH)		100.0%	51.1%	8.4%	79.6%	39.8%	39.8%	87.5%
%H (TV HH)			51.1%	8.4%	79.6%	39.8%	39.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	727	707	331	61	553	244	308	592
%H (All HH)		97.2%	45.5%	8.4%	76.1%	33.6%	42.4%	81.4%
%H (TV HH)			46.8%	8.6%	78.2%	34.5%	43.6%	
Has broadband internet	592	579	306	57	439	229	210	592
%V	81.4%	81.9%	92.4%	93.4%	79.4%	93.9%	68.2%	100.0%
%H (All HH)		97.8%	51.7%	9.6%	74.2%	38.7%	35.5%	100.0%
%H (TV HH)			52.8%	9.8%	75.8%	39.6%	36.3%	
Number of computers (PCs and laptops)								
0	156	150	37	6	131	23	107	32
%V	21.5%	21.2%	11.2%	9.8%	23.7%	9.4%	34.7%	5.4%
%H (All HH)		96.2%	23.7%	3.8%	84.0%	14.7%	68.6%	20.5%
%H (TV HH)			24.7%	4.0%	87.3%	15.3%	71.3%	
1	190	183	83	16	138	57	82	181
%V	26.1%	25.9%	25.1%	26.2%	25.0%	23.4%	26.6%	30.6%
%H (All HH)		96.3%	43.7%	8.4%	72.6%	30.0%	43.2%	95.3%
%H (TV HH)			45.4%	8.7%	75.4%	31.1%	44.8%	
2	173	169	89	18	128	68	60	172
%V	23.8%	23.9%	26.9%	29.5%	23.1%	27.9%	19.5%	29.1%
%H (All HH)		97.7%	51.4%	10.4%	74.0%	39.3%	34.7%	99.4%
%H (TV HH)			52.7%	10.7%	75.7%	40.2%	35.5%	
3	101	100	58	11	75	45	29	101
%V	13.9%	14.1%	17.5%	18.0%	13.6%	18.4%	9.4%	17.1%
%H (All HH)		99.0%	57.4%	10.9%	74.3%	44.6%	28.7%	100.0%
%H (TV HH)			58.0%	11.0%	75.0%	45.0%	29.0%	
4	54	54	31	5	42	26	17	54
%V	7.4%	7.6%	9.4%	8.2%	7.6%	10.7%	5.5%	9.1%
%H (All HH)		100.0%	57.4%	9.3%	77.8%	48.1%	31.5%	100.0%
%H (TV HH)			57.4%	9.3%	77.8%	48.1%	31.5%	
5+	52	51	32	5	39	26	13	52
%V	7.2%	7.2%	9.7%	8.2%	7.1%	10.7%	4.2%	8.8%
%H (All HH)		98.1%	61.5%	9.6%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			62.7%	9.8%	76.5%	51.0%	25.5%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1509	786	129	1219	633	586	1313
%H		52.1%	8.5%	80.8%	41.9%	38.8%	87.0%
Under 20"	116	55	7	102	47	54	96
%V	7.7%	7.0%	5.4%	8.4%	7.4%	9.2%	7.3%
%H		47.4%	6.0%	87.9%	40.5%	46.6%	82.8%
20" - 29"	318	154	24	272	134	138	268
%V	21.1%	19.6%	18.6%	22.3%	21.2%	23.5%	20.4%
%H		48.4%	7.5%	85.5%	42.1%	43.4%	84.3%
30" - 39"	479	235	39	387	182	204	408
%V	31.7%	29.9%	30.2%	31.7%	28.8%	34.8%	31.1%
%H		49.1%	8.1%	80.8%	38.0%	42.6%	85.2%
40" and over	541	321	50	413	247	166	504
%V	35.9%	40.8%	38.8%	33.9%	39.0%	28.3%	38.4%
%H		59.3%	9.2%	76.3%	45.7%	30.7%	93.2%
Don't know	55	22	9	45	23	23	37
%V	3.6%	2.8%	7.0%	3.7%	3.6%	3.9%	2.8%
%H		40.0%	16.4%	81.8%	41.8%	41.8%	67.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	1509	786	129	1219	633	586	1313
%H		52.1%	8.5%	80.8%	41.9%	38.8%	87.0%
Main living room	697	329	61	543	242	301	571
%V	46.2%	41.9%	47.3%	44.5%	38.2%	51.4%	43.5%
%H		47.2%	8.8%	77.9%	34.7%	43.2%	81.9%
Kitchen	193	99	10	167	83	84	168
%V	12.8%	12.6%	7.8%	13.7%	13.1%	14.3%	12.8%
%H		51.3%	5.2%	86.5%	43.0%	43.5%	87.0%
Adult's bedroom	326	186	29	268	158	110	296
%V	21.6%	23.7%	22.5%	22.0%	25.0%	18.8%	22.5%
%H		57.1%	8.9%	82.2%	48.5%	33.7%	90.8%
Child's bedroom	83	55	9	64	45	19	81
%V	5.5%	7.0%	7.0%	5.3%	7.1%	3.2%	6.2%
%H		66.3%	10.8%	77.1%	54.2%	22.9%	97.6%
Other bedroom	47	29	6	39	26	13	46
%V	3.1%	3.7%	4.7%	3.2%	4.1%	2.2%	3.5%
%H		61.7%	12.8%	83.0%	55.3%	27.7%	97.9%
Second living/dining room	117	63	11	96	54	42	107
%V	7.8%	8.0%	8.5%	7.9%	8.5%	7.2%	8.1%
%H		53.8%	9.4%	82.1%	46.2%	35.9%	91.5%
Study/office	9	6	0	8	5	3	9
%V	0.6%	0.8%	0.0%	0.7%	0.8%	0.5%	0.7%
%H		66.7%	0.0%	88.9%	55.6%	33.3%	100.0%
TV room	10	6	0	10	6	4	9
%V	0.7%	0.8%	0.0%	0.8%	0.9%	0.7%	0.7%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	90.0%
Conservatory	18	9	2	16	9	7	17
%V	1.2%	1.1%	1.6%	1.3%	1.4%	1.2%	1.3%
%H		50.0%	11.1%	88.9%	50.0%	38.9%	94.4%
Attic or loft room	1	0	0	0	0	0	1
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	8	5	1	7	4	2	8
%V	0.5%	0.6%	0.8%	0.6%	0.6%	0.3%	0.6%
%H		62.5%	12.5%	87.5%	50.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	1509	786	129	1219	633	586	1313
%H		52.1%	8.5%	80.8%	41.9%	38.8%	87.0%
PVR	565	416	67	384	299	85	533
%V	37.4%	52.9%	51.9%	31.5%	47.2%	14.5%	40.6%
%H		73.6%	11.9%	68.0%	52.9%	15.0%	94.3%
DVDR	11	6	1	9	5	5	9
%V	0.7%	0.8%	0.8%	0.7%	0.8%	0.9%	0.7%
%H		54.5%	9.1%	81.8%	45.5%	45.5%	81.8%
VCR	6	1	0	5	1	4	3
%V	0.4%	0.1%	0.0%	0.4%	0.2%	0.7%	0.2%
%H		16.7%	0.0%	83.3%	16.7%	66.7%	50.0%
Any recorder	573	419	67	391	301	90	538
%V	38.0%	53.3%	51.9%	32.1%	47.6%	15.4%	41.0%
%H		73.1%	11.7%	68.2%	52.5%	15.7%	93.9%

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	1509	786	129	1219	633	586	1313
%H		52.1%	8.5%	80.8%	41.9%	38.8%	87.0%
Receives HDTV (via STB or built-in reception)	726	395	72	589	326	263	658
%V	48.1%	50.3%	55.8%	48.3%	51.5%	44.9%	50.1%
%H		54.4%	9.9%	81.1%	44.9%	36.2%	90.6%
DVD/Blu-ray player or recorder	581	312	51	465	249	216	523
%V	38.5%	39.7%	39.5%	38.1%	39.3%	36.9%	39.8%
%H		53.7%	8.8%	80.0%	42.9%	37.2%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	331	61	552	244	308	578
%H		46.9%	8.6%	78.2%	34.6%	43.6%	81.9%
Under 20"	6	1	0	6	1	5	3
%V	0.8%	0.3%	0.0%	1.1%	0.4%	1.6%	0.5%
%H		16.7%	0.0%	100.0%	16.7%	83.3%	50.0%
20" - 29"	56	13	3	48	9	39	33
%V	7.9%	3.9%	4.9%	8.7%	3.7%	12.7%	5.7%
%H		23.2%	5.4%	85.7%	16.1%	69.6%	58.9%
30" - 39"	223	82	16	182	58	125	165
%V	31.6%	24.8%	26.2%	33.0%	23.8%	40.6%	28.5%
%H		36.8%	7.2%	81.6%	26.0%	56.1%	74.0%
40" and over	394	227	36	295	167	127	360
%V	55.8%	68.6%	59.0%	53.4%	68.4%	41.2%	62.3%
%H		57.6%	9.1%	74.9%	42.4%	32.2%	91.4%
Don't know	27	9	5	21	9	12	16
%V	3.8%	2.7%	8.2%	3.8%	3.7%	3.9%	2.8%
%H		33.3%	18.5%	77.8%	33.3%	44.4%	59.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	331	61	552	244	308	578
%H		46.9%	8.6%	78.2%	34.6%	43.6%	81.9%
PVR	394	277	52	273	206	67	366
%V	55.8%	83.7%	85.2%	49.5%	84.4%	21.8%	63.3%
%H		70.3%	13.2%	69.3%	52.3%	17.0%	92.9%
DVDR	7	3	0	6	2	4	5
%V	1.0%	0.9%	0.0%	1.1%	0.8%	1.3%	0.9%
%H		42.9%	0.0%	85.7%	28.6%	57.1%	71.4%
VCR	4	1	0	4	1	3	3
%V	0.6%	0.3%	0.0%	0.7%	0.4%	1.0%	0.5%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	75.0%
Any recorder	399	278	52	277	207	70	369
%V	56.5%	84.0%	85.2%	50.2%	84.8%	22.7%	63.8%
%H		69.7%	13.0%	69.4%	51.9%	17.5%	92.5%

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	331	61	552	244	308	578
%H		46.9%	8.6%	78.2%	34.6%	43.6%	81.9%
Receives HDTV (via STB or built-in reception)	419	225	41	329	173	155	368
%V	59.3%	68.0%	67.2%	59.6%	70.9%	50.3%	63.7%
%H		53.7%	9.8%	78.5%	41.3%	37.0%	87.8%
DVD/Blu-ray player or recorder	359	179	31	284	137	147	312
%V	50.8%	54.1%	50.8%	51.4%	56.1%	47.7%	54.0%
%H		49.9%	8.6%	79.1%	38.2%	40.9%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	802	455	68	667	389	277	735
%H		56.7%	8.5%	83.2%	48.5%	34.5%	91.6%
Under 20"	109	54	6	96	47	49	93
%V	13.6%	11.9%	8.8%	14.4%	12.1%	17.7%	12.7%
%H		49.5%	5.5%	88.1%	43.1%	45.0%	85.3%
20" - 29"	262	142	21	224	124	99	235
%V	32.7%	31.2%	30.9%	33.6%	31.9%	35.7%	32.0%
%H		54.2%	8.0%	85.5%	47.3%	37.8%	89.7%
30" - 39"	256	153	23	204	125	80	242
%V	31.9%	33.6%	33.8%	30.6%	32.1%	28.9%	32.9%
%H		59.8%	9.0%	79.7%	48.8%	31.3%	94.5%
40" and over	148	94	14	119	80	39	143
%V	18.5%	20.7%	20.6%	17.8%	20.6%	14.1%	19.5%
%H		63.5%	9.5%	80.4%	54.1%	26.4%	96.6%
Don't know	28	13	4	24	14	11	22
%V	3.5%	2.9%	5.9%	3.6%	3.6%	4.0%	3.0%
%H		46.4%	14.3%	85.7%	50.0%	39.3%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	802	455	68	667	389	277	735
%H		56.7%	8.5%	83.2%	48.5%	34.5%	91.6%
PVR	171	139	15	111	93	18	166
%V	21.3%	30.5%	22.1%	16.6%	23.9%	6.5%	22.6%
%H		81.3%	8.8%	64.9%	54.4%	10.5%	97.1%
DVDR	4	2	1	4	3	1	4
%V	0.5%	0.4%	1.5%	0.6%	0.8%	0.4%	0.5%
%H		50.0%	25.0%	100.0%	75.0%	25.0%	100.0%
VCR	1	0	0	1	0	1	0
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.4%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Any recorder	174	140	15	114	95	20	168
%V	21.7%	30.8%	22.1%	17.1%	24.4%	7.2%	22.9%
%H		80.5%	8.6%	65.5%	54.6%	11.5%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	802	455	68	667	389	277	735
%H		56.7%	8.5%	83.2%	48.5%	34.5%	91.6%
Receives HDTV (via STB or built-in reception)	307	171	31	260	153	107	290
%V	38.3%	37.6%	45.6%	39.0%	39.3%	38.6%	39.5%
%H		55.7%	10.1%	84.7%	49.8%	34.9%	94.5%
DVD/Blu-ray player or recorder	222	133	20	181	112	69	211
%V	27.7%	29.2%	29.4%	27.1%	28.8%	24.9%	28.7%
%H		59.9%	9.0%	81.5%	50.5%	31.1%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	1842	1803	929	163	1394	695	699	1647
%H		97.9%	50.4%	8.8%	75.7%	37.7%	37.9%	89.4%
Total Children	393	389	227	38	285	164	121	380
%V	21.3%	21.6%	24.4%	23.3%	20.4%	23.6%	17.3%	23.1%
%H		99.0%	57.8%	9.7%	72.5%	41.7%	30.8%	96.7%
0 - 3	98	96	54	10	70	39	31	92
%V	5.3%	5.3%	5.8%	6.1%	5.0%	5.6%	4.4%	5.6%
%H		98.0%	55.1%	10.2%	71.4%	39.8%	31.6%	93.9%
4 - 15	295	292	173	28	215	125	90	287
%V	16.0%	16.2%	18.6%	17.2%	15.4%	18.0%	12.9%	17.4%
%H		99.0%	58.6%	9.5%	72.9%	42.4%	30.5%	97.3%
4 - 9	157	155	90	15	110	61	49	152
%V	8.5%	8.6%	9.7%	9.2%	7.9%	8.8%	7.0%	9.2%
%H		98.7%	57.3%	9.6%	70.1%	38.9%	31.2%	96.8%
10 - 15	138	138	83	14	104	63	41	136
%V	7.5%	7.7%	8.9%	8.6%	7.5%	9.1%	5.9%	8.3%
%H		100.0%	60.1%	10.1%	75.4%	45.7%	29.7%	98.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	1842	1803	929	163	1394	695	699	1647
%H		97.9%	50.4%	8.8%	75.7%	37.7%	37.9%	89.4%
Total Adults (16+)	1449	1414	702	125	1109	531	578	1267
%V	78.7%	78.4%	75.6%	76.7%	79.6%	76.4%	82.7%	76.9%
%H		97.6%	48.4%	8.6%	76.5%	36.6%	39.9%	87.4%
16 - 19	95	94	52	7	73	40	33	93
%V	5.2%	5.2%	5.6%	4.3%	5.2%	5.8%	4.7%	5.6%
%H		98.9%	54.7%	7.4%	76.8%	42.1%	34.7%	97.9%
20 - 24	109	105	52	7	83	39	44	105
%V	5.9%	5.8%	5.6%	4.3%	6.0%	5.6%	6.3%	6.4%
%H		96.3%	47.7%	6.4%	76.1%	35.8%	40.4%	96.3%
25 - 34	245	233	118	26	168	85	83	236
%V	13.3%	12.9%	12.7%	16.0%	12.1%	12.2%	11.9%	14.3%
%H		95.1%	48.2%	10.6%	68.6%	34.7%	33.9%	96.3%
35 - 44	238	231	137	19	165	93	72	226
%V	12.9%	12.8%	14.7%	11.7%	11.8%	13.4%	10.3%	13.7%
%H		97.1%	57.6%	8.0%	69.3%	39.1%	30.3%	95.0%
45 - 54	261	256	135	25	199	104	95	243
%V	14.2%	14.2%	14.5%	15.3%	14.3%	15.0%	13.6%	14.8%
%H		98.1%	51.7%	9.6%	76.2%	39.8%	36.4%	93.1%
55 - 64	215	212	100	21	173	82	91	186
%V	11.7%	11.8%	10.8%	12.9%	12.4%	11.8%	13.0%	11.3%
%H		98.6%	46.5%	9.8%	80.5%	38.1%	42.3%	86.5%
65+	287	284	108	19	246	88	159	178
%V	15.6%	15.8%	11.6%	11.7%	17.6%	12.7%	22.7%	10.8%
%H		99.0%	37.6%	6.6%	85.7%	30.7%	55.4%	62.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	1414	702	125	1109	531	578	1267
%H		97.6%	48.4%	8.6%	76.5%	36.6%	39.9%	87.4%
AB	350	341	181	36	256	135	121	337
%V	24.2%	24.1%	25.8%	28.8%	23.1%	25.4%	20.9%	26.6%
%H		97.4%	51.7%	10.3%	73.1%	38.6%	34.6%	96.3%
C1	387	378	194	39	303	160	143	357
%V	26.7%	26.7%	27.6%	31.2%	27.3%	30.1%	24.7%	28.2%
%H		97.7%	50.1%	10.1%	78.3%	41.3%	37.0%	92.2%
C2	309	305	152	22	247	117	130	282
%V	21.3%	21.6%	21.7%	17.6%	22.3%	22.0%	22.5%	22.3%
%H		98.7%	49.2%	7.1%	79.9%	37.9%	42.1%	91.3%
D	222	214	103	18	161	71	90	181
%V	15.3%	15.1%	14.7%	14.4%	14.5%	13.4%	15.6%	14.3%
%H		96.4%	46.4%	8.1%	72.5%	32.0%	40.5%	81.5%
E	180	176	71	10	143	49	94	110
%V	12.4%	12.4%	10.1%	8.0%	12.9%	9.2%	16.3%	8.7%
%H		97.8%	39.4%	5.6%	79.4%	27.2%	52.2%	61.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	1414	702	125	1109	531	578	1267
%H		97.6%	48.4%	8.6%	76.5%	36.6%	39.9%	87.4%
Working full time	655	637	338	61	482	251	231	625
%V	45.2%	45.0%	48.1%	48.8%	43.5%	47.3%	40.0%	49.3%
%H		97.3%	51.6%	9.3%	73.6%	38.3%	35.3%	95.4%
Working part time	138	135	74	11	105	56	49	132
%V	9.5%	9.5%	10.5%	8.8%	9.5%	10.5%	8.5%	10.4%
%H		97.8%	53.6%	8.0%	76.1%	40.6%	35.5%	95.7%
Not working	656	642	290	52	522	225	298	511
%V	45.3%	45.4%	41.3%	41.6%	47.1%	42.4%	51.6%	40.3%
%H		97.9%	44.2%	7.9%	79.6%	34.3%	45.4%	77.9%
Housewife/Houseperson	727	707	331	61	553	244	308	592
%V	50.2%	50.0%	47.2%	48.8%	49.9%	46.0%	53.3%	46.7%
%H		97.2%	45.5%	8.4%	76.1%	33.6%	42.4%	81.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	708	690	343	59	539	259	279	625
%H		97.5%	48.4%	8.3%	76.1%	36.6%	39.4%	88.3%
16 - 19	51	51	27	4	41	21	20	51
%V	7.2%	7.4%	7.9%	6.8%	7.6%	8.1%	7.2%	8.2%
%H		100.0%	52.9%	7.8%	80.4%	41.2%	39.2%	100.0%
20 - 24	52	51	24	3	39	18	22	51
%V	7.3%	7.4%	7.0%	5.1%	7.2%	6.9%	7.9%	8.2%
%H		98.1%	46.2%	5.8%	75.0%	34.6%	42.3%	98.1%
25 - 34	123	116	55	13	84	40	44	119
%V	17.4%	16.8%	16.0%	22.0%	15.6%	15.4%	15.8%	19.0%
%H		94.3%	44.7%	10.6%	68.3%	32.5%	35.8%	96.7%
35 - 44	114	111	64	10	79	45	35	107
%V	16.1%	16.1%	18.7%	16.9%	14.7%	17.4%	12.5%	17.1%
%H		97.4%	56.1%	8.8%	69.3%	39.5%	30.7%	93.9%
45 - 54	129	125	69	11	97	53	45	119
%V	18.2%	18.1%	20.1%	18.6%	18.0%	20.5%	16.1%	19.0%
%H		96.9%	53.5%	8.5%	75.2%	41.1%	34.9%	92.2%
55 - 64	107	105	49	10	86	40	46	92
%V	15.1%	15.2%	14.3%	16.9%	16.0%	15.4%	16.5%	14.7%
%H		98.1%	45.8%	9.3%	80.4%	37.4%	43.0%	86.0%
65+	132	131	55	7	112	44	68	87
%V	18.6%	19.0%	16.0%	11.9%	20.8%	17.0%	24.4%	13.9%
%H		99.2%	41.7%	5.3%	84.8%	33.3%	51.5%	65.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	708	690	343	59	539	259	279	625
%H		97.5%	48.4%	8.3%	76.1%	36.6%	39.4%	88.3%
AB	176	171	91	17	129	67	62	171
%V	24.9%	24.8%	26.5%	28.8%	23.9%	25.9%	22.2%	27.4%
%H		97.2%	51.7%	9.7%	73.3%	38.1%	35.2%	97.2%
C1	184	182	92	19	145	77	68	171
%V	26.0%	26.4%	26.8%	32.2%	26.9%	29.7%	24.4%	27.4%
%H		98.9%	50.0%	10.3%	78.8%	41.8%	37.0%	92.9%
C2	164	161	78	11	128	58	70	147
%V	23.2%	23.3%	22.7%	18.6%	23.7%	22.4%	25.1%	23.5%
%H		98.2%	47.6%	6.7%	78.0%	35.4%	42.7%	89.6%
D	104	100	49	9	75	36	40	88
%V	14.7%	14.5%	14.3%	15.3%	13.9%	13.9%	14.3%	14.1%
%H		96.2%	47.1%	8.7%	72.1%	34.6%	38.5%	84.6%
E	79	76	33	3	61	22	40	49
%V	11.2%	11.0%	9.6%	5.1%	11.3%	8.5%	14.3%	7.8%
%H		96.2%	41.8%	3.8%	77.2%	27.8%	50.6%	62.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	708	690	343	59	539	259	279	625
%H		97.5%	48.4%	8.3%	76.1%	36.6%	39.4%	88.3%
Working full time	399	387	205	35	294	151	142	378
%V	56.4%	56.1%	59.8%	59.3%	54.5%	58.3%	50.9%	60.5%
%H		97.0%	51.4%	8.8%	73.7%	37.8%	35.6%	94.7%
Working part time	29	28	13	2	22	10	12	27
%V	4.1%	4.1%	3.8%	3.4%	4.1%	3.9%	4.3%	4.3%
%H		96.6%	44.8%	6.9%	75.9%	34.5%	41.4%	93.1%
Not working	280	274	125	21	223	98	125	220
%V	39.5%	39.7%	36.4%	35.6%	41.4%	37.8%	44.8%	35.2%
%H		97.9%	44.6%	7.5%	79.6%	35.0%	44.6%	78.6%
Housewife/Houseperson	142	135	53	11	101	35	66	98
%V	20.1%	19.6%	15.5%	18.6%	18.7%	13.5%	23.7%	15.7%
%H		95.1%	37.3%	7.7%	71.1%	24.6%	46.5%	69.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	742	724	358	66	570	272	298	642
%H		97.6%	48.2%	8.9%	76.8%	36.7%	40.2%	86.5%
16 - 19	43	42	25	4	33	19	14	42
%V	5.8%	5.8%	7.0%	6.1%	5.8%	7.0%	4.7%	6.5%
%H		97.7%	58.1%	9.3%	76.7%	44.2%	32.6%	97.7%
20 - 24	57	55	28	4	43	21	22	55
%V	7.7%	7.6%	7.8%	6.1%	7.5%	7.7%	7.4%	8.6%
%H		96.5%	49.1%	7.0%	75.4%	36.8%	38.6%	96.5%
25 - 34	122	117	63	14	84	45	39	117
%V	16.4%	16.2%	17.6%	21.2%	14.7%	16.5%	13.1%	18.2%
%H		95.9%	51.6%	11.5%	68.9%	36.9%	32.0%	95.9%
35 - 44	123	120	72	9	86	48	38	119
%V	16.6%	16.6%	20.1%	13.6%	15.1%	17.6%	12.8%	18.5%
%H		97.6%	58.5%	7.3%	69.9%	39.0%	30.9%	96.7%
45 - 54	132	130	66	14	102	52	50	124
%V	17.8%	18.0%	18.4%	21.2%	17.9%	19.1%	16.8%	19.3%
%H		98.5%	50.0%	10.6%	77.3%	39.4%	37.9%	93.9%
55 - 64	108	107	51	11	87	42	45	94
%V	14.6%	14.8%	14.2%	16.7%	15.3%	15.4%	15.1%	14.6%
%H		99.1%	47.2%	10.2%	80.6%	38.9%	41.7%	87.0%
65+	155	154	53	11	135	44	91	91
%V	20.9%	21.3%	14.8%	16.7%	23.7%	16.2%	30.5%	14.2%
%H		99.4%	34.2%	7.1%	87.1%	28.4%	58.7%	58.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	742	724	358	66	570	272	298	642
%H		97.6%	48.2%	8.9%	76.8%	36.7%	40.2%	86.5%
AB	174	169	91	19	127	68	59	167
%V	23.5%	23.3%	25.4%	28.8%	22.3%	25.0%	19.8%	26.0%
%H		97.1%	52.3%	10.9%	73.0%	39.1%	33.9%	96.0%
C1	203	197	101	20	158	83	75	186
%V	27.4%	27.2%	28.2%	30.3%	27.7%	30.5%	25.2%	29.0%
%H		97.0%	49.8%	9.9%	77.8%	40.9%	36.9%	91.6%
C2	145	144	74	10	119	59	60	135
%V	19.5%	19.9%	20.7%	15.2%	20.9%	21.7%	20.1%	21.0%
%H		99.3%	51.0%	6.9%	82.1%	40.7%	41.4%	93.1%
D	118	114	54	9	85	35	50	93
%V	15.9%	15.7%	15.1%	13.6%	14.9%	12.9%	16.8%	14.5%
%H		96.6%	45.8%	7.6%	72.0%	29.7%	42.4%	78.8%
E	101	100	39	7	81	27	54	62
%V	13.6%	13.8%	10.9%	10.6%	14.2%	9.9%	18.1%	9.7%
%H		99.0%	38.6%	6.9%	80.2%	26.7%	53.5%	61.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	742	724	358	66	570	272	298	642
%H		97.6%	48.2%	8.9%	76.8%	36.7%	40.2%	86.5%
Working full time	257	249	133	26	189	100	89	246
%V	34.6%	34.4%	37.2%	39.4%	33.2%	36.8%	29.9%	38.3%
%H		96.9%	51.8%	10.1%	73.5%	38.9%	34.6%	95.7%
Working part time	109	107	61	9	83	46	37	105
%V	14.7%	14.8%	17.0%	13.6%	14.6%	16.9%	12.4%	16.4%
%H		98.2%	56.0%	8.3%	76.1%	42.2%	33.9%	96.3%
Not working	376	368	164	31	299	127	172	291
%V	50.7%	50.8%	45.8%	47.0%	52.5%	46.7%	57.7%	45.3%
%H		97.9%	43.6%	8.2%	79.5%	33.8%	45.7%	77.4%
Housewife/Houseperson	585	573	278	50	452	210	242	494
%V	78.8%	79.1%	77.7%	75.8%	79.3%	77.2%	81.2%	76.9%
%H		97.9%	47.5%	8.5%	77.3%	35.9%	41.4%	84.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

January - December 2016

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1344	1309	711	116	830	368	461	1089
%H (All HH)		97.4%	52.9%	8.6%	61.8%	27.4%	34.3%	81.0%
%H (TV HH)			54.3%	8.9%	63.4%	28.1%	35.2%	
AB	272	264	146	25	168	80	88	256
%V	20.2%	20.2%	20.5%	21.6%	20.2%	21.7%	19.1%	23.5%
%H (All HH)		97.1%	53.7%	9.2%	61.8%	29.4%	32.4%	94.1%
%H (TV HH)			55.3%	9.5%	63.6%	30.3%	33.3%	
C1	347	337	182	32	211	95	116	306
%V	25.8%	25.7%	25.6%	27.6%	25.4%	25.8%	25.2%	28.1%
%H (All HH)		97.1%	52.4%	9.2%	60.8%	27.4%	33.4%	88.2%
%H (TV HH)			54.0%	9.5%	62.6%	28.2%	34.4%	
C2	301	297	178	28	188	99	89	255
%V	22.4%	22.7%	25.0%	24.1%	22.7%	26.9%	19.3%	23.4%
%H (All HH)		98.7%	59.1%	9.3%	62.5%	32.9%	29.6%	84.7%
%H (TV HH)			59.9%	9.4%	63.3%	33.3%	30.0%	
D	242	237	123	22	149	60	89	175
%V	18.0%	18.1%	17.3%	19.0%	18.0%	16.3%	19.3%	16.1%
%H (All HH)		97.9%	50.8%	9.1%	61.6%	24.8%	36.8%	72.3%
%H (TV HH)			51.9%	9.3%	62.9%	25.3%	37.6%	
E	181	174	82	9	114	34	79	97
%V	13.5%	13.3%	11.5%	7.8%	13.7%	9.2%	17.1%	8.9%
%H (All HH)		96.1%	45.3%	5.0%	63.0%	18.8%	43.6%	53.6%
%H (TV HH)			47.1%	5.2%	65.5%	19.5%	45.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1344	1309	711	116	830	368	461	1089
%H (All HH)		97.4%	52.9%	8.6%	61.8%	27.4%	34.3%	81.0%
%H (TV HH)			54.3%	8.9%	63.4%	28.1%	35.2%	
Under 25	55	49	27	5	23	9	14	51
%V	4.1%	3.7%	3.8%	4.3%	2.8%	2.4%	3.0%	4.7%
%H (All HH)		89.1%	49.1%	9.1%	41.8%	16.4%	25.5%	92.7%
%H (TV HH)			55.1%	10.2%	46.9%	18.4%	28.6%	
25 - 34	192	184	102	15	99	41	58	182
%V	14.3%	14.1%	14.3%	12.9%	11.9%	11.1%	12.6%	16.7%
%H (All HH)		95.8%	53.1%	7.8%	51.6%	21.4%	30.2%	94.8%
%H (TV HH)			55.4%	8.2%	53.8%	22.3%	31.5%	
35 - 44	198	193	118	19	110	60	50	187
%V	14.7%	14.7%	16.6%	16.4%	13.3%	16.3%	10.8%	17.2%
%H (All HH)		97.5%	59.6%	9.6%	55.6%	30.3%	25.3%	94.4%
%H (TV HH)			61.1%	9.8%	57.0%	31.1%	25.9%	
45 - 54	250	245	148	24	152	80	71	233
%V	18.6%	18.7%	20.8%	20.7%	18.3%	21.7%	15.4%	21.4%
%H (All HH)		98.0%	59.2%	9.6%	60.8%	32.0%	28.4%	93.2%
%H (TV HH)			60.4%	9.8%	62.0%	32.7%	29.0%	
55 - 64	230	224	127	19	150	73	77	201
%V	17.1%	17.1%	17.9%	16.4%	18.1%	19.8%	16.7%	18.5%
%H (All HH)		97.4%	55.2%	8.3%	65.2%	31.7%	33.5%	87.4%
%H (TV HH)			56.7%	8.5%	67.0%	32.6%	34.4%	
65 +	419	414	190	33	295	105	190	235
%V	31.2%	31.6%	26.7%	28.4%	35.5%	28.5%	41.2%	21.6%
%H (All HH)		98.8%	45.3%	7.9%	70.4%	25.1%	45.3%	56.1%
%H (TV HH)			45.9%	8.0%	71.3%	25.4%	45.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1344	1309	711	116	830	368	461	1089
%H (All HH)		97.4%	52.9%	8.6%	61.8%	27.4%	34.3%	81.0%
%H (TV HH)			54.3%	8.9%	63.4%	28.1%	35.2%	
1	427	407	165	31	276	71	205	245
%V	31.8%	31.1%	23.2%	26.7%	33.3%	19.3%	44.5%	22.5%
%H (All HH)		95.3%	38.6%	7.3%	64.6%	16.6%	48.0%	57.4%
%H (TV HH)			40.5%	7.6%	67.8%	17.4%	50.4%	
2	469	460	264	39	295	142	152	408
%V	34.9%	35.1%	37.1%	33.6%	35.5%	38.6%	33.0%	37.5%
%H (All HH)		98.1%	56.3%	8.3%	62.9%	30.3%	32.4%	87.0%
%H (TV HH)			57.4%	8.5%	64.1%	30.9%	33.0%	
3	205	202	125	19	124	69	55	198
%V	15.3%	15.4%	17.6%	16.4%	14.9%	18.8%	11.9%	18.2%
%H (All HH)		98.5%	61.0%	9.3%	60.5%	33.7%	26.8%	96.6%
%H (TV HH)			61.9%	9.4%	61.4%	34.2%	27.2%	
4	160	158	102	18	93	58	35	157
%V	11.9%	12.1%	14.3%	15.5%	11.2%	15.8%	7.6%	14.4%
%H (All HH)		98.8%	63.8%	11.3%	58.1%	36.3%	21.9%	98.1%
%H (TV HH)			64.6%	11.4%	58.9%	36.7%	22.2%	
5+	84	82	56	8	43	28	15	82
%V	6.3%	6.3%	7.9%	6.9%	5.2%	7.6%	3.3%	7.5%
%H (All HH)		97.6%	66.7%	9.5%	51.2%	33.3%	17.9%	97.6%
%H (TV HH)			68.3%	9.8%	52.4%	34.1%	18.3%	
Average HH size	2.29	2.30	2.50	2.46	2.22	2.57	1.94	2.50

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1344	1309	711	116	830	368	461	1089
%H (All HH)		97.4%	52.9%	8.6%	61.8%	27.4%	34.3%	81.0%
%H (TV HH)			54.3%	8.9%	63.4%	28.1%	35.2%	
Without	1023	991	506	86	649	264	385	780
%V	76.1%	75.7%	71.2%	74.1%	78.2%	71.7%	83.5%	71.6%
%H (All HH)		96.9%	49.5%	8.4%	63.4%	25.8%	37.6%	76.2%
%H (TV HH)			51.1%	8.7%	65.5%	26.6%	38.8%	
With	322	318	205	29	181	105	76	309
%V	24.0%	24.3%	28.8%	25.0%	21.8%	28.5%	16.5%	28.4%
%H (All HH)		98.8%	63.7%	9.0%	56.2%	32.6%	23.6%	96.0%
%H (TV HH)			64.5%	9.1%	56.9%	33.0%	23.9%	
0 - 3	116	115	72	9	61	30	31	109
%V	8.6%	8.8%	10.1%	7.8%	7.3%	8.2%	6.7%	10.0%
%H (All HH)		99.1%	62.1%	7.8%	52.6%	25.9%	26.7%	94.0%
%H (TV HH)			62.6%	7.8%	53.0%	26.1%	27.0%	
4 - 9	168	167	110	14	94	55	39	161
%V	12.5%	12.8%	15.5%	12.1%	11.3%	14.9%	8.5%	14.8%
%H (All HH)		99.4%	65.5%	8.3%	56.0%	32.7%	23.2%	95.8%
%H (TV HH)			65.9%	8.4%	56.3%	32.9%	23.4%	
10 - 15	155	155	104	15	88	57	32	152
%V	11.5%	11.8%	14.6%	12.9%	10.6%	15.5%	6.9%	14.0%
%H (All HH)		100.0%	67.1%	9.7%	56.8%	36.8%	20.6%	98.1%
%H (TV HH)			67.1%	9.7%	56.8%	36.8%	20.6%	

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

January - December 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	1344	1309	711	116	830	368	461	1089
%H (All HH)		97.4%	52.9%	8.6%	61.8%	27.4%	34.3%	81.0%
%H (TV HH)			54.3%	8.9%	63.4%	28.1%	35.2%	
1	477	477	200	44	259	43	217	336
%V	35.5%	36.4%	28.1%	37.9%	31.2%	11.7%	47.1%	30.9%
%H (All HH)		100.0%	41.9%	9.2%	54.3%	9.0%	45.5%	70.4%
%H (TV HH)			41.9%	9.2%	54.3%	9.0%	45.5%	
2	462	462	268	40	296	146	151	380
%V	34.4%	35.3%	37.7%	34.5%	35.7%	39.7%	32.8%	34.9%
%H (All HH)		100.0%	58.0%	8.7%	64.1%	31.6%	32.7%	82.3%
%H (TV HH)			58.0%	8.7%	64.1%	31.6%	32.7%	
3	224	224	140	18	164	99	65	209
%V	16.7%	17.1%	19.7%	15.5%	19.8%	26.9%	14.1%	19.2%
%H (All HH)		100.0%	62.5%	8.0%	73.2%	44.2%	29.0%	93.3%
%H (TV HH)			62.5%	8.0%	73.2%	44.2%	29.0%	
4	101	101	70	10	75	53	22	98
%V	7.5%	7.7%	9.8%	8.6%	9.0%	14.4%	4.8%	9.0%
%H (All HH)		100.0%	69.3%	9.9%	74.3%	52.5%	21.8%	97.0%
%H (TV HH)			69.3%	9.9%	74.3%	52.5%	21.8%	
5+	44	44	34	4	35	28	7	43
%V	3.3%	3.4%	4.8%	3.4%	4.2%	7.6%	1.5%	3.9%
%H (All HH)		100.0%	77.3%	9.1%	79.5%	63.6%	15.9%	97.7%
%H (TV HH)			77.3%	9.1%	79.5%	63.6%	15.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1344	1309	711	116	830	368	461	1089
%H (All HH)		97.4%	52.9%	8.6%	61.8%	27.4%	34.3%	81.0%
%H (TV HH)			54.3%	8.9%	63.4%	28.1%	35.2%	
Under 20"	195	195	108	11	146	73	73	162
%V	14.5%	14.9%	15.2%	9.5%	17.6%	19.8%	15.8%	14.9%
%H (All HH)		100.0%	55.4%	5.6%	74.9%	37.4%	37.4%	83.1%
%H (TV HH)			55.4%	5.6%	74.9%	37.4%	37.4%	
20" - 29"	449	449	236	36	329	158	171	361
%V	33.4%	34.3%	33.2%	31.0%	39.6%	42.9%	37.1%	33.1%
%H (All HH)		100.0%	52.6%	8.0%	73.3%	35.2%	38.1%	80.4%
%H (TV HH)			52.6%	8.0%	73.3%	35.2%	38.1%	
30" - 39"	733	733	408	66	482	233	249	604
%V	54.5%	56.0%	57.4%	56.9%	58.1%	63.3%	54.0%	55.5%
%H (All HH)		100.0%	55.7%	9.0%	65.8%	31.8%	34.0%	82.4%
%H (TV HH)			55.7%	9.0%	65.8%	31.8%	34.0%	
40" and over	735	735	461	75	442	250	191	662
%V	54.7%	56.1%	64.8%	64.7%	53.3%	67.9%	41.4%	60.8%
%H (All HH)		100.0%	62.7%	10.2%	60.1%	34.0%	26.0%	90.1%
%H (TV HH)			62.7%	10.2%	60.1%	34.0%	26.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1344	1309	711	116	830	368	461	1089
%H (All HH)		97.4%	52.9%	8.6%	61.8%	27.4%	34.3%	81.0%
%H (TV HH)			54.3%	8.9%	63.4%	28.1%	35.2%	
Main living room	1296	1296	707	115	821	366	455	1053
%V	96.4%	99.0%	99.4%	99.1%	98.9%	99.5%	98.7%	96.7%
%H (All HH)		100.0%	54.6%	8.9%	63.3%	28.2%	35.1%	81.3%
%H (TV HH)			54.6%	8.9%	63.3%	28.2%	35.1%	
Kitchen	179	179	109	13	143	84	58	156
%V	13.3%	13.7%	15.3%	11.2%	17.2%	22.8%	12.6%	14.3%
%H (All HH)		100.0%	60.9%	7.3%	79.9%	46.9%	32.4%	87.2%
%H (TV HH)			60.9%	7.3%	79.9%	46.9%	32.4%	
Adult's bedroom	602	602	372	54	419	247	172	538
%V	44.8%	46.0%	52.3%	46.6%	50.5%	67.1%	37.3%	49.4%
%H (All HH)		100.0%	61.8%	9.0%	69.6%	41.0%	28.6%	89.4%
%H (TV HH)			61.8%	9.0%	69.6%	41.0%	28.6%	
Child's bedroom	135	135	93	13	87	59	27	132
%V	10.0%	10.3%	13.1%	11.2%	10.5%	16.0%	5.9%	12.1%
%H (All HH)		100.0%	68.9%	9.6%	64.4%	43.7%	20.0%	97.8%
%H (TV HH)			68.9%	9.6%	64.4%	43.7%	20.0%	
Other bedroom	83	83	57	5	59	38	21	76
%V	6.2%	6.3%	8.0%	4.3%	7.1%	10.3%	4.6%	7.0%
%H (All HH)		100.0%	68.7%	6.0%	71.1%	45.8%	25.3%	91.6%
%H (TV HH)			68.7%	6.0%	71.1%	45.8%	25.3%	
Second living/dining room	171	171	105	16	125	73	51	148
%V	12.7%	13.1%	14.8%	13.8%	15.1%	19.8%	11.1%	13.6%
%H (All HH)		100.0%	61.4%	9.4%	73.1%	42.7%	29.8%	86.5%
%H (TV HH)			61.4%	9.4%	73.1%	42.7%	29.8%	
Study/office	20	20	13	2	15	10	5	19
%V	1.5%	1.5%	1.8%	1.7%	1.8%	2.7%	1.1%	1.7%
%H (All HH)		100.0%	65.0%	10.0%	75.0%	50.0%	25.0%	95.0%
%H (TV HH)			65.0%	10.0%	75.0%	50.0%	25.0%	
TV room	11	11	8	1	7	6	1	11
%V	0.8%	0.8%	1.1%	0.9%	0.8%	1.6%	0.2%	1.0%
%H (All HH)		100.0%	72.7%	9.1%	63.6%	54.5%	9.1%	100.0%
%H (TV HH)			72.7%	9.1%	63.6%	54.5%	9.1%	
Conservatory	28	28	20	1	19	13	7	26
%V	2.1%	2.1%	2.8%	0.9%	2.3%	3.5%	1.5%	2.4%
%H (All HH)		100.0%	71.4%	3.6%	67.9%	46.4%	25.0%	92.9%
%H (TV HH)			71.4%	3.6%	67.9%	46.4%	25.0%	
Attic or loft room	5	5	3	1	3	2	1	4
%V	0.4%	0.4%	0.4%	0.9%	0.4%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	60.0%	20.0%	60.0%	40.0%	20.0%	80.0%
%H (TV HH)			60.0%	20.0%	60.0%	40.0%	20.0%	
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	7	7	4	0	5	3	3	7
%V	0.5%	0.5%	0.6%	0.0%	0.6%	0.8%	0.7%	0.6%
%H (All HH)		100.0%	57.1%	0.0%	71.4%	42.9%	42.9%	100.0%
%H (TV HH)			57.1%	0.0%	71.4%	42.9%	42.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	1344	1309	711	116	830	368	461	1089
%H (All HH)		97.4%	52.9%	8.6%	61.8%	27.4%	34.3%	81.0%
%H (TV HH)			54.3%	8.9%	63.4%	28.1%	35.2%	
Any DSAT provider	711	711	711	4	326	326	0	623
%V	52.9%	54.3%	100.0%	3.4%	39.3%	88.6%	0.0%	57.2%
%H (All HH)			100.0%	0.6%	45.9%	45.9%	0.0%	87.6%
%H (TV HH)			100.0%	0.6%	45.9%	45.9%	0.0%	
Sky with subcription	565	565	565	2	261	261	0	509
%V	42.0%	43.2%	79.5%	1.7%	31.4%	70.9%	0.0%	46.7%
%H (All HH)			100.0%	0.4%	46.2%	46.2%	0.0%	90.1%
%H (TV HH)			100.0%	0.4%	46.2%	46.2%	0.0%	
Sky without subcription	74	74	74	1	30	30	0	53
%V	5.5%	5.7%	10.4%	0.9%	3.6%	8.2%	0.0%	4.9%
%H (All HH)			100.0%	1.4%	40.5%	40.5%	0.0%	71.6%
%H (TV HH)			100.0%	1.4%	40.5%	40.5%	0.0%	
Freesat	69	69	69	1	33	33	0	60
%V	5.1%	5.3%	9.7%	0.9%	4.0%	9.0%	0.0%	5.5%
%H (All HH)			100.0%	1.4%	47.8%	47.8%	0.0%	87.0%
%H (TV HH)			100.0%	1.4%	47.8%	47.8%	0.0%	
Other satellite provider	33	33	33	0	18	18	0	30
%V	2.5%	2.5%	4.6%	0.0%	2.2%	4.9%	0.0%	2.8%
%H (All HH)			100.0%	0.0%	54.5%	54.5%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	54.5%	54.5%	0.0%	
DCAB	116	116	4	116	45	45	0	103
%V	8.6%	8.9%	0.6%	100.0%	5.4%	12.2%	0.0%	9.5%
%H (All HH)			3.4%	100.0%	38.8%	38.8%	0.0%	88.8%
%H (TV HH)			3.4%	100.0%	38.8%	38.8%	0.0%	
DTT	830	830	326	45	830	368	461	652
%V	61.8%	63.4%	45.9%	38.8%	100.0%	100.0%	100.0%	59.9%
%H (All HH)		100.0%	39.3%	5.4%	100.0%	44.3%	55.5%	78.6%
%H (TV HH)			39.3%	5.4%	100.0%	44.3%	55.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1344	1309	711	116	830	368	461	1089
%H (All HH)		97.4%	52.9%	8.6%	61.8%	27.4%	34.3%	81.0%
%H (TV HH)			54.3%	8.9%	63.4%	28.1%	35.2%	
PVR	845	845	593	106	470	322	148	757
%V	62.9%	64.6%	83.4%	91.4%	56.6%	87.5%	32.1%	69.5%
%H (All HH)		100.0%	70.2%	12.5%	55.6%	38.1%	17.5%	89.6%
%H (TV HH)			70.2%	12.5%	55.6%	38.1%	17.5%	
DVDR	21	21	11	1	14	6	9	18
%V	1.6%	1.6%	1.5%	0.9%	1.7%	1.6%	2.0%	1.7%
%H (All HH)		100.0%	52.4%	4.8%	66.7%	28.6%	42.9%	85.7%
%H (TV HH)			52.4%	4.8%	66.7%	28.6%	42.9%	
VCR	7	7	4	0	7	3	3	5
%V	0.5%	0.5%	0.6%	0.0%	0.8%	0.8%	0.7%	0.5%
%H (All HH)		100.0%	57.1%	0.0%	100.0%	42.9%	42.9%	71.4%
%H (TV HH)			57.1%	0.0%	100.0%	42.9%	42.9%	
Any recorder	853	853	596	106	477	323	153	763
%V	63.5%	65.2%	83.8%	91.4%	57.5%	87.8%	33.2%	70.1%
%H (All HH)		100.0%	69.9%	12.4%	55.9%	37.9%	17.9%	89.4%
%H (TV HH)			69.9%	12.4%	55.9%	37.9%	17.9%	
Receives HDTV (via STB or built-in reception)	769	769	469	98	466	260	206	689
%V	57.2%	58.7%	66.0%	84.5%	56.1%	70.7%	44.7%	63.3%
%H (All HH)		100.0%	61.0%	12.7%	60.6%	33.8%	26.8%	89.6%
%H (TV HH)			61.0%	12.7%	60.6%	33.8%	26.8%	
DVD/Blu-ray player or recorder	972	972	555	86	621	307	314	831
%V	72.3%	74.3%	78.1%	74.1%	74.8%	83.4%	68.1%	76.3%
%H (All HH)		100.0%	57.1%	8.8%	63.9%	31.6%	32.3%	85.5%
%H (TV HH)			57.1%	8.8%	63.9%	31.6%	32.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	1344	1309	711	116	830	368	461	1089
%V (All HH)		97.4%	52.9%	8.6%	61.8%	27.4%	34.3%	81.0%
%H (TV HH)			54.3%	8.9%	63.4%	28.1%	35.2%	
Has broadband internet	1089	1065	623	103	652	333	320	1089
%V	81.0%	81.4%	87.6%	88.8%	78.6%	90.5%	69.4%	100.0%
%H (All HH)		97.8%	57.2%	9.5%	59.9%	30.6%	29.4%	100.0%
%H (TV HH)			58.5%	9.7%	61.2%	31.3%	30.0%	
Number of computers (PCs and laptops)								
0	289	278	108	16	196	42	153	49
%V	21.5%	21.2%	15.2%	13.8%	23.6%	11.4%	33.2%	4.5%
%H (All HH)		96.2%	37.4%	5.5%	67.8%	14.5%	52.9%	17.0%
%H (TV HH)			38.8%	5.8%	70.5%	15.1%	55.0%	
1	351	337	179	32	207	86	121	339
%V	26.1%	25.7%	25.2%	27.6%	24.9%	23.4%	26.2%	31.1%
%H (All HH)		96.0%	51.0%	9.1%	59.0%	24.5%	34.5%	96.6%
%H (TV HH)			53.1%	9.5%	61.4%	25.5%	35.9%	
2	310	304	176	29	193	97	95	308
%V	23.1%	23.2%	24.8%	25.0%	23.3%	26.4%	20.6%	28.3%
%H (All HH)		98.1%	56.8%	9.4%	62.3%	31.3%	30.6%	99.4%
%H (TV HH)			57.9%	9.5%	63.5%	31.9%	31.3%	
3	192	190	121	19	113	66	47	191
%V	14.3%	14.5%	17.0%	16.4%	13.6%	17.9%	10.2%	17.5%
%H (All HH)		99.0%	63.0%	9.9%	58.9%	34.4%	24.5%	99.5%
%H (TV HH)			63.7%	10.0%	59.5%	34.7%	24.7%	
4	95	94	60	8	58	35	23	95
%V	7.1%	7.2%	8.4%	6.9%	7.0%	9.5%	5.0%	8.7%
%H (All HH)		98.9%	63.2%	8.4%	61.1%	36.8%	24.2%	100.0%
%H (TV HH)			63.8%	8.5%	61.7%	37.2%	24.5%	
5+	107	106	67	12	63	41	22	107
%V	8.0%	8.1%	9.4%	10.3%	7.6%	11.1%	4.8%	9.8%
%H (All HH)		99.1%	62.6%	11.2%	58.9%	38.3%	20.6%	100.0%
%H (TV HH)			63.2%	11.3%	59.4%	38.7%	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

January - December 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	2718	1618	238	1831	996	836	2347
%H		59.5%	8.8%	67.4%	36.6%	30.8%	86.4%
Under 20"	236	134	12	179	92	88	198
%V	8.7%	8.3%	5.0%	9.8%	9.2%	10.5%	8.4%
%H		56.8%	5.1%	75.8%	39.0%	37.3%	83.9%
20" - 29"	580	315	49	434	224	210	479
%V	21.3%	19.5%	20.6%	23.7%	22.5%	25.1%	20.4%
%H		54.3%	8.4%	74.8%	38.6%	36.2%	82.6%
30" - 39"	931	539	83	626	327	299	788
%V	34.3%	33.3%	34.9%	34.2%	32.8%	35.8%	33.6%
%H		57.9%	8.9%	67.2%	35.1%	32.1%	84.6%
40" and over	932	611	92	563	341	222	852
%V	34.3%	37.8%	38.7%	30.7%	34.2%	26.6%	36.3%
%H		65.6%	9.9%	60.4%	36.6%	23.8%	91.4%
Don't know	38	18	2	29	12	17	29
%V	1.4%	1.1%	0.8%	1.6%	1.2%	2.0%	1.2%
%H		47.4%	5.3%	76.3%	31.6%	44.7%	76.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2718	1618	238	1831	996	836	2347
%H		59.5%	8.8%	67.4%	36.6%	30.8%	86.4%
Main living room	1301	712	115	825	369	456	1057
%V	47.9%	44.0%	48.3%	45.1%	37.0%	54.5%	45.0%
%H		54.7%	8.8%	63.4%	28.4%	35.0%	81.2%
Kitchen	180	109	13	143	84	58	157
%V	6.6%	6.7%	5.5%	7.8%	8.4%	6.9%	6.7%
%H		60.6%	7.2%	79.4%	46.7%	32.2%	87.2%
Adult's bedroom	708	443	65	498	304	193	641
%V	26.0%	27.4%	27.3%	27.2%	30.5%	23.1%	27.3%
%H		62.6%	9.2%	70.3%	42.9%	27.3%	90.5%
Child's bedroom	180	126	17	116	81	35	177
%V	6.6%	7.8%	7.1%	6.3%	8.1%	4.2%	7.5%
%H		70.0%	9.4%	64.4%	45.0%	19.4%	98.3%
Other bedroom	103	71	7	73	48	24	95
%V	3.8%	4.4%	2.9%	4.0%	4.8%	2.9%	4.0%
%H		68.9%	6.8%	70.9%	46.6%	23.3%	92.2%
Second living/dining room	176	108	16	128	75	52	152
%V	6.5%	6.7%	6.7%	7.0%	7.5%	6.2%	6.5%
%H		61.4%	9.1%	72.7%	42.6%	29.5%	86.4%
Study/office	20	13	2	15	10	5	19
%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%	95.0%
TV room	11	8	1	7	6	1	11
%V	0.4%	0.5%	0.4%	0.4%	0.6%	0.1%	0.5%
%H		72.7%	9.1%	63.6%	54.5%	9.1%	100.0%
Conservatory	28	21	1	19	13	7	27
%V	1.0%	1.3%	0.4%	1.0%	1.3%	0.8%	1.2%
%H		75.0%	3.6%	67.9%	46.4%	25.0%	96.4%
Attic or loft room	5	3	1	3	2	1	4
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.1%	0.2%
%H		60.0%	20.0%	60.0%	40.0%	20.0%	80.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	8	4	1	6	3	3	8
%V	0.3%	0.2%	0.4%	0.3%	0.3%	0.4%	0.3%
%H		50.0%	12.5%	75.0%	37.5%	37.5%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2718	1618	238	1831	996	836	2347
%H		59.5%	8.8%	67.4%	36.6%	30.8%	86.4%
PVR	1149	845	142	605	439	167	1049
%V	42.3%	52.2%	59.7%	33.0%	44.1%	20.0%	44.7%
%H		73.5%	12.4%	52.7%	38.2%	14.5%	91.3%
DVDR	22	11	1	15	6	9	19
%V	0.8%	0.7%	0.4%	0.8%	0.6%	1.1%	0.8%
%H		50.0%	4.5%	68.2%	27.3%	40.9%	86.4%
VCR	8	4	0	7	3	4	5
%V	0.3%	0.2%	0.0%	0.4%	0.3%	0.5%	0.2%
%H		50.0%	0.0%	87.5%	37.5%	50.0%	62.5%
Any recorder	1163	852	143	616	443	173	1060
%V	42.8%	52.7%	60.1%	33.6%	44.5%	20.7%	45.2%
%H		73.3%	12.3%	53.0%	38.1%	14.9%	91.1%

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	2718	1618	238	1831	996	836	2347
%H		59.5%	8.8%	67.4%	36.6%	30.8%	86.4%
Receives HDTV (via STB or built-in reception)	1135	714	151	706	429	277	1038
%V	41.8%	44.1%	63.4%	38.6%	43.1%	33.1%	44.2%
%H		62.9%	13.3%	62.2%	37.8%	24.4%	91.5%
DVD/Blu-ray player or recorder	1496	905	132	984	546	438	1330
%V	55.0%	55.9%	55.5%	53.7%	54.8%	52.4%	56.7%
%H		60.5%	8.8%	65.8%	36.5%	29.3%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	710	116	829	368	461	1064
%H		54.3%	8.9%	63.4%	28.1%	35.2%	81.3%
Under 20"	16	4	1	13	2	11	9
%V	1.2%	0.6%	0.9%	1.6%	0.5%	2.4%	0.8%
%H		25.0%	6.3%	81.3%	12.5%	68.8%	56.3%
20" - 29"	119	41	5	87	17	69	70
%V	9.1%	5.8%	4.3%	10.5%	4.6%	15.0%	6.6%
%H		34.5%	4.2%	73.1%	14.3%	58.0%	58.8%
30" - 39"	452	216	37	295	105	190	339
%V	34.6%	30.4%	31.9%	35.6%	28.5%	41.2%	31.9%
%H		47.8%	8.2%	65.3%	23.2%	42.0%	75.0%
40" and over	709	445	73	425	241	184	638
%V	54.2%	62.7%	62.9%	51.3%	65.5%	39.9%	60.0%
%H		62.8%	10.3%	59.9%	34.0%	26.0%	90.0%
Don't know	12	4	1	9	3	6	8
%V	0.9%	0.6%	0.9%	1.1%	0.8%	1.3%	0.8%
%H		33.3%	8.3%	75.0%	25.0%	50.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	710	116	829	368	461	1064
%H		54.3%	8.9%	63.4%	28.1%	35.2%	81.3%
PVR	830	584	105	456	314	142	744
%V	63.5%	82.3%	90.5%	55.0%	85.3%	30.8%	69.9%
%H		70.4%	12.7%	54.9%	37.8%	17.1%	89.6%
DVDR	15	7	1	11	4	7	13
%V	1.1%	1.0%	0.9%	1.3%	1.1%	1.5%	1.2%
%H		46.7%	6.7%	73.3%	26.7%	46.7%	86.7%
VCR	5	3	0	4	2	2	3
%V	0.4%	0.4%	0.0%	0.5%	0.5%	0.4%	0.3%
%H		60.0%	0.0%	80.0%	40.0%	40.0%	60.0%
Any recorder	836	587	105	462	316	146	748
%V	63.9%	82.7%	90.5%	55.7%	85.9%	31.7%	70.3%
%H		70.2%	12.6%	55.3%	37.8%	17.5%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1308	710	116	829	368	461	1064
%H		54.3%	8.9%	63.4%	28.1%	35.2%	81.3%
Receives HDTV (via STB or built-in reception)	743	452	96	443	245	198	665
%V	56.8%	63.7%	82.8%	53.4%	66.6%	43.0%	62.5%
%H		60.8%	12.9%	59.6%	33.0%	26.6%	89.5%
DVD/Blu-ray player or recorder	870	492	79	553	269	284	740
%V	66.5%	69.3%	68.1%	66.7%	73.1%	61.6%	69.5%
%H		56.6%	9.1%	63.6%	30.9%	32.6%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	1410	907	122	1003	627	375	1282
%H		64.3%	8.7%	71.1%	44.5%	26.6%	90.9%
Under 20"	220	130	11	167	90	77	189
%V	15.6%	14.3%	9.0%	16.7%	14.4%	20.5%	14.7%
%H		59.1%	5.0%	75.9%	40.9%	35.0%	85.9%
20" - 29"	461	274	45	348	207	141	409
%V	32.7%	30.2%	36.9%	34.7%	33.0%	37.6%	31.9%
%H		59.4%	9.8%	75.5%	44.9%	30.6%	88.7%
30" - 39"	480	323	46	331	222	109	449
%V	34.0%	35.6%	37.7%	33.0%	35.4%	29.1%	35.0%
%H		67.3%	9.6%	69.0%	46.3%	22.7%	93.5%
40" and over	223	166	20	138	100	38	214
%V	15.8%	18.3%	16.4%	13.8%	15.9%	10.1%	16.7%
%H		74.4%	9.0%	61.9%	44.8%	17.0%	96.0%
Don't know	26	14	1	20	10	11	21
%V	1.8%	1.5%	0.8%	2.0%	1.6%	2.9%	1.6%
%H		53.8%	3.8%	76.9%	38.5%	42.3%	80.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	1410	907	122	1003	627	375	1282
%H		64.3%	8.7%	71.1%	44.5%	26.6%	90.9%
PVR	320	261	37	149	125	24	306
%V	22.7%	28.8%	30.3%	14.9%	19.9%	6.4%	23.9%
%H		81.6%	11.6%	46.6%	39.1%	7.5%	95.6%
DVDR	7	4	0	4	2	2	6
%V	0.5%	0.4%	0.0%	0.4%	0.3%	0.5%	0.5%
%H		57.1%	0.0%	57.1%	28.6%	28.6%	85.7%
VCR	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	327	266	37	154	127	27	312
%V	23.2%	29.3%	30.3%	15.4%	20.3%	7.2%	24.3%
%H		81.3%	11.3%	47.1%	38.8%	8.3%	95.4%

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	1410	907	122	1003	627	375	1282
%H		64.3%	8.7%	71.1%	44.5%	26.6%	90.9%
Receives HDTV (via STB or built-in reception)	392	262	55	263	184	79	372
%V	27.8%	28.9%	45.1%	26.2%	29.3%	21.1%	29.0%
%H		66.8%	14.0%	67.1%	46.9%	20.2%	94.9%
DVD/Blu-ray player or recorder	626	413	53	431	277	154	590
%V	44.4%	45.5%	43.4%	43.0%	44.2%	41.1%	46.0%
%H		66.0%	8.5%	68.8%	44.2%	24.6%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	3073	3012	1773	285	1839	946	892	2726
%H		98.0%	57.7%	9.3%	59.8%	30.8%	29.0%	88.7%
Total Children	562	557	361	51	309	182	128	541
%V	18.3%	18.5%	20.4%	17.9%	16.8%	19.2%	14.3%	19.8%
%H		99.1%	64.2%	9.1%	55.0%	32.4%	22.8%	96.3%
0 - 3	134	132	84	9	69	33	35	126
%V	4.4%	4.4%	4.7%	3.2%	3.8%	3.5%	3.9%	4.6%
%H		98.5%	62.7%	6.7%	51.5%	24.6%	26.1%	94.0%
4 - 15	428	425	277	42	241	148	93	415
%V	13.9%	14.1%	15.6%	14.7%	13.1%	15.6%	10.4%	15.2%
%H		99.3%	64.7%	9.8%	56.3%	34.6%	21.7%	97.0%
4 - 9	223	220	143	21	121	70	50	214
%V	7.3%	7.3%	8.1%	7.4%	6.6%	7.4%	5.6%	7.9%
%H		98.7%	64.1%	9.4%	54.3%	31.4%	22.4%	96.0%
10 - 15	205	204	134	21	120	78	42	201
%V	6.7%	6.8%	7.6%	7.4%	6.5%	8.2%	4.7%	7.4%
%H		99.5%	65.4%	10.2%	58.5%	38.0%	20.5%	98.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	3073	3012	1773	285	1839	946	892	2726
%H		98.0%	57.7%	9.3%	59.8%	30.8%	29.0%	88.7%
Total Adults (16+)	2511	2455	1412	234	1529	765	765	2185
%V	81.7%	81.5%	79.6%	82.1%	83.1%	80.9%	85.8%	80.2%
%H		97.8%	56.2%	9.3%	60.9%	30.5%	30.5%	87.0%
16 - 19	143	141	94	13	80	51	29	140
%V	4.7%	4.7%	5.3%	4.6%	4.4%	5.4%	3.3%	5.1%
%H		98.6%	65.7%	9.1%	55.9%	35.7%	20.3%	97.9%
20 - 24	189	177	98	23	99	54	45	183
%V	6.2%	5.9%	5.5%	8.1%	5.4%	5.7%	5.0%	6.7%
%H		93.7%	51.9%	12.2%	52.4%	28.6%	23.8%	96.8%
25 - 34	384	370	213	34	202	92	109	370
%V	12.5%	12.3%	12.0%	11.9%	11.0%	9.7%	12.2%	13.6%
%H		96.4%	55.5%	8.9%	52.6%	24.0%	28.4%	96.4%
35 - 44	351	345	215	36	199	114	85	337
%V	11.4%	11.5%	12.1%	12.6%	10.8%	12.1%	9.5%	12.4%
%H		98.3%	61.3%	10.3%	56.7%	32.5%	24.2%	96.0%
45 - 54	428	421	256	42	263	145	117	404
%V	13.9%	14.0%	14.4%	14.7%	14.3%	15.3%	13.1%	14.8%
%H		98.4%	59.8%	9.8%	61.4%	33.9%	27.3%	94.4%
55 - 64	386	379	227	32	248	130	119	350
%V	12.6%	12.6%	12.8%	11.2%	13.5%	13.7%	13.3%	12.8%
%H		98.2%	58.8%	8.3%	64.2%	33.7%	30.8%	90.7%
65+	628	623	309	53	439	178	260	401
%V	20.4%	20.7%	17.4%	18.6%	23.9%	18.8%	29.1%	14.7%
%H		99.2%	49.2%	8.4%	69.9%	28.3%	41.4%	63.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)		2511	2455	1412	234	1529	765	765	2185
	%H		97.8%	56.2%	9.3%	60.9%	30.5%	30.5%	87.0%
AB		548	535	305	53	338	173	165	527
	%V	21.8%	21.8%	21.6%	22.6%	22.1%	22.6%	21.6%	24.1%
	%H		97.6%	55.7%	9.7%	61.7%	31.6%	30.1%	96.2%
C1		664	645	367	65	389	193	196	612
	%V	26.4%	26.3%	26.0%	27.8%	25.4%	25.2%	25.6%	28.0%
	%H		97.1%	55.3%	9.8%	58.6%	29.1%	29.5%	92.2%
C2		622	616	387	61	389	224	165	553
	%V	24.8%	25.1%	27.4%	26.1%	25.4%	29.3%	21.6%	25.3%
	%H		99.0%	62.2%	9.8%	62.5%	36.0%	26.5%	88.9%
D		427	418	234	41	258	122	136	341
	%V	17.0%	17.0%	16.6%	17.5%	16.9%	15.9%	17.8%	15.6%
	%H		97.9%	54.8%	9.6%	60.4%	28.6%	31.9%	79.9%
E		249	241	119	13	156	53	103	153
	%V	9.9%	9.8%	8.4%	5.6%	10.2%	6.9%	13.5%	7.0%
	%H		96.8%	47.8%	5.2%	62.7%	21.3%	41.4%	61.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2511	2455	1412	234	1529	765	765	2185
%H		97.8%	56.2%	9.3%	60.9%	30.5%	30.5%	87.0%
Working full time	1132	1107	685	104	660	362	298	1093
%V	45.1%	45.1%	48.5%	44.4%	43.2%	47.3%	39.0%	50.0%
%H		97.8%	60.5%	9.2%	58.3%	32.0%	26.3%	96.6%
Working part time	227	224	129	29	137	72	64	215
%V	9.0%	9.1%	9.1%	12.4%	9.0%	9.4%	8.4%	9.8%
%H		98.7%	56.8%	12.8%	60.4%	31.7%	28.2%	94.7%
Not working	1152	1124	598	101	733	330	403	877
%V	45.9%	45.8%	42.4%	43.2%	47.9%	43.1%	52.7%	40.1%
%H		97.6%	51.9%	8.8%	63.6%	28.6%	35.0%	76.1%
Housewife/Houseperson	1344	1309	711	116	830	368	461	1089
%V	53.5%	53.3%	50.4%	49.6%	54.3%	48.1%	60.3%	49.8%
%H		97.4%	52.9%	8.6%	61.8%	27.4%	34.3%	81.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1230	1202	702	121	737	383	354	1088
%H		97.7%	57.1%	9.8%	59.9%	31.1%	28.8%	88.5%
16 - 19	72	72	48	9	39	26	13	71
%V	5.9%	6.0%	6.8%	7.4%	5.3%	6.8%	3.7%	6.5%
%H		100.0%	66.7%	12.5%	54.2%	36.1%	18.1%	98.6%
20 - 24	98	92	49	14	51	29	22	96
%V	8.0%	7.7%	7.0%	11.6%	6.9%	7.6%	6.2%	8.8%
%H		93.9%	50.0%	14.3%	52.0%	29.6%	22.4%	98.0%
25 - 34	197	189	110	17	104	49	55	189
%V	16.0%	15.7%	15.7%	14.0%	14.1%	12.8%	15.5%	17.4%
%H		95.9%	55.8%	8.6%	52.8%	24.9%	27.9%	95.9%
35 - 44	173	170	105	18	97	55	43	165
%V	14.1%	14.1%	15.0%	14.9%	13.2%	14.4%	12.1%	15.2%
%H		98.3%	60.7%	10.4%	56.1%	31.8%	24.9%	95.4%
45 - 54	209	205	121	22	128	69	59	194
%V	17.0%	17.1%	17.2%	18.2%	17.4%	18.0%	16.7%	17.8%
%H		98.1%	57.9%	10.5%	61.2%	33.0%	28.2%	92.8%
55 - 64	189	186	114	15	120	63	57	169
%V	15.4%	15.5%	16.2%	12.4%	16.3%	16.4%	16.1%	15.5%
%H		98.4%	60.3%	7.9%	63.5%	33.3%	30.2%	89.4%
65+	292	289	156	26	198	92	107	204
%V	23.7%	24.0%	22.2%	21.5%	26.9%	24.0%	30.2%	18.8%
%H		99.0%	53.4%	8.9%	67.8%	31.5%	36.6%	69.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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+)	1230	1202	702	121	737	383	354	1088
%H		97.7%	57.1%	9.8%	59.9%	31.1%	28.8%	88.5%
AB	274	268	155	27	166	86	80	264
%V	22.3%	22.3%	22.1%	22.3%	22.5%	22.5%	22.6%	24.3%
%H		97.8%	56.6%	9.9%	60.6%	31.4%	29.2%	96.4%
C1	311	301	174	32	179	93	86	292
%V	25.3%	25.0%	24.8%	26.4%	24.3%	24.3%	24.3%	26.8%
%H		96.8%	55.9%	10.3%	57.6%	29.9%	27.7%	93.9%
C2	332	328	203	35	206	118	88	293
%V	27.0%	27.3%	28.9%	28.9%	28.0%	30.8%	24.9%	26.9%
%H		98.8%	61.1%	10.5%	62.0%	35.5%	26.5%	88.3%
D	205	201	118	21	121	62	59	168
%V	16.7%	16.7%	16.8%	17.4%	16.4%	16.2%	16.7%	15.4%
%H		98.0%	57.6%	10.2%	59.0%	30.2%	28.8%	82.0%
E	108	103	52	7	65	24	41	71
%V	8.8%	8.6%	7.4%	5.8%	8.8%	6.3%	11.6%	6.5%
%H		95.4%	48.1%	6.5%	60.2%	22.2%	38.0%	65.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1230	1202	702	121	737	383	354	1088
%H		97.7%	57.1%	9.8%	59.9%	31.1%	28.8%	88.5%
Working full time	681	667	413	64	398	220	178	652
%V	55.4%	55.5%	58.8%	52.9%	54.0%	57.4%	50.3%	59.9%
%H		97.9%	60.6%	9.4%	58.4%	32.3%	26.1%	95.7%
Working part time	48	48	25	7	31	14	16	45
%V	3.9%	4.0%	3.6%	5.8%	4.2%	3.7%	4.5%	4.1%
%H		100.0%	52.1%	14.6%	64.6%	29.2%	33.3%	93.8%
Not working	501	488	265	50	309	149	160	391
%V	40.7%	40.6%	37.7%	41.3%	41.9%	38.9%	45.2%	35.9%
%H		97.4%	52.9%	10.0%	61.7%	29.7%	31.9%	78.0%
Housewife/Houseperson	275	261	124	23	165	57	108	191
%V	22.4%	21.7%	17.7%	19.0%	22.4%	14.9%	30.5%	17.6%
%H		94.9%	45.1%	8.4%	60.0%	20.7%	39.3%	69.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1280	1253	710	113	792	382	410	1097
%H		97.9%	55.5%	8.8%	61.9%	29.8%	32.0%	85.7%
16 - 19	71	69	46	4	41	25	16	69
%V	5.5%	5.5%	6.5%	3.5%	5.2%	6.5%	3.9%	6.3%
%H		97.2%	64.8%	5.6%	57.7%	35.2%	22.5%	97.2%
20 - 24	91	85	49	9	48	25	23	87
%V	7.1%	6.8%	6.9%	8.0%	6.1%	6.5%	5.6%	7.9%
%H		93.4%	53.8%	9.9%	52.7%	27.5%	25.3%	95.6%
25 - 34	188	181	103	17	98	43	55	181
%V	14.7%	14.4%	14.5%	15.0%	12.4%	11.3%	13.4%	16.5%
%H		96.3%	54.8%	9.0%	52.1%	22.9%	29.3%	96.3%
35 - 44	178	175	110	18	102	59	43	172
%V	13.9%	14.0%	15.5%	15.9%	12.9%	15.4%	10.5%	15.7%
%H		98.3%	61.8%	10.1%	57.3%	33.1%	24.2%	96.6%
45 - 54	219	216	136	20	135	76	59	211
%V	17.1%	17.2%	19.2%	17.7%	17.0%	19.9%	14.4%	19.2%
%H		98.6%	62.1%	9.1%	61.6%	34.7%	26.9%	96.3%
55 - 64	197	193	113	17	129	67	62	181
%V	15.4%	15.4%	15.9%	15.0%	16.3%	17.5%	15.1%	16.5%
%H		98.0%	57.4%	8.6%	65.5%	34.0%	31.5%	91.9%
65+	336	334	153	27	240	87	154	197
%V	26.3%	26.7%	21.5%	23.9%	30.3%	22.8%	37.6%	18.0%
%H		99.4%	45.5%	8.0%	71.4%	25.9%	45.8%	58.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1280	1253	710	113	792	382	410	1097
%H		97.9%	55.5%	8.8%	61.9%	29.8%	32.0%	85.7%
AB	274	267	150	26	172	87	85	263
%V	21.4%	21.3%	21.1%	23.0%	21.7%	22.8%	20.7%	24.0%
%H		97.4%	54.7%	9.5%	62.8%	31.8%	31.0%	96.0%
C1	353	344	193	33	210	100	110	320
%V	27.6%	27.5%	27.2%	29.2%	26.5%	26.2%	26.8%	29.2%
%H		97.5%	54.7%	9.3%	59.5%	28.3%	31.2%	90.7%
C2	290	288	183	26	182	105	77	260
%V	22.7%	23.0%	25.8%	23.0%	23.0%	27.5%	18.8%	23.7%
%H		99.3%	63.1%	9.0%	62.8%	36.2%	26.6%	89.7%
D	222	217	116	21	137	60	77	173
%V	17.3%	17.3%	16.3%	18.6%	17.3%	15.7%	18.8%	15.8%
%H		97.7%	52.3%	9.5%	61.7%	27.0%	34.7%	77.9%
E	141	138	67	7	91	29	61	81
%V	11.0%	11.0%	9.4%	6.2%	11.5%	7.6%	14.9%	7.4%
%H		97.9%	47.5%	5.0%	64.5%	20.6%	43.3%	57.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	1280	1253	710	113	792	382	410	1097
%H		97.9%	55.5%	8.8%	61.9%	29.8%	32.0%	85.7%
Working full time	451	440	273	40	262	142	120	441
%V	35.2%	35.1%	38.5%	35.4%	33.1%	37.2%	29.3%	40.2%
%H		97.6%	60.5%	8.9%	58.1%	31.5%	26.6%	97.8%
Working part time	179	176	104	22	106	58	48	170
%V	14.0%	14.0%	14.6%	19.5%	13.4%	15.2%	11.7%	15.5%
%H		98.3%	58.1%	12.3%	59.2%	32.4%	26.8%	95.0%
Not working	650	637	333	50	423	181	242	486
%V	50.8%	50.8%	46.9%	44.2%	53.4%	47.4%	59.0%	44.3%
%H		98.0%	51.2%	7.7%	65.1%	27.8%	37.2%	74.8%
Housewife/Houseperson	1069	1048	587	93	665	312	353	898
%V	83.5%	83.6%	82.7%	82.3%	84.0%	81.7%	86.1%	81.9%
%H		98.0%	54.9%	8.7%	62.2%	29.2%	33.0%	84.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

January - December 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	2704	2590	982	466	2049	912	1137	2219
%H (All HH)		95.8%	36.3%	17.2%	75.8%	33.7%	42.0%	82.1%
%H (TV HH)			37.9%	18.0%	79.1%	35.2%	43.9%	
AB	653	633	271	110	485	232	253	620
%V	24.1%	24.4%	27.6%	23.6%	23.7%	25.4%	22.3%	27.9%
%H (All HH)		96.9%	41.5%	16.8%	74.3%	35.5%	38.7%	94.9%
%H (TV HH)			42.8%	17.4%	76.6%	36.7%	40.0%	
C1	725	690	274	137	538	261	277	629
%V	26.8%	26.6%	27.9%	29.4%	26.3%	28.6%	24.4%	28.3%
%H (All HH)		95.2%	37.8%	18.9%	74.2%	36.0%	38.2%	86.8%
%H (TV HH)			39.7%	19.9%	78.0%	37.8%	40.1%	
C2	548	530	186	108	435	202	233	458
%V	20.3%	20.5%	18.9%	23.2%	21.2%	22.1%	20.5%	20.6%
%H (All HH)		96.7%	33.9%	19.7%	79.4%	36.9%	42.5%	83.6%
%H (TV HH)			35.1%	20.4%	82.1%	38.1%	44.0%	
D	481	457	174	80	357	152	205	351
%V	17.8%	17.6%	17.7%	17.2%	17.4%	16.7%	18.0%	15.8%
%H (All HH)		95.0%	36.2%	16.6%	74.2%	31.6%	42.6%	73.0%
%H (TV HH)			38.1%	17.5%	78.1%	33.3%	44.9%	
E	298	280	77	30	234	65	170	161
%V	11.0%	10.8%	7.8%	6.4%	11.4%	7.1%	15.0%	7.3%
%H (All HH)		94.0%	25.8%	10.1%	78.5%	21.8%	57.0%	54.0%
%H (TV HH)			27.5%	10.7%	83.6%	23.2%	60.7%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	2704	2590	982	466	2049	912	1137	2219
%H (All HH)		95.8%	36.3%	17.2%	75.8%	33.7%	42.0%	82.1%
%H (TV HH)			37.9%	18.0%	79.1%	35.2%	43.9%	
Under 25	116	90	32	14	64	26	38	111
%V	4.3%	3.5%	3.3%	3.0%	3.1%	2.9%	3.3%	5.0%
%H (All HH)		77.6%	27.6%	12.1%	55.2%	22.4%	32.8%	95.7%
%H (TV HH)			35.6%	15.6%	71.1%	28.9%	42.2%	
25 - 34	414	381	172	70	252	117	134	391
%V	15.3%	14.7%	17.5%	15.0%	12.3%	12.8%	11.8%	17.6%
%H (All HH)		92.0%	41.5%	16.9%	60.9%	28.3%	32.4%	94.4%
%H (TV HH)			45.1%	18.4%	66.1%	30.7%	35.2%	
35 - 44	441	419	197	86	309	178	131	418
%V	16.3%	16.2%	20.1%	18.5%	15.1%	19.5%	11.5%	18.8%
%H (All HH)		95.0%	44.7%	19.5%	70.1%	40.4%	29.7%	94.8%
%H (TV HH)			47.0%	20.5%	73.7%	42.5%	31.3%	
45 - 54	517	504	210	113	400	212	187	481
%V	19.1%	19.5%	21.4%	24.2%	19.5%	23.2%	16.4%	21.7%
%H (All HH)		97.5%	40.6%	21.9%	77.4%	41.0%	36.2%	93.0%
%H (TV HH)			41.7%	22.4%	79.4%	42.1%	37.1%	
55 - 64	453	446	178	88	366	185	180	396
%V	16.8%	17.2%	18.1%	18.9%	17.9%	20.3%	15.8%	17.8%
%H (All HH)		98.5%	39.3%	19.4%	80.8%	40.8%	39.7%	87.4%
%H (TV HH)			39.9%	19.7%	82.1%	41.5%	40.4%	
65 +	762	751	194	96	659	194	466	423
%V	28.2%	29.0%	19.8%	20.6%	32.2%	21.3%	41.0%	19.1%
%H (All HH)		98.6%	25.5%	12.6%	86.5%	25.5%	61.2%	55.5%
%H (TV HH)			25.8%	12.8%	87.7%	25.8%	62.1%	

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

January - December 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	2704	2590	982	466	2049	912	1137	2219
%H (All HH)		95.8%	36.3%	17.2%	75.8%	33.7%	42.0%	82.1%
%H (TV HH)			37.9%	18.0%	79.1%	35.2%	43.9%	
1	811	753	185	75	650	166	484	471
%V	30.0%	29.1%	18.8%	16.1%	31.7%	18.2%	42.6%	21.2%
%H (All HH)		92.8%	22.8%	9.2%	80.1%	20.5%	59.7%	58.1%
%H (TV HH)			24.6%	10.0%	86.3%	22.0%	64.3%	
2	923	896	339	165	720	332	389	806
%V	34.1%	34.6%	34.5%	35.4%	35.1%	36.4%	34.2%	36.3%
%H (All HH)		97.1%	36.7%	17.9%	78.0%	36.0%	42.1%	87.3%
%H (TV HH)			37.8%	18.4%	80.4%	37.1%	43.4%	
3	423	410	198	98	303	184	118	404
%V	15.6%	15.8%	20.2%	21.0%	14.8%	20.2%	10.4%	18.2%
%H (All HH)		96.9%	46.8%	23.2%	71.6%	43.5%	27.9%	95.5%
%H (TV HH)			48.3%	23.9%	73.9%	44.9%	28.8%	
4	352	342	162	79	243	145	98	349
%V	13.0%	13.2%	16.5%	17.0%	11.9%	15.9%	8.6%	15.7%
%H (All HH)		97.2%	46.0%	22.4%	69.0%	41.2%	27.8%	99.1%
%H (TV HH)			47.4%	23.1%	71.1%	42.4%	28.7%	
5+	194	190	99	48	133	85	48	189
%V	7.2%	7.3%	10.1%	10.3%	6.5%	9.3%	4.2%	8.5%
%H (All HH)		97.9%	51.0%	24.7%	68.6%	43.8%	24.7%	97.4%
%H (TV HH)			52.1%	25.3%	70.0%	44.7%	25.3%	
Average HH size	2.37	2.39	2.69	2.74	2.30	2.66	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
January - December 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	2704	2590	982	466	2049	912	1137	2219
%H (All HH)		95.8%	36.3%	17.2%	75.8%	33.7%	42.0%	82.1%
%H (TV HH)			37.9%	18.0%	79.1%	35.2%	43.9%	
Without	1991	1897	649	303	1571	634	937	1526
%V	73.6%	73.2%	66.1%	65.0%	76.7%	69.5%	82.4%	68.8%
%H (All HH)		95.3%	32.6%	15.2%	78.9%	31.8%	47.1%	76.6%
%H (TV HH)			34.2%	16.0%	82.8%	33.4%	49.4%	
With	713	693	332	162	478	279	200	693
%V	26.4%	26.8%	33.8%	34.8%	23.3%	30.6%	17.6%	31.2%
%H (All HH)		97.2%	46.6%	22.7%	67.0%	39.1%	28.1%	97.2%
%H (TV HH)			47.9%	23.4%	69.0%	40.3%	28.9%	
0 - 3	273	262	129	63	170	99	71	262
%V	10.1%	10.1%	13.1%	13.5%	8.3%	10.9%	6.2%	11.8%
%H (All HH)		96.0%	47.3%	23.1%	62.3%	36.3%	26.0%	96.0%
%H (TV HH)			49.2%	24.0%	64.9%	37.8%	27.1%	
4 - 9	371	363	175	77	243	132	110	359
%V	13.7%	14.0%	17.8%	16.5%	11.9%	14.5%	9.7%	16.2%
%H (All HH)		97.8%	47.2%	20.8%	65.5%	35.6%	29.6%	96.8%
%H (TV HH)			48.2%	21.2%	66.9%	36.4%	30.3%	
10 - 15	341	336	159	86	241	146	94	335
%V	12.6%	13.0%	16.2%	18.5%	11.8%	16.0%	8.3%	15.1%
%H (All HH)		98.5%	46.6%	25.2%	70.7%	42.8%	27.6%	98.2%
%H (TV HH)			47.3%	25.6%	71.7%	43.5%	28.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	2704	2590	982	466	2049	912	1137	2219
%H (All HH)		95.8%	36.3%	17.2%	75.8%	33.7%	42.0%	82.1%
%H (TV HH)			37.9%	18.0%	79.1%	35.2%	43.9%	
1	1006	1006	297	138	743	198	545	730
%V	37.2%	38.8%	30.2%	29.6%	36.3%	21.7%	47.9%	32.9%
%H (All HH)		100.0%	29.5%	13.7%	73.9%	19.7%	54.2%	72.6%
%H (TV HH)			29.5%	13.7%	73.9%	19.7%	54.2%	
2	876	876	347	162	706	333	373	741
%V	32.4%	33.8%	35.3%	34.8%	34.5%	36.5%	32.8%	33.4%
%H (All HH)		100.0%	39.6%	18.5%	80.6%	38.0%	42.6%	84.6%
%H (TV HH)			39.6%	18.5%	80.6%	38.0%	42.6%	
3	425	425	189	93	355	206	149	389
%V	15.7%	16.4%	19.2%	20.0%	17.3%	22.6%	13.1%	17.5%
%H (All HH)		100.0%	44.5%	21.9%	83.5%	48.5%	35.1%	91.5%
%H (TV HH)			44.5%	21.9%	83.5%	48.5%	35.1%	
4	193	193	101	46	166	113	52	189
%V	7.1%	7.5%	10.3%	9.9%	8.1%	12.4%	4.6%	8.5%
%H (All HH)		100.0%	52.3%	23.8%	86.0%	58.5%	26.9%	97.9%
%H (TV HH)			52.3%	23.8%	86.0%	58.5%	26.9%	
5+	90	90	48	27	80	61	19	89
%V	3.3%	3.5%	4.9%	5.8%	3.9%	6.7%	1.7%	4.0%
%H (All HH)		100.0%	53.3%	30.0%	88.9%	67.8%	21.1%	98.9%
%H (TV HH)			53.3%	30.0%	88.9%	67.8%	21.1%	

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

January - December 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	2704	2590	982	466	2049	912	1137	2219
%V (All HH)		95.8%	36.3%	17.2%	75.8%	33.7%	42.0%	82.1%
%H (TV HH)			37.9%	18.0%	79.1%	35.2%	43.9%	
Under 20"	435	435	160	80	377	178	199	367
%V	16.1%	16.8%	16.3%	17.2%	18.4%	19.5%	17.5%	16.5%
%H (All HH)		100.0%	36.8%	18.4%	86.7%	40.9%	45.7%	84.4%
%H (TV HH)			36.8%	18.4%	86.7%	40.9%	45.7%	
20" - 29"	843	843	310	151	719	329	390	678
%V	31.2%	32.5%	31.6%	32.4%	35.1%	36.1%	34.3%	30.6%
%H (All HH)		100.0%	36.8%	17.9%	85.3%	39.0%	46.3%	80.4%
%H (TV HH)			36.8%	17.9%	85.3%	39.0%	46.3%	
30" - 39"	1382	1382	530	263	1130	535	595	1165
%V	51.1%	53.4%	54.0%	56.4%	55.1%	58.7%	52.3%	52.5%
%H (All HH)		100.0%	38.4%	19.0%	81.8%	38.7%	43.1%	84.3%
%H (TV HH)			38.4%	19.0%	81.8%	38.7%	43.1%	
40" and over	1384	1384	633	309	1058	606	452	1272
%V	51.2%	53.4%	64.5%	66.3%	51.6%	66.4%	39.8%	57.3%
%H (All HH)		100.0%	45.7%	22.3%	76.4%	43.8%	32.7%	91.9%
%H (TV HH)			45.7%	22.3%	76.4%	43.8%	32.7%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 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	2704	2590	982	466	2049	912	1137	2219
%V (All HH)		95.8%	36.3%	17.2%	75.8%	33.7%	42.0%	82.1%
%H (TV HH)			37.9%	18.0%	79.1%	35.2%	43.9%	
Main living room	2566	2566	973	462	2037	909	1127	2119
%V	94.9%	99.1%	99.1%	99.1%	99.4%	99.7%	99.1%	95.5%
%H (All HH)		100.0%	37.9%	18.0%	79.4%	35.4%	43.9%	82.6%
%H (TV HH)			37.9%	18.0%	79.4%	35.4%	43.9%	
Kitchen	315	315	140	57	279	155	125	275
%V	11.6%	12.2%	14.3%	12.2%	13.6%	17.0%	11.0%	12.4%
%H (All HH)		100.0%	44.4%	18.1%	88.6%	49.2%	39.7%	87.3%
%H (TV HH)			44.4%	18.1%	88.6%	49.2%	39.7%	
Adult's bedroom	1192	1192	521	248	997	558	438	1059
%V	44.1%	46.0%	53.1%	53.2%	48.7%	61.2%	38.5%	47.7%
%H (All HH)		100.0%	43.7%	20.8%	83.6%	46.8%	36.7%	88.8%
%H (TV HH)			43.7%	20.8%	83.6%	46.8%	36.7%	
Child's bedroom	263	263	129	73	194	130	63	257
%V	9.7%	10.2%	13.1%	15.7%	9.5%	14.3%	5.5%	11.6%
%H (All HH)		100.0%	49.0%	27.8%	73.8%	49.4%	24.0%	97.7%
%H (TV HH)			49.0%	27.8%	73.8%	49.4%	24.0%	
Other bedroom	160	160	80	28	138	83	56	150
%V	5.9%	6.2%	8.1%	6.0%	6.7%	9.1%	4.9%	6.8%
%H (All HH)		100.0%	50.0%	17.5%	86.3%	51.9%	35.0%	93.8%
%H (TV HH)			50.0%	17.5%	86.3%	51.9%	35.0%	
Second living/dining room	279	279	126	73	232	143	89	252
%V	10.3%	10.8%	12.8%	15.7%	11.3%	15.7%	7.8%	11.4%
%H (All HH)		100.0%	45.2%	26.2%	83.2%	51.3%	31.9%	90.3%
%H (TV HH)			45.2%	26.2%	83.2%	51.3%	31.9%	
Study/office	42	42	22	9	34	23	11	41
%V	1.6%	1.6%	2.2%	1.9%	1.7%	2.5%	1.0%	1.8%
%H (All HH)		100.0%	52.4%	21.4%	81.0%	54.8%	26.2%	97.6%
%H (TV HH)			52.4%	21.4%	81.0%	54.8%	26.2%	
TV room	10	10	4	2	9	4	5	10
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%
%H (All HH)		100.0%	40.0%	20.0%	90.0%	40.0%	50.0%	100.0%
%H (TV HH)			40.0%	20.0%	90.0%	40.0%	50.0%	
Conservatory	70	70	29	16	58	32	25	64
%V	2.6%	2.7%	3.0%	3.4%	2.8%	3.5%	2.2%	2.9%
%H (All HH)		100.0%	41.4%	22.9%	82.9%	45.7%	35.7%	91.4%
%H (TV HH)			41.4%	22.9%	82.9%	45.7%	35.7%	
Attic or loft room	5	5	3	2	3	3	0	5
%V	0.2%	0.2%	0.3%	0.4%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	60.0%	40.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			60.0%	40.0%	60.0%	60.0%	0.0%	
No specific location	4	4	1	2	3	2	1	4
%V	0.1%	0.2%	0.1%	0.4%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	25.0%	50.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			25.0%	50.0%	75.0%	50.0%	25.0%	
Other	20	20	10	4	16	9	7	20
%V	0.7%	0.8%	1.0%	0.9%	0.8%	1.0%	0.6%	0.9%
%H (All HH)		100.0%	50.0%	20.0%	80.0%	45.0%	35.0%	100.0%
%H (TV HH)			50.0%	20.0%	80.0%	45.0%	35.0%	

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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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	2704	2590	982	466	2049	912	1137	2219
%H (All HH)		95.8%	36.3%	17.2%	75.8%	33.7%	42.0%	82.1%
%H (TV HH)			37.9%	18.0%	79.1%	35.2%	43.9%	
Any DSAT provider	982	982	982	30	612	612	0	911
%V	36.3%	37.9%	100.0%	6.4%	29.9%	67.1%	0.0%	41.1%
%H (All HH)			100.0%	3.1%	62.3%	62.3%	0.0%	92.8%
%H (TV HH)			100.0%	3.1%	62.3%	62.3%	0.0%	
Sky with subcription	781	781	781	18	490	490	0	738
%V	28.9%	30.2%	79.5%	3.9%	23.9%	53.7%	0.0%	33.3%
%H (All HH)			100.0%	2.3%	62.7%	62.7%	0.0%	94.5%
%H (TV HH)			100.0%	2.3%	62.7%	62.7%	0.0%	
Sky without subscription	66	66	66	5	37	37	0	56
%V	2.4%	2.5%	6.7%	1.1%	1.8%	4.1%	0.0%	2.5%
%H (All HH)			100.0%	7.6%	56.1%	56.1%	0.0%	84.8%
%H (TV HH)			100.0%	7.6%	56.1%	56.1%	0.0%	
Freesat	109	109	109	6	71	71	0	98
%V	4.0%	4.2%	11.1%	1.3%	3.5%	7.8%	0.0%	4.4%
%H (All HH)			100.0%	5.5%	65.1%	65.1%	0.0%	89.9%
%H (TV HH)			100.0%	5.5%	65.1%	65.1%	0.0%	
Other satellite provider	74	74	74	4	46	46	0	66
%V	2.7%	2.9%	7.5%	0.9%	2.2%	5.0%	0.0%	3.0%
%H (All HH)			100.0%	5.4%	62.2%	62.2%	0.0%	89.2%
%H (TV HH)			100.0%	5.4%	62.2%	62.2%	0.0%	
DCAB	466	466	30	466	319	319	0	436
%V	17.2%	18.0%	3.1%	100.0%	15.6%	35.0%	0.0%	19.6%
%H (All HH)			6.4%	100.0%	68.5%	68.5%	0.0%	93.6%
%H (TV HH)			6.4%	100.0%	68.5%	68.5%	0.0%	
DTT	2049	2049	612	319	2049	912	1137	1641
%V	75.8%	79.1%	62.3%	68.5%	100.0%	100.0%	100.0%	74.0%
%H (All HH)		100.0%	29.9%	15.6%	100.0%	44.5%	55.5%	80.1%
%H (TV HH)			29.9%	15.6%	100.0%	44.5%	55.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2704	2590	982	466	2049	912	1137	2219
%H (All HH)		95.8%	36.3%	17.2%	75.8%	33.7%	42.0%	82.1%
%H (TV HH)			37.9%	18.0%	79.1%	35.2%	43.9%	
PVR	1593	1593	850	408	1172	808	363	1477
%V	58.9%	61.5%	86.6%	87.6%	57.2%	88.6%	31.9%	66.6%
%H (All HH)		100.0%	53.4%	25.6%	73.6%	50.7%	22.8%	92.7%
%H (TV HH)			53.4%	25.6%	73.6%	50.7%	22.8%	
DVDR	68	68	26	17	58	31	28	57
%V	2.5%	2.6%	2.6%	3.6%	2.8%	3.4%	2.5%	2.6%
%H (All HH)		100.0%	38.2%	25.0%	85.3%	45.6%	41.2%	83.8%
%H (TV HH)			38.2%	25.0%	85.3%	45.6%	41.2%	
VCR	33	33	9	5	29	10	19	21
%V	1.2%	1.3%	0.9%	1.1%	1.4%	1.1%	1.7%	0.9%
%H (All HH)		100.0%	27.3%	15.2%	87.9%	30.3%	57.6%	63.6%
%H (TV HH)			27.3%	15.2%	87.9%	30.3%	57.6%	
Any recorder	1630	1630	853	411	1207	813	393	1498
%V	60.3%	62.9%	86.9%	88.2%	58.9%	89.1%	34.6%	67.5%
%H (All HH)		100.0%	52.3%	25.2%	74.0%	49.9%	24.1%	91.9%
%H (TV HH)			52.3%	25.2%	74.0%	49.9%	24.1%	
Receives HDTV (via STB or built-in reception)	1687	1687	752	394	1334	764	570	1549
%V	62.4%	65.1%	76.6%	84.5%	65.1%	83.8%	50.1%	69.8%
%H (All HH)		100.0%	44.6%	23.4%	79.1%	45.3%	33.8%	91.8%
%H (TV HH)			44.6%	23.4%	79.1%	45.3%	33.8%	
DVD/Blu-ray player or recorder	1804	1804	728	334	1428	684	744	1571
%V	66.7%	69.7%	74.1%	71.7%	69.7%	75.0%	65.4%	70.8%
%H (All HH)		100.0%	40.4%	18.5%	79.2%	37.9%	41.2%	87.1%
%H (TV HH)			40.4%	18.5%	79.2%	37.9%	41.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2704	2590	982	466	2049	912	1137	2219
%V		95.8%	36.3%	17.2%	75.8%	33.7%	42.0%	82.1%
%H (All HH)			37.9%	18.0%	79.1%	35.2%	43.9%	
%H (TV HH)								
Has broadband internet	2219	2137	911	436	1641	855	786	2219
%V	82.1%	82.5%	92.8%	93.6%	80.1%	93.8%	69.1%	100.0%
%H (All HH)		96.3%	41.1%	19.6%	74.0%	38.5%	35.4%	100.0%
%H (TV HH)			42.6%	20.4%	76.8%	40.0%	36.8%	
Number of computers (PCs and laptops)								
0	570	529	105	46	464	90	375	124
%V	21.1%	20.4%	10.7%	9.9%	22.6%	9.9%	33.0%	5.6%
%H (All HH)		92.8%	18.4%	8.1%	81.4%	15.8%	65.8%	21.8%
%H (TV HH)			19.8%	8.7%	87.7%	17.0%	70.9%	
1	766	730	261	121	576	238	338	732
%V	28.3%	28.2%	26.6%	26.0%	28.1%	26.1%	29.7%	33.0%
%H (All HH)		95.3%	34.1%	15.8%	75.2%	31.1%	44.1%	95.6%
%H (TV HH)			35.8%	16.6%	78.9%	32.6%	46.3%	
2	569	552	246	102	429	227	202	565
%V	21.0%	21.3%	25.1%	21.9%	20.9%	24.9%	17.8%	25.5%
%H (All HH)		97.0%	43.2%	17.9%	75.4%	39.9%	35.5%	99.3%
%H (TV HH)			44.6%	18.5%	77.7%	41.1%	36.6%	
3	318	305	144	69	224	128	95	317
%V	11.8%	11.8%	14.7%	14.8%	10.9%	14.0%	8.4%	14.3%
%H (All HH)		95.9%	45.3%	21.7%	70.4%	40.3%	29.9%	99.7%
%H (TV HH)			47.2%	22.6%	73.4%	42.0%	31.1%	
4	225	221	97	62	173	109	64	225
%V	8.3%	8.5%	9.9%	13.3%	8.4%	12.0%	5.6%	10.1%
%H (All HH)		98.2%	43.1%	27.6%	76.9%	48.4%	28.4%	100.0%
%H (TV HH)			43.9%	28.1%	78.3%	49.3%	29.0%	
5+	256	252	130	66	182	119	63	256
%V	9.5%	9.7%	13.2%	14.2%	8.9%	13.0%	5.5%	11.5%
%H (All HH)		98.4%	50.8%	25.8%	71.1%	46.5%	24.6%	100.0%
%H (TV HH)			51.6%	26.2%	72.2%	47.2%	25.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5294	2227	1067	4319	2272	2046	4615
%H		42.1%	20.2%	81.6%	42.9%	38.6%	87.2%
Under 20"	545	204	101	475	230	244	467
%V	10.3%	9.2%	9.5%	11.0%	10.1%	11.9%	10.1%
%H		37.4%	18.5%	87.2%	42.2%	44.8%	85.7%
20" - 29"	1106	420	198	952	451	501	919
%V	20.9%	18.9%	18.6%	22.0%	19.9%	24.5%	19.9%
%H		38.0%	17.9%	86.1%	40.8%	45.3%	83.1%
30" - 39"	1743	717	348	1435	741	694	1505
%V	32.9%	32.2%	32.6%	33.2%	32.6%	33.9%	32.6%
%H		41.1%	20.0%	82.3%	42.5%	39.8%	86.3%
40" and over	1712	811	391	1309	783	526	1592
%V	32.3%	36.4%	36.6%	30.3%	34.5%	25.7%	34.5%
%H		47.4%	22.8%	76.5%	45.7%	30.7%	93.0%
Don't know	189	76	29	149	68	81	133
%V	3.6%	3.4%	2.7%	3.4%	3.0%	4.0%	2.9%
%H		40.2%	15.3%	78.8%	36.0%	42.9%	70.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5294	2227	1067	4319	2272	2046	4615
%H		42.1%	20.2%	81.6%	42.9%	38.6%	87.2%
Main living room	2575	978	464	2046	916	1130	2129
%V	48.6%	43.9%	43.5%	47.4%	40.3%	55.2%	46.1%
%H		38.0%	18.0%	79.5%	35.6%	43.9%	82.7%
Kitchen	315	140	57	279	155	125	275
%V	6.0%	6.3%	5.3%	6.5%	6.8%	6.1%	6.0%
%H		44.4%	18.1%	88.6%	49.2%	39.7%	87.3%
Adult's bedroom	1426	631	313	1205	701	504	1286
%V	26.9%	28.3%	29.3%	27.9%	30.9%	24.6%	27.9%
%H		44.2%	21.9%	84.5%	49.2%	35.3%	90.2%
Child's bedroom	347	180	90	260	179	80	341
%V	6.6%	8.1%	8.4%	6.0%	7.9%	3.9%	7.4%
%H		51.9%	25.9%	74.9%	51.6%	23.1%	98.3%
Other bedroom	196	101	35	169	103	66	185
%V	3.7%	4.5%	3.3%	3.9%	4.5%	3.2%	4.0%
%H		51.5%	17.9%	86.2%	52.6%	33.7%	94.4%
Second living/dining room	283	129	73	236	145	91	255
%V	5.3%	5.8%	6.8%	5.5%	6.4%	4.4%	5.5%
%H		45.6%	25.8%	83.4%	51.2%	32.2%	90.1%
Study/office	42	22	9	34	23	11	41
%V	0.8%	1.0%	0.8%	0.8%	1.0%	0.5%	0.9%
%H		52.4%	21.4%	81.0%	54.8%	26.2%	97.6%
TV room	10	4	2	9	4	5	10
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		40.0%	20.0%	90.0%	40.0%	50.0%	100.0%
Conservatory	70	29	16	58	32	25	64
%V	1.3%	1.3%	1.5%	1.3%	1.4%	1.2%	1.4%
%H		41.4%	22.9%	82.9%	45.7%	35.7%	91.4%
Attic or loft room	5	3	2	3	3	0	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		60.0%	40.0%	60.0%	60.0%	0.0%	100.0%
No specific location	4	1	2	3	2	1	4
%V	0.1%	0.0%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		25.0%	50.0%	75.0%	50.0%	25.0%	100.0%
Other	21	10	4	16	9	8	21
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%
%H		47.6%	19.0%	76.2%	42.9%	38.1%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5294	2227	1067	4319	2272	2046	4615
%H		42.1%	20.2%	81.6%	42.9%	38.6%	87.2%
PVR	2095	1192	548	1482	1079	404	1964
%V	39.6%	53.5%	51.4%	34.3%	47.5%	19.7%	42.6%
%H		56.9%	26.2%	70.7%	51.5%	19.3%	93.7%
DVDR	72	28	17	63	34	29	61
%V	1.4%	1.3%	1.6%	1.5%	1.5%	1.4%	1.3%
%H		38.9%	23.6%	87.5%	47.2%	40.3%	84.7%
VCR	34	9	6	31	11	20	23
%V	0.6%	0.4%	0.6%	0.7%	0.5%	1.0%	0.5%
%H		26.5%	17.6%	91.2%	32.4%	58.8%	67.6%
Any recorder	2147	1201	555	1532	1092	440	1999
%V	40.6%	53.9%	52.0%	35.5%	48.1%	21.5%	43.3%
%H		55.9%	25.9%	71.4%	50.9%	20.5%	93.1%

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	5294	2227	1067	4319	2272	2046	4615
%H		42.1%	20.2%	81.6%	42.9%	38.6%	87.2%
Receives HDTV (via STB or built-in reception)	2556	1152	633	2055	1238	817	2388
%V	48.3%	51.7%	59.3%	47.6%	54.5%	39.9%	51.7%
%H		45.1%	24.8%	80.4%	48.4%	32.0%	93.4%
DVD/Blu-ray player or recorder	2677	1152	516	2138	1110	1028	2404
%V	50.6%	51.7%	48.4%	49.5%	48.9%	50.2%	52.1%
%H		43.0%	19.3%	79.9%	41.5%	38.4%	89.8%

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	2589	982	466	2049	912	1136	2137
%H		37.9%	18.0%	79.1%	35.2%	43.9%	82.5%
Under 20"	19	3	3	17	4	13	9
%V	0.7%	0.3%	0.6%	0.8%	0.4%	1.1%	0.4%
%H		15.8%	15.8%	89.5%	21.1%	68.4%	47.4%
20" - 29"	245	52	16	213	41	171	138
%V	9.5%	5.3%	3.4%	10.4%	4.5%	15.1%	6.5%
%H		21.2%	6.5%	86.9%	16.7%	69.8%	56.3%
30" - 39"	883	283	136	722	263	459	692
%V	34.1%	28.8%	29.2%	35.2%	28.8%	40.4%	32.4%
%H		32.0%	15.4%	81.8%	29.8%	52.0%	78.4%
40" and over	1353	618	301	1034	591	443	1242
%V	52.3%	62.9%	64.6%	50.5%	64.8%	39.0%	58.1%
%H		45.7%	22.2%	76.4%	43.7%	32.7%	91.8%
Don't know	89	27	10	63	14	49	55
%V	3.4%	2.7%	2.1%	3.1%	1.5%	4.3%	2.6%
%H		30.3%	11.2%	70.8%	15.7%	55.1%	61.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	2589	982	466	2049	912	1136	2137
%H		37.9%	18.0%	79.1%	35.2%	43.9%	82.5%
PVR	1563	835	402	1147	794	353	1449
%V	60.4%	85.0%	86.3%	56.0%	87.1%	31.1%	67.8%
%H		53.4%	25.7%	73.4%	50.8%	22.6%	92.7%
DVDR	58	20	12	50	24	26	48
%V	2.2%	2.0%	2.6%	2.4%	2.6%	2.3%	2.2%
%H		34.5%	20.7%	86.2%	41.4%	44.8%	82.8%
VCR	23	7	4	21	7	13	15
%V	0.9%	0.7%	0.9%	1.0%	0.8%	1.1%	0.7%
%H		30.4%	17.4%	91.3%	30.4%	56.5%	65.2%
Any recorder	1598	838	405	1180	798	381	1471
%V	61.7%	85.3%	86.9%	57.6%	87.5%	33.5%	68.8%
%H		52.4%	25.3%	73.8%	49.9%	23.8%	92.1%

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	2589	982	466	2049	912	1136	2137
%H		37.9%	18.0%	79.1%	35.2%	43.9%	82.5%
Receives HDTV (via STB or built-in reception)	1632	725	386	1285	736	549	1501
%V	63.0%	73.8%	82.8%	62.7%	80.7%	48.3%	70.2%
%H		44.4%	23.7%	78.7%	45.1%	33.6%	92.0%
DVD/Blu-ray player or recorder	1627	643	290	1287	598	690	1413
%V	62.8%	65.5%	62.2%	62.8%	65.6%	60.7%	66.1%
%H		39.5%	17.8%	79.1%	36.8%	42.4%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2705	1246	602	2270	1360	910	2478
%H		46.1%	22.3%	83.9%	50.3%	33.6%	91.6%
Under 20"	526	201	98	458	227	231	457
%V	19.4%	16.1%	16.3%	20.2%	16.7%	25.4%	18.4%
%H		38.2%	18.6%	87.1%	43.2%	43.9%	86.9%
20" - 29"	861	369	182	739	409	330	781
%V	31.8%	29.6%	30.2%	32.6%	30.1%	36.3%	31.5%
%H		42.9%	21.1%	85.8%	47.5%	38.3%	90.7%
30" - 39"	860	433	212	713	478	235	813
%V	31.8%	34.8%	35.2%	31.4%	35.1%	25.8%	32.8%
%H		50.3%	24.7%	82.9%	55.6%	27.3%	94.5%
40" and over	358	193	91	275	192	83	350
%V	13.2%	15.5%	15.1%	12.1%	14.1%	9.1%	14.1%
%H		53.9%	25.4%	76.8%	53.6%	23.2%	97.8%
Don't know	100	49	19	86	54	32	78
%V	3.7%	3.9%	3.2%	3.8%	4.0%	3.5%	3.1%
%H		49.0%	19.0%	86.0%	54.0%	32.0%	78.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	2705	1246	602	2270	1360	910	2478
%H		46.1%	22.3%	83.9%	50.3%	33.6%	91.6%
PVR	532	358	145	336	285	51	515
%V	19.7%	28.7%	24.1%	14.8%	21.0%	5.6%	20.8%
%H		67.3%	27.3%	63.2%	53.6%	9.6%	96.8%
DVDR	15	8	5	13	10	3	13
%V	0.6%	0.6%	0.8%	0.6%	0.7%	0.3%	0.5%
%H		53.3%	33.3%	86.7%	66.7%	20.0%	86.7%
VCR	11	3	2	10	4	6	8
%V	0.4%	0.2%	0.3%	0.4%	0.3%	0.7%	0.3%
%H		27.3%	18.2%	90.9%	36.4%	54.5%	72.7%
Any recorder	549	363	150	352	293	59	528
%V	20.3%	29.1%	24.9%	15.5%	21.5%	6.5%	21.3%
%H		66.1%	27.3%	64.1%	53.4%	10.7%	96.2%

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	2705	1246	602	2270	1360	910	2478
%H		46.1%	22.3%	83.9%	50.3%	33.6%	91.6%
Receives HDTV (via STB or built-in reception)	924	428	248	770	502	267	888
%V	34.2%	34.3%	41.2%	33.9%	36.9%	29.3%	35.8%
%H		46.3%	26.8%	83.3%	54.3%	28.9%	96.1%
DVD/Blu-ray player or recorder	1050	508	226	851	513	339	991
%V	38.8%	40.8%	37.5%	37.5%	37.7%	37.3%	40.0%
%H		48.4%	21.5%	81.0%	48.9%	32.3%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

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	6405	6186	2644	1277	4704	2429	2275	5730
%H		96.6%	41.3%	19.9%	73.4%	37.9%	35.5%	89.5%
Total Children	1291	1257	601	284	854	483	371	1251
%V	20.2%	20.3%	22.7%	22.2%	18.2%	19.9%	16.3%	21.8%
%H		97.4%	46.6%	22.0%	66.2%	37.4%	28.7%	96.9%
0 - 3	326	312	156	75	202	119	83	313
%V	5.1%	5.0%	5.9%	5.9%	4.3%	4.9%	3.6%	5.5%
%H		95.7%	47.9%	23.0%	62.0%	36.5%	25.5%	96.0%
4 - 15	965	944	445	209	652	364	288	938
%V	15.1%	15.3%	16.8%	16.4%	13.9%	15.0%	12.7%	16.4%
%H		97.8%	46.1%	21.7%	67.6%	37.7%	29.8%	97.2%
4 - 9	507	494	233	102	331	178	153	490
%V	7.9%	8.0%	8.8%	8.0%	7.0%	7.3%	6.7%	8.6%
%H		97.4%	46.0%	20.1%	65.3%	35.1%	30.2%	96.6%
10 - 15	458	450	213	107	321	186	134	448
%V	7.2%	7.3%	8.1%	8.4%	6.8%	7.7%	5.9%	7.8%
%H		98.3%	46.5%	23.4%	70.1%	40.6%	29.3%	97.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6405	6186	2644	1277	4704	2429	2275	5730
%H		96.6%	41.3%	19.9%	73.4%	37.9%	35.5%	89.5%
Total Adults (16+)	5114	4929	2043	993	3850	1946	1905	4479
%V	79.8%	79.7%	77.3%	77.8%	81.8%	80.1%	83.7%	78.2%
%H		96.4%	39.9%	19.4%	75.3%	38.1%	37.3%	87.6%
16 - 19	292	286	133	73	228	147	81	287
%V	4.6%	4.6%	5.0%	5.7%	4.8%	6.1%	3.6%	5.0%
%H		97.9%	45.5%	25.0%	78.1%	50.3%	27.7%	98.3%
20 - 24	386	345	146	79	253	138	115	377
%V	6.0%	5.6%	5.5%	6.2%	5.4%	5.7%	5.1%	6.6%
%H		89.4%	37.8%	20.5%	65.5%	35.8%	29.8%	97.7%
25 - 34	842	781	364	165	535	285	250	805
%V	13.1%	12.6%	13.8%	12.9%	11.4%	11.7%	11.0%	14.0%
%H		92.8%	43.2%	19.6%	63.5%	33.8%	29.7%	95.6%
35 - 44	793	758	377	147	554	324	230	759
%V	12.4%	12.3%	14.3%	11.5%	11.8%	13.3%	10.1%	13.2%
%H		95.6%	47.5%	18.5%	69.9%	40.9%	29.0%	95.7%
45 - 54	904	886	381	216	694	393	301	858
%V	14.1%	14.3%	14.4%	16.9%	14.8%	16.2%	13.2%	15.0%
%H		98.0%	42.1%	23.9%	76.8%	43.5%	33.3%	94.9%
55 - 64	737	726	305	148	591	316	275	661
%V	11.5%	11.7%	11.5%	11.6%	12.6%	13.0%	12.1%	11.5%
%H		98.5%	41.4%	20.1%	80.2%	42.9%	37.3%	89.7%
65+	1160	1147	337	165	995	342	653	733
%V	18.1%	18.5%	12.7%	12.9%	21.2%	14.1%	28.7%	12.8%
%H		98.9%	29.1%	14.2%	85.8%	29.5%	56.3%	63.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.23: 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+)	5114	4929	2043	993	3850	1946	1905	4479
%H		96.4%	39.9%	19.4%	75.3%	38.1%	37.3%	87.6%
AB	1315	1283	577	240	975	499	476	1269
%V	25.7%	26.0%	28.2%	24.2%	25.3%	25.6%	25.0%	28.3%
%H		97.6%	43.9%	18.3%	74.1%	37.9%	36.2%	96.5%
C1	1398	1335	580	290	1035	568	467	1275
%V	27.3%	27.1%	28.4%	29.2%	26.9%	29.2%	24.5%	28.5%
%H		95.5%	41.5%	20.7%	74.0%	40.6%	33.4%	91.2%
C2	1093	1065	394	249	871	452	419	956
%V	21.4%	21.6%	19.3%	25.1%	22.6%	23.2%	22.0%	21.3%
%H		97.4%	36.0%	22.8%	79.7%	41.4%	38.3%	87.5%
D	897	859	373	163	652	321	331	728
%V	17.5%	17.4%	18.3%	16.4%	16.9%	16.5%	17.4%	16.3%
%H		95.8%	41.6%	18.2%	72.7%	35.8%	36.9%	81.2%
E	411	387	119	51	319	106	212	250
%V	8.0%	7.9%	5.8%	5.1%	8.3%	5.4%	11.1%	5.6%
%H		94.2%	29.0%	12.4%	77.6%	25.8%	51.6%	60.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	5114	4929	2043	993	3850	1946	1905	4479
%H		96.4%	39.9%	19.4%	75.3%	38.1%	37.3%	87.6%
Working full time	2424	2341	1073	517	1765	1007	758	2332
%V	47.4%	47.5%	52.5%	52.1%	45.8%	51.7%	39.8%	52.1%
%H		96.6%	44.3%	21.3%	72.8%	41.5%	31.3%	96.2%
Working part time	465	454	197	98	341	178	163	441
%V	9.1%	9.2%	9.6%	9.9%	8.9%	9.1%	8.6%	9.8%
%H		97.6%	42.4%	21.1%	73.3%	38.3%	35.1%	94.8%
Not working	2225	2133	773	378	1744	761	983	1706
%V	43.5%	43.3%	37.8%	38.1%	45.3%	39.1%	51.6%	38.1%
%H		95.9%	34.7%	17.0%	78.4%	34.2%	44.2%	76.7%
Housewife/Houseperson	2704	2590	982	466	2049	912	1137	2219
%V	52.9%	52.5%	48.1%	46.9%	53.2%	46.9%	59.7%	49.5%
%H		95.8%	36.3%	17.2%	75.8%	33.7%	42.0%	82.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2513	2399	1021	498	1860	973	887	2219
%H		95.5%	40.6%	19.8%	74.0%	38.7%	35.3%	88.3%
16 - 19	150	145	77	37	110	79	32	148
%V	6.0%	6.0%	7.5%	7.4%	5.9%	8.1%	3.6%	6.7%
%H		96.7%	51.3%	24.7%	73.3%	52.7%	21.3%	98.7%
20 - 24	201	175	76	46	127	75	52	196
%V	8.0%	7.3%	7.4%	9.2%	6.8%	7.7%	5.9%	8.8%
%H		87.1%	37.8%	22.9%	63.2%	37.3%	25.9%	97.5%
25 - 34	422	388	179	85	270	146	123	402
%V	16.8%	16.2%	17.5%	17.1%	14.5%	15.0%	13.9%	18.1%
%H		91.9%	42.4%	20.1%	64.0%	34.6%	29.1%	95.3%
35 - 44	390	367	184	65	267	150	117	369
%V	15.5%	15.3%	18.0%	13.1%	14.4%	15.4%	13.2%	16.6%
%H		94.1%	47.2%	16.7%	68.5%	38.5%	30.0%	94.6%
45 - 54	448	438	184	114	341	195	146	423
%V	17.8%	18.3%	18.0%	22.9%	18.3%	20.0%	16.5%	19.1%
%H		97.8%	41.1%	25.4%	76.1%	43.5%	32.6%	94.4%
55 - 64	366	358	149	69	293	154	139	324
%V	14.6%	14.9%	14.6%	13.9%	15.8%	15.8%	15.7%	14.6%
%H		97.8%	40.7%	18.9%	80.1%	42.1%	38.0%	88.5%
65+	535	528	172	82	452	174	278	357
%V	21.3%	22.0%	16.8%	16.5%	24.3%	17.9%	31.3%	16.1%
%H		98.7%	32.1%	15.3%	84.5%	32.5%	52.0%	66.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2513	2399	1021	498	1860	973	887	2219
%H		95.5%	40.6%	19.8%	74.0%	38.7%	35.3%	88.3%
AB	681	660	297	126	501	261	240	660
%V	27.1%	27.5%	29.1%	25.3%	26.9%	26.8%	27.1%	29.7%
%H		96.9%	43.6%	18.5%	73.6%	38.3%	35.2%	96.9%
C1	648	611	284	138	462	270	192	602
%V	25.8%	25.5%	27.8%	27.7%	24.8%	27.7%	21.6%	27.1%
%H		94.3%	43.8%	21.3%	71.3%	41.7%	29.6%	92.9%
C2	588	568	211	132	467	241	225	505
%V	23.4%	23.7%	20.7%	26.5%	25.1%	24.8%	25.4%	22.8%
%H		96.6%	35.9%	22.4%	79.4%	41.0%	38.3%	85.9%
D	430	406	182	82	303	157	145	356
%V	17.1%	16.9%	17.8%	16.5%	16.3%	16.1%	16.3%	16.0%
%H		94.4%	42.3%	19.1%	70.5%	36.5%	33.7%	82.8%
E	165	154	46	20	127	43	84	97
%V	6.6%	6.4%	4.5%	4.0%	6.8%	4.4%	9.5%	4.4%
%H		93.3%	27.9%	12.1%	77.0%	26.1%	50.9%	58.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2513	2399	1021	498	1860	973	887	2219
%H		95.5%	40.6%	19.8%	74.0%	38.7%	35.3%	88.3%
Working full time	1472	1414	647	319	1062	607	454	1409
%V	58.6%	58.9%	63.4%	64.1%	57.1%	62.4%	51.2%	63.5%
%H		96.1%	44.0%	21.7%	72.1%	41.2%	30.8%	95.7%
Working part time	100	96	42	14	72	34	39	92
%V	4.0%	4.0%	4.1%	2.8%	3.9%	3.5%	4.4%	4.1%
%H		96.0%	42.0%	14.0%	72.0%	34.0%	39.0%	92.0%
Not working	941	889	332	165	726	332	394	718
%V	37.4%	37.1%	32.5%	33.1%	39.0%	34.1%	44.4%	32.4%
%H		94.5%	35.3%	17.5%	77.2%	35.3%	41.9%	76.3%
Housewife/Houseperson	581	528	176	78	424	154	269	415
%V	23.1%	22.0%	17.2%	15.7%	22.8%	15.8%	30.3%	18.7%
%H		90.9%	30.3%	13.4%	73.0%	26.5%	46.3%	71.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2601	2530	1021	495	1990	973	1018	2260
%H		97.3%	39.3%	19.0%	76.5%	37.4%	39.1%	86.9%
16 - 19	142	141	56	36	118	69	49	139
%V	5.5%	5.6%	5.5%	7.3%	5.9%	7.1%	4.8%	6.2%
%H		99.3%	39.4%	25.4%	83.1%	48.6%	34.5%	97.9%
20 - 24	185	170	70	33	126	64	62	181
%V	7.1%	6.7%	6.9%	6.7%	6.3%	6.6%	6.1%	8.0%
%H		91.9%	37.8%	17.8%	68.1%	34.6%	33.5%	97.8%
25 - 34	420	393	185	80	265	139	126	403
%V	16.1%	15.5%	18.1%	16.2%	13.3%	14.3%	12.4%	17.8%
%H		93.6%	44.0%	19.0%	63.1%	33.1%	30.0%	96.0%
35 - 44	404	391	193	82	287	174	114	390
%V	15.5%	15.5%	18.9%	16.6%	14.4%	17.9%	11.2%	17.3%
%H		96.8%	47.8%	20.3%	71.0%	43.1%	28.2%	96.5%
45 - 54	455	448	197	102	353	198	155	435
%V	17.5%	17.7%	19.3%	20.6%	17.7%	20.3%	15.2%	19.2%
%H		98.5%	43.3%	22.4%	77.6%	43.5%	34.1%	95.6%
55 - 64	371	368	156	80	297	162	136	337
%V	14.3%	14.5%	15.3%	16.2%	14.9%	16.6%	13.4%	14.9%
%H		99.2%	42.0%	21.6%	80.1%	43.7%	36.7%	90.8%
65+	625	619	164	83	543	168	375	376
%V	24.0%	24.5%	16.1%	16.8%	27.3%	17.3%	36.8%	16.6%
%H		99.0%	26.2%	13.3%	86.9%	26.9%	60.0%	60.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2601	2530	1021	495	1990	973	1018	2260
%H		97.3%	39.3%	19.0%	76.5%	37.4%	39.1%	86.9%
AB	634	623	280	114	473	238	236	610
%V	24.4%	24.6%	27.4%	23.0%	23.8%	24.5%	23.2%	27.0%
%H		98.3%	44.2%	18.0%	74.6%	37.5%	37.2%	96.2%
C1	750	724	296	151	573	298	275	673
%V	28.8%	28.6%	29.0%	30.5%	28.8%	30.6%	27.0%	29.8%
%H		96.5%	39.5%	20.1%	76.4%	39.7%	36.7%	89.7%
C2	505	497	183	117	404	211	193	452
%V	19.4%	19.6%	17.9%	23.6%	20.3%	21.7%	19.0%	20.0%
%H		98.4%	36.2%	23.2%	80.0%	41.8%	38.2%	89.5%
D	467	453	191	81	349	163	186	373
%V	18.0%	17.9%	18.7%	16.4%	17.5%	16.8%	18.3%	16.5%
%H		97.0%	40.9%	17.3%	74.7%	34.9%	39.8%	79.9%
E	246	233	72	31	191	63	128	153
%V	9.5%	9.2%	7.1%	6.3%	9.6%	6.5%	12.6%	6.8%
%H		94.7%	29.3%	12.6%	77.6%	25.6%	52.0%	62.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	2601	2530	1021	495	1990	973	1018	2260
%H		97.3%	39.3%	19.0%	76.5%	37.4%	39.1%	86.9%
Working full time	952	928	426	198	704	399	304	924
%V	36.6%	36.7%	41.7%	40.0%	35.4%	41.0%	29.9%	40.9%
%H		97.5%	44.7%	20.8%	73.9%	41.9%	31.9%	97.1%
Working part time	366	359	155	84	268	144	124	349
%V	14.1%	14.2%	15.2%	17.0%	13.5%	14.8%	12.2%	15.4%
%H		98.1%	42.3%	23.0%	73.2%	39.3%	33.9%	95.4%
Not working	1284	1244	441	213	1018	429	589	988
%V	49.4%	49.2%	43.2%	43.0%	51.2%	44.1%	57.9%	43.7%
%H		96.9%	34.3%	16.6%	79.3%	33.4%	45.9%	76.9%
Housewife/Houseperson	2123	2062	805	388	1625	758	867	1804
%V	81.6%	81.5%	78.8%	78.4%	81.7%	77.9%	85.2%	79.8%
%H		97.1%	37.9%	18.3%	76.5%	35.7%	40.8%	85.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

January - December 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	978	932	324	207	702	307	395	823
%H (All HH)		95.3%	33.1%	21.2%	71.8%	31.4%	40.4%	84.2%
%H (TV HH)			34.8%	22.2%	75.3%	32.9%	42.4%	
AB	206	201	81	43	152	78	74	198
%V	21.1%	21.6%	25.0%	20.8%	21.7%	25.4%	18.7%	24.1%
%H (All HH)		97.6%	39.3%	20.9%	73.8%	37.9%	35.9%	96.1%
%H (TV HH)			40.3%	21.4%	75.6%	38.8%	36.8%	
C1	271	257	85	64	193	87	106	249
%V	27.7%	27.6%	26.2%	30.9%	27.5%	28.3%	26.8%	30.3%
%H (All HH)		94.8%	31.4%	23.6%	71.2%	32.1%	39.1%	91.9%
%H (TV HH)			33.1%	24.9%	75.1%	33.9%	41.2%	
C2	192	186	67	45	149	75	74	165
%V	19.6%	20.0%	20.7%	21.7%	21.2%	24.4%	18.7%	20.0%
%H (All HH)		96.9%	34.9%	23.4%	77.6%	39.1%	38.5%	85.9%
%H (TV HH)			36.0%	24.2%	80.1%	40.3%	39.8%	
D	171	158	54	34	114	45	69	133
%V	17.5%	17.0%	16.7%	16.4%	16.2%	14.7%	17.5%	16.2%
%H (All HH)		92.4%	31.6%	19.9%	66.7%	26.3%	40.4%	77.8%
%H (TV HH)			34.2%	21.5%	72.2%	28.5%	43.7%	
E	137	131	36	21	94	22	73	79
%V	14.0%	14.1%	11.1%	10.1%	13.4%	7.2%	18.5%	9.6%
%H (All HH)		95.6%	26.3%	15.3%	68.6%	16.1%	53.3%	57.7%
%H (TV HH)			27.5%	16.0%	71.8%	16.8%	55.7%	

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

January - December 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	978	932	324	207	702	307	395	823
%V (All HH)		95.3%	33.1%	21.2%	71.8%	31.4%	40.4%	84.2%
%H (TV HH)			34.8%	22.2%	75.3%	32.9%	42.4%	
Under 25	59	51	11	11	36	11	25	57
%V	6.0%	5.5%	3.4%	5.3%	5.1%	3.6%	6.3%	6.9%
%H (All HH)		86.4%	18.6%	18.6%	61.0%	18.6%	42.4%	96.6%
%H (TV HH)			21.6%	21.6%	70.6%	21.6%	49.0%	
25 - 34	157	141	58	29	97	47	50	151
%V	16.1%	15.1%	17.9%	14.0%	13.8%	15.3%	12.7%	18.3%
%H (All HH)		89.8%	36.9%	18.5%	61.8%	29.9%	31.8%	96.2%
%H (TV HH)			41.1%	20.6%	68.8%	33.3%	35.5%	
35 - 44	161	152	73	35	103	61	42	154
%V	16.5%	16.3%	22.5%	16.9%	14.7%	19.9%	10.6%	18.7%
%H (All HH)		94.4%	45.3%	21.7%	64.0%	37.9%	26.1%	95.7%
%H (TV HH)			48.0%	23.0%	67.8%	40.1%	27.6%	
45 - 54	181	178	70	45	137	72	65	173
%V	18.5%	19.1%	21.6%	21.7%	19.5%	23.5%	16.5%	21.0%
%H (All HH)		98.3%	38.7%	24.9%	75.7%	39.8%	35.9%	95.6%
%H (TV HH)			39.3%	25.3%	77.0%	40.4%	36.5%	
55 - 64	155	149	44	38	117	50	67	134
%V	15.8%	16.0%	13.6%	18.4%	16.7%	16.3%	17.0%	16.3%
%H (All HH)		96.1%	28.4%	24.5%	75.5%	32.3%	43.2%	86.5%
%H (TV HH)			29.5%	25.5%	78.5%	33.6%	45.0%	
65 +	265	260	68	49	211	65	146	156
%V	27.1%	27.9%	21.0%	23.7%	30.1%	21.2%	37.0%	19.0%
%H (All HH)		98.1%	25.7%	18.5%	79.6%	24.5%	55.1%	58.9%
%H (TV HH)			26.2%	18.8%	81.2%	25.0%	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

January - December 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	978	932	324	207	702	307	395	823
%H (All HH)		95.3%	33.1%	21.2%	71.8%	31.4%	40.4%	84.2%
%H (TV HH)			34.8%	22.2%	75.3%	32.9%	42.4%	
1	296	274	62	42	223	54	170	185
%V	30.3%	29.4%	19.1%	20.3%	31.8%	17.6%	43.0%	22.5%
%H (All HH)		92.6%	20.9%	14.2%	75.3%	18.2%	57.4%	62.5%
%H (TV HH)			22.6%	15.3%	81.4%	19.7%	62.0%	
2	334	322	116	78	237	111	126	300
%V	34.2%	34.5%	35.8%	37.7%	33.8%	36.2%	31.9%	36.5%
%H (All HH)		96.4%	34.7%	23.4%	71.0%	33.2%	37.7%	89.8%
%H (TV HH)			36.0%	24.2%	73.6%	34.5%	39.1%	
3	145	141	58	35	103	55	49	138
%V	14.8%	15.1%	17.9%	16.9%	14.7%	17.9%	12.4%	16.8%
%H (All HH)		97.2%	40.0%	24.1%	71.0%	37.9%	33.8%	95.2%
%H (TV HH)			41.1%	24.8%	73.0%	39.0%	34.8%	
4	127	121	53	32	88	54	34	124
%V	13.0%	13.0%	16.4%	15.5%	12.5%	17.6%	8.6%	15.1%
%H (All HH)		95.3%	41.7%	25.2%	69.3%	42.5%	26.8%	97.6%
%H (TV HH)			43.8%	26.4%	72.7%	44.6%	28.1%	
5+	77	74	35	21	51	33	18	76
%V	7.9%	7.9%	10.8%	10.1%	7.3%	10.7%	4.6%	9.2%
%H (All HH)		96.1%	45.5%	27.3%	66.2%	42.9%	23.4%	98.7%
%H (TV HH)			47.3%	28.4%	68.9%	44.6%	24.3%	
Average HH size	2.38	2.39	2.69	2.61	2.33	2.73	2.03	2.56

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
January - December 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	978	932	324	207	702	307	395	823
%H (All HH)		95.3%	33.1%	21.2%	71.8%	31.4%	40.4%	84.2%
%H (TV HH)			34.8%	22.2%	75.3%	32.9%	42.4%	
Without	723	687	209	153	534	212	322	576
%V	73.9%	73.7%	64.5%	73.9%	76.1%	69.1%	81.5%	70.0%
%H (All HH)		95.0%	28.9%	21.2%	73.9%	29.3%	44.5%	79.7%
%H (TV HH)			30.4%	22.3%	77.7%	30.9%	46.9%	
With	254	246	115	54	168	95	73	247
%V	26.0%	26.4%	35.5%	26.1%	23.9%	30.9%	18.5%	30.0%
%H (All HH)		96.9%	45.3%	21.3%	66.1%	37.4%	28.7%	97.2%
%H (TV HH)			46.7%	22.0%	68.3%	38.6%	29.7%	
0 - 3	102	98	46	20	67	37	30	100
%V	10.4%	10.5%	14.2%	9.7%	9.5%	12.1%	7.6%	12.2%
%H (All HH)		96.1%	45.1%	19.6%	65.7%	36.3%	29.4%	98.0%
%H (TV HH)			46.9%	20.4%	68.4%	37.8%	30.6%	
4 - 9	139	132	65	27	90	51	39	134
%V	14.2%	14.2%	20.1%	13.0%	12.8%	16.6%	9.9%	16.3%
%H (All HH)		95.0%	46.8%	19.4%	64.7%	36.7%	28.1%	96.4%
%H (TV HH)			49.2%	20.5%	68.2%	38.6%	29.5%	
10 - 15	116	113	51	32	80	49	31	114
%V	11.9%	12.1%	15.7%	15.5%	11.4%	16.0%	7.8%	13.9%
%H (All HH)		97.4%	44.0%	27.6%	69.0%	42.2%	26.7%	98.3%
%H (TV HH)			45.1%	28.3%	70.8%	43.4%	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

January - December 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	978	932	324	207	702	307	395	823
%H (All HH)		95.3%	33.1%	21.2%	71.8%	31.4%	40.4%	84.2%
%H (TV HH)			34.8%	22.2%	75.3%	32.9%	42.4%	
1	393	393	108	69	272	67	205	306
%V	40.2%	42.2%	33.3%	33.3%	38.7%	21.8%	51.9%	37.2%
%H (All HH)		100.0%	27.5%	17.6%	69.2%	17.0%	52.2%	77.9%
%H (TV HH)			27.5%	17.6%	69.2%	17.0%	52.2%	
2	306	306	111	69	238	111	127	263
%V	31.3%	32.8%	34.3%	33.3%	33.9%	36.2%	32.2%	32.0%
%H (All HH)		100.0%	36.3%	22.5%	77.8%	36.3%	41.5%	85.9%
%H (TV HH)			36.3%	22.5%	77.8%	36.3%	41.5%	
3	149	149	64	43	121	78	43	139
%V	15.2%	16.0%	19.8%	20.8%	17.2%	25.4%	10.9%	16.9%
%H (All HH)		100.0%	43.0%	28.9%	81.2%	52.3%	28.9%	93.3%
%H (TV HH)			43.0%	28.9%	81.2%	52.3%	28.9%	
4	51	51	23	17	44	30	14	50
%V	5.2%	5.5%	7.1%	8.2%	6.3%	9.8%	3.5%	6.1%
%H (All HH)		100.0%	45.1%	33.3%	86.3%	58.8%	27.5%	98.0%
%H (TV HH)			45.1%	33.3%	86.3%	58.8%	27.5%	
5+	33	33	18	10	27	21	7	32
%V	3.4%	3.5%	5.6%	4.8%	3.8%	6.8%	1.8%	3.9%
%H (All HH)		100.0%	54.5%	30.3%	81.8%	63.6%	21.2%	97.0%
%H (TV HH)			54.5%	30.3%	81.8%	63.6%	21.2%	

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
January - December 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	978	932	324	207	702	307	395	823
%H (All HH)		95.3%	33.1%	21.2%	71.8%	31.4%	40.4%	84.2%
%H (TV HH)			34.8%	22.2%	75.3%	32.9%	42.4%	
Under 20"	139	139	44	30	123	57	66	119
%V	14.2%	14.9%	13.6%	14.5%	17.5%	18.6%	16.7%	14.5%
%H (All HH)		100.0%	31.7%	21.6%	88.5%	41.0%	47.5%	85.6%
%H (TV HH)			31.7%	21.6%	88.5%	41.0%	47.5%	
20" - 29"	310	310	111	69	257	124	133	257
%V	31.7%	33.3%	34.3%	33.3%	36.6%	40.4%	33.7%	31.2%
%H (All HH)		100.0%	35.8%	22.3%	82.9%	40.0%	42.9%	82.9%
%H (TV HH)			35.8%	22.3%	82.9%	40.0%	42.9%	
30" - 39"	489	489	165	117	376	173	203	413
%V	50.0%	52.5%	50.9%	56.5%	53.6%	56.4%	51.4%	50.2%
%H (All HH)		100.0%	33.7%	23.9%	76.9%	35.4%	41.5%	84.5%
%H (TV HH)			33.7%	23.9%	76.9%	35.4%	41.5%	
40" and over	502	502	221	123	361	201	160	465
%V	51.3%	53.9%	68.2%	59.4%	51.4%	65.5%	40.5%	56.5%
%H (All HH)		100.0%	44.0%	24.5%	71.9%	40.0%	31.9%	92.6%
%H (TV HH)			44.0%	24.5%	71.9%	40.0%	31.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	978	932	324	207	702	307	395	823
%H (All HH)		95.3%	33.1%	21.2%	71.8%	31.4%	40.4%	84.2%
%H (TV HH)			34.8%	22.2%	75.3%	32.9%	42.4%	
Main living room	927	927	323	206	699	305	394	784
%V	94.8%	99.5%	99.7%	99.5%	99.6%	99.3%	99.7%	95.3%
%H (All HH)		100.0%	34.8%	22.2%	75.4%	32.9%	42.5%	84.6%
%H (TV HH)			34.8%	22.2%	75.4%	32.9%	42.5%	
Kitchen	103	103	45	23	89	51	38	91
%V	10.5%	11.1%	13.9%	11.1%	12.7%	16.6%	9.6%	11.1%
%H (All HH)		100.0%	43.7%	22.3%	86.4%	49.5%	36.9%	88.3%
%H (TV HH)			43.7%	22.3%	86.4%	49.5%	36.9%	
Adult's bedroom	403	403	166	103	326	187	139	366
%V	41.2%	43.2%	51.2%	49.8%	46.4%	60.9%	35.2%	44.5%
%H (All HH)		100.0%	41.2%	25.6%	80.9%	46.4%	34.5%	90.8%
%H (TV HH)			41.2%	25.6%	80.9%	46.4%	34.5%	
Child's bedroom	74	74	35	21	54	36	19	72
%V	7.6%	7.9%	10.8%	10.1%	7.7%	11.7%	4.8%	8.7%
%H (All HH)		100.0%	47.3%	28.4%	73.0%	48.6%	25.7%	97.3%
%H (TV HH)			47.3%	28.4%	73.0%	48.6%	25.7%	
Other bedroom	69	69	28	25	56	36	20	66
%V	7.1%	7.4%	8.6%	12.1%	8.0%	11.7%	5.1%	8.0%
%H (All HH)		100.0%	40.6%	36.2%	81.2%	52.2%	29.0%	95.7%
%H (TV HH)			40.6%	36.2%	81.2%	52.2%	29.0%	
Second living/dining room	100	100	41	30	80	50	30	91
%V	10.2%	10.7%	12.7%	14.5%	11.4%	16.3%	7.6%	11.1%
%H (All HH)		100.0%	41.0%	30.0%	80.0%	50.0%	30.0%	91.0%
%H (TV HH)			41.0%	30.0%	80.0%	50.0%	30.0%	
Study/office	18	18	9	4	14	10	5	18
%V	1.8%	1.9%	2.8%	1.9%	2.0%	3.3%	1.3%	2.2%
%H (All HH)		100.0%	50.0%	22.2%	77.8%	55.6%	27.8%	100.0%
%H (TV HH)			50.0%	22.2%	77.8%	55.6%	27.8%	
TV room	9	9	2	5	7	5	3	9
%V	0.9%	1.0%	0.6%	2.4%	1.0%	1.6%	0.8%	1.1%
%H (All HH)		100.0%	22.2%	55.6%	77.8%	55.6%	33.3%	100.0%
%H (TV HH)			22.2%	55.6%	77.8%	55.6%	33.3%	
Conservatory	17	17	7	6	13	9	4	15
%V	1.7%	1.8%	2.2%	2.9%	1.9%	2.9%	1.0%	1.8%
%H (All HH)		100.0%	41.2%	35.3%	76.5%	52.9%	23.5%	88.2%
%H (TV HH)			41.2%	35.3%	76.5%	52.9%	23.5%	
Attic or loft room	2	2	1	1	2	1	0	2
%V	0.2%	0.2%	0.3%	0.5%	0.3%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	100.0%	50.0%	0.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	9	9	3	3	9	5	4	8
%V	0.9%	1.0%	0.9%	1.4%	1.3%	1.6%	1.0%	1.0%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	55.6%	44.4%	88.9%
%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

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands East

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	978	932	324	207	702	307	395	823
%H (All HH)		95.3%	33.1%	21.2%	71.8%	31.4%	40.4%	84.2%
%H (TV HH)			34.8%	22.2%	75.3%	32.9%	42.4%	
Any DSAT provider	324	324	324	11	194	194	0	302
%V	33.1%	34.8%	100.0%	5.3%	27.6%	63.2%	0.0%	36.7%
%H (All HH)			100.0%	3.4%	59.9%	59.9%	0.0%	93.2%
%H (TV HH)			100.0%	3.4%	59.9%	59.9%	0.0%	
Sky with subscription	258	258	258	3	151	151	0	241
%V	26.4%	27.7%	79.6%	1.4%	21.5%	49.2%	0.0%	29.3%
%H (All HH)			100.0%	1.2%	58.5%	58.5%	0.0%	93.4%
%H (TV HH)			100.0%	1.2%	58.5%	58.5%	0.0%	
Sky without subscription	15	15	15	2	11	11	0	13
%V	1.5%	1.6%	4.6%	1.0%	1.6%	3.6%	0.0%	1.6%
%H (All HH)			100.0%	13.3%	73.3%	73.3%	0.0%	86.7%
%H (TV HH)			100.0%	13.3%	73.3%	73.3%	0.0%	
Freesat	44	44	44	4	28	28	0	41
%V	4.5%	4.7%	13.6%	1.9%	4.0%	9.1%	0.0%	5.0%
%H (All HH)			100.0%	9.1%	63.6%	63.6%	0.0%	93.2%
%H (TV HH)			100.0%	9.1%	63.6%	63.6%	0.0%	
Other satellite provider	23	23	23	1	14	14	0	22
%V	2.4%	2.5%	7.1%	0.5%	2.0%	4.6%	0.0%	2.7%
%H (All HH)			100.0%	4.3%	60.9%	60.9%	0.0%	95.7%
%H (TV HH)			100.0%	4.3%	60.9%	60.9%	0.0%	
DCAB	207	207	11	207	121	121	0	190
%V	21.2%	22.2%	3.4%	100.0%	17.2%	39.4%	0.0%	23.1%
%H (All HH)			5.3%	100.0%	58.5%	58.5%	0.0%	91.8%
%H (TV HH)			5.3%	100.0%	58.5%	58.5%	0.0%	
DTT	702	702	194	121	702	307	395	579
%V	71.8%	75.3%	59.9%	58.5%	100.0%	100.0%	100.0%	70.4%
%H (All HH)		100.0%	27.6%	17.2%	100.0%	43.7%	56.3%	82.5%
%H (TV HH)			27.6%	17.2%	100.0%	43.7%	56.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	978	932	324	207	702	307	395	823
%H (All HH)		95.3%	33.1%	21.2%	71.8%	31.4%	40.4%	84.2%
%H (TV HH)			34.8%	22.2%	75.3%	32.9%	42.4%	
PVR	572	572	274	171	406	269	137	527
%V	58.5%	61.4%	84.6%	82.6%	57.8%	87.6%	34.7%	64.0%
%H (All HH)		100.0%	47.9%	29.9%	71.0%	47.0%	24.0%	92.1%
%H (TV HH)			47.9%	29.9%	71.0%	47.0%	24.0%	
DVDR	15	15	6	2	13	5	7	14
%V	1.5%	1.6%	1.9%	1.0%	1.9%	1.6%	1.8%	1.7%
%H (All HH)		100.0%	40.0%	13.3%	86.7%	33.3%	46.7%	93.3%
%H (TV HH)			40.0%	13.3%	86.7%	33.3%	46.7%	
VCR	13	13	3	3	11	3	8	10
%V	1.3%	1.4%	0.9%	1.4%	1.6%	1.0%	2.0%	1.2%
%H (All HH)		100.0%	23.1%	23.1%	84.6%	23.1%	61.5%	76.9%
%H (TV HH)			23.1%	23.1%	84.6%	23.1%	61.5%	
Any recorder	581	581	274	172	414	270	144	532
%V	59.4%	62.3%	84.6%	83.1%	59.0%	87.9%	36.5%	64.6%
%H (All HH)		100.0%	47.2%	29.6%	71.3%	46.5%	24.8%	91.6%
%H (TV HH)			47.2%	29.6%	71.3%	46.5%	24.8%	
Receives HDTV (via STB or built-in reception)	626	626	244	169	477	254	223	567
%V	64.0%	67.2%	75.3%	81.6%	67.9%	82.7%	56.5%	68.9%
%H (All HH)		100.0%	39.0%	27.0%	76.2%	40.6%	35.6%	90.6%
%H (TV HH)			39.0%	27.0%	76.2%	40.6%	35.6%	
DVD/Blu-ray player or recorder	667	667	241	163	504	243	262	585
%V	68.2%	71.6%	74.4%	78.7%	71.8%	79.2%	66.3%	71.1%
%H (All HH)		100.0%	36.1%	24.4%	75.6%	36.4%	39.3%	87.7%
%H (TV HH)			36.1%	24.4%	75.6%	36.4%	39.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	978	932	324	207	702	307	395	823
%V (All HH)		95.3%	33.1%	21.2%	71.8%	31.4%	40.4%	84.2%
%H (TV HH)			34.8%	22.2%	75.3%	32.9%	42.4%	
Has broadband internet	823	789	302	190	579	288	291	823
%V	84.2%	84.7%	93.2%	91.8%	82.5%	93.8%	73.7%	100.0%
%H (All HH)		95.9%	36.7%	23.1%	70.4%	35.0%	35.4%	100.0%
%H (TV HH)			38.3%	24.1%	73.4%	36.5%	36.9%	
Number of computers (PCs and laptops)								
0	179	166	34	20	139	28	111	36
%V	18.3%	17.8%	10.5%	9.7%	19.8%	9.1%	28.1%	4.4%
%H (All HH)		92.7%	19.0%	11.2%	77.7%	15.6%	62.0%	20.1%
%H (TV HH)			20.5%	12.0%	83.7%	16.9%	66.9%	
1	290	275	93	54	202	77	125	279
%V	29.7%	29.5%	28.7%	26.1%	28.8%	25.1%	31.6%	33.9%
%H (All HH)		94.8%	32.1%	18.6%	69.7%	26.6%	43.1%	96.2%
%H (TV HH)			33.8%	19.6%	73.5%	28.0%	45.5%	
2	216	207	81	45	152	73	79	216
%V	22.1%	22.2%	25.0%	21.7%	21.7%	23.8%	20.0%	26.2%
%H (All HH)		95.8%	37.5%	20.8%	70.4%	33.8%	36.6%	100.0%
%H (TV HH)			39.1%	21.7%	73.4%	35.3%	38.2%	
3	124	118	44	35	83	48	35	124
%V	12.7%	12.7%	13.6%	16.9%	11.8%	15.6%	8.9%	15.1%
%H (All HH)		95.2%	35.5%	28.2%	66.9%	38.7%	28.2%	100.0%
%H (TV HH)			37.3%	29.7%	70.3%	40.7%	29.7%	
4	74	73	32	24	56	36	20	74
%V	7.6%	7.8%	9.9%	11.6%	8.0%	11.7%	5.1%	9.0%
%H (All HH)		98.6%	43.2%	32.4%	75.7%	48.6%	27.0%	100.0%
%H (TV HH)			43.8%	32.9%	76.7%	49.3%	27.4%	
5+	96	94	39	29	71	45	26	96
%V	9.8%	10.1%	12.0%	14.0%	10.1%	14.7%	6.6%	11.7%
%H (All HH)		97.9%	40.6%	30.2%	74.0%	46.9%	27.1%	100.0%
%H (TV HH)			41.5%	30.9%	75.5%	47.9%	27.7%	

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

January - December 2016

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1838	714	456	1436	757	678	1623
%H		38.8%	24.8%	78.1%	41.2%	36.9%	88.3%
Under 20"	168	53	40	146	70	76	143
%V	9.1%	7.4%	8.8%	10.2%	9.2%	11.2%	8.8%
%H		31.5%	23.8%	86.9%	41.7%	45.2%	85.1%
20" - 29"	381	140	92	320	163	157	320
%V	20.7%	19.6%	20.2%	22.3%	21.5%	23.2%	19.7%
%H		36.7%	24.1%	84.0%	42.8%	41.2%	84.0%
30" - 39"	599	214	149	461	228	233	514
%V	32.6%	30.0%	32.7%	32.1%	30.1%	34.4%	31.7%
%H		35.7%	24.9%	77.0%	38.1%	38.9%	85.8%
40" and over	645	293	161	471	276	195	608
%V	35.1%	41.0%	35.3%	32.8%	36.5%	28.8%	37.5%
%H		45.4%	25.0%	73.0%	42.8%	30.2%	94.3%
Don't know	45	14	15	38	21	17	38
%V	2.4%	2.0%	3.3%	2.6%	2.8%	2.5%	2.3%
%H		31.1%	33.3%	84.4%	46.7%	37.8%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1838	714	456	1436	757	678	1623
%H		38.8%	24.8%	78.1%	41.2%	36.9%	88.3%
Main living room	931	325	207	703	308	395	787
%V	50.7%	45.5%	45.4%	49.0%	40.7%	58.3%	48.5%
%H		34.9%	22.2%	75.5%	33.1%	42.4%	84.5%
Kitchen	103	45	23	89	51	38	91
%V	5.6%	6.3%	5.0%	6.2%	6.7%	5.6%	5.6%
%H		43.7%	22.3%	86.4%	49.5%	36.9%	88.3%
Adult's bedroom	465	198	120	379	226	153	425
%V	25.3%	27.7%	26.3%	26.4%	29.9%	22.6%	26.2%
%H		42.6%	25.8%	81.5%	48.6%	32.9%	91.4%
Child's bedroom	99	46	30	73	48	25	97
%V	5.4%	6.4%	6.6%	5.1%	6.3%	3.7%	6.0%
%H		46.5%	30.3%	73.7%	48.5%	25.3%	98.0%
Other bedroom	81	34	28	64	42	22	76
%V	4.4%	4.8%	6.1%	4.5%	5.5%	3.2%	4.7%
%H		42.0%	34.6%	79.0%	51.9%	27.2%	93.8%
Second living/dining room	101	42	30	80	50	30	92
%V	5.5%	5.9%	6.6%	5.6%	6.6%	4.4%	5.7%
%H		41.6%	29.7%	79.2%	49.5%	29.7%	91.1%
Study/office	19	10	4	15	11	5	19
%V	1.0%	1.4%	0.9%	1.0%	1.5%	0.7%	1.2%
%H		52.6%	21.1%	78.9%	57.9%	26.3%	100.0%
TV room	9	2	5	7	5	3	9
%V	0.5%	0.3%	1.1%	0.5%	0.7%	0.4%	0.6%
%H		22.2%	55.6%	77.8%	55.6%	33.3%	100.0%
Conservatory	17	7	6	13	9	4	15
%V	0.9%	1.0%	1.3%	0.9%	1.2%	0.6%	0.9%
%H		41.2%	35.3%	76.5%	52.9%	23.5%	88.2%
Attic or loft room	2	1	1	2	1	0	2
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		50.0%	50.0%	100.0%	50.0%	0.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	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	10	3	4	10	6	4	9
%V	0.5%	0.4%	0.9%	0.7%	0.8%	0.6%	0.6%
%H		30.0%	40.0%	100.0%	60.0%	40.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	1838	714	456	1436	757	678	1623
%H		38.8%	24.8%	78.1%	41.2%	36.9%	88.3%
PVR	752	384	233	514	363	151	703
%V	40.9%	53.8%	51.1%	35.8%	48.0%	22.3%	43.3%
%H		51.1%	31.0%	68.4%	48.3%	20.1%	93.5%
DVDR	16	7	2	13	5	7	15
%V	0.9%	1.0%	0.4%	0.9%	0.7%	1.0%	0.9%
%H		43.8%	12.5%	81.3%	31.3%	43.8%	93.8%
VCR	13	3	3	11	3	8	10
%V	0.7%	0.4%	0.7%	0.8%	0.4%	1.2%	0.6%
%H		23.1%	23.1%	84.6%	23.1%	61.5%	76.9%
Any recorder	766	389	234	525	367	158	713
%V	41.7%	54.5%	51.3%	36.6%	48.5%	23.3%	43.9%
%H		50.8%	30.5%	68.5%	47.9%	20.6%	93.1%

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	1838	714	456	1436	757	678	1623
%H		38.8%	24.8%	78.1%	41.2%	36.9%	88.3%
Receives HDTV (via STB or built-in reception)	946	386	280	739	437	302	875
%V	51.5%	54.1%	61.4%	51.5%	57.7%	44.5%	53.9%
%H		40.8%	29.6%	78.1%	46.2%	31.9%	92.5%
DVD/Blu-ray player or recorder	980	371	262	751	402	349	879
%V	53.3%	52.0%	57.5%	52.3%	53.1%	51.5%	54.2%
%H		37.9%	26.7%	76.6%	41.0%	35.6%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	932	324	207	702	307	395	789
%H		34.8%	22.2%	75.3%	32.9%	42.4%	84.7%
Under 20"	9	1	0	8	1	7	7
%V	1.0%	0.3%	0.0%	1.1%	0.3%	1.8%	0.9%
%H		11.1%	0.0%	88.9%	11.1%	77.8%	77.8%
20" - 29"	92	17	15	79	21	59	60
%V	9.9%	5.2%	7.2%	11.3%	6.8%	14.9%	7.6%
%H		18.5%	16.3%	85.9%	22.8%	64.1%	65.2%
30" - 39"	324	86	68	251	86	164	253
%V	34.8%	26.5%	32.9%	35.8%	28.0%	41.5%	32.1%
%H		26.5%	21.0%	77.5%	26.5%	50.6%	78.1%
40" and over	491	216	120	351	193	158	455
%V	52.7%	66.7%	58.0%	50.0%	62.9%	40.0%	57.7%
%H		44.0%	24.4%	71.5%	39.3%	32.2%	92.7%
Don't know	17	4	4	13	5	8	13
%V	1.8%	1.2%	1.9%	1.9%	1.6%	2.0%	1.6%
%H		23.5%	23.5%	76.5%	29.4%	47.1%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	932	324	207	702	307	395	789
%H		34.8%	22.2%	75.3%	32.9%	42.4%	84.7%
PVR	562	269	169	397	264	133	517
%V	60.3%	83.0%	81.6%	56.6%	86.0%	33.7%	65.5%
%H		47.9%	30.1%	70.6%	47.0%	23.7%	92.0%
DVDR	12	4	1	11	4	7	11
%V	1.3%	1.2%	0.5%	1.6%	1.3%	1.8%	1.4%
%H		33.3%	8.3%	91.7%	33.3%	58.3%	91.7%
VCR	12	1	2	9	1	8	9
%V	1.3%	0.3%	1.0%	1.3%	0.3%	2.0%	1.1%
%H		8.3%	16.7%	75.0%	8.3%	66.7%	75.0%
Any recorder	571	270	170	405	266	140	523
%V	61.3%	83.3%	82.1%	57.7%	86.6%	35.4%	66.3%
%H		47.3%	29.8%	70.9%	46.6%	24.5%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: 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	932	324	207	702	307	395	789
%H		34.8%	22.2%	75.3%	32.9%	42.4%	84.7%
Receives HDTV (via STB or built-in reception)	605	237	166	459	248	211	549
%V	64.9%	73.1%	80.2%	65.4%	80.8%	53.4%	69.6%
%H		39.2%	27.4%	75.9%	41.0%	34.9%	90.7%
DVD/Blu-ray player or recorder	607	219	144	460	219	241	531
%V	65.1%	67.6%	69.6%	65.5%	71.3%	61.0%	67.3%
%H		36.1%	23.7%	75.8%	36.1%	39.7%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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	905	390	249	734	451	283	834
%H		43.1%	27.5%	81.1%	49.8%	31.3%	92.2%
Under 20"	158	52	39	138	69	69	136
%V	17.5%	13.3%	15.7%	18.8%	15.3%	24.4%	16.3%
%H		32.9%	24.7%	87.3%	43.7%	43.7%	86.1%
20" - 29"	289	123	77	241	143	98	260
%V	31.9%	31.5%	30.9%	32.8%	31.7%	34.6%	31.2%
%H		42.6%	26.6%	83.4%	49.5%	33.9%	90.0%
30" - 39"	275	128	81	211	141	69	261
%V	30.4%	32.8%	32.5%	28.7%	31.3%	24.4%	31.3%
%H		46.5%	29.5%	76.7%	51.3%	25.1%	94.9%
40" and over	154	77	42	120	83	37	153
%V	17.0%	19.7%	16.9%	16.3%	18.4%	13.1%	18.3%
%H		50.0%	27.3%	77.9%	53.9%	24.0%	99.4%
Don't know	28	10	10	25	15	9	25
%V	3.1%	2.6%	4.0%	3.4%	3.3%	3.2%	3.0%
%H		35.7%	35.7%	89.3%	53.6%	32.1%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 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	905	390	249	734	451	283	834
%H		43.1%	27.5%	81.1%	49.8%	31.3%	92.2%
PVR	190	116	63	117	99	18	186
%V	21.0%	29.7%	25.3%	15.9%	22.0%	6.4%	22.3%
%H		61.1%	33.2%	61.6%	52.1%	9.5%	97.9%
DVDR	4	3	1	2	2	0	4
%V	0.4%	0.8%	0.4%	0.3%	0.4%	0.0%	0.5%
%H		75.0%	25.0%	50.0%	50.0%	0.0%	100.0%
VCR	2	1	0	2	2	0	1
%V	0.2%	0.3%	0.0%	0.3%	0.4%	0.0%	0.1%
%H		50.0%	0.0%	100.0%	100.0%	0.0%	50.0%
Any recorder	195	119	64	120	102	18	190
%V	21.5%	30.5%	25.7%	16.3%	22.6%	6.4%	22.8%
%H		61.0%	32.8%	61.5%	52.3%	9.2%	97.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	905	390	249	734	451	283	834
%H		43.1%	27.5%	81.1%	49.8%	31.3%	92.2%
Receives HDTV (via STB or built-in reception)	342	149	115	280	189	91	325
%V	37.8%	38.2%	46.2%	38.1%	41.9%	32.2%	39.0%
%H		43.6%	33.6%	81.9%	55.3%	26.6%	95.0%
DVD/Blu-ray player or recorder	373	151	118	291	183	108	348
%V	41.2%	38.7%	47.4%	39.6%	40.6%	38.2%	41.7%
%H		40.5%	31.6%	78.0%	49.1%	29.0%	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	2322	2229	871	541	1638	837	801	2110
%H		96.0%	37.5%	23.3%	70.5%	36.0%	34.5%	90.9%
Total Children	453	437	206	99	302	173	129	443
%V	19.5%	19.6%	23.7%	18.3%	18.4%	20.7%	16.1%	21.0%
%H		96.5%	45.5%	21.9%	66.7%	38.2%	28.5%	97.8%
0 - 3	116	111	53	21	77	43	34	114
%V	5.0%	5.0%	6.1%	3.9%	4.7%	5.1%	4.2%	5.4%
%H		95.7%	45.7%	18.1%	66.4%	37.1%	29.3%	98.3%
4 - 15	337	326	152	78	225	130	95	329
%V	14.5%	14.6%	17.5%	14.4%	13.7%	15.5%	11.9%	15.6%
%H		96.7%	45.1%	23.1%	66.8%	38.6%	28.2%	97.6%
4 - 9	182	174	84	36	119	67	53	176
%V	7.8%	7.8%	9.6%	6.7%	7.3%	8.0%	6.6%	8.3%
%H		95.6%	46.2%	19.8%	65.4%	36.8%	29.1%	96.7%
10 - 15	155	152	68	42	106	64	42	153
%V	6.7%	6.8%	7.8%	7.8%	6.5%	7.6%	5.2%	7.3%
%H		98.1%	43.9%	27.1%	68.4%	41.3%	27.1%	98.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2322	2229	871	541	1638	837	801	2110
%H		96.0%	37.5%	23.3%	70.5%	36.0%	34.5%	90.9%
Total Adults (16+)	1869	1792	665	442	1336	664	672	1667
%V	80.5%	80.4%	76.3%	81.7%	81.6%	79.3%	83.9%	79.0%
%H		95.9%	35.6%	23.6%	71.5%	35.5%	36.0%	89.2%
16 - 19	118	112	48	34	83	52	31	115
%V	5.1%	5.0%	5.5%	6.3%	5.1%	6.2%	3.9%	5.5%
%H		94.9%	40.7%	28.8%	70.3%	44.1%	26.3%	97.5%
20 - 24	164	150	42	41	110	53	56	162
%V	7.1%	6.7%	4.8%	7.6%	6.7%	6.3%	7.0%	7.7%
%H		91.5%	25.6%	25.0%	67.1%	32.3%	34.1%	98.8%
25 - 34	318	293	121	70	206	111	95	305
%V	13.7%	13.1%	13.9%	12.9%	12.6%	13.3%	11.9%	14.5%
%H		92.1%	38.1%	22.0%	64.8%	34.9%	29.9%	95.9%
35 - 44	282	268	129	59	183	107	77	270
%V	12.1%	12.0%	14.8%	10.9%	11.2%	12.8%	9.6%	12.8%
%H		95.0%	45.7%	20.9%	64.9%	37.9%	27.3%	95.7%
45 - 54	323	318	129	83	240	133	107	309
%V	13.9%	14.3%	14.8%	15.3%	14.7%	15.9%	13.4%	14.6%
%H		98.5%	39.9%	25.7%	74.3%	41.2%	33.1%	95.7%
55 - 64	266	260	86	69	199	93	106	241
%V	11.5%	11.7%	9.9%	12.8%	12.1%	11.1%	13.2%	11.4%
%H		97.7%	32.3%	25.9%	74.8%	35.0%	39.8%	90.6%
65+	398	392	110	86	316	115	201	265
%V	17.1%	17.6%	12.6%	15.9%	19.3%	13.7%	25.1%	12.6%
%H		98.5%	27.6%	21.6%	79.4%	28.9%	50.5%	66.6%

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+)		1869	1792	665	442	1336	664	672	1667
	%H		95.9%	35.6%	23.6%	71.5%	35.5%	36.0%	89.2%
AB		425	416	176	94	309	170	138	415
	%V	22.7%	23.2%	26.5%	21.3%	23.1%	25.6%	20.5%	24.9%
	%H		97.9%	41.4%	22.1%	72.7%	40.0%	32.5%	97.6%
C1		535	507	176	138	382	192	191	508
	%V	28.6%	28.3%	26.5%	31.2%	28.6%	28.9%	28.4%	30.5%
	%H		94.8%	32.9%	25.8%	71.4%	35.9%	35.7%	95.0%
C2		384	375	140	102	292	159	133	346
	%V	20.5%	20.9%	21.1%	23.1%	21.9%	23.9%	19.8%	20.8%
	%H		97.7%	36.5%	26.6%	76.0%	41.4%	34.6%	90.1%
D		331	309	116	72	223	105	118	277
	%V	17.7%	17.2%	17.4%	16.3%	16.7%	15.8%	17.6%	16.6%
	%H		93.4%	35.0%	21.8%	67.4%	31.7%	35.6%	83.7%
E		192	186	57	35	130	38	92	121
	%V	10.3%	10.4%	8.6%	7.9%	9.7%	5.7%	13.7%	7.3%
	%H		96.9%	29.7%	18.2%	67.7%	19.8%	47.9%	63.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1869	1792	665	442	1336	664	672	1667
%H		95.9%	35.6%	23.6%	71.5%	35.5%	36.0%	89.2%
Working full time	841	816	338	214	593	338	255	815
%V	45.0%	45.5%	50.8%	48.4%	44.4%	50.9%	37.9%	48.9%
%H		97.0%	40.2%	25.4%	70.5%	40.2%	30.3%	96.9%
Working part time	207	198	73	51	147	74	74	194
%V	11.1%	11.0%	11.0%	11.5%	11.0%	11.1%	11.0%	11.6%
%H		95.7%	35.3%	24.6%	71.0%	35.7%	35.7%	93.7%
Not working	820	779	254	177	596	252	343	658
%V	43.9%	43.5%	38.2%	40.0%	44.6%	38.0%	51.0%	39.5%
%H		95.0%	31.0%	21.6%	72.7%	30.7%	41.8%	80.2%
Housewife/Houseperson	978	932	324	207	702	307	395	823
%V	52.3%	52.0%	48.7%	46.8%	52.5%	46.2%	58.8%	49.4%
%H		95.3%	33.1%	21.2%	71.8%	31.4%	40.4%	84.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
January - December 2016

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	911	867	326	217	643	327	316	821
%H		95.2%	35.8%	23.8%	70.6%	35.9%	34.7%	90.1%
16 - 19	63	60	27	19	45	30	15	61
%V	6.9%	6.9%	8.3%	8.8%	7.0%	9.2%	4.7%	7.4%
%H		95.2%	42.9%	30.2%	71.4%	47.6%	23.8%	96.8%
20 - 24	77	71	21	19	47	24	23	76
%V	8.5%	8.2%	6.4%	8.8%	7.3%	7.3%	7.3%	9.3%
%H		92.2%	27.3%	24.7%	61.0%	31.2%	29.9%	98.7%
25 - 34	161	146	57	40	103	58	45	155
%V	17.7%	16.8%	17.5%	18.4%	16.0%	17.7%	14.2%	18.9%
%H		90.7%	35.4%	24.8%	64.0%	36.0%	28.0%	96.3%
35 - 44	139	129	60	26	91	49	42	130
%V	15.3%	14.9%	18.4%	12.0%	14.2%	15.0%	13.3%	15.8%
%H		92.8%	43.2%	18.7%	65.5%	35.3%	30.2%	93.5%
45 - 54	162	158	65	38	117	63	54	153
%V	17.8%	18.2%	19.9%	17.5%	18.2%	19.3%	17.1%	18.6%
%H		97.5%	40.1%	23.5%	72.2%	38.9%	33.3%	94.4%
55 - 64	129	126	42	33	96	44	52	115
%V	14.2%	14.5%	12.9%	15.2%	14.9%	13.5%	16.5%	14.0%
%H		97.7%	32.6%	25.6%	74.4%	34.1%	40.3%	89.1%
65+	181	178	54	41	144	59	84	132
%V	19.9%	20.5%	16.6%	18.9%	22.4%	18.0%	26.6%	16.1%
%H		98.3%	29.8%	22.7%	79.6%	32.6%	46.4%	72.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	911	867	326	217	643	327	316	821
%H		95.2%	35.8%	23.8%	70.6%	35.9%	34.7%	90.1%
AB	208	202	86	49	151	86	64	203
%V	22.8%	23.3%	26.4%	22.6%	23.5%	26.3%	20.3%	24.7%
%H		97.1%	41.3%	23.6%	72.6%	41.3%	30.8%	97.6%
C1	249	237	82	66	174	88	87	240
%V	27.3%	27.3%	25.2%	30.4%	27.1%	26.9%	27.5%	29.2%
%H		95.2%	32.9%	26.5%	69.9%	35.3%	34.9%	96.4%
C2	204	196	77	51	152	82	69	184
%V	22.4%	22.6%	23.6%	23.5%	23.6%	25.1%	21.8%	22.4%
%H		96.1%	37.7%	25.0%	74.5%	40.2%	33.8%	90.2%
D	165	150	57	37	107	52	55	140
%V	18.1%	17.3%	17.5%	17.1%	16.6%	15.9%	17.4%	17.1%
%H		90.9%	34.5%	22.4%	64.8%	31.5%	33.3%	84.8%
E	86	82	25	15	59	18	41	53
%V	9.4%	9.5%	7.7%	6.9%	9.2%	5.5%	13.0%	6.5%
%H		95.3%	29.1%	17.4%	68.6%	20.9%	47.7%	61.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 2016

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	911	867	326	217	643	327	316	821
%H		95.2%	35.8%	23.8%	70.6%	35.9%	34.7%	90.1%
Working full time	521	503	205	134	365	205	160	502
%V	57.2%	58.0%	62.9%	61.8%	56.8%	62.7%	50.6%	61.1%
%H		96.5%	39.3%	25.7%	70.1%	39.3%	30.7%	96.4%
Working part time	46	40	15	8	32	14	17	41
%V	5.0%	4.6%	4.6%	3.7%	5.0%	4.3%	5.4%	5.0%
%H		87.0%	32.6%	17.4%	69.6%	30.4%	37.0%	89.1%
Not working	344	324	106	75	247	108	139	277
%V	37.8%	37.4%	32.5%	34.6%	38.4%	33.0%	44.0%	33.7%
%H		94.2%	30.8%	21.8%	71.8%	31.4%	40.4%	80.5%
Housewife/Houseperson	220	200	58	41	152	52	100	169
%V	24.1%	23.1%	17.8%	18.9%	23.6%	15.9%	31.6%	20.6%
%H		90.9%	26.4%	18.6%	69.1%	23.6%	45.5%	76.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	958	925	339	225	693	337	356	846
%H		96.6%	35.4%	23.5%	72.3%	35.2%	37.2%	88.3%
16 - 19	55	52	21	15	38	22	16	54
%V	5.7%	5.6%	6.2%	6.7%	5.5%	6.5%	4.5%	6.4%
%H		94.5%	38.2%	27.3%	69.1%	40.0%	29.1%	98.2%
20 - 24	88	78	21	22	63	30	33	86
%V	9.2%	8.4%	6.2%	9.8%	9.1%	8.9%	9.3%	10.2%
%H		88.6%	23.9%	25.0%	71.6%	34.1%	37.5%	97.7%
25 - 34	158	148	65	30	103	53	49	150
%V	16.5%	16.0%	19.2%	13.3%	14.9%	15.7%	13.8%	17.7%
%H		93.7%	41.1%	19.0%	65.2%	33.5%	31.0%	94.9%
35 - 44	143	139	69	33	92	58	34	140
%V	14.9%	15.0%	20.4%	14.7%	13.3%	17.2%	9.6%	16.5%
%H		97.2%	48.3%	23.1%	64.3%	40.6%	23.8%	97.9%
45 - 54	161	160	64	44	123	70	53	156
%V	16.8%	17.3%	18.9%	19.6%	17.7%	20.8%	14.9%	18.4%
%H		99.4%	39.8%	27.3%	76.4%	43.5%	32.9%	96.9%
55 - 64	137	134	44	36	103	49	54	126
%V	14.3%	14.5%	13.0%	16.0%	14.9%	14.5%	15.2%	14.9%
%H		97.8%	32.1%	26.3%	75.2%	35.8%	39.4%	92.0%
65+	217	214	55	45	172	56	116	133
%V	22.7%	23.1%	16.2%	20.0%	24.8%	16.6%	32.6%	15.7%
%H		98.6%	25.3%	20.7%	79.3%	25.8%	53.5%	61.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

January - December 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+)	958	925	339	225	693	337	356	846
%H		96.6%	35.4%	23.5%	72.3%	35.2%	37.2%	88.3%
AB	218	214	90	46	158	84	74	211
%V	22.8%	23.1%	26.5%	20.4%	22.8%	24.9%	20.8%	24.9%
%H		98.2%	41.3%	21.1%	72.5%	38.5%	33.9%	96.8%
C1	286	270	94	72	208	104	104	268
%V	29.9%	29.2%	27.7%	32.0%	30.0%	30.9%	29.2%	31.7%
%H		94.4%	32.9%	25.2%	72.7%	36.4%	36.4%	93.7%
C2	181	178	63	51	140	76	64	163
%V	18.9%	19.2%	18.6%	22.7%	20.2%	22.6%	18.0%	19.3%
%H		98.3%	34.8%	28.2%	77.3%	42.0%	35.4%	90.1%
D	167	159	59	36	116	53	63	137
%V	17.4%	17.2%	17.4%	16.0%	16.7%	15.7%	17.7%	16.2%
%H		95.2%	35.3%	21.6%	69.5%	31.7%	37.7%	82.0%
E	107	104	32	20	71	20	51	68
%V	11.2%	11.2%	9.4%	8.9%	10.2%	5.9%	14.3%	8.0%
%H		97.2%	29.9%	18.7%	66.4%	18.7%	47.7%	63.6%

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 15.30: 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+)	958	925	339	225	693	337	356	846
%H		96.6%	35.4%	23.5%	72.3%	35.2%	37.2%	88.3%
Working full time	320	312	133	80	228	133	95	313
%V	33.4%	33.7%	39.2%	35.6%	32.9%	39.5%	26.7%	37.0%
%H		97.5%	41.6%	25.0%	71.3%	41.6%	29.7%	97.8%
Working part time	161	157	58	43	116	59	56	152
%V	16.8%	17.0%	17.1%	19.1%	16.7%	17.5%	15.7%	18.0%
%H		97.5%	36.0%	26.7%	72.0%	36.6%	34.8%	94.4%
Not working	476	455	148	102	349	145	205	381
%V	49.7%	49.2%	43.7%	45.3%	50.4%	43.0%	57.6%	45.0%
%H		95.6%	31.1%	21.4%	73.3%	30.5%	43.1%	80.0%
Housewife/Houseperson	758	732	266	166	550	254	295	655
%V	79.1%	79.1%	78.5%	73.8%	79.4%	75.4%	82.9%	77.4%
%H		96.6%	35.1%	21.9%	72.6%	33.5%	38.9%	86.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total