

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

April 2016 to March 2017



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2016 - March 2017

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See also

Volume 1 - Total Network and Appendices

Volume 3 - ITV areas

Introduction

Page 2

This reports contains the weighted data results from the Establishment survey for the period April 2016 - March 2017

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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BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5366	4932	1846	955	3340	1296	2044	4733
%H (All HH)		91.9%	34.4%	17.8%	62.2%	24.2%	38.1%	88.2%
%H (TV HH)			37.4%	19.4%	67.7%	26.3%	41.4%	
AB	1553	1443	533	328	966	404	562	1509
%V	28.9%	29.3%	28.9%	34.3%	28.9%	31.2%	27.5%	31.9%
%H (All HH)		92.9%	34.3%	21.1%	62.2%	26.0%	36.2%	97.2%
%H (TV HH)			36.9%	22.7%	66.9%	28.0%	38.9%	
C1	1646	1487	567	306	1008	417	592	1518
%V	30.7%	30.2%	30.7%	32.0%	30.2%	32.2%	29.0%	32.1%
%H (All HH)		90.3%	34.4%	18.6%	61.2%	25.3%	36.0%	92.2%
%H (TV HH)			38.1%	20.6%	67.8%	28.0%	39.8%	
C2	894	837	337	153	571	238	333	786
%V	16.7%	17.0%	18.3%	16.0%	17.1%	18.4%	16.3%	16.6%
%H (All HH)		93.6%	37.7%	17.1%	63.9%	26.6%	37.2%	87.9%
%H (TV HH)			40.3%	18.3%	68.2%	28.4%	39.8%	
D	803	725	275	112	472	159	313	656
%V	15.0%	14.7%	14.9%	11.7%	14.1%	12.3%	15.3%	13.9%
%H (All HH)		90.3%	34.2%	13.9%	58.8%	19.8%	39.0%	81.7%
%H (TV HH)			37.9%	15.4%	65.1%	21.9%	43.2%	
E	471	440	135	56	322	79	243	263
%V	8.8%	8.9%	7.3%	5.9%	9.6%	6.1%	11.9%	5.6%
%H (All HH)		93.4%	28.7%	11.9%	68.4%	16.8%	51.6%	55.8%
%H (TV HH)			30.7%	12.7%	73.2%	18.0%	55.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 1.2: 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	5366	4932	1846	955	3340	1296	2044	4733
%H (All HH)		91.9%	34.4%	17.8%	62.2%	24.2%	38.1%	88.2%
%H (TV HH)			37.4%	19.4%	67.7%	26.3%	41.4%	
Under 25	233	146	54	23	88	32	56	222
%V	4.3%	3.0%	2.9%	2.4%	2.6%	2.5%	2.7%	4.7%
%H (All HH)		62.7%	23.2%	9.9%	37.8%	13.7%	24.0%	95.3%
%H (TV HH)			37.0%	15.8%	60.3%	21.9%	38.4%	
25 - 34	1055	907	359	160	531	193	338	1029
%V	19.7%	18.4%	19.4%	16.8%	15.9%	14.9%	16.5%	21.7%
%H (All HH)		86.0%	34.0%	15.2%	50.3%	18.3%	32.0%	97.5%
%H (TV HH)			39.6%	17.6%	58.5%	21.3%	37.3%	
35 - 44	1072	980	425	204	610	282	328	1047
%V	20.0%	19.9%	23.0%	21.4%	18.3%	21.8%	16.0%	22.1%
%H (All HH)		91.4%	39.6%	19.0%	56.9%	26.3%	30.6%	97.7%
%H (TV HH)			43.4%	20.8%	62.2%	28.8%	33.5%	
45 - 54	1030	985	395	235	650	296	353	987
%V	19.2%	20.0%	21.4%	24.6%	19.5%	22.8%	17.3%	20.9%
%H (All HH)		95.6%	38.3%	22.8%	63.1%	28.7%	34.3%	95.8%
%H (TV HH)			40.1%	23.9%	66.0%	30.1%	35.8%	
55 - 64	817	786	290	173	571	247	323	731
%V	15.2%	15.9%	15.7%	18.1%	17.1%	19.1%	15.8%	15.4%
%H (All HH)		96.2%	35.5%	21.2%	69.9%	30.2%	39.5%	89.5%
%H (TV HH)			36.9%	22.0%	72.6%	31.4%	41.1%	
65 +	1159	1129	324	161	891	246	645	716
%V	21.6%	22.9%	17.6%	16.9%	26.7%	19.0%	31.6%	15.1%
%H (All HH)		97.4%	28.0%	13.9%	76.9%	21.2%	55.7%	61.8%
%H (TV HH)			28.7%	14.3%	78.9%	21.8%	57.1%	

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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DATA PERIOD: ANNUAL

April 2016 - March 2017

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	5366	4932	1846	955	3340	1296	2044	4733
%H (All HH)		91.9%	34.4%	17.8%	62.2%	24.2%	38.1%	88.2%
%H (TV HH)			37.4%	19.4%	67.7%	26.3%	41.4%	
1	1630	1427	360	211	1062	239	823	1179
%V	30.4%	28.9%	19.5%	22.1%	31.8%	18.4%	40.3%	24.9%
%H (All HH)		87.5%	22.1%	12.9%	65.2%	14.7%	50.5%	72.3%
%H (TV HH)			25.2%	14.8%	74.4%	16.7%	57.7%	
2	1613	1514	536	304	1066	418	648	1469
%V	30.1%	30.7%	29.0%	31.8%	31.9%	32.3%	31.7%	31.0%
%H (All HH)		93.9%	33.2%	18.8%	66.1%	25.9%	40.2%	91.1%
%H (TV HH)			35.4%	20.1%	70.4%	27.6%	42.8%	
3	905	837	374	176	528	259	269	882
%V	16.9%	17.0%	20.3%	18.4%	15.8%	20.0%	13.2%	18.6%
%H (All HH)		92.5%	41.3%	19.4%	58.3%	28.6%	29.7%	97.5%
%H (TV HH)			44.7%	21.0%	63.1%	30.9%	32.1%	
4	809	772	379	179	464	258	206	801
%V	15.1%	15.7%	20.5%	18.7%	13.9%	19.9%	10.1%	16.9%
%H (All HH)		95.4%	46.8%	22.1%	57.4%	31.9%	25.5%	99.0%
%H (TV HH)			49.1%	23.2%	60.1%	33.4%	26.7%	
5+	409	382	196	85	220	122	98	401
%V	7.6%	7.7%	10.6%	8.9%	6.6%	9.4%	4.8%	8.5%
%H (All HH)		93.4%	47.9%	20.8%	53.8%	29.8%	24.0%	98.0%
%H (TV HH)			51.3%	22.3%	57.6%	31.9%	25.7%	
Average HH size	2.43	2.46	2.78	2.64	2.34	2.74	2.09	2.57

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 1.4: 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	5366	4932	1846	955	3340	1296	2044	4733
%H (All HH)		91.9%	34.4%	17.8%	62.2%	24.2%	38.1%	88.2%
%H (TV HH)			37.4%	19.4%	67.7%	26.3%	41.4%	
Without	3848	3487	1163	648	2476	866	1610	3244
%V	71.7%	70.7%	63.0%	67.9%	74.1%	66.8%	78.8%	68.5%
%H (All HH)		90.6%	30.2%	16.8%	64.3%	22.5%	41.8%	84.3%
%H (TV HH)			33.4%	18.6%	71.0%	24.8%	46.2%	
With	1518	1445	683	307	864	430	434	1488
%V	28.3%	29.3%	37.0%	32.1%	25.9%	33.2%	21.2%	31.4%
%H (All HH)		95.2%	45.0%	20.2%	56.9%	28.3%	28.6%	98.0%
%H (TV HH)			47.3%	21.2%	59.8%	29.8%	30.0%	
0 - 3	605	564	275	108	335	163	171	590
%V	11.3%	11.4%	14.9%	11.3%	10.0%	12.6%	8.4%	12.5%
%H (All HH)		93.2%	45.5%	17.9%	55.4%	26.9%	28.3%	97.5%
%H (TV HH)			48.8%	19.1%	59.4%	28.9%	30.3%	
4 - 9	798	759	367	159	438	219	219	782
%V	14.9%	15.4%	19.9%	16.6%	13.1%	16.9%	10.7%	16.5%
%H (All HH)		95.1%	46.0%	19.9%	54.9%	27.4%	27.4%	98.0%
%H (TV HH)			48.4%	20.9%	57.7%	28.9%	28.9%	
10 - 15	653	631	312	144	388	215	173	642
%V	12.2%	12.8%	16.9%	15.1%	11.6%	16.6%	8.5%	13.6%
%H (All HH)		96.6%	47.8%	22.1%	59.4%	32.9%	26.5%	98.3%
%H (TV HH)			49.4%	22.8%	61.5%	34.1%	27.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC London

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	5366	4932	1846	955	3340	1296	2044	4733
%H (All HH)		91.9%	34.4%	17.8%	62.2%	24.2%	38.1%	88.2%
%H (TV HH)			37.4%	19.4%	67.7%	26.3%	41.4%	
1	2563	2563	797	397	1609	342	1267	2168
%V	47.8%	52.0%	43.2%	41.6%	48.2%	26.4%	62.0%	45.8%
%H (All HH)		100.0%	31.1%	15.5%	62.8%	13.3%	49.4%	84.6%
%H (TV HH)			31.1%	15.5%	62.8%	13.3%	49.4%	
2	1461	1461	611	318	1008	479	529	1316
%V	27.2%	29.6%	33.1%	33.3%	30.2%	37.0%	25.9%	27.8%
%H (All HH)		100.0%	41.8%	21.8%	69.0%	32.8%	36.2%	90.1%
%H (TV HH)			41.8%	21.8%	69.0%	32.8%	36.2%	
3	592	592	279	152	469	296	172	566
%V	11.0%	12.0%	15.1%	15.9%	14.0%	22.8%	8.4%	12.0%
%H (All HH)		100.0%	47.1%	25.7%	79.2%	50.0%	29.1%	95.6%
%H (TV HH)			47.1%	25.7%	79.2%	50.0%	29.1%	
4	216	216	103	63	172	117	55	210
%V	4.0%	4.4%	5.6%	6.6%	5.1%	9.0%	2.7%	4.4%
%H (All HH)		100.0%	47.7%	29.2%	79.6%	54.2%	25.5%	97.2%
%H (TV HH)			47.7%	29.2%	79.6%	54.2%	25.5%	
5+	99	99	57	24	81	61	20	98
%V	1.8%	2.0%	3.1%	2.5%	2.4%	4.7%	1.0%	2.1%
%H (All HH)		100.0%	57.6%	24.2%	81.8%	61.6%	20.2%	99.0%
%H (TV HH)			57.6%	24.2%	81.8%	61.6%	20.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	5366	4932	1846	955	3340	1296	2044	4733
%H (All HH)		91.9%	34.4%	17.8%	62.2%	24.2%	38.1%	88.2%
%H (TV HH)			37.4%	19.4%	67.7%	26.3%	41.4%	
Under 20"	537	537	178	107	449	198	252	461
%V	10.0%	10.9%	9.6%	11.2%	13.4%	15.3%	12.3%	9.7%
%H (All HH)		100.0%	33.1%	19.9%	83.6%	36.9%	46.9%	85.8%
%H (TV HH)			33.1%	19.9%	83.6%	36.9%	46.9%	
20" - 29"	1276	1276	449	266	994	444	549	1100
%V	23.8%	25.9%	24.3%	27.9%	29.8%	34.3%	26.9%	23.2%
%H (All HH)		100.0%	35.2%	20.8%	77.9%	34.8%	43.0%	86.2%
%H (TV HH)			35.2%	20.8%	77.9%	34.8%	43.0%	
30" - 39"	2175	2175	771	452	1540	616	923	1930
%V	40.5%	44.1%	41.8%	47.3%	46.1%	47.5%	45.2%	40.8%
%H (All HH)		100.0%	35.4%	20.8%	70.8%	28.3%	42.4%	88.7%
%H (TV HH)			35.4%	20.8%	70.8%	28.3%	42.4%	
40" and over	2830	2830	1308	601	1835	933	902	2673
%V	52.7%	57.4%	70.9%	62.9%	54.9%	72.0%	44.1%	56.5%
%H (All HH)		100.0%	46.2%	21.2%	64.8%	33.0%	31.9%	94.5%
%H (TV HH)			46.2%	21.2%	64.8%	33.0%	31.9%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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April 2016 - March 2017
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	5366	4932	1846	955	3340	1296	2044	4733
%H (All HH)		91.9%	34.4%	17.8%	62.2%	24.2%	38.1%	88.2%
%H (TV HH)			37.4%	19.4%	67.7%	26.3%	41.4%	
Main living room	4850	4850	1826	942	3288	1282	2006	4287
%V	90.4%	98.3%	98.9%	98.6%	98.4%	98.9%	98.1%	90.6%
%H (All HH)		100.0%	37.6%	19.4%	67.8%	26.4%	41.4%	88.4%
%H (TV HH)			37.6%	19.4%	67.8%	26.4%	41.4%	
Kitchen	434	434	194	83	363	202	161	394
%V	8.1%	8.8%	10.5%	8.7%	10.9%	15.6%	7.9%	8.3%
%H (All HH)		100.0%	44.7%	19.1%	83.6%	46.5%	37.1%	90.8%
%H (TV HH)			44.7%	19.1%	83.6%	46.5%	37.1%	
Adult's bedroom	1883	1883	830	446	1378	768	610	1745
%V	35.1%	38.2%	45.0%	46.7%	41.3%	59.3%	29.8%	36.9%
%H (All HH)		100.0%	44.1%	23.7%	73.2%	40.8%	32.4%	92.7%
%H (TV HH)			44.1%	23.7%	73.2%	40.8%	32.4%	
Child's bedroom	231	231	121	59	161	108	52	227
%V	4.3%	4.7%	6.6%	6.2%	4.8%	8.3%	2.5%	4.8%
%H (All HH)		100.0%	52.4%	25.5%	69.7%	46.8%	22.5%	98.3%
%H (TV HH)			52.4%	25.5%	69.7%	46.8%	22.5%	
Other bedroom	175	175	85	48	142	93	49	169
%V	3.3%	3.5%	4.6%	5.0%	4.3%	7.2%	2.4%	3.6%
%H (All HH)		100.0%	48.6%	27.4%	81.1%	53.1%	28.0%	96.6%
%H (TV HH)			48.6%	27.4%	81.1%	53.1%	28.0%	
Second living/dining room	321	321	150	78	252	155	97	302
%V	6.0%	6.5%	8.1%	8.2%	7.5%	12.0%	4.7%	6.4%
%H (All HH)		100.0%	46.7%	24.3%	78.5%	48.3%	30.2%	94.1%
%H (TV HH)			46.7%	24.3%	78.5%	48.3%	30.2%	
Study/office	65	65	29	15	50	28	22	63
%V	1.2%	1.3%	1.6%	1.6%	1.5%	2.2%	1.1%	1.3%
%H (All HH)		100.0%	44.6%	23.1%	76.9%	43.1%	33.8%	96.9%
%H (TV HH)			44.6%	23.1%	76.9%	43.1%	33.8%	
TV room	38	38	20	12	29	21	8	38
%V	0.7%	0.8%	1.1%	1.3%	0.9%	1.6%	0.4%	0.8%
%H (All HH)		100.0%	52.6%	31.6%	76.3%	55.3%	21.1%	100.0%
%H (TV HH)			52.6%	31.6%	76.3%	55.3%	21.1%	
Conservatory	39	39	16	11	28	16	12	37
%V	0.7%	0.8%	0.9%	1.2%	0.8%	1.2%	0.6%	0.8%
%H (All HH)		100.0%	41.0%	28.2%	71.8%	41.0%	30.8%	94.9%
%H (TV HH)			41.0%	28.2%	71.8%	41.0%	30.8%	
Attic or loft room	11	11	7	4	7	6	1	11
%V	0.2%	0.2%	0.4%	0.4%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	63.6%	36.4%	63.6%	54.5%	9.1%	100.0%
%H (TV HH)			63.6%	36.4%	63.6%	54.5%	9.1%	
No specific location	7	7	4	0	5	3	2	7
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	57.1%	0.0%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			57.1%	0.0%	71.4%	42.9%	28.6%	
Other	51	51	24	11	40	24	16	51
%V	1.0%	1.0%	1.3%	1.2%	1.2%	1.9%	0.8%	1.1%
%H (All HH)		100.0%	47.1%	21.6%	78.4%	47.1%	31.4%	100.0%
%H (TV HH)			47.1%	21.6%	78.4%	47.1%	31.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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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	5366	4932	1846	955	3340	1296	2044	4733
%H (All HH)		91.9%	34.4%	17.8%	62.2%	24.2%	38.1%	88.2%
%H (TV HH)			37.4%	19.4%	67.7%	26.3%	41.4%	
Any DSAT provider	1846	1846	1846	61	868	868	0	1732
%V	34.4%	37.4%	100.0%	6.4%	26.0%	67.0%	0.0%	36.6%
%H (All HH)			100.0%	3.3%	47.0%	47.0%	0.0%	93.8%
%H (TV HH)			100.0%	3.3%	47.0%	47.0%	0.0%	
Sky with subscription	1515	1515	1515	32	714	714	0	1439
%V	28.2%	30.7%	82.1%	3.4%	21.4%	55.1%	0.0%	30.4%
%H (All HH)			100.0%	2.1%	47.1%	47.1%	0.0%	95.0%
%H (TV HH)			100.0%	2.1%	47.1%	47.1%	0.0%	
Sky without subscription	117	117	117	7	43	43	0	100
%V	2.2%	2.4%	6.3%	0.7%	1.3%	3.3%	0.0%	2.1%
%H (All HH)			100.0%	6.0%	36.8%	36.8%	0.0%	85.5%
%H (TV HH)			100.0%	6.0%	36.8%	36.8%	0.0%	
Freesat	139	139	139	10	73	73	0	127
%V	2.6%	2.8%	7.5%	1.0%	2.2%	5.6%	0.0%	2.7%
%H (All HH)			100.0%	7.2%	52.5%	52.5%	0.0%	91.4%
%H (TV HH)			100.0%	7.2%	52.5%	52.5%	0.0%	
Other satellite provider	144	144	144	17	80	80	0	133
%V	2.7%	2.9%	7.8%	1.8%	2.4%	6.2%	0.0%	2.8%
%H (All HH)			100.0%	11.8%	55.6%	55.6%	0.0%	92.4%
%H (TV HH)			100.0%	11.8%	55.6%	55.6%	0.0%	
DCAB	955	955	61	955	456	456	0	915
%V	17.8%	19.4%	3.3%	100.0%	13.7%	35.2%	0.0%	19.3%
%H (All HH)			6.4%	100.0%	47.7%	47.7%	0.0%	95.8%
%H (TV HH)			6.4%	100.0%	47.7%	47.7%	0.0%	
DTT	3340	3340	868	456	3340	1296	2044	2867
%V	62.2%	67.7%	47.0%	47.7%	100.0%	100.0%	100.0%	60.6%
%H (All HH)		100.0%	26.0%	13.7%	100.0%	38.8%	61.2%	85.8%
%H (TV HH)			26.0%	13.7%	100.0%	38.8%	61.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5366	4932	1846	955	3340	1296	2044	4733
%H (All HH)		91.9%	34.4%	17.8%	62.2%	24.2%	38.1%	88.2%
%H (TV HH)			37.4%	19.4%	67.7%	26.3%	41.4%	
PVR	2960	2960	1592	821	1723	1132	590	2802
%V	55.2%	60.0%	86.2%	86.0%	51.6%	87.3%	28.9%	59.2%
%H (All HH)		100.0%	53.8%	27.7%	58.2%	38.2%	19.9%	94.7%
%H (TV HH)			53.8%	27.7%	58.2%	38.2%	19.9%	
DVDR	81	81	22	17	68	26	42	70
%V	1.5%	1.6%	1.2%	1.8%	2.0%	2.0%	2.1%	1.5%
%H (All HH)		100.0%	27.2%	21.0%	84.0%	32.1%	51.9%	86.4%
%H (TV HH)			27.2%	21.0%	84.0%	32.1%	51.9%	
VCR	57	57	12	6	52	13	39	32
%V	1.1%	1.2%	0.7%	0.6%	1.6%	1.0%	1.9%	0.7%
%H (All HH)		100.0%	21.1%	10.5%	91.2%	22.8%	68.4%	56.1%
%H (TV HH)			21.1%	10.5%	91.2%	22.8%	68.4%	
Any recorder	3021	3021	1597	823	1779	1134	645	2835
%V	56.3%	61.3%	86.5%	86.2%	53.3%	87.5%	31.6%	59.9%
%H (All HH)		100.0%	52.9%	27.2%	58.9%	37.5%	21.4%	93.8%
%H (TV HH)			52.9%	27.2%	58.9%	37.5%	21.4%	
Receives HDTV (via STB or built-in reception)	3334	3334	1399	813	2279	1104	1175	3121
%V	62.1%	67.6%	75.8%	85.1%	68.2%	85.2%	57.5%	65.9%
%H (All HH)		100.0%	42.0%	24.4%	68.4%	33.1%	35.2%	93.6%
%H (TV HH)			42.0%	24.4%	68.4%	33.1%	35.2%	
DVD/Blu-ray player or recorder	3105	3105	1201	671	2161	957	1204	2847
%V	57.9%	63.0%	65.1%	70.3%	64.7%	73.8%	58.9%	60.2%
%H (All HH)		100.0%	38.7%	21.6%	69.6%	30.8%	38.8%	91.7%
%H (TV HH)			38.7%	21.6%	69.6%	30.8%	38.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2016 - March 2017

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5366	4932	1846	955	3340	1296	2044	4733
%H (All HH)		91.9%	34.4%	17.8%	62.2%	24.2%	38.1%	88.2%
%H (TV HH)			37.4%	19.4%	67.7%	26.3%	41.4%	
Has broadband internet	4733	4358	1732	915	2867	1237	1630	4733
%V	88.2%	88.4%	93.8%	95.8%	85.8%	95.4%	79.7%	100.0%
%H (All HH)		92.1%	36.6%	19.3%	60.6%	26.1%	34.4%	100.0%
%H (TV HH)			39.7%	21.0%	65.8%	28.4%	37.4%	
Number of computers (PCs and laptops)								
0	799	714	165	62	566	88	477	215
%V	14.9%	14.5%	8.9%	6.5%	16.9%	6.8%	23.3%	4.5%
%H (All HH)		89.4%	20.7%	7.8%	70.8%	11.0%	59.7%	26.9%
%H (TV HH)			23.1%	8.7%	79.3%	12.3%	66.8%	
1	1571	1406	517	230	934	305	630	1530
%V	29.3%	28.5%	28.0%	24.1%	28.0%	23.5%	30.8%	32.3%
%H (All HH)		89.5%	32.9%	14.6%	59.5%	19.4%	40.1%	97.4%
%H (TV HH)			36.8%	16.4%	66.4%	21.7%	44.8%	
2	1404	1319	529	275	870	380	490	1397
%V	26.2%	26.7%	28.7%	28.8%	26.0%	29.3%	24.0%	29.5%
%H (All HH)		93.9%	37.7%	19.6%	62.0%	27.1%	34.9%	99.5%
%H (TV HH)			40.1%	20.8%	66.0%	28.8%	37.1%	
3	716	668	285	154	434	215	219	715
%V	13.3%	13.5%	15.4%	16.1%	13.0%	16.6%	10.7%	15.1%
%H (All HH)		93.3%	39.8%	21.5%	60.6%	30.0%	30.6%	99.9%
%H (TV HH)			42.7%	23.1%	65.0%	32.2%	32.8%	
4	420	394	158	106	252	132	120	420
%V	7.8%	8.0%	8.6%	11.1%	7.5%	10.2%	5.9%	8.9%
%H (All HH)		93.8%	37.6%	25.2%	60.0%	31.4%	28.6%	100.0%
%H (TV HH)			40.1%	26.9%	64.0%	33.5%	30.5%	
5+	456	431	191	129	284	176	108	456
%V	8.5%	8.7%	10.3%	13.5%	8.5%	13.6%	5.3%	9.6%
%H (All HH)		94.5%	41.9%	28.3%	62.3%	38.6%	23.7%	100.0%
%H (TV HH)			44.3%	29.9%	65.9%	40.8%	25.1%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2016 - March 2017

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	8665	3579	1874	6165	2996	3169	7874
%H		41.3%	21.6%	71.1%	34.6%	36.6%	90.9%
Under 20"	650	223	131	546	248	297	564
%V	7.5%	6.2%	7.0%	8.9%	8.3%	9.4%	7.2%
%H		34.3%	20.2%	84.0%	38.2%	45.7%	86.8%
20" - 29"	1575	572	342	1257	603	654	1375
%V	18.2%	16.0%	18.2%	20.4%	20.1%	20.6%	17.5%
%H		36.3%	21.7%	79.8%	38.3%	41.5%	87.3%
30" - 39"	2589	968	560	1846	807	1038	2327
%V	29.9%	27.0%	29.9%	29.9%	26.9%	32.8%	29.6%
%H		37.4%	21.6%	71.3%	31.2%	40.1%	89.9%
40" and over	3438	1655	756	2238	1220	1018	3268
%V	39.7%	46.2%	40.3%	36.3%	40.7%	32.1%	41.5%
%H		48.1%	22.0%	65.1%	35.5%	29.6%	95.1%
Don't know	415	161	84	279	117	162	339
%V	4.8%	4.5%	4.5%	4.5%	3.9%	5.1%	4.3%
%H		38.8%	20.2%	67.2%	28.2%	39.0%	81.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017

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	8665	3579	1874	6165	2996	3169	7874
%H		41.3%	21.6%	71.1%	34.6%	36.6%	90.9%
Main living room	4870	1836	947	3301	1290	2011	4306
%V	56.2%	51.3%	50.5%	53.5%	43.1%	63.5%	54.7%
%H		37.7%	19.4%	67.8%	26.5%	41.3%	88.4%
Kitchen	435	194	83	364	202	161	394
%V	5.0%	5.4%	4.4%	5.9%	6.7%	5.1%	5.0%
%H		44.6%	19.1%	83.7%	46.4%	37.0%	90.6%
Adult's bedroom	2321	1038	575	1711	992	719	2168
%V	26.8%	29.0%	30.7%	27.8%	33.1%	22.7%	27.5%
%H		44.7%	24.8%	73.7%	42.7%	31.0%	93.4%
Child's bedroom	296	156	77	206	142	64	292
%V	3.4%	4.4%	4.1%	3.3%	4.7%	2.0%	3.7%
%H		52.7%	26.0%	69.6%	48.0%	21.6%	98.6%
Other bedroom	203	99	58	165	110	54	196
%V	2.3%	2.8%	3.1%	2.7%	3.7%	1.7%	2.5%
%H		48.8%	28.6%	81.3%	54.2%	26.6%	96.6%
Second living/dining room	324	152	79	255	157	97	306
%V	3.7%	4.2%	4.2%	4.1%	5.2%	3.1%	3.9%
%H		46.9%	24.4%	78.7%	48.5%	29.9%	94.4%
Study/office	66	30	15	51	28	22	64
%V	0.8%	0.8%	0.8%	0.8%	0.9%	0.7%	0.8%
%H		45.5%	22.7%	77.3%	42.4%	33.3%	97.0%
TV room	39	21	12	29	21	8	38
%V	0.5%	0.6%	0.6%	0.5%	0.7%	0.3%	0.5%
%H		53.8%	30.8%	74.4%	53.8%	20.5%	97.4%
Conservatory	39	16	11	28	16	12	37
%V	0.5%	0.4%	0.6%	0.5%	0.5%	0.4%	0.5%
%H		41.0%	28.2%	71.8%	41.0%	30.8%	94.9%
Attic or loft room	11	7	4	7	6	1	11
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		63.6%	36.4%	63.6%	54.5%	9.1%	100.0%
No specific location	7	4	0	5	3	2	7
%H	0.1%	57.1%	0.0%	71.4%	42.9%	28.6%	100.0%
Other	54	26	13	43	26	16	54
%V	0.6%	0.7%	0.7%	0.7%	0.9%	0.5%	0.7%
%H		48.1%	24.1%	79.6%	48.1%	29.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	8665	3579	1874	6165	2996	3169	7874
%H		41.3%	21.6%	71.1%	34.6%	36.6%	90.9%
PVR	3913	2225	1111	2177	1528	649	3730
%V	45.2%	62.2%	59.3%	35.3%	51.0%	20.5%	47.4%
%H		56.9%	28.4%	55.6%	39.0%	16.6%	95.3%
DVDR	87	24	18	73	27	45	75
%V	1.0%	0.7%	1.0%	1.2%	0.9%	1.4%	1.0%
%H		27.6%	20.7%	83.9%	31.0%	51.7%	86.2%
VCR	59	13	6	53	13	40	32
%V	0.7%	0.4%	0.3%	0.9%	0.4%	1.3%	0.4%
%H		22.0%	10.2%	89.8%	22.0%	67.8%	54.2%
Any recorder	3991	2235	1118	2247	1537	710	3779
%V	46.1%	62.4%	59.7%	36.4%	51.3%	22.4%	48.0%
%H		56.0%	28.0%	56.3%	38.5%	17.8%	94.7%

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	8665	3579	1874	6165	2996	3169	7874
%H		41.3%	21.6%	71.1%	34.6%	36.6%	90.9%
Receives HDTV (via STB or built-in reception)	4878	2161	1243	3399	1841	1558	4615
%V	56.3%	60.4%	66.3%	55.1%	61.4%	49.2%	58.6%
%H		44.3%	25.5%	69.7%	37.7%	31.9%	94.6%
DVD/Blu-ray player or recorder	4130	1683	962	2918	1451	1467	3849
%V	47.7%	47.0%	51.3%	47.3%	48.4%	46.3%	48.9%
%H		40.8%	23.3%	70.7%	35.1%	35.5%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017

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	4932	1846	955	3340	1296	2044	4358
%H		37.4%	19.4%	67.7%	26.3%	41.4%	88.4%
Under 20"	73	16	8	54	9	45	51
%V	1.5%	0.9%	0.8%	1.6%	0.7%	2.2%	1.2%
%H		21.9%	11.0%	74.0%	12.3%	61.6%	69.9%
20" - 29"	448	87	65	341	61	280	326
%V	9.1%	4.7%	6.8%	10.2%	4.7%	13.7%	7.5%
%H		19.4%	14.5%	76.1%	13.6%	62.5%	72.8%
30" - 39"	1453	399	269	1037	291	747	1226
%V	29.5%	21.6%	28.2%	31.0%	22.5%	36.5%	28.1%
%H		27.5%	18.5%	71.4%	20.0%	51.4%	84.4%
40" and over	2769	1284	585	1788	907	881	2617
%V	56.1%	69.6%	61.3%	53.5%	70.0%	43.1%	60.1%
%H		46.4%	21.1%	64.6%	32.8%	31.8%	94.5%
Don't know	189	60	29	119	29	91	139
%V	3.8%	3.3%	3.0%	3.6%	2.2%	4.5%	3.2%
%H		31.7%	15.3%	63.0%	15.3%	48.1%	73.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	4932	1846	955	3340	1296	2044	4358
%H		37.4%	19.4%	67.7%	26.3%	41.4%	88.4%
PVR	2921	1581	810	1688	1115	572	2767
%V	59.2%	85.6%	84.8%	50.5%	86.0%	28.0%	63.5%
%H		54.1%	27.7%	57.8%	38.2%	19.6%	94.7%
DVDR	68	18	12	59	19	39	57
%V	1.4%	1.0%	1.3%	1.8%	1.5%	1.9%	1.3%
%H		26.5%	17.6%	86.8%	27.9%	57.4%	83.8%
VCR	50	9	4	44	8	36	26
%V	1.0%	0.5%	0.4%	1.3%	0.6%	1.8%	0.6%
%H		18.0%	8.0%	88.0%	16.0%	72.0%	52.0%
Any recorder	2981	1586	813	1743	1118	625	2800
%V	60.4%	85.9%	85.1%	52.2%	86.3%	30.6%	64.2%
%H		53.2%	27.3%	58.5%	37.5%	21.0%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: 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	4932	1846	955	3340	1296	2044	4358
%H		37.4%	19.4%	67.7%	26.3%	41.4%	88.4%
Receives HDTV (via STB or built-in reception)	3249	1367	793	2205	1065	1140	3041
%V	65.9%	74.1%	83.0%	66.0%	82.2%	55.8%	69.8%
%H		42.1%	24.4%	67.9%	32.8%	35.1%	93.6%
DVD/Blu-ray player or recorder	2850	1082	606	1979	852	1127	2611
%V	57.8%	58.6%	63.5%	59.3%	65.7%	55.1%	59.9%
%H		38.0%	21.3%	69.4%	29.9%	39.5%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017

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	3734	1734	919	2825	1699	1125	3515
%H		46.4%	24.6%	75.7%	45.5%	30.1%	94.1%
Under 20"	577	207	123	491	239	252	513
%V	15.5%	11.9%	13.4%	17.4%	14.1%	22.4%	14.6%
%H		35.9%	21.3%	85.1%	41.4%	43.7%	88.9%
20" - 29"	1127	485	277	916	542	374	1049
%V	30.2%	28.0%	30.1%	32.4%	31.9%	33.2%	29.8%
%H		43.0%	24.6%	81.3%	48.1%	33.2%	93.1%
30" - 39"	1136	569	291	808	517	292	1101
%V	30.4%	32.8%	31.7%	28.6%	30.4%	26.0%	31.3%
%H		50.1%	25.6%	71.1%	45.5%	25.7%	96.9%
40" and over	669	371	172	450	313	137	651
%V	17.9%	21.4%	18.7%	15.9%	18.4%	12.2%	18.5%
%H		55.5%	25.7%	67.3%	46.8%	20.5%	97.3%
Don't know	225	101	56	159	88	71	200
%V	6.0%	5.8%	6.1%	5.6%	5.2%	6.3%	5.7%
%H		44.9%	24.9%	70.7%	39.1%	31.6%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017

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	3734	1734	919	2825	1699	1125	3515
%H		46.4%	24.6%	75.7%	45.5%	30.1%	94.1%
PVR	992	644	301	489	413	76	963
%V	26.6%	37.1%	32.8%	17.3%	24.3%	6.8%	27.4%
%H		64.9%	30.3%	49.3%	41.6%	7.7%	97.1%
DVDR	18	6	6	14	8	6	18
%V	0.5%	0.3%	0.7%	0.5%	0.5%	0.5%	0.5%
%H		33.3%	33.3%	77.8%	44.4%	33.3%	100.0%
VCR	9	3	2	9	5	4	7
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.4%	0.2%
%H		33.3%	22.2%	100.0%	55.6%	44.4%	77.8%
Any recorder	1010	649	306	504	419	85	980
%V	27.0%	37.4%	33.3%	17.8%	24.7%	7.6%	27.9%
%H		64.3%	30.3%	49.9%	41.5%	8.4%	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	3734	1734	919	2825	1699	1125	3515
%H		46.4%	24.6%	75.7%	45.5%	30.1%	94.1%
Receives HDTV (via STB or built-in reception)	1629	795	450	1194	776	418	1575
%V	43.6%	45.8%	49.0%	42.3%	45.7%	37.2%	44.8%
%H		48.8%	27.6%	73.3%	47.6%	25.7%	96.7%
DVD/Blu-ray player or recorder	1280	601	356	939	599	340	1238
%V	34.3%	34.7%	38.7%	33.2%	35.3%	30.2%	35.2%
%H		47.0%	27.8%	73.4%	46.8%	26.6%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	13030	12121	5137	2522	7824	3546	4278	12146
%H		93.0%	39.4%	19.4%	60.0%	27.2%	32.8%	93.2%
Total Children	2671	2540	1228	545	1503	769	733	2616
%V	20.5%	21.0%	23.9%	21.6%	19.2%	21.7%	17.1%	21.5%
%H		95.1%	46.0%	20.4%	56.3%	28.8%	27.4%	97.9%
0 - 3	718	670	329	127	398	193	206	699
%V	5.5%	5.5%	6.4%	5.0%	5.1%	5.4%	4.8%	5.8%
%H		93.3%	45.8%	17.7%	55.4%	26.9%	28.7%	97.4%
4 - 15	1953	1869	899	417	1104	577	528	1917
%V	15.0%	15.4%	17.5%	16.5%	14.1%	16.3%	12.3%	15.8%
%H		95.7%	46.0%	21.4%	56.5%	29.5%	27.0%	98.2%
4 - 9	1082	1027	494	223	582	294	289	1059
%V	8.3%	8.5%	9.6%	8.8%	7.4%	8.3%	6.8%	8.7%
%H		94.9%	45.7%	20.6%	53.8%	27.2%	26.7%	97.9%
10 - 15	871	843	405	194	522	283	239	858
%V	6.7%	7.0%	7.9%	7.7%	6.7%	8.0%	5.6%	7.1%
%H		96.8%	46.5%	22.3%	59.9%	32.5%	27.4%	98.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	13030	12121	5137	2522	7824	3546	4278	12146
%H		93.0%	39.4%	19.4%	60.0%	27.2%	32.8%	93.2%
Total Adults (16+)	10359	9581	3909	1978	6321	2776	3545	9529
%V	79.5%	79.0%	76.1%	78.4%	80.8%	78.3%	82.9%	78.5%
%H		92.5%	37.7%	19.1%	61.0%	26.8%	34.2%	92.0%
16 - 19	473	441	211	106	286	161	125	465
%V	3.6%	3.6%	4.1%	4.2%	3.7%	4.5%	2.9%	3.8%
%H		93.2%	44.6%	22.4%	60.5%	34.0%	26.4%	98.3%
20 - 24	835	670	299	143	408	206	201	811
%V	6.4%	5.5%	5.8%	5.7%	5.2%	5.8%	4.7%	6.7%
%H		80.2%	35.8%	17.1%	48.9%	24.7%	24.1%	97.1%
25 - 34	2260	1981	815	373	1179	482	697	2212
%V	17.3%	16.3%	15.9%	14.8%	15.1%	13.6%	16.3%	18.2%
%H		87.7%	36.1%	16.5%	52.2%	21.3%	30.8%	97.9%
35 - 44	1989	1832	820	391	1118	536	583	1946
%V	15.3%	15.1%	16.0%	15.5%	14.3%	15.1%	13.6%	16.0%
%H		92.1%	41.2%	19.7%	56.2%	26.9%	29.3%	97.8%
45 - 54	1759	1687	707	405	1111	535	576	1694
%V	13.5%	13.9%	13.8%	16.1%	14.2%	15.1%	13.5%	13.9%
%H		95.9%	40.2%	23.0%	63.2%	30.4%	32.7%	96.3%
55 - 64	1318	1280	524	291	900	433	467	1213
%V	10.1%	10.6%	10.2%	11.5%	11.5%	12.2%	10.9%	10.0%
%H		97.1%	39.8%	22.1%	68.3%	32.9%	35.4%	92.0%
65+	1726	1690	533	268	1318	423	894	1188
%V	13.2%	13.9%	10.4%	10.6%	16.8%	11.9%	20.9%	9.8%
%H		97.9%	30.9%	15.5%	76.4%	24.5%	51.8%	68.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)		10359	9581	3909	1978	6321	2776	3545	9529
	%H		92.5%	37.7%	19.1%	61.0%	26.8%	34.2%	92.0%
AB		3112	2923	1153	690	1940	889	1051	3051
	%V	30.0%	30.5%	29.5%	34.9%	30.7%	32.0%	29.6%	32.0%
	%H		93.9%	37.1%	22.2%	62.3%	28.6%	33.8%	98.0%
C1		3197	2909	1206	629	1940	900	1040	3032
	%V	30.9%	30.4%	30.9%	31.8%	30.7%	32.4%	29.3%	31.8%
	%H		91.0%	37.7%	19.7%	60.7%	28.2%	32.5%	94.8%
C2		1846	1737	746	350	1154	543	611	1693
	%V	17.8%	18.1%	19.1%	17.7%	18.3%	19.6%	17.2%	17.8%
	%H		94.1%	40.4%	19.0%	62.5%	29.4%	33.1%	91.7%
D		1560	1409	598	228	867	331	536	1358
	%V	15.1%	14.7%	15.3%	11.5%	13.7%	11.9%	15.1%	14.3%
	%H		90.3%	38.3%	14.6%	55.6%	21.2%	34.4%	87.1%
E		644	603	206	81	419	113	306	396
	%V	6.2%	6.3%	5.3%	4.1%	6.6%	4.1%	8.6%	4.2%
	%H		93.6%	32.0%	12.6%	65.1%	17.5%	47.5%	61.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	10359	9581	3909	1978	6321	2776	3545	9529
%H		92.5%	37.7%	19.1%	61.0%	26.8%	34.2%	92.0%
Working full time	5563	5123	2154	1140	3238	1522	1716	5444
%V	53.7%	53.5%	55.1%	57.6%	51.2%	54.8%	48.4%	57.1%
%H		92.1%	38.7%	20.5%	58.2%	27.4%	30.8%	97.9%
Working part time	980	914	390	210	615	311	305	945
%V	9.5%	9.5%	10.0%	10.6%	9.7%	11.2%	8.6%	9.9%
%H		93.3%	39.8%	21.4%	62.8%	31.7%	31.1%	96.4%
Not working	3817	3545	1366	628	2467	944	1524	3140
%V	36.8%	37.0%	34.9%	31.7%	39.0%	34.0%	43.0%	33.0%
%H		92.9%	35.8%	16.5%	64.6%	24.7%	39.9%	82.3%
Housewife/Houseperson	5366	4932	1846	955	3340	1296	2044	4733
%V	51.8%	51.5%	47.2%	48.3%	52.8%	46.7%	57.7%	49.7%
%H		91.9%	34.4%	17.8%	62.2%	24.2%	38.1%	88.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	5091	4653	1903	990	3038	1365	1672	4729
%H		91.4%	37.4%	19.4%	59.7%	26.8%	32.8%	92.9%
16 - 19	255	238	114	61	157	93	64	252
%V	5.0%	5.1%	6.0%	6.2%	5.2%	6.8%	3.8%	5.3%
%H		93.3%	44.7%	23.9%	61.6%	36.5%	25.1%	98.8%
20 - 24	408	333	151	77	191	99	92	395
%V	8.0%	7.2%	7.9%	7.8%	6.3%	7.3%	5.5%	8.4%
%H		81.6%	37.0%	18.9%	46.8%	24.3%	22.5%	96.8%
25 - 34	1139	980	398	193	582	249	333	1115
%V	22.4%	21.1%	20.9%	19.5%	19.2%	18.2%	19.9%	23.6%
%H		86.0%	34.9%	16.9%	51.1%	21.9%	29.2%	97.9%
35 - 44	1008	907	401	190	547	254	293	982
%V	19.8%	19.5%	21.1%	19.2%	18.0%	18.6%	17.5%	20.8%
%H		90.0%	39.8%	18.8%	54.3%	25.2%	29.1%	97.4%
45 - 54	865	823	342	197	545	259	286	828
%V	17.0%	17.7%	18.0%	19.9%	17.9%	19.0%	17.1%	17.5%
%H		95.1%	39.5%	22.8%	63.0%	29.9%	33.1%	95.7%
55 - 64	644	622	251	143	436	211	225	592
%V	12.6%	13.4%	13.2%	14.4%	14.4%	15.5%	13.5%	12.5%
%H		96.6%	39.0%	22.2%	67.7%	32.8%	34.9%	91.9%
65+	772	750	246	130	580	201	379	565
%V	15.2%	16.1%	12.9%	13.1%	19.1%	14.7%	22.7%	11.9%
%H		97.2%	31.9%	16.8%	75.1%	26.0%	49.1%	73.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)		5091	4653	1903	990	3038	1365	1672	4729
	%H		91.4%	37.4%	19.4%	59.7%	26.8%	32.8%	92.9%
AB		1579	1482	596	347	980	460	520	1551
	%V	31.0%	31.9%	31.3%	35.1%	32.3%	33.7%	31.1%	32.8%
	%H		93.9%	37.7%	22.0%	62.1%	29.1%	32.9%	98.2%
C1		1473	1325	556	308	868	426	442	1422
	%V	28.9%	28.5%	29.2%	31.1%	28.6%	31.2%	26.4%	30.1%
	%H		90.0%	37.7%	20.9%	58.9%	28.9%	30.0%	96.5%
C2		987	918	383	191	605	280	325	901
	%V	19.4%	19.7%	20.1%	19.3%	19.9%	20.5%	19.4%	19.1%
	%H		93.0%	38.8%	19.4%	61.3%	28.4%	32.9%	91.3%
D		786	688	289	114	416	156	259	688
	%V	15.4%	14.8%	15.2%	11.5%	13.7%	11.4%	15.5%	14.5%
	%H		87.5%	36.8%	14.5%	52.9%	19.8%	33.0%	87.5%
E		266	240	78	31	169	43	126	167
	%V	5.2%	5.2%	4.1%	3.1%	5.6%	3.2%	7.5%	3.5%
	%H		90.2%	29.3%	11.7%	63.5%	16.2%	47.4%	62.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	5091	4653	1903	990	3038	1365	1672	4729
%H		91.4%	37.4%	19.4%	59.7%	26.8%	32.8%	92.9%
Working full time	3361	3084	1316	690	1918	916	1002	3282
%V	66.0%	66.3%	69.2%	69.7%	63.1%	67.1%	59.9%	69.4%
%H		91.8%	39.2%	20.5%	57.1%	27.3%	29.8%	97.6%
Working part time	257	224	92	53	151	77	74	241
%V	5.0%	4.8%	4.8%	5.4%	5.0%	5.6%	4.4%	5.1%
%H		87.2%	35.8%	20.6%	58.8%	30.0%	28.8%	93.8%
Not working	1473	1346	494	246	969	373	596	1205
%V	28.9%	28.9%	26.0%	24.8%	31.9%	27.3%	35.6%	25.5%
%H		91.4%	33.5%	16.7%	65.8%	25.3%	40.5%	81.8%
Housewife/Houseperson	1271	1082	329	199	754	241	514	1060
%V	25.0%	23.3%	17.3%	20.1%	24.8%	17.7%	30.7%	22.4%
%H		85.1%	25.9%	15.7%	59.3%	19.0%	40.4%	83.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	5268	4928	2007	988	3283	1411	1872	4801
%H		93.5%	38.1%	18.8%	62.3%	26.8%	35.5%	91.1%
16 - 19	218	202	96	46	129	68	61	214
%V	4.1%	4.1%	4.8%	4.7%	3.9%	4.8%	3.3%	4.5%
%H		92.7%	44.0%	21.1%	59.2%	31.2%	28.0%	98.2%
20 - 24	427	337	148	66	217	108	109	416
%V	8.1%	6.8%	7.4%	6.7%	6.6%	7.7%	5.8%	8.7%
%H		78.9%	34.7%	15.5%	50.8%	25.3%	25.5%	97.4%
25 - 34	1120	1001	417	181	597	233	364	1098
%V	21.3%	20.3%	20.8%	18.3%	18.2%	16.5%	19.4%	22.9%
%H		89.4%	37.2%	16.2%	53.3%	20.8%	32.5%	98.0%
35 - 44	981	925	420	201	571	282	289	964
%V	18.6%	18.8%	20.9%	20.3%	17.4%	20.0%	15.4%	20.1%
%H		94.3%	42.8%	20.5%	58.2%	28.7%	29.5%	98.3%
45 - 54	893	864	366	208	567	277	290	866
%V	17.0%	17.5%	18.2%	21.1%	17.3%	19.6%	15.5%	18.0%
%H		96.8%	41.0%	23.3%	63.5%	31.0%	32.5%	97.0%
55 - 64	674	658	273	148	464	222	242	621
%V	12.8%	13.4%	13.6%	15.0%	14.1%	15.7%	12.9%	12.9%
%H		97.6%	40.5%	22.0%	68.8%	32.9%	35.9%	92.1%
65+	955	941	288	138	738	222	516	622
%V	18.1%	19.1%	14.3%	14.0%	22.5%	15.7%	27.6%	13.0%
%H		98.5%	30.2%	14.5%	77.3%	23.2%	54.0%	65.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)		5268	4928	2007	988	3283	1411	1872	4801
	%H		93.5%	38.1%	18.8%	62.3%	26.8%	35.5%	91.1%
AB		1533	1441	557	343	960	428	531	1500
	%V	29.1%	29.2%	27.8%	34.7%	29.2%	30.3%	28.4%	31.2%
	%H		94.0%	36.3%	22.4%	62.6%	27.9%	34.6%	97.8%
C1		1724	1584	650	322	1072	474	598	1610
	%V	32.7%	32.1%	32.4%	32.6%	32.7%	33.6%	31.9%	33.5%
	%H		91.9%	37.7%	18.7%	62.2%	27.5%	34.7%	93.4%
C2		859	819	362	159	549	263	286	792
	%V	16.3%	16.6%	18.0%	16.1%	16.7%	18.6%	15.3%	16.5%
	%H		95.3%	42.1%	18.5%	63.9%	30.6%	33.3%	92.2%
D		774	721	310	115	452	175	277	671
	%V	14.7%	14.6%	15.4%	11.6%	13.8%	12.4%	14.8%	14.0%
	%H		93.2%	40.1%	14.9%	58.4%	22.6%	35.8%	86.7%
E		378	363	128	50	251	71	180	228
	%V	7.2%	7.4%	6.4%	5.1%	7.6%	5.0%	9.6%	4.7%
	%H		96.0%	33.9%	13.2%	66.4%	18.8%	47.6%	60.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	5268	4928	2007	988	3283	1411	1872	4801
%H		93.5%	38.1%	18.8%	62.3%	26.8%	35.5%	91.1%
Working full time	2202	2039	837	450	1320	606	714	2162
%V	41.8%	41.4%	41.7%	45.5%	40.2%	42.9%	38.1%	45.0%
%H		92.6%	38.0%	20.4%	59.9%	27.5%	32.4%	98.2%
Working part time	722	690	298	156	465	234	231	704
%V	13.7%	14.0%	14.8%	15.8%	14.2%	16.6%	12.3%	14.7%
%H		95.6%	41.3%	21.6%	64.4%	32.4%	32.0%	97.5%
Not working	2344	2199	872	382	1498	571	927	1935
%V	44.5%	44.6%	43.4%	38.7%	45.6%	40.5%	49.5%	40.3%
%H		93.8%	37.2%	16.3%	63.9%	24.4%	39.5%	82.6%
Housewife/Houseperson	4095	3850	1517	756	2586	1056	1530	3673
%V	77.7%	78.1%	75.6%	76.5%	78.8%	74.8%	81.7%	76.5%
%H		94.0%	37.0%	18.5%	63.2%	25.8%	37.4%	89.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1131	1076	458	144	728	268	460	980
%H (All HH)		95.1%	40.5%	12.7%	64.4%	23.7%	40.7%	86.6%
%H (TV HH)			42.6%	13.4%	67.7%	24.9%	42.8%	
AB	300	286	130	44	190	78	112	288
%V	26.5%	26.6%	28.4%	30.6%	26.1%	29.1%	24.3%	29.4%
%H (All HH)		95.3%	43.3%	14.7%	63.3%	26.0%	37.3%	96.0%
%H (TV HH)			45.5%	15.4%	66.4%	27.3%	39.2%	
C1	362	343	155	41	232	91	140	330
%V	32.0%	31.9%	33.8%	28.5%	31.9%	34.0%	30.4%	33.7%
%H (All HH)		94.8%	42.8%	11.3%	64.1%	25.1%	38.7%	91.2%
%H (TV HH)			45.2%	12.0%	67.6%	26.5%	40.8%	
C2	209	203	85	31	138	54	84	176
%V	18.5%	18.9%	18.6%	21.5%	19.0%	20.1%	18.3%	18.0%
%H (All HH)		97.1%	40.7%	14.8%	66.0%	25.8%	40.2%	84.2%
%H (TV HH)			41.9%	15.3%	68.0%	26.6%	41.4%	
D	146	139	57	20	87	27	60	113
%V	12.9%	12.9%	12.4%	13.9%	12.0%	10.1%	13.0%	11.5%
%H (All HH)		95.2%	39.0%	13.7%	59.6%	18.5%	41.1%	77.4%
%H (TV HH)			41.0%	14.4%	62.6%	19.4%	43.2%	
E	115	105	31	8	82	18	64	73
%V	10.2%	9.8%	6.8%	5.6%	11.3%	6.7%	13.9%	7.4%
%H (All HH)		91.3%	27.0%	7.0%	71.3%	15.7%	55.7%	63.5%
%H (TV HH)			29.5%	7.6%	78.1%	17.1%	61.0%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1131	1076	458	144	728	268	460	980
%H (All HH)		95.1%	40.5%	12.7%	64.4%	23.7%	40.7%	86.6%
%H (TV HH)			42.6%	13.4%	67.7%	24.9%	42.8%	
Under 25	46	35	9	2	21	4	16	43
%V	4.1%	3.3%	2.0%	1.4%	2.9%	1.5%	3.5%	4.4%
%H (All HH)		76.1%	19.6%	4.3%	45.7%	8.7%	34.8%	93.5%
%H (TV HH)			25.7%	5.7%	60.0%	11.4%	45.7%	
25 - 34	146	133	59	17	69	21	49	142
%V	12.9%	12.4%	12.9%	11.8%	9.5%	7.8%	10.7%	14.5%
%H (All HH)		91.1%	40.4%	11.6%	47.3%	14.4%	33.6%	97.3%
%H (TV HH)			44.4%	12.8%	51.9%	15.8%	36.8%	
35 - 44	172	165	86	29	98	48	50	166
%V	15.2%	15.3%	18.8%	20.1%	13.5%	17.9%	10.9%	16.9%
%H (All HH)		95.9%	50.0%	16.9%	57.0%	27.9%	29.1%	96.5%
%H (TV HH)			52.1%	17.6%	59.4%	29.1%	30.3%	
45 - 54	237	223	101	40	141	59	82	222
%V	21.0%	20.7%	22.1%	27.8%	19.4%	22.0%	17.8%	22.7%
%H (All HH)		94.1%	42.6%	16.9%	59.5%	24.9%	34.6%	93.7%
%H (TV HH)			45.3%	17.9%	63.2%	26.5%	36.8%	
55 - 64	201	196	87	27	139	59	81	183
%V	17.8%	18.2%	19.0%	18.8%	19.1%	22.0%	17.6%	18.7%
%H (All HH)		97.5%	43.3%	13.4%	69.2%	29.4%	40.3%	91.0%
%H (TV HH)			44.4%	13.8%	70.9%	30.1%	41.3%	
65 +	330	325	116	28	259	77	183	223
%V	29.2%	30.2%	25.3%	19.4%	35.6%	28.7%	39.8%	22.8%
%H (All HH)		98.5%	35.2%	8.5%	78.5%	23.3%	55.5%	67.6%
%H (TV HH)			35.7%	8.6%	79.7%	23.7%	56.3%	

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

April 2016 - March 2017

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	1131	1076	458	144	728	268	460	980
%H (All HH)		95.1%	40.5%	12.7%	64.4%	23.7%	40.7%	86.6%
%H (TV HH)			42.6%	13.4%	67.7%	24.9%	42.8%	
1	353	328	99	32	255	62	193	244
%V	31.2%	30.5%	21.6%	22.2%	35.0%	23.1%	42.0%	24.9%
%H (All HH)		92.9%	28.0%	9.1%	72.2%	17.6%	54.7%	69.1%
%H (TV HH)			30.2%	9.8%	77.7%	18.9%	58.8%	
2	377	361	158	50	237	91	146	346
%V	33.3%	33.6%	34.5%	34.7%	32.6%	34.0%	31.7%	35.3%
%H (All HH)		95.8%	41.9%	13.3%	62.9%	24.1%	38.7%	91.8%
%H (TV HH)			43.8%	13.9%	65.7%	25.2%	40.4%	
3	193	182	91	27	114	55	60	188
%V	17.1%	16.9%	19.9%	18.8%	15.7%	20.5%	13.0%	19.2%
%H (All HH)		94.3%	47.2%	14.0%	59.1%	28.5%	31.1%	97.4%
%H (TV HH)			50.0%	14.8%	62.6%	30.2%	33.0%	
4	140	139	76	20	85	43	42	136
%V	12.4%	12.9%	16.6%	13.9%	11.7%	16.0%	9.1%	13.9%
%H (All HH)		99.3%	54.3%	14.3%	60.7%	30.7%	30.0%	97.1%
%H (TV HH)			54.7%	14.4%	61.2%	30.9%	30.2%	
5+	68	67	34	15	37	17	20	66
%V	6.0%	6.2%	7.4%	10.4%	5.1%	6.3%	4.3%	6.7%
%H (All HH)		98.5%	50.0%	22.1%	54.4%	25.0%	29.4%	97.1%
%H (TV HH)			50.7%	22.4%	55.2%	25.4%	29.9%	
Average HH size	2.31	2.33	2.56	2.60	2.21	2.51	2.03	2.45

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1131	1076	458	144	728	268	460	980
%H (All HH)		95.1%	40.5%	12.7%	64.4%	23.7%	40.7%	86.6%
%H (TV HH)			42.6%	13.4%	67.7%	24.9%	42.8%	
Without	839	792	309	100	562	193	369	695
%V	74.2%	73.6%	67.5%	69.4%	77.2%	72.0%	80.2%	70.9%
%H (All HH)		94.4%	36.8%	11.9%	67.0%	23.0%	44.0%	82.8%
%H (TV HH)			39.0%	12.6%	71.0%	24.4%	46.6%	
With	292	285	149	43	166	75	91	285
%V	25.8%	26.5%	32.5%	29.9%	22.8%	28.0%	19.8%	29.1%
%H (All HH)		97.6%	51.0%	14.7%	56.8%	25.7%	31.2%	97.6%
%H (TV HH)			52.3%	15.1%	58.2%	26.3%	31.9%	
0 - 3	103	98	51	16	55	24	31	99
%V	9.1%	9.1%	11.1%	11.1%	7.6%	9.0%	6.7%	10.1%
%H (All HH)		95.1%	49.5%	15.5%	53.4%	23.3%	30.1%	96.1%
%H (TV HH)			52.0%	16.3%	56.1%	24.5%	31.6%	
4 - 9	160	157	80	23	94	43	51	156
%V	14.1%	14.6%	17.5%	16.0%	12.9%	16.0%	11.1%	15.9%
%H (All HH)		98.1%	50.0%	14.4%	58.8%	26.9%	31.9%	97.5%
%H (TV HH)			51.0%	14.6%	59.9%	27.4%	32.5%	
10 - 15	136	136	73	22	81	39	42	134
%V	12.0%	12.6%	15.9%	15.3%	11.1%	14.6%	9.1%	13.7%
%H (All HH)		100.0%	53.7%	16.2%	59.6%	28.7%	30.9%	98.5%
%H (TV HH)			53.7%	16.2%	59.6%	28.7%	30.9%	

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

April 2016 - March 2017

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1131	1076	458	144	728	268	460	980
%H (All HH)		95.1%	40.5%	12.7%	64.4%	23.7%	40.7%	86.6%
%H (TV HH)			42.6%	13.4%	67.7%	24.9%	42.8%	
1	443	443	140	50	278	42	236	357
%V	39.2%	41.2%	30.6%	34.7%	38.2%	15.7%	51.3%	36.4%
%H (All HH)		100.0%	31.6%	11.3%	62.8%	9.5%	53.3%	80.6%
%H (TV HH)			31.6%	11.3%	62.8%	9.5%	53.3%	
2	350	350	160	49	242	103	139	313
%V	30.9%	32.5%	34.9%	34.0%	33.2%	38.4%	30.2%	31.9%
%H (All HH)		100.0%	45.7%	14.0%	69.1%	29.4%	39.7%	89.4%
%H (TV HH)			45.7%	14.0%	69.1%	29.4%	39.7%	
3	172	172	94	26	121	67	54	158
%V	15.2%	16.0%	20.5%	18.1%	16.6%	25.0%	11.7%	16.1%
%H (All HH)		100.0%	54.7%	15.1%	70.3%	39.0%	31.4%	91.9%
%H (TV HH)			54.7%	15.1%	70.3%	39.0%	31.4%	
4	83	83	44	14	64	39	25	80
%V	7.3%	7.7%	9.6%	9.7%	8.8%	14.6%	5.4%	8.2%
%H (All HH)		100.0%	53.0%	16.9%	77.1%	47.0%	30.1%	96.4%
%H (TV HH)			53.0%	16.9%	77.1%	47.0%	30.1%	
5+	29	29	20	3	24	17	7	29
%V	2.6%	2.7%	4.4%	2.1%	3.3%	6.3%	1.5%	3.0%
%H (All HH)		100.0%	69.0%	10.3%	82.8%	58.6%	24.1%	100.0%
%H (TV HH)			69.0%	10.3%	82.8%	58.6%	24.1%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1131	1076	458	144	728	268	460	980
%H (All HH)		95.1%	40.5%	12.7%	64.4%	23.7%	40.7%	86.6%
%H (TV HH)			42.6%	13.4%	67.7%	24.9%	42.8%	
Under 20"	201	201	90	24	164	74	90	173
%V	17.8%	18.7%	19.7%	16.7%	22.5%	27.6%	19.6%	17.7%
%H (All HH)		100.0%	44.8%	11.9%	81.6%	36.8%	44.8%	86.1%
%H (TV HH)			44.8%	11.9%	81.6%	36.8%	44.8%	
20" - 29"	364	364	143	46	276	101	175	307
%V	32.2%	33.8%	31.2%	31.9%	37.9%	37.7%	38.0%	31.3%
%H (All HH)		100.0%	39.3%	12.6%	75.8%	27.7%	48.1%	84.3%
%H (TV HH)			39.3%	12.6%	75.8%	27.7%	48.1%	
30" - 39"	544	544	248	79	372	157	215	481
%V	48.1%	50.6%	54.1%	54.9%	51.1%	58.6%	46.7%	49.1%
%H (All HH)		100.0%	45.6%	14.5%	68.4%	28.9%	39.5%	88.4%
%H (TV HH)			45.6%	14.5%	68.4%	28.9%	39.5%	
40" and over	588	588	297	88	373	180	193	551
%V	52.0%	54.6%	64.8%	61.1%	51.2%	67.2%	42.0%	56.2%
%H (All HH)		100.0%	50.5%	15.0%	63.4%	30.6%	32.8%	93.7%
%H (TV HH)			50.5%	15.0%	63.4%	30.6%	32.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2016 - March 2017
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	1131	1076	458	144	728	268	460	980
%H (All HH)		95.1%	40.5%	12.7%	64.4%	23.7%	40.7%	86.6%
%H (TV HH)			42.6%	13.4%	67.7%	24.9%	42.8%	
Main living room	1068	1068	454	144	724	268	456	929
%V	94.4%	99.3%	99.1%	100.0%	99.5%	100.0%	99.1%	94.8%
%H (All HH)		100.0%	42.5%	13.5%	67.8%	25.1%	42.7%	87.0%
%H (TV HH)			42.5%	13.5%	67.8%	25.1%	42.7%	
Kitchen	100	100	46	11	83	39	44	88
%V	8.8%	9.3%	10.0%	7.6%	11.4%	14.6%	9.6%	9.0%
%H (All HH)		100.0%	46.0%	11.0%	83.0%	39.0%	44.0%	88.0%
%H (TV HH)			46.0%	11.0%	83.0%	39.0%	44.0%	
Adult's bedroom	486	486	240	74	344	172	172	448
%V	43.0%	45.2%	52.4%	51.4%	47.3%	64.2%	37.4%	45.7%
%H (All HH)		100.0%	49.4%	15.2%	70.8%	35.4%	35.4%	92.2%
%H (TV HH)			49.4%	15.2%	70.8%	35.4%	35.4%	
Child's bedroom	94	94	59	11	60	35	24	92
%V	8.3%	8.7%	12.9%	7.6%	8.2%	13.1%	5.2%	9.4%
%H (All HH)		100.0%	62.8%	11.7%	63.8%	37.2%	25.5%	97.9%
%H (TV HH)			62.8%	11.7%	63.8%	37.2%	25.5%	
Other bedroom	125	125	69	17	98	58	40	116
%V	11.1%	11.6%	15.1%	11.8%	13.5%	21.6%	8.7%	11.8%
%H (All HH)		100.0%	55.2%	13.6%	78.4%	46.4%	32.0%	92.8%
%H (TV HH)			55.2%	13.6%	78.4%	46.4%	32.0%	
Second living/dining room	82	82	40	16	59	31	27	77
%V	7.3%	7.6%	8.7%	11.1%	8.1%	11.6%	5.9%	7.9%
%H (All HH)		100.0%	48.8%	19.5%	72.0%	37.8%	32.9%	93.9%
%H (TV HH)			48.8%	19.5%	72.0%	37.8%	32.9%	
Study/office	21	21	15	3	16	12	4	21
%V	1.9%	2.0%	3.3%	2.1%	2.2%	4.5%	0.9%	2.1%
%H (All HH)		100.0%	71.4%	14.3%	76.2%	57.1%	19.0%	100.0%
%H (TV HH)			71.4%	14.3%	76.2%	57.1%	19.0%	
TV room	13	13	11	1	8	6	2	13
%V	1.1%	1.2%	2.4%	0.7%	1.1%	2.2%	0.4%	1.3%
%H (All HH)		100.0%	84.6%	7.7%	61.5%	46.2%	15.4%	100.0%
%H (TV HH)			84.6%	7.7%	61.5%	46.2%	15.4%	
Conservatory	18	18	10	4	12	8	4	16
%V	1.6%	1.7%	2.2%	2.8%	1.6%	3.0%	0.9%	1.6%
%H (All HH)		100.0%	55.6%	22.2%	66.7%	44.4%	22.2%	88.9%
%H (TV HH)			55.6%	22.2%	66.7%	44.4%	22.2%	
Attic or loft room	3	3	3	0	3	2	1	3
%V	0.3%	0.3%	0.7%	0.0%	0.4%	0.7%	0.2%	0.3%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	66.7%	33.3%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.4%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	17	17	9	1	14	8	6	17
%V	1.5%	1.6%	2.0%	0.7%	1.9%	3.0%	1.3%	1.7%
%H (All HH)		100.0%	52.9%	5.9%	82.4%	47.1%	35.3%	100.0%
%H (TV HH)			52.9%	5.9%	82.4%	47.1%	35.3%	

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
April 2016 - March 2017

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	1131	1076	458	144	728	268	460	980
%V (All HH)		95.1%	40.5%	12.7%	64.4%	23.7%	40.7%	86.6%
%H (TV HH)			42.6%	13.4%	67.7%	24.9%	42.8%	
Any DSAT provider	458	458	458	8	213	213	0	427
%V	40.5%	42.6%	100.0%	5.6%	29.3%	79.5%	0.0%	43.6%
%H (All HH)			100.0%	1.7%	46.5%	46.5%	0.0%	93.2%
%H (TV HH)			100.0%	1.7%	46.5%	46.5%	0.0%	
Sky with subcription	353	353	353	3	162	162	0	333
%V	31.2%	32.8%	77.1%	2.1%	22.3%	60.4%	0.0%	34.0%
%H (All HH)			100.0%	0.8%	45.9%	45.9%	0.0%	94.3%
%H (TV HH)			100.0%	0.8%	45.9%	45.9%	0.0%	
Sky without subscription	25	25	25	0	13	13	0	21
%V	2.2%	2.3%	5.5%	0.0%	1.8%	4.9%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	52.0%	52.0%	0.0%	84.0%
%H (TV HH)			100.0%	0.0%	52.0%	52.0%	0.0%	
Freesat	88	88	88	4	45	45	0	81
%V	7.8%	8.2%	19.2%	2.8%	6.2%	16.8%	0.0%	8.3%
%H (All HH)			100.0%	4.5%	51.1%	51.1%	0.0%	92.0%
%H (TV HH)			100.0%	4.5%	51.1%	51.1%	0.0%	
Other satellite provider	24	24	24	2	12	12	0	23
%V	2.1%	2.2%	5.2%	1.4%	1.6%	4.5%	0.0%	2.3%
%H (All HH)			100.0%	8.3%	50.0%	50.0%	0.0%	95.8%
%H (TV HH)			100.0%	8.3%	50.0%	50.0%	0.0%	
DCAB	144	144	8	144	59	59	0	137
%V	12.7%	13.4%	1.7%	100.0%	8.1%	22.0%	0.0%	14.0%
%H (All HH)			5.6%	100.0%	41.0%	41.0%	0.0%	95.1%
%H (TV HH)			5.6%	100.0%	41.0%	41.0%	0.0%	
DTT	728	728	213	59	728	268	460	605
%V	64.4%	67.7%	46.5%	41.0%	100.0%	100.0%	100.0%	61.7%
%H (All HH)		100.0%	29.3%	8.1%	100.0%	36.8%	63.2%	83.1%
%H (TV HH)			29.3%	8.1%	100.0%	36.8%	63.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2016 - March 2017

BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1131	1076	458	144	728	268	460	980
%H (All HH)		95.1%	40.5%	12.7%	64.4%	23.7%	40.7%	86.6%
%H (TV HH)			42.6%	13.4%	67.7%	24.9%	42.8%	
PVR	729	729	393	131	454	243	211	674
%V	64.5%	67.8%	85.8%	91.0%	62.4%	90.7%	45.9%	68.8%
%H (All HH)		100.0%	53.9%	18.0%	62.3%	33.3%	28.9%	92.5%
%H (TV HH)			53.9%	18.0%	62.3%	33.3%	28.9%	
DVDR	25	25	8	1	19	4	15	20
%V	2.2%	2.3%	1.7%	0.7%	2.6%	1.5%	3.3%	2.0%
%H (All HH)		100.0%	32.0%	4.0%	76.0%	16.0%	60.0%	80.0%
%H (TV HH)			32.0%	4.0%	76.0%	16.0%	60.0%	
VCR	11	11	3	0	10	2	8	9
%V	1.0%	1.0%	0.7%	0.0%	1.4%	0.7%	1.7%	0.9%
%H (All HH)		100.0%	27.3%	0.0%	90.9%	18.2%	72.7%	81.8%
%H (TV HH)			27.3%	0.0%	90.9%	18.2%	72.7%	
Any recorder	741	741	396	131	465	244	221	682
%V	65.5%	68.9%	86.5%	91.0%	63.9%	91.0%	48.0%	69.6%
%H (All HH)		100.0%	53.4%	17.7%	62.8%	32.9%	29.8%	92.0%
%H (TV HH)			53.4%	17.7%	62.8%	32.9%	29.8%	
Receives HDTV (via STB or built-in reception)	725	725	355	129	477	229	248	676
%V	64.1%	67.4%	77.5%	89.6%	65.5%	85.4%	53.9%	69.0%
%H (All HH)		100.0%	49.0%	17.8%	65.8%	31.6%	34.2%	93.2%
%H (TV HH)			49.0%	17.8%	65.8%	31.6%	34.2%	
DVD/Blu-ray player or recorder	849	849	373	121	577	232	346	762
%V	75.1%	78.9%	81.4%	84.0%	79.3%	86.6%	75.2%	77.8%
%H (All HH)		100.0%	43.9%	14.3%	68.0%	27.3%	40.8%	89.8%
%H (TV HH)			43.9%	14.3%	68.0%	27.3%	40.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1131	1076	458	144	728	268	460	980
%H (All HH)		95.1%	40.5%	12.7%	64.4%	23.7%	40.7%	86.6%
%H (TV HH)			42.6%	13.4%	67.7%	24.9%	42.8%	
Has broadband internet	980	937	427	137	605	248	358	980
%V	86.6%	87.1%	93.2%	95.1%	83.1%	92.5%	77.8%	100.0%
%H (All HH)		95.6%	43.6%	14.0%	61.7%	25.3%	36.5%	100.0%
%H (TV HH)			45.6%	14.6%	64.6%	26.5%	38.2%	
Number of computers (PCs and laptops)								
0	176	162	39	10	137	23	115	37
%V	15.6%	15.1%	8.5%	6.9%	18.8%	8.6%	25.0%	3.8%
%H (All HH)		92.0%	22.2%	5.7%	77.8%	13.1%	65.3%	21.0%
%H (TV HH)			24.1%	6.2%	84.6%	14.2%	71.0%	
1	259	243	95	30	159	46	112	248
%V	22.9%	22.6%	20.7%	20.8%	21.8%	17.2%	24.3%	25.3%
%H (All HH)		93.8%	36.7%	11.6%	61.4%	17.8%	43.2%	95.8%
%H (TV HH)			39.1%	12.3%	65.4%	18.9%	46.1%	
2	274	261	121	39	165	72	94	273
%V	24.2%	24.3%	26.4%	27.1%	22.7%	26.9%	20.4%	27.9%
%H (All HH)		95.3%	44.2%	14.2%	60.2%	26.3%	34.3%	99.6%
%H (TV HH)			46.4%	14.9%	63.2%	27.6%	36.0%	
3	180	174	79	24	115	49	65	180
%V	15.9%	16.2%	17.2%	16.7%	15.8%	18.3%	14.1%	18.4%
%H (All HH)		96.7%	43.9%	13.3%	63.9%	27.2%	36.1%	100.0%
%H (TV HH)			45.4%	13.8%	66.1%	28.2%	37.4%	
4	105	102	50	20	64	32	32	105
%V	9.3%	9.5%	10.9%	13.9%	8.8%	11.9%	7.0%	10.7%
%H (All HH)		97.1%	47.6%	19.0%	61.0%	30.5%	30.5%	100.0%
%H (TV HH)			49.0%	19.6%	62.7%	31.4%	31.4%	
5+	137	134	74	21	87	46	42	137
%V	12.1%	12.5%	16.2%	14.6%	12.0%	17.2%	9.1%	14.0%
%H (All HH)		97.8%	54.0%	15.3%	63.5%	33.6%	30.7%	100.0%
%H (TV HH)			55.2%	15.7%	64.9%	34.3%	31.3%	

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
April 2016 - March 2017

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	2144	1024	302	1508	699	809	1932
%H		47.8%	14.1%	70.3%	32.6%	37.7%	90.1%
Under 20"	264	123	34	219	108	111	230
%V	12.3%	12.0%	11.3%	14.5%	15.5%	13.7%	11.9%
%H		46.6%	12.9%	83.0%	40.9%	42.0%	87.1%
20" - 29"	472	190	60	363	142	221	405
%V	22.0%	18.6%	19.9%	24.1%	20.3%	27.3%	21.0%
%H		40.3%	12.7%	76.9%	30.1%	46.8%	85.8%
30" - 39"	644	310	96	434	199	235	576
%V	30.0%	30.3%	31.8%	28.8%	28.5%	29.0%	29.8%
%H		48.1%	14.9%	67.4%	30.9%	36.5%	89.4%
40" and over	716	382	105	459	239	220	678
%V	33.4%	37.3%	34.8%	30.4%	34.2%	27.2%	35.1%
%H		53.4%	14.7%	64.1%	33.4%	30.7%	94.7%
Don't know	48	20	8	33	11	21	43
%V	2.2%	2.0%	2.6%	2.2%	1.6%	2.6%	2.2%
%H		41.7%	16.7%	68.8%	22.9%	43.8%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2144	1024	302	1508	699	809	1932
%H		47.8%	14.1%	70.3%	32.6%	37.7%	90.1%
Main living room	1070	455	145	725	269	457	932
%V	49.9%	44.4%	48.0%	48.1%	38.5%	56.5%	48.2%
%H		42.5%	13.6%	67.8%	25.1%	42.7%	87.1%
Kitchen	101	47	11	84	40	44	89
%V	4.7%	4.6%	3.6%	5.6%	5.7%	5.4%	4.6%
%H		46.5%	10.9%	83.2%	39.6%	43.6%	88.1%
Adult's bedroom	541	269	85	386	199	187	500
%V	25.2%	26.3%	28.1%	25.6%	28.5%	23.1%	25.9%
%H		49.7%	15.7%	71.3%	36.8%	34.6%	92.4%
Child's bedroom	122	76	15	78	45	32	120
%V	5.7%	7.4%	5.0%	5.2%	6.4%	4.0%	6.2%
%H		62.3%	12.3%	63.9%	36.9%	26.2%	98.4%
Other bedroom	153	88	21	121	76	45	142
%V	7.1%	8.6%	7.0%	8.0%	10.9%	5.6%	7.3%
%H		57.5%	13.7%	79.1%	49.7%	29.4%	92.8%
Second living/dining room	82	40	16	59	31	27	77
%V	3.8%	3.9%	5.3%	3.9%	4.4%	3.3%	4.0%
%H		48.8%	19.5%	72.0%	37.8%	32.9%	93.9%
Study/office	21	15	3	16	12	4	21
%V	1.0%	1.5%	1.0%	1.1%	1.7%	0.5%	1.1%
%H		71.4%	14.3%	76.2%	57.1%	19.0%	100.0%
TV room	13	11	1	8	6	2	13
%V	0.6%	1.1%	0.3%	0.5%	0.9%	0.2%	0.7%
%H		84.6%	7.7%	61.5%	46.2%	15.4%	100.0%
Conservatory	18	10	4	12	8	4	16
%V	0.8%	1.0%	1.3%	0.8%	1.1%	0.5%	0.8%
%H		55.6%	22.2%	66.7%	44.4%	22.2%	88.9%
Attic or loft room	3	3	0	3	2	1	3
%V	0.1%	0.3%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		100.0%	0.0%	100.0%	66.7%	33.3%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	19	12	1	16	10	6	19
%V	0.9%	1.2%	0.3%	1.1%	1.4%	0.7%	1.0%
%H		63.2%	5.3%	84.2%	52.6%	31.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017
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	2144	1024	302	1508	699	809	1932
%H		47.8%	14.1%	70.3%	32.6%	37.7%	90.1%
PVR	956	553	171	572	328	244	891
%V	44.6%	54.0%	56.6%	37.9%	46.9%	30.2%	46.1%
%H		57.8%	17.9%	59.8%	34.3%	25.5%	93.2%
DVDR	28	11	1	21	5	16	23
%V	1.3%	1.1%	0.3%	1.4%	0.7%	2.0%	1.2%
%H		39.3%	3.6%	75.0%	17.9%	57.1%	82.1%
VCR	11	3	0	10	2	8	9
%V	0.5%	0.3%	0.0%	0.7%	0.3%	1.0%	0.5%
%H		27.3%	0.0%	90.9%	18.2%	72.7%	81.8%
Any recorder	974	557	171	589	331	257	905
%V	45.4%	54.4%	56.6%	39.1%	47.4%	31.8%	46.8%
%H		57.2%	17.6%	60.5%	34.0%	26.4%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 2.14: 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	2144	1024	302	1508	699	809	1932
%H		47.8%	14.1%	70.3%	32.6%	37.7%	90.1%
Receives HDTV (via STB or built-in reception)	1067	538	200	718	377	341	1008
%V	49.8%	52.5%	66.2%	47.6%	53.9%	42.2%	52.2%
%H		50.4%	18.7%	67.3%	35.3%	32.0%	94.5%
DVD/Blu-ray player or recorder	1264	598	192	872	403	469	1153
%V	59.0%	58.4%	63.6%	57.8%	57.7%	58.0%	59.7%
%H		47.3%	15.2%	69.0%	31.9%	37.1%	91.2%

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	1076	458	144	728	268	460	937
%V		42.6%	13.4%	67.7%	24.9%	42.8%	87.1%
%H							
Under 20"	13	2	1	11	1	11	8
%V	1.2%	0.4%	0.7%	1.5%	0.4%	2.4%	0.9%
%H		15.4%	7.7%	84.6%	7.7%	84.6%	61.5%
20" - 29"	132	31	11	98	10	88	92
%V	12.3%	6.8%	7.6%	13.5%	3.7%	19.1%	9.8%
%H		23.5%	8.3%	74.2%	7.6%	66.7%	69.7%
30" - 39"	337	127	44	241	78	163	282
%V	31.3%	27.7%	30.6%	33.1%	29.1%	35.4%	30.1%
%H		37.7%	13.1%	71.5%	23.1%	48.4%	83.7%
40" and over	574	291	86	363	176	187	540
%V	53.3%	63.5%	59.7%	49.9%	65.7%	40.7%	57.6%
%H		50.7%	15.0%	63.2%	30.7%	32.6%	94.1%
Don't know	20	8	1	15	4	11	16
%V	1.9%	1.7%	0.7%	2.1%	1.5%	2.4%	1.7%
%H		40.0%	5.0%	75.0%	20.0%	55.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1076	458	144	728	268	460	937
%H		42.6%	13.4%	67.7%	24.9%	42.8%	87.1%
PVR	711	386	129	440	238	203	657
%V	66.1%	84.3%	89.6%	60.4%	88.8%	44.1%	70.1%
%H		54.3%	18.1%	61.9%	33.5%	28.6%	92.4%
DVDR	18	6	0	14	2	12	14
%V	1.7%	1.3%	0.0%	1.9%	0.7%	2.6%	1.5%
%H		33.3%	0.0%	77.8%	11.1%	66.7%	77.8%
VCR	6	1	0	6	0	5	6
%V	0.6%	0.2%	0.0%	0.8%	0.0%	1.1%	0.6%
%H		16.7%	0.0%	100.0%	0.0%	83.3%	100.0%
Any recorder	722	388	129	450	238	211	665
%V	67.1%	84.7%	89.6%	61.8%	88.8%	45.9%	71.0%
%H		53.7%	17.9%	62.3%	33.0%	29.2%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: 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	1076	458	144	728	268	460	937
%H		42.6%	13.4%	67.7%	24.9%	42.8%	87.1%
Receives HDTV (via STB or built-in reception)	707	347	128	458	219	239	658
%V	65.7%	75.8%	88.9%	62.9%	81.7%	52.0%	70.2%
%H		49.1%	18.1%	64.8%	31.0%	33.8%	93.1%
DVD/Blu-ray player or recorder	787	340	113	534	209	324	706
%V	73.1%	74.2%	78.5%	73.4%	78.0%	70.4%	75.3%
%H		43.2%	14.4%	67.9%	26.6%	41.2%	89.7%

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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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	1068	567	159	780	431	349	995
%H		53.1%	14.9%	73.0%	40.4%	32.7%	93.2%
Under 20"	251	121	33	207	107	100	222
%V	23.5%	21.3%	20.8%	26.5%	24.8%	28.7%	22.3%
%H		48.2%	13.1%	82.5%	42.6%	39.8%	88.4%
20" - 29"	339	159	49	265	132	134	313
%V	31.7%	28.0%	30.8%	34.0%	30.6%	38.4%	31.5%
%H		46.9%	14.5%	78.2%	38.9%	39.5%	92.3%
30" - 39"	306	183	52	193	121	72	294
%V	28.7%	32.3%	32.7%	24.7%	28.1%	20.6%	29.5%
%H		59.8%	17.0%	63.1%	39.5%	23.5%	96.1%
40" and over	143	92	19	96	63	33	138
%V	13.4%	16.2%	11.9%	12.3%	14.6%	9.5%	13.9%
%H		64.3%	13.3%	67.1%	44.1%	23.1%	96.5%
Don't know	28	11	6	18	7	11	27
%V	2.6%	1.9%	3.8%	2.3%	1.6%	3.2%	2.7%
%H		39.3%	21.4%	64.3%	25.0%	39.3%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1068	567	159	780	431	349	995
%H		53.1%	14.9%	73.0%	40.4%	32.7%	93.2%
PVR	244	166	42	131	91	41	233
%V	22.8%	29.3%	26.4%	16.8%	21.1%	11.7%	23.4%
%H		68.0%	17.2%	53.7%	37.3%	16.8%	95.5%
DVDR	10	4	1	7	3	5	10
%V	0.9%	0.7%	0.6%	0.9%	0.7%	1.4%	1.0%
%H		40.0%	10.0%	70.0%	30.0%	50.0%	100.0%
VCR	4	2	0	4	2	3	4
%V	0.4%	0.4%	0.0%	0.5%	0.5%	0.9%	0.4%
%H		50.0%	0.0%	100.0%	50.0%	75.0%	100.0%
Any recorder	252	169	42	139	93	46	241
%V	23.6%	29.8%	26.4%	17.8%	21.6%	13.2%	24.2%
%H		67.1%	16.7%	55.2%	36.9%	18.3%	95.6%

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	1068	567	159	780	431	349	995
%H		53.1%	14.9%	73.0%	40.4%	32.7%	93.2%
Receives HDTV (via STB or built-in reception)	360	192	72	260	158	102	350
%V	33.7%	33.9%	45.3%	33.3%	36.7%	29.2%	35.2%
%H		53.3%	20.0%	72.2%	43.9%	28.3%	97.2%
DVD/Blu-ray player or recorder	477	258	79	339	194	145	446
%V	44.7%	45.5%	49.7%	43.5%	45.0%	41.5%	44.8%
%H		54.1%	16.6%	71.1%	40.7%	30.4%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2613	2510	1173	374	1610	674	936	2401
%H		96.1%	44.9%	14.3%	61.6%	25.8%	35.8%	91.9%
Total Children	494	485	254	76	280	127	153	482
%V	18.9%	19.3%	21.7%	20.3%	17.4%	18.8%	16.3%	20.1%
%H		98.2%	51.4%	15.4%	56.7%	25.7%	31.0%	97.6%
0 - 3	113	107	58	17	59	26	33	109
%V	4.3%	4.3%	4.9%	4.5%	3.7%	3.9%	3.5%	4.5%
%H		94.7%	51.3%	15.0%	52.2%	23.0%	29.2%	96.5%
4 - 15	381	378	196	60	222	101	120	372
%V	14.6%	15.1%	16.7%	16.0%	13.8%	15.0%	12.8%	15.5%
%H		99.2%	51.4%	15.7%	58.3%	26.5%	31.5%	97.6%
4 - 9	202	199	100	29	119	53	66	197
%V	7.7%	7.9%	8.5%	7.8%	7.4%	7.9%	7.1%	8.2%
%H		98.5%	49.5%	14.4%	58.9%	26.2%	32.7%	97.5%
10 - 15	179	179	95	31	102	48	54	175
%V	6.9%	7.1%	8.1%	8.3%	6.3%	7.1%	5.8%	7.3%
%H		100.0%	53.1%	17.3%	57.0%	26.8%	30.2%	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	2613	2510	1173	374	1610	674	936	2401
%H		96.1%	44.9%	14.3%	61.6%	25.8%	35.8%	91.9%
Total Adults (16+)	2119	2025	919	298	1329	547	783	1919
%V	81.1%	80.7%	78.3%	79.7%	82.5%	81.2%	83.7%	79.9%
%H		95.6%	43.4%	14.1%	62.7%	25.8%	37.0%	90.6%
16 - 19	110	105	51	23	65	35	31	108
%V	4.2%	4.2%	4.3%	6.1%	4.0%	5.2%	3.3%	4.5%
%H		95.5%	46.4%	20.9%	59.1%	31.8%	28.2%	98.2%
20 - 24	154	138	55	15	86	33	54	150
%V	5.9%	5.5%	4.7%	4.0%	5.3%	4.9%	5.8%	6.2%
%H		89.6%	35.7%	9.7%	55.8%	21.4%	35.1%	97.4%
25 - 34	315	288	133	43	151	54	97	306
%V	12.1%	11.5%	11.3%	11.5%	9.4%	8.0%	10.4%	12.7%
%H		91.4%	42.2%	13.7%	47.9%	17.1%	30.8%	97.1%
35 - 44	310	298	161	52	176	92	84	301
%V	11.9%	11.9%	13.7%	13.9%	10.9%	13.6%	9.0%	12.5%
%H		96.1%	51.9%	16.8%	56.8%	29.7%	27.1%	97.1%
45 - 54	396	378	176	72	236	105	131	378
%V	15.2%	15.1%	15.0%	19.3%	14.7%	15.6%	14.0%	15.7%
%H		95.5%	44.4%	18.2%	59.6%	26.5%	33.1%	95.5%
55 - 64	323	316	152	45	215	96	119	301
%V	12.4%	12.6%	13.0%	12.0%	13.4%	14.2%	12.7%	12.5%
%H		97.8%	47.1%	13.9%	66.6%	29.7%	36.8%	93.2%
65+	510	503	191	48	400	133	268	375
%V	19.5%	20.0%	16.3%	12.8%	24.8%	19.7%	28.6%	15.6%
%H		98.6%	37.5%	9.4%	78.4%	26.1%	52.5%	73.5%

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+)		2119	2025	919	298	1329	547	783	1919
	%H		95.6%	43.4%	14.1%	62.7%	25.8%	37.0%	90.6%
AB		602	578	281	93	372	166	206	586
	%V	28.4%	28.5%	30.6%	31.2%	28.0%	30.3%	26.3%	30.5%
	%H		96.0%	46.7%	15.4%	61.8%	27.6%	34.2%	97.3%
C1		689	655	313	88	423	183	240	651
	%V	32.5%	32.3%	34.1%	29.5%	31.8%	33.5%	30.7%	33.9%
	%H		95.1%	45.4%	12.8%	61.4%	26.6%	34.8%	94.5%
C2		420	409	184	62	283	125	158	371
	%V	19.8%	20.2%	20.0%	20.8%	21.3%	22.9%	20.2%	19.3%
	%H		97.4%	43.8%	14.8%	67.4%	29.8%	37.6%	88.3%
D		255	242	100	44	140	46	94	208
	%V	12.0%	12.0%	10.9%	14.8%	10.5%	8.4%	12.0%	10.8%
	%H		94.9%	39.2%	17.3%	54.9%	18.0%	36.9%	81.6%
E		152	141	41	12	112	26	85	103
	%V	7.2%	7.0%	4.5%	4.0%	8.4%	4.8%	10.9%	5.4%
	%H		92.8%	27.0%	7.9%	73.7%	17.1%	55.9%	67.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017

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+)	2119	2025	919	298	1329	547	783	1919
%H		95.6%	43.4%	14.1%	62.7%	25.8%	37.0%	90.6%
Working full time	993	948	455	170	569	264	305	965
%V	46.9%	46.8%	49.5%	57.0%	42.8%	48.3%	39.0%	50.3%
%H		95.5%	45.8%	17.1%	57.3%	26.6%	30.7%	97.2%
Working part time	229	221	114	25	139	56	83	220
%V	10.8%	10.9%	12.4%	8.4%	10.5%	10.2%	10.6%	11.5%
%H		96.5%	49.8%	10.9%	60.7%	24.5%	36.2%	96.1%
Not working	896	856	350	103	622	228	394	734
%V	42.3%	42.3%	38.1%	34.6%	46.8%	41.7%	50.3%	38.2%
%H		95.5%	39.1%	11.5%	69.4%	25.4%	44.0%	81.9%
Housewife/Houseperson	1131	1076	458	144	728	268	460	980
%V	53.4%	53.1%	49.8%	48.3%	54.8%	49.0%	58.7%	51.1%
%H		95.1%	40.5%	12.7%	64.4%	23.7%	40.7%	86.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1022	974	457	152	618	273	346	942
%H		95.3%	44.7%	14.9%	60.5%	26.7%	33.9%	92.2%
16 - 19	56	51	25	8	32	16	16	55
%V	5.5%	5.2%	5.5%	5.3%	5.2%	5.9%	4.6%	5.8%
%H		91.1%	44.6%	14.3%	57.1%	28.6%	28.6%	98.2%
20 - 24	76	72	30	7	40	17	23	75
%V	7.4%	7.4%	6.6%	4.6%	6.5%	6.2%	6.6%	8.0%
%H		94.7%	39.5%	9.2%	52.6%	22.4%	30.3%	98.7%
25 - 34	160	145	65	25	73	25	48	154
%V	15.7%	14.9%	14.2%	16.4%	11.8%	9.2%	13.9%	16.3%
%H		90.6%	40.6%	15.6%	45.6%	15.6%	30.0%	96.3%
35 - 44	152	147	80	24	89	47	42	149
%V	14.9%	15.1%	17.5%	15.8%	14.4%	17.2%	12.1%	15.8%
%H		96.7%	52.6%	15.8%	58.6%	30.9%	27.6%	98.0%
45 - 54	191	180	84	37	111	51	60	180
%V	18.7%	18.5%	18.4%	24.3%	18.0%	18.7%	17.3%	19.1%
%H		94.2%	44.0%	19.4%	58.1%	26.7%	31.4%	94.2%
55 - 64	154	149	75	23	96	46	51	146
%V	15.1%	15.3%	16.4%	15.1%	15.5%	16.8%	14.7%	15.5%
%H		96.8%	48.7%	14.9%	62.3%	29.9%	33.1%	94.8%
65+	233	229	99	27	177	71	106	183
%V	22.8%	23.5%	21.7%	17.8%	28.6%	26.0%	30.6%	19.4%
%H		98.3%	42.5%	11.6%	76.0%	30.5%	45.5%	78.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1022	974	457	152	618	273	346	942
%H		95.3%	44.7%	14.9%	60.5%	26.7%	33.9%	92.2%
AB	302	289	142	47	182	81	101	294
%V	29.5%	29.7%	31.1%	30.9%	29.4%	29.7%	29.2%	31.2%
%H		95.7%	47.0%	15.6%	60.3%	26.8%	33.4%	97.4%
C1	319	305	152	46	187	90	97	310
%V	31.2%	31.3%	33.3%	30.3%	30.3%	33.0%	28.0%	32.9%
%H		95.6%	47.6%	14.4%	58.6%	28.2%	30.4%	97.2%
C2	228	221	99	35	151	68	83	195
%V	22.3%	22.7%	21.7%	23.0%	24.4%	24.9%	24.0%	20.7%
%H		96.9%	43.4%	15.4%	66.2%	29.8%	36.4%	85.5%
D	120	110	52	19	60	24	36	103
%V	11.7%	11.3%	11.4%	12.5%	9.7%	8.8%	10.4%	10.9%
%H		91.7%	43.3%	15.8%	50.0%	20.0%	30.0%	85.8%
E	53	48	13	5	39	10	29	40
%V	5.2%	4.9%	2.8%	3.3%	6.3%	3.7%	8.4%	4.2%
%H		90.6%	24.5%	9.4%	73.6%	18.9%	54.7%	75.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1022	974	457	152	618	273	346	942
%H		95.3%	44.7%	14.9%	60.5%	26.7%	33.9%	92.2%
Working full time	599	569	278	104	334	157	177	581
%V	58.6%	58.4%	60.8%	68.4%	54.0%	57.5%	51.2%	61.7%
%H		95.0%	46.4%	17.4%	55.8%	26.2%	29.5%	97.0%
Working part time	49	46	20	5	28	9	19	46
%V	4.8%	4.7%	4.4%	3.3%	4.5%	3.3%	5.5%	4.9%
%H		93.9%	40.8%	10.2%	57.1%	18.4%	38.8%	93.9%
Not working	374	358	158	43	256	107	149	316
%V	36.6%	36.8%	34.6%	28.3%	41.4%	39.2%	43.1%	33.5%
%H		95.7%	42.2%	11.5%	68.4%	28.6%	39.8%	84.5%
Housewife/Houseperson	218	197	76	31	129	47	82	175
%V	21.3%	20.2%	16.6%	20.4%	20.9%	17.2%	23.7%	18.6%
%H		90.4%	34.9%	14.2%	59.2%	21.6%	37.6%	80.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1097	1051	463	146	711	274	437	977
%H		95.8%	42.2%	13.3%	64.8%	25.0%	39.8%	89.1%
16 - 19	54	54	26	15	33	19	14	53
%V	4.9%	5.1%	5.6%	10.3%	4.6%	6.9%	3.2%	5.4%
%H		100.0%	48.1%	27.8%	61.1%	35.2%	25.9%	98.1%
20 - 24	78	65	25	7	46	16	30	75
%V	7.1%	6.2%	5.4%	4.8%	6.5%	5.8%	6.9%	7.7%
%H		83.3%	32.1%	9.0%	59.0%	20.5%	38.5%	96.2%
25 - 34	155	143	68	18	78	29	49	152
%V	14.1%	13.6%	14.7%	12.3%	11.0%	10.6%	11.2%	15.6%
%H		92.3%	43.9%	11.6%	50.3%	18.7%	31.6%	98.1%
35 - 44	158	151	81	28	87	45	42	152
%V	14.4%	14.4%	17.5%	19.2%	12.2%	16.4%	9.6%	15.6%
%H		95.6%	51.3%	17.7%	55.1%	28.5%	26.6%	96.2%
45 - 54	206	198	92	35	125	54	71	198
%V	18.8%	18.8%	19.9%	24.0%	17.6%	19.7%	16.2%	20.3%
%H		96.1%	44.7%	17.0%	60.7%	26.2%	34.5%	96.1%
55 - 64	169	166	78	22	118	50	68	155
%V	15.4%	15.8%	16.8%	15.1%	16.6%	18.2%	15.6%	15.9%
%H		98.2%	46.2%	13.0%	69.8%	29.6%	40.2%	91.7%
65+	277	274	92	21	223	61	162	192
%V	25.3%	26.1%	19.9%	14.4%	31.4%	22.3%	37.1%	19.7%
%H		98.9%	33.2%	7.6%	80.5%	22.0%	58.5%	69.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1097	1051	463	146	711	274	437	977
%H		95.8%	42.2%	13.3%	64.8%	25.0%	39.8%	89.1%
AB	300	289	140	45	189	84	105	292
%V	27.3%	27.5%	30.2%	30.8%	26.6%	30.7%	24.0%	29.9%
%H		96.3%	46.7%	15.0%	63.0%	28.0%	35.0%	97.3%
C1	371	349	161	42	237	94	143	342
%V	33.8%	33.2%	34.8%	28.8%	33.3%	34.3%	32.7%	35.0%
%H		94.1%	43.4%	11.3%	63.9%	25.3%	38.5%	92.2%
C2	192	188	85	27	132	57	75	176
%V	17.5%	17.9%	18.4%	18.5%	18.6%	20.8%	17.2%	18.0%
%H		97.9%	44.3%	14.1%	68.8%	29.7%	39.1%	91.7%
D	135	131	48	25	80	23	58	104
%V	12.3%	12.5%	10.4%	17.1%	11.3%	8.4%	13.3%	10.6%
%H		97.0%	35.6%	18.5%	59.3%	17.0%	43.0%	77.0%
E	99	93	29	7	73	16	56	63
%V	9.0%	8.8%	6.3%	4.8%	10.3%	5.8%	12.8%	6.4%
%H		93.9%	29.3%	7.1%	73.7%	16.2%	56.6%	63.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1097	1051	463	146	711	274	437	977
%H		95.8%	42.2%	13.3%	64.8%	25.0%	39.8%	89.1%
Working full time	395	378	176	66	235	107	128	384
%V	36.0%	36.0%	38.0%	45.2%	33.1%	39.1%	29.3%	39.3%
%H		95.7%	44.6%	16.7%	59.5%	27.1%	32.4%	97.2%
Working part time	180	175	94	20	110	46	64	174
%V	16.4%	16.7%	20.3%	13.7%	15.5%	16.8%	14.6%	17.8%
%H		97.2%	52.2%	11.1%	61.1%	25.6%	35.6%	96.7%
Not working	522	498	192	60	366	121	245	419
%V	47.6%	47.4%	41.5%	41.1%	51.5%	44.2%	56.1%	42.9%
%H		95.4%	36.8%	11.5%	70.1%	23.2%	46.9%	80.3%
Housewife/Houseperson	913	879	382	113	599	222	378	805
%V	83.2%	83.6%	82.5%	77.4%	84.2%	81.0%	86.5%	82.4%
%H		96.3%	41.8%	12.4%	65.6%	24.3%	41.4%	88.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3689	3544	1307	653	2739	1180	1559	3029
%H (All HH)		96.1%	35.4%	17.7%	74.2%	32.0%	42.3%	82.1%
%H (TV HH)			36.9%	18.4%	77.3%	33.3%	44.0%	
AB	844	825	343	154	621	298	323	803
%V	22.9%	23.3%	26.2%	23.6%	22.7%	25.3%	20.7%	26.5%
%H (All HH)		97.7%	40.6%	18.2%	73.6%	35.3%	38.3%	95.1%
%H (TV HH)			41.6%	18.7%	75.3%	36.1%	39.2%	
C1	981	937	361	196	719	347	372	859
%V	26.6%	26.4%	27.6%	30.0%	26.3%	29.4%	23.9%	28.4%
%H (All HH)		95.5%	36.8%	20.0%	73.3%	35.4%	37.9%	87.6%
%H (TV HH)			38.5%	20.9%	76.7%	37.0%	39.7%	
C2	748	726	264	142	580	266	314	638
%V	20.3%	20.5%	20.2%	21.7%	21.2%	22.5%	20.1%	21.1%
%H (All HH)		97.1%	35.3%	19.0%	77.5%	35.6%	42.0%	85.3%
%H (TV HH)			36.4%	19.6%	79.9%	36.6%	43.3%	
D	646	613	219	107	468	180	288	475
%V	17.5%	17.3%	16.8%	16.4%	17.1%	15.3%	18.5%	15.7%
%H (All HH)		94.9%	33.9%	16.6%	72.4%	27.9%	44.6%	73.5%
%H (TV HH)			35.7%	17.5%	76.3%	29.4%	47.0%	
E	470	443	120	54	351	89	262	254
%V	12.7%	12.5%	9.2%	8.3%	12.8%	7.5%	16.8%	8.4%
%H (All HH)		94.3%	25.5%	11.5%	74.7%	18.9%	55.7%	54.0%
%H (TV HH)			27.1%	12.2%	79.2%	20.1%	59.1%	

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

April 2016 - March 2017

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	3689	3544	1307	653	2739	1180	1559	3029
%H (All HH)		96.1%	35.4%	17.7%	74.2%	32.0%	42.3%	82.1%
%H (TV HH)			36.9%	18.4%	77.3%	33.3%	44.0%	
Under 25	161	131	38	26	89	32	57	152
%V	4.4%	3.7%	2.9%	4.0%	3.2%	2.7%	3.7%	5.0%
%H (All HH)		81.4%	23.6%	16.1%	55.3%	19.9%	35.4%	94.4%
%H (TV HH)			29.0%	19.8%	67.9%	24.4%	43.5%	
25 - 34	569	526	220	90	339	141	198	536
%V	15.4%	14.8%	16.8%	13.8%	12.4%	11.9%	12.7%	17.7%
%H (All HH)		92.4%	38.7%	15.8%	59.6%	24.8%	34.8%	94.2%
%H (TV HH)			41.8%	17.1%	64.4%	26.8%	37.6%	
35 - 44	599	571	276	113	414	237	177	570
%V	16.2%	16.1%	21.1%	17.3%	15.1%	20.1%	11.4%	18.8%
%H (All HH)		95.3%	46.1%	18.9%	69.1%	39.6%	29.5%	95.2%
%H (TV HH)			48.3%	19.8%	72.5%	41.5%	31.0%	
45 - 54	714	699	297	150	542	285	257	669
%V	19.4%	19.7%	22.7%	23.0%	19.8%	24.2%	16.5%	22.1%
%H (All HH)		97.9%	41.6%	21.0%	75.9%	39.9%	36.0%	93.7%
%H (TV HH)			42.5%	21.5%	77.5%	40.8%	36.8%	
55 - 64	606	595	217	124	484	229	255	530
%V	16.4%	16.8%	16.6%	19.0%	17.7%	19.4%	16.4%	17.5%
%H (All HH)		98.2%	35.8%	20.5%	79.9%	37.8%	42.1%	87.5%
%H (TV HH)			36.5%	20.8%	81.3%	38.5%	42.9%	
65 +	1040	1023	260	150	871	256	615	572
%V	28.2%	28.9%	19.9%	23.0%	31.8%	21.7%	39.4%	18.9%
%H (All HH)		98.4%	25.0%	14.4%	83.8%	24.6%	59.1%	55.0%
%H (TV HH)			25.4%	14.7%	85.1%	25.0%	60.1%	

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

April 2016 - March 2017

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	3689	3544	1307	653	2739	1180	1559	3029
%H (All HH)		96.1%	35.4%	17.7%	74.2%	32.0%	42.3%	82.1%
%H (TV HH)			36.9%	18.4%	77.3%	33.3%	44.0%	
1	1109	1032	244	122	866	213	653	652
%V	30.1%	29.1%	18.7%	18.7%	31.6%	18.1%	41.9%	21.5%
%H (All HH)		93.1%	22.0%	11.0%	78.1%	19.2%	58.9%	58.8%
%H (TV HH)			23.6%	11.8%	83.9%	20.6%	63.3%	
2	1258	1223	444	237	958	428	530	1097
%V	34.1%	34.5%	34.0%	36.3%	35.0%	36.3%	34.0%	36.2%
%H (All HH)		97.2%	35.3%	18.8%	76.2%	34.0%	42.1%	87.2%
%H (TV HH)			36.3%	19.4%	78.3%	35.0%	43.3%	
3	582	570	260	125	418	235	183	556
%V	15.8%	16.1%	19.9%	19.1%	15.3%	19.9%	11.7%	18.4%
%H (All HH)		97.9%	44.7%	21.5%	71.8%	40.4%	31.4%	95.5%
%H (TV HH)			45.6%	21.9%	73.3%	41.2%	32.1%	
4	473	459	222	109	326	198	128	464
%V	12.8%	13.0%	17.0%	16.7%	11.9%	16.8%	8.2%	15.3%
%H (All HH)		97.0%	46.9%	23.0%	68.9%	41.9%	27.1%	98.1%
%H (TV HH)			48.4%	23.7%	71.0%	43.1%	27.9%	
5+	266	260	137	61	171	107	65	259
%V	7.2%	7.3%	10.5%	9.3%	6.2%	9.1%	4.2%	8.6%
%H (All HH)		97.7%	51.5%	22.9%	64.3%	40.2%	24.4%	97.4%
%H (TV HH)			52.7%	23.5%	65.8%	41.2%	25.0%	
Average HH size	2.37	2.39	2.72	2.66	2.29	2.67	2.01	2.57

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3689	3544	1307	653	2739	1180	1559	3029
%H (All HH)		96.1%	35.4%	17.7%	74.2%	32.0%	42.3%	82.1%
%H (TV HH)			36.9%	18.4%	77.3%	33.3%	44.0%	
Without	2705	2586	840	447	2090	813	1277	2075
%V	73.3%	73.0%	64.3%	68.5%	76.3%	68.9%	81.9%	68.5%
%H (All HH)		95.6%	31.1%	16.5%	77.3%	30.1%	47.2%	76.7%
%H (TV HH)			32.5%	17.3%	80.8%	31.4%	49.4%	
With	983	958	467	206	649	367	281	953
%V	26.6%	27.0%	35.7%	31.5%	23.7%	31.1%	18.0%	31.5%
%H (All HH)		97.5%	47.5%	21.0%	66.0%	37.3%	28.6%	96.9%
%H (TV HH)			48.7%	21.5%	67.7%	38.3%	29.3%	
0 - 3	371	358	176	77	235	133	102	355
%V	10.1%	10.1%	13.5%	11.8%	8.6%	11.3%	6.5%	11.7%
%H (All HH)		96.5%	47.4%	20.8%	63.3%	35.8%	27.5%	95.7%
%H (TV HH)			49.2%	21.5%	65.6%	37.2%	28.5%	
4 - 9	512	499	245	97	327	171	155	494
%V	13.9%	14.1%	18.7%	14.9%	11.9%	14.5%	9.9%	16.3%
%H (All HH)		97.5%	47.9%	18.9%	63.9%	33.4%	30.3%	96.5%
%H (TV HH)			49.1%	19.4%	65.5%	34.3%	31.1%	
10 - 15	470	464	228	109	324	194	130	460
%V	12.7%	13.1%	17.4%	16.7%	11.8%	16.4%	8.3%	15.2%
%H (All HH)		98.7%	48.5%	23.2%	68.9%	41.3%	27.7%	97.9%
%H (TV HH)			49.1%	23.5%	69.8%	41.8%	28.0%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3689	3544	1307	653	2739	1180	1559	3029
%H (All HH)		96.1%	35.4%	17.7%	74.2%	32.0%	42.3%	82.1%
%H (TV HH)			36.9%	18.4%	77.3%	33.3%	44.0%	
1	1391	1391	398	196	991	236	755	1024
%V	37.7%	39.2%	30.5%	30.0%	36.2%	20.0%	48.4%	33.8%
%H (All HH)		100.0%	28.6%	14.1%	71.2%	17.0%	54.3%	73.6%
%H (TV HH)			28.6%	14.1%	71.2%	17.0%	54.3%	
2	1186	1186	451	232	944	440	504	988
%V	32.1%	33.5%	34.5%	35.5%	34.5%	37.3%	32.3%	32.6%
%H (All HH)		100.0%	38.0%	19.6%	79.6%	37.1%	42.5%	83.3%
%H (TV HH)			38.0%	19.6%	79.6%	37.1%	42.5%	
3	596	596	267	133	488	288	201	551
%V	16.2%	16.8%	20.4%	20.4%	17.8%	24.4%	12.9%	18.2%
%H (All HH)		100.0%	44.8%	22.3%	81.9%	48.3%	33.7%	92.4%
%H (TV HH)			44.8%	22.3%	81.9%	48.3%	33.7%	
4	245	245	119	58	206	133	73	240
%V	6.6%	6.9%	9.1%	8.9%	7.5%	11.3%	4.7%	7.9%
%H (All HH)		100.0%	48.6%	23.7%	84.1%	54.3%	29.8%	98.0%
%H (TV HH)			48.6%	23.7%	84.1%	54.3%	29.8%	
5+	126	126	71	34	109	84	26	124
%V	3.4%	3.6%	5.4%	5.2%	4.0%	7.1%	1.7%	4.1%
%H (All HH)		100.0%	56.3%	27.0%	86.5%	66.7%	20.6%	98.4%
%H (TV HH)			56.3%	27.0%	86.5%	66.7%	20.6%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3689	3544	1307	653	2739	1180	1559	3029
%H (All HH)		96.1%	35.4%	17.7%	74.2%	32.0%	42.3%	82.1%
%H (TV HH)			36.9%	18.4%	77.3%	33.3%	44.0%	
Under 20"	568	568	195	102	491	219	272	468
%V	15.4%	16.0%	14.9%	15.6%	17.9%	18.6%	17.4%	15.5%
%H (All HH)		100.0%	34.3%	18.0%	86.4%	38.6%	47.9%	82.4%
%H (TV HH)			34.3%	18.0%	86.4%	38.6%	47.9%	
20" - 29"	1157	1157	432	211	966	447	519	937
%V	31.4%	32.6%	33.1%	32.3%	35.3%	37.9%	33.3%	30.9%
%H (All HH)		100.0%	37.3%	18.2%	83.5%	38.6%	44.9%	81.0%
%H (TV HH)			37.3%	18.2%	83.5%	38.6%	44.9%	
30" - 39"	1875	1875	696	373	1502	696	806	1567
%V	50.8%	52.9%	53.3%	57.1%	54.8%	59.0%	51.7%	51.7%
%H (All HH)		100.0%	37.1%	19.9%	80.1%	37.1%	43.0%	83.6%
%H (TV HH)			37.1%	19.9%	80.1%	37.1%	43.0%	
40" and over	1950	1950	870	428	1457	803	654	1794
%V	52.9%	55.0%	66.6%	65.5%	53.2%	68.1%	41.9%	59.2%
%H (All HH)		100.0%	44.6%	21.9%	74.7%	41.2%	33.5%	92.0%
%H (TV HH)			44.6%	21.9%	74.7%	41.2%	33.5%	

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

April 2016 - March 2017

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	3689	3544	1307	653	2739	1180	1559	3029
%H (All HH)		96.1%	35.4%	17.7%	74.2%	32.0%	42.3%	82.1%
%H (TV HH)			36.9%	18.4%	77.3%	33.3%	44.0%	
Main living room	3516	3516	1298	649	2721	1175	1545	2905
%V	95.3%	99.2%	99.3%	99.4%	99.3%	99.6%	99.1%	95.9%
%H (All HH)		100.0%	36.9%	18.5%	77.4%	33.4%	43.9%	82.6%
%H (TV HH)			36.9%	18.5%	77.4%	33.4%	43.9%	
Kitchen	412	412	177	78	363	199	164	356
%V	11.2%	11.6%	13.5%	11.9%	13.3%	16.9%	10.5%	11.8%
%H (All HH)		100.0%	43.0%	18.9%	88.1%	48.3%	39.8%	86.4%
%H (TV HH)			43.0%	18.9%	88.1%	48.3%	39.8%	
Adult's bedroom	1618	1618	698	348	1325	740	585	1445
%V	43.9%	45.7%	53.4%	53.3%	48.4%	62.7%	37.5%	47.7%
%H (All HH)		100.0%	43.1%	21.5%	81.9%	45.7%	36.2%	89.3%
%H (TV HH)			43.1%	21.5%	81.9%	45.7%	36.2%	
Child's bedroom	355	355	178	84	262	168	95	347
%V	9.6%	10.0%	13.6%	12.9%	9.6%	14.2%	6.1%	11.5%
%H (All HH)		100.0%	50.1%	23.7%	73.8%	47.3%	26.8%	97.7%
%H (TV HH)			50.1%	23.7%	73.8%	47.3%	26.8%	
Other bedroom	245	245	113	55	204	122	82	230
%V	6.6%	6.9%	8.6%	8.4%	7.4%	10.3%	5.3%	7.6%
%H (All HH)		100.0%	46.1%	22.4%	83.3%	49.8%	33.5%	93.9%
%H (TV HH)			46.1%	22.4%	83.3%	49.8%	33.5%	
Second living/dining room	377	377	170	94	308	187	122	340
%V	10.2%	10.6%	13.0%	14.4%	11.2%	15.8%	7.8%	11.2%
%H (All HH)		100.0%	45.1%	24.9%	81.7%	49.6%	32.4%	90.2%
%H (TV HH)			45.1%	24.9%	81.7%	49.6%	32.4%	
Study/office	55	55	27	12	43	27	16	52
%V	1.5%	1.6%	2.1%	1.8%	1.6%	2.3%	1.0%	1.7%
%H (All HH)		100.0%	49.1%	21.8%	78.2%	49.1%	29.1%	94.5%
%H (TV HH)			49.1%	21.8%	78.2%	49.1%	29.1%	
TV room	18	18	7	4	14	7	7	18
%V	0.5%	0.5%	0.5%	0.6%	0.5%	0.6%	0.4%	0.6%
%H (All HH)		100.0%	38.9%	22.2%	77.8%	38.9%	38.9%	100.0%
%H (TV HH)			38.9%	22.2%	77.8%	38.9%	38.9%	
Conservatory	89	89	38	20	73	40	33	82
%V	2.4%	2.5%	2.9%	3.1%	2.7%	3.4%	2.1%	2.7%
%H (All HH)		100.0%	42.7%	22.5%	82.0%	44.9%	37.1%	92.1%
%H (TV HH)			42.7%	22.5%	82.0%	44.9%	37.1%	
Attic or loft room	7	7	5	3	5	5	0	7
%V	0.2%	0.2%	0.4%	0.5%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	71.4%	42.9%	71.4%	71.4%	0.0%	100.0%
%H (TV HH)			71.4%	42.9%	71.4%	71.4%	0.0%	
No specific location	6	6	2	2	4	2	2	5
%V	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%	83.3%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	33.3%	
Other	30	30	12	7	26	15	11	29
%V	0.8%	0.8%	0.9%	1.1%	0.9%	1.3%	0.7%	1.0%
%H (All HH)		100.0%	40.0%	23.3%	86.7%	50.0%	36.7%	96.7%
%H (TV HH)			40.0%	23.3%	86.7%	50.0%	36.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands

Household level data

Table 3.8: 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	3689	3544	1307	653	2739	1180	1559	3029
%H (All HH)		96.1%	35.4%	17.7%	74.2%	32.0%	42.3%	82.1%
%H (TV HH)			36.9%	18.4%	77.3%	33.3%	44.0%	
Any DSAT provider	1307	1307	1307	30	779	779	0	1207
%V	35.4%	36.9%	100.0%	4.6%	28.4%	66.0%	0.0%	39.8%
%H (All HH)			100.0%	2.3%	59.6%	59.6%	0.0%	92.3%
%H (TV HH)			100.0%	2.3%	59.6%	59.6%	0.0%	
Sky with subscription	1040	1040	1040	14	626	626	0	973
%V	28.2%	29.3%	79.6%	2.1%	22.9%	53.1%	0.0%	32.1%
%H (All HH)			100.0%	1.3%	60.2%	60.2%	0.0%	93.6%
%H (TV HH)			100.0%	1.3%	60.2%	60.2%	0.0%	
Sky without subscription	86	86	86	5	44	44	0	71
%V	2.3%	2.4%	6.6%	0.8%	1.6%	3.7%	0.0%	2.3%
%H (All HH)			100.0%	5.8%	51.2%	51.2%	0.0%	82.6%
%H (TV HH)			100.0%	5.8%	51.2%	51.2%	0.0%	
Freesat	144	144	144	8	91	91	0	130
%V	3.9%	4.1%	11.0%	1.2%	3.3%	7.7%	0.0%	4.3%
%H (All HH)			100.0%	5.6%	63.2%	63.2%	0.0%	90.3%
%H (TV HH)			100.0%	5.6%	63.2%	63.2%	0.0%	
Other satellite provider	94	94	94	5	57	57	0	87
%V	2.5%	2.7%	7.2%	0.8%	2.1%	4.8%	0.0%	2.9%
%H (All HH)			100.0%	5.3%	60.6%	60.6%	0.0%	92.6%
%H (TV HH)			100.0%	5.3%	60.6%	60.6%	0.0%	
DCAB	653	653	30	653	418	418	0	604
%V	17.7%	18.4%	2.3%	100.0%	15.3%	35.4%	0.0%	19.9%
%H (All HH)			4.6%	100.0%	64.0%	64.0%	0.0%	92.5%
%H (TV HH)			4.6%	100.0%	64.0%	64.0%	0.0%	
DTT	2739	2739	779	418	2739	1180	1559	2200
%V	74.2%	77.3%	59.6%	64.0%	100.0%	100.0%	100.0%	72.6%
%H (All HH)		100.0%	28.4%	15.3%	100.0%	43.1%	56.9%	80.3%
%H (TV HH)			28.4%	15.3%	100.0%	43.1%	56.9%	

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

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BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3689	3544	1307	653	2739	1180	1559	3029
%H (All HH)		96.1%	35.4%	17.7%	74.2%	32.0%	42.3%	82.1%
%H (TV HH)			36.9%	18.4%	77.3%	33.3%	44.0%	
PVR	2161	2161	1129	565	1548	1054	494	1988
%V	58.6%	61.0%	86.4%	86.5%	56.5%	89.3%	31.7%	65.6%
%H (All HH)		100.0%	52.2%	26.1%	71.6%	48.8%	22.9%	92.0%
%H (TV HH)			52.2%	26.1%	71.6%	48.8%	22.9%	
DVDR	76	76	25	15	66	30	36	65
%V	2.1%	2.1%	1.9%	2.3%	2.4%	2.5%	2.3%	2.1%
%H (All HH)		100.0%	32.9%	19.7%	86.8%	39.5%	47.4%	85.5%
%H (TV HH)			32.9%	19.7%	86.8%	39.5%	47.4%	
VCR	34	34	9	6	30	10	20	21
%V	0.9%	1.0%	0.7%	0.9%	1.1%	0.8%	1.3%	0.7%
%H (All HH)		100.0%	26.5%	17.6%	88.2%	29.4%	58.8%	61.8%
%H (TV HH)			26.5%	17.6%	88.2%	29.4%	58.8%	
Any recorder	2204	2204	1133	569	1588	1060	528	2015
%V	59.7%	62.2%	86.7%	87.1%	58.0%	89.8%	33.9%	66.5%
%H (All HH)		100.0%	51.4%	25.8%	72.1%	48.1%	24.0%	91.4%
%H (TV HH)			51.4%	25.8%	72.1%	48.1%	24.0%	
Receives HDTV (via STB or built-in reception)	2341	2341	981	551	1824	987	837	2134
%V	63.5%	66.1%	75.1%	84.4%	66.6%	83.6%	53.7%	70.5%
%H (All HH)		100.0%	41.9%	23.5%	77.9%	42.2%	35.8%	91.2%
%H (TV HH)			41.9%	23.5%	77.9%	42.2%	35.8%	
DVD/Blu-ray player or recorder	2468	2468	968	475	1917	904	1013	2148
%V	66.9%	69.6%	74.1%	72.7%	70.0%	76.6%	65.0%	70.9%
%H (All HH)		100.0%	39.2%	19.2%	77.7%	36.6%	41.0%	87.0%
%H (TV HH)			39.2%	19.2%	77.7%	36.6%	41.0%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2016 - March 2017

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3689	3544	1307	653	2739	1180	1559	3029
%H (All HH)		96.1%	35.4%	17.7%	74.2%	32.0%	42.3%	82.1%
%H (TV HH)			36.9%	18.4%	77.3%	33.3%	44.0%	
Has broadband internet	3029	2928	1207	604	2200	1103	1097	3029
%V	82.1%	82.6%	92.3%	92.5%	80.3%	93.5%	70.4%	100.0%
%H (All HH)		96.7%	39.8%	19.9%	72.6%	36.4%	36.2%	100.0%
%H (TV HH)			41.2%	20.6%	75.1%	37.7%	37.5%	
Number of computers (PCs and laptops)								
0	787	732	148	69	626	116	510	171
%V	21.3%	20.7%	11.3%	10.6%	22.9%	9.8%	32.7%	5.6%
%H (All HH)		93.0%	18.8%	8.8%	79.5%	14.7%	64.8%	21.7%
%H (TV HH)			20.2%	9.4%	85.5%	15.8%	69.7%	
1	1025	981	345	178	744	300	444	984
%V	27.8%	27.7%	26.4%	27.3%	27.2%	25.4%	28.5%	32.5%
%H (All HH)		95.7%	33.7%	17.4%	72.6%	29.3%	43.3%	96.0%
%H (TV HH)			35.2%	18.1%	75.8%	30.6%	45.3%	
2	788	761	326	136	587	295	292	784
%V	21.4%	21.5%	24.9%	20.8%	21.4%	25.0%	18.7%	25.9%
%H (All HH)		96.6%	41.4%	17.3%	74.5%	37.4%	37.1%	99.5%
%H (TV HH)			42.8%	17.9%	77.1%	38.8%	38.4%	
3	462	449	192	111	323	181	142	462
%V	12.5%	12.7%	14.7%	17.0%	11.8%	15.3%	9.1%	15.3%
%H (All HH)		97.2%	41.6%	24.0%	69.9%	39.2%	30.7%	100.0%
%H (TV HH)			42.8%	24.7%	71.9%	40.3%	31.6%	
4	293	290	128	75	226	137	89	293
%V	7.9%	8.2%	9.8%	11.5%	8.3%	11.6%	5.7%	9.7%
%H (All HH)		99.0%	43.7%	25.6%	77.1%	46.8%	30.4%	100.0%
%H (TV HH)			44.1%	25.9%	77.9%	47.2%	30.7%	
5+	335	331	169	84	232	150	82	335
%V	9.1%	9.3%	12.9%	12.9%	8.5%	12.7%	5.3%	11.1%
%H (All HH)		98.8%	50.4%	25.1%	69.3%	44.8%	24.5%	100.0%
%H (TV HH)			51.1%	25.4%	70.1%	45.3%	24.8%	

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
April 2016 - March 2017

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	7212	2971	1474	5756	2964	2792	6287
%H		41.2%	20.4%	79.8%	41.1%	38.7%	87.2%
Under 20"	705	243	127	613	278	334	589
%V	9.8%	8.2%	8.6%	10.6%	9.4%	12.0%	9.4%
%H		34.5%	18.0%	87.0%	39.4%	47.4%	83.5%
20" - 29"	1497	574	277	1262	606	656	1245
%V	20.8%	19.3%	18.8%	21.9%	20.4%	23.5%	19.8%
%H		38.3%	18.5%	84.3%	40.5%	43.8%	83.2%
30" - 39"	2351	936	490	1885	951	935	2013
%V	32.6%	31.5%	33.2%	32.7%	32.1%	33.5%	32.0%
%H		39.8%	20.8%	80.2%	40.5%	39.8%	85.6%
40" and over	2447	1142	543	1829	1057	772	2278
%V	33.9%	38.4%	36.8%	31.8%	35.7%	27.7%	36.2%
%H		46.7%	22.2%	74.7%	43.2%	31.5%	93.1%
Don't know	213	76	37	168	73	95	162
%V	3.0%	2.6%	2.5%	2.9%	2.5%	3.4%	2.6%
%H		35.7%	17.4%	78.9%	34.3%	44.6%	76.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	7212	2971	1474	5756	2964	2792	6287
%H		41.2%	20.4%	79.8%	41.1%	38.7%	87.2%
Main living room	3532	1306	652	2734	1183	1551	2919
%V	49.0%	44.0%	44.2%	47.5%	39.9%	55.6%	46.4%
%H		37.0%	18.5%	77.4%	33.5%	43.9%	82.6%
Kitchen	412	177	78	363	199	164	356
%V	5.7%	6.0%	5.3%	6.3%	6.7%	5.9%	5.7%
%H		43.0%	18.9%	88.1%	48.3%	39.8%	86.4%
Adult's bedroom	1907	840	425	1577	915	662	1726
%V	26.4%	28.3%	28.8%	27.4%	30.9%	23.7%	27.5%
%H		44.0%	22.3%	82.7%	48.0%	34.7%	90.5%
Child's bedroom	479	245	109	359	232	126	470
%V	6.6%	8.2%	7.4%	6.2%	7.8%	4.5%	7.5%
%H		51.1%	22.8%	74.9%	48.4%	26.3%	98.1%
Other bedroom	295	140	67	244	147	97	278
%V	4.1%	4.7%	4.5%	4.2%	5.0%	3.5%	4.4%
%H		47.5%	22.7%	82.7%	49.8%	32.9%	94.2%
Second living/dining room	380	173	94	311	189	122	342
%V	5.3%	5.8%	6.4%	5.4%	6.4%	4.4%	5.4%
%H		45.5%	24.7%	81.8%	49.7%	32.1%	90.0%
Study/office	55	27	12	43	27	16	52
%V	0.8%	0.9%	0.8%	0.7%	0.9%	0.6%	0.8%
%H		49.1%	21.8%	78.2%	49.1%	29.1%	94.5%
TV room	18	7	4	14	7	7	18
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.3%
%H		38.9%	22.2%	77.8%	38.9%	38.9%	100.0%
Conservatory	89	38	20	73	40	33	82
%V	1.2%	1.3%	1.4%	1.3%	1.3%	1.2%	1.3%
%H		42.7%	22.5%	82.0%	44.9%	37.1%	92.1%
Attic or loft room	7	5	3	5	5	0	7
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		71.4%	42.9%	71.4%	71.4%	0.0%	100.0%
No specific location	6	2	2	4	2	2	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	83.3%
Other	32	13	8	29	17	12	31
%V	0.4%	0.4%	0.5%	0.5%	0.6%	0.4%	0.5%
%H		40.6%	25.0%	90.6%	53.1%	37.5%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	7212	2971	1474	5756	2964	2792	6287
%H		41.2%	20.4%	79.8%	41.1%	38.7%	87.2%
PVR	2884	1615	768	1982	1432	550	2689
%V	40.0%	54.4%	52.1%	34.4%	48.3%	19.7%	42.8%
%H		56.0%	26.6%	68.7%	49.7%	19.1%	93.2%
DVDR	80	27	16	70	33	37	68
%V	1.1%	0.9%	1.1%	1.2%	1.1%	1.3%	1.1%
%H		33.8%	20.0%	87.5%	41.3%	46.3%	85.0%
VCR	37	9	7	32	11	21	23
%V	0.5%	0.3%	0.5%	0.6%	0.4%	0.8%	0.4%
%H		24.3%	18.9%	86.5%	29.7%	56.8%	62.2%
Any recorder	2944	1626	776	2039	1448	591	2732
%V	40.8%	54.7%	52.6%	35.4%	48.9%	21.2%	43.5%
%H		55.2%	26.4%	69.3%	49.2%	20.1%	92.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7212	2971	1474	5756	2964	2792	6287
%H		41.2%	20.4%	79.8%	41.1%	38.7%	87.2%
Receives HDTV (via STB or built-in reception)	3615	1572	901	2866	1670	1196	3356
%V	50.1%	52.9%	61.1%	49.8%	56.3%	42.8%	53.4%
%H		43.5%	24.9%	79.3%	46.2%	33.1%	92.8%
DVD/Blu-ray player or recorder	3655	1540	738	2865	1483	1382	3272
%V	50.7%	51.8%	50.1%	49.8%	50.0%	49.5%	52.0%
%H		42.1%	20.2%	78.4%	40.6%	37.8%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017

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	3544	1307	653	2738	1180	1558	2928
%H		36.9%	18.4%	77.3%	33.3%	44.0%	82.6%
Under 20"	35	6	4	30	6	24	23
%V	1.0%	0.5%	0.6%	1.1%	0.5%	1.5%	0.8%
%H		17.1%	11.4%	85.7%	17.1%	68.6%	65.7%
20" - 29"	329	66	31	280	55	225	190
%V	9.3%	5.0%	4.7%	10.2%	4.7%	14.4%	6.5%
%H		20.1%	9.4%	85.1%	16.7%	68.4%	57.8%
30" - 39"	1181	361	194	941	325	615	903
%V	33.3%	27.6%	29.7%	34.4%	27.5%	39.5%	30.8%
%H		30.6%	16.4%	79.7%	27.5%	52.1%	76.5%
40" and over	1902	848	413	1418	776	641	1748
%V	53.7%	64.9%	63.2%	51.8%	65.8%	41.1%	59.7%
%H		44.6%	21.7%	74.6%	40.8%	33.7%	91.9%
Don't know	96	27	12	69	17	53	64
%V	2.7%	2.1%	1.8%	2.5%	1.4%	3.4%	2.2%
%H		28.1%	12.5%	71.9%	17.7%	55.2%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3544	1307	653	2738	1180	1558	2928
%H		36.9%	18.4%	77.3%	33.3%	44.0%	82.6%
PVR	2117	1112	555	1513	1037	476	1949
%V	59.7%	85.1%	85.0%	55.3%	87.9%	30.6%	66.6%
%H		52.5%	26.2%	71.5%	49.0%	22.5%	92.1%
DVDR	63	19	11	55	21	34	53
%V	1.8%	1.5%	1.7%	2.0%	1.8%	2.2%	1.8%
%H		30.2%	17.5%	87.3%	33.3%	54.0%	84.1%
VCR	26	5	5	23	7	16	16
%V	0.7%	0.4%	0.8%	0.8%	0.6%	1.0%	0.5%
%H		19.2%	19.2%	88.5%	26.9%	61.5%	61.5%
Any recorder	2158	1116	558	1551	1043	509	1976
%V	60.9%	85.4%	85.5%	56.6%	88.4%	32.7%	67.5%
%H		51.7%	25.9%	71.9%	48.3%	23.6%	91.6%

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	3544	1307	653	2738	1180	1558	2928
%H		36.9%	18.4%	77.3%	33.3%	44.0%	82.6%
Receives HDTV (via STB or built-in reception)	2263	950	539	1755	953	802	2068
%V	63.9%	72.7%	82.5%	64.1%	80.8%	51.5%	70.6%
%H		42.0%	23.8%	77.6%	42.1%	35.4%	91.4%
DVD/Blu-ray player or recorder	2203	846	416	1713	788	925	1909
%V	62.2%	64.7%	63.7%	62.6%	66.8%	59.4%	65.2%
%H		38.4%	18.9%	77.8%	35.8%	42.0%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017

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	3668	1664	821	3018	1784	1234	3359
%H		45.4%	22.4%	82.3%	48.6%	33.6%	91.6%
Under 20"	670	237	123	582	272	311	566
%V	18.3%	14.2%	15.0%	19.3%	15.2%	25.2%	16.9%
%H		35.4%	18.4%	86.9%	40.6%	46.4%	84.5%
20" - 29"	1167	508	246	982	551	431	1055
%V	31.8%	30.5%	30.0%	32.5%	30.9%	34.9%	31.4%
%H		43.5%	21.1%	84.1%	47.2%	36.9%	90.4%
30" - 39"	1170	575	295	945	625	319	1111
%V	31.9%	34.6%	35.9%	31.3%	35.0%	25.9%	33.1%
%H		49.1%	25.2%	80.8%	53.4%	27.3%	95.0%
40" and over	545	294	131	411	281	130	529
%V	14.9%	17.7%	16.0%	13.6%	15.8%	10.5%	15.7%
%H		53.9%	24.0%	75.4%	51.6%	23.9%	97.1%
Don't know	117	49	25	99	56	43	98
%V	3.2%	2.9%	3.0%	3.3%	3.1%	3.5%	2.9%
%H		41.9%	21.4%	84.6%	47.9%	36.8%	83.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3668	1664	821	3018	1784	1234	3359
%H		45.4%	22.4%	82.3%	48.6%	33.6%	91.6%
PVR	767	503	213	470	395	74	741
%V	20.9%	30.2%	25.9%	15.6%	22.1%	6.0%	22.1%
%H		65.6%	27.8%	61.3%	51.5%	9.6%	96.6%
DVDR	17	9	6	15	11	4	15
%V	0.5%	0.5%	0.7%	0.5%	0.6%	0.3%	0.4%
%H		52.9%	35.3%	88.2%	64.7%	23.5%	88.2%
VCR	11	4	1	9	4	5	7
%V	0.3%	0.2%	0.1%	0.3%	0.2%	0.4%	0.2%
%H		36.4%	9.1%	81.8%	36.4%	45.5%	63.6%
Any recorder	785	510	218	488	405	83	755
%V	21.4%	30.6%	26.6%	16.2%	22.7%	6.7%	22.5%
%H		65.0%	27.8%	62.2%	51.6%	10.6%	96.2%

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	3668	1664	821	3018	1784	1234	3359
%H		45.4%	22.4%	82.3%	48.6%	33.6%	91.6%
Receives HDTV (via STB or built-in reception)	1352	623	362	1111	717	393	1288
%V	36.9%	37.4%	44.1%	36.8%	40.2%	31.8%	38.3%
%H		46.1%	26.8%	82.2%	53.0%	29.1%	95.3%
DVD/Blu-ray player or recorder	1452	695	322	1151	695	457	1364
%V	39.6%	41.8%	39.2%	38.1%	39.0%	37.0%	40.6%
%H		47.9%	22.2%	79.3%	47.9%	31.5%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	8724	8449	3555	1738	6278	3150	3128	7793
%H		96.8%	40.7%	19.9%	72.0%	36.1%	35.9%	89.3%
Total Children	1752	1709	839	354	1140	631	509	1694
%V	20.1%	20.2%	23.6%	20.4%	18.2%	20.0%	16.3%	21.7%
%H		97.5%	47.9%	20.2%	65.1%	36.0%	29.1%	96.7%
0 - 3	432	416	206	88	272	155	117	414
%V	5.0%	4.9%	5.8%	5.1%	4.3%	4.9%	3.7%	5.3%
%H		96.3%	47.7%	20.4%	63.0%	35.9%	27.1%	95.8%
4 - 15	1320	1293	632	266	868	476	393	1281
%V	15.1%	15.3%	17.8%	15.3%	13.8%	15.1%	12.6%	16.4%
%H		98.0%	47.9%	20.2%	65.8%	36.1%	29.8%	97.0%
4 - 9	686	667	325	125	433	222	210	661
%V	7.9%	7.9%	9.1%	7.2%	6.9%	7.0%	6.7%	8.5%
%H		97.2%	47.4%	18.2%	63.1%	32.4%	30.6%	96.4%
10 - 15	634	626	307	141	435	253	182	620
%V	7.3%	7.4%	8.6%	8.1%	6.9%	8.0%	5.8%	8.0%
%H		98.7%	48.4%	22.2%	68.6%	39.9%	28.7%	97.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017

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	8724	8449	3555	1738	6278	3150	3128	7793
%H		96.8%	40.7%	19.9%	72.0%	36.1%	35.9%	89.3%
Total Adults (16+)	6972	6740	2717	1384	5138	2520	2618	6098
%V	79.9%	79.8%	76.4%	79.6%	81.8%	80.0%	83.7%	78.2%
%H		96.7%	39.0%	19.9%	73.7%	36.1%	37.6%	87.5%
16 - 19	414	404	197	103	296	193	104	407
%V	4.7%	4.8%	5.5%	5.9%	4.7%	6.1%	3.3%	5.2%
%H		97.6%	47.6%	24.9%	71.5%	46.6%	25.1%	98.3%
20 - 24	523	477	181	118	347	179	167	505
%V	6.0%	5.6%	5.1%	6.8%	5.5%	5.7%	5.3%	6.5%
%H		91.2%	34.6%	22.6%	66.3%	34.2%	31.9%	96.6%
25 - 34	1155	1079	475	221	726	364	362	1102
%V	13.2%	12.8%	13.4%	12.7%	11.6%	11.6%	11.6%	14.1%
%H		93.4%	41.1%	19.1%	62.9%	31.5%	31.3%	95.4%
35 - 44	1075	1029	510	199	730	416	314	1027
%V	12.3%	12.2%	14.3%	11.4%	11.6%	13.2%	10.0%	13.2%
%H		95.7%	47.4%	18.5%	67.9%	38.7%	29.2%	95.5%
45 - 54	1230	1209	527	280	933	521	411	1172
%V	14.1%	14.3%	14.8%	16.1%	14.9%	16.5%	13.1%	15.0%
%H		98.3%	42.8%	22.8%	75.9%	42.4%	33.4%	95.3%
55 - 64	999	986	383	208	791	395	397	898
%V	11.5%	11.7%	10.8%	12.0%	12.6%	12.5%	12.7%	11.5%
%H		98.7%	38.3%	20.8%	79.2%	39.5%	39.7%	89.9%
65+	1576	1555	445	254	1314	451	863	987
%V	18.1%	18.4%	12.5%	14.6%	20.9%	14.3%	27.6%	12.7%
%H		98.7%	28.2%	16.1%	83.4%	28.6%	54.8%	62.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		6972	6740	2717	1384	5138	2520	2618	6098
	%H		96.7%	39.0%	19.9%	73.7%	36.1%	37.6%	87.5%
AB		1722	1694	746	342	1262	657	605	1665
	%V	24.7%	25.1%	27.5%	24.7%	24.6%	26.1%	23.1%	27.3%
	%H		98.4%	43.3%	19.9%	73.3%	38.2%	35.1%	96.7%
C1		1889	1810	751	412	1378	743	635	1732
	%V	27.1%	26.9%	27.6%	29.8%	26.8%	29.5%	24.3%	28.4%
	%H		95.8%	39.8%	21.8%	72.9%	39.3%	33.6%	91.7%
C2		1484	1450	553	317	1152	579	573	1317
	%V	21.3%	21.5%	20.4%	22.9%	22.4%	23.0%	21.9%	21.6%
	%H		97.7%	37.3%	21.4%	77.6%	39.0%	38.6%	88.7%
D		1221	1164	481	221	862	392	471	992
	%V	17.5%	17.3%	17.7%	16.0%	16.8%	15.6%	18.0%	16.3%
	%H		95.3%	39.4%	18.1%	70.6%	32.1%	38.6%	81.2%
E		656	623	187	92	483	148	335	393
	%V	9.4%	9.2%	6.9%	6.6%	9.4%	5.9%	12.8%	6.4%
	%H		95.0%	28.5%	14.0%	73.6%	22.6%	51.1%	59.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	6972	6740	2717	1384	5138	2520	2618	6098
%H		96.7%	39.0%	19.9%	73.7%	36.1%	37.6%	87.5%
Working full time	3237	3141	1418	685	2320	1300	1020	3126
%V	46.4%	46.6%	52.2%	49.5%	45.2%	51.6%	39.0%	51.3%
%H		97.0%	43.8%	21.2%	71.7%	40.2%	31.5%	96.6%
Working part time	653	638	264	145	479	247	232	617
%V	9.4%	9.5%	9.7%	10.5%	9.3%	9.8%	8.9%	10.1%
%H		97.7%	40.4%	22.2%	73.4%	37.8%	35.5%	94.5%
Not working	3082	2961	1034	554	2339	973	1366	2356
%V	44.2%	43.9%	38.1%	40.0%	45.5%	38.6%	52.2%	38.6%
%H		96.1%	33.5%	18.0%	75.9%	31.6%	44.3%	76.4%
Housewife/Houseperson	3689	3544	1307	653	2739	1180	1559	3029
%V	52.9%	52.6%	48.1%	47.2%	53.3%	46.8%	59.5%	49.7%
%H		96.1%	35.4%	17.7%	74.2%	32.0%	42.3%	82.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	3412	3273	1347	683	2481	1251	1230	3019
%H		95.9%	39.5%	20.0%	72.7%	36.7%	36.0%	88.5%
16 - 19	220	214	117	54	151	106	44	216
%V	6.4%	6.5%	8.7%	7.9%	6.1%	8.5%	3.6%	7.2%
%H		97.3%	53.2%	24.5%	68.6%	48.2%	20.0%	98.2%
20 - 24	255	227	92	60	162	92	70	248
%V	7.5%	6.9%	6.8%	8.8%	6.5%	7.4%	5.7%	8.2%
%H		89.0%	36.1%	23.5%	63.5%	36.1%	27.5%	97.3%
25 - 34	583	541	227	118	373	189	183	555
%V	17.1%	16.5%	16.9%	17.3%	15.0%	15.1%	14.9%	18.4%
%H		92.8%	38.9%	20.2%	64.0%	32.4%	31.4%	95.2%
35 - 44	529	498	241	91	354	190	165	500
%V	15.5%	15.2%	17.9%	13.3%	14.3%	15.2%	13.4%	16.6%
%H		94.1%	45.6%	17.2%	66.9%	35.9%	31.2%	94.5%
45 - 54	611	597	255	144	459	259	200	577
%V	17.9%	18.2%	18.9%	21.1%	18.5%	20.7%	16.3%	19.1%
%H		97.7%	41.7%	23.6%	75.1%	42.4%	32.7%	94.4%
55 - 64	492	484	192	96	388	192	196	436
%V	14.4%	14.8%	14.3%	14.1%	15.6%	15.3%	15.9%	14.4%
%H		98.4%	39.0%	19.5%	78.9%	39.0%	39.8%	88.6%
65+	722	712	224	119	594	222	372	487
%V	21.2%	21.8%	16.6%	17.4%	23.9%	17.7%	30.2%	16.1%
%H		98.6%	31.0%	16.5%	82.3%	30.7%	51.5%	67.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)		3412	3273	1347	683	2481	1251	1230	3019
	%H		95.9%	39.5%	20.0%	72.7%	36.7%	36.0%	88.5%
AB		886	869	382	182	646	343	303	859
	%V	26.0%	26.6%	28.4%	26.6%	26.0%	27.4%	24.6%	28.5%
	%H		98.1%	43.1%	20.5%	72.9%	38.7%	34.2%	97.0%
C1		881	835	361	194	624	352	272	823
	%V	25.8%	25.5%	26.8%	28.4%	25.2%	28.1%	22.1%	27.3%
	%H		94.8%	41.0%	22.0%	70.8%	40.0%	30.9%	93.4%
C2		791	766	291	159	611	298	312	690
	%V	23.2%	23.4%	21.6%	23.3%	24.6%	23.8%	25.4%	22.9%
	%H		96.8%	36.8%	20.1%	77.2%	37.7%	39.4%	87.2%
D		580	545	232	109	400	190	210	482
	%V	17.0%	16.7%	17.2%	16.0%	16.1%	15.2%	17.1%	16.0%
	%H		94.0%	40.0%	18.8%	69.0%	32.8%	36.2%	83.1%
E		275	258	81	38	200	67	133	164
	%V	8.1%	7.9%	6.0%	5.6%	8.1%	5.4%	10.8%	5.4%
	%H		93.8%	29.5%	13.8%	72.7%	24.4%	48.4%	59.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017

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+)	3412	3273	1347	683	2481	1251	1230	3019
%H		95.9%	39.5%	20.0%	72.7%	36.7%	36.0%	88.5%
Working full time	1969	1901	846	423	1402	778	625	1887
%V	57.7%	58.1%	62.8%	61.9%	56.5%	62.2%	50.8%	62.5%
%H		96.5%	43.0%	21.5%	71.2%	39.5%	31.7%	95.8%
Working part time	138	132	53	22	101	46	55	125
%V	4.0%	4.0%	3.9%	3.2%	4.1%	3.7%	4.5%	4.1%
%H		95.7%	38.4%	15.9%	73.2%	33.3%	39.9%	90.6%
Not working	1306	1240	449	238	977	426	551	1006
%V	38.3%	37.9%	33.3%	34.8%	39.4%	34.1%	44.8%	33.3%
%H		94.9%	34.4%	18.2%	74.8%	32.6%	42.2%	77.0%
Housewife/Houseperson	794	729	228	109	570	190	379	580
%V	23.3%	22.3%	16.9%	16.0%	23.0%	15.2%	30.8%	19.2%
%H		91.8%	28.7%	13.7%	71.8%	23.9%	47.7%	73.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	3560	3467	1370	701	2657	1269	1388	3080
%H		97.4%	38.5%	19.7%	74.6%	35.6%	39.0%	86.5%
16 - 19	194	190	80	49	146	86	59	191
%V	5.4%	5.5%	5.8%	7.0%	5.5%	6.8%	4.3%	6.2%
%H		97.9%	41.2%	25.3%	75.3%	44.3%	30.4%	98.5%
20 - 24	268	250	89	58	184	87	97	257
%V	7.5%	7.2%	6.5%	8.3%	6.9%	6.9%	7.0%	8.3%
%H		93.3%	33.2%	21.6%	68.7%	32.5%	36.2%	95.9%
25 - 34	572	538	248	103	354	175	179	547
%V	16.1%	15.5%	18.1%	14.7%	13.3%	13.8%	12.9%	17.8%
%H		94.1%	43.4%	18.0%	61.9%	30.6%	31.3%	95.6%
35 - 44	546	531	269	108	376	227	149	527
%V	15.3%	15.3%	19.6%	15.4%	14.2%	17.9%	10.7%	17.1%
%H		97.3%	49.3%	19.8%	68.9%	41.6%	27.3%	96.5%
45 - 54	619	612	272	136	474	263	211	595
%V	17.4%	17.7%	19.9%	19.4%	17.8%	20.7%	15.2%	19.3%
%H		98.9%	43.9%	22.0%	76.6%	42.5%	34.1%	96.1%
55 - 64	508	502	191	112	403	202	201	463
%V	14.3%	14.5%	13.9%	16.0%	15.2%	15.9%	14.5%	15.0%
%H		98.8%	37.6%	22.0%	79.3%	39.8%	39.6%	91.1%
65+	854	843	221	135	720	229	491	499
%V	24.0%	24.3%	16.1%	19.3%	27.1%	18.0%	35.4%	16.2%
%H		98.7%	25.9%	15.8%	84.3%	26.8%	57.5%	58.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)		3560	3467	1370	701	2657	1269	1388	3080
	%H		97.4%	38.5%	19.7%	74.6%	35.6%	39.0%	86.5%
AB		836	825	364	159	616	314	302	806
	%V	23.5%	23.8%	26.6%	22.7%	23.2%	24.7%	21.8%	26.2%
	%H		98.7%	43.5%	19.0%	73.7%	37.6%	36.1%	96.4%
C1		1008	975	390	218	754	391	363	909
	%V	28.3%	28.1%	28.5%	31.1%	28.4%	30.8%	26.2%	29.5%
	%H		96.7%	38.7%	21.6%	74.8%	38.8%	36.0%	90.2%
C2		694	684	261	158	542	281	261	626
	%V	19.5%	19.7%	19.1%	22.5%	20.4%	22.1%	18.8%	20.3%
	%H		98.6%	37.6%	22.8%	78.1%	40.5%	37.6%	90.2%
D		640	619	249	111	462	201	261	511
	%V	18.0%	17.9%	18.2%	15.8%	17.4%	15.8%	18.8%	16.6%
	%H		96.7%	38.9%	17.3%	72.2%	31.4%	40.8%	79.8%
E		381	365	105	54	283	82	201	228
	%V	10.7%	10.5%	7.7%	7.7%	10.7%	6.5%	14.5%	7.4%
	%H		95.8%	27.6%	14.2%	74.3%	21.5%	52.8%	59.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017

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+)	3560	3467	1370	701	2657	1269	1388	3080
%H		97.4%	38.5%	19.7%	74.6%	35.6%	39.0%	86.5%
Working full time	1269	1239	573	262	917	522	396	1239
%V	35.6%	35.7%	41.8%	37.4%	34.5%	41.1%	28.5%	40.2%
%H		97.6%	45.2%	20.6%	72.3%	41.1%	31.2%	97.6%
Working part time	515	506	211	123	378	201	177	491
%V	14.5%	14.6%	15.4%	17.5%	14.2%	15.8%	12.8%	15.9%
%H		98.3%	41.0%	23.9%	73.4%	39.0%	34.4%	95.3%
Not working	1776	1722	585	316	1362	546	815	1350
%V	49.9%	49.7%	42.7%	45.1%	51.3%	43.0%	58.7%	43.8%
%H		97.0%	32.9%	17.8%	76.7%	30.7%	45.9%	76.0%
Housewife/Houseperson	2894	2815	1080	544	2169	990	1179	2448
%V	81.3%	81.2%	78.8%	77.6%	81.6%	78.0%	84.9%	79.5%
%H		97.3%	37.3%	18.8%	74.9%	34.2%	40.7%	84.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1989	1919	848	242	1353	569	784	1719
%H (All HH)		96.5%	42.6%	12.2%	68.0%	28.6%	39.4%	86.4%
%H (TV HH)			44.2%	12.6%	70.5%	29.7%	40.9%	
AB	514	494	213	65	337	131	206	483
%V	25.8%	25.7%	25.1%	26.9%	24.9%	23.0%	26.3%	28.1%
%H (All HH)		96.1%	41.4%	12.6%	65.6%	25.5%	40.1%	94.0%
%H (TV HH)			43.1%	13.2%	68.2%	26.5%	41.7%	
C1	585	570	263	76	390	174	215	539
%V	29.4%	29.7%	31.0%	31.4%	28.8%	30.6%	27.4%	31.4%
%H (All HH)		97.4%	45.0%	13.0%	66.7%	29.7%	36.8%	92.1%
%H (TV HH)			46.1%	13.3%	68.4%	30.5%	37.7%	
C2	424	415	199	49	303	141	162	376
%V	21.3%	21.6%	23.5%	20.2%	22.4%	24.8%	20.7%	21.9%
%H (All HH)		97.9%	46.9%	11.6%	71.5%	33.3%	38.2%	88.7%
%H (TV HH)			48.0%	11.8%	73.0%	34.0%	39.0%	
D	284	268	117	36	184	82	102	223
%V	14.3%	14.0%	13.8%	14.9%	13.6%	14.4%	13.0%	13.0%
%H (All HH)		94.4%	41.2%	12.7%	64.8%	28.9%	35.9%	78.5%
%H (TV HH)			43.7%	13.4%	68.7%	30.6%	38.1%	
E	182	173	55	16	139	40	99	98
%V	9.2%	9.0%	6.5%	6.6%	10.3%	7.0%	12.6%	5.7%
%H (All HH)		95.1%	30.2%	8.8%	76.4%	22.0%	54.4%	53.8%
%H (TV HH)			31.8%	9.2%	80.3%	23.1%	57.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1989	1919	848	242	1353	569	784	1719
%H (All HH)		96.5%	42.6%	12.2%	68.0%	28.6%	39.4%	86.4%
%H (TV HH)			44.2%	12.6%	70.5%	29.7%	40.9%	
Under 25	73	64	28	8	35	20	15	72
%V	3.7%	3.3%	3.3%	3.3%	2.6%	3.5%	1.9%	4.2%
%H (All HH)		87.7%	38.4%	11.0%	47.9%	27.4%	20.5%	98.6%
%H (TV HH)			43.8%	12.5%	54.7%	31.3%	23.4%	
25 - 34	282	265	126	38	155	78	77	279
%V	14.2%	13.8%	14.9%	15.7%	11.5%	13.7%	9.8%	16.2%
%H (All HH)		94.0%	44.7%	13.5%	55.0%	27.7%	27.3%	98.9%
%H (TV HH)			47.5%	14.3%	58.5%	29.4%	29.1%	
35 - 44	315	298	173	39	174	100	74	307
%V	15.8%	15.5%	20.4%	16.1%	12.9%	17.6%	9.4%	17.9%
%H (All HH)		94.6%	54.9%	12.4%	55.2%	31.7%	23.5%	97.5%
%H (TV HH)			58.1%	13.1%	58.4%	33.6%	24.8%	
45 - 54	370	359	172	64	248	125	123	353
%V	18.6%	18.7%	20.3%	26.4%	18.3%	22.0%	15.7%	20.5%
%H (All HH)		97.0%	46.5%	17.3%	67.0%	33.8%	33.2%	95.4%
%H (TV HH)			47.9%	17.8%	69.1%	34.8%	34.3%	
55 - 64	333	330	139	45	251	102	149	311
%V	16.7%	17.2%	16.4%	18.6%	18.6%	17.9%	19.0%	18.1%
%H (All HH)		99.1%	41.7%	13.5%	75.4%	30.6%	44.7%	93.4%
%H (TV HH)			42.1%	13.6%	76.1%	30.9%	45.2%	
65 +	615	603	209	48	490	144	345	396
%V	30.9%	31.4%	24.6%	19.8%	36.2%	25.3%	44.0%	23.0%
%H (All HH)		98.0%	34.0%	7.8%	79.7%	23.4%	56.1%	64.4%
%H (TV HH)			34.7%	8.0%	81.3%	23.9%	57.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1989	1919	848	242	1353	569	784	1719
%H (All HH)		96.5%	42.6%	12.2%	68.0%	28.6%	39.4%	86.4%
%H (TV HH)			44.2%	12.6%	70.5%	29.7%	40.9%	
1	569	528	169	50	390	93	297	372
%V	28.6%	27.5%	19.9%	20.7%	28.8%	16.3%	37.9%	21.6%
%H (All HH)		92.8%	29.7%	8.8%	68.5%	16.3%	52.2%	65.4%
%H (TV HH)			32.0%	9.5%	73.9%	17.6%	56.3%	
2	733	720	305	91	533	222	311	670
%V	36.9%	37.5%	36.0%	37.6%	39.4%	39.0%	39.7%	39.0%
%H (All HH)		98.2%	41.6%	12.4%	72.7%	30.3%	42.4%	91.4%
%H (TV HH)			42.4%	12.6%	74.0%	30.8%	43.2%	
3	282	273	154	36	185	109	76	275
%V	14.2%	14.2%	18.2%	14.9%	13.7%	19.2%	9.7%	16.0%
%H (All HH)		96.8%	54.6%	12.8%	65.6%	38.7%	27.0%	97.5%
%H (TV HH)			56.4%	13.2%	67.8%	39.9%	27.8%	
4	278	275	152	43	172	101	71	277
%V	14.0%	14.3%	17.9%	17.8%	12.7%	17.8%	9.1%	16.1%
%H (All HH)		98.9%	54.7%	15.5%	61.9%	36.3%	25.5%	99.6%
%H (TV HH)			55.3%	15.6%	62.5%	36.7%	25.8%	
5+	127	123	68	21	73	44	29	125
%V	6.4%	6.4%	8.0%	8.7%	5.4%	7.7%	3.7%	7.3%
%H (All HH)		96.9%	53.5%	16.5%	57.5%	34.6%	22.8%	98.4%
%H (TV HH)			55.3%	17.1%	59.3%	35.8%	23.6%	
Average HH size	2.35	2.37	2.62	2.58	2.28	2.65	2.02	2.51

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1989	1919	848	242	1353	569	784	1719
%H (All HH)		96.5%	42.6%	12.2%	68.0%	28.6%	39.4%	86.4%
%H (TV HH)			44.2%	12.6%	70.5%	29.7%	40.9%	
Without	1486	1426	561	177	1052	389	663	1222
%V	74.7%	74.3%	66.2%	73.1%	77.8%	68.4%	84.6%	71.1%
%H (All HH)		96.0%	37.8%	11.9%	70.8%	26.2%	44.6%	82.2%
%H (TV HH)			39.3%	12.4%	73.8%	27.3%	46.5%	
With	502	493	286	66	301	180	121	497
%V	25.2%	25.7%	33.7%	27.3%	22.2%	31.6%	15.4%	28.9%
%H (All HH)		98.2%	57.0%	13.1%	60.0%	35.9%	24.1%	99.0%
%H (TV HH)			58.0%	13.4%	61.1%	36.5%	24.5%	
0 - 3	185	182	99	25	109	60	48	182
%V	9.3%	9.5%	11.7%	10.3%	8.1%	10.5%	6.1%	10.6%
%H (All HH)		98.4%	53.5%	13.5%	58.9%	32.4%	25.9%	98.4%
%H (TV HH)			54.4%	13.7%	59.9%	33.0%	26.4%	
4 - 9	267	261	150	40	149	94	55	263
%V	13.4%	13.6%	17.7%	16.5%	11.0%	16.5%	7.0%	15.3%
%H (All HH)		97.8%	56.2%	15.0%	55.8%	35.2%	20.6%	98.5%
%H (TV HH)			57.5%	15.3%	57.1%	36.0%	21.1%	
10 - 15	233	228	129	31	147	86	61	231
%V	11.7%	11.9%	15.2%	12.8%	10.9%	15.1%	7.8%	13.4%
%H (All HH)		97.9%	55.4%	13.3%	63.1%	36.9%	26.2%	99.1%
%H (TV HH)			56.6%	13.6%	64.5%	37.7%	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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1989	1919	848	242	1353	569	784	1719
%H (All HH)		96.5%	42.6%	12.2%	68.0%	28.6%	39.4%	86.4%
%H (TV HH)			44.2%	12.6%	70.5%	29.7%	40.9%	
1	710	710	241	81	440	88	353	564
%V	35.7%	37.0%	28.4%	33.5%	32.5%	15.5%	45.0%	32.8%
%H (All HH)		100.0%	33.9%	11.4%	62.0%	12.4%	49.7%	79.4%
%H (TV HH)			33.9%	11.4%	62.0%	12.4%	49.7%	
2	679	679	316	89	485	221	263	592
%V	34.1%	35.4%	37.3%	36.8%	35.8%	38.8%	33.5%	34.4%
%H (All HH)		100.0%	46.5%	13.1%	71.4%	32.5%	38.7%	87.2%
%H (TV HH)			46.5%	13.1%	71.4%	32.5%	38.7%	
3	317	317	168	38	249	139	109	297
%V	15.9%	16.5%	19.8%	15.7%	18.4%	24.4%	13.9%	17.3%
%H (All HH)		100.0%	53.0%	12.0%	78.5%	43.8%	34.4%	93.7%
%H (TV HH)			53.0%	12.0%	78.5%	43.8%	34.4%	
4	133	133	70	22	109	68	41	130
%V	6.7%	6.9%	8.3%	9.1%	8.1%	12.0%	5.2%	7.6%
%H (All HH)		100.0%	52.6%	16.5%	82.0%	51.1%	30.8%	97.7%
%H (TV HH)			52.6%	16.5%	82.0%	51.1%	30.8%	
5+	80	80	52	12	70	52	18	78
%V	4.0%	4.2%	6.1%	5.0%	5.2%	9.1%	2.3%	4.5%
%H (All HH)		100.0%	65.0%	15.0%	87.5%	65.0%	22.5%	97.5%
%H (TV HH)			65.0%	15.0%	87.5%	65.0%	22.5%	

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

April 2016 - March 2017

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	1989	1919	848	242	1353	569	784	1719
%H (All HH)		96.5%	42.6%	12.2%	68.0%	28.6%	39.4%	86.4%
%H (TV HH)			44.2%	12.6%	70.5%	29.7%	40.9%	
Under 20"	415	415	168	52	349	159	191	355
%V	20.9%	21.6%	19.8%	21.5%	25.8%	27.9%	24.4%	20.7%
%H (All HH)		100.0%	40.5%	12.5%	84.1%	38.3%	46.0%	85.5%
%H (TV HH)			40.5%	12.5%	84.1%	38.3%	46.0%	
20" - 29"	618	618	250	73	498	207	290	528
%V	31.1%	32.2%	29.5%	30.2%	36.8%	36.4%	37.0%	30.7%
%H (All HH)		100.0%	40.5%	11.8%	80.6%	33.5%	46.9%	85.4%
%H (TV HH)			40.5%	11.8%	80.6%	33.5%	46.9%	
30" - 39"	991	991	453	130	712	316	396	863
%V	49.8%	51.6%	53.4%	53.7%	52.6%	55.5%	50.5%	50.2%
%H (All HH)		100.0%	45.7%	13.1%	71.8%	31.9%	40.0%	87.1%
%H (TV HH)			45.7%	13.1%	71.8%	31.9%	40.0%	
40" and over	1079	1079	572	160	710	391	319	1012
%V	54.2%	56.2%	67.5%	66.1%	52.5%	68.7%	40.7%	58.9%
%H (All HH)		100.0%	53.0%	14.8%	65.8%	36.2%	29.6%	93.8%
%H (TV HH)			53.0%	14.8%	65.8%	36.2%	29.6%	

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

April 2016 - March 2017

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1989	1919	848	242	1353	569	784	1719
%H (All HH)		96.5%	42.6%	12.2%	68.0%	28.6%	39.4%	86.4%
%H (TV HH)			44.2%	12.6%	70.5%	29.7%	40.9%	
Main living room	1902	1902	843	241	1343	567	776	1645
%V	95.6%	99.1%	99.4%	99.6%	99.3%	99.6%	99.0%	95.7%
%H (All HH)		100.0%	44.3%	12.7%	70.6%	29.8%	40.8%	86.5%
%H (TV HH)			44.3%	12.7%	70.6%	29.8%	40.8%	
Kitchen	277	277	129	32	239	124	116	252
%V	13.9%	14.4%	15.2%	13.2%	17.7%	21.8%	14.8%	14.7%
%H (All HH)		100.0%	46.6%	11.6%	86.3%	44.8%	41.9%	91.0%
%H (TV HH)			46.6%	11.6%	86.3%	44.8%	41.9%	
Adult's bedroom	913	913	468	132	694	387	307	831
%V	45.9%	47.6%	55.2%	54.5%	51.3%	68.0%	39.2%	48.3%
%H (All HH)		100.0%	51.3%	14.5%	76.0%	42.4%	33.6%	91.0%
%H (TV HH)			51.3%	14.5%	76.0%	42.4%	33.6%	
Child's bedroom	164	164	102	23	118	82	36	164
%V	8.2%	8.5%	12.0%	9.5%	8.7%	14.4%	4.6%	9.5%
%H (All HH)		100.0%	62.2%	14.0%	72.0%	50.0%	22.0%	100.0%
%H (TV HH)			62.2%	14.0%	72.0%	50.0%	22.0%	
Other bedroom	85	85	46	14	68	43	25	84
%V	4.3%	4.4%	5.4%	5.8%	5.0%	7.6%	3.2%	4.9%
%H (All HH)		100.0%	54.1%	16.5%	80.0%	50.6%	29.4%	98.8%
%H (TV HH)			54.1%	16.5%	80.0%	50.6%	29.4%	
Second living/dining room	184	184	89	20	139	66	72	165
%V	9.3%	9.6%	10.5%	8.3%	10.3%	11.6%	9.2%	9.6%
%H (All HH)		100.0%	48.4%	10.9%	75.5%	35.9%	39.1%	89.7%
%H (TV HH)			48.4%	10.9%	75.5%	35.9%	39.1%	
Study/office	36	36	24	5	25	18	7	36
%V	1.8%	1.9%	2.8%	2.1%	1.8%	3.2%	0.9%	2.1%
%H (All HH)		100.0%	66.7%	13.9%	69.4%	50.0%	19.4%	100.0%
%H (TV HH)			66.7%	13.9%	69.4%	50.0%	19.4%	
TV room	25	25	11	6	20	12	8	25
%V	1.3%	1.3%	1.3%	2.5%	1.5%	2.1%	1.0%	1.5%
%H (All HH)		100.0%	44.0%	24.0%	80.0%	48.0%	32.0%	100.0%
%H (TV HH)			44.0%	24.0%	80.0%	48.0%	32.0%	
Conservatory	52	52	27	3	44	20	24	46
%V	2.6%	2.7%	3.2%	1.2%	3.3%	3.5%	3.1%	2.7%
%H (All HH)		100.0%	51.9%	5.8%	84.6%	38.5%	46.2%	88.5%
%H (TV HH)			51.9%	5.8%	84.6%	38.5%	46.2%	
Attic or loft room	2	2	2	0	1	1	0	2
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
No specific location	6	6	2	0	6	2	4	5
%V	0.3%	0.3%	0.2%	0.0%	0.4%	0.4%	0.5%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	83.3%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Other	30	30	20	4	22	14	8	30
%V	1.5%	1.6%	2.4%	1.7%	1.6%	2.5%	1.0%	1.7%
%H (All HH)		100.0%	66.7%	13.3%	73.3%	46.7%	26.7%	100.0%
%H (TV HH)			66.7%	13.3%	73.3%	46.7%	26.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 4.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1989	1919	848	242	1353	569	784	1719
%H (All HH)		96.5%	42.6%	12.2%	68.0%	28.6%	39.4%	86.4%
%H (TV HH)			44.2%	12.6%	70.5%	29.7%	40.9%	
Any DSAT provider	848	848	848	12	463	463	0	790
%V	42.6%	44.2%	100.0%	5.0%	34.2%	81.4%	0.0%	46.0%
%H (All HH)			100.0%	1.4%	54.6%	54.6%	0.0%	93.2%
%H (TV HH)			100.0%	1.4%	54.6%	54.6%	0.0%	
Sky with subcription	678	678	678	6	364	364	0	640
%V	34.1%	35.3%	80.0%	2.5%	26.9%	64.0%	0.0%	37.2%
%H (All HH)			100.0%	0.9%	53.7%	53.7%	0.0%	94.4%
%H (TV HH)			100.0%	0.9%	53.7%	53.7%	0.0%	
Sky without subscription	43	43	43	2	23	23	0	35
%V	2.2%	2.2%	5.1%	0.8%	1.7%	4.0%	0.0%	2.0%
%H (All HH)			100.0%	4.7%	53.5%	53.5%	0.0%	81.4%
%H (TV HH)			100.0%	4.7%	53.5%	53.5%	0.0%	
Freesat	128	128	128	4	81	81	0	117
%V	6.4%	6.7%	15.1%	1.7%	6.0%	14.2%	0.0%	6.8%
%H (All HH)			100.0%	3.1%	63.3%	63.3%	0.0%	91.4%
%H (TV HH)			100.0%	3.1%	63.3%	63.3%	0.0%	
Other satellite provider	56	56	56	2	30	30	0	52
%V	2.8%	2.9%	6.6%	0.8%	2.2%	5.3%	0.0%	3.0%
%H (All HH)			100.0%	3.6%	53.6%	53.6%	0.0%	92.9%
%H (TV HH)			100.0%	3.6%	53.6%	53.6%	0.0%	
DCAB	242	242	12	242	112	112	0	224
%V	12.2%	12.6%	1.4%	100.0%	8.3%	19.7%	0.0%	13.0%
%H (All HH)			5.0%	100.0%	46.3%	46.3%	0.0%	92.6%
%H (TV HH)			5.0%	100.0%	46.3%	46.3%	0.0%	
DTT	1353	1353	463	112	1353	569	784	1130
%V	68.0%	70.5%	54.6%	46.3%	100.0%	100.0%	100.0%	65.7%
%H (All HH)		100.0%	34.2%	8.3%	100.0%	42.1%	57.9%	83.5%
%H (TV HH)			34.2%	8.3%	100.0%	42.1%	57.9%	

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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BBC East

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1989	1919	848	242	1353	569	784	1719
%H (All HH)		96.5%	42.6%	12.2%	68.0%	28.6%	39.4%	86.4%
%H (TV HH)			44.2%	12.6%	70.5%	29.7%	40.9%	
PVR	1271	1271	754	218	812	508	304	1175
%V	63.9%	66.2%	88.9%	90.1%	60.0%	89.3%	38.8%	68.4%
%H (All HH)		100.0%	59.3%	17.2%	63.9%	40.0%	23.9%	92.4%
%H (TV HH)			59.3%	17.2%	63.9%	40.0%	23.9%	
DVDR	36	36	18	1	33	16	17	28
%V	1.8%	1.9%	2.1%	0.4%	2.4%	2.8%	2.2%	1.6%
%H (All HH)		100.0%	50.0%	2.8%	91.7%	44.4%	47.2%	77.8%
%H (TV HH)			50.0%	2.8%	91.7%	44.4%	47.2%	
VCR	32	32	11	2	28	9	18	23
%V	1.6%	1.7%	1.3%	0.8%	2.1%	1.6%	2.3%	1.3%
%H (All HH)		100.0%	34.4%	6.3%	87.5%	28.1%	56.3%	71.9%
%H (TV HH)			34.4%	6.3%	87.5%	28.1%	56.3%	
Any recorder	1293	1293	755	219	833	509	324	1185
%V	65.0%	67.4%	89.0%	90.5%	61.6%	89.5%	41.3%	68.9%
%H (All HH)		100.0%	58.4%	16.9%	64.4%	39.4%	25.1%	91.6%
%H (TV HH)			58.4%	16.9%	64.4%	39.4%	25.1%	
Receives HDTV (via STB or built-in reception)	1319	1319	668	214	929	481	448	1223
%V	66.3%	68.7%	78.8%	88.4%	68.7%	84.5%	57.1%	71.1%
%H (All HH)		100.0%	50.6%	16.2%	70.4%	36.5%	34.0%	92.7%
%H (TV HH)			50.6%	16.2%	70.4%	36.5%	34.0%	
DVD/Blu-ray player or recorder	1460	1460	655	190	1053	470	583	1303
%V	73.4%	76.1%	77.2%	78.5%	77.8%	82.6%	74.4%	75.8%
%H (All HH)		100.0%	44.9%	13.0%	72.1%	32.2%	39.9%	89.2%
%H (TV HH)			44.9%	13.0%	72.1%	32.2%	39.9%	

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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BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1989	1919	848	242	1353	569	784	1719
%H (All HH)		96.5%	42.6%	12.2%	68.0%	28.6%	39.4%	86.4%
%H (TV HH)			44.2%	12.6%	70.5%	29.7%	40.9%	
Has broadband internet	1719	1660	790	224	1130	529	601	1719
%V	86.4%	86.5%	93.2%	92.6%	83.5%	93.0%	76.7%	100.0%
%H (All HH)		96.6%	46.0%	13.0%	65.7%	30.8%	35.0%	100.0%
%H (TV HH)			47.6%	13.5%	68.1%	31.9%	36.2%	
Number of computers (PCs and laptops)								
0	299	285	81	19	233	48	185	57
%V	15.0%	14.9%	9.6%	7.9%	17.2%	8.4%	23.6%	3.3%
%H (All HH)		95.3%	27.1%	6.4%	77.9%	16.1%	61.9%	19.1%
%H (TV HH)			28.4%	6.7%	81.8%	16.8%	64.9%	
1	452	430	162	52	311	101	210	429
%V	22.7%	22.4%	19.1%	21.5%	23.0%	17.8%	26.8%	25.0%
%H (All HH)		95.1%	35.8%	11.5%	68.8%	22.3%	46.5%	94.9%
%H (TV HH)			37.7%	12.1%	72.3%	23.5%	48.8%	
2	485	470	242	59	307	146	161	480
%V	24.4%	24.5%	28.5%	24.4%	22.7%	25.7%	20.5%	27.9%
%H (All HH)		96.9%	49.9%	12.2%	63.3%	30.1%	33.2%	99.0%
%H (TV HH)			51.5%	12.6%	65.3%	31.1%	34.3%	
3	305	299	147	43	204	110	95	305
%V	15.3%	15.6%	17.3%	17.8%	15.1%	19.3%	12.1%	17.7%
%H (All HH)		98.0%	48.2%	14.1%	66.9%	36.1%	31.1%	100.0%
%H (TV HH)			49.2%	14.4%	68.2%	36.8%	31.8%	
4	201	193	97	25	136	71	66	201
%V	10.1%	10.1%	11.4%	10.3%	10.1%	12.5%	8.4%	11.7%
%H (All HH)		96.0%	48.3%	12.4%	67.7%	35.3%	32.8%	100.0%
%H (TV HH)			50.3%	13.0%	70.5%	36.8%	34.2%	
5+	247	243	119	44	162	95	67	247
%V	12.4%	12.7%	14.0%	18.2%	12.0%	16.7%	8.5%	14.4%
%H (All HH)		98.4%	48.2%	17.8%	65.6%	38.5%	27.1%	100.0%
%H (TV HH)			49.0%	18.1%	66.7%	39.1%	27.6%	

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

April 2016 - March 2017

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	3980	1941	523	2967	1504	1463	3576
%H		48.8%	13.1%	74.5%	37.8%	36.8%	89.8%
Under 20"	513	215	60	440	207	233	445
%V	12.9%	11.1%	11.5%	14.8%	13.8%	15.9%	12.4%
%H		41.9%	11.7%	85.8%	40.4%	45.4%	86.7%
20" - 29"	816	340	96	669	293	376	711
%V	20.5%	17.5%	18.4%	22.5%	19.5%	25.7%	19.9%
%H		41.7%	11.8%	82.0%	35.9%	46.1%	87.1%
30" - 39"	1242	594	159	904	428	477	1096
%V	31.2%	30.6%	30.4%	30.5%	28.5%	32.6%	30.6%
%H		47.8%	12.8%	72.8%	34.5%	38.4%	88.2%
40" and over	1367	766	206	919	554	366	1293
%V	34.3%	39.5%	39.4%	31.0%	36.8%	25.0%	36.2%
%H		56.0%	15.1%	67.2%	40.5%	26.8%	94.6%
Don't know	40	26	3	34	23	11	31
%V	1.0%	1.3%	0.6%	1.1%	1.5%	0.8%	0.9%
%H		65.0%	7.5%	85.0%	57.5%	27.5%	77.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3980	1941	523	2967	1504	1463	3576
%H		48.8%	13.1%	74.5%	37.8%	36.8%	89.8%
Main living room	1918	851	243	1353	571	783	1659
%V	48.2%	43.8%	46.5%	45.6%	38.0%	53.5%	46.4%
%H		44.4%	12.7%	70.5%	29.8%	40.8%	86.5%
Kitchen	278	129	32	240	124	116	253
%V	7.0%	6.6%	6.1%	8.1%	8.2%	7.9%	7.1%
%H		46.4%	11.5%	86.3%	44.6%	41.7%	91.0%
Adult's bedroom	1119	590	162	861	500	361	1026
%V	28.1%	30.4%	31.0%	29.0%	33.2%	24.7%	28.7%
%H		52.7%	14.5%	76.9%	44.7%	32.3%	91.7%
Child's bedroom	223	135	31	168	118	50	223
%V	5.6%	7.0%	5.9%	5.7%	7.8%	3.4%	6.2%
%H		60.5%	13.9%	75.3%	52.9%	22.4%	100.0%
Other bedroom	101	57	17	82	54	28	100
%V	2.5%	2.9%	3.3%	2.8%	3.6%	1.9%	2.8%
%H		56.4%	16.8%	81.2%	53.5%	27.7%	99.0%
Second living/dining room	187	91	21	141	69	72	168
%V	4.7%	4.7%	4.0%	4.8%	4.6%	4.9%	4.7%
%H		48.7%	11.2%	75.4%	36.9%	38.5%	89.8%
Study/office	36	24	5	25	18	7	36
%V	0.9%	1.2%	1.0%	0.8%	1.2%	0.5%	1.0%
%H		66.7%	13.9%	69.4%	50.0%	19.4%	100.0%
TV room	25	11	6	20	12	8	25
%V	0.6%	0.6%	1.1%	0.7%	0.8%	0.5%	0.7%
%H		44.0%	24.0%	80.0%	48.0%	32.0%	100.0%
Conservatory	52	27	3	44	20	24	46
%V	1.3%	1.4%	0.6%	1.5%	1.3%	1.6%	1.3%
%H		51.9%	5.8%	84.6%	38.5%	46.2%	88.5%
Attic or loft room	2	2	0	1	1	0	2
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	50.0%	50.0%	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	34	22	4	25	16	10	34
%V	0.9%	1.1%	0.8%	0.8%	1.1%	0.7%	1.0%
%H		64.7%	11.8%	73.5%	47.1%	29.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3980	1941	523	2967	1504	1463	3576
%H		48.8%	13.1%	74.5%	37.8%	36.8%	89.8%
PVR	1745	1111	306	1056	718	339	1637
%V	43.8%	57.2%	58.5%	35.6%	47.7%	23.2%	45.8%
%H		63.7%	17.5%	60.5%	41.1%	19.4%	93.8%
DVDR	39	19	1	36	17	18	30
%V	1.0%	1.0%	0.2%	1.2%	1.1%	1.2%	0.8%
%H		48.7%	2.6%	92.3%	43.6%	46.2%	76.9%
VCR	34	11	2	30	9	21	24
%V	0.9%	0.6%	0.4%	1.0%	0.6%	1.4%	0.7%
%H		32.4%	5.9%	88.2%	26.5%	61.8%	70.6%
Any recorder	1780	1120	308	1090	727	363	1658
%V	44.7%	57.7%	58.9%	36.7%	48.3%	24.8%	46.4%
%H		62.9%	17.3%	61.2%	40.8%	20.4%	93.1%

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	3980	1941	523	2967	1504	1463	3576
%H		48.8%	13.1%	74.5%	37.8%	36.8%	89.8%
Receives HDTV (via STB or built-in reception)	1958	1053	333	1374	780	594	1845
%V	49.2%	54.3%	63.7%	46.3%	51.9%	40.6%	51.6%
%H		53.8%	17.0%	70.2%	39.8%	30.3%	94.2%
DVD/Blu-ray player or recorder	2217	1076	289	1639	824	815	2022
%V	55.7%	55.4%	55.3%	55.2%	54.8%	55.7%	56.5%
%H		48.5%	13.0%	73.9%	37.2%	36.8%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1919	848	242	1353	569	784	1660
%H		44.2%	12.6%	70.5%	29.7%	40.9%	86.5%
Under 20"	35	6	3	29	5	23	26
%V	1.8%	0.7%	1.2%	2.1%	0.9%	2.9%	1.6%
%H		17.1%	8.6%	82.9%	14.3%	65.7%	74.3%
20" - 29"	206	47	14	166	24	142	141
%V	10.7%	5.5%	5.8%	12.3%	4.2%	18.1%	8.5%
%H		22.8%	6.8%	80.6%	11.7%	68.9%	68.4%
30" - 39"	610	229	67	453	149	304	497
%V	31.8%	27.0%	27.7%	33.5%	26.2%	38.8%	29.9%
%H		37.5%	11.0%	74.3%	24.4%	49.8%	81.5%
40" and over	1051	556	157	691	382	309	985
%V	54.8%	65.6%	64.9%	51.1%	67.1%	39.4%	59.3%
%H		52.9%	14.9%	65.7%	36.3%	29.4%	93.7%
Don't know	17	9	1	14	8	6	11
%V	0.9%	1.1%	0.4%	1.0%	1.4%	0.8%	0.7%
%H		52.9%	5.9%	82.4%	47.1%	35.3%	64.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017
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	1919	848	242	1353	569	784	1660
%H		44.2%	12.6%	70.5%	29.7%	40.9%	86.5%
PVR	1243	744	214	787	496	291	1154
%V	64.8%	87.7%	88.4%	58.2%	87.2%	37.1%	69.5%
%H		59.9%	17.2%	63.3%	39.9%	23.4%	92.8%
DVDR	32	15	1	29	13	16	24
%V	1.7%	1.8%	0.4%	2.1%	2.3%	2.0%	1.4%
%H		46.9%	3.1%	90.6%	40.6%	50.0%	75.0%
VCR	24	7	1	20	4	15	15
%V	1.3%	0.8%	0.4%	1.5%	0.7%	1.9%	0.9%
%H		29.2%	4.2%	83.3%	16.7%	62.5%	62.5%
Any recorder	1265	745	216	808	498	310	1163
%V	65.9%	87.9%	89.3%	59.7%	87.5%	39.5%	70.1%
%H		58.9%	17.1%	63.9%	39.4%	24.5%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1919	848	242	1353	569	784	1660
%H		44.2%	12.6%	70.5%	29.7%	40.9%	86.5%
Receives HDTV (via STB or built-in reception)	1291	660	212	902	472	430	1198
%V	67.3%	77.8%	87.6%	66.7%	83.0%	54.8%	72.2%
%H		51.1%	16.4%	69.9%	36.6%	33.3%	92.8%
DVD/Blu-ray player or recorder	1339	600	167	967	423	544	1191
%V	69.8%	70.8%	69.0%	71.5%	74.3%	69.4%	71.7%
%H		44.8%	12.5%	72.2%	31.6%	40.6%	88.9%

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	2060	1093	281	1614	935	679	1916
%H		53.1%	13.6%	78.3%	45.4%	33.0%	93.0%
Under 20"	478	208	57	412	202	210	419
%V	23.2%	19.0%	20.3%	25.5%	21.6%	30.9%	21.9%
%H		43.5%	11.9%	86.2%	42.3%	43.9%	87.7%
20" - 29"	611	293	82	503	268	235	569
%V	29.7%	26.8%	29.2%	31.2%	28.7%	34.6%	29.7%
%H		48.0%	13.4%	82.3%	43.9%	38.5%	93.1%
30" - 39"	632	365	91	451	279	173	599
%V	30.7%	33.4%	32.4%	27.9%	29.8%	25.5%	31.3%
%H		57.8%	14.4%	71.4%	44.1%	27.4%	94.8%
40" and over	316	210	49	228	172	57	308
%V	15.3%	19.2%	17.4%	14.1%	18.4%	8.4%	16.1%
%H		66.5%	15.5%	72.2%	54.4%	18.0%	97.5%
Don't know	24	17	2	20	15	5	20
%V	1.2%	1.6%	0.7%	1.2%	1.6%	0.7%	1.0%
%H		70.8%	8.3%	83.3%	62.5%	20.8%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2060	1093	281	1614	935	679	1916
%H		53.1%	13.6%	78.3%	45.4%	33.0%	93.0%
PVR	502	368	91	269	221	48	483
%V	24.4%	33.7%	32.4%	16.7%	23.6%	7.1%	25.2%
%H		73.3%	18.1%	53.6%	44.0%	9.6%	96.2%
DVDR	7	4	0	7	4	3	5
%V	0.3%	0.4%	0.0%	0.4%	0.4%	0.4%	0.3%
%H		57.1%	0.0%	100.0%	57.1%	42.9%	71.4%
VCR	10	4	1	10	5	5	9
%V	0.5%	0.4%	0.4%	0.6%	0.5%	0.7%	0.5%
%H		40.0%	10.0%	100.0%	50.0%	50.0%	90.0%
Any recorder	515	375	92	282	229	53	494
%V	25.0%	34.3%	32.7%	17.5%	24.5%	7.8%	25.8%
%H		72.8%	17.9%	54.8%	44.5%	10.3%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2060	1093	281	1614	935	679	1916
%H		53.1%	13.6%	78.3%	45.4%	33.0%	93.0%
Receives HDTV (via STB or built-in reception)	667	393	121	472	308	164	647
%V	32.4%	36.0%	43.1%	29.2%	32.9%	24.2%	33.8%
%H		58.9%	18.1%	70.8%	46.2%	24.6%	97.0%
DVD/Blu-ray player or recorder	878	476	122	672	401	271	831
%V	42.6%	43.5%	43.4%	41.6%	42.9%	39.9%	43.4%
%H		54.2%	13.9%	76.5%	45.7%	30.9%	94.6%

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

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	4671	4546	2217	626	3089	1505	1585	4315
%H		97.3%	47.5%	13.4%	66.1%	32.2%	33.9%	92.4%
Total Children	879	860	483	122	516	302	214	868
%V	18.8%	18.9%	21.8%	19.5%	16.7%	20.1%	13.5%	20.1%
%H		97.8%	54.9%	13.9%	58.7%	34.4%	24.3%	98.7%
0 - 3	224	220	120	29	130	70	59	220
%V	4.8%	4.8%	5.4%	4.6%	4.2%	4.7%	3.7%	5.1%
%H		98.2%	53.6%	12.9%	58.0%	31.3%	26.3%	98.2%
4 - 15	654	640	363	93	386	232	155	648
%V	14.0%	14.1%	16.4%	14.9%	12.5%	15.4%	9.8%	15.0%
%H		97.9%	55.5%	14.2%	59.0%	35.5%	23.7%	99.1%
4 - 9	358	350	202	55	198	125	73	354
%V	7.7%	7.7%	9.1%	8.8%	6.4%	8.3%	4.6%	8.2%
%H		97.8%	56.4%	15.4%	55.3%	34.9%	20.4%	98.9%
10 - 15	296	290	162	38	189	107	82	294
%V	6.3%	6.4%	7.3%	6.1%	6.1%	7.1%	5.2%	6.8%
%H		98.0%	54.7%	12.8%	63.9%	36.1%	27.7%	99.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	4671	4546	2217	626	3089	1505	1585	4315
%H		97.3%	47.5%	13.4%	66.1%	32.2%	33.9%	92.4%
Total Adults (16+)	3793	3685	1734	504	2573	1203	1371	3447
%V	81.2%	81.1%	78.2%	80.5%	83.3%	79.9%	86.5%	79.9%
%H		97.2%	45.7%	13.3%	67.8%	31.7%	36.1%	90.9%
16 - 19	210	205	117	29	138	82	56	208
%V	4.5%	4.5%	5.3%	4.6%	4.5%	5.4%	3.5%	4.8%
%H		97.6%	55.7%	13.8%	65.7%	39.0%	26.7%	99.0%
20 - 24	263	248	116	41	162	91	71	262
%V	5.6%	5.5%	5.2%	6.5%	5.2%	6.0%	4.5%	6.1%
%H		94.3%	44.1%	15.6%	61.6%	34.6%	27.0%	99.6%
25 - 34	589	561	285	87	332	185	147	582
%V	12.6%	12.3%	12.9%	13.9%	10.7%	12.3%	9.3%	13.5%
%H		95.2%	48.4%	14.8%	56.4%	31.4%	25.0%	98.8%
35 - 44	561	535	301	74	323	182	141	550
%V	12.0%	11.8%	13.6%	11.8%	10.5%	12.1%	8.9%	12.7%
%H		95.4%	53.7%	13.2%	57.6%	32.4%	25.1%	98.0%
45 - 54	658	646	325	113	444	233	210	631
%V	14.1%	14.2%	14.7%	18.1%	14.4%	15.5%	13.2%	14.6%
%H		98.2%	49.4%	17.2%	67.5%	35.4%	31.9%	95.9%
55 - 64	553	548	243	77	417	186	230	519
%V	11.8%	12.1%	11.0%	12.3%	13.5%	12.4%	14.5%	12.0%
%H		99.1%	43.9%	13.9%	75.4%	33.6%	41.6%	93.9%
65+	959	944	347	83	758	243	515	694
%V	20.5%	20.8%	15.7%	13.3%	24.5%	16.1%	32.5%	16.1%
%H		98.4%	36.2%	8.7%	79.0%	25.3%	53.7%	72.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.23: 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+)	3793	3685	1734	504	2573	1203	1371	3447
%H		97.2%	45.7%	13.3%	67.8%	31.7%	36.1%	90.9%
AB	1040	1011	455	140	687	289	398	1002
%V	27.4%	27.4%	26.2%	27.8%	26.7%	24.0%	29.0%	29.1%
%H		97.2%	43.8%	13.5%	66.1%	27.8%	38.3%	96.3%
C1	1111	1084	522	158	738	360	378	1054
%V	29.3%	29.4%	30.1%	31.3%	28.7%	29.9%	27.6%	30.6%
%H		97.6%	47.0%	14.2%	66.4%	32.4%	34.0%	94.9%
C2	854	840	429	112	619	324	295	789
%V	22.5%	22.8%	24.7%	22.2%	24.1%	26.9%	21.5%	22.9%
%H		98.4%	50.2%	13.1%	72.5%	37.9%	34.5%	92.4%
D	536	510	243	72	342	170	171	453
%V	14.1%	13.8%	14.0%	14.3%	13.3%	14.1%	12.5%	13.1%
%H		95.1%	45.3%	13.4%	63.8%	31.7%	31.9%	84.5%
E	252	240	84	22	188	59	129	149
%V	6.6%	6.5%	4.8%	4.4%	7.3%	4.9%	9.4%	4.3%
%H		95.2%	33.3%	8.7%	74.6%	23.4%	51.2%	59.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	3793	3685	1734	504	2573	1203	1371	3447
%H		97.2%	45.7%	13.3%	67.8%	31.7%	36.1%	90.9%
Working full time	1781	1717	887	273	1128	615	513	1750
%V	47.0%	46.6%	51.2%	54.2%	43.8%	51.1%	37.4%	50.8%
%H		96.4%	49.8%	15.3%	63.3%	34.5%	28.8%	98.3%
Working part time	411	406	197	65	276	136	139	396
%V	10.8%	11.0%	11.4%	12.9%	10.7%	11.3%	10.1%	11.5%
%H		98.8%	47.9%	15.8%	67.2%	33.1%	33.8%	96.4%
Not working	1600	1562	651	165	1169	451	718	1301
%V	42.2%	42.4%	37.5%	32.7%	45.4%	37.5%	52.4%	37.7%
%H		97.6%	40.7%	10.3%	73.1%	28.2%	44.9%	81.3%
Housewife/Houseperson	1989	1919	848	242	1353	569	784	1719
%V	52.4%	52.1%	48.9%	48.0%	52.6%	47.3%	57.2%	49.9%
%H		96.5%	42.6%	12.2%	68.0%	28.6%	39.4%	86.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1864	1790	853	260	1240	607	632	1711
%H		96.0%	45.8%	13.9%	66.5%	32.6%	33.9%	91.8%
16 - 19	112	109	59	14	75	43	32	110
%V	6.0%	6.1%	6.9%	5.4%	6.0%	7.1%	5.1%	6.4%
%H		97.3%	52.7%	12.5%	67.0%	38.4%	28.6%	98.2%
20 - 24	130	120	54	23	79	46	33	130
%V	7.0%	6.7%	6.3%	8.8%	6.4%	7.6%	5.2%	7.6%
%H		92.3%	41.5%	17.7%	60.8%	35.4%	25.4%	100.0%
25 - 34	291	273	140	47	155	92	63	285
%V	15.6%	15.3%	16.4%	18.1%	12.5%	15.2%	10.0%	16.7%
%H		93.8%	48.1%	16.2%	53.3%	31.6%	21.6%	97.9%
35 - 44	273	253	132	41	159	89	71	269
%V	14.6%	14.1%	15.5%	15.8%	12.8%	14.7%	11.2%	15.7%
%H		92.7%	48.4%	15.0%	58.2%	32.6%	26.0%	98.5%
45 - 54	327	317	167	53	217	120	97	312
%V	17.5%	17.7%	19.6%	20.4%	17.5%	19.8%	15.3%	18.2%
%H		96.9%	51.1%	16.2%	66.4%	36.7%	29.7%	95.4%
55 - 64	264	262	119	39	199	94	105	246
%V	14.2%	14.6%	14.0%	15.0%	16.0%	15.5%	16.6%	14.4%
%H		99.2%	45.1%	14.8%	75.4%	35.6%	39.8%	93.2%
65+	468	456	183	43	355	123	232	359
%V	25.1%	25.5%	21.5%	16.5%	28.6%	20.3%	36.7%	21.0%
%H		97.4%	39.1%	9.2%	75.9%	26.3%	49.6%	76.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1864	1790	853	260	1240	607	632	1711
%H		96.0%	45.8%	13.9%	66.5%	32.6%	33.9%	91.8%
AB	517	501	231	69	337	145	192	499
%V	27.7%	28.0%	27.1%	26.5%	27.2%	23.9%	30.4%	29.2%
%H		96.9%	44.7%	13.3%	65.2%	28.0%	37.1%	96.5%
C1	521	502	248	83	344	187	157	499
%V	28.0%	28.0%	29.1%	31.9%	27.7%	30.8%	24.8%	29.2%
%H		96.4%	47.6%	15.9%	66.0%	35.9%	30.1%	95.8%
C2	447	438	225	59	316	168	148	417
%V	24.0%	24.5%	26.4%	22.7%	25.5%	27.7%	23.4%	24.4%
%H		98.0%	50.3%	13.2%	70.7%	37.6%	33.1%	93.3%
D	271	252	120	38	165	85	80	233
%V	14.5%	14.1%	14.1%	14.6%	13.3%	14.0%	12.7%	13.6%
%H		93.0%	44.3%	14.0%	60.9%	31.4%	29.5%	86.0%
E	108	98	30	10	78	23	55	63
%V	5.8%	5.5%	3.5%	3.8%	6.3%	3.8%	8.7%	3.7%
%H		90.7%	27.8%	9.3%	72.2%	21.3%	50.9%	58.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1864	1790	853	260	1240	607	632	1711
%H		96.0%	45.8%	13.9%	66.5%	32.6%	33.9%	91.8%
Working full time	1098	1052	544	174	686	385	301	1079
%V	58.9%	58.8%	63.8%	66.9%	55.3%	63.4%	47.6%	63.1%
%H		95.8%	49.5%	15.8%	62.5%	35.1%	27.4%	98.3%
Working part time	80	78	35	18	50	25	25	76
%V	4.3%	4.4%	4.1%	6.9%	4.0%	4.1%	4.0%	4.4%
%H		97.5%	43.8%	22.5%	62.5%	31.3%	31.3%	95.0%
Not working	686	660	275	68	503	197	306	556
%V	36.8%	36.9%	32.2%	26.2%	40.6%	32.5%	48.4%	32.5%
%H		96.2%	40.1%	9.9%	73.3%	28.7%	44.6%	81.0%
Housewife/Houseperson	392	351	139	41	242	88	154	304
%V	21.0%	19.6%	16.3%	15.8%	19.5%	14.5%	24.4%	17.8%
%H		89.5%	35.5%	10.5%	61.7%	22.4%	39.3%	77.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1929	1895	881	244	1334	595	738	1736
%H		98.2%	45.7%	12.6%	69.2%	30.8%	38.3%	90.0%
16 - 19	98	96	58	15	63	40	24	97
%V	5.1%	5.1%	6.6%	6.1%	4.7%	6.7%	3.3%	5.6%
%H		98.0%	59.2%	15.3%	64.3%	40.8%	24.5%	99.0%
20 - 24	133	128	62	18	83	45	38	133
%V	6.9%	6.8%	7.0%	7.4%	6.2%	7.6%	5.1%	7.7%
%H		96.2%	46.6%	13.5%	62.4%	33.8%	28.6%	100.0%
25 - 34	299	288	145	40	176	93	84	297
%V	15.5%	15.2%	16.5%	16.4%	13.2%	15.6%	11.4%	17.1%
%H		96.3%	48.5%	13.4%	58.9%	31.1%	28.1%	99.3%
35 - 44	288	282	169	33	164	93	70	281
%V	14.9%	14.9%	19.2%	13.5%	12.3%	15.6%	9.5%	16.2%
%H		97.9%	58.7%	11.5%	56.9%	32.3%	24.3%	97.6%
45 - 54	331	328	158	60	226	113	114	320
%V	17.2%	17.3%	17.9%	24.6%	16.9%	19.0%	15.4%	18.4%
%H		99.1%	47.7%	18.1%	68.3%	34.1%	34.4%	96.7%
55 - 64	289	286	124	37	217	92	125	273
%V	15.0%	15.1%	14.1%	15.2%	16.3%	15.5%	16.9%	15.7%
%H		99.0%	42.9%	12.8%	75.1%	31.8%	43.3%	94.5%
65+	491	487	165	40	404	121	283	335
%V	25.5%	25.7%	18.7%	16.4%	30.3%	20.3%	38.3%	19.3%
%H		99.2%	33.6%	8.1%	82.3%	24.6%	57.6%	68.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1929	1895	881	244	1334	595	738	1736
%H		98.2%	45.7%	12.6%	69.2%	30.8%	38.3%	90.0%
AB	522	510	225	71	350	144	205	503
%V	27.1%	26.9%	25.5%	29.1%	26.2%	24.2%	27.8%	29.0%
%H		97.7%	43.1%	13.6%	67.0%	27.6%	39.3%	96.4%
C1	590	582	274	75	394	173	221	555
%V	30.6%	30.7%	31.1%	30.7%	29.5%	29.1%	29.9%	32.0%
%H		98.6%	46.4%	12.7%	66.8%	29.3%	37.5%	94.1%
C2	408	403	205	52	303	156	147	372
%V	21.2%	21.3%	23.3%	21.3%	22.7%	26.2%	19.9%	21.4%
%H		98.8%	50.2%	12.7%	74.3%	38.2%	36.0%	91.2%
D	265	258	123	34	177	86	91	221
%V	13.7%	13.6%	14.0%	13.9%	13.3%	14.5%	12.3%	12.7%
%H		97.4%	46.4%	12.8%	66.8%	32.5%	34.3%	83.4%
E	144	142	54	12	110	36	73	86
%V	7.5%	7.5%	6.1%	4.9%	8.2%	6.1%	9.9%	5.0%
%H		98.6%	37.5%	8.3%	76.4%	25.0%	50.7%	59.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1929	1895	881	244	1334	595	738	1736
%H		98.2%	45.7%	12.6%	69.2%	30.8%	38.3%	90.0%
Working full time	683	665	343	99	441	230	212	671
%V	35.4%	35.1%	38.9%	40.6%	33.1%	38.7%	28.7%	38.7%
%H		97.4%	50.2%	14.5%	64.6%	33.7%	31.0%	98.2%
Working part time	332	328	162	48	226	112	114	321
%V	17.2%	17.3%	18.4%	19.7%	16.9%	18.8%	15.4%	18.5%
%H		98.8%	48.8%	14.5%	68.1%	33.7%	34.3%	96.7%
Not working	914	902	376	98	666	254	412	745
%V	47.4%	47.6%	42.7%	40.2%	49.9%	42.7%	55.8%	42.9%
%H		98.7%	41.1%	10.7%	72.9%	27.8%	45.1%	81.5%
Housewife/Houseperson	1596	1568	708	201	1111	480	630	1415
%V	82.7%	82.7%	80.4%	82.4%	83.3%	80.7%	85.4%	81.5%
%H		98.2%	44.4%	12.6%	69.6%	30.1%	39.5%	88.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1057	1011	388	140	746	286	460	922
%H (All HH)		95.6%	36.7%	13.2%	70.6%	27.1%	43.5%	87.2%
%H (TV HH)			38.4%	13.8%	73.8%	28.3%	45.5%	
AB	301	290	110	43	208	76	132	292
%V	28.5%	28.7%	28.4%	30.7%	27.9%	26.6%	28.7%	31.7%
%H (All HH)		96.3%	36.5%	14.3%	69.1%	25.2%	43.9%	97.0%
%H (TV HH)			37.9%	14.8%	71.7%	26.2%	45.5%	
C1	313	298	108	36	224	76	148	276
%V	29.6%	29.5%	27.8%	25.7%	30.0%	26.6%	32.2%	29.9%
%H (All HH)		95.2%	34.5%	11.5%	71.6%	24.3%	47.3%	88.2%
%H (TV HH)			36.2%	12.1%	75.2%	25.5%	49.7%	
C2	209	203	86	34	154	74	80	188
%V	19.8%	20.1%	22.2%	24.3%	20.6%	25.9%	17.4%	20.4%
%H (All HH)		97.1%	41.1%	16.3%	73.7%	35.4%	38.3%	90.0%
%H (TV HH)			42.4%	16.7%	75.9%	36.5%	39.4%	
D	154	146	58	22	104	45	60	120
%V	14.6%	14.4%	14.9%	15.7%	13.9%	15.7%	13.0%	13.0%
%H (All HH)		94.8%	37.7%	14.3%	67.5%	29.2%	39.0%	77.9%
%H (TV HH)			39.7%	15.1%	71.2%	30.8%	41.1%	
E	80	74	26	5	55	15	40	46
%V	7.6%	7.3%	6.7%	3.6%	7.4%	5.2%	8.7%	5.0%
%H (All HH)		92.5%	32.5%	6.3%	68.8%	18.8%	50.0%	57.5%
%H (TV HH)			35.1%	6.8%	74.3%	20.3%	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

April 2016 - March 2017

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	1057	1011	388	140	746	286	460	922
%H (All HH)		95.6%	36.7%	13.2%	70.6%	27.1%	43.5%	87.2%
%H (TV HH)			38.4%	13.8%	73.8%	28.3%	45.5%	
Under 25	37	35	10	5	22	9	13	35
%V	3.5%	3.5%	2.6%	3.6%	2.9%	3.1%	2.8%	3.8%
%H (All HH)		94.6%	27.0%	13.5%	59.5%	24.3%	35.1%	94.6%
%H (TV HH)			28.6%	14.3%	62.9%	25.7%	37.1%	
25 - 34	157	140	56	26	82	32	49	154
%V	14.9%	13.8%	14.4%	18.6%	11.0%	11.2%	10.7%	16.7%
%H (All HH)		89.2%	35.7%	16.6%	52.2%	20.4%	31.2%	98.1%
%H (TV HH)			40.0%	18.6%	58.6%	22.9%	35.0%	
35 - 44	155	148	71	25	92	47	46	152
%V	14.7%	14.6%	18.3%	17.9%	12.3%	16.4%	10.0%	16.5%
%H (All HH)		95.5%	45.8%	16.1%	59.4%	30.3%	29.7%	98.1%
%H (TV HH)			48.0%	16.9%	62.2%	31.8%	31.1%	
45 - 54	196	187	80	28	138	60	77	186
%V	18.5%	18.5%	20.6%	20.0%	18.5%	21.0%	16.7%	20.2%
%H (All HH)		95.4%	40.8%	14.3%	70.4%	30.6%	39.3%	94.9%
%H (TV HH)			42.8%	15.0%	73.8%	32.1%	41.2%	
55 - 64	182	178	69	24	142	58	84	173
%V	17.2%	17.6%	17.8%	17.1%	19.0%	20.3%	18.3%	18.8%
%H (All HH)		97.8%	37.9%	13.2%	78.0%	31.9%	46.2%	95.1%
%H (TV HH)			38.8%	13.5%	79.8%	32.6%	47.2%	
65 +	329	323	102	32	270	80	190	221
%V	31.1%	31.9%	26.3%	22.9%	36.2%	28.0%	41.3%	24.0%
%H (All HH)		98.2%	31.0%	9.7%	82.1%	24.3%	57.8%	67.2%
%H (TV HH)			31.6%	9.9%	83.6%	24.8%	58.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1057	1011	388	140	746	286	460	922
%H (All HH)		95.6%	36.7%	13.2%	70.6%	27.1%	43.5%	87.2%
%H (TV HH)			38.4%	13.8%	73.8%	28.3%	45.5%	
1	324	307	87	32	240	59	180	230
%V	30.7%	30.4%	22.4%	22.9%	32.2%	20.6%	39.1%	24.9%
%H (All HH)		94.8%	26.9%	9.9%	74.1%	18.2%	55.6%	71.0%
%H (TV HH)			28.3%	10.4%	78.2%	19.2%	58.6%	
2	384	369	143	44	285	108	177	353
%V	36.3%	36.5%	36.9%	31.4%	38.2%	37.8%	38.5%	38.3%
%H (All HH)		96.1%	37.2%	11.5%	74.2%	28.1%	46.1%	91.9%
%H (TV HH)			38.8%	11.9%	77.2%	29.3%	48.0%	
3	159	150	71	25	102	52	50	153
%V	15.0%	14.8%	18.3%	17.9%	13.7%	18.2%	10.9%	16.6%
%H (All HH)		94.3%	44.7%	15.7%	64.2%	32.7%	31.4%	96.2%
%H (TV HH)			47.3%	16.7%	68.0%	34.7%	33.3%	
4	133	129	57	29	86	47	39	131
%V	12.6%	12.8%	14.7%	20.7%	11.5%	16.4%	8.5%	14.2%
%H (All HH)		97.0%	42.9%	21.8%	64.7%	35.3%	29.3%	98.5%
%H (TV HH)			44.2%	22.5%	66.7%	36.4%	30.2%	
5+	57	56	30	10	33	19	13	55
%V	5.4%	5.5%	7.7%	7.1%	4.4%	6.6%	2.8%	6.0%
%H (All HH)		98.2%	52.6%	17.5%	57.9%	33.3%	22.8%	96.5%
%H (TV HH)			53.6%	17.9%	58.9%	33.9%	23.2%	
Average HH size	2.28	2.29	2.52	2.60	2.20	2.53	1.99	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

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BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1057	1011	388	140	746	286	460	922
%H (All HH)		95.6%	36.7%	13.2%	70.6%	27.1%	43.5%	87.2%
%H (TV HH)			38.4%	13.8%	73.8%	28.3%	45.5%	
Without	811	778	274	94	600	207	393	682
%V	76.7%	77.0%	70.6%	67.1%	80.4%	72.4%	85.4%	74.0%
%H (All HH)		95.9%	33.8%	11.6%	74.0%	25.5%	48.5%	84.1%
%H (TV HH)			35.2%	12.1%	77.1%	26.6%	50.5%	
With	245	233	114	46	146	79	67	240
%V	23.2%	23.0%	29.4%	32.9%	19.6%	27.6%	14.6%	26.0%
%H (All HH)		95.1%	46.5%	18.8%	59.6%	32.2%	27.3%	98.0%
%H (TV HH)			48.9%	19.7%	62.7%	33.9%	28.8%	
0 - 3	93	87	42	15	51	25	26	90
%V	8.8%	8.6%	10.8%	10.7%	6.8%	8.7%	5.7%	9.8%
%H (All HH)		93.5%	45.2%	16.1%	54.8%	26.9%	28.0%	96.8%
%H (TV HH)			48.3%	17.2%	58.6%	28.7%	29.9%	
4 - 9	130	125	59	28	80	44	35	126
%V	12.3%	12.4%	15.2%	20.0%	10.7%	15.4%	7.6%	13.7%
%H (All HH)		96.2%	45.4%	21.5%	61.5%	33.8%	26.9%	96.9%
%H (TV HH)			47.2%	22.4%	64.0%	35.2%	28.0%	
10 - 15	103	100	51	23	64	39	25	102
%V	9.7%	9.9%	13.1%	16.4%	8.6%	13.6%	5.4%	11.1%
%H (All HH)		97.1%	49.5%	22.3%	62.1%	37.9%	24.3%	99.0%
%H (TV HH)			51.0%	23.0%	64.0%	39.0%	25.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1057	1011	388	140	746	286	460	922
%H (All HH)		95.6%	36.7%	13.2%	70.6%	27.1%	43.5%	87.2%
%H (TV HH)			38.4%	13.8%	73.8%	28.3%	45.5%	
1	396	396	118	50	251	43	208	324
%V	37.5%	39.2%	30.4%	35.7%	33.6%	15.0%	45.2%	35.1%
%H (All HH)		100.0%	29.8%	12.6%	63.4%	10.9%	52.5%	81.8%
%H (TV HH)			29.8%	12.6%	63.4%	10.9%	52.5%	
2	336	336	137	41	266	110	156	292
%V	31.8%	33.2%	35.3%	29.3%	35.7%	38.5%	33.9%	31.7%
%H (All HH)		100.0%	40.8%	12.2%	79.2%	32.7%	46.4%	86.9%
%H (TV HH)			40.8%	12.2%	79.2%	32.7%	46.4%	
3	179	179	82	32	145	79	66	169
%V	16.9%	17.7%	21.1%	22.9%	19.4%	27.6%	14.3%	18.3%
%H (All HH)		100.0%	45.8%	17.9%	81.0%	44.1%	36.9%	94.4%
%H (TV HH)			45.8%	17.9%	81.0%	44.1%	36.9%	
4	61	61	31	11	49	31	18	58
%V	5.8%	6.0%	8.0%	7.9%	6.6%	10.8%	3.9%	6.3%
%H (All HH)		100.0%	50.8%	18.0%	80.3%	50.8%	29.5%	95.1%
%H (TV HH)			50.8%	18.0%	80.3%	50.8%	29.5%	
5+	39	39	21	6	34	23	12	39
%V	3.7%	3.9%	5.4%	4.3%	4.6%	8.0%	2.6%	4.2%
%H (All HH)		100.0%	53.8%	15.4%	87.2%	59.0%	30.8%	100.0%
%H (TV HH)			53.8%	15.4%	87.2%	59.0%	30.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1057	1011	388	140	746	286	460	922
%V (All HH)		95.6%	36.7%	13.2%	70.6%	27.1%	43.5%	87.2%
%H (TV HH)			38.4%	13.8%	73.8%	28.3%	45.5%	
Under 20"	166	166	63	21	142	61	80	146
%V	15.7%	16.4%	16.2%	15.0%	19.0%	21.3%	17.4%	15.8%
%H (All HH)		100.0%	38.0%	12.7%	85.5%	36.7%	48.2%	88.0%
%H (TV HH)			38.0%	12.7%	85.5%	36.7%	48.2%	
20" - 29"	359	359	135	49	297	122	174	304
%V	34.0%	35.5%	34.8%	35.0%	39.8%	42.7%	37.8%	33.0%
%H (All HH)		100.0%	37.6%	13.6%	82.7%	34.0%	48.5%	84.7%
%H (TV HH)			37.6%	13.6%	82.7%	34.0%	48.5%	
30" - 39"	555	555	213	78	422	169	253	485
%V	52.5%	54.9%	54.9%	55.7%	56.6%	59.1%	55.0%	52.6%
%H (All HH)		100.0%	38.4%	14.1%	76.0%	30.5%	45.6%	87.4%
%H (TV HH)			38.4%	14.1%	76.0%	30.5%	45.6%	
40" and over	539	539	254	86	385	197	188	505
%V	51.0%	53.3%	65.5%	61.4%	51.6%	68.9%	40.9%	54.8%
%H (All HH)		100.0%	47.1%	16.0%	71.4%	36.5%	34.9%	93.7%
%H (TV HH)			47.1%	16.0%	71.4%	36.5%	34.9%	

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

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Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1057	1011	388	140	746	286	460	922
%H (All HH)		95.6%	36.7%	13.2%	70.6%	27.1%	43.5%	87.2%
%H (TV HH)			38.4%	13.8%	73.8%	28.3%	45.5%	
Main living room	1002	1002	386	140	742	286	456	874
%V	94.8%	99.1%	99.5%	100.0%	99.5%	100.0%	99.1%	94.8%
%H (All HH)		100.0%	38.5%	14.0%	74.1%	28.5%	45.5%	87.2%
%H (TV HH)			38.5%	14.0%	74.1%	28.5%	45.5%	
Kitchen	133	133	52	21	118	58	60	118
%V	12.6%	13.2%	13.4%	15.0%	15.8%	20.3%	13.0%	12.8%
%H (All HH)		100.0%	39.1%	15.8%	88.7%	43.6%	45.1%	88.7%
%H (TV HH)			39.1%	15.8%	88.7%	43.6%	45.1%	
Adult's bedroom	468	468	207	72	377	192	185	433
%V	44.3%	46.3%	53.4%	51.4%	50.5%	67.1%	40.2%	47.0%
%H (All HH)		100.0%	44.2%	15.4%	80.6%	41.0%	39.5%	92.5%
%H (TV HH)			44.2%	15.4%	80.6%	41.0%	39.5%	
Child's bedroom	85	85	51	17	61	44	16	85
%V	8.0%	8.4%	13.1%	12.1%	8.2%	15.4%	3.5%	9.2%
%H (All HH)		100.0%	60.0%	20.0%	71.8%	51.8%	18.8%	100.0%
%H (TV HH)			60.0%	20.0%	71.8%	51.8%	18.8%	
Other bedroom	82	82	40	12	66	36	30	78
%V	7.8%	8.1%	10.3%	8.6%	8.8%	12.6%	6.5%	8.5%
%H (All HH)		100.0%	48.8%	14.6%	80.5%	43.9%	36.6%	95.1%
%H (TV HH)			48.8%	14.6%	80.5%	43.9%	36.6%	
Second living/dining room	93	93	40	13	82	41	41	83
%V	8.8%	9.2%	10.3%	9.3%	11.0%	14.3%	8.9%	9.0%
%H (All HH)		100.0%	43.0%	14.0%	88.2%	44.1%	44.1%	89.2%
%H (TV HH)			43.0%	14.0%	88.2%	44.1%	44.1%	
Study/office	29	29	13	5	24	13	12	29
%V	2.7%	2.9%	3.4%	3.6%	3.2%	4.5%	2.6%	3.1%
%H (All HH)		100.0%	44.8%	17.2%	82.8%	44.8%	41.4%	100.0%
%H (TV HH)			44.8%	17.2%	82.8%	44.8%	41.4%	
TV room	14	14	7	2	10	6	4	14
%V	1.3%	1.4%	1.8%	1.4%	1.3%	2.1%	0.9%	1.5%
%H (All HH)		100.0%	50.0%	14.3%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			50.0%	14.3%	71.4%	42.9%	28.6%	
Conservatory	26	26	12	4	23	13	10	22
%V	2.5%	2.6%	3.1%	2.9%	3.1%	4.5%	2.2%	2.4%
%H (All HH)		100.0%	46.2%	15.4%	88.5%	50.0%	38.5%	84.6%
%H (TV HH)			46.2%	15.4%	88.5%	50.0%	38.5%	
Attic or loft room	2	2	0	1	2	0	1	2
%V	0.2%	0.2%	0.0%	0.7%	0.3%	0.0%	0.2%	0.2%
%H (All HH)		100.0%	0.0%	50.0%	100.0%	0.0%	50.0%	100.0%
%H (TV HH)			0.0%	50.0%	100.0%	0.0%	50.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	6	6	4	0	4	2	2	6
%V	0.6%	0.6%	1.0%	0.0%	0.5%	0.7%	0.4%	0.7%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	

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

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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	1057	1011	388	140	746	286	460	922
%H (All HH)		95.6%	36.7%	13.2%	70.6%	27.1%	43.5%	87.2%
%H (TV HH)			38.4%	13.8%	73.8%	28.3%	45.5%	
Any DSAT provider	388	388	388	3	216	216	0	364
%V	36.7%	38.4%	100.0%	2.1%	29.0%	75.5%	0.0%	39.5%
%H (All HH)			100.0%	0.8%	55.7%	55.7%	0.0%	93.8%
%H (TV HH)			100.0%	0.8%	55.7%	55.7%	0.0%	
Sky with subscription	312	312	312	2	174	174	0	293
%V	29.5%	30.9%	80.4%	1.4%	23.3%	60.8%	0.0%	31.8%
%H (All HH)			100.0%	0.6%	55.8%	55.8%	0.0%	93.9%
%H (TV HH)			100.0%	0.6%	55.8%	55.8%	0.0%	
Sky without subscription	20	20	20	0	10	10	0	18
%V	1.9%	2.0%	5.2%	0.0%	1.3%	3.5%	0.0%	2.0%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Freesat	49	49	49	0	31	31	0	47
%V	4.6%	4.8%	12.6%	0.0%	4.2%	10.8%	0.0%	5.1%
%H (All HH)			100.0%	0.0%	63.3%	63.3%	0.0%	95.9%
%H (TV HH)			100.0%	0.0%	63.3%	63.3%	0.0%	
Other satellite provider	21	21	21	1	10	10	0	21
%V	2.0%	2.1%	5.4%	0.7%	1.3%	3.5%	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	140	140	3	140	70	70	0	133
%V	13.2%	13.8%	0.8%	100.0%	9.4%	24.5%	0.0%	14.4%
%H (All HH)			2.1%	100.0%	50.0%	50.0%	0.0%	95.0%
%H (TV HH)			2.1%	100.0%	50.0%	50.0%	0.0%	
DTT	746	746	216	70	746	286	460	636
%V	70.6%	73.8%	55.7%	50.0%	100.0%	100.0%	100.0%	69.0%
%H (All HH)		100.0%	29.0%	9.4%	100.0%	38.3%	61.7%	85.3%
%H (TV HH)			29.0%	9.4%	100.0%	38.3%	61.7%	

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

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Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1057	1011	388	140	746	286	460	922
%H (All HH)		95.6%	36.7%	13.2%	70.6%	27.1%	43.5%	87.2%
%H (TV HH)			38.4%	13.8%	73.8%	28.3%	45.5%	
PVR	662	662	339	131	460	265	195	613
%V	62.6%	65.5%	87.4%	93.6%	61.7%	92.7%	42.4%	66.5%
%H (All HH)		100.0%	51.2%	19.8%	69.5%	40.0%	29.5%	92.6%
%H (TV HH)			51.2%	19.8%	69.5%	40.0%	29.5%	
DVDR	25	25	7	4	19	5	14	22
%V	2.4%	2.5%	1.8%	2.9%	2.5%	1.7%	3.0%	2.4%
%H (All HH)		100.0%	28.0%	16.0%	76.0%	20.0%	56.0%	88.0%
%H (TV HH)			28.0%	16.0%	76.0%	20.0%	56.0%	
VCR	9	9	2	1	8	3	5	8
%V	0.9%	0.9%	0.5%	0.7%	1.1%	1.0%	1.1%	0.9%
%H (All HH)		100.0%	22.2%	11.1%	88.9%	33.3%	55.6%	88.9%
%H (TV HH)			22.2%	11.1%	88.9%	33.3%	55.6%	
Any recorder	671	671	339	132	467	265	203	620
%V	63.5%	66.4%	87.4%	94.3%	62.6%	92.7%	44.1%	67.2%
%H (All HH)		100.0%	50.5%	19.7%	69.6%	39.5%	30.3%	92.4%
%H (TV HH)			50.5%	19.7%	69.6%	39.5%	30.3%	
Receives HDTV (via STB or built-in reception)	708	708	315	126	521	252	269	651
%V	67.0%	70.0%	81.2%	90.0%	69.8%	88.1%	58.5%	70.6%
%H (All HH)		100.0%	44.5%	17.8%	73.6%	35.6%	38.0%	91.9%
%H (TV HH)			44.5%	17.8%	73.6%	35.6%	38.0%	
DVD/Blu-ray player or recorder	809	809	320	119	605	249	356	731
%V	76.5%	80.0%	82.5%	85.0%	81.1%	87.1%	77.4%	79.3%
%H (All HH)		100.0%	39.6%	14.7%	74.8%	30.8%	44.0%	90.4%
%H (TV HH)			39.6%	14.7%	74.8%	30.8%	44.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1057	1011	388	140	746	286	460	922
%H (All HH)		95.6%	36.7%	13.2%	70.6%	27.1%	43.5%	87.2%
%H (TV HH)			38.4%	13.8%	73.8%	28.3%	45.5%	
Has broadband internet	922	883	364	133	636	272	364	922
%V	87.2%	87.3%	93.8%	95.0%	85.3%	95.1%	79.1%	100.0%
%H (All HH)		95.8%	39.5%	14.4%	69.0%	29.5%	39.5%	100.0%
%H (TV HH)			41.2%	15.1%	72.0%	30.8%	41.2%	
Number of computers (PCs and laptops)								
0	171	161	36	13	131	22	109	40
%V	16.2%	15.9%	9.3%	9.3%	17.6%	7.7%	23.7%	4.3%
%H (All HH)		94.2%	21.1%	7.6%	76.6%	12.9%	63.7%	23.4%
%H (TV HH)			22.4%	8.1%	81.4%	13.7%	67.7%	
1	246	233	76	27	179	55	125	244
%V	23.3%	23.0%	19.6%	19.3%	24.0%	19.2%	27.2%	26.5%
%H (All HH)		94.7%	30.9%	11.0%	72.8%	22.4%	50.8%	99.2%
%H (TV HH)			32.6%	11.6%	76.8%	23.6%	53.6%	
2	250	237	100	35	170	74	96	249
%V	23.7%	23.4%	25.8%	25.0%	22.8%	25.9%	20.9%	27.0%
%H (All HH)		94.8%	40.0%	14.0%	68.0%	29.6%	38.4%	99.6%
%H (TV HH)			42.2%	14.8%	71.7%	31.2%	40.5%	
3	170	166	78	22	121	60	61	170
%V	16.1%	16.4%	20.1%	15.7%	16.2%	21.0%	13.3%	18.4%
%H (All HH)		97.6%	45.9%	12.9%	71.2%	35.3%	35.9%	100.0%
%H (TV HH)			47.0%	13.3%	72.9%	36.1%	36.7%	
4	94	91	40	16	62	29	33	94
%V	8.9%	9.0%	10.3%	11.4%	8.3%	10.1%	7.2%	10.2%
%H (All HH)		96.8%	42.6%	17.0%	66.0%	30.9%	35.1%	100.0%
%H (TV HH)			44.0%	17.6%	68.1%	31.9%	36.3%	
5+	126	123	57	26	82	46	36	126
%V	11.9%	12.2%	14.7%	18.6%	11.0%	16.1%	7.8%	13.7%
%H (All HH)		97.6%	45.2%	20.6%	65.1%	36.5%	28.6%	100.0%
%H (TV HH)			46.3%	21.1%	66.7%	37.4%	29.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2070	882	307	1609	754	855	1871
%H		42.6%	14.8%	77.7%	36.4%	41.3%	90.4%
Under 20"	213	82	26	183	80	103	190
%V	10.3%	9.3%	8.5%	11.4%	10.6%	12.0%	10.2%
%H		38.5%	12.2%	85.9%	37.6%	48.4%	89.2%
20" - 29"	470	179	69	395	173	223	409
%V	22.7%	20.3%	22.5%	24.5%	22.9%	26.1%	21.9%
%H		38.1%	14.7%	84.0%	36.8%	47.4%	87.0%
30" - 39"	695	281	102	532	232	300	620
%V	33.6%	31.9%	33.2%	33.1%	30.8%	35.1%	33.1%
%H		40.4%	14.7%	76.5%	33.4%	43.2%	89.2%
40" and over	668	330	107	483	263	220	631
%V	32.3%	37.4%	34.9%	30.0%	34.9%	25.7%	33.7%
%H		49.4%	16.0%	72.3%	39.4%	32.9%	94.5%
Don't know	24	10	4	15	6	9	22
%V	1.2%	1.1%	1.3%	0.9%	0.8%	1.1%	1.2%
%H		41.7%	16.7%	62.5%	25.0%	37.5%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
April 2016 - March 2017

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	2070	882	307	1609	754	855	1871
%H		42.6%	14.8%	77.7%	36.4%	41.3%	90.4%
Main living room	1005	387	142	744	287	457	877
%V	48.6%	43.9%	46.3%	46.2%	38.1%	53.5%	46.9%
%H		38.5%	14.1%	74.0%	28.6%	45.5%	87.3%
Kitchen	134	53	21	119	58	61	120
%V	6.5%	6.0%	6.8%	7.4%	7.7%	7.1%	6.4%
%H		39.6%	15.7%	88.8%	43.3%	45.5%	89.6%
Adult's bedroom	547	248	83	439	230	210	510
%V	26.4%	28.1%	27.0%	27.3%	30.5%	24.6%	27.3%
%H		45.3%	15.2%	80.3%	42.0%	38.4%	93.2%
Child's bedroom	113	67	24	83	62	21	113
%V	5.5%	7.6%	7.8%	5.2%	8.2%	2.5%	6.0%
%H		59.3%	21.2%	73.5%	54.9%	18.6%	100.0%
Other bedroom	94	47	13	76	42	34	90
%V	4.5%	5.3%	4.2%	4.7%	5.6%	4.0%	4.8%
%H		50.0%	13.8%	80.9%	44.7%	36.2%	95.7%
Second living/dining room	96	42	13	83	42	41	85
%V	4.6%	4.8%	4.2%	5.2%	5.6%	4.8%	4.5%
%H		43.8%	13.5%	86.5%	43.8%	42.7%	88.5%
Study/office	29	13	5	24	13	12	29
%V	1.4%	1.5%	1.6%	1.5%	1.7%	1.4%	1.5%
%H		44.8%	17.2%	82.8%	44.8%	41.4%	100.0%
TV room	15	8	2	10	6	4	15
%V	0.7%	0.9%	0.7%	0.6%	0.8%	0.5%	0.8%
%H		53.3%	13.3%	66.7%	40.0%	26.7%	100.0%
Conservatory	26	12	4	23	13	10	22
%V	1.3%	1.4%	1.3%	1.4%	1.7%	1.2%	1.2%
%H		46.2%	15.4%	88.5%	50.0%	38.5%	84.6%
Attic or loft room	2	0	1	2	0	1	2
%V	0.1%	0.0%	0.3%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	50.0%	100.0%	0.0%	50.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	7	5	0	5	2	3	7
%V	0.3%	0.6%	0.0%	0.3%	0.3%	0.4%	0.4%
%H		71.4%	0.0%	71.4%	28.6%	42.9%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2070	882	307	1609	754	855	1871
%H		42.6%	14.8%	77.7%	36.4%	41.3%	90.4%
PVR	859	482	166	561	346	215	804
%V	41.5%	54.6%	54.1%	34.9%	45.9%	25.1%	43.0%
%H		56.1%	19.3%	65.3%	40.3%	25.0%	93.6%
DVDR	26	8	4	21	6	15	24
%V	1.3%	0.9%	1.3%	1.3%	0.8%	1.8%	1.3%
%H		30.8%	15.4%	80.8%	23.1%	57.7%	92.3%
VCR	9	2	1	8	3	5	8
%V	0.4%	0.2%	0.3%	0.5%	0.4%	0.6%	0.4%
%H		22.2%	11.1%	88.9%	33.3%	55.6%	88.9%
Any recorder	870	483	169	571	348	223	813
%V	42.0%	54.8%	55.0%	35.5%	46.2%	26.1%	43.5%
%H		55.5%	19.4%	65.6%	40.0%	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	2070	882	307	1609	754	855	1871
%H		42.6%	14.8%	77.7%	36.4%	41.3%	90.4%
Receives HDTV (via STB or built-in reception)	1053	491	178	784	397	387	984
%V	50.9%	55.7%	58.0%	48.7%	52.7%	45.3%	52.6%
%H		46.6%	16.9%	74.5%	37.7%	36.8%	93.4%
DVD/Blu-ray player or recorder	1209	529	188	924	447	476	1118
%V	58.4%	60.0%	61.2%	57.4%	59.3%	55.7%	59.8%
%H		43.8%	15.6%	76.4%	37.0%	39.4%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1011	388	140	746	286	460	883
%H		38.4%	13.8%	73.8%	28.3%	45.5%	87.3%
Under 20"	11	2	0	8	1	7	8
%V	1.1%	0.5%	0.0%	1.1%	0.3%	1.5%	0.9%
%H		18.2%	0.0%	72.7%	9.1%	63.6%	72.7%
20" - 29"	95	20	7	77	9	68	67
%V	9.4%	5.2%	5.0%	10.3%	3.1%	14.8%	7.6%
%H		21.1%	7.4%	81.1%	9.5%	71.6%	70.5%
30" - 39"	369	115	48	281	84	197	305
%V	36.5%	29.6%	34.3%	37.7%	29.4%	42.8%	34.5%
%H		31.2%	13.0%	76.2%	22.8%	53.4%	82.7%
40" and over	523	247	84	373	191	182	492
%V	51.7%	63.7%	60.0%	50.0%	66.8%	39.6%	55.7%
%H		47.2%	16.1%	71.3%	36.5%	34.8%	94.1%
Don't know	13	4	1	7	1	6	11
%V	1.3%	1.0%	0.7%	0.9%	0.3%	1.3%	1.2%
%H		30.8%	7.7%	53.8%	7.7%	46.2%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1011	388	140	746	286	460	883
%H		38.4%	13.8%	73.8%	28.3%	45.5%	87.3%
PVR	654	335	131	453	262	191	606
%V	64.7%	86.3%	93.6%	60.7%	91.6%	41.5%	68.6%
%H		51.2%	20.0%	69.3%	40.1%	29.2%	92.7%
DVDR	23	5	3	18	4	14	20
%V	2.3%	1.3%	2.1%	2.4%	1.4%	3.0%	2.3%
%H		21.7%	13.0%	78.3%	17.4%	60.9%	87.0%
VCR	8	2	1	7	2	5	7
%V	0.8%	0.5%	0.7%	0.9%	0.7%	1.1%	0.8%
%H		25.0%	12.5%	87.5%	25.0%	62.5%	87.5%
Any recorder	663	335	132	461	262	199	613
%V	65.6%	86.3%	94.3%	61.8%	91.6%	43.3%	69.4%
%H		50.5%	19.9%	69.5%	39.5%	30.0%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1011	388	140	746	286	460	883
%H		38.4%	13.8%	73.8%	28.3%	45.5%	87.3%
Receives HDTV (via STB or built-in reception)	694	309	123	510	247	264	639
%V	68.6%	79.6%	87.9%	68.4%	86.4%	57.4%	72.4%
%H		44.5%	17.7%	73.5%	35.6%	38.0%	92.1%
DVD/Blu-ray player or recorder	746	293	107	560	229	332	674
%V	73.8%	75.5%	76.4%	75.1%	80.1%	72.2%	76.3%
%H		39.3%	14.3%	75.1%	30.7%	44.5%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1059	494	167	863	468	395	988
%H		46.6%	15.8%	81.5%	44.2%	37.3%	93.3%
Under 20"	202	80	26	175	79	96	182
%V	19.1%	16.2%	15.6%	20.3%	16.9%	24.3%	18.4%
%H		39.6%	12.9%	86.6%	39.1%	47.5%	90.1%
20" - 29"	375	159	62	318	163	155	342
%V	35.4%	32.2%	37.1%	36.8%	34.8%	39.2%	34.6%
%H		42.4%	16.5%	84.8%	43.5%	41.3%	91.2%
30" - 39"	326	166	54	251	148	103	315
%V	30.8%	33.6%	32.3%	29.1%	31.6%	26.1%	31.9%
%H		50.9%	16.6%	77.0%	45.4%	31.6%	96.6%
40" and over	144	83	22	110	73	38	139
%V	13.6%	16.8%	13.2%	12.7%	15.6%	9.6%	14.1%
%H		57.6%	15.3%	76.4%	50.7%	26.4%	96.5%
Don't know	11	6	2	8	5	3	11
%V	1.0%	1.2%	1.2%	0.9%	1.1%	0.8%	1.1%
%H		54.5%	18.2%	72.7%	45.5%	27.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1059	494	167	863	468	395	988
%H		46.6%	15.8%	81.5%	44.2%	37.3%	93.3%
PVR	205	147	35	108	84	24	198
%V	19.4%	29.8%	21.0%	12.5%	17.9%	6.1%	20.0%
%H		71.7%	17.1%	52.7%	41.0%	11.7%	96.6%
DVDR	4	3	1	3	2	1	4
%V	0.4%	0.6%	0.6%	0.3%	0.4%	0.3%	0.4%
%H		75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
VCR	1	0	0	1	0	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Any recorder	207	148	37	110	86	24	201
%V	19.5%	30.0%	22.2%	12.7%	18.4%	6.1%	20.3%
%H		71.5%	17.9%	53.1%	41.5%	11.6%	97.1%

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	1059	494	167	863	468	395	988
%H		46.6%	15.8%	81.5%	44.2%	37.3%	93.3%
Receives HDTV (via STB or built-in reception)	359	181	55	274	151	123	345
%V	33.9%	36.6%	32.9%	31.7%	32.3%	31.1%	34.9%
%H		50.4%	15.3%	76.3%	42.1%	34.3%	96.1%
DVD/Blu-ray player or recorder	463	236	81	363	219	145	444
%V	43.7%	47.8%	48.5%	42.1%	46.8%	36.7%	44.9%
%H		51.0%	17.5%	78.4%	47.3%	31.3%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2411	2319	977	364	1637	724	913	2223
%H		96.2%	40.5%	15.1%	67.9%	30.0%	37.9%	92.2%
Total Children	422	406	198	85	249	137	112	412
%V	17.5%	17.5%	20.3%	23.4%	15.2%	18.9%	12.3%	18.5%
%H		96.2%	46.9%	20.1%	59.0%	32.5%	26.5%	97.6%
0 - 3	109	101	51	16	59	28	30	105
%V	4.5%	4.4%	5.2%	4.4%	3.6%	3.9%	3.3%	4.7%
%H		92.7%	46.8%	14.7%	54.1%	25.7%	27.5%	96.3%
4 - 15	314	304	147	69	191	109	82	307
%V	13.0%	13.1%	15.0%	19.0%	11.7%	15.1%	9.0%	13.8%
%H		96.8%	46.8%	22.0%	60.8%	34.7%	26.1%	97.8%
4 - 9	178	172	80	39	107	59	48	174
%V	7.4%	7.4%	8.2%	10.7%	6.5%	8.1%	5.3%	7.8%
%H		96.6%	44.9%	21.9%	60.1%	33.1%	27.0%	97.8%
10 - 15	136	133	67	30	84	50	34	134
%V	5.6%	5.7%	6.9%	8.2%	5.1%	6.9%	3.7%	6.0%
%H		97.8%	49.3%	22.1%	61.8%	36.8%	25.0%	98.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2411	2319	977	364	1637	724	913	2223
%H		96.2%	40.5%	15.1%	67.9%	30.0%	37.9%	92.2%
Total Adults (16+)	1989	1913	780	279	1388	587	801	1810
%V	82.5%	82.5%	79.8%	76.6%	84.8%	81.1%	87.7%	81.4%
%H		96.2%	39.2%	14.0%	69.8%	29.5%	40.3%	91.0%
16 - 19	105	103	40	18	63	31	32	103
%V	4.4%	4.4%	4.1%	4.9%	3.8%	4.3%	3.5%	4.6%
%H		98.1%	38.1%	17.1%	60.0%	29.5%	30.5%	98.1%
20 - 24	139	136	57	16	90	43	48	137
%V	5.8%	5.9%	5.8%	4.4%	5.5%	5.9%	5.3%	6.2%
%H		97.8%	41.0%	11.5%	64.7%	30.9%	34.5%	98.6%
25 - 34	312	283	120	53	178	84	94	309
%V	12.9%	12.2%	12.3%	14.6%	10.9%	11.6%	10.3%	13.9%
%H		90.7%	38.5%	17.0%	57.1%	26.9%	30.1%	99.0%
35 - 44	280	269	133	46	166	85	81	272
%V	11.6%	11.6%	13.6%	12.6%	10.1%	11.7%	8.9%	12.2%
%H		96.1%	47.5%	16.4%	59.3%	30.4%	28.9%	97.1%
45 - 54	343	329	144	53	241	111	130	331
%V	14.2%	14.2%	14.7%	14.6%	14.7%	15.3%	14.2%	14.9%
%H		95.9%	42.0%	15.5%	70.3%	32.4%	37.9%	96.5%
55 - 64	308	302	122	42	238	101	137	296
%V	12.8%	13.0%	12.5%	11.5%	14.5%	14.0%	15.0%	13.3%
%H		98.1%	39.6%	13.6%	77.3%	32.8%	44.5%	96.1%
65+	501	493	163	51	411	132	279	363
%V	20.8%	21.3%	16.7%	14.0%	25.1%	18.2%	30.6%	16.3%
%H		98.4%	32.5%	10.2%	82.0%	26.3%	55.7%	72.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)		1989	1913	780	279	1388	587	801	1810
	%H		96.2%	39.2%	14.0%	69.8%	29.5%	40.3%	91.0%
AB		596	576	231	90	408	164	244	584
	%V	30.0%	30.1%	29.6%	32.3%	29.4%	27.9%	30.5%	32.3%
	%H		96.6%	38.8%	15.1%	68.5%	27.5%	40.9%	98.0%
C1		588	561	209	74	412	158	254	540
	%V	29.6%	29.3%	26.8%	26.5%	29.7%	26.9%	31.7%	29.8%
	%H		95.4%	35.5%	12.6%	70.1%	26.9%	43.2%	91.8%
C2		418	409	185	64	312	157	155	388
	%V	21.0%	21.4%	23.7%	22.9%	22.5%	26.7%	19.4%	21.4%
	%H		97.8%	44.3%	15.3%	74.6%	37.6%	37.1%	92.8%
D		282	271	116	44	187	86	101	233
	%V	14.2%	14.2%	14.9%	15.8%	13.5%	14.7%	12.6%	12.9%
	%H		96.1%	41.1%	15.6%	66.3%	30.5%	35.8%	82.6%
E		104	97	39	8	69	22	47	65
	%V	5.2%	5.1%	5.0%	2.9%	5.0%	3.7%	5.9%	3.6%
	%H		93.3%	37.5%	7.7%	66.3%	21.2%	45.2%	62.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1989	1913	780	279	1388	587	801	1810
%H		96.2%	39.2%	14.0%	69.8%	29.5%	40.3%	91.0%
Working full time	897	857	389	142	583	276	307	880
%V	45.1%	44.8%	49.9%	50.9%	42.0%	47.0%	38.3%	48.6%
%H		95.5%	43.4%	15.8%	65.0%	30.8%	34.2%	98.1%
Working part time	262	247	105	39	180	82	98	255
%V	13.2%	12.9%	13.5%	14.0%	13.0%	14.0%	12.2%	14.1%
%H		94.3%	40.1%	14.9%	68.7%	31.3%	37.4%	97.3%
Not working	830	809	286	99	624	228	396	676
%V	41.7%	42.3%	36.7%	35.5%	45.0%	38.8%	49.4%	37.3%
%H		97.5%	34.5%	11.9%	75.2%	27.5%	47.7%	81.4%
Housewife/Houseperson	1057	1011	388	140	746	286	460	922
%V	53.1%	52.8%	49.7%	50.2%	53.7%	48.7%	57.4%	50.9%
%H		95.6%	36.7%	13.2%	70.6%	27.1%	43.5%	87.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	974	935	387	141	668	295	373	902
%H		96.0%	39.7%	14.5%	68.6%	30.3%	38.3%	92.6%
16 - 19	62	61	24	12	36	20	17	61
%V	6.4%	6.5%	6.2%	8.5%	5.4%	6.8%	4.6%	6.8%
%H		98.4%	38.7%	19.4%	58.1%	32.3%	27.4%	98.4%
20 - 24	63	61	27	5	41	18	22	62
%V	6.5%	6.5%	7.0%	3.5%	6.1%	6.1%	5.9%	6.9%
%H		96.8%	42.9%	7.9%	65.1%	28.6%	34.9%	98.4%
25 - 34	160	143	60	28	92	46	46	159
%V	16.4%	15.3%	15.5%	19.9%	13.8%	15.6%	12.3%	17.6%
%H		89.4%	37.5%	17.5%	57.5%	28.8%	28.8%	99.4%
35 - 44	141	136	69	23	81	41	40	136
%V	14.5%	14.5%	17.8%	16.3%	12.1%	13.9%	10.7%	15.1%
%H		96.5%	48.9%	16.3%	57.4%	29.1%	28.4%	96.5%
45 - 54	170	161	69	26	118	53	64	164
%V	17.5%	17.2%	17.8%	18.4%	17.7%	18.0%	17.2%	18.2%
%H		94.7%	40.6%	15.3%	69.4%	31.2%	37.6%	96.5%
55 - 64	153	150	63	22	113	50	63	146
%V	15.7%	16.0%	16.3%	15.6%	16.9%	16.9%	16.9%	16.2%
%H		98.0%	41.2%	14.4%	73.9%	32.7%	41.2%	95.4%
65+	226	222	76	26	188	67	121	174
%V	23.2%	23.7%	19.6%	18.4%	28.1%	22.7%	32.4%	19.3%
%H		98.2%	33.6%	11.5%	83.2%	29.6%	53.5%	77.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	974	935	387	141	668	295	373	902
%H		96.0%	39.7%	14.5%	68.6%	30.3%	38.3%	92.6%
AB	299	289	119	43	204	84	120	293
%V	30.7%	30.9%	30.7%	30.5%	30.5%	28.5%	32.2%	32.5%
%H		96.7%	39.8%	14.4%	68.2%	28.1%	40.1%	98.0%
C1	274	261	96	38	189	76	113	257
%V	28.1%	27.9%	24.8%	27.0%	28.3%	25.8%	30.3%	28.5%
%H		95.3%	35.0%	13.9%	69.0%	27.7%	41.2%	93.8%
C2	223	218	103	31	167	86	81	206
%V	22.9%	23.3%	26.6%	22.0%	25.0%	29.2%	21.7%	22.8%
%H		97.8%	46.2%	13.9%	74.9%	38.6%	36.3%	92.4%
D	139	134	57	25	85	41	44	119
%V	14.3%	14.3%	14.7%	17.7%	12.7%	13.9%	11.8%	13.2%
%H		96.4%	41.0%	18.0%	61.2%	29.5%	31.7%	85.6%
E	38	33	13	3	24	9	15	27
%V	3.9%	3.5%	3.4%	2.1%	3.6%	3.1%	4.0%	3.0%
%H		86.8%	34.2%	7.9%	63.2%	23.7%	39.5%	71.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	974	935	387	141	668	295	373	902
%H		96.0%	39.7%	14.5%	68.6%	30.3%	38.3%	92.6%
Working full time	554	528	242	90	357	172	185	544
%V	56.9%	56.5%	62.5%	63.8%	53.4%	58.3%	49.6%	60.3%
%H		95.3%	43.7%	16.2%	64.4%	31.0%	33.4%	98.2%
Working part time	50	47	17	6	36	14	22	47
%V	5.1%	5.0%	4.4%	4.3%	5.4%	4.7%	5.9%	5.2%
%H		94.0%	34.0%	12.0%	72.0%	28.0%	44.0%	94.0%
Not working	370	360	129	45	276	109	166	312
%V	38.0%	38.5%	33.3%	31.9%	41.3%	36.9%	44.5%	34.6%
%H		97.3%	34.9%	12.2%	74.6%	29.5%	44.9%	84.3%
Housewife/Houseperson	211	200	63	32	142	46	96	173
%V	21.7%	21.4%	16.3%	22.7%	21.3%	15.6%	25.7%	19.2%
%H		94.8%	29.9%	15.2%	67.3%	21.8%	45.5%	82.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1015	978	392	138	720	292	428	908
%H		96.4%	38.6%	13.6%	70.9%	28.8%	42.2%	89.5%
16 - 19	43	41	16	6	27	11	15	42
%V	4.2%	4.2%	4.1%	4.3%	3.8%	3.8%	3.5%	4.6%
%H		95.3%	37.2%	14.0%	62.8%	25.6%	34.9%	97.7%
20 - 24	77	75	31	12	50	24	26	75
%V	7.6%	7.7%	7.9%	8.7%	6.9%	8.2%	6.1%	8.3%
%H		97.4%	40.3%	15.6%	64.9%	31.2%	33.8%	97.4%
25 - 34	152	139	60	26	87	38	49	150
%V	15.0%	14.2%	15.3%	18.8%	12.1%	13.0%	11.4%	16.5%
%H		91.4%	39.5%	17.1%	57.2%	25.0%	32.2%	98.7%
35 - 44	139	133	64	23	86	44	41	136
%V	13.7%	13.6%	16.3%	16.7%	11.9%	15.1%	9.6%	15.0%
%H		95.7%	46.0%	16.5%	61.9%	31.7%	29.5%	97.8%
45 - 54	173	167	75	26	123	58	66	168
%V	17.0%	17.1%	19.1%	18.8%	17.1%	19.9%	15.4%	18.5%
%H		96.5%	43.4%	15.0%	71.1%	33.5%	38.2%	97.1%
55 - 64	155	152	58	20	124	51	73	149
%V	15.3%	15.5%	14.8%	14.5%	17.2%	17.5%	17.1%	16.4%
%H		98.1%	37.4%	12.9%	80.0%	32.9%	47.1%	96.1%
65+	276	271	88	25	223	65	158	189
%V	27.2%	27.7%	22.4%	18.1%	31.0%	22.3%	36.9%	20.8%
%H		98.2%	31.9%	9.1%	80.8%	23.6%	57.2%	68.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1015	978	392	138	720	292	428	908
%H		96.4%	38.6%	13.6%	70.9%	28.8%	42.2%	89.5%
AB	297	287	112	46	204	80	124	290
%V	29.3%	29.3%	28.6%	33.3%	28.3%	27.4%	29.0%	31.9%
%H		96.6%	37.7%	15.5%	68.7%	26.9%	41.8%	97.6%
C1	313	300	114	36	223	82	141	283
%V	30.8%	30.7%	29.1%	26.1%	31.0%	28.1%	32.9%	31.2%
%H		95.8%	36.4%	11.5%	71.2%	26.2%	45.0%	90.4%
C2	195	191	82	33	145	72	73	182
%V	19.2%	19.5%	20.9%	23.9%	20.1%	24.7%	17.1%	20.0%
%H		97.9%	42.1%	16.9%	74.4%	36.9%	37.4%	93.3%
D	143	137	58	19	102	45	57	114
%V	14.1%	14.0%	14.8%	13.8%	14.2%	15.4%	13.3%	12.6%
%H		95.8%	40.6%	13.3%	71.3%	31.5%	39.9%	79.7%
E	66	63	26	5	45	13	32	38
%V	6.5%	6.4%	6.6%	3.6%	6.3%	4.5%	7.5%	4.2%
%H		95.5%	39.4%	7.6%	68.2%	19.7%	48.5%	57.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1015	978	392	138	720	292	428	908
%H		96.4%	38.6%	13.6%	70.9%	28.8%	42.2%	89.5%
Working full time	343	329	147	52	227	104	122	336
%V	33.8%	33.6%	37.5%	37.7%	31.5%	35.6%	28.5%	37.0%
%H		95.9%	42.9%	15.2%	66.2%	30.3%	35.6%	98.0%
Working part time	212	200	89	33	144	68	76	208
%V	20.9%	20.4%	22.7%	23.9%	20.0%	23.3%	17.8%	22.9%
%H		94.3%	42.0%	15.6%	67.9%	32.1%	35.8%	98.1%
Not working	460	449	157	53	349	119	230	364
%V	45.3%	45.9%	40.1%	38.4%	48.5%	40.8%	53.7%	40.1%
%H		97.6%	34.1%	11.5%	75.9%	25.9%	50.0%	79.1%
Housewife/Houseperson	845	811	325	109	603	240	363	749
%V	83.3%	82.9%	82.9%	79.0%	83.8%	82.2%	84.8%	82.5%
%H		96.0%	38.5%	12.9%	71.4%	28.4%	43.0%	88.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2016 - March 2017

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	886	864	344	74	683	251	432	759
%H (All HH)		97.5%	38.8%	8.4%	77.1%	28.3%	48.8%	85.7%
%H (TV HH)			39.8%	8.6%	79.1%	29.1%	50.0%	
AB	254	246	116	20	188	80	108	240
%V	28.7%	28.5%	33.7%	27.0%	27.5%	31.9%	25.0%	31.6%
%H (All HH)		96.9%	45.7%	7.9%	74.0%	31.5%	42.5%	94.5%
%H (TV HH)			47.2%	8.1%	76.4%	32.5%	43.9%	
C1	272	267	104	26	212	79	133	249
%V	30.7%	30.9%	30.2%	35.1%	31.0%	31.5%	30.8%	32.8%
%H (All HH)		98.2%	38.2%	9.6%	77.9%	29.0%	48.9%	91.5%
%H (TV HH)			39.0%	9.7%	79.4%	29.6%	49.8%	
C2	173	168	66	16	135	52	82	144
%V	19.5%	19.4%	19.2%	21.6%	19.8%	20.7%	19.0%	19.0%
%H (All HH)		97.1%	38.2%	9.2%	78.0%	30.1%	47.4%	83.2%
%H (TV HH)			39.3%	9.5%	80.4%	31.0%	48.8%	
D	115	113	37	10	90	28	63	86
%V	13.0%	13.1%	10.8%	13.5%	13.2%	11.2%	14.6%	11.3%
%H (All HH)		98.3%	32.2%	8.7%	78.3%	24.3%	54.8%	74.8%
%H (TV HH)			32.7%	8.8%	79.6%	24.8%	55.8%	
E	72	71	22	2	58	13	45	40
%V	8.1%	8.2%	6.4%	2.7%	8.5%	5.2%	10.4%	5.3%
%H (All HH)		98.6%	30.6%	2.8%	80.6%	18.1%	62.5%	55.6%
%H (TV HH)			31.0%	2.8%	81.7%	18.3%	63.4%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	886	864	344	74	683	251	432	759
%H (All HH)		97.5%	38.8%	8.4%	77.1%	28.3%	48.8%	85.7%
%H (TV HH)			39.8%	8.6%	79.1%	29.1%	50.0%	
Under 25	37	32	6	5	21	3	19	36
%V	4.2%	3.7%	1.7%	6.8%	3.1%	1.2%	4.4%	4.7%
%H (All HH)		86.5%	16.2%	13.5%	56.8%	8.1%	51.4%	97.3%
%H (TV HH)			18.8%	15.6%	65.6%	9.4%	59.4%	
25 - 34	106	102	41	16	61	23	38	103
%V	12.0%	11.8%	11.9%	21.6%	8.9%	9.2%	8.8%	13.6%
%H (All HH)		96.2%	38.7%	15.1%	57.5%	21.7%	35.8%	97.2%
%H (TV HH)			40.2%	15.7%	59.8%	22.5%	37.3%	
35 - 44	134	129	66	15	98	52	47	131
%V	15.1%	14.9%	19.2%	20.3%	14.3%	20.7%	10.9%	17.3%
%H (All HH)		96.3%	49.3%	11.2%	73.1%	38.8%	35.1%	97.8%
%H (TV HH)			51.2%	11.6%	76.0%	40.3%	36.4%	
45 - 54	164	163	70	17	125	51	74	158
%V	18.5%	18.9%	20.3%	23.0%	18.3%	20.3%	17.1%	20.8%
%H (All HH)		99.4%	42.7%	10.4%	76.2%	31.1%	45.1%	96.3%
%H (TV HH)			42.9%	10.4%	76.7%	31.3%	45.4%	
55 - 64	167	164	73	12	135	58	77	150
%V	18.8%	19.0%	21.2%	16.2%	19.8%	23.1%	17.8%	19.8%
%H (All HH)		98.2%	43.7%	7.2%	80.8%	34.7%	46.1%	89.8%
%H (TV HH)			44.5%	7.3%	82.3%	35.4%	47.0%	
65 +	278	275	88	9	242	64	178	180
%V	31.4%	31.8%	25.6%	12.2%	35.4%	25.5%	41.2%	23.7%
%H (All HH)		98.9%	31.7%	3.2%	87.1%	23.0%	64.0%	64.7%
%H (TV HH)			32.0%	3.3%	88.0%	23.3%	64.7%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	886	864	344	74	683	251	432	759
%H (All HH)		97.5%	38.8%	8.4%	77.1%	28.3%	48.8%	85.7%
%H (TV HH)			39.8%	8.6%	79.1%	29.1%	50.0%	
1	276	265	70	16	223	48	175	179
%V	31.2%	30.7%	20.3%	21.6%	32.7%	19.1%	40.5%	23.6%
%H (All HH)		96.0%	25.4%	5.8%	80.8%	17.4%	63.4%	64.9%
%H (TV HH)			26.4%	6.0%	84.2%	18.1%	66.0%	
2	339	333	140	25	264	102	163	312
%V	38.3%	38.5%	40.7%	33.8%	38.7%	40.6%	37.7%	41.1%
%H (All HH)		98.2%	41.3%	7.4%	77.9%	30.1%	48.1%	92.0%
%H (TV HH)			42.0%	7.5%	79.3%	30.6%	48.9%	
3	123	122	62	14	90	46	44	121
%V	13.9%	14.1%	18.0%	18.9%	13.2%	18.3%	10.2%	15.9%
%H (All HH)		99.2%	50.4%	11.4%	73.2%	37.4%	35.8%	98.4%
%H (TV HH)			50.8%	11.5%	73.8%	37.7%	36.1%	
4	102	99	51	14	74	41	33	101
%V	11.5%	11.5%	14.8%	18.9%	10.8%	16.3%	7.6%	13.3%
%H (All HH)		97.1%	50.0%	13.7%	72.5%	40.2%	32.4%	99.0%
%H (TV HH)			51.5%	14.1%	74.7%	41.4%	33.3%	
5+	46	45	22	5	32	15	17	46
%V	5.2%	5.2%	6.4%	6.8%	4.7%	6.0%	3.9%	6.1%
%H (All HH)		97.8%	47.8%	10.9%	69.6%	32.6%	37.0%	100.0%
%H (TV HH)			48.9%	11.1%	71.1%	33.3%	37.8%	
Average HH size	2.24	2.24	2.48	2.57	2.18	2.51	1.99	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

April 2016 - March 2017

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	886	864	344	74	683	251	432	759
%H (All HH)		97.5%	38.8%	8.4%	77.1%	28.3%	48.8%	85.7%
%H (TV HH)			39.8%	8.6%	79.1%	29.1%	50.0%	
Without	686	668	251	48	543	183	360	562
%V	77.4%	77.3%	73.0%	64.9%	79.5%	72.9%	83.3%	74.0%
%H (All HH)		97.4%	36.6%	7.0%	79.2%	26.7%	52.5%	81.9%
%H (TV HH)			37.6%	7.2%	81.3%	27.4%	53.9%	
With	200	196	93	26	140	68	72	197
%V	22.6%	22.7%	27.0%	35.1%	20.5%	27.1%	16.7%	26.0%
%H (All HH)		98.0%	46.5%	13.0%	70.0%	34.0%	36.0%	98.5%
%H (TV HH)			47.4%	13.3%	71.4%	34.7%	36.7%	
0 - 3	72	70	37	8	46	23	23	70
%V	8.1%	8.1%	10.8%	10.8%	6.7%	9.2%	5.3%	9.2%
%H (All HH)		97.2%	51.4%	11.1%	63.9%	31.9%	31.9%	97.2%
%H (TV HH)			52.9%	11.4%	65.7%	32.9%	32.9%	
4 - 9	96	95	47	11	64	30	34	95
%V	10.8%	11.0%	13.7%	14.9%	9.4%	12.0%	7.9%	12.5%
%H (All HH)		99.0%	49.0%	11.5%	66.7%	31.3%	35.4%	99.0%
%H (TV HH)			49.5%	11.6%	67.4%	31.6%	35.8%	
10 - 15	97	95	47	12	72	38	35	96
%V	10.9%	11.0%	13.7%	16.2%	10.5%	15.1%	8.1%	12.6%
%H (All HH)		97.9%	48.5%	12.4%	74.2%	39.2%	36.1%	99.0%
%H (TV HH)			49.5%	12.6%	75.8%	40.0%	36.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	886	864	344	74	683	251	432	759
%H (All HH)		97.5%	38.8%	8.4%	77.1%	28.3%	48.8%	85.7%
%H (TV HH)			39.8%	8.6%	79.1%	29.1%	50.0%	
1	328	328	97	23	241	44	197	254
%V	37.0%	38.0%	28.2%	31.1%	35.3%	17.5%	45.6%	33.5%
%H (All HH)		100.0%	29.6%	7.0%	73.5%	13.4%	60.1%	77.4%
%H (TV HH)			29.6%	7.0%	73.5%	13.4%	60.1%	
2	301	301	124	25	246	97	149	262
%V	34.0%	34.8%	36.0%	33.8%	36.0%	38.6%	34.5%	34.5%
%H (All HH)		100.0%	41.2%	8.3%	81.7%	32.2%	49.5%	87.0%
%H (TV HH)			41.2%	8.3%	81.7%	32.2%	49.5%	
3	151	151	77	14	124	65	59	142
%V	17.0%	17.5%	22.4%	18.9%	18.2%	25.9%	13.7%	18.7%
%H (All HH)		100.0%	51.0%	9.3%	82.1%	43.0%	39.1%	94.0%
%H (TV HH)			51.0%	9.3%	82.1%	43.0%	39.1%	
4	55	55	27	9	48	29	19	52
%V	6.2%	6.4%	7.8%	12.2%	7.0%	11.6%	4.4%	6.9%
%H (All HH)		100.0%	49.1%	16.4%	87.3%	52.7%	34.5%	94.5%
%H (TV HH)			49.1%	16.4%	87.3%	52.7%	34.5%	
5+	29	29	18	3	24	16	8	28
%V	3.3%	3.4%	5.2%	4.1%	3.5%	6.4%	1.9%	3.7%
%H (All HH)		100.0%	62.1%	10.3%	82.8%	55.2%	27.6%	96.6%
%H (TV HH)			62.1%	10.3%	82.8%	55.2%	27.6%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	886	864	344	74	683	251	432	759
%H (All HH)		97.5%	38.8%	8.4%	77.1%	28.3%	48.8%	85.7%
%H (TV HH)			39.8%	8.6%	79.1%	29.1%	50.0%	
Under 20"	168	168	72	11	142	59	84	147
%V	19.0%	19.4%	20.9%	14.9%	20.8%	23.5%	19.4%	19.4%
%H (All HH)		100.0%	42.9%	6.5%	84.5%	35.1%	50.0%	87.5%
%H (TV HH)			42.9%	6.5%	84.5%	35.1%	50.0%	
20" - 29"	307	307	114	27	265	99	165	253
%V	34.7%	35.5%	33.1%	36.5%	38.8%	39.4%	38.2%	33.3%
%H (All HH)		100.0%	37.1%	8.8%	86.3%	32.2%	53.7%	82.4%
%H (TV HH)			37.1%	8.8%	86.3%	32.2%	53.7%	
30" - 39"	453	453	179	38	373	142	230	389
%V	51.1%	52.4%	52.0%	51.4%	54.6%	56.6%	53.2%	51.3%
%H (All HH)		100.0%	39.5%	8.4%	82.3%	31.3%	50.8%	85.9%
%H (TV HH)			39.5%	8.4%	82.3%	31.3%	50.8%	
40" and over	452	452	224	49	344	171	172	423
%V	51.0%	52.3%	65.1%	66.2%	50.4%	68.1%	39.8%	55.7%
%H (All HH)		100.0%	49.6%	10.8%	76.1%	37.8%	38.1%	93.6%
%H (TV HH)			49.6%	10.8%	76.1%	37.8%	38.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	886	864	344	74	683	251	432	759
%H (All HH)		97.5%	38.8%	8.4%	77.1%	28.3%	48.8%	85.7%
%H (TV HH)			39.8%	8.6%	79.1%	29.1%	50.0%	
Main living room	855	855	343	73	677	250	427	731
%V	96.5%	99.0%	99.7%	98.6%	99.1%	99.6%	98.8%	96.3%
%H (All HH)		100.0%	40.1%	8.5%	79.2%	29.2%	49.9%	85.5%
%H (TV HH)			40.1%	8.5%	79.2%	29.2%	49.9%	
Kitchen	122	122	56	8	108	49	59	107
%V	13.8%	14.1%	16.3%	10.8%	15.8%	19.5%	13.7%	14.1%
%H (All HH)		100.0%	45.9%	6.6%	88.5%	40.2%	48.4%	87.7%
%H (TV HH)			45.9%	6.6%	88.5%	40.2%	48.4%	
Adult's bedroom	403	403	184	43	333	160	172	364
%V	45.5%	46.6%	53.5%	58.1%	48.8%	63.7%	39.8%	48.0%
%H (All HH)		100.0%	45.7%	10.7%	82.6%	39.7%	42.7%	90.3%
%H (TV HH)			45.7%	10.7%	82.6%	39.7%	42.7%	
Child's bedroom	68	68	36	11	47	27	20	68
%V	7.7%	7.9%	10.5%	14.9%	6.9%	10.8%	4.6%	9.0%
%H (All HH)		100.0%	52.9%	16.2%	69.1%	39.7%	29.4%	100.0%
%H (TV HH)			52.9%	16.2%	69.1%	39.7%	29.4%	
Other bedroom	73	73	32	13	61	33	28	70
%V	8.2%	8.4%	9.3%	17.6%	8.9%	13.1%	6.5%	9.2%
%H (All HH)		100.0%	43.8%	17.8%	83.6%	45.2%	38.4%	95.9%
%H (TV HH)			43.8%	17.8%	83.6%	45.2%	38.4%	
Second living/dining room	86	86	46	7	73	40	33	78
%V	9.7%	10.0%	13.4%	9.5%	10.7%	15.9%	7.6%	10.3%
%H (All HH)		100.0%	53.5%	8.1%	84.9%	46.5%	38.4%	90.7%
%H (TV HH)			53.5%	8.1%	84.9%	46.5%	38.4%	
Study/office	13	13	7	1	12	7	5	13
%V	1.5%	1.5%	2.0%	1.4%	1.8%	2.8%	1.2%	1.7%
%H (All HH)		100.0%	53.8%	7.7%	92.3%	53.8%	38.5%	100.0%
%H (TV HH)			53.8%	7.7%	92.3%	53.8%	38.5%	
TV room	4	4	3	0	2	1	1	4
%V	0.5%	0.5%	0.9%	0.0%	0.3%	0.4%	0.2%	0.5%
%H (All HH)		100.0%	75.0%	0.0%	50.0%	25.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	50.0%	25.0%	25.0%	
Conservatory	10	10	9	1	8	7	1	10
%V	1.1%	1.2%	2.6%	1.4%	1.2%	2.8%	0.2%	1.3%
%H (All HH)		100.0%	90.0%	10.0%	80.0%	70.0%	10.0%	100.0%
%H (TV HH)			90.0%	10.0%	80.0%	70.0%	10.0%	
Attic or loft room	2	2	1	0	1	0	1	2
%V	0.2%	0.2%	0.3%	0.0%	0.1%	0.0%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	0.0%	50.0%	
No specific location	2	2	1	0	2	1	2	2
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.5%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	100.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	100.0%	
Other	8	8	3	0	7	3	4	8
%V	0.9%	0.9%	0.9%	0.0%	1.0%	1.2%	0.9%	1.1%
%H (All HH)		100.0%	37.5%	0.0%	87.5%	37.5%	50.0%	100.0%
%H (TV HH)			37.5%	0.0%	87.5%	37.5%	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

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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	886	864	344	74	683	251	432	759
%H (All HH)		97.5%	38.8%	8.4%	77.1%	28.3%	48.8%	85.7%
%H (TV HH)			39.8%	8.6%	79.1%	29.1%	50.0%	
Any DSAT provider	344	344	344	1	206	206	0	320
%V	38.8%	39.8%	100.0%	1.4%	30.2%	82.1%	0.0%	42.2%
%H (All HH)			100.0%	0.3%	59.9%	59.9%	0.0%	93.0%
%H (TV HH)			100.0%	0.3%	59.9%	59.9%	0.0%	
Sky with subscription	266	266	266	1	158	158	0	250
%V	30.0%	30.8%	77.3%	1.4%	23.1%	62.9%	0.0%	32.9%
%H (All HH)			100.0%	0.4%	59.4%	59.4%	0.0%	94.0%
%H (TV HH)			100.0%	0.4%	59.4%	59.4%	0.0%	
Sky without subscription	18	18	18	0	11	11	0	16
%V	2.0%	2.1%	5.2%	0.0%	1.6%	4.4%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	61.1%	61.1%	0.0%	88.9%
%H (TV HH)			100.0%	0.0%	61.1%	61.1%	0.0%	
Freesat	69	69	69	0	37	37	0	62
%V	7.8%	8.0%	20.1%	0.0%	5.4%	14.7%	0.0%	8.2%
%H (All HH)			100.0%	0.0%	53.6%	53.6%	0.0%	89.9%
%H (TV HH)			100.0%	0.0%	53.6%	53.6%	0.0%	
Other satellite provider	18	18	18	0	11	11	0	17
%V	2.0%	2.1%	5.2%	0.0%	1.6%	4.4%	0.0%	2.2%
%H (All HH)			100.0%	0.0%	61.1%	61.1%	0.0%	94.4%
%H (TV HH)			100.0%	0.0%	61.1%	61.1%	0.0%	
DCAB	74	74	1	74	46	46	0	72
%V	8.4%	8.6%	0.3%	100.0%	6.7%	18.3%	0.0%	9.5%
%H (All HH)			1.4%	100.0%	62.2%	62.2%	0.0%	97.3%
%H (TV HH)			1.4%	100.0%	62.2%	62.2%	0.0%	
DTT	683	683	206	46	683	251	432	568
%V	77.1%	79.1%	59.9%	62.2%	100.0%	100.0%	100.0%	74.8%
%H (All HH)		100.0%	30.2%	6.7%	100.0%	36.7%	63.3%	83.2%
%H (TV HH)			30.2%	6.7%	100.0%	36.7%	63.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	886	864	344	74	683	251	432	759
%V (All HH)		97.5%	38.8%	8.4%	77.1%	28.3%	48.8%	85.7%
%H (TV HH)			39.8%	8.6%	79.1%	29.1%	50.0%	
PVR	576	576	309	69	431	232	199	527
%V	65.0%	66.7%	89.8%	93.2%	63.1%	92.4%	46.1%	69.4%
%H (All HH)		100.0%	53.6%	12.0%	74.8%	40.3%	34.5%	91.5%
%H (TV HH)			53.6%	12.0%	74.8%	40.3%	34.5%	
DVDR	15	15	4	0	14	3	11	11
%V	1.7%	1.7%	1.2%	0.0%	2.0%	1.2%	2.5%	1.4%
%H (All HH)		100.0%	26.7%	0.0%	93.3%	20.0%	73.3%	73.3%
%H (TV HH)			26.7%	0.0%	93.3%	20.0%	73.3%	
VCR	12	12	4	1	11	4	7	8
%V	1.4%	1.4%	1.2%	1.4%	1.6%	1.6%	1.6%	1.1%
%H (All HH)		100.0%	33.3%	8.3%	91.7%	33.3%	58.3%	66.7%
%H (TV HH)			33.3%	8.3%	91.7%	33.3%	58.3%	
Any recorder	587	587	309	69	442	233	209	533
%V	66.3%	67.9%	89.8%	93.2%	64.7%	92.8%	48.4%	70.2%
%H (All HH)		100.0%	52.6%	11.8%	75.3%	39.7%	35.6%	90.8%
%H (TV HH)			52.6%	11.8%	75.3%	39.7%	35.6%	
Receives HDTV (via STB or built-in reception)	605	605	291	69	470	223	247	554
%V	68.3%	70.0%	84.6%	93.2%	68.8%	88.8%	57.2%	73.0%
%H (All HH)		100.0%	48.1%	11.4%	77.7%	36.9%	40.8%	91.6%
%H (TV HH)			48.1%	11.4%	77.7%	36.9%	40.8%	
DVD/Blu-ray player or recorder	700	700	292	67	556	224	331	622
%V	79.0%	81.0%	84.9%	90.5%	81.4%	89.2%	76.6%	81.9%
%H (All HH)		100.0%	41.7%	9.6%	79.4%	32.0%	47.3%	88.9%
%H (TV HH)			41.7%	9.6%	79.4%	32.0%	47.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	886	864	344	74	683	251	432	759
%V		97.5%	38.8%	8.4%	77.1%	28.3%	48.8%	85.7%
%H (All HH)			39.8%	8.6%	79.1%	29.1%	50.0%	
%H (TV HH)								
Has broadband internet	759	739	320	72	568	235	333	759
%V	85.7%	85.5%	93.0%	97.3%	83.2%	93.6%	77.1%	100.0%
%H (All HH)		97.4%	42.2%	9.5%	74.8%	31.0%	43.9%	100.0%
%H (TV HH)			43.3%	9.7%	76.9%	31.8%	45.1%	
Number of computers (PCs and laptops)								
0	141	137	27	2	124	18	105	20
%V	15.9%	15.9%	7.8%	2.7%	18.2%	7.2%	24.3%	2.6%
%H (All HH)		97.2%	19.1%	1.4%	87.9%	12.8%	74.5%	14.2%
%H (TV HH)			19.7%	1.5%	90.5%	13.1%	76.6%	
1	190	186	58	16	151	42	108	186
%V	21.4%	21.5%	16.9%	21.6%	22.1%	16.7%	25.0%	24.5%
%H (All HH)		97.9%	30.5%	8.4%	79.5%	22.1%	56.8%	97.9%
%H (TV HH)			31.2%	8.6%	81.2%	22.6%	58.1%	
2	223	217	102	17	161	67	94	223
%V	25.2%	25.1%	29.7%	23.0%	23.6%	26.7%	21.8%	29.4%
%H (All HH)		97.3%	45.7%	7.6%	72.2%	30.0%	42.2%	100.0%
%H (TV HH)			47.0%	7.8%	74.2%	30.9%	43.3%	
3	136	133	63	13	100	45	55	135
%V	15.3%	15.4%	18.3%	17.6%	14.6%	17.9%	12.7%	17.8%
%H (All HH)		97.8%	46.3%	9.6%	73.5%	33.1%	40.4%	99.3%
%H (TV HH)			47.4%	9.8%	75.2%	33.8%	41.4%	
4	86	85	41	13	66	35	31	86
%V	9.7%	9.8%	11.9%	17.6%	9.7%	13.9%	7.2%	11.3%
%H (All HH)		98.8%	47.7%	15.1%	76.7%	40.7%	36.0%	100.0%
%H (TV HH)			48.2%	15.3%	77.6%	41.2%	36.5%	
5+	108	105	53	13	82	43	39	108
%V	12.2%	12.2%	15.4%	17.6%	12.0%	17.1%	9.0%	14.2%
%H (All HH)		97.2%	49.1%	12.0%	75.9%	39.8%	36.1%	100.0%
%H (TV HH)			50.5%	12.4%	78.1%	41.0%	37.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

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	1766	787	168	1429	634	795	1572
%H		44.6%	9.5%	80.9%	35.9%	45.0%	89.0%
Under 20"	213	92	16	182	78	104	190
%V	12.1%	11.7%	9.5%	12.7%	12.3%	13.1%	12.1%
%H		43.2%	7.5%	85.4%	36.6%	48.8%	89.2%
20" - 29"	396	157	34	342	139	203	330
%V	22.4%	19.9%	20.2%	23.9%	21.9%	25.5%	21.0%
%H		39.6%	8.6%	86.4%	35.1%	51.3%	83.3%
30" - 39"	563	235	50	459	187	272	491
%V	31.9%	29.9%	29.8%	32.1%	29.5%	34.2%	31.2%
%H		41.7%	8.9%	81.5%	33.2%	48.3%	87.2%
40" and over	562	287	65	423	222	201	532
%V	31.8%	36.5%	38.7%	29.6%	35.0%	25.3%	33.8%
%H		51.1%	11.6%	75.3%	39.5%	35.8%	94.7%
Don't know	33	15	3	22	8	14	29
%V	1.9%	1.9%	1.8%	1.5%	1.3%	1.8%	1.8%
%H		45.5%	9.1%	66.7%	24.2%	42.4%	87.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1766	787	168	1429	634	795	1572
%H		44.6%	9.5%	80.9%	35.9%	45.0%	89.0%
Main living room	858	343	73	679	250	429	733
%V	48.6%	43.6%	43.5%	47.5%	39.4%	54.0%	46.6%
%H		40.0%	8.5%	79.1%	29.1%	50.0%	85.4%
Kitchen	122	56	8	108	49	59	107
%V	6.9%	7.1%	4.8%	7.6%	7.7%	7.4%	6.8%
%H		45.9%	6.6%	88.5%	40.2%	48.4%	87.7%
Adult's bedroom	480	229	47	396	196	200	441
%V	27.2%	29.1%	28.0%	27.7%	30.9%	25.2%	28.1%
%H		47.7%	9.8%	82.5%	40.8%	41.7%	91.9%
Child's bedroom	87	46	14	62	35	27	87
%V	4.9%	5.8%	8.3%	4.3%	5.5%	3.4%	5.5%
%H		52.9%	16.1%	71.3%	40.2%	31.0%	100.0%
Other bedroom	91	41	17	76	43	33	85
%V	5.2%	5.2%	10.1%	5.3%	6.8%	4.2%	5.4%
%H		45.1%	18.7%	83.5%	47.3%	36.3%	93.4%
Second living/dining room	89	47	7	76	41	35	81
%V	5.0%	6.0%	4.2%	5.3%	6.5%	4.4%	5.2%
%H		52.8%	7.9%	85.4%	46.1%	39.3%	91.0%
Study/office	13	7	1	12	7	5	13
%V	0.7%	0.9%	0.6%	0.8%	1.1%	0.6%	0.8%
%H		53.8%	7.7%	92.3%	53.8%	38.5%	100.0%
TV room	4	3	0	2	1	1	4
%V	0.2%	0.4%	0.0%	0.1%	0.2%	0.1%	0.3%
%H		75.0%	0.0%	50.0%	25.0%	25.0%	100.0%
Conservatory	10	9	1	8	7	1	10
%V	0.6%	1.1%	0.6%	0.6%	1.1%	0.1%	0.6%
%H		90.0%	10.0%	80.0%	70.0%	10.0%	100.0%
Attic or loft room	2	1	0	1	0	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	100.0%
No specific location	2	1	0	2	1	2	2
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.3%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	100.0%	100.0%
Other	8	3	0	7	3	4	8
%V	0.5%	0.4%	0.0%	0.5%	0.5%	0.5%	0.5%
%H		37.5%	0.0%	87.5%	37.5%	50.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1766	787	168	1429	634	795	1572
%H		44.6%	9.5%	80.9%	35.9%	45.0%	89.0%
PVR	753	444	94	538	322	216	694
%V	42.6%	56.4%	56.0%	37.6%	50.8%	27.2%	44.1%
%H		59.0%	12.5%	71.4%	42.8%	28.7%	92.2%
DVDR	16	4	0	15	3	12	12
%V	0.9%	0.5%	0.0%	1.0%	0.5%	1.5%	0.8%
%H		25.0%	0.0%	93.8%	18.8%	75.0%	75.0%
VCR	12	5	1	11	5	7	9
%V	0.7%	0.6%	0.6%	0.8%	0.8%	0.9%	0.6%
%H		41.7%	8.3%	91.7%	41.7%	58.3%	75.0%
Any recorder	769	446	94	554	324	230	706
%V	43.5%	56.7%	56.0%	38.8%	51.1%	28.9%	44.9%
%H		58.0%	12.2%	72.0%	42.1%	29.9%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1766	787	168	1429	634	795	1572
%H		44.6%	9.5%	80.9%	35.9%	45.0%	89.0%
Receives HDTV (via STB or built-in reception)	949	479	113	748	388	360	884
%V	53.7%	60.9%	67.3%	52.3%	61.2%	45.3%	56.2%
%H		50.5%	11.9%	78.8%	40.9%	37.9%	93.2%
DVD/Blu-ray player or recorder	1056	466	123	855	399	456	958
%V	59.8%	59.2%	73.2%	59.8%	62.9%	57.4%	60.9%
%H		44.1%	11.6%	81.0%	37.8%	43.2%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.15: 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	864	344	74	683	251	432	739
%H		39.8%	8.6%	79.1%	29.1%	50.0%	85.5%
Under 20"	13	3	0	11	2	9	10
%V	1.5%	0.9%	0.0%	1.6%	0.8%	2.1%	1.4%
%H		23.1%	0.0%	84.6%	15.4%	69.2%	76.9%
20" - 29"	98	19	2	85	11	74	65
%V	11.3%	5.5%	2.7%	12.4%	4.4%	17.1%	8.8%
%H		19.4%	2.0%	86.7%	11.2%	75.5%	66.3%
30" - 39"	301	98	22	245	69	176	242
%V	34.8%	28.5%	29.7%	35.9%	27.5%	40.7%	32.7%
%H		32.6%	7.3%	81.4%	22.9%	58.5%	80.4%
40" and over	437	218	47	330	165	165	408
%V	50.6%	63.4%	63.5%	48.3%	65.7%	38.2%	55.2%
%H		49.9%	10.8%	75.5%	37.8%	37.8%	93.4%
Don't know	16	6	2	11	3	8	14
%V	1.9%	1.7%	2.7%	1.6%	1.2%	1.9%	1.9%
%H		37.5%	12.5%	68.8%	18.8%	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

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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	864	344	74	683	251	432	739
%H		39.8%	8.6%	79.1%	29.1%	50.0%	85.5%
PVR	564	304	68	420	227	193	518
%V	65.3%	88.4%	91.9%	61.5%	90.4%	44.7%	70.1%
%H		53.9%	12.1%	74.5%	40.2%	34.2%	91.8%
DVDR	11	3	0	10	2	8	7
%V	1.3%	0.9%	0.0%	1.5%	0.8%	1.9%	0.9%
%H		27.3%	0.0%	90.9%	18.2%	72.7%	63.6%
VCR	9	3	1	8	2	6	6
%V	1.0%	0.9%	1.4%	1.2%	0.8%	1.4%	0.8%
%H		33.3%	11.1%	88.9%	22.2%	66.7%	66.7%
Any recorder	574	304	68	430	227	203	522
%V	66.4%	88.4%	91.9%	63.0%	90.4%	47.0%	70.6%
%H		53.0%	11.8%	74.9%	39.5%	35.4%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	864	344	74	683	251	432	739
%H		39.8%	8.6%	79.1%	29.1%	50.0%	85.5%
Receives HDTV (via STB or built-in reception)	584	282	68	451	216	235	536
%V	67.6%	82.0%	91.9%	66.0%	86.1%	54.4%	72.5%
%H		48.3%	11.6%	77.2%	37.0%	40.2%	91.8%
DVD/Blu-ray player or recorder	653	274	63	519	213	307	577
%V	75.6%	79.7%	85.1%	76.0%	84.9%	71.1%	78.1%
%H		42.0%	9.6%	79.5%	32.6%	47.0%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	903	443	94	746	383	363	833
%H		49.1%	10.4%	82.6%	42.4%	40.2%	92.2%
Under 20"	200	89	16	171	76	95	180
%V	22.1%	20.1%	17.0%	22.9%	19.8%	26.2%	21.6%
%H		44.5%	8.0%	85.5%	38.0%	47.5%	90.0%
20" - 29"	298	138	32	257	128	129	265
%V	33.0%	31.2%	34.0%	34.5%	33.4%	35.5%	31.8%
%H		46.3%	10.7%	86.2%	43.0%	43.3%	88.9%
30" - 39"	262	137	28	214	118	96	249
%V	29.0%	30.9%	29.8%	28.7%	30.8%	26.4%	29.9%
%H		52.3%	10.7%	81.7%	45.0%	36.6%	95.0%
40" and over	125	69	18	93	57	36	124
%V	13.8%	15.6%	19.1%	12.5%	14.9%	9.9%	14.9%
%H		55.2%	14.4%	74.4%	45.6%	28.8%	99.2%
Don't know	17	10	1	11	4	6	15
%V	1.9%	2.3%	1.1%	1.5%	1.0%	1.7%	1.8%
%H		58.8%	5.9%	64.7%	23.5%	35.3%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	903	443	94	746	383	363	833
%H		49.1%	10.4%	82.6%	42.4%	40.2%	92.2%
PVR	189	141	26	118	95	23	177
%V	20.9%	31.8%	27.7%	15.8%	24.8%	6.3%	21.2%
%H		74.6%	13.8%	62.4%	50.3%	12.2%	93.7%
DVDR	5	1	0	5	1	4	5
%V	0.6%	0.2%	0.0%	0.7%	0.3%	1.1%	0.6%
%H		20.0%	0.0%	100.0%	20.0%	80.0%	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	195	143	26	124	97	27	183
%V	21.6%	32.3%	27.7%	16.6%	25.3%	7.4%	22.0%
%H		73.3%	13.3%	63.6%	49.7%	13.8%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: 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	903	443	94	746	383	363	833
%H		49.1%	10.4%	82.6%	42.4%	40.2%	92.2%
Receives HDTV (via STB or built-in reception)	365	197	44	297	172	125	347
%V	40.4%	44.5%	46.8%	39.8%	44.9%	34.4%	41.7%
%H		54.0%	12.1%	81.4%	47.1%	34.2%	95.1%
DVD/Blu-ray player or recorder	403	192	60	335	186	149	381
%V	44.6%	43.3%	63.8%	44.9%	48.6%	41.0%	45.7%
%H		47.6%	14.9%	83.1%	46.2%	37.0%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1980	1936	853	191	1489	631	859	1820
%H		97.8%	43.1%	9.6%	75.2%	31.9%	43.4%	91.9%
Total Children	332	325	163	43	227	113	115	328
%V	16.8%	16.8%	19.1%	22.5%	15.2%	17.9%	13.4%	18.0%
%H		97.9%	49.1%	13.0%	68.4%	34.0%	34.6%	98.8%
0 - 3	82	81	41	9	52	25	28	81
%V	4.1%	4.2%	4.8%	4.7%	3.5%	4.0%	3.3%	4.5%
%H		98.8%	50.0%	11.0%	63.4%	30.5%	34.1%	98.8%
4 - 15	250	245	122	33	175	88	87	248
%V	12.6%	12.7%	14.3%	17.3%	11.8%	13.9%	10.1%	13.6%
%H		98.0%	48.8%	13.2%	70.0%	35.2%	34.8%	99.2%
4 - 9	124	121	63	15	79	38	41	123
%V	6.3%	6.3%	7.4%	7.9%	5.3%	6.0%	4.8%	6.8%
%H		97.6%	50.8%	12.1%	63.7%	30.6%	33.1%	99.2%
10 - 15	126	123	59	19	96	50	46	125
%V	6.4%	6.4%	6.9%	9.9%	6.4%	7.9%	5.4%	6.9%
%H		97.6%	46.8%	15.1%	76.2%	39.7%	36.5%	99.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1980	1936	853	191	1489	631	859	1820
%H		97.8%	43.1%	9.6%	75.2%	31.9%	43.4%	91.9%
Total Adults (16+)	1648	1611	691	148	1262	518	744	1491
%V	83.2%	83.2%	81.0%	77.5%	84.8%	82.1%	86.6%	81.9%
%H		97.8%	41.9%	9.0%	76.6%	31.4%	45.1%	90.5%
16 - 19	88	87	41	10	66	32	34	87
%V	4.4%	4.5%	4.8%	5.2%	4.4%	5.1%	4.0%	4.8%
%H		98.9%	46.6%	11.4%	75.0%	36.4%	38.6%	98.9%
20 - 24	136	123	35	12	91	25	66	135
%V	6.9%	6.4%	4.1%	6.3%	6.1%	4.0%	7.7%	7.4%
%H		90.4%	25.7%	8.8%	66.9%	18.4%	48.5%	99.3%
25 - 34	212	204	91	33	130	61	69	209
%V	10.7%	10.5%	10.7%	17.3%	8.7%	9.7%	8.0%	11.5%
%H		96.2%	42.9%	15.6%	61.3%	28.8%	32.5%	98.6%
35 - 44	223	216	113	27	161	87	74	219
%V	11.3%	11.2%	13.2%	14.1%	10.8%	13.8%	8.6%	12.0%
%H		96.9%	50.7%	12.1%	72.2%	39.0%	33.2%	98.2%
45 - 54	278	276	128	29	211	93	118	269
%V	14.0%	14.3%	15.0%	15.2%	14.2%	14.7%	13.7%	14.8%
%H		99.3%	46.0%	10.4%	75.9%	33.5%	42.4%	96.8%
55 - 64	270	266	122	22	221	100	121	249
%V	13.6%	13.7%	14.3%	11.5%	14.8%	15.8%	14.1%	13.7%
%H		98.5%	45.2%	8.1%	81.9%	37.0%	44.8%	92.2%
65+	442	438	161	15	382	120	262	323
%V	22.3%	22.6%	18.9%	7.9%	25.7%	19.0%	30.5%	17.7%
%H		99.1%	36.4%	3.4%	86.4%	27.1%	59.3%	73.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1648	1611	691	148	1262	518	744	1491
%H		97.8%	41.9%	9.0%	76.6%	31.4%	45.1%	90.5%
AB	484	472	233	40	356	163	193	465
%V	29.4%	29.3%	33.7%	27.0%	28.2%	31.5%	25.9%	31.2%
%H		97.5%	48.1%	8.3%	73.6%	33.7%	39.9%	96.1%
C1	537	524	209	53	415	163	252	511
%V	32.6%	32.5%	30.2%	35.8%	32.9%	31.5%	33.9%	34.3%
%H		97.6%	38.9%	9.9%	77.3%	30.4%	46.9%	95.2%
C2	331	325	139	34	260	113	146	290
%V	20.1%	20.2%	20.1%	23.0%	20.6%	21.8%	19.6%	19.5%
%H		98.2%	42.0%	10.3%	78.5%	34.1%	44.1%	87.6%
D	203	200	76	18	158	59	99	169
%V	12.3%	12.4%	11.0%	12.2%	12.5%	11.4%	13.3%	11.3%
%H		98.5%	37.4%	8.9%	77.8%	29.1%	48.8%	83.3%
E	92	91	33	3	73	19	54	56
%V	5.6%	5.6%	4.8%	2.0%	5.8%	3.7%	7.3%	3.8%
%H		98.9%	35.9%	3.3%	79.3%	20.7%	58.7%	60.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1648	1611	691	148	1262	518	744	1491
%H		97.8%	41.9%	9.0%	76.6%	31.4%	45.1%	90.5%
Working full time	705	693	334	77	511	246	265	688
%V	42.8%	43.0%	48.3%	52.0%	40.5%	47.5%	35.6%	46.1%
%H		98.3%	47.4%	10.9%	72.5%	34.9%	37.6%	97.6%
Working part time	202	199	86	24	155	69	86	193
%V	12.3%	12.4%	12.4%	16.2%	12.3%	13.3%	11.6%	12.9%
%H		98.5%	42.6%	11.9%	76.7%	34.2%	42.6%	95.5%
Not working	740	719	270	48	596	203	393	610
%V	44.9%	44.6%	39.1%	32.4%	47.2%	39.2%	52.8%	40.9%
%H		97.2%	36.5%	6.5%	80.5%	27.4%	53.1%	82.4%
Housewife/Houseperson	886	864	344	74	683	251	432	759
%V	53.8%	53.6%	49.8%	50.0%	54.1%	48.5%	58.1%	50.9%
%H		97.5%	38.8%	8.4%	77.1%	28.3%	48.8%	85.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	792	775	339	71	600	251	349	724
%H		97.9%	42.8%	9.0%	75.8%	31.7%	44.1%	91.4%
16 - 19	47	47	21	5	35	16	20	47
%V	5.9%	6.1%	6.2%	7.0%	5.8%	6.4%	5.7%	6.5%
%H		100.0%	44.7%	10.6%	74.5%	34.0%	42.6%	100.0%
20 - 24	65	60	19	5	42	13	30	64
%V	8.2%	7.7%	5.6%	7.0%	7.0%	5.2%	8.6%	8.8%
%H		92.3%	29.2%	7.7%	64.6%	20.0%	46.2%	98.5%
25 - 34	107	102	44	15	67	29	37	105
%V	13.5%	13.2%	13.0%	21.1%	11.2%	11.6%	10.6%	14.5%
%H		95.3%	41.1%	14.0%	62.6%	27.1%	34.6%	98.1%
35 - 44	105	101	55	13	71	41	31	103
%V	13.3%	13.0%	16.2%	18.3%	11.8%	16.3%	8.9%	14.2%
%H		96.2%	52.4%	12.4%	67.6%	39.0%	29.5%	98.1%
45 - 54	131	130	65	13	98	46	52	126
%V	16.5%	16.8%	19.2%	18.3%	16.3%	18.3%	14.9%	17.4%
%H		99.2%	49.6%	9.9%	74.8%	35.1%	39.7%	96.2%
55 - 64	124	124	50	10	105	42	63	113
%V	15.7%	16.0%	14.7%	14.1%	17.5%	16.7%	18.1%	15.6%
%H		100.0%	40.3%	8.1%	84.7%	33.9%	50.8%	91.1%
65+	213	211	86	8	181	64	117	167
%V	26.9%	27.2%	25.4%	11.3%	30.2%	25.5%	33.5%	23.1%
%H		99.1%	40.4%	3.8%	85.0%	30.0%	54.9%	78.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	792	775	339	71	600	251	349	724
%H		97.9%	42.8%	9.0%	75.8%	31.7%	44.1%	91.4%
AB	233	227	116	20	170	81	89	226
%V	29.4%	29.3%	34.2%	28.2%	28.3%	32.3%	25.5%	31.2%
%H		97.4%	49.8%	8.6%	73.0%	34.8%	38.2%	97.0%
C1	252	247	103	25	193	79	114	242
%V	31.8%	31.9%	30.4%	35.2%	32.2%	31.5%	32.7%	33.4%
%H		98.0%	40.9%	9.9%	76.6%	31.3%	45.2%	96.0%
C2	173	169	73	19	131	56	75	153
%V	21.8%	21.8%	21.5%	26.8%	21.8%	22.3%	21.5%	21.1%
%H		97.7%	42.2%	11.0%	75.7%	32.4%	43.4%	88.4%
D	97	96	36	6	77	28	49	80
%V	12.2%	12.4%	10.6%	8.5%	12.8%	11.2%	14.0%	11.0%
%H		99.0%	37.1%	6.2%	79.4%	28.9%	50.5%	82.5%
E	36	36	12	1	29	6	22	22
%V	4.5%	4.6%	3.5%	1.4%	4.8%	2.4%	6.3%	3.0%
%H		100.0%	33.3%	2.8%	80.6%	16.7%	61.1%	61.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	792	775	339	71	600	251	349	724
%H		97.9%	42.8%	9.0%	75.8%	31.7%	44.1%	91.4%
Working full time	418	410	198	47	299	144	155	407
%V	52.8%	52.9%	58.4%	66.2%	49.8%	57.4%	44.4%	56.2%
%H		98.1%	47.4%	11.2%	71.5%	34.4%	37.1%	97.4%
Working part time	46	45	17	5	37	15	22	41
%V	5.8%	5.8%	5.0%	7.0%	6.2%	6.0%	6.3%	5.7%
%H		97.8%	37.0%	10.9%	80.4%	32.6%	47.8%	89.1%
Not working	328	319	123	19	264	93	171	276
%V	41.4%	41.2%	36.3%	26.8%	44.0%	37.1%	49.0%	38.1%
%H		97.3%	37.5%	5.8%	80.5%	28.4%	52.1%	84.1%
Housewife/Houseperson	175	168	54	11	135	36	99	132
%V	22.1%	21.7%	15.9%	15.5%	22.5%	14.3%	28.4%	18.2%
%H		96.0%	30.9%	6.3%	77.1%	20.6%	56.6%	75.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	856	836	352	77	663	267	395	767
%H		97.7%	41.1%	9.0%	77.5%	31.2%	46.1%	89.6%
16 - 19	41	40	20	5	31	16	15	40
%V	4.8%	4.8%	5.7%	6.5%	4.7%	6.0%	3.8%	5.2%
%H		97.6%	48.8%	12.2%	75.6%	39.0%	36.6%	97.6%
20 - 24	71	63	17	6	49	12	37	71
%V	8.3%	7.5%	4.8%	7.8%	7.4%	4.5%	9.4%	9.3%
%H		88.7%	23.9%	8.5%	69.0%	16.9%	52.1%	100.0%
25 - 34	105	102	47	17	64	32	32	104
%V	12.3%	12.2%	13.4%	22.1%	9.7%	12.0%	8.1%	13.6%
%H		97.1%	44.8%	16.2%	61.0%	30.5%	30.5%	99.0%
35 - 44	118	115	57	14	90	46	43	116
%V	13.8%	13.8%	16.2%	18.2%	13.6%	17.2%	10.9%	15.1%
%H		97.5%	48.3%	11.9%	76.3%	39.0%	36.4%	98.3%
45 - 54	147	146	63	16	113	47	66	143
%V	17.2%	17.5%	17.9%	20.8%	17.0%	17.6%	16.7%	18.6%
%H		99.3%	42.9%	10.9%	76.9%	32.0%	44.9%	97.3%
55 - 64	145	142	72	11	116	58	58	137
%V	16.9%	17.0%	20.5%	14.3%	17.5%	21.7%	14.7%	17.9%
%H		97.9%	49.7%	7.6%	80.0%	40.0%	40.0%	94.5%
65+	229	227	75	7	200	56	145	157
%V	26.8%	27.2%	21.3%	9.1%	30.2%	21.0%	36.7%	20.5%
%H		99.1%	32.8%	3.1%	87.3%	24.5%	63.3%	68.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)		856	836	352	77	663	267	395	767
	%H		97.7%	41.1%	9.0%	77.5%	31.2%	46.1%	89.6%
AB		251	245	117	20	186	82	105	238
	%V	29.3%	29.3%	33.2%	26.0%	28.1%	30.7%	26.6%	31.0%
	%H		97.6%	46.6%	8.0%	74.1%	32.7%	41.8%	94.8%
C1		285	277	107	28	222	84	138	269
	%V	33.3%	33.1%	30.4%	36.4%	33.5%	31.5%	34.9%	35.1%
	%H		97.2%	37.5%	9.8%	77.9%	29.5%	48.4%	94.4%
C2		158	155	66	15	129	57	72	137
	%V	18.5%	18.5%	18.8%	19.5%	19.5%	21.3%	18.2%	17.9%
	%H		98.1%	41.8%	9.5%	81.6%	36.1%	45.6%	86.7%
D		106	104	40	12	81	32	49	89
	%V	12.4%	12.4%	11.4%	15.6%	12.2%	12.0%	12.4%	11.6%
	%H		98.1%	37.7%	11.3%	76.4%	30.2%	46.2%	84.0%
E		56	55	22	2	44	13	31	33
	%V	6.5%	6.6%	6.3%	2.6%	6.6%	4.9%	7.8%	4.3%
	%H		98.2%	39.3%	3.6%	78.6%	23.2%	55.4%	58.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	856	836	352	77	663	267	395	767
%H		97.7%	41.1%	9.0%	77.5%	31.2%	46.1%	89.6%
Working full time	287	283	137	30	212	102	110	281
%V	33.5%	33.9%	38.9%	39.0%	32.0%	38.2%	27.8%	36.6%
%H		98.6%	47.7%	10.5%	73.9%	35.5%	38.3%	97.9%
Working part time	156	154	69	19	118	55	64	152
%V	18.2%	18.4%	19.6%	24.7%	17.8%	20.6%	16.2%	19.8%
%H		98.7%	44.2%	12.2%	75.6%	35.3%	41.0%	97.4%
Not working	412	399	147	29	332	110	222	334
%V	48.1%	47.7%	41.8%	37.7%	50.1%	41.2%	56.2%	43.5%
%H		96.8%	35.7%	7.0%	80.6%	26.7%	53.9%	81.1%
Housewife/Houseperson	711	696	290	63	548	215	333	628
%V	83.1%	83.3%	82.4%	81.8%	82.7%	80.5%	84.3%	81.9%
%H		97.9%	40.8%	8.9%	77.1%	30.2%	46.8%	88.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2141	2063	820	300	1438	522	916	1872
%H (All HH)		96.4%	38.3%	14.0%	67.2%	24.4%	42.8%	87.4%
%H (TV HH)			39.7%	14.5%	69.7%	25.3%	44.4%	
AB	697	673	278	107	456	177	279	664
%V	32.6%	32.6%	33.9%	35.7%	31.7%	33.9%	30.5%	35.5%
%H (All HH)		96.6%	39.9%	15.4%	65.4%	25.4%	40.0%	95.3%
%H (TV HH)			41.3%	15.9%	67.8%	26.3%	41.5%	
C1	683	661	269	98	457	172	285	615
%V	31.9%	32.0%	32.8%	32.7%	31.8%	33.0%	31.1%	32.9%
%H (All HH)		96.8%	39.4%	14.3%	66.9%	25.2%	41.7%	90.0%
%H (TV HH)			40.7%	14.8%	69.1%	26.0%	43.1%	
C2	409	397	155	62	275	100	175	356
%V	19.1%	19.2%	18.9%	20.7%	19.1%	19.2%	19.1%	19.0%
%H (All HH)		97.1%	37.9%	15.2%	67.2%	24.4%	42.8%	87.0%
%H (TV HH)			39.0%	15.6%	69.3%	25.2%	44.1%	
D	225	213	87	23	152	51	100	166
%V	10.5%	10.3%	10.6%	7.7%	10.6%	9.8%	10.9%	8.9%
%H (All HH)		94.7%	38.7%	10.2%	67.6%	22.7%	44.4%	73.8%
%H (TV HH)			40.8%	10.8%	71.4%	23.9%	46.9%	
E	126	119	30	10	98	21	77	71
%V	5.9%	5.8%	3.7%	3.3%	6.8%	4.0%	8.4%	3.8%
%H (All HH)		94.4%	23.8%	7.9%	77.8%	16.7%	61.1%	56.3%
%H (TV HH)			25.2%	8.4%	82.4%	17.6%	64.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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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	2141	2063	820	300	1438	522	916	1872
%H (All HH)		96.4%	38.3%	14.0%	67.2%	24.4%	42.8%	87.4%
%H (TV HH)			39.7%	14.5%	69.7%	25.3%	44.4%	
Under 25	68	56	16	7	31	6	25	64
%V	3.2%	2.7%	2.0%	2.3%	2.2%	1.1%	2.7%	3.4%
%H (All HH)		82.4%	23.5%	10.3%	45.6%	8.8%	36.8%	94.1%
%H (TV HH)			28.6%	12.5%	55.4%	10.7%	44.6%	
25 - 34	274	251	114	36	133	44	90	265
%V	12.8%	12.2%	13.9%	12.0%	9.2%	8.4%	9.8%	14.2%
%H (All HH)		91.6%	41.6%	13.1%	48.5%	16.1%	32.8%	96.7%
%H (TV HH)			45.4%	14.3%	53.0%	17.5%	35.9%	
35 - 44	361	350	168	62	209	101	108	352
%V	16.9%	17.0%	20.5%	20.7%	14.5%	19.3%	11.8%	18.8%
%H (All HH)		97.0%	46.5%	17.2%	57.9%	28.0%	29.9%	97.5%
%H (TV HH)			48.0%	17.7%	59.7%	28.9%	30.9%	
45 - 54	423	414	184	77	278	121	157	404
%V	19.8%	20.1%	22.4%	25.7%	19.3%	23.2%	17.1%	21.6%
%H (All HH)		97.9%	43.5%	18.2%	65.7%	28.6%	37.1%	95.5%
%H (TV HH)			44.4%	18.6%	67.1%	29.2%	37.9%	
55 - 64	348	337	137	48	249	98	150	323
%V	16.3%	16.3%	16.7%	16.0%	17.3%	18.8%	16.4%	17.3%
%H (All HH)		96.8%	39.4%	13.8%	71.6%	28.2%	43.1%	92.8%
%H (TV HH)			40.7%	14.2%	73.9%	29.1%	44.5%	
65 +	668	656	201	71	537	151	386	464
%V	31.2%	31.8%	24.5%	23.7%	37.3%	28.9%	42.1%	24.8%
%H (All HH)		98.2%	30.1%	10.6%	80.4%	22.6%	57.8%	69.5%
%H (TV HH)			30.6%	10.8%	81.9%	23.0%	58.8%	

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

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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	2141	2063	820	300	1438	522	916	1872
%H (All HH)		96.4%	38.3%	14.0%	67.2%	24.4%	42.8%	87.4%
%H (TV HH)			39.7%	14.5%	69.7%	25.3%	44.4%	
1	633	597	158	74	456	98	357	438
%V	29.6%	28.9%	19.3%	24.7%	31.7%	18.8%	39.0%	23.4%
%H (All HH)		94.3%	25.0%	11.7%	72.0%	15.5%	56.4%	69.2%
%H (TV HH)			26.5%	12.4%	76.4%	16.4%	59.8%	
2	757	731	299	104	528	207	321	697
%V	35.4%	35.4%	36.5%	34.7%	36.7%	39.7%	35.0%	37.2%
%H (All HH)		96.6%	39.5%	13.7%	69.7%	27.3%	42.4%	92.1%
%H (TV HH)			40.9%	14.2%	72.2%	28.3%	43.9%	
3	334	328	154	52	202	85	117	324
%V	15.6%	15.9%	18.8%	17.3%	14.0%	16.3%	12.8%	17.3%
%H (All HH)		98.2%	46.1%	15.6%	60.5%	25.4%	35.0%	97.0%
%H (TV HH)			47.0%	15.9%	61.6%	25.9%	35.7%	
4	292	285	144	48	177	90	88	289
%V	13.6%	13.8%	17.6%	16.0%	12.3%	17.2%	9.6%	15.4%
%H (All HH)		97.6%	49.3%	16.4%	60.6%	30.8%	30.1%	99.0%
%H (TV HH)			50.5%	16.8%	62.1%	31.6%	30.9%	
5+	125	122	66	22	75	42	33	124
%V	5.8%	5.9%	8.0%	7.3%	5.2%	8.0%	3.6%	6.6%
%H (All HH)		97.6%	52.8%	17.6%	60.0%	33.6%	26.4%	99.2%
%H (TV HH)			54.1%	18.0%	61.5%	34.4%	27.0%	
Average HH size	2.33	2.35	2.63	2.50	2.25	2.60	2.05	2.47

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2141	2063	820	300	1438	522	916	1872
%H (All HH)		96.4%	38.3%	14.0%	67.2%	24.4%	42.8%	87.4%
%H (TV HH)			39.7%	14.5%	69.7%	25.3%	44.4%	
Without	1591	1526	554	213	1119	378	741	1335
%V	74.3%	74.0%	67.6%	71.0%	77.8%	72.4%	80.9%	71.3%
%H (All HH)		95.9%	34.8%	13.4%	70.3%	23.8%	46.6%	83.9%
%H (TV HH)			36.3%	14.0%	73.3%	24.8%	48.6%	
With	550	537	266	87	319	144	175	537
%V	25.7%	26.0%	32.4%	29.0%	22.2%	27.6%	19.1%	28.7%
%H (All HH)		97.6%	48.4%	15.8%	58.0%	26.2%	31.8%	97.6%
%H (TV HH)			49.5%	16.2%	59.4%	26.8%	32.6%	
0 - 3	201	192	102	25	108	45	63	193
%V	9.4%	9.3%	12.4%	8.3%	7.5%	8.6%	6.9%	10.3%
%H (All HH)		95.5%	50.7%	12.4%	53.7%	22.4%	31.3%	96.0%
%H (TV HH)			53.1%	13.0%	56.3%	23.4%	32.8%	
4 - 9	271	265	128	49	151	67	85	268
%V	12.7%	12.8%	15.6%	16.3%	10.5%	12.8%	9.3%	14.3%
%H (All HH)		97.8%	47.2%	18.1%	55.7%	24.7%	31.4%	98.9%
%H (TV HH)			48.3%	18.5%	57.0%	25.3%	32.1%	
10 - 15	259	256	130	43	162	81	81	255
%V	12.1%	12.4%	15.9%	14.3%	11.3%	15.5%	8.8%	13.6%
%H (All HH)		98.8%	50.2%	16.6%	62.5%	31.3%	31.3%	98.5%
%H (TV HH)			50.8%	16.8%	63.3%	31.6%	31.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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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	2141	2063	820	300	1438	522	916	1872
%H (All HH)		96.4%	38.3%	14.0%	67.2%	24.4%	42.8%	87.4%
%H (TV HH)			39.7%	14.5%	69.7%	25.3%	44.4%	
1	838	838	251	111	515	71	444	674
%V	39.1%	40.6%	30.6%	37.0%	35.8%	13.6%	48.5%	36.0%
%H (All HH)		100.0%	30.0%	13.2%	61.5%	8.5%	53.0%	80.4%
%H (TV HH)			30.0%	13.2%	61.5%	8.5%	53.0%	
2	674	674	275	93	493	185	308	607
%V	31.5%	32.7%	33.5%	31.0%	34.3%	35.4%	33.6%	32.4%
%H (All HH)		100.0%	40.8%	13.8%	73.1%	27.4%	45.7%	90.1%
%H (TV HH)			40.8%	13.8%	73.1%	27.4%	45.7%	
3	330	330	166	56	250	143	107	312
%V	15.4%	16.0%	20.2%	18.7%	17.4%	27.4%	11.7%	16.7%
%H (All HH)		100.0%	50.3%	17.0%	75.8%	43.3%	32.4%	94.5%
%H (TV HH)			50.3%	17.0%	75.8%	43.3%	32.4%	
4	141	141	82	26	112	78	34	138
%V	6.6%	6.8%	10.0%	8.7%	7.8%	14.9%	3.7%	7.4%
%H (All HH)		100.0%	58.2%	18.4%	79.4%	55.3%	24.1%	97.9%
%H (TV HH)			58.2%	18.4%	79.4%	55.3%	24.1%	
5+	80	80	46	15	67	45	22	79
%V	3.7%	3.9%	5.6%	5.0%	4.7%	8.6%	2.4%	4.2%
%H (All HH)		100.0%	57.5%	18.8%	83.8%	56.3%	27.5%	98.8%
%H (TV HH)			57.5%	18.8%	83.8%	56.3%	27.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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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	2141	2063	820	300	1438	522	916	1872
%V (All HH)		96.4%	38.3%	14.0%	67.2%	24.4%	42.8%	87.4%
%H (TV HH)			39.7%	14.5%	69.7%	25.3%	44.4%	
Under 20"	344	344	143	45	288	133	155	303
%V	16.1%	16.7%	17.4%	15.0%	20.0%	25.5%	16.9%	16.2%
%H (All HH)		100.0%	41.6%	13.1%	83.7%	38.7%	45.1%	88.1%
%H (TV HH)			41.6%	13.1%	83.7%	38.7%	45.1%	
20" - 29"	726	726	292	109	568	238	330	630
%V	33.9%	35.2%	35.6%	36.3%	39.5%	45.6%	36.0%	33.7%
%H (All HH)		100.0%	40.2%	15.0%	78.2%	32.8%	45.5%	86.8%
%H (TV HH)			40.2%	15.0%	78.2%	32.8%	45.5%	
30" - 39"	1071	1071	425	164	780	298	482	946
%V	50.0%	51.9%	51.8%	54.7%	54.2%	57.1%	52.6%	50.5%
%H (All HH)		100.0%	39.7%	15.3%	72.8%	27.8%	45.0%	88.3%
%H (TV HH)			39.7%	15.3%	72.8%	27.8%	45.0%	
40" and over	1119	1119	546	182	731	356	375	1057
%V	52.3%	54.2%	66.6%	60.7%	50.8%	68.2%	40.9%	56.5%
%H (All HH)		100.0%	48.8%	16.3%	65.3%	31.8%	33.5%	94.5%
%H (TV HH)			48.8%	16.3%	65.3%	31.8%	33.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2141	2063	820	300	1438	522	916	1872
%H (All HH)		96.4%	38.3%	14.0%	67.2%	24.4%	42.8%	87.4%
%H (TV HH)			39.7%	14.5%	69.7%	25.3%	44.4%	
Main living room	2038	2038	814	297	1420	518	902	1788
%V	95.2%	98.8%	99.3%	99.0%	98.7%	99.2%	98.5%	95.5%
%H (All HH)		100.0%	39.9%	14.6%	69.7%	25.4%	44.3%	87.7%
%H (TV HH)			39.9%	14.6%	69.7%	25.4%	44.3%	
Kitchen	243	243	122	34	203	113	90	227
%V	11.3%	11.8%	14.9%	11.3%	14.1%	21.6%	9.8%	12.1%
%H (All HH)		100.0%	50.2%	14.0%	83.5%	46.5%	37.0%	93.4%
%H (TV HH)			50.2%	14.0%	83.5%	46.5%	37.0%	
Adult's bedroom	964	964	448	158	725	364	361	891
%V	45.0%	46.7%	54.6%	52.7%	50.4%	69.7%	39.4%	47.6%
%H (All HH)		100.0%	46.5%	16.4%	75.2%	37.8%	37.4%	92.4%
%H (TV HH)			46.5%	16.4%	75.2%	37.8%	37.4%	
Child's bedroom	153	153	91	27	100	63	37	150
%V	7.1%	7.4%	11.1%	9.0%	7.0%	12.1%	4.0%	8.0%
%H (All HH)		100.0%	59.5%	17.6%	65.4%	41.2%	24.2%	98.0%
%H (TV HH)			59.5%	17.6%	65.4%	41.2%	24.2%	
Other bedroom	130	130	71	28	102	69	34	123
%V	6.1%	6.3%	8.7%	9.3%	7.1%	13.2%	3.7%	6.6%
%H (All HH)		100.0%	54.6%	21.5%	78.5%	53.1%	26.2%	94.6%
%H (TV HH)			54.6%	21.5%	78.5%	53.1%	26.2%	
Second living/dining room	212	212	89	32	171	80	91	197
%V	9.9%	10.3%	10.9%	10.7%	11.9%	15.3%	9.9%	10.5%
%H (All HH)		100.0%	42.0%	15.1%	80.7%	37.7%	42.9%	92.9%
%H (TV HH)			42.0%	15.1%	80.7%	37.7%	42.9%	
Study/office	45	45	26	4	33	19	14	45
%V	2.1%	2.2%	3.2%	1.3%	2.3%	3.6%	1.5%	2.4%
%H (All HH)		100.0%	57.8%	8.9%	73.3%	42.2%	31.1%	100.0%
%H (TV HH)			57.8%	8.9%	73.3%	42.2%	31.1%	
TV room	19	19	11	1	15	8	7	19
%V	0.9%	0.9%	1.3%	0.3%	1.0%	1.5%	0.8%	1.0%
%H (All HH)		100.0%	57.9%	5.3%	78.9%	42.1%	36.8%	100.0%
%H (TV HH)			57.9%	5.3%	78.9%	42.1%	36.8%	
Conservatory	42	42	22	8	35	24	11	40
%V	2.0%	2.0%	2.7%	2.7%	2.4%	4.6%	1.2%	2.1%
%H (All HH)		100.0%	52.4%	19.0%	83.3%	57.1%	26.2%	95.2%
%H (TV HH)			52.4%	19.0%	83.3%	57.1%	26.2%	
Attic or loft room	4	4	3	1	4	3	0	4
%V	0.2%	0.2%	0.4%	0.3%	0.3%	0.6%	0.0%	0.2%
%H (All HH)		100.0%	75.0%	25.0%	100.0%	75.0%	0.0%	100.0%
%H (TV HH)			75.0%	25.0%	100.0%	75.0%	0.0%	
No specific location	5	5	1	3	3	2	1	5
%V	0.2%	0.2%	0.1%	1.0%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	20.0%	60.0%	60.0%	40.0%	20.0%	100.0%
%H (TV HH)			20.0%	60.0%	60.0%	40.0%	20.0%	
Other	23	23	16	2	18	12	6	22
%V	1.1%	1.1%	2.0%	0.7%	1.3%	2.3%	0.7%	1.2%
%H (All HH)		100.0%	69.6%	8.7%	78.3%	52.2%	26.1%	95.7%
%H (TV HH)			69.6%	8.7%	78.3%	52.2%	26.1%	

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 7.8: 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	2141	2063	820	300	1438	522	916	1872
%H (All HH)		96.4%	38.3%	14.0%	67.2%	24.4%	42.8%	87.4%
%H (TV HH)			39.7%	14.5%	69.7%	25.3%	44.4%	
Any DSAT provider	820	820	820	18	403	403	0	779
%V	38.3%	39.7%	100.0%	6.0%	28.0%	77.2%	0.0%	41.6%
%H (All HH)			100.0%	2.2%	49.1%	49.1%	0.0%	95.0%
%H (TV HH)			100.0%	2.2%	49.1%	49.1%	0.0%	
Sky with subscription	656	656	656	6	326	326	0	631
%V	30.6%	31.8%	80.0%	2.0%	22.7%	62.5%	0.0%	33.7%
%H (All HH)			100.0%	0.9%	49.7%	49.7%	0.0%	96.2%
%H (TV HH)			100.0%	0.9%	49.7%	49.7%	0.0%	
Sky without subscription	49	49	49	8	23	23	0	39
%V	2.3%	2.4%	6.0%	2.7%	1.6%	4.4%	0.0%	2.1%
%H (All HH)			100.0%	16.3%	46.9%	46.9%	0.0%	79.6%
%H (TV HH)			100.0%	16.3%	46.9%	46.9%	0.0%	
Freesat	113	113	113	3	59	59	0	110
%V	5.3%	5.5%	13.8%	1.0%	4.1%	11.3%	0.0%	5.9%
%H (All HH)			100.0%	2.7%	52.2%	52.2%	0.0%	97.3%
%H (TV HH)			100.0%	2.7%	52.2%	52.2%	0.0%	
Other satellite provider	42	42	42	4	19	19	0	39
%V	2.0%	2.0%	5.1%	1.3%	1.3%	3.6%	0.0%	2.1%
%H (All HH)			100.0%	9.5%	45.2%	45.2%	0.0%	92.9%
%H (TV HH)			100.0%	9.5%	45.2%	45.2%	0.0%	
DCAB	300	300	18	300	125	125	0	289
%V	14.0%	14.5%	2.2%	100.0%	8.7%	23.9%	0.0%	15.4%
%H (All HH)			6.0%	100.0%	41.7%	41.7%	0.0%	96.3%
%H (TV HH)			6.0%	100.0%	41.7%	41.7%	0.0%	
DTT	1438	1438	403	125	1438	522	916	1216
%V	67.2%	69.7%	49.1%	41.7%	100.0%	100.0%	100.0%	65.0%
%H (All HH)		100.0%	28.0%	8.7%	100.0%	36.3%	63.7%	84.6%
%H (TV HH)			28.0%	8.7%	100.0%	36.3%	63.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 7.9: 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	2141	2063	820	300	1438	522	916	1872
%H (All HH)		96.4%	38.3%	14.0%	67.2%	24.4%	42.8%	87.4%
%H (TV HH)			39.7%	14.5%	69.7%	25.3%	44.4%	
PVR	1361	1361	736	261	856	477	379	1281
%V	63.6%	66.0%	89.8%	87.0%	59.5%	91.4%	41.4%	68.4%
%H (All HH)		100.0%	54.1%	19.2%	62.9%	35.0%	27.8%	94.1%
%H (TV HH)			54.1%	19.2%	62.9%	35.0%	27.8%	
DVDR	53	53	17	10	42	17	25	42
%V	2.5%	2.6%	2.1%	3.3%	2.9%	3.3%	2.7%	2.2%
%H (All HH)		100.0%	32.1%	18.9%	79.2%	32.1%	47.2%	79.2%
%H (TV HH)			32.1%	18.9%	79.2%	32.1%	47.2%	
VCR	26	26	8	2	23	7	16	21
%V	1.2%	1.3%	1.0%	0.7%	1.6%	1.3%	1.7%	1.1%
%H (All HH)		100.0%	30.8%	7.7%	88.5%	26.9%	61.5%	80.8%
%H (TV HH)			30.8%	7.7%	88.5%	26.9%	61.5%	
Any recorder	1388	1388	738	263	880	478	401	1299
%V	64.8%	67.3%	90.0%	87.7%	61.2%	91.6%	43.8%	69.4%
%H (All HH)		100.0%	53.2%	18.9%	63.4%	34.4%	28.9%	93.6%
%H (TV HH)			53.2%	18.9%	63.4%	34.4%	28.9%	
Receives HDTV (via STB or built-in reception)	1430	1430	628	265	1012	458	555	1335
%V	66.8%	69.3%	76.6%	88.3%	70.4%	87.7%	60.6%	71.3%
%H (All HH)		100.0%	43.9%	18.5%	70.8%	32.0%	38.8%	93.4%
%H (TV HH)			43.9%	18.5%	70.8%	32.0%	38.8%	
DVD/Blu-ray player or recorder	1525	1525	651	242	1055	436	619	1408
%V	71.2%	73.9%	79.4%	80.7%	73.4%	83.5%	67.6%	75.2%
%H (All HH)		100.0%	42.7%	15.9%	69.2%	28.6%	40.6%	92.3%
%H (TV HH)			42.7%	15.9%	69.2%	28.6%	40.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2141	2063	820	300	1438	522	916	1872
%H (All HH)		96.4%	38.3%	14.0%	67.2%	24.4%	42.8%	87.4%
%H (TV HH)			39.7%	14.5%	69.7%	25.3%	44.4%	
Has broadband internet	1872	1809	779	289	1216	499	716	1872
%V	87.4%	87.7%	95.0%	96.3%	84.6%	95.6%	78.2%	100.0%
%H (All HH)		96.6%	41.6%	15.4%	65.0%	26.7%	38.2%	100.0%
%H (TV HH)			43.1%	16.0%	67.2%	27.6%	39.6%	
Number of computers (PCs and laptops)								
0	317	299	61	20	255	38	217	68
%V	14.8%	14.5%	7.4%	6.7%	17.7%	7.3%	23.7%	3.6%
%H (All HH)		94.3%	19.2%	6.3%	80.4%	12.0%	68.5%	21.5%
%H (TV HH)			20.4%	6.7%	85.3%	12.7%	72.6%	
1	468	450	142	62	324	89	235	450
%V	21.9%	21.8%	17.3%	20.7%	22.5%	17.0%	25.7%	24.0%
%H (All HH)		96.2%	30.3%	13.2%	69.2%	19.0%	50.2%	96.2%
%H (TV HH)			31.6%	13.8%	72.0%	19.8%	52.2%	
2	534	512	220	85	333	129	204	533
%V	24.9%	24.8%	26.8%	28.3%	23.2%	24.7%	22.3%	28.5%
%H (All HH)		95.9%	41.2%	15.9%	62.4%	24.2%	38.2%	99.8%
%H (TV HH)			43.0%	16.6%	65.0%	25.2%	39.8%	
3	334	325	151	53	212	94	117	334
%V	15.6%	15.8%	18.4%	17.7%	14.7%	18.0%	12.8%	17.8%
%H (All HH)		97.3%	45.2%	15.9%	63.5%	28.1%	35.0%	100.0%
%H (TV HH)			46.5%	16.3%	65.2%	28.9%	36.0%	
4	215	211	104	39	139	73	66	214
%V	10.0%	10.2%	12.7%	13.0%	9.7%	14.0%	7.2%	11.4%
%H (All HH)		98.1%	48.4%	18.1%	64.7%	34.0%	30.7%	99.5%
%H (TV HH)			49.3%	18.5%	65.9%	34.6%	31.3%	
5+	274	266	141	42	175	98	77	273
%V	12.8%	12.9%	17.2%	14.0%	12.2%	18.8%	8.4%	14.6%
%H (All HH)		97.1%	51.5%	15.3%	63.9%	35.8%	28.1%	99.6%
%H (TV HH)			53.0%	15.8%	65.8%	36.8%	28.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	4162	1874	645	3054	1422	1632	3790
%H		45.0%	15.5%	73.4%	34.2%	39.2%	91.1%
Under 20"	437	190	54	369	177	192	390
%V	10.5%	10.1%	8.4%	12.1%	12.4%	11.8%	10.3%
%H		43.5%	12.4%	84.4%	40.5%	43.9%	89.2%
20" - 29"	960	405	146	768	349	419	844
%V	23.1%	21.6%	22.6%	25.1%	24.5%	25.7%	22.3%
%H		42.2%	15.2%	80.0%	36.4%	43.6%	87.9%
30" - 39"	1319	539	212	960	390	570	1184
%V	31.7%	28.8%	32.9%	31.4%	27.4%	34.9%	31.2%
%H		40.9%	16.1%	72.8%	29.6%	43.2%	89.8%
40" and over	1412	727	230	930	494	436	1344
%V	33.9%	38.8%	35.7%	30.5%	34.7%	26.7%	35.5%
%H		51.5%	16.3%	65.9%	35.0%	30.9%	95.2%
Don't know	33	12	3	27	11	16	27
%V	0.8%	0.6%	0.5%	0.9%	0.8%	1.0%	0.7%
%H		36.4%	9.1%	81.8%	33.3%	48.5%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4162	1874	645	3054	1422	1632	3790
%H		45.0%	15.5%	73.4%	34.2%	39.2%	91.1%
Main living room	2045	818	297	1424	521	903	1794
%V	49.1%	43.6%	46.0%	46.6%	36.6%	55.3%	47.3%
%H		40.0%	14.5%	69.6%	25.5%	44.2%	87.7%
Kitchen	244	123	34	203	113	90	228
%V	5.9%	6.6%	5.3%	6.6%	7.9%	5.5%	6.0%
%H		50.4%	13.9%	83.2%	46.3%	36.9%	93.4%
Adult's bedroom	1162	553	193	881	462	420	1083
%V	27.9%	29.5%	29.9%	28.8%	32.5%	25.7%	28.6%
%H		47.6%	16.6%	75.8%	39.8%	36.1%	93.2%
Child's bedroom	204	125	35	137	90	47	200
%V	4.9%	6.7%	5.4%	4.5%	6.3%	2.9%	5.3%
%H		61.3%	17.2%	67.2%	44.1%	23.0%	98.0%
Other bedroom	148	80	32	120	81	39	141
%V	3.6%	4.3%	5.0%	3.9%	5.7%	2.4%	3.7%
%H		54.1%	21.6%	81.1%	54.7%	26.4%	95.3%
Second living/dining room	215	90	33	174	81	92	200
%V	5.2%	4.8%	5.1%	5.7%	5.7%	5.6%	5.3%
%H		41.9%	15.3%	80.9%	37.7%	42.8%	93.0%
Study/office	46	28	4	34	20	14	46
%V	1.1%	1.5%	0.6%	1.1%	1.4%	0.9%	1.2%
%H		60.9%	8.7%	73.9%	43.5%	30.4%	100.0%
TV room	19	11	1	15	8	7	19
%V	0.5%	0.6%	0.2%	0.5%	0.6%	0.4%	0.5%
%H		57.9%	5.3%	78.9%	42.1%	36.8%	100.0%
Conservatory	42	22	8	35	24	11	40
%V	1.0%	1.2%	1.2%	1.1%	1.7%	0.7%	1.1%
%H		52.4%	19.0%	83.3%	57.1%	26.2%	95.2%
Attic or loft room	4	3	1	4	3	0	4
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		75.0%	25.0%	100.0%	75.0%	0.0%	100.0%
No specific location	7	1	3	5	2	2	7
%V	0.2%	0.1%	0.5%	0.2%	0.1%	0.1%	0.2%
%H		14.3%	42.9%	71.4%	28.6%	28.6%	100.0%
Other	27	20	3	22	16	6	26
%V	0.6%	1.1%	0.5%	0.7%	1.1%	0.4%	0.7%
%H		74.1%	11.1%	81.5%	59.3%	22.2%	96.3%

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	4162	1874	645	3054	1422	1632	3790
%H		45.0%	15.5%	73.4%	34.2%	39.2%	91.1%
PVR	1799	1047	361	1093	677	416	1712
%V	43.2%	55.9%	56.0%	35.8%	47.6%	25.5%	45.2%
%H		58.2%	20.1%	60.8%	37.6%	23.1%	95.2%
DVDR	55	18	10	44	18	26	44
%V	1.3%	1.0%	1.6%	1.4%	1.3%	1.6%	1.2%
%H		32.7%	18.2%	80.0%	32.7%	47.3%	80.0%
VCR	26	8	2	23	8	16	22
%V	0.6%	0.4%	0.3%	0.8%	0.6%	1.0%	0.6%
%H		30.8%	7.7%	88.5%	30.8%	61.5%	84.6%
Any recorder	1835	1051	364	1126	682	444	1737
%V	44.1%	56.1%	56.4%	36.9%	48.0%	27.2%	45.8%
%H		57.3%	19.8%	61.4%	37.2%	24.2%	94.7%

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	4162	1874	645	3054	1422	1632	3790
%H		45.0%	15.5%	73.4%	34.2%	39.2%	91.1%
Receives HDTV (via STB or built-in reception)	2175	1022	422	1584	821	763	2058
%V	52.3%	54.5%	65.4%	51.9%	57.7%	46.8%	54.3%
%H		47.0%	19.4%	72.8%	37.7%	35.1%	94.6%
DVD/Blu-ray player or recorder	2247	1013	382	1594	751	843	2110
%V	54.0%	54.1%	59.2%	52.2%	52.8%	51.7%	55.7%
%H		45.1%	17.0%	70.9%	33.4%	37.5%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2063	820	300	1437	522	915	1808
%H		39.7%	14.5%	69.7%	25.3%	44.4%	87.6%
Under 20"	38	6	4	31	5	26	27
%V	1.8%	0.7%	1.3%	2.2%	1.0%	2.8%	1.5%
%H		15.8%	10.5%	81.6%	13.2%	68.4%	71.1%
20" - 29"	204	46	18	165	28	137	142
%V	9.9%	5.6%	6.0%	11.5%	5.4%	15.0%	7.9%
%H		22.5%	8.8%	80.9%	13.7%	67.2%	69.6%
30" - 39"	725	235	104	529	145	384	609
%V	35.1%	28.7%	34.7%	36.8%	27.8%	42.0%	33.7%
%H		32.4%	14.3%	73.0%	20.0%	53.0%	84.0%
40" and over	1081	529	174	700	342	358	1020
%V	52.4%	64.5%	58.0%	48.7%	65.5%	39.1%	56.4%
%H		48.9%	16.1%	64.8%	31.6%	33.1%	94.4%
Don't know	15	4	1	12	3	9	10
%V	0.7%	0.5%	0.3%	0.8%	0.6%	1.0%	0.6%
%H		26.7%	6.7%	80.0%	20.0%	60.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2063	820	300	1437	522	915	1808
%H		39.7%	14.5%	69.7%	25.3%	44.4%	87.6%
PVR	1326	725	256	825	467	359	1252
%V	64.3%	88.4%	85.3%	57.4%	89.5%	39.2%	69.2%
%H		54.7%	19.3%	62.2%	35.2%	27.1%	94.4%
DVDR	40	12	8	30	10	20	31
%V	1.9%	1.5%	2.7%	2.1%	1.9%	2.2%	1.7%
%H		30.0%	20.0%	75.0%	25.0%	50.0%	77.5%
VCR	22	6	2	19	6	13	17
%V	1.1%	0.7%	0.7%	1.3%	1.1%	1.4%	0.9%
%H		27.3%	9.1%	86.4%	27.3%	59.1%	77.3%
Any recorder	1353	727	258	849	469	380	1268
%V	65.6%	88.7%	86.0%	59.1%	89.8%	41.5%	70.1%
%H		53.7%	19.1%	62.7%	34.7%	28.1%	93.7%

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	2063	820	300	1437	522	915	1808
%H		39.7%	14.5%	69.7%	25.3%	44.4%	87.6%
Receives HDTV (via STB or built-in reception)	1378	600	259	969	434	534	1287
%V	66.8%	73.2%	86.3%	67.4%	83.1%	58.4%	71.2%
%H		43.5%	18.8%	70.3%	31.5%	38.8%	93.4%
DVD/Blu-ray player or recorder	1385	580	223	950	383	567	1277
%V	67.1%	70.7%	74.3%	66.1%	73.4%	62.0%	70.6%
%H		41.9%	16.1%	68.6%	27.7%	40.9%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2099	1054	345	1617	900	717	1981
%H		50.2%	16.4%	77.0%	42.9%	34.2%	94.4%
Under 20"	400	184	51	338	173	166	363
%V	19.1%	17.5%	14.8%	20.9%	19.2%	23.2%	18.3%
%H		46.0%	12.8%	84.5%	43.3%	41.5%	90.8%
20" - 29"	756	359	128	603	321	282	702
%V	36.0%	34.1%	37.1%	37.3%	35.7%	39.3%	35.4%
%H		47.5%	16.9%	79.8%	42.5%	37.3%	92.9%
30" - 39"	594	304	107	431	245	186	574
%V	28.3%	28.8%	31.0%	26.7%	27.2%	25.9%	29.0%
%H		51.2%	18.0%	72.6%	41.2%	31.3%	96.6%
40" and over	332	199	56	230	152	77	324
%V	15.8%	18.9%	16.2%	14.2%	16.9%	10.7%	16.4%
%H		59.9%	16.9%	69.3%	45.8%	23.2%	97.6%
Don't know	18	9	3	15	8	7	17
%V	0.9%	0.9%	0.9%	0.9%	0.9%	1.0%	0.9%
%H		50.0%	16.7%	83.3%	44.4%	38.9%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2099	1054	345	1617	900	717	1981
%H		50.2%	16.4%	77.0%	42.9%	34.2%	94.4%
PVR	473	322	105	268	210	57	460
%V	22.5%	30.6%	30.4%	16.6%	23.3%	7.9%	23.2%
%H		68.1%	22.2%	56.7%	44.4%	12.1%	97.3%
DVDR	15	6	3	14	8	6	14
%V	0.7%	0.6%	0.9%	0.9%	0.9%	0.8%	0.7%
%H		40.0%	20.0%	93.3%	53.3%	40.0%	93.3%
VCR	5	2	0	5	2	3	5
%V	0.2%	0.2%	0.0%	0.3%	0.2%	0.4%	0.3%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	100.0%
Any recorder	483	323	106	277	213	64	469
%V	23.0%	30.6%	30.7%	17.1%	23.7%	8.9%	23.7%
%H		66.9%	21.9%	57.3%	44.1%	13.3%	97.1%

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	2099	1054	345	1617	900	717	1981
%H		50.2%	16.4%	77.0%	42.9%	34.2%	94.4%
Receives HDTV (via STB or built-in reception)	797	422	164	616	387	229	771
%V	38.0%	40.0%	47.5%	38.1%	43.0%	31.9%	38.9%
%H		52.9%	20.6%	77.3%	48.6%	28.7%	96.7%
DVD/Blu-ray player or recorder	863	433	159	644	368	276	833
%V	41.1%	41.1%	46.1%	39.8%	40.9%	38.5%	42.0%
%H		50.2%	18.4%	74.6%	42.6%	32.0%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	4992	4839	2153	750	3230	1356	1874	4629
%H		96.9%	43.1%	15.0%	64.7%	27.2%	37.5%	92.7%
Total Children	939	915	472	151	549	263	286	922
%V	18.8%	18.9%	21.9%	20.1%	17.0%	19.4%	15.3%	19.9%
%H		97.4%	50.3%	16.1%	58.5%	28.0%	30.5%	98.2%
0 - 3	245	235	127	34	129	58	71	238
%V	4.9%	4.9%	5.9%	4.5%	4.0%	4.3%	3.8%	5.1%
%H		95.9%	51.8%	13.9%	52.7%	23.7%	29.0%	97.1%
4 - 15	694	680	344	117	420	206	214	685
%V	13.9%	14.1%	16.0%	15.6%	13.0%	15.2%	11.4%	14.8%
%H		98.0%	49.6%	16.9%	60.5%	29.7%	30.8%	98.7%
4 - 9	362	352	173	66	204	94	110	357
%V	7.3%	7.3%	8.0%	8.8%	6.3%	6.9%	5.9%	7.7%
%H		97.2%	47.8%	18.2%	56.4%	26.0%	30.4%	98.6%
10 - 15	332	328	171	51	216	112	104	328
%V	6.7%	6.8%	7.9%	6.8%	6.7%	8.3%	5.5%	7.1%
%H		98.8%	51.5%	15.4%	65.1%	33.7%	31.3%	98.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	4992	4839	2153	750	3230	1356	1874	4629
%H		96.9%	43.1%	15.0%	64.7%	27.2%	37.5%	92.7%
Total Adults (16+)	4053	3923	1681	599	2681	1092	1588	3707
%V	81.2%	81.1%	78.1%	79.9%	83.0%	80.5%	84.7%	80.1%
%H		96.8%	41.5%	14.8%	66.1%	26.9%	39.2%	91.5%
16 - 19	210	206	110	33	136	74	62	208
%V	4.2%	4.3%	5.1%	4.4%	4.2%	5.5%	3.3%	4.5%
%H		98.1%	52.4%	15.7%	64.8%	35.2%	29.5%	99.0%
20 - 24	276	251	96	41	154	64	90	269
%V	5.5%	5.2%	4.5%	5.5%	4.8%	4.7%	4.8%	5.8%
%H		90.9%	34.8%	14.9%	55.8%	23.2%	32.6%	97.5%
25 - 34	569	523	236	83	289	106	183	554
%V	11.4%	10.8%	11.0%	11.1%	8.9%	7.8%	9.8%	12.0%
%H		91.9%	41.5%	14.6%	50.8%	18.6%	32.2%	97.4%
35 - 44	659	641	321	106	379	181	198	646
%V	13.2%	13.2%	14.9%	14.1%	11.7%	13.3%	10.6%	14.0%
%H		97.3%	48.7%	16.1%	57.5%	27.5%	30.0%	98.0%
45 - 54	729	718	328	138	490	231	258	703
%V	14.6%	14.8%	15.2%	18.4%	15.2%	17.0%	13.8%	15.2%
%H		98.5%	45.0%	18.9%	67.2%	31.7%	35.4%	96.4%
55 - 64	583	572	249	83	411	174	238	551
%V	11.7%	11.8%	11.6%	11.1%	12.7%	12.8%	12.7%	11.9%
%H		98.1%	42.7%	14.2%	70.5%	29.8%	40.8%	94.5%
65+	1027	1012	342	114	822	263	559	775
%V	20.6%	20.9%	15.9%	15.2%	25.4%	19.4%	29.8%	16.7%
%H		98.5%	33.3%	11.1%	80.0%	25.6%	54.4%	75.5%

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 7.23: 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+)	4053	3923	1681	599	2681	1092	1588	3707
%H		96.8%	41.5%	14.8%	66.1%	26.9%	39.2%	91.5%
AB	1351	1313	569	211	881	365	516	1309
%V	33.3%	33.5%	33.8%	35.2%	32.9%	33.4%	32.5%	35.3%
%H		97.2%	42.1%	15.6%	65.2%	27.0%	38.2%	96.9%
C1	1303	1260	546	203	851	364	488	1222
%V	32.1%	32.1%	32.5%	33.9%	31.7%	33.3%	30.7%	33.0%
%H		96.7%	41.9%	15.6%	65.3%	27.9%	37.5%	93.8%
C2	819	798	340	124	547	222	326	737
%V	20.2%	20.3%	20.2%	20.7%	20.4%	20.3%	20.5%	19.9%
%H		97.4%	41.5%	15.1%	66.8%	27.1%	39.8%	90.0%
D	406	387	177	48	261	105	157	332
%V	10.0%	9.9%	10.5%	8.0%	9.7%	9.6%	9.9%	9.0%
%H		95.3%	43.6%	11.8%	64.3%	25.9%	38.7%	81.8%
E	174	166	49	14	140	37	103	106
%V	4.3%	4.2%	2.9%	2.3%	5.2%	3.4%	6.5%	2.9%
%H		95.4%	28.2%	8.0%	80.5%	21.3%	59.2%	60.9%

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 7.24: 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+)	4053	3923	1681	599	2681	1092	1588	3707
%H		96.8%	41.5%	14.8%	66.1%	26.9%	39.2%	91.5%
Working full time	1941	1879	881	321	1182	536	646	1904
%V	47.9%	47.9%	52.4%	53.6%	44.1%	49.1%	40.7%	51.4%
%H		96.8%	45.4%	16.5%	60.9%	27.6%	33.3%	98.1%
Working part time	445	433	186	69	304	130	174	424
%V	11.0%	11.0%	11.1%	11.5%	11.3%	11.9%	11.0%	11.4%
%H		97.3%	41.8%	15.5%	68.3%	29.2%	39.1%	95.3%
Not working	1667	1611	614	210	1195	427	769	1378
%V	41.1%	41.1%	36.5%	35.1%	44.6%	39.1%	48.4%	37.2%
%H		96.6%	36.8%	12.6%	71.7%	25.6%	46.1%	82.7%
Housewife/Houseperson	2141	2063	820	300	1438	522	916	1872
%V	52.8%	52.6%	48.8%	50.1%	53.6%	47.8%	57.7%	50.5%
%H		96.4%	38.3%	14.0%	67.2%	24.4%	42.8%	87.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1988	1918	842	306	1283	549	734	1840
%H		96.5%	42.4%	15.4%	64.5%	27.6%	36.9%	92.6%
16 - 19	97	96	57	14	57	34	23	97
%V	4.9%	5.0%	6.8%	4.6%	4.4%	6.2%	3.1%	5.3%
%H		99.0%	58.8%	14.4%	58.8%	35.1%	23.7%	100.0%
20 - 24	150	140	54	22	84	34	50	148
%V	7.5%	7.3%	6.4%	7.2%	6.5%	6.2%	6.8%	8.0%
%H		93.3%	36.0%	14.7%	56.0%	22.7%	33.3%	98.7%
25 - 34	277	249	108	40	138	49	89	269
%V	13.9%	13.0%	12.8%	13.1%	10.8%	8.9%	12.1%	14.6%
%H		89.9%	39.0%	14.4%	49.8%	17.7%	32.1%	97.1%
35 - 44	324	315	154	52	182	86	97	316
%V	16.3%	16.4%	18.3%	17.0%	14.2%	15.7%	13.2%	17.2%
%H		97.2%	47.5%	16.0%	56.2%	26.5%	29.9%	97.5%
45 - 54	369	363	158	79	253	123	130	350
%V	18.6%	18.9%	18.8%	25.8%	19.7%	22.4%	17.7%	19.0%
%H		98.4%	42.8%	21.4%	68.6%	33.3%	35.2%	94.9%
55 - 64	301	293	134	43	203	89	114	282
%V	15.1%	15.3%	15.9%	14.1%	15.8%	16.2%	15.5%	15.3%
%H		97.3%	44.5%	14.3%	67.4%	29.6%	37.9%	93.7%
65+	469	462	176	57	367	135	232	378
%V	23.6%	24.1%	20.9%	18.6%	28.6%	24.6%	31.6%	20.5%
%H		98.5%	37.5%	12.2%	78.3%	28.8%	49.5%	80.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1988	1918	842	306	1283	549	734	1840
%H		96.5%	42.4%	15.4%	64.5%	27.6%	36.9%	92.6%
AB	675	658	296	107	435	189	246	661
%V	34.0%	34.3%	35.2%	35.0%	33.9%	34.4%	33.5%	35.9%
%H		97.5%	43.9%	15.9%	64.4%	28.0%	36.4%	97.9%
C1	606	584	263	101	384	177	206	584
%V	30.5%	30.4%	31.2%	33.0%	29.9%	32.2%	28.1%	31.7%
%H		96.4%	43.4%	16.7%	63.4%	29.2%	34.0%	96.4%
C2	436	424	173	71	288	114	174	392
%V	21.9%	22.1%	20.5%	23.2%	22.4%	20.8%	23.7%	21.3%
%H		97.2%	39.7%	16.3%	66.1%	26.1%	39.9%	89.9%
D	191	178	86	22	114	48	66	157
%V	9.6%	9.3%	10.2%	7.2%	8.9%	8.7%	9.0%	8.5%
%H		93.2%	45.0%	11.5%	59.7%	25.1%	34.6%	82.2%
E	79	73	24	5	62	20	42	46
%V	4.0%	3.8%	2.9%	1.6%	4.8%	3.6%	5.7%	2.5%
%H		92.4%	30.4%	6.3%	78.5%	25.3%	53.2%	58.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1988	1918	842	306	1283	549	734	1840
%H		96.5%	42.4%	15.4%	64.5%	27.6%	36.9%	92.6%
Working full time	1185	1146	536	207	718	336	383	1160
%V	59.6%	59.7%	63.7%	67.6%	56.0%	61.2%	52.2%	63.0%
%H		96.7%	45.2%	17.5%	60.6%	28.4%	32.3%	97.9%
Working part time	97	89	31	12	65	21	44	85
%V	4.9%	4.6%	3.7%	3.9%	5.1%	3.8%	6.0%	4.6%
%H		91.8%	32.0%	12.4%	67.0%	21.6%	45.4%	87.6%
Not working	706	683	275	88	500	193	307	595
%V	35.5%	35.6%	32.7%	28.8%	39.0%	35.2%	41.8%	32.3%
%H		96.7%	39.0%	12.5%	70.8%	27.3%	43.5%	84.3%
Housewife/Houseperson	443	413	148	72	285	102	183	359
%V	22.3%	21.5%	17.6%	23.5%	22.2%	18.6%	24.9%	19.5%
%H		93.2%	33.4%	16.3%	64.3%	23.0%	41.3%	81.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2065	2005	839	293	1397	543	854	1867
%H		97.1%	40.6%	14.2%	67.7%	26.3%	41.4%	90.4%
16 - 19	113	110	53	19	80	41	39	111
%V	5.5%	5.5%	6.3%	6.5%	5.7%	7.6%	4.6%	5.9%
%H		97.3%	46.9%	16.8%	70.8%	36.3%	34.5%	98.2%
20 - 24	125	111	42	20	70	30	41	121
%V	6.1%	5.5%	5.0%	6.8%	5.0%	5.5%	4.8%	6.5%
%H		88.8%	33.6%	16.0%	56.0%	24.0%	32.8%	96.8%
25 - 34	292	274	128	43	151	57	94	285
%V	14.1%	13.7%	15.3%	14.7%	10.8%	10.5%	11.0%	15.3%
%H		93.8%	43.8%	14.7%	51.7%	19.5%	32.2%	97.6%
35 - 44	335	327	167	54	196	95	101	331
%V	16.2%	16.3%	19.9%	18.4%	14.0%	17.5%	11.8%	17.7%
%H		97.6%	49.9%	16.1%	58.5%	28.4%	30.1%	98.8%
45 - 54	361	355	169	59	237	108	129	353
%V	17.5%	17.7%	20.1%	20.1%	17.0%	19.9%	15.1%	18.9%
%H		98.3%	46.8%	16.3%	65.7%	29.9%	35.7%	97.8%
55 - 64	282	279	114	41	208	85	124	269
%V	13.7%	13.9%	13.6%	14.0%	14.9%	15.7%	14.5%	14.4%
%H		98.9%	40.4%	14.5%	73.8%	30.1%	44.0%	95.4%
65+	558	550	166	57	455	127	327	397
%V	27.0%	27.4%	19.8%	19.5%	32.6%	23.4%	38.3%	21.3%
%H		98.6%	29.7%	10.2%	81.5%	22.8%	58.6%	71.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2065	2005	839	293	1397	543	854	1867
%H		97.1%	40.6%	14.2%	67.7%	26.3%	41.4%	90.4%
AB	675	655	274	103	446	176	270	649
%V	32.7%	32.7%	32.7%	35.2%	31.9%	32.4%	31.6%	34.8%
%H		97.0%	40.6%	15.3%	66.1%	26.1%	40.0%	96.1%
C1	697	676	284	101	467	186	281	637
%V	33.8%	33.7%	33.8%	34.5%	33.4%	34.3%	32.9%	34.1%
%H		97.0%	40.7%	14.5%	67.0%	26.7%	40.3%	91.4%
C2	383	373	167	53	259	107	152	345
%V	18.5%	18.6%	19.9%	18.1%	18.5%	19.7%	17.8%	18.5%
%H		97.4%	43.6%	13.8%	67.6%	27.9%	39.7%	90.1%
D	215	209	91	26	147	57	91	175
%V	10.4%	10.4%	10.8%	8.9%	10.5%	10.5%	10.7%	9.4%
%H		97.2%	42.3%	12.1%	68.4%	26.5%	42.3%	81.4%
E	96	93	25	9	77	17	60	60
%V	4.6%	4.6%	3.0%	3.1%	5.5%	3.1%	7.0%	3.2%
%H		96.9%	26.0%	9.4%	80.2%	17.7%	62.5%	62.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2065	2005	839	293	1397	543	854	1867
%H		97.1%	40.6%	14.2%	67.7%	26.3%	41.4%	90.4%
Working full time	756	733	345	114	463	200	263	744
%V	36.6%	36.6%	41.1%	38.9%	33.1%	36.8%	30.8%	39.9%
%H		97.0%	45.6%	15.1%	61.2%	26.5%	34.8%	98.4%
Working part time	349	344	155	57	239	109	130	339
%V	16.9%	17.2%	18.5%	19.5%	17.1%	20.1%	15.2%	18.2%
%H		98.6%	44.4%	16.3%	68.5%	31.2%	37.2%	97.1%
Not working	961	928	338	122	695	234	461	783
%V	46.5%	46.3%	40.3%	41.6%	49.7%	43.1%	54.0%	41.9%
%H		96.6%	35.2%	12.7%	72.3%	24.3%	48.0%	81.5%
Housewife/Houseperson	1698	1650	672	228	1153	420	733	1513
%V	82.2%	82.3%	80.1%	77.8%	82.5%	77.3%	85.8%	81.0%
%H		97.2%	39.6%	13.4%	67.9%	24.7%	43.2%	89.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2534	1062	282	1987	821	1166	2164
%H (All HH)		95.8%	40.2%	10.7%	75.2%	31.1%	44.1%	81.8%
%H (TV HH)			41.9%	11.1%	78.4%	32.4%	46.0%	
AB	506	488	209	61	390	171	219	473
%V	19.1%	19.3%	19.7%	21.6%	19.6%	20.8%	18.8%	21.9%
%H (All HH)		96.4%	41.3%	12.1%	77.1%	33.8%	43.3%	93.5%
%H (TV HH)			42.8%	12.5%	79.9%	35.0%	44.9%	
C1	758	720	337	86	549	257	292	686
%V	28.7%	28.4%	31.7%	30.5%	27.6%	31.3%	25.0%	31.7%
%H (All HH)		95.0%	44.5%	11.3%	72.4%	33.9%	38.5%	90.5%
%H (TV HH)			46.8%	11.9%	76.3%	35.7%	40.6%	
C2	566	558	257	62	446	210	237	473
%V	21.4%	22.0%	24.2%	22.0%	22.4%	25.6%	20.3%	21.9%
%H (All HH)		98.6%	45.4%	11.0%	78.8%	37.1%	41.9%	83.6%
%H (TV HH)			46.1%	11.1%	79.9%	37.6%	42.5%	
D	449	429	175	43	324	121	204	342
%V	17.0%	16.9%	16.5%	15.2%	16.3%	14.7%	17.5%	15.8%
%H (All HH)		95.5%	39.0%	9.6%	72.2%	26.9%	45.4%	76.2%
%H (TV HH)			40.8%	10.0%	75.5%	28.2%	47.6%	
E	365	339	85	30	277	63	215	191
%V	13.8%	13.4%	8.0%	10.6%	13.9%	7.7%	18.4%	8.8%
%H (All HH)		92.9%	23.3%	8.2%	75.9%	17.3%	58.9%	52.3%
%H (TV HH)			25.1%	8.8%	81.7%	18.6%	63.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2644	2534	1062	282	1987	821	1166	2164
%H (All HH)		95.8%	40.2%	10.7%	75.2%	31.1%	44.1%	81.8%
%H (TV HH)			41.9%	11.1%	78.4%	32.4%	46.0%	
Under 25	140	111	34	10	81	26	56	133
%V	5.3%	4.4%	3.2%	3.5%	4.1%	3.2%	4.8%	6.1%
%H (All HH)		79.3%	24.3%	7.1%	57.9%	18.6%	40.0%	95.0%
%H (TV HH)			30.6%	9.0%	73.0%	23.4%	50.5%	
25 - 34	393	363	168	38	241	108	133	375
%V	14.9%	14.3%	15.8%	13.5%	12.1%	13.2%	11.4%	17.3%
%H (All HH)		92.4%	42.7%	9.7%	61.3%	27.5%	33.8%	95.4%
%H (TV HH)			46.3%	10.5%	66.4%	29.8%	36.6%	
35 - 44	404	381	201	48	263	133	131	381
%V	15.3%	15.0%	18.9%	17.0%	13.2%	16.2%	11.2%	17.6%
%H (All HH)		94.3%	49.8%	11.9%	65.1%	32.9%	32.4%	94.3%
%H (TV HH)			52.8%	12.6%	69.0%	34.9%	34.4%	
45 - 54	510	501	259	67	398	215	182	478
%V	19.3%	19.8%	24.4%	23.8%	20.0%	26.2%	15.6%	22.1%
%H (All HH)		98.2%	50.8%	13.1%	78.0%	42.2%	35.7%	93.7%
%H (TV HH)			51.7%	13.4%	79.4%	42.9%	36.3%	
55 - 64	461	449	196	52	369	166	203	386
%V	17.4%	17.7%	18.5%	18.4%	18.6%	20.2%	17.4%	17.8%
%H (All HH)		97.4%	42.5%	11.3%	80.0%	36.0%	44.0%	83.7%
%H (TV HH)			43.7%	11.6%	82.2%	37.0%	45.2%	
65 +	736	729	203	67	635	173	461	411
%V	27.8%	28.8%	19.1%	23.8%	32.0%	21.1%	39.5%	19.0%
%H (All HH)		99.0%	27.6%	9.1%	86.3%	23.5%	62.6%	55.8%
%H (TV HH)			27.8%	9.2%	87.1%	23.7%	63.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2644	2534	1062	282	1987	821	1166	2164
%H (All HH)		95.8%	40.2%	10.7%	75.2%	31.1%	44.1%	81.8%
%H (TV HH)			41.9%	11.1%	78.4%	32.4%	46.0%	
1	819	759	195	62	620	127	493	474
%V	31.0%	30.0%	18.4%	22.0%	31.2%	15.5%	42.3%	21.9%
%H (All HH)		92.7%	23.8%	7.6%	75.7%	15.5%	60.2%	57.9%
%H (TV HH)			25.7%	8.2%	81.7%	16.7%	65.0%	
2	956	933	398	99	752	330	421	841
%V	36.2%	36.8%	37.5%	35.1%	37.8%	40.2%	36.1%	38.9%
%H (All HH)		97.6%	41.6%	10.4%	78.7%	34.5%	44.0%	88.0%
%H (TV HH)			42.7%	10.6%	80.6%	35.4%	45.1%	
3	399	388	208	56	294	167	127	388
%V	15.1%	15.3%	19.6%	19.9%	14.8%	20.3%	10.9%	17.9%
%H (All HH)		97.2%	52.1%	14.0%	73.7%	41.9%	31.8%	97.2%
%H (TV HH)			53.6%	14.4%	75.8%	43.0%	32.7%	
4	315	309	179	42	230	142	88	309
%V	11.9%	12.2%	16.9%	14.9%	11.6%	17.3%	7.5%	14.3%
%H (All HH)		98.1%	56.8%	13.3%	73.0%	45.1%	27.9%	98.1%
%H (TV HH)			57.9%	13.6%	74.4%	46.0%	28.5%	
5+	156	145	83	24	91	54	38	151
%V	5.9%	5.7%	7.8%	8.5%	4.6%	6.6%	3.3%	7.0%
%H (All HH)		92.9%	53.2%	15.4%	58.3%	34.6%	24.4%	96.8%
%H (TV HH)			57.2%	16.6%	62.8%	37.2%	26.2%	
Average HH size	2.28	2.30	2.63	2.57	2.22	2.62	1.94	2.49

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2534	1062	282	1987	821	1166	2164
%H (All HH)		95.8%	40.2%	10.7%	75.2%	31.1%	44.1%	81.8%
%H (TV HH)			41.9%	11.1%	78.4%	32.4%	46.0%	
Without	1981	1887	702	195	1532	564	968	1523
%V	74.9%	74.5%	66.1%	69.1%	77.1%	68.7%	83.0%	70.4%
%H (All HH)		95.3%	35.4%	9.8%	77.3%	28.5%	48.9%	76.9%
%H (TV HH)			37.2%	10.3%	81.2%	29.9%	51.3%	
With	663	648	360	86	455	257	198	641
%V	25.1%	25.6%	33.9%	30.5%	22.9%	31.3%	17.0%	29.6%
%H (All HH)		97.7%	54.3%	13.0%	68.6%	38.8%	29.9%	96.7%
%H (TV HH)			55.6%	13.3%	70.2%	39.7%	30.6%	
0 - 3	246	236	126	24	157	76	81	234
%V	9.3%	9.3%	11.9%	8.5%	7.9%	9.3%	6.9%	10.8%
%H (All HH)		95.9%	51.2%	9.8%	63.8%	30.9%	32.9%	95.1%
%H (TV HH)			53.4%	10.2%	66.5%	32.2%	34.3%	
4 - 9	339	332	185	45	230	131	99	325
%V	12.8%	13.1%	17.4%	16.0%	11.6%	16.0%	8.5%	15.0%
%H (All HH)		97.9%	54.6%	13.3%	67.8%	38.6%	29.2%	95.9%
%H (TV HH)			55.7%	13.6%	69.3%	39.5%	29.8%	
10 - 15	312	308	192	47	209	136	73	304
%V	11.8%	12.2%	18.1%	16.7%	10.5%	16.6%	6.3%	14.0%
%H (All HH)		98.7%	61.5%	15.1%	67.0%	43.6%	23.4%	97.4%
%H (TV HH)			62.3%	15.3%	67.9%	44.2%	23.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2644	2534	1062	282	1987	821	1166	2164
%H (All HH)		95.8%	40.2%	10.7%	75.2%	31.1%	44.1%	81.8%
%H (TV HH)			41.9%	11.1%	78.4%	32.4%	46.0%	
1	984	984	311	88	701	146	555	718
%V	37.2%	38.8%	29.3%	31.2%	35.3%	17.8%	47.6%	33.2%
%H (All HH)		100.0%	31.6%	8.9%	71.2%	14.8%	56.4%	73.0%
%H (TV HH)			31.6%	8.9%	71.2%	14.8%	56.4%	
2	815	815	341	104	658	289	369	671
%V	30.8%	32.2%	32.1%	36.9%	33.1%	35.2%	31.6%	31.0%
%H (All HH)		100.0%	41.8%	12.8%	80.7%	35.5%	45.3%	82.3%
%H (TV HH)			41.8%	12.8%	80.7%	35.5%	45.3%	
3	409	409	219	42	341	194	147	371
%V	15.5%	16.1%	20.6%	14.9%	17.2%	23.6%	12.6%	17.1%
%H (All HH)		100.0%	53.5%	10.3%	83.4%	47.4%	35.9%	90.7%
%H (TV HH)			53.5%	10.3%	83.4%	47.4%	35.9%	
4	214	214	122	28	185	117	67	206
%V	8.1%	8.4%	11.5%	9.9%	9.3%	14.3%	5.7%	9.5%
%H (All HH)		100.0%	57.0%	13.1%	86.4%	54.7%	31.3%	96.3%
%H (TV HH)			57.0%	13.1%	86.4%	54.7%	31.3%	
5+	112	112	70	19	103	75	28	112
%V	4.2%	4.4%	6.6%	6.7%	5.2%	9.1%	2.4%	5.2%
%H (All HH)		100.0%	62.5%	17.0%	92.0%	67.0%	25.0%	100.0%
%H (TV HH)			62.5%	17.0%	92.0%	67.0%	25.0%	

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

April 2016 - March 2017

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	2644	2534	1062	282	1987	821	1166	2164
%H (All HH)		95.8%	40.2%	10.7%	75.2%	31.1%	44.1%	81.8%
%H (TV HH)			41.9%	11.1%	78.4%	32.4%	46.0%	
Under 20"	410	410	170	49	359	167	192	343
%V	15.5%	16.2%	16.0%	17.4%	18.1%	20.3%	16.5%	15.9%
%H (All HH)		100.0%	41.5%	12.0%	87.6%	40.7%	46.8%	83.7%
%H (TV HH)			41.5%	12.0%	87.6%	40.7%	46.8%	
20" - 29"	783	783	331	90	658	298	360	637
%V	29.6%	30.9%	31.2%	31.9%	33.1%	36.3%	30.9%	29.4%
%H (All HH)		100.0%	42.3%	11.5%	84.0%	38.1%	46.0%	81.4%
%H (TV HH)			42.3%	11.5%	84.0%	38.1%	46.0%	
30" - 39"	1192	1192	512	148	949	425	524	998
%V	45.1%	47.0%	48.2%	52.5%	47.8%	51.8%	44.9%	46.1%
%H (All HH)		100.0%	43.0%	12.4%	79.6%	35.7%	44.0%	83.7%
%H (TV HH)			43.0%	12.4%	79.6%	35.7%	44.0%	
40" and over	1443	1443	748	176	1093	569	524	1295
%V	54.6%	56.9%	70.4%	62.4%	55.0%	69.3%	44.9%	59.8%
%H (All HH)		100.0%	51.8%	12.2%	75.7%	39.4%	36.3%	89.7%
%H (TV HH)			51.8%	12.2%	75.7%	39.4%	36.3%	

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

April 2016 - March 2017

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	2644	2534	1062	282	1987	821	1166	2164
%H (All HH)		95.8%	40.2%	10.7%	75.2%	31.1%	44.1%	81.8%
%H (TV HH)			41.9%	11.1%	78.4%	32.4%	46.0%	
Main living room	2509	2509	1056	281	1968	816	1153	2061
%V	94.9%	99.0%	99.4%	99.6%	99.0%	99.4%	98.9%	95.2%
%H (All HH)		100.0%	42.1%	11.2%	78.4%	32.5%	46.0%	82.1%
%H (TV HH)			42.1%	11.2%	78.4%	32.5%	46.0%	
Kitchen	312	312	157	29	291	163	128	271
%V	11.8%	12.3%	14.8%	10.3%	14.6%	19.9%	11.0%	12.5%
%H (All HH)		100.0%	50.3%	9.3%	93.3%	52.2%	41.0%	86.9%
%H (TV HH)			50.3%	9.3%	93.3%	52.2%	41.0%	
Adult's bedroom	1179	1179	578	152	992	535	457	1039
%V	44.6%	46.5%	54.4%	53.9%	49.9%	65.2%	39.2%	48.0%
%H (All HH)		100.0%	49.0%	12.9%	84.1%	45.4%	38.8%	88.1%
%H (TV HH)			49.0%	12.9%	84.1%	45.4%	38.8%	
Child's bedroom	282	282	171	37	209	135	74	276
%V	10.7%	11.1%	16.1%	13.1%	10.5%	16.4%	6.3%	12.8%
%H (All HH)		100.0%	60.6%	13.1%	74.1%	47.9%	26.2%	97.9%
%H (TV HH)			60.6%	13.1%	74.1%	47.9%	26.2%	
Other bedroom	182	182	109	22	156	100	55	171
%V	6.9%	7.2%	10.3%	7.8%	7.9%	12.2%	4.7%	7.9%
%H (All HH)		100.0%	59.9%	12.1%	85.7%	54.9%	30.2%	94.0%
%H (TV HH)			59.9%	12.1%	85.7%	54.9%	30.2%	
Second living/dining room	260	260	120	40	217	114	103	230
%V	9.8%	10.3%	11.3%	14.2%	10.9%	13.9%	8.8%	10.6%
%H (All HH)		100.0%	46.2%	15.4%	83.5%	43.8%	39.6%	88.5%
%H (TV HH)			46.2%	15.4%	83.5%	43.8%	39.6%	
Study/office	34	34	15	4	28	14	14	34
%V	1.3%	1.3%	1.4%	1.4%	1.4%	1.7%	1.2%	1.6%
%H (All HH)		100.0%	44.1%	11.8%	82.4%	41.2%	41.2%	100.0%
%H (TV HH)			44.1%	11.8%	82.4%	41.2%	41.2%	
TV room	21	21	11	4	18	10	8	21
%V	0.8%	0.8%	1.0%	1.4%	0.9%	1.2%	0.7%	1.0%
%H (All HH)		100.0%	52.4%	19.0%	85.7%	47.6%	38.1%	100.0%
%H (TV HH)			52.4%	19.0%	85.7%	47.6%	38.1%	
Conservatory	89	89	51	10	77	46	31	85
%V	3.4%	3.5%	4.8%	3.5%	3.9%	5.6%	2.7%	3.9%
%H (All HH)		100.0%	57.3%	11.2%	86.5%	51.7%	34.8%	95.5%
%H (TV HH)			57.3%	11.2%	86.5%	51.7%	34.8%	
Attic or loft room	10	10	6	1	7	5	2	10
%V	0.4%	0.4%	0.6%	0.4%	0.4%	0.6%	0.2%	0.5%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	50.0%	20.0%	100.0%
%H (TV HH)			60.0%	10.0%	70.0%	50.0%	20.0%	
No specific location	7	7	3	1	5	2	3	6
%V	0.3%	0.3%	0.3%	0.4%	0.3%	0.2%	0.3%	0.3%
%H (All HH)		100.0%	42.9%	14.3%	71.4%	28.6%	42.9%	85.7%
%H (TV HH)			42.9%	14.3%	71.4%	28.6%	42.9%	
Other	23	23	14	2	23	14	8	22
%V	0.9%	0.9%	1.3%	0.7%	1.2%	1.7%	0.7%	1.0%
%H (All HH)		100.0%	60.9%	8.7%	100.0%	60.9%	34.8%	95.7%
%H (TV HH)			60.9%	8.7%	100.0%	60.9%	34.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: 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	2644	2534	1062	282	1987	821	1166	2164
%H (All HH)		95.8%	40.2%	10.7%	75.2%	31.1%	44.1%	81.8%
%H (TV HH)			41.9%	11.1%	78.4%	32.4%	46.0%	
Any DSAT provider	1062	1062	1062	27	680	680	0	983
%V	40.2%	41.9%	100.0%	9.6%	34.2%	82.8%	0.0%	45.4%
%H (All HH)			100.0%	2.5%	64.0%	64.0%	0.0%	92.6%
%H (TV HH)			100.0%	2.5%	64.0%	64.0%	0.0%	
Sky with subscription	885	885	885	21	560	560	0	822
%V	33.5%	34.9%	83.3%	7.4%	28.2%	68.2%	0.0%	38.0%
%H (All HH)			100.0%	2.4%	63.3%	63.3%	0.0%	92.9%
%H (TV HH)			100.0%	2.4%	63.3%	63.3%	0.0%	
Sky without subscription	56	56	56	2	36	36	0	50
%V	2.1%	2.2%	5.3%	0.7%	1.8%	4.4%	0.0%	2.3%
%H (All HH)			100.0%	3.6%	64.3%	64.3%	0.0%	89.3%
%H (TV HH)			100.0%	3.6%	64.3%	64.3%	0.0%	
Freesat	137	137	137	7	102	102	0	127
%V	5.2%	5.4%	12.9%	2.5%	5.1%	12.4%	0.0%	5.9%
%H (All HH)			100.0%	5.1%	74.5%	74.5%	0.0%	92.7%
%H (TV HH)			100.0%	5.1%	74.5%	74.5%	0.0%	
Other satellite provider	53	53	53	4	33	33	0	49
%V	2.0%	2.1%	5.0%	1.4%	1.7%	4.0%	0.0%	2.3%
%H (All HH)			100.0%	7.5%	62.3%	62.3%	0.0%	92.5%
%H (TV HH)			100.0%	7.5%	62.3%	62.3%	0.0%	
DCAB	282	282	27	282	156	156	0	261
%V	10.7%	11.1%	2.5%	100.0%	7.9%	19.0%	0.0%	12.1%
%H (All HH)			9.6%	100.0%	55.3%	55.3%	0.0%	92.6%
%H (TV HH)			9.6%	100.0%	55.3%	55.3%	0.0%	
DTT	1987	1987	680	156	1987	821	1166	1582
%V	75.2%	78.4%	64.0%	55.3%	100.0%	100.0%	100.0%	73.1%
%H (All HH)		100.0%	34.2%	7.9%	100.0%	41.3%	58.7%	79.6%
%H (TV HH)			34.2%	7.9%	100.0%	41.3%	58.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2644	2534	1062	282	1987	821	1166	2164
%H (All HH)		95.8%	40.2%	10.7%	75.2%	31.1%	44.1%	81.8%
%H (TV HH)			41.9%	11.1%	78.4%	32.4%	46.0%	
PVR	1567	1567	952	242	1138	742	396	1425
%V	59.3%	61.8%	89.6%	85.8%	57.3%	90.4%	34.0%	65.9%
%H (All HH)		100.0%	60.8%	15.4%	72.6%	47.4%	25.3%	90.9%
%H (TV HH)			60.8%	15.4%	72.6%	47.4%	25.3%	
DVDR	43	43	17	3	37	15	22	34
%V	1.6%	1.7%	1.6%	1.1%	1.9%	1.8%	1.9%	1.6%
%H (All HH)		100.0%	39.5%	7.0%	86.0%	34.9%	51.2%	79.1%
%H (TV HH)			39.5%	7.0%	86.0%	34.9%	51.2%	
VCR	39	39	17	4	32	14	18	27
%V	1.5%	1.5%	1.6%	1.4%	1.6%	1.7%	1.5%	1.2%
%H (All HH)		100.0%	43.6%	10.3%	82.1%	35.9%	46.2%	69.2%
%H (TV HH)			43.6%	10.3%	82.1%	35.9%	46.2%	
Any recorder	1597	1597	956	242	1166	744	422	1441
%V	60.4%	63.0%	90.0%	85.8%	58.7%	90.6%	36.2%	66.6%
%H (All HH)		100.0%	59.9%	15.2%	73.0%	46.6%	26.4%	90.2%
%H (TV HH)			59.9%	15.2%	73.0%	46.6%	26.4%	
Receives HDTV (via STB or built-in reception)	1521	1521	800	223	1158	640	518	1398
%V	57.5%	60.0%	75.3%	79.1%	58.3%	78.0%	44.4%	64.6%
%H (All HH)		100.0%	52.6%	14.7%	76.1%	42.1%	34.1%	91.9%
%H (TV HH)			52.6%	14.7%	76.1%	42.1%	34.1%	
DVD/Blu-ray player or recorder	1740	1740	777	210	1368	634	734	1518
%V	65.8%	68.7%	73.2%	74.5%	68.8%	77.2%	63.0%	70.1%
%H (All HH)		100.0%	44.7%	12.1%	78.6%	36.4%	42.2%	87.2%
%H (TV HH)			44.7%	12.1%	78.6%	36.4%	42.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: 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	2644	2534	1062	282	1987	821	1166	2164
%H (All HH)		95.8%	40.2%	10.7%	75.2%	31.1%	44.1%	81.8%
%H (TV HH)			41.9%	11.1%	78.4%	32.4%	46.0%	
Has broadband internet	2164	2078	983	261	1582	767	814	2164
%V	81.8%	82.0%	92.6%	92.6%	79.6%	93.4%	69.8%	100.0%
%H (All HH)		96.0%	45.4%	12.1%	73.1%	35.4%	37.6%	100.0%
%H (TV HH)			47.3%	12.6%	76.1%	36.9%	39.2%	
Number of computers (PCs and laptops)								
0	589	557	116	29	483	75	408	133
%V	22.3%	22.0%	10.9%	10.3%	24.3%	9.1%	35.0%	6.1%
%H (All HH)		94.6%	19.7%	4.9%	82.0%	12.7%	69.3%	22.6%
%H (TV HH)			20.8%	5.2%	86.7%	13.5%	73.2%	
1	681	644	249	71	496	183	313	665
%V	25.8%	25.4%	23.4%	25.2%	25.0%	22.3%	26.8%	30.7%
%H (All HH)		94.6%	36.6%	10.4%	72.8%	26.9%	46.0%	97.7%
%H (TV HH)			38.7%	11.0%	77.0%	28.4%	48.6%	
2	629	608	296	78	459	233	226	621
%V	23.8%	24.0%	27.9%	27.7%	23.1%	28.4%	19.4%	28.7%
%H (All HH)		96.7%	47.1%	12.4%	73.0%	37.0%	35.9%	98.7%
%H (TV HH)			48.7%	12.8%	75.5%	38.3%	37.2%	
3	354	346	200	43	261	159	101	353
%V	13.4%	13.7%	18.8%	15.2%	13.1%	19.4%	8.7%	16.3%
%H (All HH)		97.7%	56.5%	12.1%	73.7%	44.9%	28.5%	99.7%
%H (TV HH)			57.8%	12.4%	75.4%	46.0%	29.2%	
4	191	189	100	30	141	82	59	191
%V	7.2%	7.5%	9.4%	10.6%	7.1%	10.0%	5.1%	8.8%
%H (All HH)		99.0%	52.4%	15.7%	73.8%	42.9%	30.9%	100.0%
%H (TV HH)			52.9%	15.9%	74.6%	43.4%	31.2%	
5+	199	190	101	31	148	89	59	199
%V	7.5%	7.5%	9.5%	11.0%	7.4%	10.8%	5.1%	9.2%
%H (All HH)		95.5%	50.8%	15.6%	74.4%	44.7%	29.6%	100.0%
%H (TV HH)			53.2%	16.3%	77.9%	46.8%	31.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	5293	2512	638	4324	2175	2149	4592
%H		47.5%	12.1%	81.7%	41.1%	40.6%	86.8%
Under 20"	531	239	69	469	242	228	459
%V	10.0%	9.5%	10.8%	10.8%	11.1%	10.6%	10.0%
%H		45.0%	13.0%	88.3%	45.6%	42.9%	86.4%
20" - 29"	1005	438	119	858	407	451	838
%V	19.0%	17.4%	18.7%	19.8%	18.7%	21.0%	18.2%
%H		43.6%	11.8%	85.4%	40.5%	44.9%	83.4%
30" - 39"	1521	697	187	1225	593	632	1304
%V	28.7%	27.7%	29.3%	28.3%	27.3%	29.4%	28.4%
%H		45.8%	12.3%	80.5%	39.0%	41.6%	85.7%
40" and over	1851	998	235	1416	785	631	1686
%V	35.0%	39.7%	36.8%	32.7%	36.1%	29.4%	36.7%
%H		53.9%	12.7%	76.5%	42.4%	34.1%	91.1%
Don't know	385	140	30	356	149	207	306
%V	7.3%	5.6%	4.7%	8.2%	6.9%	9.6%	6.7%
%H		36.4%	7.8%	92.5%	38.7%	53.8%	79.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	5293	2512	638	4324	2175	2149	4592
%H		47.5%	12.1%	81.7%	41.1%	40.6%	86.8%
Main living room	2524	1064	281	1981	822	1159	2073
%V	47.7%	42.4%	44.0%	45.8%	37.8%	53.9%	45.1%
%H		42.2%	11.1%	78.5%	32.6%	45.9%	82.1%
Kitchen	313	158	29	291	163	128	272
%V	5.9%	6.3%	4.5%	6.7%	7.5%	6.0%	5.9%
%H		50.5%	9.3%	93.0%	52.1%	40.9%	86.9%
Adult's bedroom	1418	712	189	1205	675	530	1267
%V	26.8%	28.3%	29.6%	27.9%	31.0%	24.7%	27.6%
%H		50.2%	13.3%	85.0%	47.6%	37.4%	89.4%
Child's bedroom	368	224	53	281	187	94	361
%V	7.0%	8.9%	8.3%	6.5%	8.6%	4.4%	7.9%
%H		60.9%	14.4%	76.4%	50.8%	25.5%	98.1%
Other bedroom	217	130	26	185	120	66	205
%V	4.1%	5.2%	4.1%	4.3%	5.5%	3.1%	4.5%
%H		59.9%	12.0%	85.3%	55.3%	30.4%	94.5%
Second living/dining room	264	122	40	221	116	105	233
%V	5.0%	4.9%	6.3%	5.1%	5.3%	4.9%	5.1%
%H		46.2%	15.2%	83.7%	43.9%	39.8%	88.3%
Study/office	35	15	4	29	14	15	35
%V	0.7%	0.6%	0.6%	0.7%	0.6%	0.7%	0.8%
%H		42.9%	11.4%	82.9%	40.0%	42.9%	100.0%
TV room	21	11	4	18	10	8	21
%V	0.4%	0.4%	0.6%	0.4%	0.5%	0.4%	0.5%
%H		52.4%	19.0%	85.7%	47.6%	38.1%	100.0%
Conservatory	89	51	10	77	46	31	85
%V	1.7%	2.0%	1.6%	1.8%	2.1%	1.4%	1.9%
%H		57.3%	11.2%	86.5%	51.7%	34.8%	95.5%
Attic or loft room	10	6	1	7	5	2	10
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		60.0%	10.0%	70.0%	50.0%	20.0%	100.0%
No specific location	7	3	1	5	2	3	6
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		42.9%	14.3%	71.4%	28.6%	42.9%	85.7%
Other	26	15	2	25	16	9	24
%V	0.5%	0.6%	0.3%	0.6%	0.7%	0.4%	0.5%
%H		57.7%	7.7%	96.2%	61.5%	34.6%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	5293	2512	638	4324	2175	2149	4592
%H		47.5%	12.1%	81.7%	41.1%	40.6%	86.8%
PVR	2107	1377	327	1480	1038	442	1946
%V	39.8%	54.8%	51.3%	34.2%	47.7%	20.6%	42.4%
%H		65.4%	15.5%	70.2%	49.3%	21.0%	92.4%
DVDR	43	18	3	38	16	22	35
%V	0.8%	0.7%	0.5%	0.9%	0.7%	1.0%	0.8%
%H		41.9%	7.0%	88.4%	37.2%	51.2%	81.4%
VCR	42	18	4	35	15	20	28
%V	0.8%	0.7%	0.6%	0.8%	0.7%	0.9%	0.6%
%H		42.9%	9.5%	83.3%	35.7%	47.6%	66.7%
Any recorder	2146	1386	327	1516	1043	473	1968
%V	40.5%	55.2%	51.3%	35.1%	48.0%	22.0%	42.9%
%H		64.6%	15.2%	70.6%	48.6%	22.0%	91.7%

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	5293	2512	638	4324	2175	2149	4592
%H		47.5%	12.1%	81.7%	41.1%	40.6%	86.8%
Receives HDTV (via STB or built-in reception)	2314	1290	350	1795	1071	724	2162
%V	43.7%	51.4%	54.9%	41.5%	49.2%	33.7%	47.1%
%H		55.7%	15.1%	77.6%	46.3%	31.3%	93.4%
DVD/Blu-ray player or recorder	2582	1248	328	2051	1059	992	2310
%V	48.8%	49.7%	51.4%	47.4%	48.7%	46.2%	50.3%
%H		48.3%	12.7%	79.4%	41.0%	38.4%	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	2534	1062	282	1986	821	1166	2078
%H		41.9%	11.1%	78.4%	32.4%	46.0%	82.0%
Under 20"	30	2	1	26	1	25	15
%V	1.2%	0.2%	0.4%	1.3%	0.1%	2.1%	0.7%
%H		6.7%	3.3%	86.7%	3.3%	83.3%	50.0%
20" - 29"	212	57	19	173	40	133	133
%V	8.4%	5.4%	6.7%	8.7%	4.9%	11.4%	6.4%
%H		26.9%	9.0%	81.6%	18.9%	62.7%	62.7%
30" - 39"	715	234	81	572	187	385	554
%V	28.2%	22.0%	28.7%	28.8%	22.8%	33.0%	26.7%
%H		32.7%	11.3%	80.0%	26.2%	53.8%	77.5%
40" and over	1391	721	168	1048	541	506	1248
%V	54.9%	67.9%	59.6%	52.8%	65.9%	43.4%	60.1%
%H		51.8%	12.1%	75.3%	38.9%	36.4%	89.7%
Don't know	186	49	13	169	51	118	128
%V	7.3%	4.6%	4.6%	8.5%	6.2%	10.1%	6.2%
%H		26.3%	7.0%	90.9%	27.4%	63.4%	68.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2534	1062	282	1986	821	1166	2078
%H		41.9%	11.1%	78.4%	32.4%	46.0%	82.0%
PVR	1529	939	235	1102	725	377	1391
%V	60.3%	88.4%	83.3%	55.5%	88.3%	32.3%	66.9%
%H		61.4%	15.4%	72.1%	47.4%	24.7%	91.0%
DVDR	34	13	3	30	12	18	28
%V	1.3%	1.2%	1.1%	1.5%	1.5%	1.5%	1.3%
%H		38.2%	8.8%	88.2%	35.3%	52.9%	82.4%
VCR	33	15	4	26	12	14	23
%V	1.3%	1.4%	1.4%	1.3%	1.5%	1.2%	1.1%
%H		45.5%	12.1%	78.8%	36.4%	42.4%	69.7%
Any recorder	1555	943	235	1126	727	398	1406
%V	61.4%	88.8%	83.3%	56.7%	88.6%	34.1%	67.7%
%H		60.6%	15.1%	72.4%	46.8%	25.6%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2534	1062	282	1986	821	1166	2078
%H		41.9%	11.1%	78.4%	32.4%	46.0%	82.0%
Receives HDTV (via STB or built-in reception)	1467	778	216	1106	614	492	1352
%V	57.9%	73.3%	76.6%	55.7%	74.8%	42.2%	65.1%
%H		53.0%	14.7%	75.4%	41.9%	33.5%	92.2%
DVD/Blu-ray player or recorder	1544	685	182	1213	554	659	1338
%V	60.9%	64.5%	64.5%	61.1%	67.5%	56.5%	64.4%
%H		44.4%	11.8%	78.6%	35.9%	42.7%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2759	1449	357	2338	1354	984	2514
%H		52.5%	12.9%	84.7%	49.1%	35.7%	91.1%
Under 20"	501	237	68	444	241	203	444
%V	18.2%	16.4%	19.0%	19.0%	17.8%	20.6%	17.7%
%H		47.3%	13.6%	88.6%	48.1%	40.5%	88.6%
20" - 29"	793	381	100	685	367	319	704
%V	28.7%	26.3%	28.0%	29.3%	27.1%	32.4%	28.0%
%H		48.0%	12.6%	86.4%	46.3%	40.2%	88.8%
30" - 39"	806	463	106	653	406	247	750
%V	29.2%	32.0%	29.7%	27.9%	30.0%	25.1%	29.8%
%H		57.4%	13.2%	81.0%	50.4%	30.6%	93.1%
40" and over	460	277	67	368	243	125	438
%V	16.7%	19.1%	18.8%	15.7%	17.9%	12.7%	17.4%
%H		60.2%	14.6%	80.0%	52.8%	27.2%	95.2%
Don't know	199	91	17	187	98	89	178
%V	7.2%	6.3%	4.8%	8.0%	7.2%	9.0%	7.1%
%H		45.7%	8.5%	94.0%	49.2%	44.7%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2759	1449	357	2338	1354	984	2514
%H		52.5%	12.9%	84.7%	49.1%	35.7%	91.1%
PVR	578	438	92	378	313	65	554
%V	20.9%	30.2%	25.8%	16.2%	23.1%	6.6%	22.0%
%H		75.8%	15.9%	65.4%	54.2%	11.2%	95.8%
DVDR	10	5	0	8	4	5	7
%V	0.4%	0.3%	0.0%	0.3%	0.3%	0.5%	0.3%
%H		50.0%	0.0%	80.0%	40.0%	50.0%	70.0%
VCR	9	3	0	9	3	6	5
%V	0.3%	0.2%	0.0%	0.4%	0.2%	0.6%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	55.6%
Any recorder	591	443	92	390	316	74	562
%V	21.4%	30.6%	25.8%	16.7%	23.3%	7.5%	22.4%
%H		75.0%	15.6%	66.0%	53.5%	12.5%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2759	1449	357	2338	1354	984	2514
%H		52.5%	12.9%	84.7%	49.1%	35.7%	91.1%
Receives HDTV (via STB or built-in reception)	848	512	134	689	457	232	810
%V	30.7%	35.3%	37.5%	29.5%	33.8%	23.6%	32.2%
%H		60.4%	15.8%	81.3%	53.9%	27.4%	95.5%
DVD/Blu-ray player or recorder	1039	563	147	838	505	333	972
%V	37.7%	38.9%	41.2%	35.8%	37.3%	33.8%	38.7%
%H		54.2%	14.1%	80.7%	48.6%	32.1%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	6041	5820	2790	724	4418	2152	2266	5386
%H		96.3%	46.2%	12.0%	73.1%	35.6%	37.5%	89.2%
Total Children	1142	1112	638	147	761	443	318	1099
%V	18.9%	19.1%	22.9%	20.3%	17.2%	20.6%	14.0%	20.4%
%H		97.4%	55.9%	12.9%	66.6%	38.8%	27.8%	96.2%
0 - 3	292	282	148	28	188	90	98	275
%V	4.8%	4.8%	5.3%	3.9%	4.3%	4.2%	4.3%	5.1%
%H		96.6%	50.7%	9.6%	64.4%	30.8%	33.6%	94.2%
4 - 15	850	830	491	119	572	353	220	824
%V	14.1%	14.3%	17.6%	16.4%	12.9%	16.4%	9.7%	15.3%
%H		97.6%	57.8%	14.0%	67.3%	41.5%	25.9%	96.9%
4 - 9	453	443	251	57	306	178	128	437
%V	7.5%	7.6%	9.0%	7.9%	6.9%	8.3%	5.6%	8.1%
%H		97.8%	55.4%	12.6%	67.5%	39.3%	28.3%	96.5%
10 - 15	397	387	239	63	266	175	91	387
%V	6.6%	6.6%	8.6%	8.7%	6.0%	8.1%	4.0%	7.2%
%H		97.5%	60.2%	15.9%	67.0%	44.1%	22.9%	97.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	6041	5820	2790	724	4418	2152	2266	5386
%H		96.3%	46.2%	12.0%	73.1%	35.6%	37.5%	89.2%
Total Adults (16+)	4899	4708	2151	576	3658	1710	1948	4287
%V	81.1%	80.9%	77.1%	79.6%	82.8%	79.5%	86.0%	79.6%
%H		96.1%	43.9%	11.8%	74.7%	34.9%	39.8%	87.5%
16 - 19	290	259	125	41	201	115	87	286
%V	4.8%	4.5%	4.5%	5.7%	4.5%	5.3%	3.8%	5.3%
%H		89.3%	43.1%	14.1%	69.3%	39.7%	30.0%	98.6%
20 - 24	403	355	153	50	265	123	142	392
%V	6.7%	6.1%	5.5%	6.9%	6.0%	5.7%	6.3%	7.3%
%H		88.1%	38.0%	12.4%	65.8%	30.5%	35.2%	97.3%
25 - 34	769	723	356	88	481	241	240	744
%V	12.7%	12.4%	12.8%	12.2%	10.9%	11.2%	10.6%	13.8%
%H		94.0%	46.3%	11.4%	62.5%	31.3%	31.2%	96.7%
35 - 44	715	683	380	86	471	254	217	684
%V	11.8%	11.7%	13.6%	11.9%	10.7%	11.8%	9.6%	12.7%
%H		95.5%	53.1%	12.0%	65.9%	35.5%	30.3%	95.7%
45 - 54	841	829	438	118	659	374	285	802
%V	13.9%	14.2%	15.7%	16.3%	14.9%	17.4%	12.6%	14.9%
%H		98.6%	52.1%	14.0%	78.4%	44.5%	33.9%	95.4%
55 - 64	772	759	347	85	623	294	329	679
%V	12.8%	13.0%	12.4%	11.7%	14.1%	13.7%	14.5%	12.6%
%H		98.3%	44.9%	11.0%	80.7%	38.1%	42.6%	88.0%
65+	1109	1100	352	107	957	310	648	701
%V	18.4%	18.9%	12.6%	14.8%	21.7%	14.4%	28.6%	13.0%
%H		99.2%	31.7%	9.6%	86.3%	28.0%	58.4%	63.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)		4899	4708	2151	576	3658	1710	1948	4287
	%H		96.1%	43.9%	11.8%	74.7%	34.9%	39.8%	87.5%
AB		1013	978	447	126	779	371	408	970
	%V	20.7%	20.8%	20.8%	21.9%	21.3%	21.7%	20.9%	22.6%
	%H		96.5%	44.1%	12.4%	76.9%	36.6%	40.3%	95.8%
C1		1464	1382	664	176	1062	536	525	1374
	%V	29.9%	29.4%	30.9%	30.6%	29.0%	31.3%	27.0%	32.1%
	%H		94.4%	45.4%	12.0%	72.5%	36.6%	35.9%	93.9%
C2		1101	1091	542	137	859	444	415	971
	%V	22.5%	23.2%	25.2%	23.8%	23.5%	26.0%	21.3%	22.6%
	%H		99.1%	49.2%	12.4%	78.0%	40.3%	37.7%	88.2%
D		833	801	366	88	590	258	332	691
	%V	17.0%	17.0%	17.0%	15.3%	16.1%	15.1%	17.0%	16.1%
	%H		96.2%	43.9%	10.6%	70.8%	31.0%	39.9%	83.0%
E		489	457	133	49	367	100	267	281
	%V	10.0%	9.7%	6.2%	8.5%	10.0%	5.8%	13.7%	6.6%
	%H		93.5%	27.2%	10.0%	75.1%	20.4%	54.6%	57.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	4899	4708	2151	576	3658	1710	1948	4287
%H		96.1%	43.9%	11.8%	74.7%	34.9%	39.8%	87.5%
Working full time	2185	2124	1123	278	1564	857	708	2122
%V	44.6%	45.1%	52.2%	48.3%	42.8%	50.1%	36.3%	49.5%
%H		97.2%	51.4%	12.7%	71.6%	39.2%	32.4%	97.1%
Working part time	485	477	223	56	388	195	193	467
%V	9.9%	10.1%	10.4%	9.7%	10.6%	11.4%	9.9%	10.9%
%H		98.4%	46.0%	11.5%	80.0%	40.2%	39.8%	96.3%
Not working	2228	2107	805	242	1705	658	1048	1698
%V	45.5%	44.8%	37.4%	42.0%	46.6%	38.5%	53.8%	39.6%
%H		94.6%	36.1%	10.9%	76.5%	29.5%	47.0%	76.2%
Housewife/Houseperson	2644	2534	1062	282	1987	821	1166	2164
%V	54.0%	53.8%	49.4%	49.0%	54.3%	48.0%	59.9%	50.5%
%H		95.8%	40.2%	10.7%	75.2%	31.1%	44.1%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2396	2303	1085	284	1774	862	912	2137
%H		96.1%	45.3%	11.9%	74.0%	36.0%	38.1%	89.2%
16 - 19	151	140	73	21	108	63	44	148
%V	6.3%	6.1%	6.7%	7.4%	6.1%	7.3%	4.8%	6.9%
%H		92.7%	48.3%	13.9%	71.5%	41.7%	29.1%	98.0%
20 - 24	202	187	82	27	137	68	69	197
%V	8.4%	8.1%	7.6%	9.5%	7.7%	7.9%	7.6%	9.2%
%H		92.6%	40.6%	13.4%	67.8%	33.7%	34.2%	97.5%
25 - 34	375	352	173	43	234	121	113	364
%V	15.7%	15.3%	15.9%	15.1%	13.2%	14.0%	12.4%	17.0%
%H		93.9%	46.1%	11.5%	62.4%	32.3%	30.1%	97.1%
35 - 44	363	342	196	42	233	130	103	343
%V	15.2%	14.9%	18.1%	14.8%	13.1%	15.1%	11.3%	16.1%
%H		94.2%	54.0%	11.6%	64.2%	35.8%	28.4%	94.5%
45 - 54	410	401	209	59	315	177	138	389
%V	17.1%	17.4%	19.3%	20.8%	17.8%	20.5%	15.1%	18.2%
%H		97.8%	51.0%	14.4%	76.8%	43.2%	33.7%	94.9%
55 - 64	382	376	172	42	309	146	163	344
%V	15.9%	16.3%	15.9%	14.8%	17.4%	16.9%	17.9%	16.1%
%H		98.4%	45.0%	11.0%	80.9%	38.2%	42.7%	90.1%
65+	513	506	178	49	438	157	281	353
%V	21.4%	22.0%	16.4%	17.3%	24.7%	18.2%	30.8%	16.5%
%H		98.6%	34.7%	9.6%	85.4%	30.6%	54.8%	68.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2396	2303	1085	284	1774	862	912	2137
%H		96.1%	45.3%	11.9%	74.0%	36.0%	38.1%	89.2%
AB	513	496	231	58	395	187	208	493
%V	21.4%	21.5%	21.3%	20.4%	22.3%	21.7%	22.8%	23.1%
%H		96.7%	45.0%	11.3%	77.0%	36.5%	40.5%	96.1%
C1	686	658	327	85	504	269	234	660
%V	28.6%	28.6%	30.1%	29.9%	28.4%	31.2%	25.7%	30.9%
%H		95.9%	47.7%	12.4%	73.5%	39.2%	34.1%	96.2%
C2	594	587	288	74	463	238	225	519
%V	24.8%	25.5%	26.5%	26.1%	26.1%	27.6%	24.7%	24.3%
%H		98.8%	48.5%	12.5%	77.9%	40.1%	37.9%	87.4%
D	398	375	186	40	266	124	142	345
%V	16.6%	16.3%	17.1%	14.1%	15.0%	14.4%	15.6%	16.1%
%H		94.2%	46.7%	10.1%	66.8%	31.2%	35.7%	86.7%
E	206	187	52	27	146	44	102	120
%V	8.6%	8.1%	4.8%	9.5%	8.2%	5.1%	11.2%	5.6%
%H		90.8%	25.2%	13.1%	70.9%	21.4%	49.5%	58.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2396	2303	1085	284	1774	862	912	2137
%H		96.1%	45.3%	11.9%	74.0%	36.0%	38.1%	89.2%
Working full time	1348	1308	710	165	962	543	419	1308
%V	56.3%	56.8%	65.4%	58.1%	54.2%	63.0%	45.9%	61.2%
%H		97.0%	52.7%	12.2%	71.4%	40.3%	31.1%	97.0%
Working part time	98	97	41	10	78	33	44	92
%V	4.1%	4.2%	3.8%	3.5%	4.4%	3.8%	4.8%	4.3%
%H		99.0%	41.8%	10.2%	79.6%	33.7%	44.9%	93.9%
Not working	950	899	333	110	734	286	448	736
%V	39.6%	39.0%	30.7%	38.7%	41.4%	33.2%	49.1%	34.4%
%H		94.6%	35.1%	11.6%	77.3%	30.1%	47.2%	77.5%
Housewife/Houseperson	558	510	171	46	398	118	280	406
%V	23.3%	22.1%	15.8%	16.2%	22.4%	13.7%	30.7%	19.0%
%H		91.4%	30.6%	8.2%	71.3%	21.1%	50.2%	72.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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April 2016 - March 2017

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+)	2502	2405	1067	292	1884	847	1036	2150
%H		96.1%	42.6%	11.7%	75.3%	33.9%	41.4%	85.9%
16 - 19	140	119	52	20	94	51	42	138
%V	5.6%	4.9%	4.9%	6.8%	5.0%	6.0%	4.1%	6.4%
%H		85.0%	37.1%	14.3%	67.1%	36.4%	30.0%	98.6%
20 - 24	201	168	70	23	128	54	73	195
%V	8.0%	7.0%	6.6%	7.9%	6.8%	6.4%	7.0%	9.1%
%H		83.6%	34.8%	11.4%	63.7%	26.9%	36.3%	97.0%
25 - 34	394	371	182	45	247	119	127	380
%V	15.7%	15.4%	17.1%	15.4%	13.1%	14.0%	12.3%	17.7%
%H		94.2%	46.2%	11.4%	62.7%	30.2%	32.2%	96.4%
35 - 44	353	341	184	44	238	125	114	341
%V	14.1%	14.2%	17.2%	15.1%	12.6%	14.8%	11.0%	15.9%
%H		96.6%	52.1%	12.5%	67.4%	35.4%	32.3%	96.6%
45 - 54	430	429	229	59	344	197	148	413
%V	17.2%	17.8%	21.5%	20.2%	18.3%	23.3%	14.3%	19.2%
%H		99.8%	53.3%	13.7%	80.0%	45.8%	34.4%	96.0%
55 - 64	389	383	175	43	314	148	166	335
%V	15.5%	15.9%	16.4%	14.7%	16.7%	17.5%	16.0%	15.6%
%H		98.5%	45.0%	11.1%	80.7%	38.0%	42.7%	86.1%
65+	596	594	174	58	519	152	367	348
%V	23.8%	24.7%	16.3%	19.9%	27.5%	17.9%	35.4%	16.2%
%H		99.7%	29.2%	9.7%	87.1%	25.5%	61.6%	58.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2502	2405	1067	292	1884	847	1036	2150
%H		96.1%	42.6%	11.7%	75.3%	33.9%	41.4%	85.9%
AB	500	482	216	69	384	184	200	477
%V	20.0%	20.0%	20.2%	23.6%	20.4%	21.7%	19.3%	22.2%
%H		96.4%	43.2%	13.8%	76.8%	36.8%	40.0%	95.4%
C1	778	724	337	91	558	267	291	714
%V	31.1%	30.1%	31.6%	31.2%	29.6%	31.5%	28.1%	33.2%
%H		93.1%	43.3%	11.7%	71.7%	34.3%	37.4%	91.8%
C2	507	503	254	63	396	206	190	452
%V	20.3%	20.9%	23.8%	21.6%	21.0%	24.3%	18.3%	21.0%
%H		99.2%	50.1%	12.4%	78.1%	40.6%	37.5%	89.2%
D	435	425	179	47	324	134	190	346
%V	17.4%	17.7%	16.8%	16.1%	17.2%	15.8%	18.3%	16.1%
%H		97.7%	41.1%	10.8%	74.5%	30.8%	43.7%	79.5%
E	283	270	81	22	222	57	165	161
%V	11.3%	11.2%	7.6%	7.5%	11.8%	6.7%	15.9%	7.5%
%H		95.4%	28.6%	7.8%	78.4%	20.1%	58.3%	56.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2502	2405	1067	292	1884	847	1036	2150
%H		96.1%	42.6%	11.7%	75.3%	33.9%	41.4%	85.9%
Working full time	837	816	413	114	603	314	288	814
%V	33.5%	33.9%	38.7%	39.0%	32.0%	37.1%	27.8%	37.9%
%H		97.5%	49.3%	13.6%	72.0%	37.5%	34.4%	97.3%
Working part time	387	380	182	46	310	162	148	374
%V	15.5%	15.8%	17.1%	15.8%	16.5%	19.1%	14.3%	17.4%
%H		98.2%	47.0%	11.9%	80.1%	41.9%	38.2%	96.6%
Not working	1278	1208	472	132	971	371	599	962
%V	51.1%	50.2%	44.2%	45.2%	51.5%	43.8%	57.8%	44.7%
%H		94.5%	36.9%	10.3%	76.0%	29.0%	46.9%	75.3%
Housewife/Houseperson	2087	2024	891	235	1589	703	886	1757
%V	83.4%	84.2%	83.5%	80.5%	84.3%	83.0%	85.5%	81.7%
%H		97.0%	42.7%	11.3%	76.1%	33.7%	42.5%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1533	1497	627	207	1099	461	638	1262
%H (All HH)		97.7%	40.9%	13.5%	71.7%	30.1%	41.6%	82.3%
%H (TV HH)			41.9%	13.8%	73.4%	30.8%	42.6%	
AB	351	346	158	50	244	109	134	330
%V	22.9%	23.1%	25.2%	24.2%	22.2%	23.6%	21.0%	26.1%
%H (All HH)		98.6%	45.0%	14.2%	69.5%	31.1%	38.2%	94.0%
%H (TV HH)			45.7%	14.5%	70.5%	31.5%	38.7%	
C1	379	370	170	54	274	135	139	333
%V	24.7%	24.7%	27.1%	26.1%	24.9%	29.3%	21.8%	26.4%
%H (All HH)		97.6%	44.9%	14.2%	72.3%	35.6%	36.7%	87.9%
%H (TV HH)			45.9%	14.6%	74.1%	36.5%	37.6%	
C2	323	317	142	43	232	103	129	271
%V	21.1%	21.2%	22.6%	20.8%	21.1%	22.3%	20.2%	21.5%
%H (All HH)		98.1%	44.0%	13.3%	71.8%	31.9%	39.9%	83.9%
%H (TV HH)			44.8%	13.6%	73.2%	32.5%	40.7%	
D	259	253	92	36	188	68	120	197
%V	16.9%	16.9%	14.7%	17.4%	17.1%	14.8%	18.8%	15.6%
%H (All HH)		97.7%	35.5%	13.9%	72.6%	26.3%	46.3%	76.1%
%H (TV HH)			36.4%	14.2%	74.3%	26.9%	47.4%	
E	221	211	66	24	161	45	116	131
%V	14.4%	14.1%	10.5%	11.6%	14.6%	9.8%	18.2%	10.4%
%H (All HH)		95.5%	29.9%	10.9%	72.9%	20.4%	52.5%	59.3%
%H (TV HH)			31.3%	11.4%	76.3%	21.3%	55.0%	

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

April 2016 - March 2017

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	1533	1497	627	207	1099	461	638	1262
%H (All HH)		97.7%	40.9%	13.5%	71.7%	30.1%	41.6%	82.3%
%H (TV HH)			41.9%	13.8%	73.4%	30.8%	42.6%	
Under 25	77	70	28	3	45	13	31	71
%V	5.0%	4.7%	4.5%	1.4%	4.1%	2.8%	4.9%	5.6%
%H (All HH)		90.9%	36.4%	3.9%	58.4%	16.9%	40.3%	92.2%
%H (TV HH)			40.0%	4.3%	64.3%	18.6%	44.3%	
25 - 34	216	209	108	26	118	54	64	212
%V	14.1%	14.0%	17.2%	12.6%	10.7%	11.7%	10.0%	16.8%
%H (All HH)		96.8%	50.0%	12.0%	54.6%	25.0%	29.6%	98.1%
%H (TV HH)			51.7%	12.4%	56.5%	25.8%	30.6%	
35 - 44	229	220	118	30	142	72	70	220
%V	14.9%	14.7%	18.8%	14.5%	12.9%	15.6%	11.0%	17.4%
%H (All HH)		96.1%	51.5%	13.1%	62.0%	31.4%	30.6%	96.1%
%H (TV HH)			53.6%	13.6%	64.5%	32.7%	31.8%	
45 - 54	294	290	130	49	213	108	105	276
%V	19.2%	19.4%	20.7%	23.7%	19.4%	23.4%	16.5%	21.9%
%H (All HH)		98.6%	44.2%	16.7%	72.4%	36.7%	35.7%	93.9%
%H (TV HH)			44.8%	16.9%	73.4%	37.2%	36.2%	
55 - 64	268	262	104	45	207	92	115	224
%V	17.5%	17.5%	16.6%	21.7%	18.8%	20.0%	18.0%	17.7%
%H (All HH)		97.8%	38.8%	16.8%	77.2%	34.3%	42.9%	83.6%
%H (TV HH)			39.7%	17.2%	79.0%	35.1%	43.9%	
65 +	448	445	139	54	374	121	252	260
%V	29.2%	29.7%	22.2%	26.1%	34.0%	26.2%	39.5%	20.6%
%H (All HH)		99.3%	31.0%	12.1%	83.5%	27.0%	56.3%	58.0%
%H (TV HH)			31.2%	12.1%	84.0%	27.2%	56.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1533	1497	627	207	1099	461	638	1262
%H (All HH)		97.7%	40.9%	13.5%	71.7%	30.1%	41.6%	82.3%
%H (TV HH)			41.9%	13.8%	73.4%	30.8%	42.6%	
1	497	478	144	53	374	107	267	305
%V	32.4%	31.9%	23.0%	25.6%	34.0%	23.2%	41.8%	24.2%
%H (All HH)		96.2%	29.0%	10.7%	75.3%	21.5%	53.7%	61.4%
%H (TV HH)			30.1%	11.1%	78.2%	22.4%	55.9%	
2	565	560	237	84	414	176	238	498
%V	36.9%	37.4%	37.8%	40.6%	37.7%	38.2%	37.3%	39.5%
%H (All HH)		99.1%	41.9%	14.9%	73.3%	31.2%	42.1%	88.1%
%H (TV HH)			42.3%	15.0%	73.9%	31.4%	42.5%	
3	247	241	126	36	171	94	76	238
%V	16.1%	16.1%	20.1%	17.4%	15.6%	20.4%	11.9%	18.9%
%H (All HH)		97.6%	51.0%	14.6%	69.2%	38.1%	30.8%	96.4%
%H (TV HH)			52.3%	14.9%	71.0%	39.0%	31.5%	
4	159	154	85	26	99	58	41	158
%V	10.4%	10.3%	13.6%	12.6%	9.0%	12.6%	6.4%	12.5%
%H (All HH)		96.9%	53.5%	16.4%	62.3%	36.5%	25.8%	99.4%
%H (TV HH)			55.2%	16.9%	64.3%	37.7%	26.6%	
5+	64	64	35	8	42	25	16	64
%V	4.2%	4.3%	5.6%	3.9%	3.8%	5.4%	2.5%	5.1%
%H (All HH)		100.0%	54.7%	12.5%	65.6%	39.1%	25.0%	100.0%
%H (TV HH)			54.7%	12.5%	65.6%	39.1%	25.0%	
Average HH size	2.19	2.19	2.42	2.30	2.12	2.40	1.92	2.37

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1533	1497	627	207	1099	461	638	1262
%H (All HH)		97.7%	40.9%	13.5%	71.7%	30.1%	41.6%	82.3%
%H (TV HH)			41.9%	13.8%	73.4%	30.8%	42.6%	
Without	1166	1136	431	158	861	335	526	903
%V	76.1%	75.9%	68.7%	76.3%	78.3%	72.7%	82.4%	71.6%
%H (All HH)		97.4%	37.0%	13.6%	73.8%	28.7%	45.1%	77.4%
%H (TV HH)			37.9%	13.9%	75.8%	29.5%	46.3%	
With	367	361	196	50	238	126	112	359
%V	23.9%	24.1%	31.3%	24.2%	21.7%	27.3%	17.6%	28.4%
%H (All HH)		98.4%	53.4%	13.6%	64.9%	34.3%	30.5%	97.8%
%H (TV HH)			54.3%	13.9%	65.9%	34.9%	31.0%	
0 - 3	135	130	74	16	77	39	38	129
%V	8.8%	8.7%	11.8%	7.7%	7.0%	8.5%	6.0%	10.2%
%H (All HH)		96.3%	54.8%	11.9%	57.0%	28.9%	28.1%	95.6%
%H (TV HH)			56.9%	12.3%	59.2%	30.0%	29.2%	
4 - 9	184	183	100	27	112	58	54	181
%V	12.0%	12.2%	15.9%	13.0%	10.2%	12.6%	8.5%	14.3%
%H (All HH)		99.5%	54.3%	14.7%	60.9%	31.5%	29.3%	98.4%
%H (TV HH)			54.6%	14.8%	61.2%	31.7%	29.5%	
10 - 15	174	173	90	26	121	67	53	171
%V	11.4%	11.6%	14.4%	12.6%	11.0%	14.5%	8.3%	13.5%
%H (All HH)		99.4%	51.7%	14.9%	69.5%	38.5%	30.5%	98.3%
%H (TV HH)			52.0%	15.0%	69.9%	38.7%	30.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1533	1497	627	207	1099	461	638	1262
%H (All HH)		97.7%	40.9%	13.5%	71.7%	30.1%	41.6%	82.3%
%H (TV HH)			41.9%	13.8%	73.4%	30.8%	42.6%	
1	517	517	165	57	334	59	274	383
%V	33.7%	34.5%	26.3%	27.5%	30.4%	12.8%	42.9%	30.3%
%H (All HH)		100.0%	31.9%	11.0%	64.6%	11.4%	53.0%	74.1%
%H (TV HH)			31.9%	11.0%	64.6%	11.4%	53.0%	
2	540	540	223	81	408	175	233	441
%V	35.2%	36.1%	35.6%	39.1%	37.1%	38.0%	36.5%	34.9%
%H (All HH)		100.0%	41.3%	15.0%	75.6%	32.4%	43.1%	81.7%
%H (TV HH)			41.3%	15.0%	75.6%	32.4%	43.1%	
3	270	270	137	42	220	127	93	246
%V	17.6%	18.0%	21.9%	20.3%	20.0%	27.5%	14.6%	19.5%
%H (All HH)		100.0%	50.7%	15.6%	81.5%	47.0%	34.4%	91.1%
%H (TV HH)			50.7%	15.6%	81.5%	47.0%	34.4%	
4	115	115	67	20	90	64	27	109
%V	7.5%	7.7%	10.7%	9.7%	8.2%	13.9%	4.2%	8.6%
%H (All HH)		100.0%	58.3%	17.4%	78.3%	55.7%	23.5%	94.8%
%H (TV HH)			58.3%	17.4%	78.3%	55.7%	23.5%	
5+	56	56	35	8	47	36	11	54
%V	3.7%	3.7%	5.6%	3.9%	4.3%	7.8%	1.7%	4.3%
%H (All HH)		100.0%	62.5%	14.3%	83.9%	64.3%	19.6%	96.4%
%H (TV HH)			62.5%	14.3%	83.9%	64.3%	19.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1533	1497	627	207	1099	461	638	1262
%V (All HH)		97.7%	40.9%	13.5%	71.7%	30.1%	41.6%	82.3%
%H (TV HH)			41.9%	13.8%	73.4%	30.8%	42.6%	
Under 20"	240	240	100	31	212	104	108	186
%V	15.7%	16.0%	15.9%	15.0%	19.3%	22.6%	16.9%	14.7%
%H (All HH)		100.0%	41.7%	12.9%	88.3%	43.3%	45.0%	77.5%
%H (TV HH)			41.7%	12.9%	88.3%	43.3%	45.0%	
20" - 29"	484	484	197	71	401	187	214	389
%V	31.6%	32.3%	31.4%	34.3%	36.5%	40.6%	33.5%	30.8%
%H (All HH)		100.0%	40.7%	14.7%	82.9%	38.6%	44.2%	80.4%
%H (TV HH)			40.7%	14.7%	82.9%	38.6%	44.2%	
30" - 39"	783	783	336	111	598	271	327	652
%V	51.1%	52.3%	53.6%	53.6%	54.4%	58.8%	51.3%	51.7%
%H (All HH)		100.0%	42.9%	14.2%	76.4%	34.6%	41.8%	83.3%
%H (TV HH)			42.9%	14.2%	76.4%	34.6%	41.8%	
40" and over	946	946	457	147	671	341	329	842
%V	61.7%	63.2%	72.9%	71.0%	61.1%	74.0%	51.6%	66.7%
%H (All HH)		100.0%	48.3%	15.5%	70.9%	36.0%	34.8%	89.0%
%H (TV HH)			48.3%	15.5%	70.9%	36.0%	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
April 2016 - March 2017

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	1533	1497	627	207	1099	461	638	1262
%H (All HH)		97.7%	40.9%	13.5%	71.7%	30.1%	41.6%	82.3%
%H (TV HH)			41.9%	13.8%	73.4%	30.8%	42.6%	
Main living room	1483	1483	624	207	1090	459	631	1221
%V	96.7%	99.1%	99.5%	100.0%	99.2%	99.6%	98.9%	96.8%
%H (All HH)		100.0%	42.1%	14.0%	73.5%	31.0%	42.5%	82.3%
%H (TV HH)			42.1%	14.0%	73.5%	31.0%	42.5%	
Kitchen	159	159	82	20	132	76	55	134
%V	10.4%	10.6%	13.1%	9.7%	12.0%	16.5%	8.6%	10.6%
%H (All HH)		100.0%	51.6%	12.6%	83.0%	47.8%	34.6%	84.3%
%H (TV HH)			51.6%	12.6%	83.0%	47.8%	34.6%	
Adult's bedroom	751	751	358	116	595	320	275	659
%V	49.0%	50.2%	57.1%	56.0%	54.1%	69.4%	43.1%	52.2%
%H (All HH)		100.0%	47.7%	15.4%	79.2%	42.6%	36.6%	87.7%
%H (TV HH)			47.7%	15.4%	79.2%	42.6%	36.6%	
Child's bedroom	164	164	93	23	119	73	46	161
%V	10.7%	11.0%	14.8%	11.1%	10.8%	15.8%	7.2%	12.8%
%H (All HH)		100.0%	56.7%	14.0%	72.6%	44.5%	28.0%	98.2%
%H (TV HH)			56.7%	14.0%	72.6%	44.5%	28.0%	
Other bedroom	193	193	101	29	160	96	64	180
%V	12.6%	12.9%	16.1%	14.0%	14.6%	20.8%	10.0%	14.3%
%H (All HH)		100.0%	52.3%	15.0%	82.9%	49.7%	33.2%	93.3%
%H (TV HH)			52.3%	15.0%	82.9%	49.7%	33.2%	
Second living/dining room	128	128	61	25	103	59	43	105
%V	8.3%	8.6%	9.7%	12.1%	9.4%	12.8%	6.7%	8.3%
%H (All HH)		100.0%	47.7%	19.5%	80.5%	46.1%	33.6%	82.0%
%H (TV HH)			47.7%	19.5%	80.5%	46.1%	33.6%	
Study/office	16	16	6	3	14	7	6	16
%V	1.0%	1.1%	1.0%	1.4%	1.3%	1.5%	0.9%	1.3%
%H (All HH)		100.0%	37.5%	18.8%	87.5%	43.8%	37.5%	100.0%
%H (TV HH)			37.5%	18.8%	87.5%	43.8%	37.5%	
TV room	5	5	3	1	4	3	1	5
%V	0.3%	0.3%	0.5%	0.5%	0.4%	0.7%	0.2%	0.4%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	20.0%	
Conservatory	51	51	29	8	42	27	15	48
%V	3.3%	3.4%	4.6%	3.9%	3.8%	5.9%	2.4%	3.8%
%H (All HH)		100.0%	56.9%	15.7%	82.4%	52.9%	29.4%	94.1%
%H (TV HH)			56.9%	15.7%	82.4%	52.9%	29.4%	
Attic or loft room	3	3	0	1	3	2	1	3
%V	0.2%	0.2%	0.0%	0.5%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	0.0%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			0.0%	33.3%	100.0%	66.7%	33.3%	
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	17	17	13	4	14	13	1	17
%V	1.1%	1.1%	2.1%	1.9%	1.3%	2.8%	0.2%	1.3%
%H (All HH)		100.0%	76.5%	23.5%	82.4%	76.5%	5.9%	100.0%
%H (TV HH)			76.5%	23.5%	82.4%	76.5%	5.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1533	1497	627	207	1099	461	638	1262
%H (All HH)		97.7%	40.9%	13.5%	71.7%	30.1%	41.6%	82.3%
%H (TV HH)			41.9%	13.8%	73.4%	30.8%	42.6%	
Any DSAT provider	627	627	627	9	344	344	0	576
%V	40.9%	41.9%	100.0%	4.3%	31.3%	74.6%	0.0%	45.6%
%H (All HH)			100.0%	1.4%	54.9%	54.9%	0.0%	91.9%
%H (TV HH)			100.0%	1.4%	54.9%	54.9%	0.0%	
Sky with subscription	520	520	520	4	284	284	0	481
%V	33.9%	34.7%	82.9%	1.9%	25.8%	61.6%	0.0%	38.1%
%H (All HH)			100.0%	0.8%	54.6%	54.6%	0.0%	92.5%
%H (TV HH)			100.0%	0.8%	54.6%	54.6%	0.0%	
Sky without subscription	46	46	46	1	24	24	0	43
%V	3.0%	3.1%	7.3%	0.5%	2.2%	5.2%	0.0%	3.4%
%H (All HH)			100.0%	2.2%	52.2%	52.2%	0.0%	93.5%
%H (TV HH)			100.0%	2.2%	52.2%	52.2%	0.0%	
Freesat	56	56	56	3	36	36	0	48
%V	3.7%	3.7%	8.9%	1.4%	3.3%	7.8%	0.0%	3.8%
%H (All HH)			100.0%	5.4%	64.3%	64.3%	0.0%	85.7%
%H (TV HH)			100.0%	5.4%	64.3%	64.3%	0.0%	
Other satellite provider	31	31	31	2	19	19	0	29
%V	2.0%	2.1%	4.9%	1.0%	1.7%	4.1%	0.0%	2.3%
%H (All HH)			100.0%	6.5%	61.3%	61.3%	0.0%	93.5%
%H (TV HH)			100.0%	6.5%	61.3%	61.3%	0.0%	
DCAB	207	207	9	207	123	123	0	185
%V	13.5%	13.8%	1.4%	100.0%	11.2%	26.7%	0.0%	14.7%
%H (All HH)			4.3%	100.0%	59.4%	59.4%	0.0%	89.4%
%H (TV HH)			4.3%	100.0%	59.4%	59.4%	0.0%	
DTT	1099	1099	344	123	1099	461	638	873
%V	71.7%	73.4%	54.9%	59.4%	100.0%	100.0%	100.0%	69.2%
%H (All HH)		100.0%	31.3%	11.2%	100.0%	41.9%	58.1%	79.4%
%H (TV HH)			31.3%	11.2%	100.0%	41.9%		

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1533	1497	627	207	1099	461	638	1262
%H (All HH)		97.7%	40.9%	13.5%	71.7%	30.1%	41.6%	82.3%
%H (TV HH)			41.9%	13.8%	73.4%	30.8%	42.6%	
PVR	961	961	560	189	636	416	220	871
%V	62.7%	64.2%	89.3%	91.3%	57.9%	90.2%	34.5%	69.0%
%H (All HH)		100.0%	58.3%	19.7%	66.2%	43.3%	22.9%	90.6%
%H (TV HH)			58.3%	19.7%	66.2%	43.3%	22.9%	
DVDR	36	36	11	6	28	10	18	31
%V	2.3%	2.4%	1.8%	2.9%	2.5%	2.2%	2.8%	2.5%
%H (All HH)		100.0%	30.6%	16.7%	77.8%	27.8%	50.0%	86.1%
%H (TV HH)			30.6%	16.7%	77.8%	27.8%	50.0%	
VCR	13	13	4	1	13	5	8	9
%V	0.8%	0.9%	0.6%	0.5%	1.2%	1.1%	1.3%	0.7%
%H (All HH)		100.0%	30.8%	7.7%	100.0%	38.5%	61.5%	69.2%
%H (TV HH)			30.8%	7.7%	100.0%	38.5%	61.5%	
Any recorder	984	984	565	190	656	418	237	888
%V	64.2%	65.7%	90.1%	91.8%	59.7%	90.7%	37.1%	70.4%
%H (All HH)		100.0%	57.4%	19.3%	66.7%	42.5%	24.1%	90.2%
%H (TV HH)			57.4%	19.3%	66.7%	42.5%	24.1%	
Receives HDTV (via STB or built-in reception)	901	901	459	183	646	379	267	818
%V	58.8%	60.2%	73.2%	88.4%	58.8%	82.2%	41.8%	64.8%
%H (All HH)		100.0%	50.9%	20.3%	71.7%	42.1%	29.6%	90.8%
%H (TV HH)			50.9%	20.3%	71.7%	42.1%	29.6%	
DVD/Blu-ray player or recorder	1026	1026	440	159	770	356	413	875
%V	66.9%	68.5%	70.2%	76.8%	70.1%	77.2%	64.7%	69.3%
%H (All HH)		100.0%	42.9%	15.5%	75.0%	34.7%	40.3%	85.3%
%H (TV HH)			42.9%	15.5%	75.0%	34.7%	40.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1533	1497	627	207	1099	461	638	1262
%H (All HH)		97.7%	40.9%	13.5%	71.7%	30.1%	41.6%	82.3%
%H (TV HH)			41.9%	13.8%	73.4%	30.8%	42.6%	
Has broadband internet	1262	1233	576	185	873	425	449	1262
%V	82.3%	82.4%	91.9%	89.4%	79.4%	92.2%	70.4%	100.0%
%H (All HH)		97.7%	45.6%	14.7%	69.2%	33.7%	35.6%	100.0%
%H (TV HH)			46.7%	15.0%	70.8%	34.5%	36.4%	
Number of computers (PCs and laptops)								
0	318	309	76	26	255	51	204	68
%V	20.7%	20.6%	12.1%	12.6%	23.2%	11.1%	32.0%	5.4%
%H (All HH)		97.2%	23.9%	8.2%	80.2%	16.0%	64.2%	21.4%
%H (TV HH)			24.6%	8.4%	82.5%	16.5%	66.0%	
1	432	416	177	50	295	115	179	414
%V	28.2%	27.8%	28.2%	24.2%	26.8%	24.9%	28.1%	32.8%
%H (All HH)		96.3%	41.0%	11.6%	68.3%	26.6%	41.4%	95.8%
%H (TV HH)			42.5%	12.0%	70.9%	27.6%	43.0%	
2	320	318	150	52	230	113	117	318
%V	20.9%	21.2%	23.9%	25.1%	20.9%	24.5%	18.3%	25.2%
%H (All HH)		99.4%	46.9%	16.3%	71.9%	35.3%	36.6%	99.4%
%H (TV HH)			47.2%	16.4%	72.3%	35.5%	36.8%	
3	218	215	107	38	144	81	63	218
%V	14.2%	14.4%	17.1%	18.4%	13.1%	17.6%	9.9%	17.3%
%H (All HH)		98.6%	49.1%	17.4%	66.1%	37.2%	28.9%	100.0%
%H (TV HH)			49.8%	17.7%	67.0%	37.7%	29.3%	
4	127	124	54	25	91	46	45	126
%V	8.3%	8.3%	8.6%	12.1%	8.3%	10.0%	7.1%	10.0%
%H (All HH)		97.6%	42.5%	19.7%	71.7%	36.2%	35.4%	99.2%
%H (TV HH)			43.5%	20.2%	73.4%	37.1%	36.3%	
5+	117	116	64	16	84	54	30	117
%V	7.6%	7.7%	10.2%	7.7%	7.6%	11.7%	4.7%	9.3%
%H (All HH)		99.1%	54.7%	13.7%	71.8%	46.2%	25.6%	100.0%
%H (TV HH)			55.2%	13.8%	72.4%	46.6%	25.9%	

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
April 2016 - March 2017

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	3162	1478	468	2421	1237	1184	2728
%H		46.7%	14.8%	76.6%	39.1%	37.4%	86.3%
Under 20"	295	128	38	254	130	125	232
%V	9.3%	8.7%	8.1%	10.5%	10.5%	10.6%	8.5%
%H		43.4%	12.9%	86.1%	44.1%	42.4%	78.6%
20" - 29"	637	273	91	530	260	271	525
%V	20.1%	18.5%	19.4%	21.9%	21.0%	22.9%	19.2%
%H		42.9%	14.3%	83.2%	40.8%	42.5%	82.4%
30" - 39"	982	441	142	744	358	386	842
%V	31.1%	29.8%	30.3%	30.7%	28.9%	32.6%	30.9%
%H		44.9%	14.5%	75.8%	36.5%	39.3%	85.7%
40" and over	1219	621	193	870	479	391	1103
%V	38.6%	42.0%	41.2%	35.9%	38.7%	33.0%	40.4%
%H		50.9%	15.8%	71.4%	39.3%	32.1%	90.5%
Don't know	30	16	3	21	10	11	27
%V	0.9%	1.1%	0.6%	0.9%	0.8%	0.9%	1.0%
%H		53.3%	10.0%	70.0%	33.3%	36.7%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3162	1478	468	2421	1237	1184	2728
%H		46.7%	14.8%	76.6%	39.1%	37.4%	86.3%
Main living room	1491	627	208	1095	461	635	1227
%V	47.2%	42.4%	44.4%	45.2%	37.3%	53.6%	45.0%
%H		42.1%	14.0%	73.4%	30.9%	42.6%	82.3%
Kitchen	160	83	20	132	77	55	134
%V	5.1%	5.6%	4.3%	5.5%	6.2%	4.6%	4.9%
%H		51.9%	12.5%	82.5%	48.1%	34.4%	83.8%
Adult's bedroom	847	412	130	670	372	297	748
%V	26.8%	27.9%	27.8%	27.7%	30.1%	25.1%	27.4%
%H		48.6%	15.3%	79.1%	43.9%	35.1%	88.3%
Child's bedroom	215	122	29	151	95	56	210
%V	6.8%	8.3%	6.2%	6.2%	7.7%	4.7%	7.7%
%H		56.7%	13.5%	70.2%	44.2%	26.0%	97.7%
Other bedroom	227	118	38	191	118	72	214
%V	7.2%	8.0%	8.1%	7.9%	9.5%	6.1%	7.8%
%H		52.0%	16.7%	84.1%	52.0%	31.7%	94.3%
Second living/dining room	128	61	25	103	59	43	105
%V	4.0%	4.1%	5.3%	4.3%	4.8%	3.6%	3.8%
%H		47.7%	19.5%	80.5%	46.1%	33.6%	82.0%
Study/office	16	6	3	14	7	6	16
%V	0.5%	0.4%	0.6%	0.6%	0.6%	0.5%	0.6%
%H		37.5%	18.8%	87.5%	43.8%	37.5%	100.0%
TV room	5	3	1	4	3	1	5
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
Conservatory	51	29	8	42	27	15	48
%V	1.6%	2.0%	1.7%	1.7%	2.2%	1.3%	1.8%
%H		56.9%	15.7%	82.4%	52.9%	29.4%	94.1%
Attic or loft room	3	0	1	3	2	1	3
%V	0.1%	0.0%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		0.0%	33.3%	100.0%	66.7%	33.3%	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	18	14	4	15	14	1	18
%V	0.6%	0.9%	0.9%	0.6%	1.1%	0.1%	0.7%
%H		77.8%	22.2%	83.3%	77.8%	5.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3162	1478	468	2421	1237	1184	2728
%H		46.7%	14.8%	76.6%	39.1%	37.4%	86.3%
PVR	1316	825	259	831	585	246	1216
%V	41.6%	55.8%	55.3%	34.3%	47.3%	20.8%	44.6%
%H		62.7%	19.7%	63.1%	44.5%	18.7%	92.4%
DVDR	36	12	7	29	10	18	31
%V	1.1%	0.8%	1.5%	1.2%	0.8%	1.5%	1.1%
%H		33.3%	19.4%	80.6%	27.8%	50.0%	86.1%
VCR	13	4	1	13	5	8	9
%V	0.4%	0.3%	0.2%	0.5%	0.4%	0.7%	0.3%
%H		30.8%	7.7%	100.0%	38.5%	61.5%	69.2%
Any recorder	1347	832	261	857	591	266	1239
%V	42.6%	56.3%	55.8%	35.4%	47.8%	22.5%	45.4%
%H		61.8%	19.4%	63.6%	43.9%	19.7%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: 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	3162	1478	468	2421	1237	1184	2728
%H		46.7%	14.8%	76.6%	39.1%	37.4%	86.3%
Receives HDTV (via STB or built-in reception)	1389	721	283	1020	622	398	1284
%V	43.9%	48.8%	60.5%	42.1%	50.3%	33.6%	47.1%
%H		51.9%	20.4%	73.4%	44.8%	28.7%	92.4%
DVD/Blu-ray player or recorder	1520	690	243	1154	591	563	1329
%V	48.1%	46.7%	51.9%	47.7%	47.8%	47.6%	48.7%
%H		45.4%	16.0%	75.9%	38.9%	37.0%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1497	627	207	1099	461	638	1233
%H		41.9%	13.8%	73.4%	30.8%	42.6%	82.4%
Under 20"	13	3	0	10	2	8	7
%V	0.9%	0.5%	0.0%	0.9%	0.4%	1.3%	0.6%
%H		23.1%	0.0%	76.9%	15.4%	61.5%	53.8%
20" - 29"	114	25	11	93	18	75	69
%V	7.6%	4.0%	5.3%	8.5%	3.9%	11.8%	5.6%
%H		21.9%	9.6%	81.6%	15.8%	65.8%	60.5%
30" - 39"	443	154	53	342	114	228	332
%V	29.6%	24.6%	25.6%	31.1%	24.7%	35.7%	26.9%
%H		34.8%	12.0%	77.2%	25.7%	51.5%	74.9%
40" and over	917	440	144	648	325	322	817
%V	61.3%	70.2%	69.6%	59.0%	70.5%	50.5%	66.3%
%H		48.0%	15.7%	70.7%	35.4%	35.1%	89.1%
Don't know	9	5	0	6	1	5	8
%V	0.6%	0.8%	0.0%	0.5%	0.2%	0.8%	0.6%
%H		55.6%	0.0%	66.7%	11.1%	55.6%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1497	627	207	1099	461	638	1233
%H		41.9%	13.8%	73.4%	30.8%	42.6%	82.4%
PVR	939	551	187	617	408	209	854
%V	62.7%	87.9%	90.3%	56.1%	88.5%	32.8%	69.3%
%H		58.7%	19.9%	65.7%	43.5%	22.3%	90.9%
DVDR	24	7	3	19	5	14	21
%V	1.6%	1.1%	1.4%	1.7%	1.1%	2.2%	1.7%
%H		29.2%	12.5%	79.2%	20.8%	58.3%	87.5%
VCR	10	3	0	10	3	7	7
%V	0.7%	0.5%	0.0%	0.9%	0.7%	1.1%	0.6%
%H		30.0%	0.0%	100.0%	30.0%	70.0%	70.0%
Any recorder	959	555	188	634	410	224	868
%V	64.1%	88.5%	90.8%	57.7%	88.9%	35.1%	70.4%
%H		57.9%	19.6%	66.1%	42.8%	23.4%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: 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	1497	627	207	1099	461	638	1233
%H		41.9%	13.8%	73.4%	30.8%	42.6%	82.4%
Receives HDTV (via STB or built-in reception)	877	447	180	626	367	258	796
%V	58.6%	71.3%	87.0%	57.0%	79.6%	40.4%	64.6%
%H		51.0%	20.5%	71.4%	41.8%	29.4%	90.8%
DVD/Blu-ray player or recorder	885	364	140	660	292	368	747
%V	59.1%	58.1%	67.6%	60.1%	63.3%	57.7%	60.6%
%H		41.1%	15.8%	74.6%	33.0%	41.6%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1665	851	260	1322	776	546	1496
%H		51.1%	15.6%	79.4%	46.6%	32.8%	89.8%
Under 20"	282	124	38	244	127	117	225
%V	16.9%	14.6%	14.6%	18.5%	16.4%	21.4%	15.0%
%H		44.0%	13.5%	86.5%	45.0%	41.5%	79.8%
20" - 29"	522	248	80	438	242	196	456
%V	31.4%	29.1%	30.8%	33.1%	31.2%	35.9%	30.5%
%H		47.5%	15.3%	83.9%	46.4%	37.5%	87.4%
30" - 39"	539	287	89	402	244	158	510
%V	32.4%	33.7%	34.2%	30.4%	31.4%	28.9%	34.1%
%H		53.2%	16.5%	74.6%	45.3%	29.3%	94.6%
40" and over	302	180	50	223	154	69	286
%V	18.1%	21.2%	19.2%	16.9%	19.8%	12.6%	19.1%
%H		59.6%	16.6%	73.8%	51.0%	22.8%	94.7%
Don't know	21	11	3	16	9	7	19
%V	1.3%	1.3%	1.2%	1.2%	1.2%	1.3%	1.3%
%H		52.4%	14.3%	76.2%	42.9%	33.3%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1665	851	260	1322	776	546	1496
%H		51.1%	15.6%	79.4%	46.6%	32.8%	89.8%
PVR	377	274	71	214	177	37	362
%V	22.6%	32.2%	27.3%	16.2%	22.8%	6.8%	24.2%
%H		72.7%	18.8%	56.8%	46.9%	9.8%	96.0%
DVDR	12	5	4	10	6	4	11
%V	0.7%	0.6%	1.5%	0.8%	0.8%	0.7%	0.7%
%H		41.7%	33.3%	83.3%	50.0%	33.3%	91.7%
VCR	3	1	1	3	2	1	2
%V	0.2%	0.1%	0.4%	0.2%	0.3%	0.2%	0.1%
%H		33.3%	33.3%	100.0%	66.7%	33.3%	66.7%
Any recorder	388	278	74	224	181	42	371
%V	23.3%	32.7%	28.5%	16.9%	23.3%	7.7%	24.8%
%H		71.6%	19.1%	57.7%	46.6%	10.8%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.20: 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	1665	851	260	1322	776	546	1496
%H		51.1%	15.6%	79.4%	46.6%	32.8%	89.8%
Receives HDTV (via STB or built-in reception)	511	274	103	394	254	140	488
%V	30.7%	32.2%	39.6%	29.8%	32.7%	25.6%	32.6%
%H		53.6%	20.2%	77.1%	49.7%	27.4%	95.5%
DVD/Blu-ray player or recorder	636	326	103	494	300	194	582
%V	38.2%	38.3%	39.6%	37.4%	38.7%	35.5%	38.9%
%H		51.3%	16.2%	77.7%	47.2%	30.5%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3351	3280	1521	477	2331	1108	1224	2989
%H		97.9%	45.4%	14.2%	69.6%	33.1%	36.5%	89.2%
Total Children	603	594	324	83	379	202	177	590
%V	18.0%	18.1%	21.3%	17.4%	16.3%	18.2%	14.5%	19.7%
%H		98.5%	53.7%	13.8%	62.9%	33.5%	29.4%	97.8%
0 - 3	150	144	82	17	85	43	43	144
%V	4.5%	4.4%	5.4%	3.6%	3.6%	3.9%	3.5%	4.8%
%H		96.0%	54.7%	11.3%	56.7%	28.7%	28.7%	96.0%
4 - 15	453	450	242	66	294	159	135	446
%V	13.5%	13.7%	15.9%	13.8%	12.6%	14.4%	11.0%	14.9%
%H		99.3%	53.4%	14.6%	64.9%	35.1%	29.8%	98.5%
4 - 9	239	238	130	36	146	76	69	236
%V	7.1%	7.3%	8.5%	7.5%	6.3%	6.9%	5.6%	7.9%
%H		99.6%	54.4%	15.1%	61.1%	31.8%	28.9%	98.7%
10 - 15	214	212	112	30	148	83	65	210
%V	6.4%	6.5%	7.4%	6.3%	6.3%	7.5%	5.3%	7.0%
%H		99.1%	52.3%	14.0%	69.2%	38.8%	30.4%	98.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3351	3280	1521	477	2331	1108	1224	2989
%H		97.9%	45.4%	14.2%	69.6%	33.1%	36.5%	89.2%
Total Adults (16+)	2748	2686	1197	394	1952	906	1046	2399
%V	82.0%	81.9%	78.7%	82.6%	83.7%	81.8%	85.5%	80.3%
%H		97.7%	43.6%	14.3%	71.0%	33.0%	38.1%	87.3%
16 - 19	126	123	62	18	95	54	41	124
%V	3.8%	3.8%	4.1%	3.8%	4.1%	4.9%	3.3%	4.1%
%H		97.6%	49.2%	14.3%	75.4%	42.9%	32.5%	98.4%
20 - 24	220	205	89	20	133	58	75	212
%V	6.6%	6.3%	5.9%	4.2%	5.7%	5.2%	6.1%	7.1%
%H		93.2%	40.5%	9.1%	60.5%	26.4%	34.1%	96.4%
25 - 34	433	418	224	58	248	131	117	422
%V	12.9%	12.7%	14.7%	12.2%	10.6%	11.8%	9.6%	14.1%
%H		96.5%	51.7%	13.4%	57.3%	30.3%	27.0%	97.5%
35 - 44	388	375	195	56	245	126	120	374
%V	11.6%	11.4%	12.8%	11.7%	10.5%	11.4%	9.8%	12.5%
%H		96.6%	50.3%	14.4%	63.1%	32.5%	30.9%	96.4%
45 - 54	483	476	229	77	346	183	163	457
%V	14.4%	14.5%	15.1%	16.1%	14.8%	16.5%	13.3%	15.3%
%H		98.6%	47.4%	15.9%	71.6%	37.9%	33.7%	94.6%
55 - 64	429	423	176	79	330	159	171	375
%V	12.8%	12.9%	11.6%	16.6%	14.2%	14.4%	14.0%	12.5%
%H		98.6%	41.0%	18.4%	76.9%	37.1%	39.9%	87.4%
65+	669	665	222	86	555	196	359	435
%V	20.0%	20.3%	14.6%	18.0%	23.8%	17.7%	29.3%	14.6%
%H		99.4%	33.2%	12.9%	83.0%	29.3%	53.7%	65.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2748	2686	1197	394	1952	906	1046	2399
%H		97.7%	43.6%	14.3%	71.0%	33.0%	38.1%	87.3%
AB	651	645	303	103	449	217	232	624
%V	23.7%	24.0%	25.3%	26.1%	23.0%	24.0%	22.2%	26.0%
%H		99.1%	46.5%	15.8%	69.0%	33.3%	35.6%	95.9%
C1	735	713	331	111	525	272	253	677
%V	26.7%	26.5%	27.7%	28.2%	26.9%	30.0%	24.2%	28.2%
%H		97.0%	45.0%	15.1%	71.4%	37.0%	34.4%	92.1%
C2	612	601	289	81	437	210	228	536
%V	22.3%	22.4%	24.1%	20.6%	22.4%	23.2%	21.8%	22.3%
%H		98.2%	47.2%	13.2%	71.4%	34.3%	37.3%	87.6%
D	457	448	187	63	325	141	184	375
%V	16.6%	16.7%	15.6%	16.0%	16.6%	15.6%	17.6%	15.6%
%H		98.0%	40.9%	13.8%	71.1%	30.9%	40.3%	82.1%
E	293	279	86	35	216	66	150	186
%V	10.7%	10.4%	7.2%	8.9%	11.1%	7.3%	14.3%	7.8%
%H		95.2%	29.4%	11.9%	73.7%	22.5%	51.2%	63.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2748	2686	1197	394	1952	906	1046	2399
%H		97.7%	43.6%	14.3%	71.0%	33.0%	38.1%	87.3%
Working full time	1201	1184	639	175	781	432	349	1165
%V	43.7%	44.1%	53.4%	44.4%	40.0%	47.7%	33.4%	48.6%
%H		98.6%	53.2%	14.6%	65.0%	36.0%	29.1%	97.0%
Working part time	279	275	121	42	210	101	108	265
%V	10.2%	10.2%	10.1%	10.7%	10.8%	11.1%	10.3%	11.0%
%H		98.6%	43.4%	15.1%	75.3%	36.2%	38.7%	95.0%
Not working	1268	1227	437	176	961	373	588	969
%V	46.1%	45.7%	36.5%	44.7%	49.2%	41.2%	56.2%	40.4%
%H		96.8%	34.5%	13.9%	75.8%	29.4%	46.4%	76.4%
Housewife/Houseperson	1533	1497	627	207	1099	461	638	1262
%V	55.8%	55.7%	52.4%	52.5%	56.3%	50.9%	61.0%	52.6%
%H		97.7%	40.9%	13.5%	71.7%	30.1%	41.6%	82.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1337	1297	587	192	933	444	489	1189
%H		97.0%	43.9%	14.4%	69.8%	33.2%	36.6%	88.9%
16 - 19	68	68	36	10	52	31	21	67
%V	5.1%	5.2%	6.1%	5.2%	5.6%	7.0%	4.3%	5.6%
%H		100.0%	52.9%	14.7%	76.5%	45.6%	30.9%	98.5%
20 - 24	111	99	45	12	64	30	35	109
%V	8.3%	7.6%	7.7%	6.3%	6.9%	6.8%	7.2%	9.2%
%H		89.2%	40.5%	10.8%	57.7%	27.0%	31.5%	98.2%
25 - 34	222	213	114	29	125	70	55	216
%V	16.6%	16.4%	19.4%	15.1%	13.4%	15.8%	11.2%	18.2%
%H		95.9%	51.4%	13.1%	56.3%	31.5%	24.8%	97.3%
35 - 44	183	175	86	27	114	57	58	176
%V	13.7%	13.5%	14.7%	14.1%	12.2%	12.8%	11.9%	14.8%
%H		95.6%	47.0%	14.8%	62.3%	31.1%	31.7%	96.2%
45 - 54	235	229	112	36	165	87	78	219
%V	17.6%	17.7%	19.1%	18.8%	17.7%	19.6%	16.0%	18.4%
%H		97.4%	47.7%	15.3%	70.2%	37.0%	33.2%	93.2%
55 - 64	214	210	85	40	163	75	88	189
%V	16.0%	16.2%	14.5%	20.8%	17.5%	16.9%	18.0%	15.9%
%H		98.1%	39.7%	18.7%	76.2%	35.0%	41.1%	88.3%
65+	305	302	111	38	249	95	154	214
%V	22.8%	23.3%	18.9%	19.8%	26.7%	21.4%	31.5%	18.0%
%H		99.0%	36.4%	12.5%	81.6%	31.1%	50.5%	70.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1337	1297	587	192	933	444	489	1189
%H		97.0%	43.9%	14.4%	69.8%	33.2%	36.6%	88.9%
AB	332	328	155	53	224	108	116	320
%V	24.8%	25.3%	26.4%	27.6%	24.0%	24.3%	23.7%	26.9%
%H		98.8%	46.7%	16.0%	67.5%	32.5%	34.9%	96.4%
C1	348	333	163	54	244	136	108	329
%V	26.0%	25.7%	27.8%	28.1%	26.2%	30.6%	22.1%	27.7%
%H		95.7%	46.8%	15.5%	70.1%	39.1%	31.0%	94.5%
C2	335	328	152	45	238	111	127	288
%V	25.1%	25.3%	25.9%	23.4%	25.5%	25.0%	26.0%	24.2%
%H		97.9%	45.4%	13.4%	71.0%	33.1%	37.9%	86.0%
D	217	212	89	30	154	69	85	182
%V	16.2%	16.3%	15.2%	15.6%	16.5%	15.5%	17.4%	15.3%
%H		97.7%	41.0%	13.8%	71.0%	31.8%	39.2%	83.9%
E	105	95	28	10	74	21	53	70
%V	7.9%	7.3%	4.8%	5.2%	7.9%	4.7%	10.8%	5.9%
%H		90.5%	26.7%	9.5%	70.5%	20.0%	50.5%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1337	1297	587	192	933	444	489	1189
%H		97.0%	43.9%	14.4%	69.8%	33.2%	36.6%	88.9%
Working full time	730	719	380	108	473	259	214	705
%V	54.6%	55.4%	64.7%	56.3%	50.7%	58.3%	43.8%	59.3%
%H		98.5%	52.1%	14.8%	64.8%	35.5%	29.3%	96.6%
Working part time	57	54	15	8	48	20	28	52
%V	4.3%	4.2%	2.6%	4.2%	5.1%	4.5%	5.7%	4.4%
%H		94.7%	26.3%	14.0%	84.2%	35.1%	49.1%	91.2%
Not working	550	523	192	76	412	165	247	432
%V	41.1%	40.3%	32.7%	39.6%	44.2%	37.2%	50.5%	36.3%
%H		95.1%	34.9%	13.8%	74.9%	30.0%	44.9%	78.5%
Housewife/Houseperson	336	318	110	43	232	80	152	256
%V	25.1%	24.5%	18.7%	22.4%	24.9%	18.0%	31.1%	21.5%
%H		94.6%	32.7%	12.8%	69.0%	23.8%	45.2%	76.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1410	1390	609	201	1019	462	557	1210
%H		98.6%	43.2%	14.3%	72.3%	32.8%	39.5%	85.8%
16 - 19	57	55	26	8	42	23	19	57
%V	4.0%	4.0%	4.3%	4.0%	4.1%	5.0%	3.4%	4.7%
%H		96.5%	45.6%	14.0%	73.7%	40.4%	33.3%	100.0%
20 - 24	109	106	44	8	69	29	40	103
%V	7.7%	7.6%	7.2%	4.0%	6.8%	6.3%	7.2%	8.5%
%H		97.2%	40.4%	7.3%	63.3%	26.6%	36.7%	94.5%
25 - 34	212	206	110	29	123	61	62	207
%V	15.0%	14.8%	18.1%	14.4%	12.1%	13.2%	11.1%	17.1%
%H		97.2%	51.9%	13.7%	58.0%	28.8%	29.2%	97.6%
35 - 44	204	200	109	29	131	69	62	198
%V	14.5%	14.4%	17.9%	14.4%	12.9%	14.9%	11.1%	16.4%
%H		98.0%	53.4%	14.2%	64.2%	33.8%	30.4%	97.1%
45 - 54	248	247	118	41	181	96	86	239
%V	17.6%	17.8%	19.4%	20.4%	17.8%	20.8%	15.4%	19.8%
%H		99.6%	47.6%	16.5%	73.0%	38.7%	34.7%	96.4%
55 - 64	215	212	91	39	167	84	84	187
%V	15.2%	15.3%	14.9%	19.4%	16.4%	18.2%	15.1%	15.5%
%H		98.6%	42.3%	18.1%	77.7%	39.1%	39.1%	87.0%
65+	364	363	111	48	305	101	205	221
%V	25.8%	26.1%	18.2%	23.9%	29.9%	21.9%	36.8%	18.3%
%H		99.7%	30.5%	13.2%	83.8%	27.7%	56.3%	60.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1410	1390	609	201	1019	462	557	1210
%H		98.6%	43.2%	14.3%	72.3%	32.8%	39.5%	85.8%
AB	319	317	148	50	225	109	116	304
%V	22.6%	22.8%	24.3%	24.9%	22.1%	23.6%	20.8%	25.1%
%H		99.4%	46.4%	15.7%	70.5%	34.2%	36.4%	95.3%
C1	387	380	168	57	281	137	144	348
%V	27.4%	27.3%	27.6%	28.4%	27.6%	29.7%	25.9%	28.8%
%H		98.2%	43.4%	14.7%	72.6%	35.4%	37.2%	89.9%
C2	277	273	137	36	200	99	101	249
%V	19.6%	19.6%	22.5%	17.9%	19.6%	21.4%	18.1%	20.6%
%H		98.6%	49.5%	13.0%	72.2%	35.7%	36.5%	89.9%
D	240	236	98	33	171	72	99	193
%V	17.0%	17.0%	16.1%	16.4%	16.8%	15.6%	17.8%	16.0%
%H		98.3%	40.8%	13.8%	71.3%	30.0%	41.3%	80.4%
E	188	184	58	25	142	45	97	116
%V	13.3%	13.2%	9.5%	12.4%	13.9%	9.7%	17.4%	9.6%
%H		97.9%	30.9%	13.3%	75.5%	23.9%	51.6%	61.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1410	1390	609	201	1019	462	557	1210
%H		98.6%	43.2%	14.3%	72.3%	32.8%	39.5%	85.8%
Working full time	470	464	258	67	308	173	135	460
%V	33.3%	33.4%	42.4%	33.3%	30.2%	37.4%	24.2%	38.0%
%H		98.7%	54.9%	14.3%	65.5%	36.8%	28.7%	97.9%
Working part time	223	221	106	34	161	81	80	213
%V	15.8%	15.9%	17.4%	16.9%	15.8%	17.5%	14.4%	17.6%
%H		99.1%	47.5%	15.2%	72.2%	36.3%	35.9%	95.5%
Not working	718	704	245	100	549	208	342	537
%V	50.9%	50.6%	40.2%	49.8%	53.9%	45.0%	61.4%	44.4%
%H		98.1%	34.1%	13.9%	76.5%	29.0%	47.6%	74.8%
Housewife/Houseperson	1197	1179	517	165	868	381	486	1006
%V	84.9%	84.8%	84.9%	82.1%	85.2%	82.5%	87.3%	83.1%
%H		98.5%	43.2%	13.8%	72.5%	31.8%	40.6%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	3048	2957	1126	524	2130	854	1276	2557
%H (All HH)		97.0%	36.9%	17.2%	69.9%	28.0%	41.9%	83.9%
%H (TV HH)			38.1%	17.7%	72.0%	28.9%	43.2%	
AB	664	650	284	98	482	216	266	632
%V	21.8%	22.0%	25.2%	18.7%	22.6%	25.3%	20.8%	24.7%
%H (All HH)		97.9%	42.8%	14.8%	72.6%	32.5%	40.1%	95.2%
%H (TV HH)			43.7%	15.1%	74.2%	33.2%	40.9%	
C1	832	810	326	154	593	271	322	742
%V	27.3%	27.4%	29.0%	29.4%	27.8%	31.7%	25.2%	29.0%
%H (All HH)		97.4%	39.2%	18.5%	71.3%	32.6%	38.7%	89.2%
%H (TV HH)			40.2%	19.0%	73.2%	33.5%	39.8%	
C2	587	574	231	114	400	173	227	514
%V	19.3%	19.4%	20.5%	21.8%	18.8%	20.3%	17.8%	20.1%
%H (All HH)		97.8%	39.4%	19.4%	68.1%	29.5%	38.7%	87.6%
%H (TV HH)			40.2%	19.9%	69.7%	30.1%	39.5%	
D	531	511	177	90	363	129	234	411
%V	17.4%	17.3%	15.7%	17.2%	17.0%	15.1%	18.3%	16.1%
%H (All HH)		96.2%	33.3%	16.9%	68.4%	24.3%	44.1%	77.4%
%H (TV HH)			34.6%	17.6%	71.0%	25.2%	45.8%	
E	435	413	108	67	292	65	227	258
%V	14.3%	14.0%	9.6%	12.8%	13.7%	7.6%	17.8%	10.1%
%H (All HH)		94.9%	24.8%	15.4%	67.1%	14.9%	52.2%	59.3%
%H (TV HH)			26.2%	16.2%	70.7%	15.7%	55.0%	

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

April 2016 - March 2017

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3048	2957	1126	524	2130	854	1276	2557
%H (All HH)		97.0%	36.9%	17.2%	69.9%	28.0%	41.9%	83.9%
%H (TV HH)			38.1%	17.7%	72.0%	28.9%	43.2%	
Under 25	135	123	38	18	84	26	58	125
%V	4.4%	4.2%	3.4%	3.4%	3.9%	3.0%	4.5%	4.9%
%H (All HH)		91.1%	28.1%	13.3%	62.2%	19.3%	43.0%	92.6%
%H (TV HH)			30.9%	14.6%	68.3%	21.1%	47.2%	
25 - 34	455	428	180	71	266	106	161	436
%V	14.9%	14.5%	16.0%	13.5%	12.5%	12.4%	12.6%	17.1%
%H (All HH)		94.1%	39.6%	15.6%	58.5%	23.3%	35.4%	95.8%
%H (TV HH)			42.1%	16.6%	62.1%	24.8%	37.6%	
35 - 44	484	463	222	91	295	152	143	455
%V	15.9%	15.7%	19.7%	17.4%	13.8%	17.8%	11.2%	17.8%
%H (All HH)		95.7%	45.9%	18.8%	61.0%	31.4%	29.5%	94.0%
%H (TV HH)			47.9%	19.7%	63.7%	32.8%	30.9%	
45 - 54	603	593	249	127	419	203	216	563
%V	19.8%	20.1%	22.1%	24.2%	19.7%	23.8%	16.9%	22.0%
%H (All HH)		98.3%	41.3%	21.1%	69.5%	33.7%	35.8%	93.4%
%H (TV HH)			42.0%	21.4%	70.7%	34.2%	36.4%	
55 - 64	526	513	203	101	377	170	208	455
%V	17.3%	17.3%	18.0%	19.3%	17.7%	19.9%	16.3%	17.8%
%H (All HH)		97.5%	38.6%	19.2%	71.7%	32.3%	39.5%	86.5%
%H (TV HH)			39.6%	19.7%	73.5%	33.1%	40.5%	
65 +	845	837	233	115	689	198	491	523
%V	27.7%	28.3%	20.7%	21.9%	32.3%	23.2%	38.5%	20.5%
%H (All HH)		99.1%	27.6%	13.6%	81.5%	23.4%	58.1%	61.9%
%H (TV HH)			27.8%	13.7%	82.3%	23.7%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3048	2957	1126	524	2130	854	1276	2557
%H (All HH)		97.0%	36.9%	17.2%	69.9%	28.0%	41.9%	83.9%
%H (TV HH)			38.1%	17.7%	72.0%	28.9%	43.2%	
1	983	942	223	120	727	146	581	623
%V	32.3%	31.9%	19.8%	22.9%	34.1%	17.1%	45.5%	24.4%
%H (All HH)		95.8%	22.7%	12.2%	74.0%	14.9%	59.1%	63.4%
%H (TV HH)			23.7%	12.7%	77.2%	15.5%	61.7%	
2	1063	1038	423	187	753	330	422	955
%V	34.9%	35.1%	37.6%	35.7%	35.4%	38.6%	33.1%	37.3%
%H (All HH)		97.6%	39.8%	17.6%	70.8%	31.0%	39.7%	89.8%
%H (TV HH)			40.8%	18.0%	72.5%	31.8%	40.7%	
3	448	439	205	95	305	169	136	436
%V	14.7%	14.8%	18.2%	18.1%	14.3%	19.8%	10.7%	17.1%
%H (All HH)		98.0%	45.8%	21.2%	68.1%	37.7%	30.4%	97.3%
%H (TV HH)			46.7%	21.6%	69.5%	38.5%	31.0%	
4	378	369	186	83	241	144	97	373
%V	12.4%	12.5%	16.5%	15.8%	11.3%	16.9%	7.6%	14.6%
%H (All HH)		97.6%	49.2%	22.0%	63.8%	38.1%	25.7%	98.7%
%H (TV HH)			50.4%	22.5%	65.3%	39.0%	26.3%	
5+	175	169	89	38	105	66	39	170
%V	5.7%	5.7%	7.9%	7.3%	4.9%	7.7%	3.1%	6.6%
%H (All HH)		96.6%	50.9%	21.7%	60.0%	37.7%	22.3%	97.1%
%H (TV HH)			52.7%	22.5%	62.1%	39.1%	23.1%	
Average HH size	2.27	2.27	2.59	2.51	2.20	2.63	1.91	2.44

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3048	2957	1126	524	2130	854	1276	2557
%H (All HH)		97.0%	36.9%	17.2%	69.9%	28.0%	41.9%	83.9%
%H (TV HH)			38.1%	17.7%	72.0%	28.9%	43.2%	
Without	2275	2200	759	371	1638	589	1049	1800
%V	74.6%	74.4%	67.4%	70.8%	76.9%	69.0%	82.2%	70.4%
%H (All HH)		96.7%	33.4%	16.3%	72.0%	25.9%	46.1%	79.1%
%H (TV HH)			34.5%	16.9%	74.5%	26.8%	47.7%	
With	774	757	367	152	492	266	227	757
%V	25.4%	25.6%	32.6%	29.0%	23.1%	31.1%	17.8%	29.6%
%H (All HH)		97.8%	47.4%	19.6%	63.6%	34.4%	29.3%	97.8%
%H (TV HH)			48.5%	20.1%	65.0%	35.1%	30.0%	
0 - 3	297	288	143	45	182	89	93	288
%V	9.7%	9.7%	12.7%	8.6%	8.5%	10.4%	7.3%	11.3%
%H (All HH)		97.0%	48.1%	15.2%	61.3%	30.0%	31.3%	97.0%
%H (TV HH)			49.7%	15.6%	63.2%	30.9%	32.3%	
4 - 9	397	388	196	74	250	143	107	387
%V	13.0%	13.1%	17.4%	14.1%	11.7%	16.7%	8.4%	15.1%
%H (All HH)		97.7%	49.4%	18.6%	63.0%	36.0%	27.0%	97.5%
%H (TV HH)			50.5%	19.1%	64.4%	36.9%	27.6%	
10 - 15	364	357	176	83	236	141	95	357
%V	11.9%	12.1%	15.6%	15.8%	11.1%	16.5%	7.4%	14.0%
%H (All HH)		98.1%	48.4%	22.8%	64.8%	38.7%	26.1%	98.1%
%H (TV HH)			49.3%	23.2%	66.1%	39.5%	26.6%	

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

April 2016 - March 2017

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	3048	2957	1126	524	2130	854	1276	2557
%H (All HH)		97.0%	36.9%	17.2%	69.9%	28.0%	41.9%	83.9%
%H (TV HH)			38.1%	17.7%	72.0%	28.9%	43.2%	
1	1195	1195	350	169	770	125	645	891
%V	39.2%	40.4%	31.1%	32.3%	36.2%	14.6%	50.5%	34.8%
%H (All HH)		100.0%	29.3%	14.1%	64.4%	10.5%	54.0%	74.6%
%H (TV HH)			29.3%	14.1%	64.4%	10.5%	54.0%	
2	983	983	380	177	730	313	417	851
%V	32.3%	33.2%	33.7%	33.8%	34.3%	36.7%	32.7%	33.3%
%H (All HH)		100.0%	38.7%	18.0%	74.3%	31.8%	42.4%	86.6%
%H (TV HH)			38.7%	18.0%	74.3%	31.8%	42.4%	
3	485	485	238	102	384	235	149	460
%V	15.9%	16.4%	21.1%	19.5%	18.0%	27.5%	11.7%	18.0%
%H (All HH)		100.0%	49.1%	21.0%	79.2%	48.5%	30.7%	94.8%
%H (TV HH)			49.1%	21.0%	79.2%	48.5%	30.7%	
4	192	192	98	52	156	110	46	190
%V	6.3%	6.5%	8.7%	9.9%	7.3%	12.9%	3.6%	7.4%
%H (All HH)		100.0%	51.0%	27.1%	81.3%	57.3%	24.0%	99.0%
%H (TV HH)			51.0%	27.1%	81.3%	57.3%	24.0%	
5+	103	103	60	24	91	72	19	101
%V	3.4%	3.5%	5.3%	4.6%	4.3%	8.4%	1.5%	3.9%
%H (All HH)		100.0%	58.3%	23.3%	88.3%	69.9%	18.4%	98.1%
%H (TV HH)			58.3%	23.3%	88.3%	69.9%	18.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3048	2957	1126	524	2130	854	1276	2557
%H (All HH)		97.0%	36.9%	17.2%	69.9%	28.0%	41.9%	83.9%
%H (TV HH)			38.1%	17.7%	72.0%	28.9%	43.2%	
Under 20"	353	353	132	72	303	156	147	297
%V	11.6%	11.9%	11.7%	13.7%	14.2%	18.3%	11.5%	11.6%
%H (All HH)		100.0%	37.4%	20.4%	85.8%	44.2%	41.6%	84.1%
%H (TV HH)			37.4%	20.4%	85.8%	44.2%	41.6%	
20" - 29"	831	831	309	152	690	324	366	695
%V	27.3%	28.1%	27.4%	29.0%	32.4%	37.9%	28.7%	27.2%
%H (All HH)		100.0%	37.2%	18.3%	83.0%	39.0%	44.0%	83.6%
%H (TV HH)			37.2%	18.3%	83.0%	39.0%	44.0%	
30" - 39"	1516	1516	601	262	1141	500	642	1286
%V	49.7%	51.3%	53.4%	50.0%	53.6%	58.5%	50.3%	50.3%
%H (All HH)		100.0%	39.6%	17.3%	75.3%	33.0%	42.3%	84.8%
%H (TV HH)			39.6%	17.3%	75.3%	33.0%	42.3%	
40" and over	1772	1772	795	352	1234	620	614	1630
%V	58.1%	59.9%	70.6%	67.2%	57.9%	72.6%	48.1%	63.7%
%H (All HH)		100.0%	44.9%	19.9%	69.6%	35.0%	34.7%	92.0%
%H (TV HH)			44.9%	19.9%	69.6%	35.0%	34.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3048	2957	1126	524	2130	854	1276	2557
%H (All HH)		97.0%	36.9%	17.2%	69.9%	28.0%	41.9%	83.9%
%H (TV HH)			38.1%	17.7%	72.0%	28.9%	43.2%	
Main living room	2934	2934	1121	521	2112	849	1263	2474
%V	96.3%	99.2%	99.6%	99.4%	99.2%	99.4%	99.0%	96.8%
%H (All HH)		100.0%	38.2%	17.8%	72.0%	28.9%	43.0%	84.3%
%H (TV HH)			38.2%	17.8%	72.0%	28.9%	43.0%	
Kitchen	259	259	126	46	226	137	89	238
%V	8.5%	8.8%	11.2%	8.8%	10.6%	16.0%	7.0%	9.3%
%H (All HH)		100.0%	48.6%	17.8%	87.3%	52.9%	34.4%	91.9%
%H (TV HH)			48.6%	17.8%	87.3%	52.9%	34.4%	
Adult's bedroom	1343	1343	599	266	1048	573	475	1229
%V	44.1%	45.4%	53.2%	50.8%	49.2%	67.1%	37.2%	48.1%
%H (All HH)		100.0%	44.6%	19.8%	78.0%	42.7%	35.4%	91.5%
%H (TV HH)			44.6%	19.8%	78.0%	42.7%	35.4%	
Child's bedroom	236	236	119	61	171	116	55	232
%V	7.7%	8.0%	10.6%	11.6%	8.0%	13.6%	4.3%	9.1%
%H (All HH)		100.0%	50.4%	25.8%	72.5%	49.2%	23.3%	98.3%
%H (TV HH)			50.4%	25.8%	72.5%	49.2%	23.3%	
Other bedroom	254	254	117	59	205	125	80	245
%V	8.3%	8.6%	10.4%	11.3%	9.6%	14.6%	6.3%	9.6%
%H (All HH)		100.0%	46.1%	23.2%	80.7%	49.2%	31.5%	96.5%
%H (TV HH)			46.1%	23.2%	80.7%	49.2%	31.5%	
Second living/dining room	351	351	175	76	275	171	104	317
%V	11.5%	11.9%	15.5%	14.5%	12.9%	20.0%	8.2%	12.4%
%H (All HH)		100.0%	49.9%	21.7%	78.3%	48.7%	29.6%	90.3%
%H (TV HH)			49.9%	21.7%	78.3%	48.7%	29.6%	
Study/office	34	34	18	5	28	17	11	32
%V	1.1%	1.1%	1.6%	1.0%	1.3%	2.0%	0.9%	1.3%
%H (All HH)		100.0%	52.9%	14.7%	82.4%	50.0%	32.4%	94.1%
%H (TV HH)			52.9%	14.7%	82.4%	50.0%	32.4%	
TV room	17	17	10	4	12	9	3	17
%V	0.6%	0.6%	0.9%	0.8%	0.6%	1.1%	0.2%	0.7%
%H (All HH)		100.0%	58.8%	23.5%	70.6%	52.9%	17.6%	100.0%
%H (TV HH)			58.8%	23.5%	70.6%	52.9%	17.6%	
Conservatory	81	81	42	15	66	41	25	78
%V	2.7%	2.7%	3.7%	2.9%	3.1%	4.8%	2.0%	3.1%
%H (All HH)		100.0%	51.9%	18.5%	81.5%	50.6%	30.9%	96.3%
%H (TV HH)			51.9%	18.5%	81.5%	50.6%	30.9%	
Attic or loft room	13	13	6	3	10	7	4	13
%V	0.4%	0.4%	0.5%	0.6%	0.5%	0.8%	0.3%	0.5%
%H (All HH)		100.0%	46.2%	23.1%	76.9%	53.8%	30.8%	100.0%
%H (TV HH)			46.2%	23.1%	76.9%	53.8%	30.8%	
No specific location	5	5	2	1	5	3	2	5
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	20.0%	100.0%	60.0%	40.0%	100.0%
%H (TV HH)			40.0%	20.0%	100.0%	60.0%	40.0%	
Other	30	30	15	5	24	14	10	29
%V	1.0%	1.0%	1.3%	1.0%	1.1%	1.6%	0.8%	1.1%
%H (All HH)		100.0%	50.0%	16.7%	80.0%	46.7%	33.3%	96.7%
%H (TV HH)			50.0%	16.7%	80.0%	46.7%	33.3%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3048	2957	1126	524	2130	854	1276	2557
%H (All HH)		97.0%	36.9%	17.2%	69.9%	28.0%	41.9%	83.9%
%H (TV HH)			38.1%	17.7%	72.0%	28.9%	43.2%	
Any DSAT provider	1126	1126	1126	17	604	604	0	1048
%V	36.9%	38.1%	100.0%	3.2%	28.4%	70.7%	0.0%	41.0%
%H (All HH)			100.0%	1.5%	53.6%	53.6%	0.0%	93.1%
%H (TV HH)			100.0%	1.5%	53.6%	53.6%	0.0%	
Sky with subcription	969	969	969	6	526	526	0	909
%V	31.8%	32.8%	86.1%	1.1%	24.7%	61.6%	0.0%	35.5%
%H (All HH)			100.0%	0.6%	54.3%	54.3%	0.0%	93.8%
%H (TV HH)			100.0%	0.6%	54.3%	54.3%	0.0%	
Sky without subscription	67	67	67	3	30	30	0	57
%V	2.2%	2.3%	6.0%	0.6%	1.4%	3.5%	0.0%	2.2%
%H (All HH)			100.0%	4.5%	44.8%	44.8%	0.0%	85.1%
%H (TV HH)			100.0%	4.5%	44.8%	44.8%	0.0%	
Freesat	64	64	64	2	42	42	0	61
%V	2.1%	2.2%	5.7%	0.4%	2.0%	4.9%	0.0%	2.4%
%H (All HH)			100.0%	3.1%	65.6%	65.6%	0.0%	95.3%
%H (TV HH)			100.0%	3.1%	65.6%	65.6%	0.0%	
Other satellite provider	74	74	74	6	39	39	0	68
%V	2.4%	2.5%	6.6%	1.1%	1.8%	4.6%	0.0%	2.7%
%H (All HH)			100.0%	8.1%	52.7%	52.7%	0.0%	91.9%
%H (TV HH)			100.0%	8.1%	52.7%	52.7%	0.0%	
DCAB	524	524	17	524	259	259	0	490
%V	17.2%	17.7%	1.5%	100.0%	12.2%	30.3%	0.0%	19.2%
%H (All HH)			3.2%	100.0%	49.4%	49.4%	0.0%	93.5%
%H (TV HH)			3.2%	100.0%	49.4%	49.4%	0.0%	
DTT	2130	2130	604	259	2130	854	1276	1733
%V	69.9%	72.0%	53.6%	49.4%	100.0%	100.0%	100.0%	67.8%
%H (All HH)		100.0%	28.4%	12.2%	100.0%	40.1%	59.9%	81.4%
%H (TV HH)			28.4%	12.2%	100.0%	40.1%	59.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3048	2957	1126	524	2130	854	1276	2557
%H (All HH)		97.0%	36.9%	17.2%	69.9%	28.0%	41.9%	83.9%
%H (TV HH)			38.1%	17.7%	72.0%	28.9%	43.2%	
PVR	1936	1936	1022	473	1244	791	453	1789
%V	63.5%	65.5%	90.8%	90.3%	58.4%	92.6%	35.5%	70.0%
%H (All HH)		100.0%	52.8%	24.4%	64.3%	40.9%	23.4%	92.4%
%H (TV HH)			52.8%	24.4%	64.3%	40.9%	23.4%	
DVDR	64	64	21	16	47	19	28	56
%V	2.1%	2.2%	1.9%	3.1%	2.2%	2.2%	2.2%	2.2%
%H (All HH)		100.0%	32.8%	25.0%	73.4%	29.7%	43.8%	87.5%
%H (TV HH)			32.8%	25.0%	73.4%	29.7%	43.8%	
VCR	27	27	8	4	24	9	15	18
%V	0.9%	0.9%	0.7%	0.8%	1.1%	1.1%	1.2%	0.7%
%H (All HH)		100.0%	29.6%	14.8%	88.9%	33.3%	55.6%	66.7%
%H (TV HH)			29.6%	14.8%	88.9%	33.3%	55.6%	
Any recorder	1970	1970	1025	478	1274	795	479	1811
%V	64.6%	66.6%	91.0%	91.2%	59.8%	93.1%	37.5%	70.8%
%H (All HH)		100.0%	52.0%	24.3%	64.7%	40.4%	24.3%	91.9%
%H (TV HH)			52.0%	24.3%	64.7%	40.4%	24.3%	
Receives HDTV (via STB or built-in reception)	1985	1985	897	440	1400	737	663	1829
%V	65.1%	67.1%	79.7%	84.0%	65.7%	86.3%	52.0%	71.5%
%H (All HH)		100.0%	45.2%	22.2%	70.5%	37.1%	33.4%	92.1%
%H (TV HH)			45.2%	22.2%	70.5%	37.1%	33.4%	
DVD/Blu-ray player or recorder	2008	2008	813	365	1474	664	811	1790
%V	65.9%	67.9%	72.2%	69.7%	69.2%	77.8%	63.6%	70.0%
%H (All HH)		100.0%	40.5%	18.2%	73.4%	33.1%	40.4%	89.1%
%H (TV HH)			40.5%	18.2%	73.4%	33.1%	40.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3048	2957	1126	524	2130	854	1276	2557
%H (All HH)		97.0%	36.9%	17.2%	69.9%	28.0%	41.9%	83.9%
%H (TV HH)			38.1%	17.7%	72.0%	28.9%	43.2%	
Has broadband internet	2557	2493	1048	490	1733	803	929	2557
%V	83.9%	84.3%	93.1%	93.5%	81.4%	94.0%	72.8%	100.0%
%H (All HH)		97.5%	41.0%	19.2%	67.8%	31.4%	36.3%	100.0%
%H (TV HH)			42.0%	19.7%	69.5%	32.2%	37.3%	
Number of computers (PCs and laptops)								
0	659	630	138	65	501	81	420	208
%V	21.6%	21.3%	12.3%	12.4%	23.5%	9.5%	32.9%	8.1%
%H (All HH)		95.6%	20.9%	9.9%	76.0%	12.3%	63.7%	31.6%
%H (TV HH)			21.9%	10.3%	79.5%	12.9%	66.7%	
1	857	827	282	164	547	183	364	828
%V	28.1%	28.0%	25.0%	31.3%	25.7%	21.4%	28.5%	32.4%
%H (All HH)		96.5%	32.9%	19.1%	63.8%	21.4%	42.5%	96.6%
%H (TV HH)			34.1%	19.8%	66.1%	22.1%	44.0%	
2	707	693	304	124	505	243	262	701
%V	23.2%	23.4%	27.0%	23.7%	23.7%	28.5%	20.5%	27.4%
%H (All HH)		98.0%	43.0%	17.5%	71.4%	34.4%	37.1%	99.2%
%H (TV HH)			43.9%	17.9%	72.9%	35.1%	37.8%	
3	391	383	191	80	269	157	112	390
%V	12.8%	13.0%	17.0%	15.3%	12.6%	18.4%	8.8%	15.3%
%H (All HH)		98.0%	48.8%	20.5%	68.8%	40.2%	28.6%	99.7%
%H (TV HH)			49.9%	20.9%	70.2%	41.0%	29.2%	
4	196	191	96	38	145	88	57	195
%V	6.4%	6.5%	8.5%	7.3%	6.8%	10.3%	4.5%	7.6%
%H (All HH)		97.4%	49.0%	19.4%	74.0%	44.9%	29.1%	99.5%
%H (TV HH)			50.3%	19.9%	75.9%	46.1%	29.8%	
5+	237	233	116	53	164	103	62	236
%V	7.8%	7.9%	10.3%	10.1%	7.7%	12.1%	4.9%	9.2%
%H (All HH)		98.3%	48.9%	22.4%	69.2%	43.5%	26.2%	99.6%
%H (TV HH)			49.8%	22.7%	70.4%	44.2%	26.6%	

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

April 2016 - March 2017

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	5941	2550	1161	4498	2286	2212	5284
%H		42.9%	19.5%	75.7%	38.5%	37.2%	88.9%
Under 20"	434	167	90	375	199	176	372
%V	7.3%	6.5%	7.8%	8.3%	8.7%	8.0%	7.0%
%H		38.5%	20.7%	86.4%	45.9%	40.6%	85.7%
20" - 29"	1077	418	203	907	451	456	921
%V	18.1%	16.4%	17.5%	20.2%	19.7%	20.6%	17.4%
%H		38.8%	18.8%	84.2%	41.9%	42.3%	85.5%
30" - 39"	1934	802	363	1468	706	762	1682
%V	32.6%	31.5%	31.3%	32.6%	30.9%	34.4%	31.8%
%H		41.5%	18.8%	75.9%	36.5%	39.4%	87.0%
40" and over	2298	1089	460	1611	868	742	2144
%V	38.7%	42.7%	39.6%	35.8%	38.0%	33.5%	40.6%
%H		47.4%	20.0%	70.1%	37.8%	32.3%	93.3%
Don't know	198	74	45	138	62	76	165
%V	3.3%	2.9%	3.9%	3.1%	2.7%	3.4%	3.1%
%H		37.4%	22.7%	69.7%	31.3%	38.4%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	5941	2550	1161	4498	2286	2212	5284
%H		42.9%	19.5%	75.7%	38.5%	37.2%	88.9%
Main living room	2946	1126	524	2122	854	1267	2484
%V	49.6%	44.2%	45.1%	47.2%	37.4%	57.3%	47.0%
%H		38.2%	17.8%	72.0%	29.0%	43.0%	84.3%
Kitchen	260	127	46	227	138	89	238
%V	4.4%	5.0%	4.0%	5.0%	6.0%	4.0%	4.5%
%H		48.8%	17.7%	87.3%	53.1%	34.2%	91.5%
Adult's bedroom	1581	722	331	1245	716	529	1461
%V	26.6%	28.3%	28.5%	27.7%	31.3%	23.9%	27.6%
%H		45.7%	20.9%	78.7%	45.3%	33.5%	92.4%
Child's bedroom	309	158	83	226	158	68	303
%V	5.2%	6.2%	7.1%	5.0%	6.9%	3.1%	5.7%
%H		51.1%	26.9%	73.1%	51.1%	22.0%	98.1%
Other bedroom	303	142	65	247	150	98	293
%V	5.1%	5.6%	5.6%	5.5%	6.6%	4.4%	5.5%
%H		46.9%	21.5%	81.5%	49.5%	32.3%	96.7%
Second living/dining room	356	178	77	279	174	105	323
%V	6.0%	7.0%	6.6%	6.2%	7.6%	4.7%	6.1%
%H		50.0%	21.6%	78.4%	48.9%	29.5%	90.7%
Study/office	36	18	6	30	19	11	34
%V	0.6%	0.7%	0.5%	0.7%	0.8%	0.5%	0.6%
%H		50.0%	16.7%	83.3%	52.8%	30.6%	94.4%
TV room	17	10	4	12	9	3	17
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.1%	0.3%
%H		58.8%	23.5%	70.6%	52.9%	17.6%	100.0%
Conservatory	81	42	15	66	41	25	78
%V	1.4%	1.6%	1.3%	1.5%	1.8%	1.1%	1.5%
%H		51.9%	18.5%	81.5%	50.6%	30.9%	96.3%
Attic or loft room	13	6	3	10	7	4	13
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%
%H		46.2%	23.1%	76.9%	53.8%	30.8%	100.0%
No specific location	5	2	1	5	3	2	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	20.0%	100.0%	60.0%	40.0%	100.0%
Other	34	19	5	29	19	10	33
%V	0.6%	0.7%	0.4%	0.6%	0.8%	0.5%	0.6%
%H		55.9%	14.7%	85.3%	55.9%	29.4%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5941	2550	1161	4498	2286	2212	5284
%H		42.9%	19.5%	75.7%	38.5%	37.2%	88.9%
PVR	2752	1555	690	1694	1163	531	2586
%V	46.3%	61.0%	59.4%	37.7%	50.9%	24.0%	48.9%
%H		56.5%	25.1%	61.6%	42.3%	19.3%	94.0%
DVDR	75	27	20	56	27	30	68
%V	1.3%	1.1%	1.7%	1.2%	1.2%	1.4%	1.3%
%H		36.0%	26.7%	74.7%	36.0%	40.0%	90.7%
VCR	27	9	4	25	10	15	18
%V	0.5%	0.4%	0.3%	0.6%	0.4%	0.7%	0.3%
%H		33.3%	14.8%	92.6%	37.0%	55.6%	66.7%
Any recorder	2801	1562	700	1736	1174	562	2622
%V	47.1%	61.3%	60.3%	38.6%	51.4%	25.4%	49.6%
%H		55.8%	25.0%	62.0%	41.9%	20.1%	93.6%

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	5941	2550	1161	4498	2286	2212	5284
%H		42.9%	19.5%	75.7%	38.5%	37.2%	88.9%
Receives HDTV (via STB or built-in reception)	3145	1488	725	2250	1290	961	2951
%V	52.9%	58.4%	62.4%	50.0%	56.4%	43.4%	55.8%
%H		47.3%	23.1%	71.5%	41.0%	30.6%	93.8%
DVD/Blu-ray player or recorder	2933	1268	592	2206	1145	1060	2681
%V	49.4%	49.7%	51.0%	49.0%	50.1%	47.9%	50.7%
%H		43.2%	20.2%	75.2%	39.0%	36.1%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2957	1126	524	2130	854	1276	2493
%H		38.1%	17.7%	72.0%	28.9%	43.2%	84.3%
Under 20"	24	3	2	19	1	18	11
%V	0.8%	0.3%	0.4%	0.9%	0.1%	1.4%	0.4%
%H		12.5%	8.3%	79.2%	4.2%	75.0%	45.8%
20" - 29"	189	31	17	159	23	135	109
%V	6.4%	2.8%	3.2%	7.5%	2.7%	10.6%	4.4%
%H		16.4%	9.0%	84.1%	12.2%	71.4%	57.7%
30" - 39"	917	294	142	680	211	470	710
%V	31.0%	26.1%	27.1%	31.9%	24.7%	36.8%	28.5%
%H		32.1%	15.5%	74.2%	23.0%	51.3%	77.4%
40" and over	1734	776	346	1206	603	602	1594
%V	58.6%	68.9%	66.0%	56.6%	70.6%	47.2%	63.9%
%H		44.8%	20.0%	69.6%	34.8%	34.7%	91.9%
Don't know	94	23	17	66	16	51	69
%V	3.2%	2.0%	3.2%	3.1%	1.9%	4.0%	2.8%
%H		24.5%	18.1%	70.2%	17.0%	54.3%	73.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2957	1126	524	2130	854	1276	2493
%H		38.1%	17.7%	72.0%	28.9%	43.2%	84.3%
PVR	1896	1013	465	1208	778	430	1753
%V	64.1%	90.0%	88.7%	56.7%	91.1%	33.7%	70.3%
%H		53.4%	24.5%	63.7%	41.0%	22.7%	92.5%
DVDR	51	17	12	36	13	23	44
%V	1.7%	1.5%	2.3%	1.7%	1.5%	1.8%	1.8%
%H		33.3%	23.5%	70.6%	25.5%	45.1%	86.3%
VCR	24	7	3	21	8	13	15
%V	0.8%	0.6%	0.6%	1.0%	0.9%	1.0%	0.6%
%H		29.2%	12.5%	87.5%	33.3%	54.2%	62.5%
Any recorder	1929	1015	470	1237	781	455	1774
%V	65.2%	90.1%	89.7%	58.1%	91.5%	35.7%	71.2%
%H		52.6%	24.4%	64.1%	40.5%	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	2957	1126	524	2130	854	1276	2493
%H		38.1%	17.7%	72.0%	28.9%	43.2%	84.3%
Receives HDTV (via STB or built-in reception)	1924	872	430	1345	710	635	1771
%V	65.1%	77.4%	82.1%	63.1%	83.1%	49.8%	71.0%
%H		45.3%	22.3%	69.9%	36.9%	33.0%	92.0%
DVD/Blu-ray player or recorder	1780	704	318	1300	563	737	1575
%V	60.2%	62.5%	60.7%	61.0%	65.9%	57.8%	63.2%
%H		39.6%	17.9%	73.0%	31.6%	41.4%	88.5%

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

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	2983	1423	637	2368	1432	936	2791
%H		47.7%	21.4%	79.4%	48.0%	31.4%	93.6%
Under 20"	410	164	88	356	198	158	361
%V	13.7%	11.5%	13.8%	15.0%	13.8%	16.9%	12.9%
%H		40.0%	21.5%	86.8%	48.3%	38.5%	88.0%
20" - 29"	888	387	185	748	427	320	812
%V	29.8%	27.2%	29.0%	31.6%	29.8%	34.2%	29.1%
%H		43.6%	20.8%	84.2%	48.1%	36.0%	91.4%
30" - 39"	1017	508	221	787	495	292	972
%V	34.1%	35.7%	34.7%	33.2%	34.6%	31.2%	34.8%
%H		50.0%	21.7%	77.4%	48.7%	28.7%	95.6%
40" and over	564	313	114	405	265	140	550
%V	18.9%	22.0%	17.9%	17.1%	18.5%	15.0%	19.7%
%H		55.5%	20.2%	71.8%	47.0%	24.8%	97.5%
Don't know	104	51	28	71	46	25	96
%V	3.5%	3.6%	4.4%	3.0%	3.2%	2.7%	3.4%
%H		49.0%	26.9%	68.3%	44.2%	24.0%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2983	1423	637	2368	1432	936	2791
%H		47.7%	21.4%	79.4%	48.0%	31.4%	93.6%
PVR	856	542	224	486	385	101	833
%V	28.7%	38.1%	35.2%	20.5%	26.9%	10.8%	29.8%
%H		63.3%	26.2%	56.8%	45.0%	11.8%	97.3%
DVDR	25	10	8	20	13	7	24
%V	0.8%	0.7%	1.3%	0.8%	0.9%	0.7%	0.9%
%H		40.0%	32.0%	80.0%	52.0%	28.0%	96.0%
VCR	4	1	1	4	2	2	3
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	75.0%
Any recorder	872	546	230	499	393	107	848
%V	29.2%	38.4%	36.1%	21.1%	27.4%	11.4%	30.4%
%H		62.6%	26.4%	57.2%	45.1%	12.3%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: 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	2983	1423	637	2368	1432	936	2791
%H		47.7%	21.4%	79.4%	48.0%	31.4%	93.6%
Receives HDTV (via STB or built-in reception)	1221	616	294	905	580	325	1180
%V	40.9%	43.3%	46.2%	38.2%	40.5%	34.7%	42.3%
%H		50.5%	24.1%	74.1%	47.5%	26.6%	96.6%
DVD/Blu-ray player or recorder	1153	564	274	905	582	323	1105
%V	38.7%	39.6%	43.0%	38.2%	40.6%	34.5%	39.6%
%H		48.9%	23.8%	78.5%	50.5%	28.0%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	6916	6722	2915	1314	4677	2245	2431	6249
%H		97.2%	42.1%	19.0%	67.6%	32.5%	35.2%	90.4%
Total Children	1343	1309	653	258	843	471	371	1311
%V	19.4%	19.5%	22.4%	19.6%	18.0%	21.0%	15.3%	21.0%
%H		97.5%	48.6%	19.2%	62.8%	35.1%	27.6%	97.6%
0 - 3	343	333	167	50	210	103	107	334
%V	5.0%	5.0%	5.7%	3.8%	4.5%	4.6%	4.4%	5.3%
%H		97.1%	48.7%	14.6%	61.2%	30.0%	31.2%	97.4%
4 - 15	1000	976	486	208	633	368	265	976
%V	14.5%	14.5%	16.7%	15.8%	13.5%	16.4%	10.9%	15.6%
%H		97.6%	48.6%	20.8%	63.3%	36.8%	26.5%	97.6%
4 - 9	521	507	255	102	321	185	136	507
%V	7.5%	7.5%	8.7%	7.8%	6.9%	8.2%	5.6%	8.1%
%H		97.3%	48.9%	19.6%	61.6%	35.5%	26.1%	97.3%
10 - 15	479	469	230	106	312	183	129	469
%V	6.9%	7.0%	7.9%	8.1%	6.7%	8.2%	5.3%	7.5%
%H		97.9%	48.0%	22.1%	65.1%	38.2%	26.9%	97.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 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	6916	6722	2915	1314	4677	2245	2431	6249
%H		97.2%	42.1%	19.0%	67.6%	32.5%	35.2%	90.4%
Total Adults (16+)	5573	5413	2262	1055	3834	1774	2060	4938
%V	80.6%	80.5%	77.6%	80.3%	82.0%	79.0%	84.7%	79.0%
%H		97.1%	40.6%	18.9%	68.8%	31.8%	37.0%	88.6%
16 - 19	308	297	148	74	187	113	74	299
%V	4.5%	4.4%	5.1%	5.6%	4.0%	5.0%	3.0%	4.8%
%H		96.4%	48.1%	24.0%	60.7%	36.7%	24.0%	97.1%
20 - 24	426	401	160	83	281	137	144	405
%V	6.2%	6.0%	5.5%	6.3%	6.0%	6.1%	5.9%	6.5%
%H		94.1%	37.6%	19.5%	66.0%	32.2%	33.8%	95.1%
25 - 34	917	865	371	165	556	249	307	885
%V	13.3%	12.9%	12.7%	12.6%	11.9%	11.1%	12.6%	14.2%
%H		94.3%	40.5%	18.0%	60.6%	27.2%	33.5%	96.5%
35 - 44	837	806	411	168	509	288	221	800
%V	12.1%	12.0%	14.1%	12.8%	10.9%	12.8%	9.1%	12.8%
%H		96.3%	49.1%	20.1%	60.8%	34.4%	26.4%	95.6%
45 - 54	992	977	438	211	685	358	327	938
%V	14.3%	14.5%	15.0%	16.1%	14.6%	15.9%	13.5%	15.0%
%H		98.5%	44.2%	21.3%	69.1%	36.1%	33.0%	94.6%
55 - 64	837	821	346	169	601	294	307	757
%V	12.1%	12.2%	11.9%	12.9%	12.9%	13.1%	12.6%	12.1%
%H		98.1%	41.3%	20.2%	71.8%	35.1%	36.7%	90.4%
65+	1256	1247	387	186	1015	336	679	854
%V	18.2%	18.6%	13.3%	14.2%	21.7%	15.0%	27.9%	13.7%
%H		99.3%	30.8%	14.8%	80.8%	26.8%	54.1%	68.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	5573	5413	2262	1055	3834	1774	2060	4938
%H		97.1%	40.6%	18.9%	68.8%	31.8%	37.0%	88.6%
AB	1302	1279	587	208	944	460	484	1258
%V	23.4%	23.6%	26.0%	19.7%	24.6%	25.9%	23.5%	25.5%
%H		98.2%	45.1%	16.0%	72.5%	35.3%	37.2%	96.6%
C1	1595	1546	680	319	1109	575	535	1476
%V	28.6%	28.6%	30.1%	30.2%	28.9%	32.4%	26.0%	29.9%
%H		96.9%	42.6%	20.0%	69.5%	36.1%	33.5%	92.5%
C2	1135	1113	478	247	766	375	391	1035
%V	20.4%	20.6%	21.1%	23.4%	20.0%	21.1%	19.0%	21.0%
%H		98.1%	42.1%	21.8%	67.5%	33.0%	34.4%	91.2%
D	948	914	353	182	633	265	368	792
%V	17.0%	16.9%	15.6%	17.3%	16.5%	14.9%	17.9%	16.0%
%H		96.4%	37.2%	19.2%	66.8%	28.0%	38.8%	83.5%
E	593	560	164	99	382	99	282	378
%V	10.6%	10.3%	7.3%	9.4%	10.0%	5.6%	13.7%	7.7%
%H		94.4%	27.7%	16.7%	64.4%	16.7%	47.6%	63.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	5573	5413	2262	1055	3834	1774	2060	4938
%H		97.1%	40.6%	18.9%	68.8%	31.8%	37.0%	88.6%
Working full time	2679	2618	1189	559	1779	928	851	2602
%V	48.1%	48.4%	52.6%	53.0%	46.4%	52.3%	41.3%	52.7%
%H		97.7%	44.4%	20.9%	66.4%	34.6%	31.8%	97.1%
Working part time	453	441	200	99	318	178	141	435
%V	8.1%	8.1%	8.8%	9.4%	8.3%	10.0%	6.8%	8.8%
%H		97.4%	44.2%	21.9%	70.2%	39.3%	31.1%	96.0%
Not working	2440	2355	873	397	1737	669	1068	1902
%V	43.8%	43.5%	38.6%	37.6%	45.3%	37.7%	51.8%	38.5%
%H		96.5%	35.8%	16.3%	71.2%	27.4%	43.8%	78.0%
Housewife/Houseperson	3048	2957	1126	524	2130	854	1276	2557
%V	54.7%	54.6%	49.8%	49.7%	55.6%	48.1%	61.9%	51.8%
%H		97.0%	36.9%	17.2%	69.9%	28.0%	41.9%	83.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2638	1121	526	1846	874	972	2437
%H		96.8%	41.1%	19.3%	67.7%	32.1%	35.7%	89.4%
16 - 19	170	165	82	42	106	64	42	164
%V	6.2%	6.3%	7.3%	8.0%	5.7%	7.3%	4.3%	6.7%
%H		97.1%	48.2%	24.7%	62.4%	37.6%	24.7%	96.5%
20 - 24	201	192	83	43	129	67	63	192
%V	7.4%	7.3%	7.4%	8.2%	7.0%	7.7%	6.5%	7.9%
%H		95.5%	41.3%	21.4%	64.2%	33.3%	31.3%	95.5%
25 - 34	460	430	170	87	278	121	156	443
%V	16.9%	16.3%	15.2%	16.5%	15.1%	13.8%	16.0%	18.2%
%H		93.5%	37.0%	18.9%	60.4%	26.3%	33.9%	96.3%
35 - 44	414	394	201	81	245	133	112	392
%V	15.2%	14.9%	17.9%	15.4%	13.3%	15.2%	11.5%	16.1%
%H		95.2%	48.6%	19.6%	59.2%	32.1%	27.1%	94.7%
45 - 54	487	476	217	96	334	173	161	456
%V	17.9%	18.0%	19.4%	18.3%	18.1%	19.8%	16.6%	18.7%
%H		97.7%	44.6%	19.7%	68.6%	35.5%	33.1%	93.6%
55 - 64	415	406	171	82	296	143	153	368
%V	15.2%	15.4%	15.3%	15.6%	16.0%	16.4%	15.7%	15.1%
%H		97.8%	41.2%	19.8%	71.3%	34.5%	36.9%	88.7%
65+	580	574	197	95	458	173	285	422
%V	21.3%	21.8%	17.6%	18.1%	24.8%	19.8%	29.3%	17.3%
%H		99.0%	34.0%	16.4%	79.0%	29.8%	49.1%	72.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2638	1121	526	1846	874	972	2437
%H		96.8%	41.1%	19.3%	67.7%	32.1%	35.7%	89.4%
AB	650	637	296	105	467	229	237	629
%V	23.9%	24.1%	26.4%	20.0%	25.3%	26.2%	24.4%	25.8%
%H		98.0%	45.5%	16.2%	71.8%	35.2%	36.5%	96.8%
C1	763	742	339	160	521	283	238	719
%V	28.0%	28.1%	30.2%	30.4%	28.2%	32.4%	24.5%	29.5%
%H		97.2%	44.4%	21.0%	68.3%	37.1%	31.2%	94.2%
C2	604	590	249	129	412	200	212	543
%V	22.2%	22.4%	22.2%	24.5%	22.3%	22.9%	21.8%	22.3%
%H		97.7%	41.2%	21.4%	68.2%	33.1%	35.1%	89.9%
D	457	438	171	89	297	125	172	389
%V	16.8%	16.6%	15.3%	16.9%	16.1%	14.3%	17.7%	16.0%
%H		95.8%	37.4%	19.5%	65.0%	27.4%	37.6%	85.1%
E	250	231	66	43	150	36	113	156
%V	9.2%	8.8%	5.9%	8.2%	8.1%	4.1%	11.6%	6.4%
%H		92.4%	26.4%	17.2%	60.0%	14.4%	45.2%	62.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2638	1121	526	1846	874	972	2437
%H		96.8%	41.1%	19.3%	67.7%	32.1%	35.7%	89.4%
Working full time	1564	1522	698	322	1030	538	492	1510
%V	57.4%	57.7%	62.3%	61.2%	55.8%	61.6%	50.6%	62.0%
%H		97.3%	44.6%	20.6%	65.9%	34.4%	31.5%	96.5%
Working part time	106	101	46	18	76	39	37	102
%V	3.9%	3.8%	4.1%	3.4%	4.1%	4.5%	3.8%	4.2%
%H		95.3%	43.4%	17.0%	71.7%	36.8%	34.9%	96.2%
Not working	1055	1015	378	186	740	297	443	825
%V	38.7%	38.5%	33.7%	35.4%	40.1%	34.0%	45.6%	33.9%
%H		96.2%	35.8%	17.6%	70.1%	28.2%	42.0%	78.2%
Housewife/Houseperson	723	681	220	106	487	147	340	549
%V	26.5%	25.8%	19.6%	20.2%	26.4%	16.8%	35.0%	22.5%
%H		94.2%	30.4%	14.7%	67.4%	20.3%	47.0%	75.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2848	2775	1141	529	1988	900	1087	2502
%H		97.4%	40.1%	18.6%	69.8%	31.6%	38.2%	87.9%
16 - 19	138	131	67	32	81	49	32	135
%V	4.8%	4.7%	5.9%	6.0%	4.1%	5.4%	2.9%	5.4%
%H		94.9%	48.6%	23.2%	58.7%	35.5%	23.2%	97.8%
20 - 24	225	208	77	41	151	70	82	213
%V	7.9%	7.5%	6.7%	7.8%	7.6%	7.8%	7.5%	8.5%
%H		92.4%	34.2%	18.2%	67.1%	31.1%	36.4%	94.7%
25 - 34	458	435	201	77	278	127	151	442
%V	16.1%	15.7%	17.6%	14.6%	14.0%	14.1%	13.9%	17.7%
%H		95.0%	43.9%	16.8%	60.7%	27.7%	33.0%	96.5%
35 - 44	424	411	210	87	264	155	109	409
%V	14.9%	14.8%	18.4%	16.4%	13.3%	17.2%	10.0%	16.3%
%H		96.9%	49.5%	20.5%	62.3%	36.6%	25.7%	96.5%
45 - 54	506	501	221	114	351	185	166	483
%V	17.8%	18.1%	19.4%	21.6%	17.7%	20.6%	15.3%	19.3%
%H		99.0%	43.7%	22.5%	69.4%	36.6%	32.8%	95.5%
55 - 64	422	416	175	87	305	151	154	389
%V	14.8%	15.0%	15.3%	16.4%	15.3%	16.8%	14.2%	15.5%
%H		98.6%	41.5%	20.6%	72.3%	35.8%	36.5%	92.2%
65+	676	673	190	91	557	163	394	432
%V	23.7%	24.3%	16.7%	17.2%	28.0%	18.1%	36.2%	17.3%
%H		99.6%	28.1%	13.5%	82.4%	24.1%	58.3%	63.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2848	2775	1141	529	1988	900	1087	2502
%H		97.4%	40.1%	18.6%	69.8%	31.6%	38.2%	87.9%
AB	652	642	291	103	478	231	247	628
%V	22.9%	23.1%	25.5%	19.5%	24.0%	25.7%	22.7%	25.1%
%H		98.5%	44.6%	15.8%	73.3%	35.4%	37.9%	96.3%
C1	831	805	341	159	588	292	297	757
%V	29.2%	29.0%	29.9%	30.1%	29.6%	32.4%	27.3%	30.3%
%H		96.9%	41.0%	19.1%	70.8%	35.1%	35.7%	91.1%
C2	531	523	229	118	354	175	179	492
%V	18.6%	18.8%	20.1%	22.3%	17.8%	19.4%	16.5%	19.7%
%H		98.5%	43.1%	22.2%	66.7%	33.0%	33.7%	92.7%
D	491	476	182	92	336	140	196	403
%V	17.2%	17.2%	16.0%	17.4%	16.9%	15.6%	18.0%	16.1%
%H		96.9%	37.1%	18.7%	68.4%	28.5%	39.9%	82.1%
E	343	330	98	56	232	63	169	222
%V	12.0%	11.9%	8.6%	10.6%	11.7%	7.0%	15.5%	8.9%
%H		96.2%	28.6%	16.3%	67.6%	18.4%	49.3%	64.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2848	2775	1141	529	1988	900	1087	2502
%H		97.4%	40.1%	18.6%	69.8%	31.6%	38.2%	87.9%
Working full time	1116	1096	492	237	749	390	359	1092
%V	39.2%	39.5%	43.1%	44.8%	37.7%	43.3%	33.0%	43.6%
%H		98.2%	44.1%	21.2%	67.1%	34.9%	32.2%	97.8%
Working part time	347	340	154	81	242	139	103	333
%V	12.2%	12.3%	13.5%	15.3%	12.2%	15.4%	9.5%	13.3%
%H		98.0%	44.4%	23.3%	69.7%	40.1%	29.7%	96.0%
Not working	1385	1340	495	211	997	372	625	1077
%V	48.6%	48.3%	43.4%	39.9%	50.2%	41.3%	57.5%	43.0%
%H		96.8%	35.7%	15.2%	72.0%	26.9%	45.1%	77.8%
Housewife/Houseperson	2325	2276	907	418	1643	707	936	2008
%V	81.6%	82.0%	79.5%	79.0%	82.6%	78.6%	86.1%	80.3%
%H		97.9%	39.0%	18.0%	70.7%	30.4%	40.3%	86.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2471	2342	979	402	1659	754	905	2054
%H (All HH)		94.8%	39.6%	16.3%	67.1%	30.5%	36.6%	83.1%
%H (TV HH)			41.8%	17.2%	70.8%	32.2%	38.6%	
AB	590	570	266	108	390	201	189	556
%V	23.9%	24.3%	27.2%	26.9%	23.5%	26.7%	20.9%	27.1%
%H (All HH)		96.6%	45.1%	18.3%	66.1%	34.1%	32.0%	94.2%
%H (TV HH)			46.7%	18.9%	68.4%	35.3%	33.2%	
C1	686	640	270	125	437	214	222	616
%V	27.8%	27.3%	27.6%	31.1%	26.3%	28.4%	24.5%	30.0%
%H (All HH)		93.3%	39.4%	18.2%	63.7%	31.2%	32.4%	89.8%
%H (TV HH)			42.2%	19.5%	68.3%	33.4%	34.7%	
C2	471	451	203	74	319	156	164	407
%V	19.1%	19.3%	20.7%	18.4%	19.2%	20.7%	18.1%	19.8%
%H (All HH)		95.8%	43.1%	15.7%	67.7%	33.1%	34.8%	86.4%
%H (TV HH)			45.0%	16.4%	70.7%	34.6%	36.4%	
D	428	410	159	58	302	119	183	320
%V	17.3%	17.5%	16.2%	14.4%	18.2%	15.8%	20.2%	15.6%
%H (All HH)		95.8%	37.1%	13.6%	70.6%	27.8%	42.8%	74.8%
%H (TV HH)			38.8%	14.1%	73.7%	29.0%	44.6%	
E	295	270	82	37	211	64	147	154
%V	11.9%	11.5%	8.4%	9.2%	12.7%	8.5%	16.2%	7.5%
%H (All HH)		91.5%	27.8%	12.5%	71.5%	21.7%	49.8%	52.2%
%H (TV HH)			30.4%	13.7%	78.1%	23.7%	54.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2471	2342	979	402	1659	754	905	2054
%H (All HH)		94.8%	39.6%	16.3%	67.1%	30.5%	36.6%	83.1%
%H (TV HH)			41.8%	17.2%	70.8%	32.2%	38.6%	
Under 25	116	89	33	12	52	19	33	110
%V	4.7%	3.8%	3.4%	3.0%	3.1%	2.5%	3.6%	5.4%
%H (All HH)		76.7%	28.4%	10.3%	44.8%	16.4%	28.4%	94.8%
%H (TV HH)			37.1%	13.5%	58.4%	21.3%	37.1%	
25 - 34	372	331	148	59	190	95	94	361
%V	15.1%	14.1%	15.1%	14.7%	11.5%	12.6%	10.4%	17.6%
%H (All HH)		89.0%	39.8%	15.9%	51.1%	25.5%	25.3%	97.0%
%H (TV HH)			44.7%	17.8%	57.4%	28.7%	28.4%	
35 - 44	378	359	173	65	235	125	110	357
%V	15.3%	15.3%	17.7%	16.2%	14.2%	16.6%	12.2%	17.4%
%H (All HH)		95.0%	45.8%	17.2%	62.2%	33.1%	29.1%	94.4%
%H (TV HH)			48.2%	18.1%	65.5%	34.8%	30.6%	
45 - 54	475	455	225	89	308	168	140	445
%V	19.2%	19.4%	23.0%	22.1%	18.6%	22.3%	15.5%	21.7%
%H (All HH)		95.8%	47.4%	18.7%	64.8%	35.4%	29.5%	93.7%
%H (TV HH)			49.5%	19.6%	67.7%	36.9%	30.8%	
55 - 64	449	439	183	81	332	159	173	390
%V	18.2%	18.7%	18.7%	20.1%	20.0%	21.1%	19.1%	19.0%
%H (All HH)		97.8%	40.8%	18.0%	73.9%	35.4%	38.5%	86.9%
%H (TV HH)			41.7%	18.5%	75.6%	36.2%	39.4%	
65 +	681	669	218	96	542	187	355	392
%V	27.6%	28.6%	22.3%	23.9%	32.7%	24.8%	39.2%	19.1%
%H (All HH)		98.2%	32.0%	14.1%	79.6%	27.5%	52.1%	57.6%
%H (TV HH)			32.6%	14.3%	81.0%	28.0%	53.1%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2471	2342	979	402	1659	754	905	2054
%H (All HH)		94.8%	39.6%	16.3%	67.1%	30.5%	36.6%	83.1%
%H (TV HH)			41.8%	17.2%	70.8%	32.2%	38.6%	
1	904	835	235	123	642	185	457	573
%V	36.6%	35.7%	24.0%	30.6%	38.7%	24.5%	50.5%	27.9%
%H (All HH)		92.4%	26.0%	13.6%	71.0%	20.5%	50.6%	63.4%
%H (TV HH)			28.1%	14.7%	76.9%	22.2%	54.7%	
2	826	794	364	134	549	277	272	754
%V	33.4%	33.9%	37.2%	33.3%	33.1%	36.7%	30.1%	36.7%
%H (All HH)		96.1%	44.1%	16.2%	66.5%	33.5%	32.9%	91.3%
%H (TV HH)			45.8%	16.9%	69.1%	34.9%	34.3%	
3	356	338	175	72	225	139	86	347
%V	14.4%	14.4%	17.9%	17.9%	13.6%	18.4%	9.5%	16.9%
%H (All HH)		94.9%	49.2%	20.2%	63.2%	39.0%	24.2%	97.5%
%H (TV HH)			51.8%	21.3%	66.6%	41.1%	25.4%	
4	281	276	148	54	177	112	65	277
%V	11.4%	11.8%	15.1%	13.4%	10.7%	14.9%	7.2%	13.5%
%H (All HH)		98.2%	52.7%	19.2%	63.0%	39.9%	23.1%	98.6%
%H (TV HH)			53.6%	19.6%	64.1%	40.6%	23.6%	
5+	104	100	57	18	66	41	25	103
%V	4.2%	4.3%	5.8%	4.5%	4.0%	5.4%	2.8%	5.0%
%H (All HH)		96.2%	54.8%	17.3%	63.5%	39.4%	24.0%	99.0%
%H (TV HH)			57.0%	18.0%	66.0%	41.0%	25.0%	
Average HH size	2.15	2.17	2.44	2.29	2.09	2.42	1.82	2.33

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2471	2342	979	402	1659	754	905	2054
%H (All HH)		94.8%	39.6%	16.3%	67.1%	30.5%	36.6%	83.1%
%H (TV HH)			41.8%	17.2%	70.8%	32.2%	38.6%	
Without	1922	1811	699	304	1315	553	763	1515
%V	77.8%	77.3%	71.4%	75.6%	79.3%	73.3%	84.3%	73.8%
%H (All HH)		94.2%	36.4%	15.8%	68.4%	28.8%	39.7%	78.8%
%H (TV HH)			38.6%	16.8%	72.6%	30.5%	42.1%	
With	549	531	280	99	343	201	142	538
%V	22.2%	22.7%	28.6%	24.6%	20.7%	26.7%	15.7%	26.2%
%H (All HH)		96.7%	51.0%	18.0%	62.5%	36.6%	25.9%	98.0%
%H (TV HH)			52.7%	18.6%	64.6%	37.9%	26.7%	
0 - 3	193	184	97	28	113	61	53	187
%V	7.8%	7.9%	9.9%	7.0%	6.8%	8.1%	5.9%	9.1%
%H (All HH)		95.3%	50.3%	14.5%	58.5%	31.6%	27.5%	96.9%
%H (TV HH)			52.7%	15.2%	61.4%	33.2%	28.8%	
4 - 9	281	273	143	54	173	101	72	277
%V	11.4%	11.7%	14.6%	13.4%	10.4%	13.4%	8.0%	13.5%
%H (All HH)		97.2%	50.9%	19.2%	61.6%	35.9%	25.6%	98.6%
%H (TV HH)			52.4%	19.8%	63.4%	37.0%	26.4%	
10 - 15	258	252	136	49	169	105	64	255
%V	10.4%	10.8%	13.9%	12.2%	10.2%	13.9%	7.1%	12.4%
%H (All HH)		97.7%	52.7%	19.0%	65.5%	40.7%	24.8%	98.8%
%H (TV HH)			54.0%	19.4%	67.1%	41.7%	25.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2471	2342	979	402	1659	754	905	2054
%H (All HH)		94.8%	39.6%	16.3%	67.1%	30.5%	36.6%	83.1%
%H (TV HH)			41.8%	17.2%	70.8%	32.2%	38.6%	
1	829	829	250	116	514	106	408	625
%V	33.5%	35.4%	25.5%	28.9%	31.0%	14.1%	45.1%	30.4%
%H (All HH)		100.0%	30.2%	14.0%	62.0%	12.8%	49.2%	75.4%
%H (TV HH)			30.2%	14.0%	62.0%	12.8%	49.2%	
2	810	810	342	143	598	278	320	669
%V	32.8%	34.6%	34.9%	35.6%	36.0%	36.9%	35.4%	32.6%
%H (All HH)		100.0%	42.2%	17.7%	73.8%	34.3%	39.5%	82.6%
%H (TV HH)			42.2%	17.7%	73.8%	34.3%	39.5%	
3	439	439	227	89	340	216	124	401
%V	17.8%	18.7%	23.2%	22.1%	20.5%	28.6%	13.7%	19.5%
%H (All HH)		100.0%	51.7%	20.3%	77.4%	49.2%	28.2%	91.3%
%H (TV HH)			51.7%	20.3%	77.4%	49.2%	28.2%	
4	169	169	100	34	128	92	36	165
%V	6.8%	7.2%	10.2%	8.5%	7.7%	12.2%	4.0%	8.0%
%H (All HH)		100.0%	59.2%	20.1%	75.7%	54.4%	21.3%	97.6%
%H (TV HH)			59.2%	20.1%	75.7%	54.4%	21.3%	
5+	95	95	60	19	78	62	17	93
%V	3.8%	4.1%	6.1%	4.7%	4.7%	8.2%	1.9%	4.5%
%H (All HH)		100.0%	63.2%	20.0%	82.1%	65.3%	17.9%	97.9%
%H (TV HH)			63.2%	20.0%	82.1%	65.3%	17.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2471	2342	979	402	1659	754	905	2054
%V (All HH)		94.8%	39.6%	16.3%	67.1%	30.5%	36.6%	83.1%
%H (TV HH)			41.8%	17.2%	70.8%	32.2%	38.6%	
Under 20"	348	348	150	52	272	129	143	282
%V	14.1%	14.9%	15.3%	12.9%	16.4%	17.1%	15.8%	13.7%
%H (All HH)		100.0%	43.1%	14.9%	78.2%	37.1%	41.1%	81.0%
%H (TV HH)			43.1%	14.9%	78.2%	37.1%	41.1%	
20" - 29"	747	747	317	127	592	295	298	600
%V	30.2%	31.9%	32.4%	31.6%	35.7%	39.1%	32.9%	29.2%
%H (All HH)		100.0%	42.4%	17.0%	79.3%	39.5%	39.9%	80.3%
%H (TV HH)			42.4%	17.0%	79.3%	39.5%	39.9%	
30" - 39"	1236	1236	518	208	924	435	489	1028
%V	50.0%	52.8%	52.9%	51.7%	55.7%	57.7%	54.0%	50.0%
%H (All HH)		100.0%	41.9%	16.8%	74.8%	35.2%	39.6%	83.2%
%H (TV HH)			41.9%	16.8%	74.8%	35.2%	39.6%	
40" and over	1402	1402	699	279	969	563	406	1288
%V	56.7%	59.9%	71.4%	69.4%	58.4%	74.7%	44.9%	62.7%
%H (All HH)		100.0%	49.9%	19.9%	69.1%	40.2%	29.0%	91.9%
%H (TV HH)			49.9%	19.9%	69.1%	40.2%	29.0%	

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

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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	2471	2342	979	402	1659	754	905	2054
%H (All HH)		94.8%	39.6%	16.3%	67.1%	30.5%	36.6%	83.1%
%H (TV HH)			41.8%	17.2%	70.8%	32.2%	38.6%	
Main living room	2306	2306	965	398	1635	745	890	1922
%V	93.3%	98.5%	98.6%	99.0%	98.6%	98.8%	98.3%	93.6%
%H (All HH)		100.0%	41.8%	17.3%	70.9%	32.3%	38.6%	83.3%
%H (TV HH)			41.8%	17.3%	70.9%	32.3%	38.6%	
Kitchen	285	285	151	39	236	137	99	253
%V	11.5%	12.2%	15.4%	9.7%	14.2%	18.2%	10.9%	12.3%
%H (All HH)		100.0%	53.0%	13.7%	82.8%	48.1%	34.7%	88.8%
%H (TV HH)			53.0%	13.7%	82.8%	48.1%	34.7%	
Adult's bedroom	1159	1159	551	229	892	515	377	1017
%V	46.9%	49.5%	56.3%	57.0%	53.8%	68.3%	41.7%	49.5%
%H (All HH)		100.0%	47.5%	19.8%	77.0%	44.4%	32.5%	87.7%
%H (TV HH)			47.5%	19.8%	77.0%	44.4%	32.5%	
Child's bedroom	262	262	150	55	179	124	55	259
%V	10.6%	11.2%	15.3%	13.7%	10.8%	16.4%	6.1%	12.6%
%H (All HH)		100.0%	57.3%	21.0%	68.3%	47.3%	21.0%	98.9%
%H (TV HH)			57.3%	21.0%	68.3%	47.3%	21.0%	
Other bedroom	175	175	90	32	134	81	52	159
%V	7.1%	7.5%	9.2%	8.0%	8.1%	10.7%	5.7%	7.7%
%H (All HH)		100.0%	51.4%	18.3%	76.6%	46.3%	29.7%	90.9%
%H (TV HH)			51.4%	18.3%	76.6%	46.3%	29.7%	
Second living/dining room	197	197	112	32	159	103	55	183
%V	8.0%	8.4%	11.4%	8.0%	9.6%	13.7%	6.1%	8.9%
%H (All HH)		100.0%	56.9%	16.2%	80.7%	52.3%	27.9%	92.9%
%H (TV HH)			56.9%	16.2%	80.7%	52.3%	27.9%	
Study/office	34	34	19	5	27	17	10	33
%V	1.4%	1.5%	1.9%	1.2%	1.6%	2.3%	1.1%	1.6%
%H (All HH)		100.0%	55.9%	14.7%	79.4%	50.0%	29.4%	97.1%
%H (TV HH)			55.9%	14.7%	79.4%	50.0%	29.4%	
TV room	42	42	26	7	30	21	10	40
%V	1.7%	1.8%	2.7%	1.7%	1.8%	2.8%	1.1%	1.9%
%H (All HH)		100.0%	61.9%	16.7%	71.4%	50.0%	23.8%	95.2%
%H (TV HH)			61.9%	16.7%	71.4%	50.0%	23.8%	
Conservatory	56	56	34	8	42	28	14	51
%V	2.3%	2.4%	3.5%	2.0%	2.5%	3.7%	1.5%	2.5%
%H (All HH)		100.0%	60.7%	14.3%	75.0%	50.0%	25.0%	91.1%
%H (TV HH)			60.7%	14.3%	75.0%	50.0%	25.0%	
Attic or loft room	6	6	3	1	4	1	2	6
%V	0.2%	0.3%	0.3%	0.2%	0.2%	0.1%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	16.7%	66.7%	16.7%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	66.7%	16.7%	33.3%	
No specific location	3	3	1	0	2	1	1	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	33.3%	33.3%	
Other	22	22	14	6	18	14	4	22
%V	0.9%	0.9%	1.4%	1.5%	1.1%	1.9%	0.4%	1.1%
%H (All HH)		100.0%	63.6%	27.3%	81.8%	63.6%	18.2%	100.0%
%H (TV HH)			63.6%	27.3%	81.8%	63.6%	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

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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	2471	2342	979	402	1659	754	905	2054
%H (All HH)		94.8%	39.6%	16.3%	67.1%	30.5%	36.6%	83.1%
%H (TV HH)			41.8%	17.2%	70.8%	32.2%	38.6%	
Any DSAT provider	979	979	979	11	547	547	0	900
%V	39.6%	41.8%	100.0%	2.7%	33.0%	72.5%	0.0%	43.8%
%H (All HH)			100.0%	1.1%	55.9%	55.9%	0.0%	91.9%
%H (TV HH)			100.0%	1.1%	55.9%	55.9%	0.0%	
Sky with subscription	820	820	820	6	467	467	0	766
%V	33.2%	35.0%	83.8%	1.5%	28.1%	61.9%	0.0%	37.3%
%H (All HH)			100.0%	0.7%	57.0%	57.0%	0.0%	93.4%
%H (TV HH)			100.0%	0.7%	57.0%	57.0%	0.0%	
Sky without subscription	58	58	58	1	26	26	0	49
%V	2.3%	2.5%	5.9%	0.2%	1.6%	3.4%	0.0%	2.4%
%H (All HH)			100.0%	1.7%	44.8%	44.8%	0.0%	84.5%
%H (TV HH)			100.0%	1.7%	44.8%	44.8%	0.0%	
Freesat	106	106	106	2	57	57	0	94
%V	4.3%	4.5%	10.8%	0.5%	3.4%	7.6%	0.0%	4.6%
%H (All HH)			100.0%	1.9%	53.8%	53.8%	0.0%	88.7%
%H (TV HH)			100.0%	1.9%	53.8%	53.8%	0.0%	
Other satellite provider	56	56	56	3	28	28	0	52
%V	2.3%	2.4%	5.7%	0.7%	1.7%	3.7%	0.0%	2.5%
%H (All HH)			100.0%	5.4%	50.0%	50.0%	0.0%	92.9%
%H (TV HH)			100.0%	5.4%	50.0%	50.0%	0.0%	
DCAB	402	402	11	402	211	211	0	377
%V	16.3%	17.2%	1.1%	100.0%	12.7%	28.0%	0.0%	18.4%
%H (All HH)			2.7%	100.0%	52.5%	52.5%	0.0%	93.8%
%H (TV HH)			2.7%	100.0%	52.5%	52.5%	0.0%	
DTT	1659	1659	547	211	1659	754	905	1326
%V	67.1%	70.8%	55.9%	52.5%	100.0%	100.0%	100.0%	64.6%
%H (All HH)		100.0%	33.0%	12.7%	100.0%	45.4%	54.6%	79.9%
%H (TV HH)			33.0%	12.7%	100.0%	45.4%	54.6%	

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

April 2016 - March 2017

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	2471	2342	979	402	1659	754	905	2054
%H (All HH)		94.8%	39.6%	16.3%	67.1%	30.5%	36.6%	83.1%
%H (TV HH)			41.8%	17.2%	70.8%	32.2%	38.6%	
PVR	1522	1522	877	364	976	684	293	1408
%V	61.6%	65.0%	89.6%	90.5%	58.8%	90.7%	32.4%	68.5%
%H (All HH)		100.0%	57.6%	23.9%	64.1%	44.9%	19.3%	92.5%
%H (TV HH)			57.6%	23.9%	64.1%	44.9%	19.3%	
DVDR	42	42	22	4	30	14	16	35
%V	1.7%	1.8%	2.2%	1.0%	1.8%	1.9%	1.8%	1.7%
%H (All HH)		100.0%	52.4%	9.5%	71.4%	33.3%	38.1%	83.3%
%H (TV HH)			52.4%	9.5%	71.4%	33.3%	38.1%	
VCR	28	28	10	5	21	9	12	19
%V	1.1%	1.2%	1.0%	1.2%	1.3%	1.2%	1.3%	0.9%
%H (All HH)		100.0%	35.7%	17.9%	75.0%	32.1%	42.9%	67.9%
%H (TV HH)			35.7%	17.9%	75.0%	32.1%	42.9%	
Any recorder	1545	1545	882	364	995	686	309	1421
%V	62.5%	66.0%	90.1%	90.5%	60.0%	91.0%	34.1%	69.2%
%H (All HH)		100.0%	57.1%	23.6%	64.4%	44.4%	20.0%	92.0%
%H (TV HH)			57.1%	23.6%	64.4%	44.4%	20.0%	
Receives HDTV (via STB or built-in reception)	1581	1581	793	351	1089	641	448	1432
%V	64.0%	67.5%	81.0%	87.3%	65.6%	85.0%	49.5%	69.7%
%H (All HH)		100.0%	50.2%	22.2%	68.9%	40.5%	28.3%	90.6%
%H (TV HH)			50.2%	22.2%	68.9%	40.5%	28.3%	
DVD/Blu-ray player or recorder	1721	1721	756	314	1229	610	619	1491
%V	69.6%	73.5%	77.2%	78.1%	74.1%	80.9%	68.4%	72.6%
%H (All HH)		100.0%	43.9%	18.2%	71.4%	35.4%	36.0%	86.6%
%H (TV HH)			43.9%	18.2%	71.4%	35.4%	36.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2471	2342	979	402	1659	754	905	2054
%H (All HH)		94.8%	39.6%	16.3%	67.1%	30.5%	36.6%	83.1%
%H (TV HH)			41.8%	17.2%	70.8%	32.2%	38.6%	
Has broadband internet	2054	1954	900	377	1326	702	624	2054
%V	83.1%	83.4%	91.9%	93.8%	79.9%	93.1%	69.0%	100.0%
%H (All HH)		95.1%	43.8%	18.4%	64.6%	34.2%	30.4%	100.0%
%H (TV HH)			46.1%	19.3%	67.9%	35.9%	31.9%	
Number of computers (PCs and laptops)								
0	520	483	117	40	399	84	315	129
%V	21.0%	20.6%	12.0%	10.0%	24.1%	11.1%	34.8%	6.3%
%H (All HH)		92.9%	22.5%	7.7%	76.7%	16.2%	60.6%	24.8%
%H (TV HH)			24.2%	8.3%	82.6%	17.4%	65.2%	
1	620	580	234	104	403	173	229	600
%V	25.1%	24.8%	23.9%	25.9%	24.3%	22.9%	25.3%	29.2%
%H (All HH)		93.5%	37.7%	16.8%	65.0%	27.9%	36.9%	96.8%
%H (TV HH)			40.3%	17.9%	69.5%	29.8%	39.5%	
2	577	554	258	106	376	202	174	573
%V	23.4%	23.7%	26.4%	26.4%	22.7%	26.8%	19.2%	27.9%
%H (All HH)		96.0%	44.7%	18.4%	65.2%	35.0%	30.2%	99.3%
%H (TV HH)			46.6%	19.1%	67.9%	36.5%	31.4%	
3	341	323	160	63	218	129	89	340
%V	13.8%	13.8%	16.3%	15.7%	13.1%	17.1%	9.8%	16.6%
%H (All HH)		94.7%	46.9%	18.5%	63.9%	37.8%	26.1%	99.7%
%H (TV HH)			49.5%	19.5%	67.5%	39.9%	27.6%	
4	201	196	100	44	130	78	51	200
%V	8.1%	8.4%	10.2%	10.9%	7.8%	10.3%	5.6%	9.7%
%H (All HH)		97.5%	49.8%	21.9%	64.7%	38.8%	25.4%	99.5%
%H (TV HH)			51.0%	22.4%	66.3%	39.8%	26.0%	
5+	212	206	110	46	133	88	46	212
%V	8.6%	8.8%	11.2%	11.4%	8.0%	11.7%	5.1%	10.3%
%H (All HH)		97.2%	51.9%	21.7%	62.7%	41.5%	21.7%	100.0%
%H (TV HH)			53.4%	22.3%	64.6%	42.7%	22.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
April 2016 - March 2017

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	4956	2344	910	3667	2013	1653	4333
%H		47.3%	18.4%	74.0%	40.6%	33.4%	87.4%
Under 20"	415	181	64	328	160	168	344
%V	8.4%	7.7%	7.0%	8.9%	7.9%	10.2%	7.9%
%H		43.6%	15.4%	79.0%	38.6%	40.5%	82.9%
20" - 29"	966	427	167	776	406	370	787
%V	19.5%	18.2%	18.4%	21.2%	20.2%	22.4%	18.2%
%H		44.2%	17.3%	80.3%	42.0%	38.3%	81.5%
30" - 39"	1574	701	274	1192	614	578	1346
%V	31.8%	29.9%	30.1%	32.5%	30.5%	35.0%	31.1%
%H		44.5%	17.4%	75.7%	39.0%	36.7%	85.5%
40" and over	1861	975	379	1293	801	492	1736
%V	37.6%	41.6%	41.6%	35.3%	39.8%	29.8%	40.1%
%H		52.4%	20.4%	69.5%	43.0%	26.4%	93.3%
Don't know	139	60	27	78	32	46	120
%V	2.8%	2.6%	3.0%	2.1%	1.6%	2.8%	2.8%
%H		43.2%	19.4%	56.1%	23.0%	33.1%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	4956	2344	910	3667	2013	1653	4333
%H		47.3%	18.4%	74.0%	40.6%	33.4%	87.4%
Main living room	2322	971	403	1650	755	895	1936
%V	46.9%	41.4%	44.3%	45.0%	37.5%	54.1%	44.7%
%H		41.8%	17.4%	71.1%	32.5%	38.5%	83.4%
Kitchen	286	151	39	237	138	99	253
%V	5.8%	6.4%	4.3%	6.5%	6.9%	6.0%	5.8%
%H		52.8%	13.6%	82.9%	48.3%	34.6%	88.5%
Adult's bedroom	1438	704	300	1105	671	433	1279
%V	29.0%	30.0%	33.0%	30.1%	33.3%	26.2%	29.5%
%H		49.0%	20.9%	76.8%	46.7%	30.1%	88.9%
Child's bedroom	342	198	72	234	163	71	339
%V	6.9%	8.4%	7.9%	6.4%	8.1%	4.3%	7.8%
%H		57.9%	21.1%	68.4%	47.7%	20.8%	99.1%
Other bedroom	203	106	37	156	99	57	184
%V	4.1%	4.5%	4.1%	4.3%	4.9%	3.4%	4.2%
%H		52.2%	18.2%	76.8%	48.8%	28.1%	90.6%
Second living/dining room	200	114	33	160	104	56	186
%V	4.0%	4.9%	3.6%	4.4%	5.2%	3.4%	4.3%
%H		57.0%	16.5%	80.0%	52.0%	28.0%	93.0%
Study/office	35	19	5	28	17	10	33
%V	0.7%	0.8%	0.5%	0.8%	0.8%	0.6%	0.8%
%H		54.3%	14.3%	80.0%	48.6%	28.6%	94.3%
TV room	42	26	7	30	21	10	40
%V	0.8%	1.1%	0.8%	0.8%	1.0%	0.6%	0.9%
%H		61.9%	16.7%	71.4%	50.0%	23.8%	95.2%
Conservatory	56	34	8	42	28	14	51
%V	1.1%	1.5%	0.9%	1.1%	1.4%	0.8%	1.2%
%H		60.7%	14.3%	75.0%	50.0%	25.0%	91.1%
Attic or loft room	6	4	1	4	2	2	6
%V	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	16.7%	66.7%	33.3%	33.3%	100.0%
No specific location	3	1	0	2	1	1	3
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	100.0%
Other	24	15	6	20	15	4	24
%V	0.5%	0.6%	0.7%	0.5%	0.7%	0.2%	0.6%
%H		62.5%	25.0%	83.3%	62.5%	16.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	4956	2344	910	3667	2013	1653	4333
%H		47.3%	18.4%	74.0%	40.6%	33.4%	87.4%
PVR	2139	1325	508	1312	982	330	2004
%V	43.2%	56.5%	55.8%	35.8%	48.8%	20.0%	46.2%
%H		61.9%	23.7%	61.3%	45.9%	15.4%	93.7%
DVDR	45	23	4	33	16	17	39
%V	0.9%	1.0%	0.4%	0.9%	0.8%	1.0%	0.9%
%H		51.1%	8.9%	73.3%	35.6%	37.8%	86.7%
VCR	31	11	5	25	10	15	22
%V	0.6%	0.5%	0.5%	0.7%	0.5%	0.9%	0.5%
%H		35.5%	16.1%	80.6%	32.3%	48.4%	71.0%
Any recorder	2173	1337	509	1341	990	351	2028
%V	43.8%	57.0%	55.9%	36.6%	49.2%	21.2%	46.8%
%H		61.5%	23.4%	61.7%	45.6%	16.2%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4956	2344	910	3667	2013	1653	4333
%H		47.3%	18.4%	74.0%	40.6%	33.4%	87.4%
Receives HDTV (via STB or built-in reception)	2525	1307	587	1790	1136	654	2318
%V	50.9%	55.8%	64.5%	48.8%	56.4%	39.6%	53.5%
%H		51.8%	23.2%	70.9%	45.0%	25.9%	91.8%
DVD/Blu-ray player or recorder	2638	1254	500	1914	1059	855	2359
%V	53.2%	53.5%	54.9%	52.2%	52.6%	51.7%	54.4%
%H		47.5%	19.0%	72.6%	40.1%	32.4%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2342	979	402	1659	754	905	1953
%H		41.8%	17.2%	70.8%	32.2%	38.6%	83.4%
Under 20"	22	4	2	17	2	14	16
%V	0.9%	0.4%	0.5%	1.0%	0.3%	1.5%	0.8%
%H		18.2%	9.1%	77.3%	9.1%	63.6%	72.7%
20" - 29"	189	44	22	146	32	114	115
%V	8.1%	4.5%	5.5%	8.8%	4.2%	12.6%	5.9%
%H		23.3%	11.6%	77.2%	16.9%	60.3%	60.8%
30" - 39"	702	228	96	530	173	357	516
%V	30.0%	23.3%	23.9%	31.9%	22.9%	39.4%	26.4%
%H		32.5%	13.7%	75.5%	24.6%	50.9%	73.5%
40" and over	1361	678	271	934	540	394	1250
%V	58.1%	69.3%	67.4%	56.3%	71.6%	43.5%	64.0%
%H		49.8%	19.9%	68.6%	39.7%	28.9%	91.8%
Don't know	68	25	11	32	6	25	56
%V	2.9%	2.6%	2.7%	1.9%	0.8%	2.8%	2.9%
%H		36.8%	16.2%	47.1%	8.8%	36.8%	82.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2342	979	402	1659	754	905	1953
%H		41.8%	17.2%	70.8%	32.2%	38.6%	83.4%
PVR	1485	858	360	944	666	278	1374
%V	63.4%	87.6%	89.6%	56.9%	88.3%	30.7%	70.4%
%H		57.8%	24.2%	63.6%	44.8%	18.7%	92.5%
DVDR	32	15	3	24	10	14	26
%V	1.4%	1.5%	0.7%	1.4%	1.3%	1.5%	1.3%
%H		46.9%	9.4%	75.0%	31.3%	43.8%	81.3%
VCR	22	7	5	17	7	10	14
%V	0.9%	0.7%	1.2%	1.0%	0.9%	1.1%	0.7%
%H		31.8%	22.7%	77.3%	31.8%	45.5%	63.6%
Any recorder	1507	865	360	962	669	294	1387
%V	64.3%	88.4%	89.6%	58.0%	88.7%	32.5%	71.0%
%H		57.4%	23.9%	63.8%	44.4%	19.5%	92.0%

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	2342	979	402	1659	754	905	1953
%H		41.8%	17.2%	70.8%	32.2%	38.6%	83.4%
Receives HDTV (via STB or built-in reception)	1530	771	343	1043	617	426	1388
%V	65.3%	78.8%	85.3%	62.9%	81.8%	47.1%	71.1%
%H		50.4%	22.4%	68.2%	40.3%	27.8%	90.7%
DVD/Blu-ray player or recorder	1488	639	268	1052	501	551	1281
%V	63.5%	65.3%	66.7%	63.4%	66.4%	60.9%	65.6%
%H		42.9%	18.0%	70.7%	33.7%	37.0%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2614	1364	509	2008	1259	749	2380
%H		52.2%	19.5%	76.8%	48.2%	28.7%	91.0%
Under 20"	393	177	62	311	158	154	328
%V	15.0%	13.0%	12.2%	15.5%	12.5%	20.6%	13.8%
%H		45.0%	15.8%	79.1%	40.2%	39.2%	83.5%
20" - 29"	777	383	145	630	374	256	672
%V	29.7%	28.1%	28.5%	31.4%	29.7%	34.2%	28.2%
%H		49.3%	18.7%	81.1%	48.1%	32.9%	86.5%
30" - 39"	873	473	177	661	441	220	829
%V	33.4%	34.7%	34.8%	32.9%	35.0%	29.4%	34.8%
%H		54.2%	20.3%	75.7%	50.5%	25.2%	95.0%
40" and over	500	297	109	359	261	98	486
%V	19.1%	21.8%	21.4%	17.9%	20.7%	13.1%	20.4%
%H		59.4%	21.8%	71.8%	52.2%	19.6%	97.2%
Don't know	72	34	16	47	26	21	64
%V	2.8%	2.5%	3.1%	2.3%	2.1%	2.8%	2.7%
%H		47.2%	22.2%	65.3%	36.1%	29.2%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2614	1364	509	2008	1259	749	2380
%H		52.2%	19.5%	76.8%	48.2%	28.7%	91.0%
PVR	653	466	149	368	316	52	630
%V	25.0%	34.2%	29.3%	18.3%	25.1%	6.9%	26.5%
%H		71.4%	22.8%	56.4%	48.4%	8.0%	96.5%
DVDR	13	8	2	9	6	4	12
%V	0.5%	0.6%	0.4%	0.4%	0.5%	0.5%	0.5%
%H		61.5%	15.4%	69.2%	46.2%	30.8%	92.3%
VCR	9	4	0	8	4	5	8
%V	0.3%	0.3%	0.0%	0.4%	0.3%	0.7%	0.3%
%H		44.4%	0.0%	88.9%	44.4%	55.6%	88.9%
Any recorder	666	473	149	379	321	58	641
%V	25.5%	34.7%	29.3%	18.9%	25.5%	7.7%	26.9%
%H		71.0%	22.4%	56.9%	48.2%	8.7%	96.2%

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	2614	1364	509	2008	1259	749	2380
%H		52.2%	19.5%	76.8%	48.2%	28.7%	91.0%
Receives HDTV (via STB or built-in reception)	995	536	244	746	519	228	930
%V	38.1%	39.3%	47.9%	37.2%	41.2%	30.4%	39.1%
%H		53.9%	24.5%	75.0%	52.2%	22.9%	93.5%
DVD/Blu-ray player or recorder	1150	615	233	862	558	304	1078
%V	44.0%	45.1%	45.8%	42.9%	44.3%	40.6%	45.3%
%H		53.5%	20.3%	75.0%	48.5%	26.4%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	5308	5072	2388	921	3468	1821	1647	4783
%H		95.6%	45.0%	17.4%	65.3%	34.3%	31.0%	90.1%
Total Children	914	886	475	164	563	333	230	898
%V	17.2%	17.5%	19.9%	17.8%	16.2%	18.3%	14.0%	18.8%
%H		96.9%	52.0%	17.9%	61.6%	36.4%	25.2%	98.2%
0 - 3	224	213	113	33	127	67	61	218
%V	4.2%	4.2%	4.7%	3.6%	3.7%	3.7%	3.7%	4.6%
%H		95.1%	50.4%	14.7%	56.7%	29.9%	27.2%	97.3%
4 - 15	689	672	362	131	436	266	170	680
%V	13.0%	13.2%	15.2%	14.2%	12.6%	14.6%	10.3%	14.2%
%H		97.5%	52.5%	19.0%	63.3%	38.6%	24.7%	98.7%
4 - 9	362	352	186	72	216	128	88	356
%V	6.8%	6.9%	7.8%	7.8%	6.2%	7.0%	5.3%	7.4%
%H		97.2%	51.4%	19.9%	59.7%	35.4%	24.3%	98.3%
10 - 15	327	320	176	59	219	138	81	324
%V	6.2%	6.3%	7.4%	6.4%	6.3%	7.6%	4.9%	6.8%
%H		97.9%	53.8%	18.0%	67.0%	42.2%	24.8%	99.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	5308	5072	2388	921	3468	1821	1647	4783
%H		95.6%	45.0%	17.4%	65.3%	34.3%	31.0%	90.1%
Total Adults (16+)	4394	4186	1913	757	2905	1489	1416	3886
%V	82.8%	82.5%	80.1%	82.2%	83.8%	81.8%	86.0%	81.2%
%H		95.3%	43.5%	17.2%	66.1%	33.9%	32.2%	88.4%
16 - 19	222	206	103	36	144	88	55	218
%V	4.2%	4.1%	4.3%	3.9%	4.2%	4.8%	3.3%	4.6%
%H		92.8%	46.4%	16.2%	64.9%	39.6%	24.8%	98.2%
20 - 24	341	290	128	64	174	98	76	332
%V	6.4%	5.7%	5.4%	6.9%	5.0%	5.4%	4.6%	6.9%
%H		85.0%	37.5%	18.8%	51.0%	28.7%	22.3%	97.4%
25 - 34	715	650	310	116	383	204	178	696
%V	13.5%	12.8%	13.0%	12.6%	11.0%	11.2%	10.8%	14.6%
%H		90.9%	43.4%	16.2%	53.6%	28.5%	24.9%	97.3%
35 - 44	653	628	311	119	406	225	182	625
%V	12.3%	12.4%	13.0%	12.9%	11.7%	12.4%	11.1%	13.1%
%H		96.2%	47.6%	18.2%	62.2%	34.5%	27.9%	95.7%
45 - 54	786	762	400	151	513	306	206	747
%V	14.8%	15.0%	16.8%	16.4%	14.8%	16.8%	12.5%	15.6%
%H		96.9%	50.9%	19.2%	65.3%	38.9%	26.2%	95.0%
55 - 64	699	686	312	132	510	268	242	633
%V	13.2%	13.5%	13.1%	14.3%	14.7%	14.7%	14.7%	13.2%
%H		98.1%	44.6%	18.9%	73.0%	38.3%	34.6%	90.6%
65+	978	964	349	140	775	298	477	635
%V	18.4%	19.0%	14.6%	15.2%	22.3%	16.4%	29.0%	13.3%
%H		98.6%	35.7%	14.3%	79.2%	30.5%	48.8%	64.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	4394	4186	1913	757	2905	1489	1416	3886
%H		95.3%	43.5%	17.2%	66.1%	33.9%	32.2%	88.4%
AB	1138	1107	548	213	754	418	336	1094
%V	25.9%	26.4%	28.6%	28.1%	26.0%	28.1%	23.7%	28.2%
%H		97.3%	48.2%	18.7%	66.3%	36.7%	29.5%	96.1%
C1	1261	1170	531	234	783	423	360	1176
%V	28.7%	28.0%	27.8%	30.9%	27.0%	28.4%	25.4%	30.3%
%H		92.8%	42.1%	18.6%	62.1%	33.5%	28.5%	93.3%
C2	882	856	412	148	598	322	276	794
%V	20.1%	20.4%	21.5%	19.6%	20.6%	21.6%	19.5%	20.4%
%H		97.1%	46.7%	16.8%	67.8%	36.5%	31.3%	90.0%
D	735	705	306	112	503	234	269	605
%V	16.7%	16.8%	16.0%	14.8%	17.3%	15.7%	19.0%	15.6%
%H		95.9%	41.6%	15.2%	68.4%	31.8%	36.6%	82.3%
E	378	349	117	50	266	91	175	217
%V	8.6%	8.3%	6.1%	6.6%	9.2%	6.1%	12.4%	5.6%
%H		92.3%	31.0%	13.2%	70.4%	24.1%	46.3%	57.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	4394	4186	1913	757	2905	1489	1416	3886
%H		95.3%	43.5%	17.2%	66.1%	33.9%	32.2%	88.4%
Working full time	2042	1969	983	383	1280	731	549	1984
%V	46.5%	47.0%	51.4%	50.6%	44.1%	49.1%	38.8%	51.1%
%H		96.4%	48.1%	18.8%	62.7%	35.8%	26.9%	97.2%
Working part time	429	416	207	79	276	153	123	412
%V	9.8%	9.9%	10.8%	10.4%	9.5%	10.3%	8.7%	10.6%
%H		97.0%	48.3%	18.4%	64.3%	35.7%	28.7%	96.0%
Not working	1924	1801	723	294	1349	604	745	1490
%V	43.8%	43.0%	37.8%	38.8%	46.4%	40.6%	52.6%	38.3%
%H		93.6%	37.6%	15.3%	70.1%	31.4%	38.7%	77.4%
Housewife/Houseperson	2471	2342	979	402	1659	754	905	2054
%V	56.2%	55.9%	51.2%	53.1%	57.1%	50.6%	63.9%	52.9%
%H		94.8%	39.6%	16.3%	67.1%	30.5%	36.6%	83.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2121	2006	952	358	1371	734	637	1901
%H		94.6%	44.9%	16.9%	64.6%	34.6%	30.0%	89.6%
16 - 19	112	103	52	18	69	42	26	110
%V	5.3%	5.1%	5.5%	5.0%	5.0%	5.7%	4.1%	5.8%
%H		92.0%	46.4%	16.1%	61.6%	37.5%	23.2%	98.2%
20 - 24	174	151	67	34	90	53	37	169
%V	8.2%	7.5%	7.0%	9.5%	6.6%	7.2%	5.8%	8.9%
%H		86.8%	38.5%	19.5%	51.7%	30.5%	21.3%	97.1%
25 - 34	352	314	152	53	182	99	84	341
%V	16.6%	15.7%	16.0%	14.8%	13.3%	13.5%	13.2%	17.9%
%H		89.2%	43.2%	15.1%	51.7%	28.1%	23.9%	96.9%
35 - 44	318	303	148	58	193	107	86	301
%V	15.0%	15.1%	15.5%	16.2%	14.1%	14.6%	13.5%	15.8%
%H		95.3%	46.5%	18.2%	60.7%	33.6%	27.0%	94.7%
45 - 54	379	364	196	64	248	149	99	359
%V	17.9%	18.1%	20.6%	17.9%	18.1%	20.3%	15.5%	18.9%
%H		96.0%	51.7%	16.9%	65.4%	39.3%	26.1%	94.7%
55 - 64	341	333	158	63	246	134	113	302
%V	16.1%	16.6%	16.6%	17.6%	17.9%	18.3%	17.7%	15.9%
%H		97.7%	46.3%	18.5%	72.1%	39.3%	33.1%	88.6%
65+	444	436	178	67	342	151	191	319
%V	20.9%	21.7%	18.7%	18.7%	24.9%	20.6%	30.0%	16.8%
%H		98.2%	40.1%	15.1%	77.0%	34.0%	43.0%	71.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)		2121	2006	952	358	1371	734	637	1901
	%H		94.6%	44.9%	16.9%	64.6%	34.6%	30.0%	89.6%
AB		562	542	279	105	364	210	154	546
	%V	26.5%	27.0%	29.3%	29.3%	26.5%	28.6%	24.2%	28.7%
	%H		96.4%	49.6%	18.7%	64.8%	37.4%	27.4%	97.2%
C1		584	541	255	104	354	202	152	555
	%V	27.5%	27.0%	26.8%	29.1%	25.8%	27.5%	23.9%	29.2%
	%H		92.6%	43.7%	17.8%	60.6%	34.6%	26.0%	95.0%
C2		479	463	223	78	325	174	151	424
	%V	22.6%	23.1%	23.4%	21.8%	23.7%	23.7%	23.7%	22.3%
	%H		96.7%	46.6%	16.3%	67.8%	36.3%	31.5%	88.5%
D		339	319	145	51	223	111	112	285
	%V	16.0%	15.9%	15.2%	14.2%	16.3%	15.1%	17.6%	15.0%
	%H		94.1%	42.8%	15.0%	65.8%	32.7%	33.0%	84.1%
E		157	142	50	18	105	37	68	91
	%V	7.4%	7.1%	5.3%	5.0%	7.7%	5.0%	10.7%	4.8%
	%H		90.4%	31.8%	11.5%	66.9%	23.6%	43.3%	58.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2121	2006	952	358	1371	734	637	1901
%H		94.6%	44.9%	16.9%	64.6%	34.6%	30.0%	89.6%
Working full time	1212	1164	603	216	753	442	311	1178
%V	57.1%	58.0%	63.3%	60.3%	54.9%	60.2%	48.8%	62.0%
%H		96.0%	49.8%	17.8%	62.1%	36.5%	25.7%	97.2%
Working part time	75	68	30	12	41	19	22	70
%V	3.5%	3.4%	3.2%	3.4%	3.0%	2.6%	3.5%	3.7%
%H		90.7%	40.0%	16.0%	54.7%	25.3%	29.3%	93.3%
Not working	834	774	318	130	577	273	304	653
%V	39.3%	38.6%	33.4%	36.3%	42.1%	37.2%	47.7%	34.4%
%H		92.8%	38.1%	15.6%	69.2%	32.7%	36.5%	78.3%
Housewife/Houseperson	577	516	191	78	364	144	220	433
%V	27.2%	25.7%	20.1%	21.8%	26.5%	19.6%	34.5%	22.8%
%H		89.4%	33.1%	13.5%	63.1%	25.0%	38.1%	75.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2273	2180	962	399	1534	754	779	1985
%H		95.9%	42.3%	17.6%	67.5%	33.2%	34.3%	87.3%
16 - 19	110	103	51	18	75	46	29	108
%V	4.8%	4.7%	5.3%	4.5%	4.9%	6.1%	3.7%	5.4%
%H		93.6%	46.4%	16.4%	68.2%	41.8%	26.4%	98.2%
20 - 24	166	138	61	30	84	45	38	163
%V	7.3%	6.3%	6.3%	7.5%	5.5%	6.0%	4.9%	8.2%
%H		83.1%	36.7%	18.1%	50.6%	27.1%	22.9%	98.2%
25 - 34	364	336	157	63	200	106	95	354
%V	16.0%	15.4%	16.3%	15.8%	13.0%	14.1%	12.2%	17.8%
%H		92.3%	43.1%	17.3%	54.9%	29.1%	26.1%	97.3%
35 - 44	335	325	163	60	214	118	96	324
%V	14.7%	14.9%	16.9%	15.0%	14.0%	15.6%	12.3%	16.3%
%H		97.0%	48.7%	17.9%	63.9%	35.2%	28.7%	96.7%
45 - 54	407	397	204	86	264	157	107	388
%V	17.9%	18.2%	21.2%	21.6%	17.2%	20.8%	13.7%	19.5%
%H		97.5%	50.1%	21.1%	64.9%	38.6%	26.3%	95.3%
55 - 64	357	352	154	70	264	134	130	331
%V	15.7%	16.1%	16.0%	17.5%	17.2%	17.8%	16.7%	16.7%
%H		98.6%	43.1%	19.6%	73.9%	37.5%	36.4%	92.7%
65+	534	528	171	72	433	147	286	316
%V	23.5%	24.2%	17.8%	18.0%	28.2%	19.5%	36.7%	15.9%
%H		98.9%	32.0%	13.5%	81.1%	27.5%	53.6%	59.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2273	2180	962	399	1534	754	779	1985
%H		95.9%	42.3%	17.6%	67.5%	33.2%	34.3%	87.3%
AB	576	565	269	108	390	208	182	547
%V	25.3%	25.9%	28.0%	27.1%	25.4%	27.6%	23.4%	27.6%
%H		98.1%	46.7%	18.8%	67.7%	36.1%	31.6%	95.0%
C1	677	629	276	129	429	221	208	621
%V	29.8%	28.9%	28.7%	32.3%	28.0%	29.3%	26.7%	31.3%
%H		92.9%	40.8%	19.1%	63.4%	32.6%	30.7%	91.7%
C2	403	393	189	70	274	148	126	370
%V	17.7%	18.0%	19.6%	17.5%	17.9%	19.6%	16.2%	18.6%
%H		97.5%	46.9%	17.4%	68.0%	36.7%	31.3%	91.8%
D	397	386	161	61	280	123	157	320
%V	17.5%	17.7%	16.7%	15.3%	18.3%	16.3%	20.2%	16.1%
%H		97.2%	40.6%	15.4%	70.5%	31.0%	39.5%	80.6%
E	220	207	67	31	161	54	107	126
%V	9.7%	9.5%	7.0%	7.8%	10.5%	7.2%	13.7%	6.3%
%H		94.1%	30.5%	14.1%	73.2%	24.5%	48.6%	57.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2273	2180	962	399	1534	754	779	1985
%H		95.9%	42.3%	17.6%	67.5%	33.2%	34.3%	87.3%
Working full time	830	805	380	167	527	289	238	806
%V	36.5%	36.9%	39.5%	41.9%	34.4%	38.3%	30.6%	40.6%
%H		97.0%	45.8%	20.1%	63.5%	34.8%	28.7%	97.1%
Working part time	354	348	177	67	235	134	101	342
%V	15.6%	16.0%	18.4%	16.8%	15.3%	17.8%	13.0%	17.2%
%H		98.3%	50.0%	18.9%	66.4%	37.9%	28.5%	96.6%
Not working	1090	1027	404	164	772	331	441	837
%V	48.0%	47.1%	42.0%	41.1%	50.3%	43.9%	56.6%	42.2%
%H		94.2%	37.1%	15.0%	70.8%	30.4%	40.5%	76.8%
Housewife/Houseperson	1894	1826	788	324	1294	610	684	1621
%V	83.3%	83.8%	81.9%	81.2%	84.4%	80.9%	87.8%	81.7%
%H		96.4%	41.6%	17.1%	68.3%	32.2%	36.1%	85.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	728	710	328	62	555	244	310	595
%H (All HH)		97.5%	45.1%	8.5%	76.2%	33.5%	42.6%	81.7%
%H (TV HH)			46.2%	8.7%	78.2%	34.4%	43.7%	
AB	169	165	86	19	124	66	59	161
%V	23.2%	23.2%	26.2%	30.6%	22.3%	27.0%	19.0%	27.1%
%H (All HH)		97.6%	50.9%	11.2%	73.4%	39.1%	34.9%	95.3%
%H (TV HH)			52.1%	11.5%	75.2%	40.0%	35.8%	
C1	184	179	86	17	141	69	72	163
%V	25.3%	25.2%	26.2%	27.4%	25.4%	28.3%	23.2%	27.4%
%H (All HH)		97.3%	46.7%	9.2%	76.6%	37.5%	39.1%	88.6%
%H (TV HH)			48.0%	9.5%	78.8%	38.5%	40.2%	
C2	138	136	64	9	108	47	61	122
%V	19.0%	19.2%	19.5%	14.5%	19.5%	19.3%	19.7%	20.5%
%H (All HH)		98.6%	46.4%	6.5%	78.3%	34.1%	44.2%	88.4%
%H (TV HH)			47.1%	6.6%	79.4%	34.6%	44.9%	
D	112	109	48	11	83	35	48	84
%V	15.4%	15.4%	14.6%	17.7%	15.0%	14.3%	15.5%	14.1%
%H (All HH)		97.3%	42.9%	9.8%	74.1%	31.3%	42.9%	75.0%
%H (TV HH)			44.0%	10.1%	76.1%	32.1%	44.0%	
E	124	122	43	7	98	28	70	65
%V	17.0%	17.2%	13.1%	11.3%	17.7%	11.5%	22.6%	10.9%
%H (All HH)		98.4%	34.7%	5.6%	79.0%	22.6%	56.5%	52.4%
%H (TV HH)			35.2%	5.7%	80.3%	23.0%	57.4%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 12.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	728	710	328	62	555	244	310	595
%H (All HH)		97.5%	45.1%	8.5%	76.2%	33.5%	42.6%	81.7%
%H (TV HH)			46.2%	8.7%	78.2%	34.4%	43.7%	
Under 25	22	19	9	1	13	6	8	20
%V	3.0%	2.7%	2.7%	1.6%	2.3%	2.5%	2.6%	3.4%
%H (All HH)		86.4%	40.9%	4.5%	59.1%	27.3%	36.4%	90.9%
%H (TV HH)			47.4%	5.3%	68.4%	31.6%	42.1%	
25 - 34	107	103	53	11	72	35	37	103
%V	14.7%	14.5%	16.2%	17.7%	13.0%	14.3%	11.9%	17.3%
%H (All HH)		96.3%	49.5%	10.3%	67.3%	32.7%	34.6%	96.3%
%H (TV HH)			51.5%	10.7%	69.9%	34.0%	35.9%	
35 - 44	131	127	72	10	92	50	42	125
%V	18.0%	17.9%	22.0%	16.1%	16.6%	20.5%	13.5%	21.0%
%H (All HH)		96.9%	55.0%	7.6%	70.2%	38.2%	32.1%	95.4%
%H (TV HH)			56.7%	7.9%	72.4%	39.4%	33.1%	
45 - 54	152	148	76	15	115	58	57	139
%V	20.9%	20.8%	23.2%	24.2%	20.7%	23.8%	18.4%	23.4%
%H (All HH)		97.4%	50.0%	9.9%	75.7%	38.2%	37.5%	91.4%
%H (TV HH)			51.4%	10.1%	77.7%	39.2%	38.5%	
55 - 64	129	127	57	13	103	47	56	108
%V	17.7%	17.9%	17.4%	21.0%	18.6%	19.3%	18.1%	18.2%
%H (All HH)		98.4%	44.2%	10.1%	79.8%	36.4%	43.4%	83.7%
%H (TV HH)			44.9%	10.2%	81.1%	37.0%	44.1%	
65 +	187	185	61	13	160	49	111	99
%V	25.7%	26.1%	18.6%	21.0%	28.8%	20.1%	35.8%	16.6%
%H (All HH)		98.9%	32.6%	7.0%	85.6%	26.2%	59.4%	52.9%
%H (TV HH)			33.0%	7.0%	86.5%	26.5%	60.0%	

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

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Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	728	710	328	62	555	244	310	595
%H (All HH)		97.5%	45.1%	8.5%	76.2%	33.5%	42.6%	81.7%
%H (TV HH)			46.2%	8.7%	78.2%	34.4%	43.7%	
1	206	199	63	16	159	42	117	114
%V	28.3%	28.0%	19.2%	25.8%	28.6%	17.2%	37.7%	19.2%
%H (All HH)		96.6%	30.6%	7.8%	77.2%	20.4%	56.8%	55.3%
%H (TV HH)			31.7%	8.0%	79.9%	21.1%	58.8%	
2	218	213	101	18	170	78	92	186
%V	29.9%	30.0%	30.8%	29.0%	30.6%	32.0%	29.7%	31.3%
%H (All HH)		97.7%	46.3%	8.3%	78.0%	35.8%	42.2%	85.3%
%H (TV HH)			47.4%	8.5%	79.8%	36.6%	43.2%	
3	113	112	59	12	84	45	39	109
%V	15.5%	15.8%	18.0%	19.4%	15.1%	18.4%	12.6%	18.3%
%H (All HH)		99.1%	52.2%	10.6%	74.3%	39.8%	34.5%	96.5%
%H (TV HH)			52.7%	10.7%	75.0%	40.2%	34.8%	
4	115	111	64	10	82	48	34	112
%V	15.8%	15.6%	19.5%	16.1%	14.8%	19.7%	11.0%	18.8%
%H (All HH)		96.5%	55.7%	8.7%	71.3%	41.7%	29.6%	97.4%
%H (TV HH)			57.7%	9.0%	73.9%	43.2%	30.6%	
5+	76	75	41	6	59	30	29	74
%V	10.4%	10.6%	12.5%	9.7%	10.6%	12.3%	9.4%	12.4%
%H (All HH)		98.7%	53.9%	7.9%	77.6%	39.5%	38.2%	97.4%
%H (TV HH)			54.7%	8.0%	78.7%	40.0%	38.7%	
Average HH size	2.54	2.54	2.80	2.58	2.52	2.82	2.28	2.79

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	728	710	328	62	555	244	310	595
%H (All HH)		97.5%	45.1%	8.5%	76.2%	33.5%	42.6%	81.7%
%H (TV HH)			46.2%	8.7%	78.2%	34.4%	43.7%	
Without	512	497	207	40	398	155	243	385
%V	70.3%	70.0%	63.1%	64.5%	71.7%	63.5%	78.4%	64.7%
%H (All HH)		97.1%	40.4%	7.8%	77.7%	30.3%	47.5%	75.2%
%H (TV HH)			41.6%	8.0%	80.1%	31.2%	48.9%	
With	216	213	121	22	156	89	68	210
%V	29.7%	30.0%	36.9%	35.5%	28.1%	36.5%	21.9%	35.3%
%H (All HH)		98.6%	56.0%	10.2%	72.2%	41.2%	31.5%	97.2%
%H (TV HH)			56.8%	10.3%	73.2%	41.8%	31.9%	
0 - 3	84	83	47	8	60	33	27	81
%V	11.5%	11.7%	14.3%	12.9%	10.8%	13.5%	8.7%	13.6%
%H (All HH)		98.8%	56.0%	9.5%	71.4%	39.3%	32.1%	96.4%
%H (TV HH)			56.6%	9.6%	72.3%	39.8%	32.5%	
4 - 9	113	112	63	11	80	45	36	111
%V	15.5%	15.8%	19.2%	17.7%	14.4%	18.4%	11.6%	18.7%
%H (All HH)		99.1%	55.8%	9.7%	70.8%	39.8%	31.9%	98.2%
%H (TV HH)			56.3%	9.8%	71.4%	40.2%	32.1%	
10 - 15	105	105	63	11	78	48	30	104
%V	14.4%	14.8%	19.2%	17.7%	14.1%	19.7%	9.7%	17.5%
%H (All HH)		100.0%	60.0%	10.5%	74.3%	45.7%	28.6%	99.0%
%H (TV HH)			60.0%	10.5%	74.3%	45.7%	28.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Table 12.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	728	710	328	62	555	244	310	595
%H (All HH)		97.5%	45.1%	8.5%	76.2%	33.5%	42.6%	81.7%
%H (TV HH)			46.2%	8.7%	78.2%	34.4%	43.7%	
1	244	244	88	20	171	39	132	166
%V	33.5%	34.4%	26.8%	32.3%	30.8%	16.0%	42.6%	27.9%
%H (All HH)		100.0%	36.1%	8.2%	70.1%	16.0%	54.1%	68.0%
%H (TV HH)			36.1%	8.2%	70.1%	16.0%	54.1%	
2	253	253	113	22	205	91	113	212
%V	34.8%	35.6%	34.5%	35.5%	36.9%	37.3%	36.5%	35.6%
%H (All HH)		100.0%	44.7%	8.7%	81.0%	36.0%	44.7%	83.8%
%H (TV HH)			44.7%	8.7%	81.0%	36.0%	44.7%	
3	124	124	69	12	104	61	43	116
%V	17.0%	17.5%	21.0%	19.4%	18.7%	25.0%	13.9%	19.5%
%H (All HH)		100.0%	55.6%	9.7%	83.9%	49.2%	34.7%	93.5%
%H (TV HH)			55.6%	9.7%	83.9%	49.2%	34.7%	
4	57	57	36	5	49	32	16	55
%V	7.8%	8.0%	11.0%	8.1%	8.8%	13.1%	5.2%	9.2%
%H (All HH)		100.0%	63.2%	8.8%	86.0%	56.1%	28.1%	96.5%
%H (TV HH)			63.2%	8.8%	86.0%	56.1%	28.1%	
5+	33	33	22	4	27	20	7	32
%V	4.5%	4.6%	6.7%	6.5%	4.9%	8.2%	2.3%	5.4%
%H (All HH)		100.0%	66.7%	12.1%	81.8%	60.6%	21.2%	97.0%
%H (TV HH)			66.7%	12.1%	81.8%	60.6%	21.2%	

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

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Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	728	710	328	62	555	244	310	595
%V (All HH)		97.5%	45.1%	8.5%	76.2%	33.5%	42.6%	81.7%
%H (TV HH)			46.2%	8.7%	78.2%	34.4%	43.7%	
Under 20"	88	88	39	5	76	33	44	73
%V	12.1%	12.4%	11.9%	8.1%	13.7%	13.5%	14.2%	12.3%
%H (All HH)		100.0%	44.3%	5.7%	86.4%	37.5%	50.0%	83.0%
%H (TV HH)			44.3%	5.7%	86.4%	37.5%	50.0%	
20" - 29"	236	236	113	18	200	97	103	194
%V	32.4%	33.2%	34.5%	29.0%	36.0%	39.8%	33.2%	32.6%
%H (All HH)		100.0%	47.9%	7.6%	84.7%	41.1%	43.6%	82.2%
%H (TV HH)			47.9%	7.6%	84.7%	41.1%	43.6%	
30" - 39"	375	375	171	29	307	134	173	307
%V	51.5%	52.8%	52.1%	46.8%	55.3%	54.9%	55.8%	51.6%
%H (All HH)		100.0%	45.6%	7.7%	81.9%	35.7%	46.1%	81.9%
%H (TV HH)			45.6%	7.7%	81.9%	35.7%	46.1%	
40" and over	421	421	238	40	320	181	139	389
%V	57.8%	59.3%	72.6%	64.5%	57.7%	74.2%	44.8%	65.4%
%H (All HH)		100.0%	56.5%	9.5%	76.0%	43.0%	33.0%	92.4%
%H (TV HH)			56.5%	9.5%	76.0%	43.0%	33.0%	

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

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Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	728	710	328	62	555	244	310	595
%H (All HH)		97.5%	45.1%	8.5%	76.2%	33.5%	42.6%	81.7%
%H (TV HH)			46.2%	8.7%	78.2%	34.4%	43.7%	
Main living room	697	697	324	62	544	241	303	570
%V	95.7%	98.2%	98.8%	100.0%	98.0%	98.8%	97.7%	95.8%
%H (All HH)		100.0%	46.5%	8.9%	78.0%	34.6%	43.5%	81.8%
%H (TV HH)			46.5%	8.9%	78.0%	34.6%	43.5%	
Kitchen	195	195	99	11	171	86	85	171
%V	26.8%	27.5%	30.2%	17.7%	30.8%	35.2%	27.4%	28.7%
%H (All HH)		100.0%	50.8%	5.6%	87.7%	44.1%	43.6%	87.7%
%H (TV HH)			50.8%	5.6%	87.7%	44.1%	43.6%	
Adult's bedroom	280	280	154	29	229	134	94	255
%V	38.5%	39.4%	47.0%	46.8%	41.3%	54.9%	30.3%	42.9%
%H (All HH)		100.0%	55.0%	10.4%	81.8%	47.9%	33.6%	91.1%
%H (TV HH)			55.0%	10.4%	81.8%	47.9%	33.6%	
Child's bedroom	64	64	41	7	50	34	16	63
%V	8.8%	9.0%	12.5%	11.3%	9.0%	13.9%	5.2%	10.6%
%H (All HH)		100.0%	64.1%	10.9%	78.1%	53.1%	25.0%	98.4%
%H (TV HH)			64.1%	10.9%	78.1%	53.1%	25.0%	
Other bedroom	39	39	24	5	31	21	10	38
%V	5.4%	5.5%	7.3%	8.1%	5.6%	8.6%	3.2%	6.4%
%H (All HH)		100.0%	61.5%	12.8%	79.5%	53.8%	25.6%	97.4%
%H (TV HH)			61.5%	12.8%	79.5%	53.8%	25.6%	
Second living/dining room	111	111	60	12	91	52	39	104
%V	15.2%	15.6%	18.3%	19.4%	16.4%	21.3%	12.6%	17.5%
%H (All HH)		100.0%	54.1%	10.8%	82.0%	46.8%	35.1%	93.7%
%H (TV HH)			54.1%	10.8%	82.0%	46.8%	35.1%	
Study/office	10	10	7	1	8	5	3	10
%V	1.4%	1.4%	2.1%	1.6%	1.4%	2.0%	1.0%	1.7%
%H (All HH)		100.0%	70.0%	10.0%	80.0%	50.0%	30.0%	100.0%
%H (TV HH)			70.0%	10.0%	80.0%	50.0%	30.0%	
TV room	9	9	5	1	9	5	3	9
%V	1.2%	1.3%	1.5%	1.6%	1.6%	2.0%	1.0%	1.5%
%H (All HH)		100.0%	55.6%	11.1%	100.0%	55.6%	33.3%	100.0%
%H (TV HH)			55.6%	11.1%	100.0%	55.6%	33.3%	
Conservatory	19	19	10	1	16	9	7	18
%V	2.6%	2.7%	3.0%	1.6%	2.9%	3.7%	2.3%	3.0%
%H (All HH)		100.0%	52.6%	5.3%	84.2%	47.4%	36.8%	94.7%
%H (TV HH)			52.6%	5.3%	84.2%	47.4%	36.8%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	1	1	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
Other	9	9	6	1	8	5	3	9
%V	1.2%	1.3%	1.8%	1.6%	1.4%	2.0%	1.0%	1.5%
%H (All HH)		100.0%	66.7%	11.1%	88.9%	55.6%	33.3%	100.0%
%H (TV HH)			66.7%	11.1%	88.9%	55.6%	33.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	728	710	328	62	555	244	310	595
%H (All HH)		97.5%	45.1%	8.5%	76.2%	33.5%	42.6%	81.7%
%H (TV HH)			46.2%	8.7%	78.2%	34.4%	43.7%	
Any DSAT provider	328	328	328	3	213	213	0	302
%V	45.1%	46.2%	100.0%	4.8%	38.4%	87.3%	0.0%	50.8%
%H (All HH)			100.0%	0.9%	64.9%	64.9%	0.0%	92.1%
%H (TV HH)			100.0%	0.9%	64.9%	64.9%	0.0%	
Sky with subscription	277	277	277	2	180	180	0	257
%V	38.0%	39.0%	84.5%	3.2%	32.4%	73.8%	0.0%	43.2%
%H (All HH)			100.0%	0.7%	65.0%	65.0%	0.0%	92.8%
%H (TV HH)			100.0%	0.7%	65.0%	65.0%	0.0%	
Sky without subscription	22	22	22	0	14	14	0	18
%V	3.0%	3.1%	6.7%	0.0%	2.5%	5.7%	0.0%	3.0%
%H (All HH)			100.0%	0.0%	63.6%	63.6%	0.0%	81.8%
%H (TV HH)			100.0%	0.0%	63.6%	63.6%	0.0%	
Freesat	31	31	31	0	26	26	0	28
%V	4.3%	4.4%	9.5%	0.0%	4.7%	10.7%	0.0%	4.7%
%H (All HH)			100.0%	0.0%	83.9%	83.9%	0.0%	90.3%
%H (TV HH)			100.0%	0.0%	83.9%	83.9%	0.0%	
Other satellite provider	37	37	37	1	21	21	0	36
%V	5.1%	5.2%	11.3%	1.6%	3.8%	8.6%	0.0%	6.1%
%H (All HH)			100.0%	2.7%	56.8%	56.8%	0.0%	97.3%
%H (TV HH)			100.0%	2.7%	56.8%	56.8%	0.0%	
DCAB	62	62	3	62	32	32	0	59
%V	8.5%	8.7%	0.9%	100.0%	5.8%	13.1%	0.0%	9.9%
%H (All HH)			4.8%	100.0%	51.6%	51.6%	0.0%	95.2%
%H (TV HH)			4.8%	100.0%	51.6%	51.6%	0.0%	
DTT	555	555	213	32	555	244	310	441
%V	76.2%	78.2%	64.9%	51.6%	100.0%	100.0%	100.0%	74.1%
%H (All HH)		100.0%	38.4%	5.8%	100.0%	44.0%	55.9%	79.5%
%H (TV HH)			38.4%	5.8%	100.0%	44.0%	55.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 12.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	728	710	328	62	555	244	310	595
%H (All HH)		97.5%	45.1%	8.5%	76.2%	33.5%	42.6%	81.7%
%H (TV HH)			46.2%	8.7%	78.2%	34.4%	43.7%	
PVR	406	406	283	53	286	214	72	377
%V	55.8%	57.2%	86.3%	85.5%	51.5%	87.7%	23.2%	63.4%
%H (All HH)		100.0%	69.7%	13.1%	70.4%	52.7%	17.7%	92.9%
%H (TV HH)			69.7%	13.1%	70.4%	52.7%	17.7%	
DVDR	8	8	4	0	7	3	3	6
%V	1.1%	1.1%	1.2%	0.0%	1.3%	1.2%	1.0%	1.0%
%H (All HH)		100.0%	50.0%	0.0%	87.5%	37.5%	37.5%	75.0%
%H (TV HH)			50.0%	0.0%	87.5%	37.5%	37.5%	
VCR	5	5	1	0	5	1	3	3
%V	0.7%	0.7%	0.3%	0.0%	0.9%	0.4%	1.0%	0.5%
%H (All HH)		100.0%	20.0%	0.0%	100.0%	20.0%	60.0%	60.0%
%H (TV HH)			20.0%	0.0%	100.0%	20.0%	60.0%	
Any recorder	411	411	284	53	291	215	76	379
%V	56.5%	57.9%	86.6%	85.5%	52.4%	88.1%	24.5%	63.7%
%H (All HH)		100.0%	69.1%	12.9%	70.8%	52.3%	18.5%	92.2%
%H (TV HH)			69.1%	12.9%	70.8%	52.3%	18.5%	
Receives HDTV (via STB or built-in reception)	463	463	241	48	371	195	176	408
%V	63.6%	65.2%	73.5%	77.4%	66.8%	79.9%	56.8%	68.6%
%H (All HH)		100.0%	52.1%	10.4%	80.1%	42.1%	38.0%	88.1%
%H (TV HH)			52.1%	10.4%	80.1%	42.1%	38.0%	
DVD/Blu-ray player or recorder	420	420	212	35	336	167	168	366
%V	57.7%	59.2%	64.6%	56.5%	60.5%	68.4%	54.2%	61.5%
%H (All HH)		100.0%	50.5%	8.3%	80.0%	39.8%	40.0%	87.1%
%H (TV HH)			50.5%	8.3%	80.0%	39.8%	40.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	728	710	328	62	555	244	310	595
%H (All HH)		97.5%	45.1%	8.5%	76.2%	33.5%	42.6%	81.7%
%H (TV HH)			46.2%	8.7%	78.2%	34.4%	43.7%	
Has broadband internet	595	582	302	59	441	228	212	595
%V	81.7%	82.0%	92.1%	95.2%	79.5%	93.4%	68.4%	100.0%
%H (All HH)		97.8%	50.8%	9.9%	74.1%	38.3%	35.6%	100.0%
%H (TV HH)			51.9%	10.1%	75.8%	39.2%	36.4%	
Number of computers (PCs and laptops)								
0	158	154	39	5	133	23	108	35
%V	21.7%	21.7%	11.9%	8.1%	24.0%	9.4%	34.8%	5.9%
%H (All HH)		97.5%	24.7%	3.2%	84.2%	14.6%	68.4%	22.2%
%H (TV HH)			25.3%	3.2%	86.4%	14.9%	70.1%	
1	182	177	79	17	132	55	77	174
%V	25.0%	24.9%	24.1%	27.4%	23.8%	22.5%	24.8%	29.2%
%H (All HH)		97.3%	43.4%	9.3%	72.5%	30.2%	42.3%	95.6%
%H (TV HH)			44.6%	9.6%	74.6%	31.1%	43.5%	
2	172	167	87	18	130	69	61	170
%V	23.6%	23.5%	26.5%	29.0%	23.4%	28.3%	19.7%	28.6%
%H (All HH)		97.1%	50.6%	10.5%	75.6%	40.1%	35.5%	98.8%
%H (TV HH)			52.1%	10.8%	77.8%	41.3%	36.5%	
3	105	103	60	11	77	46	30	104
%V	14.4%	14.5%	18.3%	17.7%	13.9%	18.9%	9.7%	17.5%
%H (All HH)		98.1%	57.1%	10.5%	73.3%	43.8%	28.6%	99.0%
%H (TV HH)			58.3%	10.7%	74.8%	44.7%	29.1%	
4	58	58	33	5	44	26	18	58
%V	8.0%	8.2%	10.1%	8.1%	7.9%	10.7%	5.8%	9.7%
%H (All HH)		100.0%	56.9%	8.6%	75.9%	44.8%	31.0%	100.0%
%H (TV HH)			56.9%	8.6%	75.9%	44.8%	31.0%	
5+	53	52	31	5	39	25	15	52
%V	7.3%	7.3%	9.5%	8.1%	7.0%	10.2%	4.8%	8.7%
%H (All HH)		98.1%	58.5%	9.4%	73.6%	47.2%	28.3%	98.1%
%H (TV HH)			59.6%	9.6%	75.0%	48.1%	28.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1523	785	138	1228	641	587	1332
%H		51.5%	9.1%	80.6%	42.1%	38.5%	87.5%
Under 20"	110	52	6	98	45	52	94
%V	7.2%	6.6%	4.3%	8.0%	7.0%	8.9%	7.1%
%H		47.3%	5.5%	89.1%	40.9%	47.3%	85.5%
20" - 29"	310	150	26	263	131	132	260
%V	20.4%	19.1%	18.8%	21.4%	20.4%	22.5%	19.5%
%H		48.4%	8.4%	84.8%	42.3%	42.6%	83.9%
30" - 39"	482	232	39	393	185	208	409
%V	31.6%	29.6%	28.3%	32.0%	28.9%	35.4%	30.7%
%H		48.1%	8.1%	81.5%	38.4%	43.2%	84.9%
40" and over	555	326	55	425	256	169	519
%V	36.4%	41.5%	39.9%	34.6%	39.9%	28.8%	39.0%
%H		58.7%	9.9%	76.6%	46.1%	30.5%	93.5%
Don't know	65	25	12	50	24	26	49
%V	4.3%	3.2%	8.7%	4.1%	3.7%	4.4%	3.7%
%H		38.5%	18.5%	76.9%	36.9%	40.0%	75.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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	1523	785	138	1228	641	587	1332
%H		51.5%	9.1%	80.6%	42.1%	38.5%	87.5%
Main living room	700	325	62	546	242	304	573
%V	46.0%	41.4%	44.9%	44.5%	37.8%	51.8%	43.0%
%H		46.4%	8.9%	78.0%	34.6%	43.4%	81.9%
Kitchen	195	99	11	171	86	85	171
%V	12.8%	12.6%	8.0%	13.9%	13.4%	14.5%	12.8%
%H		50.8%	5.6%	87.7%	44.1%	43.6%	87.7%
Adult's bedroom	332	187	33	274	166	108	304
%V	21.8%	23.8%	23.9%	22.3%	25.9%	18.4%	22.8%
%H		56.3%	9.9%	82.5%	50.0%	32.5%	91.6%
Child's bedroom	82	54	9	63	43	20	81
%V	5.4%	6.9%	6.5%	5.1%	6.7%	3.4%	6.1%
%H		65.9%	11.0%	76.8%	52.4%	24.4%	98.8%
Other bedroom	50	31	7	39	27	13	49
%V	3.3%	3.9%	5.1%	3.2%	4.2%	2.2%	3.7%
%H		62.0%	14.0%	78.0%	54.0%	26.0%	98.0%
Second living/dining room	113	61	12	93	53	40	106
%V	7.4%	7.8%	8.7%	7.6%	8.3%	6.8%	8.0%
%H		54.0%	10.6%	82.3%	46.9%	35.4%	93.8%
Study/office	10	7	1	8	5	3	10
%V	0.7%	0.9%	0.7%	0.7%	0.8%	0.5%	0.8%
%H		70.0%	10.0%	80.0%	50.0%	30.0%	100.0%
TV room	10	5	1	9	5	4	9
%V	0.7%	0.6%	0.7%	0.7%	0.8%	0.7%	0.7%
%H		50.0%	10.0%	90.0%	50.0%	40.0%	90.0%
Conservatory	19	10	1	16	9	7	18
%V	1.2%	1.3%	0.7%	1.3%	1.4%	1.2%	1.4%
%H		52.6%	5.3%	84.2%	47.4%	36.8%	94.7%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	1	0	0	1	1	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	10	6	1	8	6	3	10
%V	0.7%	0.8%	0.7%	0.7%	0.9%	0.5%	0.8%
%H		60.0%	10.0%	80.0%	60.0%	30.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster
Set level data
Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1523	785	138	1228	641	587	1332
%H		51.5%	9.1%	80.6%	42.1%	38.5%	87.5%
PVR	567	419	69	386	304	81	533
%V	37.2%	53.4%	50.0%	31.4%	47.4%	13.8%	40.0%
%H		73.9%	12.2%	68.1%	53.6%	14.3%	94.0%
DVDR	8	4	0	7	3	4	6
%V	0.5%	0.5%	0.0%	0.6%	0.5%	0.7%	0.5%
%H		50.0%	0.0%	87.5%	37.5%	50.0%	75.0%
VCR	5	1	0	5	1	4	3
%V	0.3%	0.1%	0.0%	0.4%	0.2%	0.7%	0.2%
%H		20.0%	0.0%	100.0%	20.0%	80.0%	60.0%
Any recorder	573	421	69	392	306	86	537
%V	37.6%	53.6%	50.0%	31.9%	47.7%	14.7%	40.3%
%H		73.5%	12.0%	68.4%	53.4%	15.0%	93.7%

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	1523	785	138	1228	641	587	1332
%H		51.5%	9.1%	80.6%	42.1%	38.5%	87.5%
Receives HDTV (via STB or built-in reception)	769	412	84	631	354	276	700
%V	50.5%	52.5%	60.9%	51.4%	55.2%	47.0%	52.6%
%H		53.6%	10.9%	82.1%	46.0%	35.9%	91.0%
DVD/Blu-ray player or recorder	589	314	50	471	252	219	528
%V	38.7%	40.0%	36.2%	38.4%	39.3%	37.3%	39.6%
%H		53.3%	8.5%	80.0%	42.8%	37.2%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	709	328	62	554	244	310	581
%H		46.3%	8.7%	78.1%	34.4%	43.7%	81.9%
Under 20"	7	1	0	6	1	5	4
%V	1.0%	0.3%	0.0%	1.1%	0.4%	1.6%	0.7%
%H		14.3%	0.0%	85.7%	14.3%	71.4%	57.1%
20" - 29"	52	11	3	44	8	36	29
%V	7.3%	3.4%	4.8%	7.9%	3.3%	11.6%	5.0%
%H		21.2%	5.8%	84.6%	15.4%	69.2%	55.8%
30" - 39"	218	78	14	180	54	125	158
%V	30.7%	23.8%	22.6%	32.5%	22.1%	40.3%	27.2%
%H		35.8%	6.4%	82.6%	24.8%	57.3%	72.5%
40" and over	402	228	39	302	172	130	370
%V	56.7%	69.5%	62.9%	54.5%	70.5%	41.9%	63.7%
%H		56.7%	9.7%	75.1%	42.8%	32.3%	92.0%
Don't know	31	9	6	22	8	15	20
%V	4.4%	2.7%	9.7%	4.0%	3.3%	4.8%	3.4%
%H		29.0%	19.4%	71.0%	25.8%	48.4%	64.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	709	328	62	554	244	310	581
%H		46.3%	8.7%	78.1%	34.4%	43.7%	81.9%
PVR	390	275	52	271	208	64	361
%V	55.0%	83.8%	83.9%	48.9%	85.2%	20.6%	62.1%
%H		70.5%	13.3%	69.5%	53.3%	16.4%	92.6%
DVDR	6	3	0	5	2	3	4
%V	0.8%	0.9%	0.0%	0.9%	0.8%	1.0%	0.7%
%H		50.0%	0.0%	83.3%	33.3%	50.0%	66.7%
VCR	4	1	0	4	1	3	2
%V	0.6%	0.3%	0.0%	0.7%	0.4%	1.0%	0.3%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	50.0%
Any recorder	395	277	52	276	209	67	364
%V	55.7%	84.5%	83.9%	49.8%	85.7%	21.6%	62.7%
%H		70.1%	13.2%	69.9%	52.9%	17.0%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	709	328	62	554	244	310	581
%H		46.3%	8.7%	78.1%	34.4%	43.7%	81.9%
Receives HDTV (via STB or built-in reception)	438	229	46	348	184	165	387
%V	61.8%	69.8%	74.2%	62.8%	75.4%	53.2%	66.6%
%H		52.3%	10.5%	79.5%	42.0%	37.7%	88.4%
DVD/Blu-ray player or recorder	360	177	31	286	137	149	310
%V	50.8%	54.0%	50.0%	51.6%	56.1%	48.1%	53.4%
%H		49.2%	8.6%	79.4%	38.1%	41.4%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	814	457	76	674	398	277	751
%H		56.1%	9.3%	82.8%	48.9%	34.0%	92.3%
Under 20"	104	51	6	92	45	47	90
%V	12.8%	11.2%	7.9%	13.6%	11.3%	17.0%	12.0%
%H		49.0%	5.8%	88.5%	43.3%	45.2%	86.5%
20" - 29"	258	138	23	219	122	97	231
%V	31.7%	30.2%	30.3%	32.5%	30.7%	35.0%	30.8%
%H		53.5%	8.9%	84.9%	47.3%	37.6%	89.5%
30" - 39"	264	154	25	214	131	83	251
%V	32.4%	33.7%	32.9%	31.8%	32.9%	30.0%	33.4%
%H		58.3%	9.5%	81.1%	49.6%	31.4%	95.1%
40" and over	153	97	16	122	84	39	149
%V	18.8%	21.2%	21.1%	18.1%	21.1%	14.1%	19.8%
%H		63.4%	10.5%	79.7%	54.9%	25.5%	97.4%
Don't know	34	16	6	28	16	12	29
%V	4.2%	3.5%	7.9%	4.2%	4.0%	4.3%	3.9%
%H		47.1%	17.6%	82.4%	47.1%	35.3%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	814	457	76	674	398	277	751
%H		56.1%	9.3%	82.8%	48.9%	34.0%	92.3%
PVR	176	144	17	114	97	18	172
%V	21.6%	31.5%	22.4%	16.9%	24.4%	6.5%	22.9%
%H		81.8%	9.7%	64.8%	55.1%	10.2%	97.7%
DVDR	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.0%	0.3%	0.3%	0.4%	0.3%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	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	178	144	17	116	97	18	173
%V	21.9%	31.5%	22.4%	17.2%	24.4%	6.5%	23.0%
%H		80.9%	9.6%	65.2%	54.5%	10.1%	97.2%

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	814	457	76	674	398	277	751
%H		56.1%	9.3%	82.8%	48.9%	34.0%	92.3%
Receives HDTV (via STB or built-in reception)	331	183	38	282	171	112	313
%V	40.7%	40.0%	50.0%	41.8%	43.0%	40.4%	41.7%
%H		55.3%	11.5%	85.2%	51.7%	33.8%	94.6%
DVD/Blu-ray player or recorder	229	137	20	185	115	70	218
%V	28.1%	30.0%	26.3%	27.4%	28.9%	25.3%	29.0%
%H		59.8%	8.7%	80.8%	50.2%	30.6%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1845	1805	918	160	1395	688	707	1657
%H		97.8%	49.8%	8.7%	75.6%	37.3%	38.3%	89.8%
Total Children	392	388	219	38	287	160	127	382
%V	21.2%	21.5%	23.9%	23.8%	20.6%	23.3%	18.0%	23.1%
%H		99.0%	55.9%	9.7%	73.2%	40.8%	32.4%	97.4%
0 - 3	100	99	54	9	73	38	34	96
%V	5.4%	5.5%	5.9%	5.6%	5.2%	5.5%	4.8%	5.8%
%H		99.0%	54.0%	9.0%	73.0%	38.0%	34.0%	96.0%
4 - 15	292	290	166	29	214	121	93	286
%V	15.8%	16.1%	18.1%	18.1%	15.3%	17.6%	13.2%	17.3%
%H		99.3%	56.8%	9.9%	73.3%	41.4%	31.8%	97.9%
4 - 9	155	153	84	14	110	57	53	150
%V	8.4%	8.5%	9.2%	8.8%	7.9%	8.3%	7.5%	9.1%
%H		98.7%	54.2%	9.0%	71.0%	36.8%	34.2%	96.8%
10 - 15	138	137	82	14	104	64	40	136
%V	7.5%	7.6%	8.9%	8.8%	7.5%	9.3%	5.7%	8.2%
%H		99.3%	59.4%	10.1%	75.4%	46.4%	29.0%	98.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1845	1805	918	160	1395	688	707	1657
%H		97.8%	49.8%	8.7%	75.6%	37.3%	38.3%	89.8%
Total Adults (16+)	1452	1417	699	122	1108	528	580	1275
%V	78.7%	78.5%	76.1%	76.3%	79.4%	76.7%	82.0%	76.9%
%H		97.6%	48.1%	8.4%	76.3%	36.4%	39.9%	87.8%
16 - 19	94	92	52	8	72	41	31	92
%V	5.1%	5.1%	5.7%	5.0%	5.2%	6.0%	4.4%	5.6%
%H		97.9%	55.3%	8.5%	76.6%	43.6%	33.0%	97.9%
20 - 24	110	103	51	6	79	38	41	107
%V	6.0%	5.7%	5.6%	3.8%	5.7%	5.5%	5.8%	6.5%
%H		93.6%	46.4%	5.5%	71.8%	34.5%	37.3%	97.3%
25 - 34	245	236	122	22	169	83	86	237
%V	13.3%	13.1%	13.3%	13.8%	12.1%	12.1%	12.2%	14.3%
%H		96.3%	49.8%	9.0%	69.0%	33.9%	35.1%	96.7%
35 - 44	237	231	129	20	170	92	78	227
%V	12.8%	12.8%	14.1%	12.5%	12.2%	13.4%	11.0%	13.7%
%H		97.5%	54.4%	8.4%	71.7%	38.8%	32.9%	95.8%
45 - 54	261	256	136	25	198	105	94	245
%V	14.1%	14.2%	14.8%	15.6%	14.2%	15.3%	13.3%	14.8%
%H		98.1%	52.1%	9.6%	75.9%	40.2%	36.0%	93.9%
55 - 64	217	214	101	22	172	83	90	190
%V	11.8%	11.9%	11.0%	13.8%	12.3%	12.1%	12.7%	11.5%
%H		98.6%	46.5%	10.1%	79.3%	38.2%	41.5%	87.6%
65+	289	285	107	19	247	87	160	177
%V	15.7%	15.8%	11.7%	11.9%	17.7%	12.6%	22.6%	10.7%
%H		98.6%	37.0%	6.6%	85.5%	30.1%	55.4%	61.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)		1452	1417	699	122	1108	528	580	1275
	%H		97.6%	48.1%	8.4%	76.3%	36.4%	39.9%	87.8%
AB		361	352	188	37	266	143	123	348
	%V	24.9%	24.8%	26.9%	30.3%	24.0%	27.1%	21.2%	27.3%
	%H		97.5%	52.1%	10.2%	73.7%	39.6%	34.1%	96.4%
C1		393	379	195	36	303	161	142	363
	%V	27.1%	26.7%	27.9%	29.5%	27.3%	30.5%	24.5%	28.5%
	%H		96.4%	49.6%	9.2%	77.1%	41.0%	36.1%	92.4%
C2		306	301	147	19	243	109	133	280
	%V	21.1%	21.2%	21.0%	15.6%	21.9%	20.6%	22.9%	22.0%
	%H		98.4%	48.0%	6.2%	79.4%	35.6%	43.5%	91.5%
D		211	205	97	20	156	70	86	173
	%V	14.5%	14.5%	13.9%	16.4%	14.1%	13.3%	14.8%	13.6%
	%H		97.2%	46.0%	9.5%	73.9%	33.2%	40.8%	82.0%
E		182	179	72	10	140	44	96	111
	%V	12.5%	12.6%	10.3%	8.2%	12.6%	8.3%	16.6%	8.7%
	%H		98.4%	39.6%	5.5%	76.9%	24.2%	52.7%	61.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1452	1417	699	122	1108	528	580	1275
%H		97.6%	48.1%	8.4%	76.3%	36.4%	39.9%	87.8%
Working full time	657	640	341	58	482	249	233	628
%V	45.2%	45.2%	48.8%	47.5%	43.5%	47.2%	40.2%	49.3%
%H		97.4%	51.9%	8.8%	73.4%	37.9%	35.5%	95.6%
Working part time	143	141	74	14	109	57	52	136
%V	9.8%	10.0%	10.6%	11.5%	9.8%	10.8%	9.0%	10.7%
%H		98.6%	51.7%	9.8%	76.2%	39.9%	36.4%	95.1%
Not working	652	636	284	51	517	222	295	511
%V	44.9%	44.9%	40.6%	41.8%	46.7%	42.0%	50.9%	40.1%
%H		97.5%	43.6%	7.8%	79.3%	34.0%	45.2%	78.4%
Housewife/Houseperson	728	710	328	62	555	244	310	595
%V	50.1%	50.1%	46.9%	50.8%	50.1%	46.2%	53.4%	46.7%
%H		97.5%	45.1%	8.5%	76.2%	33.5%	42.6%	81.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	709	693	342	58	540	258	283	628
%H		97.7%	48.2%	8.2%	76.2%	36.4%	39.9%	88.6%
16 - 19	50	50	27	4	40	22	18	50
%V	7.1%	7.2%	7.9%	6.9%	7.4%	8.5%	6.4%	8.0%
%H		100.0%	54.0%	8.0%	80.0%	44.0%	36.0%	100.0%
20 - 24	53	52	25	3	40	19	21	52
%V	7.5%	7.5%	7.3%	5.2%	7.4%	7.4%	7.4%	8.3%
%H		98.1%	47.2%	5.7%	75.5%	35.8%	39.6%	98.1%
25 - 34	123	118	58	10	84	39	45	119
%V	17.3%	17.0%	17.0%	17.2%	15.6%	15.1%	15.9%	18.9%
%H		95.9%	47.2%	8.1%	68.3%	31.7%	36.6%	96.7%
35 - 44	114	111	60	10	82	43	39	108
%V	16.1%	16.0%	17.5%	17.2%	15.2%	16.7%	13.8%	17.2%
%H		97.4%	52.6%	8.8%	71.9%	37.7%	34.2%	94.7%
45 - 54	128	125	69	11	96	52	45	121
%V	18.1%	18.0%	20.2%	19.0%	17.8%	20.2%	15.9%	19.3%
%H		97.7%	53.9%	8.6%	75.0%	40.6%	35.2%	94.5%
55 - 64	107	106	50	11	86	40	46	93
%V	15.1%	15.3%	14.6%	19.0%	15.9%	15.5%	16.3%	14.8%
%H		99.1%	46.7%	10.3%	80.4%	37.4%	43.0%	86.9%
65+	133	131	54	8	112	42	69	86
%V	18.8%	18.9%	15.8%	13.8%	20.7%	16.3%	24.4%	13.7%
%H		98.5%	40.6%	6.0%	84.2%	31.6%	51.9%	64.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	709	693	342	58	540	258	283	628
%H		97.7%	48.2%	8.2%	76.2%	36.4%	39.9%	88.6%
AB	180	175	93	18	133	70	62	174
%V	25.4%	25.3%	27.2%	31.0%	24.6%	27.1%	21.9%	27.7%
%H		97.2%	51.7%	10.0%	73.9%	38.9%	34.4%	96.7%
C1	189	185	96	18	147	80	67	176
%V	26.7%	26.7%	28.1%	31.0%	27.2%	31.0%	23.7%	28.0%
%H		97.9%	50.8%	9.5%	77.8%	42.3%	35.4%	93.1%
C2	162	159	76	10	127	55	71	146
%V	22.8%	22.9%	22.2%	17.2%	23.5%	21.3%	25.1%	23.2%
%H		98.1%	46.9%	6.2%	78.4%	34.0%	43.8%	90.1%
D	98	95	45	9	73	33	39	83
%V	13.8%	13.7%	13.2%	15.5%	13.5%	12.8%	13.8%	13.2%
%H		96.9%	45.9%	9.2%	74.5%	33.7%	39.8%	84.7%
E	81	79	32	3	61	19	43	49
%V	11.4%	11.4%	9.4%	5.2%	11.3%	7.4%	15.2%	7.8%
%H		97.5%	39.5%	3.7%	75.3%	23.5%	53.1%	60.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	709	693	342	58	540	258	283	628
%H		97.7%	48.2%	8.2%	76.2%	36.4%	39.9%	88.6%
Working full time	400	390	206	34	295	151	144	381
%V	56.4%	56.3%	60.2%	58.6%	54.6%	58.5%	50.9%	60.7%
%H		97.5%	51.5%	8.5%	73.8%	37.8%	36.0%	95.3%
Working part time	30	30	14	4	23	11	12	28
%V	4.2%	4.3%	4.1%	6.9%	4.3%	4.3%	4.2%	4.5%
%H		100.0%	46.7%	13.3%	76.7%	36.7%	40.0%	93.3%
Not working	279	273	122	20	222	96	126	219
%V	39.4%	39.4%	35.7%	34.5%	41.1%	37.2%	44.5%	34.9%
%H		97.8%	43.7%	7.2%	79.6%	34.4%	45.2%	78.5%
Housewife/Houseperson	143	138	52	12	103	34	69	98
%V	20.2%	19.9%	15.2%	20.7%	19.1%	13.2%	24.4%	15.6%
%H		96.5%	36.4%	8.4%	72.0%	23.8%	48.3%	68.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	743	724	357	64	568	270	298	647
%H		97.4%	48.0%	8.6%	76.4%	36.3%	40.1%	87.1%
16 - 19	44	42	25	4	32	19	13	43
%V	5.9%	5.8%	7.0%	6.3%	5.6%	7.0%	4.4%	6.6%
%H		95.5%	56.8%	9.1%	72.7%	43.2%	29.5%	97.7%
20 - 24	57	52	26	3	39	19	21	55
%V	7.7%	7.2%	7.3%	4.7%	6.9%	7.0%	7.0%	8.5%
%H		91.2%	45.6%	5.3%	68.4%	33.3%	36.8%	96.5%
25 - 34	122	118	64	12	85	45	40	118
%V	16.4%	16.3%	17.9%	18.8%	15.0%	16.7%	13.4%	18.2%
%H		96.7%	52.5%	9.8%	69.7%	36.9%	32.8%	96.7%
35 - 44	123	120	70	9	88	48	40	119
%V	16.6%	16.6%	19.6%	14.1%	15.5%	17.8%	13.4%	18.4%
%H		97.6%	56.9%	7.3%	71.5%	39.0%	32.5%	96.7%
45 - 54	132	131	68	14	102	53	49	124
%V	17.8%	18.1%	19.0%	21.9%	18.0%	19.6%	16.4%	19.2%
%H		99.2%	51.5%	10.6%	77.3%	40.2%	37.1%	93.9%
55 - 64	109	108	52	12	86	42	44	97
%V	14.7%	14.9%	14.6%	18.8%	15.1%	15.6%	14.8%	15.0%
%H		99.1%	47.7%	11.0%	78.9%	38.5%	40.4%	89.0%
65+	156	154	53	11	135	44	91	91
%V	21.0%	21.3%	14.8%	17.2%	23.8%	16.3%	30.5%	14.1%
%H		98.7%	34.0%	7.1%	86.5%	28.2%	58.3%	58.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	743	724	357	64	568	270	298	647
%H		97.4%	48.0%	8.6%	76.4%	36.3%	40.1%	87.1%
AB	181	176	95	19	133	72	61	174
%V	24.4%	24.3%	26.6%	29.7%	23.4%	26.7%	20.5%	26.9%
%H		97.2%	52.5%	10.5%	73.5%	39.8%	33.7%	96.1%
C1	204	195	99	19	156	82	75	187
%V	27.5%	26.9%	27.7%	29.7%	27.5%	30.4%	25.2%	28.9%
%H		95.6%	48.5%	9.3%	76.5%	40.2%	36.8%	91.7%
C2	144	143	72	9	116	54	62	135
%V	19.4%	19.8%	20.2%	14.1%	20.4%	20.0%	20.8%	20.9%
%H		99.3%	50.0%	6.3%	80.6%	37.5%	43.1%	93.8%
D	113	110	52	11	83	36	47	90
%V	15.2%	15.2%	14.6%	17.2%	14.6%	13.3%	15.8%	13.9%
%H		97.3%	46.0%	9.7%	73.5%	31.9%	41.6%	79.6%
E	101	100	39	7	79	26	53	62
%V	13.6%	13.8%	10.9%	10.9%	13.9%	9.6%	17.8%	9.6%
%H		99.0%	38.6%	6.9%	78.2%	25.7%	52.5%	61.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	743	724	357	64	568	270	298	647
%H		97.4%	48.0%	8.6%	76.4%	36.3%	40.1%	87.1%
Working full time	257	250	135	23	187	98	89	247
%V	34.6%	34.5%	37.8%	35.9%	32.9%	36.3%	29.9%	38.2%
%H		97.3%	52.5%	8.9%	72.8%	38.1%	34.6%	96.1%
Working part time	113	111	60	10	86	46	40	108
%V	15.2%	15.3%	16.8%	15.6%	15.1%	17.0%	13.4%	16.7%
%H		98.2%	53.1%	8.8%	76.1%	40.7%	35.4%	95.6%
Not working	374	363	161	30	295	126	169	292
%V	50.3%	50.1%	45.1%	46.9%	51.9%	46.7%	56.7%	45.1%
%H		97.1%	43.0%	8.0%	78.9%	33.7%	45.2%	78.1%
Housewife/Houseperson	585	573	277	50	452	210	242	496
%V	78.7%	79.1%	77.6%	78.1%	79.6%	77.8%	81.2%	76.7%
%H		97.9%	47.4%	8.5%	77.3%	35.9%	41.4%	84.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	1346	1310	701	126	829	366	464	1100
%H (All HH)		97.3%	52.1%	9.4%	61.6%	27.2%	34.5%	81.7%
%H (TV HH)			53.5%	9.6%	63.3%	27.9%	35.4%	
AB	282	275	148	29	178	86	93	266
%V	21.0%	21.0%	21.1%	23.0%	21.5%	23.5%	20.0%	24.2%
%H (All HH)		97.5%	52.5%	10.3%	63.1%	30.5%	33.0%	94.3%
%H (TV HH)			53.8%	10.5%	64.7%	31.3%	33.8%	
C1	349	338	181	34	213	95	118	308
%V	25.9%	25.8%	25.8%	27.0%	25.7%	26.0%	25.4%	28.0%
%H (All HH)		96.8%	51.9%	9.7%	61.0%	27.2%	33.8%	88.3%
%H (TV HH)			53.6%	10.1%	63.0%	28.1%	34.9%	
C2	298	294	166	30	188	92	95	252
%V	22.1%	22.4%	23.7%	23.8%	22.7%	25.1%	20.5%	22.9%
%H (All HH)		98.7%	55.7%	10.1%	63.1%	30.9%	31.9%	84.6%
%H (TV HH)			56.5%	10.2%	63.9%	31.3%	32.3%	
D	240	235	122	25	142	57	84	177
%V	17.8%	17.9%	17.4%	19.8%	17.1%	15.6%	18.1%	16.1%
%H (All HH)		97.9%	50.8%	10.4%	59.2%	23.8%	35.0%	73.8%
%H (TV HH)			51.9%	10.6%	60.4%	24.3%	35.7%	
E	178	169	84	8	109	35	74	96
%V	13.2%	12.9%	12.0%	6.3%	13.1%	9.6%	15.9%	8.7%
%H (All HH)		94.9%	47.2%	4.5%	61.2%	19.7%	41.6%	53.9%
%H (TV HH)			49.7%	4.7%	64.5%	20.7%	43.8%	

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

April 2016 - March 2017

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	1346	1310	701	126	829	366	464	1100
%H (All HH)		97.3%	52.1%	9.4%	61.6%	27.2%	34.5%	81.7%
%H (TV HH)			53.5%	9.6%	63.3%	27.9%	35.4%	
Under 25	57	51	26	5	25	9	16	52
%V	4.2%	3.9%	3.7%	4.0%	3.0%	2.5%	3.4%	4.7%
%H (All HH)		89.5%	45.6%	8.8%	43.9%	15.8%	28.1%	91.2%
%H (TV HH)			51.0%	9.8%	49.0%	17.6%	31.4%	
25 - 34	191	184	100	19	102	45	58	181
%V	14.2%	14.0%	14.3%	15.1%	12.3%	12.3%	12.5%	16.5%
%H (All HH)		96.3%	52.4%	9.9%	53.4%	23.6%	30.4%	94.8%
%H (TV HH)			54.3%	10.3%	55.4%	24.5%	31.5%	
35 - 44	196	192	114	18	108	53	54	187
%V	14.6%	14.7%	16.3%	14.3%	13.0%	14.5%	11.6%	17.0%
%H (All HH)		98.0%	58.2%	9.2%	55.1%	27.0%	27.6%	95.4%
%H (TV HH)			59.4%	9.4%	56.3%	27.6%	28.1%	
45 - 54	251	244	142	28	153	80	74	235
%V	18.6%	18.6%	20.3%	22.2%	18.5%	21.9%	15.9%	21.4%
%H (All HH)		97.2%	56.6%	11.2%	61.0%	31.9%	29.5%	93.6%
%H (TV HH)			58.2%	11.5%	62.7%	32.8%	30.3%	
55 - 64	233	226	128	22	150	74	76	202
%V	17.3%	17.3%	18.3%	17.5%	18.1%	20.2%	16.4%	18.4%
%H (All HH)		97.0%	54.9%	9.4%	64.4%	31.8%	32.6%	86.7%
%H (TV HH)			56.6%	9.7%	66.4%	32.7%	33.6%	
65 +	417	413	192	34	290	104	187	243
%V	31.0%	31.5%	27.4%	27.0%	35.0%	28.4%	40.3%	22.1%
%H (All HH)		99.0%	46.0%	8.2%	69.5%	24.9%	44.8%	58.3%
%H (TV HH)			46.5%	8.2%	70.2%	25.2%	45.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1346	1310	701	126	829	366	464	1100
%H (All HH)		97.3%	52.1%	9.4%	61.6%	27.2%	34.5%	81.7%
%H (TV HH)			53.5%	9.6%	63.3%	27.9%	35.4%	
1	428	404	166	34	273	75	198	249
%V	31.8%	30.8%	23.7%	27.0%	32.9%	20.5%	42.7%	22.6%
%H (All HH)		94.4%	38.8%	7.9%	63.8%	17.5%	46.3%	58.2%
%H (TV HH)			41.1%	8.4%	67.6%	18.6%	49.0%	
2	467	460	260	42	293	139	154	410
%V	34.7%	35.1%	37.1%	33.3%	35.3%	38.0%	33.2%	37.3%
%H (All HH)		98.5%	55.7%	9.0%	62.7%	29.8%	33.0%	87.8%
%H (TV HH)			56.5%	9.1%	63.7%	30.2%	33.5%	
3	211	208	123	21	127	68	59	205
%V	15.7%	15.9%	17.5%	16.7%	15.3%	18.6%	12.7%	18.6%
%H (All HH)		98.6%	58.3%	10.0%	60.2%	32.2%	28.0%	97.2%
%H (TV HH)			59.1%	10.1%	61.1%	32.7%	28.4%	
4	159	158	95	22	93	56	37	156
%V	11.8%	12.1%	13.6%	17.5%	11.2%	15.3%	8.0%	14.2%
%H (All HH)		99.4%	59.7%	13.8%	58.5%	35.2%	23.3%	98.1%
%H (TV HH)			60.1%	13.9%	58.9%	35.4%	23.4%	
5+	82	81	56	7	43	28	15	80
%V	6.1%	6.2%	8.0%	5.6%	5.2%	7.7%	3.2%	7.3%
%H (All HH)		98.8%	68.3%	8.5%	52.4%	34.1%	18.3%	97.6%
%H (TV HH)			69.1%	8.6%	53.1%	34.6%	18.5%	
Average HH size	2.29	2.31	2.48	2.45	2.23	2.55	1.97	2.50

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1346	1310	701	126	829	366	464	1100
%H (All HH)		97.3%	52.1%	9.4%	61.6%	27.2%	34.5%	81.7%
%H (TV HH)			53.5%	9.6%	63.3%	27.9%	35.4%	
Without	1026	993	505	94	647	264	382	791
%V	76.2%	75.8%	72.0%	74.6%	78.0%	72.1%	82.3%	71.9%
%H (All HH)		96.8%	49.2%	9.2%	63.1%	25.7%	37.2%	77.1%
%H (TV HH)			50.9%	9.5%	65.2%	26.6%	38.5%	
With	320	317	196	31	183	101	81	309
%V	23.8%	24.2%	28.0%	24.6%	22.1%	27.6%	17.5%	28.1%
%H (All HH)		99.1%	61.3%	9.7%	57.2%	31.6%	25.3%	96.6%
%H (TV HH)			61.8%	9.8%	57.7%	31.9%	25.6%	
0 - 3	119	118	70	11	66	33	34	113
%V	8.8%	9.0%	10.0%	8.7%	8.0%	9.0%	7.3%	10.3%
%H (All HH)		99.2%	58.8%	9.2%	55.5%	27.7%	28.6%	95.0%
%H (TV HH)			59.3%	9.3%	55.9%	28.0%	28.8%	
4 - 9	167	165	104	14	95	52	43	161
%V	12.4%	12.6%	14.8%	11.1%	11.5%	14.2%	9.3%	14.6%
%H (All HH)		98.8%	62.3%	8.4%	56.9%	31.1%	25.7%	96.4%
%H (TV HH)			63.0%	8.5%	57.6%	31.5%	26.1%	
10 - 15	155	154	101	16	88	54	34	152
%V	11.5%	11.8%	14.4%	12.7%	10.6%	14.8%	7.3%	13.8%
%H (All HH)		99.4%	65.2%	10.3%	56.8%	34.8%	21.9%	98.1%
%H (TV HH)			65.6%	10.4%	57.1%	35.1%	22.1%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1346	1310	701	126	829	366	464	1100
%H (All HH)		97.3%	52.1%	9.4%	61.6%	27.2%	34.5%	81.7%
%H (TV HH)			53.5%	9.6%	63.3%	27.9%	35.4%	
1	467	467	194	45	249	37	213	327
%V	34.7%	35.6%	27.7%	35.7%	30.0%	10.1%	45.9%	29.7%
%H (All HH)		100.0%	41.5%	9.6%	53.3%	7.9%	45.6%	70.0%
%H (TV HH)			41.5%	9.6%	53.3%	7.9%	45.6%	
2	477	477	270	48	308	153	155	400
%V	35.4%	36.4%	38.5%	38.1%	37.2%	41.8%	33.4%	36.4%
%H (All HH)		100.0%	56.6%	10.1%	64.6%	32.1%	32.5%	83.9%
%H (TV HH)			56.6%	10.1%	64.6%	32.1%	32.5%	
3	220	220	134	21	162	97	65	206
%V	16.3%	16.8%	19.1%	16.7%	19.5%	26.5%	14.0%	18.7%
%H (All HH)		100.0%	60.9%	9.5%	73.6%	44.1%	29.5%	93.6%
%H (TV HH)			60.9%	9.5%	73.6%	44.1%	29.5%	
4	101	101	68	8	75	51	24	97
%V	7.5%	7.7%	9.7%	6.3%	9.0%	13.9%	5.2%	8.8%
%H (All HH)		100.0%	67.3%	7.9%	74.3%	50.5%	23.8%	96.0%
%H (TV HH)			67.3%	7.9%	74.3%	50.5%	23.8%	
5+	46	46	35	4	36	28	8	45
%V	3.4%	3.5%	5.0%	3.2%	4.3%	7.7%	1.7%	4.1%
%H (All HH)		100.0%	76.1%	8.7%	78.3%	60.9%	17.4%	97.8%
%H (TV HH)			76.1%	8.7%	78.3%	60.9%	17.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1346	1310	701	126	829	366	464	1100
%H (All HH)		97.3%	52.1%	9.4%	61.6%	27.2%	34.5%	81.7%
%H (TV HH)			53.5%	9.6%	63.3%	27.9%	35.4%	
Under 20"	195	195	111	13	151	81	70	164
%V	14.5%	14.9%	15.8%	10.3%	18.2%	22.1%	15.1%	14.9%
%H (All HH)		100.0%	56.9%	6.7%	77.4%	41.5%	35.9%	84.1%
%H (TV HH)			56.9%	6.7%	77.4%	41.5%	35.9%	
20" - 29"	448	448	230	39	331	156	175	366
%V	33.3%	34.2%	32.8%	31.0%	39.9%	42.6%	37.7%	33.3%
%H (All HH)		100.0%	51.3%	8.7%	73.9%	34.8%	39.1%	81.7%
%H (TV HH)			51.3%	8.7%	73.9%	34.8%	39.1%	
30" - 39"	731	731	403	69	478	228	250	604
%V	54.3%	55.8%	57.5%	54.8%	57.7%	62.3%	53.9%	54.9%
%H (All HH)		100.0%	55.1%	9.4%	65.4%	31.2%	34.2%	82.6%
%H (TV HH)			55.1%	9.4%	65.4%	31.2%	34.2%	
40" and over	748	748	455	83	450	249	201	676
%V	55.6%	57.1%	64.9%	65.9%	54.3%	68.0%	43.3%	61.5%
%H (All HH)		100.0%	60.8%	11.1%	60.2%	33.3%	26.9%	90.4%
%H (TV HH)			60.8%	11.1%	60.2%	33.3%	26.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1346	1310	701	126	829	366	464	1100
%H (All HH)		97.3%	52.1%	9.4%	61.6%	27.2%	34.5%	81.7%
%H (TV HH)			53.5%	9.6%	63.3%	27.9%	35.4%	
Main living room	1300	1300	698	125	823	364	459	1065
%V	96.6%	99.2%	99.6%	99.2%	99.3%	99.5%	98.9%	96.8%
%H (All HH)		100.0%	53.7%	9.6%	63.3%	28.0%	35.3%	81.9%
%H (TV HH)			53.7%	9.6%	63.3%	28.0%	35.3%	
Kitchen	181	181	107	13	145	84	61	159
%V	13.4%	13.8%	15.3%	10.3%	17.5%	23.0%	13.1%	14.5%
%H (All HH)		100.0%	59.1%	7.2%	80.1%	46.4%	33.7%	87.8%
%H (TV HH)			59.1%	7.2%	80.1%	46.4%	33.7%	
Adult's bedroom	612	612	372	60	428	251	177	550
%V	45.5%	46.7%	53.1%	47.6%	51.6%	68.6%	38.1%	50.0%
%H (All HH)		100.0%	60.8%	9.8%	69.9%	41.0%	28.9%	89.9%
%H (TV HH)			60.8%	9.8%	69.9%	41.0%	28.9%	
Child's bedroom	133	133	88	12	87	56	31	131
%V	9.9%	10.2%	12.6%	9.5%	10.5%	15.3%	6.7%	11.9%
%H (All HH)		100.0%	66.2%	9.0%	65.4%	42.1%	23.3%	98.5%
%H (TV HH)			66.2%	9.0%	65.4%	42.1%	23.3%	
Other bedroom	81	81	54	5	58	37	21	74
%V	6.0%	6.2%	7.7%	4.0%	7.0%	10.1%	4.5%	6.7%
%H (All HH)		100.0%	66.7%	6.2%	71.6%	45.7%	25.9%	91.4%
%H (TV HH)			66.7%	6.2%	71.6%	45.7%	25.9%	
Second living/dining room	171	171	101	19	122	71	51	151
%V	12.7%	13.1%	14.4%	15.1%	14.7%	19.4%	11.0%	13.7%
%H (All HH)		100.0%	59.1%	11.1%	71.3%	41.5%	29.8%	88.3%
%H (TV HH)			59.1%	11.1%	71.3%	41.5%	29.8%	
Study/office	21	21	14	2	16	11	5	20
%V	1.6%	1.6%	2.0%	1.6%	1.9%	3.0%	1.1%	1.8%
%H (All HH)		100.0%	66.7%	9.5%	76.2%	52.4%	23.8%	95.2%
%H (TV HH)			66.7%	9.5%	76.2%	52.4%	23.8%	
TV room	10	10	7	2	6	5	1	10
%V	0.7%	0.8%	1.0%	1.6%	0.7%	1.4%	0.2%	0.9%
%H (All HH)		100.0%	70.0%	20.0%	60.0%	50.0%	10.0%	100.0%
%H (TV HH)			70.0%	20.0%	60.0%	50.0%	10.0%	
Conservatory	31	31	22	2	23	15	8	29
%V	2.3%	2.4%	3.1%	1.6%	2.8%	4.1%	1.7%	2.6%
%H (All HH)		100.0%	71.0%	6.5%	74.2%	48.4%	25.8%	93.5%
%H (TV HH)			71.0%	6.5%	74.2%	48.4%	25.8%	
Attic or loft room	5	5	3	1	4	3	1	5
%V	0.4%	0.4%	0.4%	0.8%	0.5%	0.8%	0.2%	0.5%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	20.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.3%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	7	7	5	0	5	3	2	7
%V	0.5%	0.5%	0.7%	0.0%	0.6%	0.8%	0.4%	0.6%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	71.4%	42.9%	28.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1346	1310	701	126	829	366	464	1100
%H (All HH)		97.3%	52.1%	9.4%	61.6%	27.2%	34.5%	81.7%
%H (TV HH)			53.5%	9.6%	63.3%	27.9%	35.4%	
Any DSAT provider	701	701	701	4	318	318	0	613
%V	52.1%	53.5%	100.0%	3.2%	38.4%	86.9%	0.0%	55.7%
%H (All HH)			100.0%	0.6%	45.4%	45.4%	0.0%	87.4%
%H (TV HH)			100.0%	0.6%	45.4%	45.4%	0.0%	
Sky with subscription	554	554	554	2	250	250	0	496
%V	41.2%	42.3%	79.0%	1.6%	30.2%	68.3%	0.0%	45.1%
%H (All HH)			100.0%	0.4%	45.1%	45.1%	0.0%	89.5%
%H (TV HH)			100.0%	0.4%	45.1%	45.1%	0.0%	
Sky without subscription	72	72	72	1	32	32	0	52
%V	5.3%	5.5%	10.3%	0.8%	3.9%	8.7%	0.0%	4.7%
%H (All HH)			100.0%	1.4%	44.4%	44.4%	0.0%	72.2%
%H (TV HH)			100.0%	1.4%	44.4%	44.4%	0.0%	
Freesat	68	68	68	0	30	30	0	60
%V	5.1%	5.2%	9.7%	0.0%	3.6%	8.2%	0.0%	5.5%
%H (All HH)			100.0%	0.0%	44.1%	44.1%	0.0%	88.2%
%H (TV HH)			100.0%	0.0%	44.1%	44.1%	0.0%	
Other satellite provider	34	34	34	0	19	19	0	30
%V	2.5%	2.6%	4.9%	0.0%	2.3%	5.2%	0.0%	2.7%
%H (All HH)			100.0%	0.0%	55.9%	55.9%	0.0%	88.2%
%H (TV HH)			100.0%	0.0%	55.9%	55.9%	0.0%	
DCAB	126	126	4	126	50	50	0	114
%V	9.4%	9.6%	0.6%	100.0%	6.0%	13.7%	0.0%	10.4%
%H (All HH)			3.2%	100.0%	39.7%	39.7%	0.0%	90.5%
%H (TV HH)			3.2%	100.0%	39.7%	39.7%	0.0%	
DTT	829	829	318	50	829	366	464	664
%V	61.6%	63.3%	45.4%	39.7%	100.0%	100.0%	100.0%	60.4%
%H (All HH)		100.0%	38.4%	6.0%	100.0%	44.1%	56.0%	80.1%
%H (TV HH)			38.4%	6.0%	100.0%	44.1%	56.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1346	1310	701	126	829	366	464	1100
%H (All HH)		97.3%	52.1%	9.4%	61.6%	27.2%	34.5%	81.7%
%H (TV HH)			53.5%	9.6%	63.3%	27.9%	35.4%	
PVR	856	856	591	116	473	322	151	768
%V	63.6%	65.3%	84.3%	92.1%	57.1%	88.0%	32.5%	69.8%
%H (All HH)		100.0%	69.0%	13.6%	55.3%	37.6%	17.6%	89.7%
%H (TV HH)			69.0%	13.6%	55.3%	37.6%	17.6%	
DVDR	20	20	10	2	14	6	8	18
%V	1.5%	1.5%	1.4%	1.6%	1.7%	1.6%	1.7%	1.6%
%H (All HH)		100.0%	50.0%	10.0%	70.0%	30.0%	40.0%	90.0%
%H (TV HH)			50.0%	10.0%	70.0%	30.0%	40.0%	
VCR	8	8	4	0	7	4	3	5
%V	0.6%	0.6%	0.6%	0.0%	0.8%	1.1%	0.6%	0.5%
%H (All HH)		100.0%	50.0%	0.0%	87.5%	50.0%	37.5%	62.5%
%H (TV HH)			50.0%	0.0%	87.5%	50.0%	37.5%	
Any recorder	863	863	594	116	479	324	155	772
%V	64.1%	65.9%	84.7%	92.1%	57.8%	88.5%	33.4%	70.2%
%H (All HH)		100.0%	68.8%	13.4%	55.5%	37.5%	18.0%	89.5%
%H (TV HH)			68.8%	13.4%	55.5%	37.5%	18.0%	
Receives HDTV (via STB or built-in reception)	792	792	464	108	485	262	223	709
%V	58.8%	60.5%	66.2%	85.7%	58.5%	71.6%	48.1%	64.5%
%H (All HH)		100.0%	58.6%	13.6%	61.2%	33.1%	28.2%	89.5%
%H (TV HH)			58.6%	13.6%	61.2%	33.1%	28.2%	
DVD/Blu-ray player or recorder	971	971	548	91	620	305	316	830
%V	72.1%	74.1%	78.2%	72.2%	74.8%	83.3%	68.1%	75.5%
%H (All HH)		100.0%	56.4%	9.4%	63.9%	31.4%	32.5%	85.5%
%H (TV HH)			56.4%	9.4%	63.9%	31.4%	32.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1346	1310	701	126	829	366	464	1100
%H (All HH)		97.3%	52.1%	9.4%	61.6%	27.2%	34.5%	81.7%
%H (TV HH)			53.5%	9.6%	63.3%	27.9%	35.4%	
Has broadband internet	1100	1074	613	114	664	334	330	1100
%V	81.7%	82.0%	87.4%	90.5%	80.1%	91.3%	71.1%	100.0%
%H (All HH)		97.6%	55.7%	10.4%	60.4%	30.4%	30.0%	100.0%
%H (TV HH)			57.1%	10.6%	61.8%	31.1%	30.7%	
Number of computers (PCs and laptops)								
0	288	277	112	16	187	41	147	54
%V	21.4%	21.1%	16.0%	12.7%	22.6%	11.2%	31.7%	4.9%
%H (All HH)		96.2%	38.9%	5.6%	64.9%	14.2%	51.0%	18.8%
%H (TV HH)			40.4%	5.8%	67.5%	14.8%	53.1%	
1	347	333	174	32	206	84	122	337
%V	25.8%	25.4%	24.8%	25.4%	24.8%	23.0%	26.3%	30.6%
%H (All HH)		96.0%	50.1%	9.2%	59.4%	24.2%	35.2%	97.1%
%H (TV HH)			52.3%	9.6%	61.9%	25.2%	36.6%	
2	316	310	173	33	199	99	100	315
%V	23.5%	23.7%	24.7%	26.2%	24.0%	27.0%	21.6%	28.6%
%H (All HH)		98.1%	54.7%	10.4%	63.0%	31.3%	31.6%	99.7%
%H (TV HH)			55.8%	10.6%	64.2%	31.9%	32.3%	
3	192	189	115	22	113	63	50	192
%V	14.3%	14.4%	16.4%	17.5%	13.6%	17.2%	10.8%	17.5%
%H (All HH)		98.4%	59.9%	11.5%	58.9%	32.8%	26.0%	100.0%
%H (TV HH)			60.8%	11.6%	59.8%	33.3%	26.5%	
4	101	100	62	12	61	37	24	101
%V	7.5%	7.6%	8.8%	9.5%	7.4%	10.1%	5.2%	9.2%
%H (All HH)		99.0%	61.4%	11.9%	60.4%	36.6%	23.8%	100.0%
%H (TV HH)			62.0%	12.0%	61.0%	37.0%	24.0%	
5+	102	101	66	11	63	42	21	102
%V	7.6%	7.7%	9.4%	8.7%	7.6%	11.5%	4.5%	9.3%
%H (All HH)		99.0%	64.7%	10.8%	61.8%	41.2%	20.6%	100.0%
%H (TV HH)			65.3%	10.9%	62.4%	41.6%	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

April 2016 - March 2017

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	2731	1598	255	1841	988	853	2375
%H		58.5%	9.3%	67.4%	36.2%	31.2%	87.0%
Under 20"	237	137	14	185	100	85	202
%V	8.7%	8.6%	5.5%	10.0%	10.1%	10.0%	8.5%
%H		57.8%	5.9%	78.1%	42.2%	35.9%	85.2%
20" - 29"	580	308	51	438	221	218	487
%V	21.2%	19.3%	20.0%	23.8%	22.4%	25.6%	20.5%
%H		53.1%	8.8%	75.5%	38.1%	37.6%	84.0%
30" - 39"	931	538	84	617	318	298	788
%V	34.1%	33.7%	32.9%	33.5%	32.2%	34.9%	33.2%
%H		57.8%	9.0%	66.3%	34.2%	32.0%	84.6%
40" and over	956	601	104	581	338	243	877
%V	35.0%	37.6%	40.8%	31.6%	34.2%	28.5%	36.9%
%H		62.9%	10.9%	60.8%	35.4%	25.4%	91.7%
Don't know	27	15	2	20	12	9	21
%V	1.0%	0.9%	0.8%	1.1%	1.2%	1.1%	0.9%
%H		55.6%	7.4%	74.1%	44.4%	33.3%	77.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2731	1598	255	1841	988	853	2375
%H		58.5%	9.3%	67.4%	36.2%	31.2%	87.0%
Main living room	1304	702	125	825	365	460	1068
%V	47.7%	43.9%	49.0%	44.8%	36.9%	53.9%	45.0%
%H		53.8%	9.6%	63.3%	28.0%	35.3%	81.9%
Kitchen	181	107	13	145	84	61	159
%V	6.6%	6.7%	5.1%	7.9%	8.5%	7.2%	6.7%
%H		59.1%	7.2%	80.1%	46.4%	33.7%	87.8%
Adult's bedroom	713	444	69	503	306	197	649
%V	26.1%	27.8%	27.1%	27.3%	31.0%	23.1%	27.3%
%H		62.3%	9.7%	70.5%	42.9%	27.6%	91.0%
Child's bedroom	178	120	15	116	75	41	176
%V	6.5%	7.5%	5.9%	6.3%	7.6%	4.8%	7.4%
%H		67.4%	8.4%	65.2%	42.1%	23.0%	98.9%
Other bedroom	102	69	7	72	48	25	95
%V	3.7%	4.3%	2.7%	3.9%	4.9%	2.9%	4.0%
%H		67.6%	6.9%	70.6%	47.1%	24.5%	93.1%
Second living/dining room	175	104	19	124	72	52	154
%V	6.4%	6.5%	7.5%	6.7%	7.3%	6.1%	6.5%
%H		59.4%	10.9%	70.9%	41.1%	29.7%	88.0%
Study/office	21	14	2	16	11	5	20
%V	0.8%	0.9%	0.8%	0.9%	1.1%	0.6%	0.8%
%H		66.7%	9.5%	76.2%	52.4%	23.8%	95.2%
TV room	10	7	2	6	5	1	10
%V	0.4%	0.4%	0.8%	0.3%	0.5%	0.1%	0.4%
%H		70.0%	20.0%	60.0%	50.0%	10.0%	100.0%
Conservatory	32	23	2	23	15	8	29
%V	1.2%	1.4%	0.8%	1.2%	1.5%	0.9%	1.2%
%H		71.9%	6.3%	71.9%	46.9%	25.0%	90.6%
Attic or loft room	5	3	1	4	3	1	5
%V	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	9	6	1	6	4	3	9
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.4%	0.4%
%H		66.7%	11.1%	66.7%	44.4%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2731	1598	255	1841	988	853	2375
%H		58.5%	9.3%	67.4%	36.2%	31.2%	87.0%
PVR	1184	864	154	621	450	171	1084
%V	43.4%	54.1%	60.4%	33.7%	45.5%	20.0%	45.6%
%H		73.0%	13.0%	52.4%	38.0%	14.4%	91.6%
DVDR	22	11	2	15	7	9	20
%V	0.8%	0.7%	0.8%	0.8%	0.7%	1.1%	0.8%
%H		50.0%	9.1%	68.2%	31.8%	40.9%	90.9%
VCR	9	4	0	8	4	4	5
%V	0.3%	0.3%	0.0%	0.4%	0.4%	0.5%	0.2%
%H		44.4%	0.0%	88.9%	44.4%	44.4%	55.6%
Any recorder	1199	871	154	633	455	177	1094
%V	43.9%	54.5%	60.4%	34.4%	46.1%	20.8%	46.1%
%H		72.6%	12.8%	52.8%	37.9%	14.8%	91.2%

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	2731	1598	255	1841	988	853	2375
%H		58.5%	9.3%	67.4%	36.2%	31.2%	87.0%
Receives HDTV (via STB or built-in reception)	1192	727	164	746	439	307	1090
%V	43.6%	45.5%	64.3%	40.5%	44.4%	36.0%	45.9%
%H		61.0%	13.8%	62.6%	36.8%	25.8%	91.4%
DVD/Blu-ray player or recorder	1475	869	138	972	526	447	1312
%V	54.0%	54.4%	54.1%	52.8%	53.2%	52.4%	55.2%
%H		58.9%	9.4%	65.9%	35.7%	30.3%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1309	701	126	829	366	463	1074
%H		53.6%	9.6%	63.3%	28.0%	35.4%	82.0%
Under 20"	14	4	1	12	2	9	8
%V	1.1%	0.6%	0.8%	1.4%	0.5%	1.9%	0.7%
%H		28.6%	7.1%	85.7%	14.3%	64.3%	57.1%
20" - 29"	117	39	4	88	17	71	70
%V	8.9%	5.6%	3.2%	10.6%	4.6%	15.3%	6.5%
%H		33.3%	3.4%	75.2%	14.5%	60.7%	59.8%
30" - 39"	449	215	39	290	104	186	337
%V	34.3%	30.7%	31.0%	35.0%	28.4%	40.2%	31.4%
%H		47.9%	8.7%	64.6%	23.2%	41.4%	75.1%
40" and over	722	440	81	433	240	193	652
%V	55.2%	62.8%	64.3%	52.2%	65.6%	41.7%	60.7%
%H		60.9%	11.2%	60.0%	33.2%	26.7%	90.3%
Don't know	8	2	1	6	2	4	6
%V	0.6%	0.3%	0.8%	0.7%	0.5%	0.9%	0.6%
%H		25.0%	12.5%	75.0%	25.0%	50.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1309	701	126	829	366	463	1074
%H		53.6%	9.6%	63.3%	28.0%	35.4%	82.0%
PVR	838	581	115	458	314	144	752
%V	64.0%	82.9%	91.3%	55.2%	85.8%	31.1%	70.0%
%H		69.3%	13.7%	54.7%	37.5%	17.2%	89.7%
DVDR	15	7	1	11	4	7	14
%V	1.1%	1.0%	0.8%	1.3%	1.1%	1.5%	1.3%
%H		46.7%	6.7%	73.3%	26.7%	46.7%	93.3%
VCR	6	3	0	5	2	3	3
%V	0.5%	0.4%	0.0%	0.6%	0.5%	0.6%	0.3%
%H		50.0%	0.0%	83.3%	33.3%	50.0%	50.0%
Any recorder	845	584	115	464	315	148	756
%V	64.6%	83.3%	91.3%	56.0%	86.1%	32.0%	70.4%
%H		69.1%	13.6%	54.9%	37.3%	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	1309	701	126	829	366	463	1074
%H		53.6%	9.6%	63.3%	28.0%	35.4%	82.0%
Receives HDTV (via STB or built-in reception)	764	448	105	460	245	215	683
%V	58.4%	63.9%	83.3%	55.5%	66.9%	46.4%	63.6%
%H		58.6%	13.7%	60.2%	32.1%	28.1%	89.4%
DVD/Blu-ray player or recorder	866	484	82	549	264	285	736
%V	66.2%	69.0%	65.1%	66.2%	72.1%	61.6%	68.5%
%H		55.9%	9.5%	63.4%	30.5%	32.9%	85.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1421	897	130	1012	623	390	1302
%H		63.1%	9.1%	71.2%	43.8%	27.4%	91.6%
Under 20"	224	133	14	174	98	76	194
%V	15.8%	14.8%	10.8%	17.2%	15.7%	19.5%	14.9%
%H		59.4%	6.3%	77.7%	43.8%	33.9%	86.6%
20" - 29"	463	268	47	350	203	147	417
%V	32.6%	29.9%	36.2%	34.6%	32.6%	37.7%	32.0%
%H		57.9%	10.2%	75.6%	43.8%	31.7%	90.1%
30" - 39"	482	323	45	327	215	112	451
%V	33.9%	36.0%	34.6%	32.3%	34.5%	28.7%	34.6%
%H		67.0%	9.3%	67.8%	44.6%	23.2%	93.6%
40" and over	234	161	22	147	97	50	225
%V	16.5%	17.9%	16.9%	14.5%	15.6%	12.8%	17.3%
%H		68.8%	9.4%	62.8%	41.5%	21.4%	96.2%
Don't know	19	13	1	14	10	4	15
%V	1.3%	1.4%	0.8%	1.4%	1.6%	1.0%	1.2%
%H		68.4%	5.3%	73.7%	52.6%	21.1%	78.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1421	897	130	1012	623	390	1302
%H		63.1%	9.1%	71.2%	43.8%	27.4%	91.6%
PVR	346	283	39	163	137	26	332
%V	24.3%	31.5%	30.0%	16.1%	22.0%	6.7%	25.5%
%H		81.8%	11.3%	47.1%	39.6%	7.5%	96.0%
DVDR	7	4	1	5	3	2	7
%V	0.5%	0.4%	0.8%	0.5%	0.5%	0.5%	0.5%
%H		57.1%	14.3%	71.4%	42.9%	28.6%	100.0%
VCR	3	1	0	3	1	2	2
%V	0.2%	0.1%	0.0%	0.3%	0.2%	0.5%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Any recorder	354	287	40	169	140	29	338
%V	24.9%	32.0%	30.8%	16.7%	22.5%	7.4%	26.0%
%H		81.1%	11.3%	47.7%	39.5%	8.2%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1421	897	130	1012	623	390	1302
%H		63.1%	9.1%	71.2%	43.8%	27.4%	91.6%
Receives HDTV (via STB or built-in reception)	428	279	59	286	193	92	407
%V	30.1%	31.1%	45.4%	28.3%	31.0%	23.6%	31.3%
%H		65.2%	13.8%	66.8%	45.1%	21.5%	95.1%
DVD/Blu-ray player or recorder	610	385	56	424	262	162	576
%V	42.9%	42.9%	43.1%	41.9%	42.1%	41.5%	44.2%
%H		63.1%	9.2%	69.5%	43.0%	26.6%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3076	3020	1741	308	1846	930	915	2745
%H		98.2%	56.6%	10.0%	60.0%	30.2%	29.7%	89.2%
Total Children	564	559	347	55	317	179	138	544
%V	18.3%	18.5%	19.9%	17.9%	17.2%	19.2%	15.1%	19.8%
%H		99.1%	61.5%	9.8%	56.2%	31.7%	24.5%	96.5%
0 - 3	138	137	81	13	76	37	39	130
%V	4.5%	4.5%	4.7%	4.2%	4.1%	4.0%	4.3%	4.7%
%H		99.3%	58.7%	9.4%	55.1%	26.8%	28.3%	94.2%
4 - 15	425	422	267	42	241	142	99	414
%V	13.8%	14.0%	15.3%	13.6%	13.1%	15.3%	10.8%	15.1%
%H		99.3%	62.8%	9.9%	56.7%	33.4%	23.3%	97.4%
4 - 9	219	216	132	20	123	67	56	211
%V	7.1%	7.2%	7.6%	6.5%	6.7%	7.2%	6.1%	7.7%
%H		98.6%	60.3%	9.1%	56.2%	30.6%	25.6%	96.3%
10 - 15	207	206	135	21	119	75	44	203
%V	6.7%	6.8%	7.8%	6.8%	6.4%	8.1%	4.8%	7.4%
%H		99.5%	65.2%	10.1%	57.5%	36.2%	21.3%	98.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	3076	3020	1741	308	1846	930	915	2745
%H		98.2%	56.6%	10.0%	60.0%	30.2%	29.7%	89.2%
Total Adults (16+)	2512	2461	1393	253	1528	751	777	2201
%V	81.7%	81.5%	80.0%	82.1%	82.8%	80.8%	84.9%	80.2%
%H		98.0%	55.5%	10.1%	60.8%	29.9%	30.9%	87.6%
16 - 19	145	142	92	14	81	49	32	142
%V	4.7%	4.7%	5.3%	4.5%	4.4%	5.3%	3.5%	5.2%
%H		97.9%	63.4%	9.7%	55.9%	33.8%	22.1%	97.9%
20 - 24	186	176	99	23	96	50	45	180
%V	6.0%	5.8%	5.7%	7.5%	5.2%	5.4%	4.9%	6.6%
%H		94.6%	53.2%	12.4%	51.6%	26.9%	24.2%	96.8%
25 - 34	386	375	210	42	209	99	110	372
%V	12.5%	12.4%	12.1%	13.6%	11.3%	10.6%	12.0%	13.6%
%H		97.2%	54.4%	10.9%	54.1%	25.6%	28.5%	96.4%
35 - 44	350	344	205	33	199	102	97	335
%V	11.4%	11.4%	11.8%	10.7%	10.8%	11.0%	10.6%	12.2%
%H		98.3%	58.6%	9.4%	56.9%	29.1%	27.7%	95.7%
45 - 54	428	420	249	48	263	144	119	406
%V	13.9%	13.9%	14.3%	15.6%	14.2%	15.5%	13.0%	14.8%
%H		98.1%	58.2%	11.2%	61.4%	33.6%	27.8%	94.9%
55 - 64	387	379	221	39	248	130	118	350
%V	12.6%	12.5%	12.7%	12.7%	13.4%	14.0%	12.9%	12.8%
%H		97.9%	57.1%	10.1%	64.1%	33.6%	30.5%	90.4%
65+	631	625	317	54	433	178	255	415
%V	20.5%	20.7%	18.2%	17.5%	23.5%	19.1%	27.9%	15.1%
%H		99.0%	50.2%	8.6%	68.6%	28.2%	40.4%	65.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2512	2461	1393	253	1528	751	777	2201
%H		98.0%	55.5%	10.1%	60.8%	29.9%	30.9%	87.6%
AB	569	559	312	62	362	185	177	548
%V	22.7%	22.7%	22.4%	24.5%	23.7%	24.6%	22.8%	24.9%
%H		98.2%	54.8%	10.9%	63.6%	32.5%	31.1%	96.3%
C1	654	637	362	66	388	192	196	601
%V	26.0%	25.9%	26.0%	26.1%	25.4%	25.6%	25.2%	27.3%
%H		97.4%	55.4%	10.1%	59.3%	29.4%	30.0%	91.9%
C2	609	604	359	66	378	203	175	543
%V	24.2%	24.5%	25.8%	26.1%	24.7%	27.0%	22.5%	24.7%
%H		99.2%	58.9%	10.8%	62.1%	33.3%	28.7%	89.2%
D	430	420	233	48	248	116	132	351
%V	17.1%	17.1%	16.7%	19.0%	16.2%	15.4%	17.0%	15.9%
%H		97.7%	54.2%	11.2%	57.7%	27.0%	30.7%	81.6%
E	250	240	126	11	152	55	97	158
%V	10.0%	9.8%	9.0%	4.3%	9.9%	7.3%	12.5%	7.2%
%H		96.0%	50.4%	4.4%	60.8%	22.0%	38.8%	63.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2512	2461	1393	253	1528	751	777	2201
%H		98.0%	55.5%	10.1%	60.8%	29.9%	30.9%	87.6%
Working full time	1135	1113	667	120	663	355	308	1098
%V	45.2%	45.2%	47.9%	47.4%	43.4%	47.3%	39.6%	49.9%
%H		98.1%	58.8%	10.6%	58.4%	31.3%	27.1%	96.7%
Working part time	232	230	130	30	141	72	68	221
%V	9.2%	9.3%	9.3%	11.9%	9.2%	9.6%	8.8%	10.0%
%H		99.1%	56.0%	12.9%	60.8%	31.0%	29.3%	95.3%
Not working	1146	1118	597	103	725	324	401	882
%V	45.6%	45.4%	42.9%	40.7%	47.4%	43.1%	51.6%	40.1%
%H		97.6%	52.1%	9.0%	63.3%	28.3%	35.0%	77.0%
Housewife/Houseperson	1346	1310	701	126	829	366	464	1100
%V	53.6%	53.2%	50.3%	49.8%	54.3%	48.7%	59.7%	50.0%
%H		97.3%	52.1%	9.4%	61.6%	27.2%	34.5%	81.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1232	1205	692	129	740	376	365	1096
%H		97.8%	56.2%	10.5%	60.1%	30.5%	29.6%	89.0%
16 - 19	75	74	48	9	41	25	16	74
%V	6.1%	6.1%	6.9%	7.0%	5.5%	6.6%	4.4%	6.8%
%H		98.7%	64.0%	12.0%	54.7%	33.3%	21.3%	98.7%
20 - 24	95	90	50	14	47	25	22	93
%V	7.7%	7.5%	7.2%	10.9%	6.4%	6.6%	6.0%	8.5%
%H		94.7%	52.6%	14.7%	49.5%	26.3%	23.2%	97.9%
25 - 34	198	192	110	21	107	52	54	191
%V	16.1%	15.9%	15.9%	16.3%	14.5%	13.8%	14.8%	17.4%
%H		97.0%	55.6%	10.6%	54.0%	26.3%	27.3%	96.5%
35 - 44	172	169	99	16	100	50	50	163
%V	14.0%	14.0%	14.3%	12.4%	13.5%	13.3%	13.7%	14.9%
%H		98.3%	57.6%	9.3%	58.1%	29.1%	29.1%	94.8%
45 - 54	209	204	121	25	128	70	57	195
%V	17.0%	16.9%	17.5%	19.4%	17.3%	18.6%	15.6%	17.8%
%H		97.6%	57.9%	12.0%	61.2%	33.5%	27.3%	93.3%
55 - 64	190	186	107	20	121	63	58	170
%V	15.4%	15.4%	15.5%	15.5%	16.4%	16.8%	15.9%	15.5%
%H		97.9%	56.3%	10.5%	63.7%	33.2%	30.5%	89.5%
65+	293	290	157	26	197	90	108	210
%V	23.8%	24.1%	22.7%	20.2%	26.6%	23.9%	29.6%	19.2%
%H		99.0%	53.6%	8.9%	67.2%	30.7%	36.9%	71.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1232	1205	692	129	740	376	365	1096
%H		97.8%	56.2%	10.5%	60.1%	30.5%	29.6%	89.0%
AB	288	283	159	31	181	93	88	279
%V	23.4%	23.5%	23.0%	24.0%	24.5%	24.7%	24.1%	25.5%
%H		98.3%	55.2%	10.8%	62.8%	32.3%	30.6%	96.9%
C1	304	295	170	32	177	91	86	285
%V	24.7%	24.5%	24.6%	24.8%	23.9%	24.2%	23.6%	26.0%
%H		97.0%	55.9%	10.5%	58.2%	29.9%	28.3%	93.8%
C2	331	328	193	37	205	110	95	292
%V	26.9%	27.2%	27.9%	28.7%	27.7%	29.3%	26.0%	26.6%
%H		99.1%	58.3%	11.2%	61.9%	33.2%	28.7%	88.2%
D	203	198	116	24	113	58	55	170
%V	16.5%	16.4%	16.8%	18.6%	15.3%	15.4%	15.1%	15.5%
%H		97.5%	57.1%	11.8%	55.7%	28.6%	27.1%	83.7%
E	106	102	54	5	64	24	40	71
%V	8.6%	8.5%	7.8%	3.9%	8.6%	6.4%	11.0%	6.5%
%H		96.2%	50.9%	4.7%	60.4%	22.6%	37.7%	67.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1232	1205	692	129	740	376	365	1096
%H		97.8%	56.2%	10.5%	60.1%	30.5%	29.6%	89.0%
Working full time	679	666	402	73	396	216	180	653
%V	55.1%	55.3%	58.1%	56.6%	53.5%	57.4%	49.3%	59.6%
%H		98.1%	59.2%	10.8%	58.3%	31.8%	26.5%	96.2%
Working part time	51	51	25	8	33	14	18	49
%V	4.1%	4.2%	3.6%	6.2%	4.5%	3.7%	4.9%	4.5%
%H		100.0%	49.0%	15.7%	64.7%	27.5%	35.3%	96.1%
Not working	501	488	265	48	312	145	167	394
%V	40.7%	40.5%	38.3%	37.2%	42.2%	38.6%	45.8%	35.9%
%H		97.4%	52.9%	9.6%	62.3%	28.9%	33.3%	78.6%
Housewife/Houseperson	276	261	123	25	165	58	107	197
%V	22.4%	21.7%	17.8%	19.4%	22.3%	15.4%	29.3%	18.0%
%H		94.6%	44.6%	9.1%	59.8%	21.0%	38.8%	71.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1281	1256	702	124	788	375	412	1105
%H		98.0%	54.8%	9.7%	61.5%	29.3%	32.2%	86.3%
16 - 19	70	69	45	5	40	24	17	69
%V	5.5%	5.5%	6.4%	4.0%	5.1%	6.4%	4.1%	6.2%
%H		98.6%	64.3%	7.1%	57.1%	34.3%	24.3%	98.6%
20 - 24	91	86	49	9	49	25	24	87
%V	7.1%	6.8%	7.0%	7.3%	6.2%	6.7%	5.8%	7.9%
%H		94.5%	53.8%	9.9%	53.8%	27.5%	26.4%	95.6%
25 - 34	188	183	100	22	102	46	56	181
%V	14.7%	14.6%	14.2%	17.7%	12.9%	12.3%	13.6%	16.4%
%H		97.3%	53.2%	11.7%	54.3%	24.5%	29.8%	96.3%
35 - 44	178	174	106	18	99	52	46	172
%V	13.9%	13.9%	15.1%	14.5%	12.6%	13.9%	11.2%	15.6%
%H		97.8%	59.6%	10.1%	55.6%	29.2%	25.8%	96.6%
45 - 54	219	216	128	24	136	73	62	210
%V	17.1%	17.2%	18.2%	19.4%	17.3%	19.5%	15.0%	19.0%
%H		98.6%	58.4%	11.0%	62.1%	33.3%	28.3%	95.9%
55 - 64	198	193	113	19	127	67	60	180
%V	15.5%	15.4%	16.1%	15.3%	16.1%	17.9%	14.6%	16.3%
%H		97.5%	57.1%	9.6%	64.1%	33.8%	30.3%	90.9%
65+	337	335	160	28	236	88	148	205
%V	26.3%	26.7%	22.8%	22.6%	29.9%	23.5%	35.9%	18.6%
%H		99.4%	47.5%	8.3%	70.0%	26.1%	43.9%	60.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1281	1256	702	124	788	375	412	1105
%H		98.0%	54.8%	9.7%	61.5%	29.3%	32.2%	86.3%
AB	281	276	153	31	181	92	89	270
%V	21.9%	22.0%	21.8%	25.0%	23.0%	24.5%	21.6%	24.4%
%H		98.2%	54.4%	11.0%	64.4%	32.7%	31.7%	96.1%
C1	350	342	193	34	211	102	110	316
%V	27.3%	27.2%	27.5%	27.4%	26.8%	27.2%	26.7%	28.6%
%H		97.7%	55.1%	9.7%	60.3%	29.1%	31.4%	90.3%
C2	278	277	166	29	174	93	81	251
%V	21.7%	22.1%	23.6%	23.4%	22.1%	24.8%	19.7%	22.7%
%H		99.6%	59.7%	10.4%	62.6%	33.5%	29.1%	90.3%
D	227	223	118	24	134	57	77	181
%V	17.7%	17.8%	16.8%	19.4%	17.0%	15.2%	18.7%	16.4%
%H		98.2%	52.0%	10.6%	59.0%	25.1%	33.9%	79.7%
E	144	138	73	6	88	31	57	86
%V	11.2%	11.0%	10.4%	4.8%	11.2%	8.3%	13.8%	7.8%
%H		95.8%	50.7%	4.2%	61.1%	21.5%	39.6%	59.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	1281	1256	702	124	788	375	412	1105
%H		98.0%	54.8%	9.7%	61.5%	29.3%	32.2%	86.3%
Working full time	456	447	265	47	267	138	128	445
%V	35.6%	35.6%	37.7%	37.9%	33.9%	36.8%	31.1%	40.3%
%H		98.0%	58.1%	10.3%	58.6%	30.3%	28.1%	97.6%
Working part time	180	179	105	23	108	58	50	171
%V	14.1%	14.3%	15.0%	18.5%	13.7%	15.5%	12.1%	15.5%
%H		99.4%	58.3%	12.8%	60.0%	32.2%	27.8%	95.0%
Not working	644	631	332	55	413	179	234	489
%V	50.3%	50.2%	47.3%	44.4%	52.4%	47.7%	56.8%	44.3%
%H		98.0%	51.6%	8.5%	64.1%	27.8%	36.3%	75.9%
Housewife/Houseperson	1070	1049	578	101	664	308	357	903
%V	83.5%	83.5%	82.3%	81.5%	84.3%	82.1%	86.7%	81.7%
%H		98.0%	54.0%	9.4%	62.1%	28.8%	33.4%	84.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2709	2604	979	461	2034	881	1153	2202
%H (All HH)		96.1%	36.1%	17.0%	75.1%	32.5%	42.6%	81.3%
%H (TV HH)			37.6%	17.7%	78.1%	33.8%	44.3%	
AB	632	618	258	111	472	223	248	598
%V	23.3%	23.7%	26.4%	24.1%	23.2%	25.3%	21.5%	27.2%
%H (All HH)		97.8%	40.8%	17.6%	74.7%	35.3%	39.2%	94.6%
%H (TV HH)			41.7%	18.0%	76.4%	36.1%	40.1%	
C1	726	693	278	141	532	262	270	626
%V	26.8%	26.6%	28.4%	30.6%	26.2%	29.7%	23.4%	28.4%
%H (All HH)		95.5%	38.3%	19.4%	73.3%	36.1%	37.2%	86.2%
%H (TV HH)			40.1%	20.3%	76.8%	37.8%	39.0%	
C2	541	525	191	99	425	192	233	456
%V	20.0%	20.2%	19.5%	21.5%	20.9%	21.8%	20.2%	20.7%
%H (All HH)		97.0%	35.3%	18.3%	78.6%	35.5%	43.1%	84.3%
%H (TV HH)			36.4%	18.9%	81.0%	36.6%	44.4%	
D	477	455	165	76	352	136	216	343
%V	17.6%	17.5%	16.9%	16.5%	17.3%	15.4%	18.7%	15.6%
%H (All HH)		95.4%	34.6%	15.9%	73.8%	28.5%	45.3%	71.9%
%H (TV HH)			36.3%	16.7%	77.4%	29.9%	47.5%	
E	332	312	88	34	253	68	185	178
%V	12.3%	12.0%	9.0%	7.4%	12.4%	7.7%	16.0%	8.1%
%H (All HH)		94.0%	26.5%	10.2%	76.2%	20.5%	55.7%	53.6%
%H (TV HH)			28.2%	10.9%	81.1%	21.8%	59.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2709	2604	979	461	2034	881	1153	2202
%H (All HH)		96.1%	36.1%	17.0%	75.1%	32.5%	42.6%	81.3%
%H (TV HH)			37.6%	17.7%	78.1%	33.8%	44.3%	
Under 25	110	86	29	18	56	23	33	103
%V	4.1%	3.3%	3.0%	3.9%	2.8%	2.6%	2.9%	4.7%
%H (All HH)		78.2%	26.4%	16.4%	50.9%	20.9%	30.0%	93.6%
%H (TV HH)			33.7%	20.9%	65.1%	26.7%	38.4%	
25 - 34	408	379	162	63	245	101	145	382
%V	15.1%	14.6%	16.5%	13.7%	12.0%	11.5%	12.6%	17.3%
%H (All HH)		92.9%	39.7%	15.4%	60.0%	24.8%	35.5%	93.6%
%H (TV HH)			42.7%	16.6%	64.6%	26.6%	38.3%	
35 - 44	430	411	201	80	303	174	129	408
%V	15.9%	15.8%	20.5%	17.4%	14.9%	19.8%	11.2%	18.5%
%H (All HH)		95.6%	46.7%	18.6%	70.5%	40.5%	30.0%	94.9%
%H (TV HH)			48.9%	19.5%	73.7%	42.3%	31.4%	
45 - 54	532	519	224	111	404	215	189	495
%V	19.6%	19.9%	22.9%	24.1%	19.9%	24.4%	16.4%	22.5%
%H (All HH)		97.6%	42.1%	20.9%	75.9%	40.4%	35.5%	93.0%
%H (TV HH)			43.2%	21.4%	77.8%	41.4%	36.4%	
55 - 64	453	446	168	90	366	179	188	397
%V	16.7%	17.1%	17.2%	19.5%	18.0%	20.3%	16.3%	18.0%
%H (All HH)		98.5%	37.1%	19.9%	80.8%	39.5%	41.5%	87.6%
%H (TV HH)			37.7%	20.2%	82.1%	40.1%	42.2%	
65 +	777	763	194	100	658	189	469	418
%V	28.7%	29.3%	19.8%	21.7%	32.4%	21.5%	40.7%	19.0%
%H (All HH)		98.2%	25.0%	12.9%	84.7%	24.3%	60.4%	53.8%
%H (TV HH)			25.4%	13.1%	86.2%	24.8%	61.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2709	2604	979	461	2034	881	1153	2202
%H (All HH)		96.1%	36.1%	17.0%	75.1%	32.5%	42.6%	81.3%
%H (TV HH)			37.6%	17.7%	78.1%	33.8%	44.3%	
1	813	754	182	80	642	161	481	463
%V	30.0%	29.0%	18.6%	17.4%	31.6%	18.3%	41.7%	21.0%
%H (All HH)		92.7%	22.4%	9.8%	79.0%	19.8%	59.2%	56.9%
%H (TV HH)			24.1%	10.6%	85.1%	21.4%	63.8%	
2	928	903	332	168	716	320	396	801
%V	34.3%	34.7%	33.9%	36.4%	35.2%	36.3%	34.3%	36.4%
%H (All HH)		97.3%	35.8%	18.1%	77.2%	34.5%	42.7%	86.3%
%H (TV HH)			36.8%	18.6%	79.3%	35.4%	43.9%	
3	430	421	196	91	308	174	134	412
%V	15.9%	16.2%	20.0%	19.7%	15.1%	19.8%	11.6%	18.7%
%H (All HH)		97.9%	45.6%	21.2%	71.6%	40.5%	31.2%	95.8%
%H (TV HH)			46.6%	21.6%	73.2%	41.3%	31.8%	
4	347	339	166	79	241	147	94	340
%V	12.8%	13.0%	17.0%	17.1%	11.8%	16.7%	8.2%	15.4%
%H (All HH)		97.7%	47.8%	22.8%	69.5%	42.4%	27.1%	98.0%
%H (TV HH)			49.0%	23.3%	71.1%	43.4%	27.7%	
5+	191	187	102	42	127	79	47	185
%V	7.1%	7.2%	10.4%	9.1%	6.2%	9.0%	4.1%	8.4%
%H (All HH)		97.9%	53.4%	22.0%	66.5%	41.4%	24.6%	96.9%
%H (TV HH)			54.5%	22.5%	67.9%	42.2%	25.1%	
Average HH size	2.37	2.39	2.73	2.69	2.29	2.67	2.01	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

April 2016 - March 2017

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2709	2604	979	461	2034	881	1153	2202
%H (All HH)		96.1%	36.1%	17.0%	75.1%	32.5%	42.6%	81.3%
%H (TV HH)			37.6%	17.7%	78.1%	33.8%	44.3%	
Without	1991	1902	634	308	1555	607	948	1506
%V	73.5%	73.0%	64.8%	66.8%	76.5%	68.9%	82.2%	68.4%
%H (All HH)		95.5%	31.8%	15.5%	78.1%	30.5%	47.6%	75.6%
%H (TV HH)			33.3%	16.2%	81.8%	31.9%	49.8%	
With	718	701	345	153	479	274	205	695
%V	26.5%	26.9%	35.2%	33.2%	23.5%	31.1%	17.8%	31.6%
%H (All HH)		97.6%	48.1%	21.3%	66.7%	38.2%	28.6%	96.8%
%H (TV HH)			49.2%	21.8%	68.3%	39.1%	29.2%	
0 - 3	269	261	130	58	171	98	73	257
%V	9.9%	10.0%	13.3%	12.6%	8.4%	11.1%	6.3%	11.7%
%H (All HH)		97.0%	48.3%	21.6%	63.6%	36.4%	27.1%	95.5%
%H (TV HH)			49.8%	22.2%	65.5%	37.5%	28.0%	
4 - 9	371	363	179	70	239	126	113	357
%V	13.7%	13.9%	18.3%	15.2%	11.8%	14.3%	9.8%	16.2%
%H (All HH)		97.8%	48.2%	18.9%	64.4%	34.0%	30.5%	96.2%
%H (TV HH)			49.3%	19.3%	65.8%	34.7%	31.1%	
10 - 15	345	341	167	81	241	143	98	337
%V	12.7%	13.1%	17.1%	17.6%	11.8%	16.2%	8.5%	15.3%
%H (All HH)		98.8%	48.4%	23.5%	69.9%	41.4%	28.4%	97.7%
%H (TV HH)			49.0%	23.8%	70.7%	41.9%	28.7%	

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

April 2016 - March 2017

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	2709	2604	979	461	2034	881	1153	2202
%H (All HH)		96.1%	36.1%	17.0%	75.1%	32.5%	42.6%	81.3%
%H (TV HH)			37.6%	17.7%	78.1%	33.8%	44.3%	
1	997	997	293	134	720	177	543	722
%V	36.8%	38.3%	29.9%	29.1%	35.4%	20.1%	47.1%	32.8%
%H (All HH)		100.0%	29.4%	13.4%	72.2%	17.8%	54.5%	72.4%
%H (TV HH)			29.4%	13.4%	72.2%	17.8%	54.5%	
2	881	881	342	164	707	330	377	723
%V	32.5%	33.8%	34.9%	35.6%	34.8%	37.5%	32.7%	32.8%
%H (All HH)		100.0%	38.8%	18.6%	80.2%	37.5%	42.8%	82.1%
%H (TV HH)			38.8%	18.6%	80.2%	37.5%	42.8%	
3	439	439	195	94	361	207	154	403
%V	16.2%	16.9%	19.9%	20.4%	17.7%	23.5%	13.4%	18.3%
%H (All HH)		100.0%	44.4%	21.4%	82.2%	47.2%	35.1%	91.8%
%H (TV HH)			44.4%	21.4%	82.2%	47.2%	35.1%	
4	195	195	98	43	163	105	58	191
%V	7.2%	7.5%	10.0%	9.3%	8.0%	11.9%	5.0%	8.7%
%H (All HH)		100.0%	50.3%	22.1%	83.6%	53.8%	29.7%	97.9%
%H (TV HH)			50.3%	22.1%	83.6%	53.8%	29.7%	
5+	93	93	52	25	82	62	20	93
%V	3.4%	3.6%	5.3%	5.4%	4.0%	7.0%	1.7%	4.2%
%H (All HH)		100.0%	55.9%	26.9%	88.2%	66.7%	21.5%	100.0%
%H (TV HH)			55.9%	26.9%	88.2%	66.7%	21.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2709	2604	979	461	2034	881	1153	2202
%V (All HH)		96.1%	36.1%	17.0%	75.1%	32.5%	42.6%	81.3%
%H (TV HH)			37.6%	17.7%	78.1%	33.8%	44.3%	
Under 20"	434	434	151	74	374	164	209	353
%V	16.0%	16.7%	15.4%	16.1%	18.4%	18.6%	18.1%	16.0%
%H (All HH)		100.0%	34.8%	17.1%	86.2%	37.8%	48.2%	81.3%
%H (TV HH)			34.8%	17.1%	86.2%	37.8%	48.2%	
20" - 29"	852	852	318	149	718	328	389	680
%V	31.5%	32.7%	32.5%	32.3%	35.3%	37.2%	33.7%	30.9%
%H (All HH)		100.0%	37.3%	17.5%	84.3%	38.5%	45.7%	79.8%
%H (TV HH)			37.3%	17.5%	84.3%	38.5%	45.7%	
30" - 39"	1379	1379	528	261	1117	521	595	1151
%V	50.9%	53.0%	53.9%	56.6%	54.9%	59.1%	51.6%	52.3%
%H (All HH)		100.0%	38.3%	18.9%	81.0%	37.8%	43.1%	83.5%
%H (TV HH)			38.3%	18.9%	81.0%	37.8%	43.1%	
40" and over	1426	1426	640	314	1077	602	475	1305
%V	52.6%	54.8%	65.4%	68.1%	52.9%	68.3%	41.2%	59.3%
%H (All HH)		100.0%	44.9%	22.0%	75.5%	42.2%	33.3%	91.5%
%H (TV HH)			44.9%	22.0%	75.5%	42.2%	33.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2709	2604	979	461	2034	881	1153	2202
%H (All HH)		96.1%	36.1%	17.0%	75.1%	32.5%	42.6%	81.3%
%H (TV HH)			37.6%	17.7%	78.1%	33.8%	44.3%	
Main living room	2583	2583	972	457	2021	877	1144	2114
%V	95.3%	99.2%	99.3%	99.1%	99.4%	99.5%	99.2%	96.0%
%H (All HH)		100.0%	37.6%	17.7%	78.2%	34.0%	44.3%	81.8%
%H (TV HH)			37.6%	17.7%	78.2%	34.0%	44.3%	
Kitchen	307	307	132	52	273	146	127	263
%V	11.3%	11.8%	13.5%	11.3%	13.4%	16.6%	11.0%	11.9%
%H (All HH)		100.0%	43.0%	16.9%	88.9%	47.6%	41.4%	85.7%
%H (TV HH)			43.0%	16.9%	88.9%	47.6%	41.4%	
Adult's bedroom	1202	1202	522	249	992	548	444	1061
%V	44.4%	46.2%	53.3%	54.0%	48.8%	62.2%	38.5%	48.2%
%H (All HH)		100.0%	43.4%	20.7%	82.5%	45.6%	36.9%	88.3%
%H (TV HH)			43.4%	20.7%	82.5%	45.6%	36.9%	
Child's bedroom	276	276	138	66	205	131	74	270
%V	10.2%	10.6%	14.1%	14.3%	10.1%	14.9%	6.4%	12.3%
%H (All HH)		100.0%	50.0%	23.9%	74.3%	47.5%	26.8%	97.8%
%H (TV HH)			50.0%	23.9%	74.3%	47.5%	26.8%	
Other bedroom	174	174	84	34	146	86	61	163
%V	6.4%	6.7%	8.6%	7.4%	7.2%	9.8%	5.3%	7.4%
%H (All HH)		100.0%	48.3%	19.5%	83.9%	49.4%	35.1%	93.7%
%H (TV HH)			48.3%	19.5%	83.9%	49.4%	35.1%	
Second living/dining room	281	281	128	68	233	140	93	250
%V	10.4%	10.8%	13.1%	14.8%	11.5%	15.9%	8.1%	11.4%
%H (All HH)		100.0%	45.6%	24.2%	82.9%	49.8%	33.1%	89.0%
%H (TV HH)			45.6%	24.2%	82.9%	49.8%	33.1%	
Study/office	40	40	20	10	31	21	11	39
%V	1.5%	1.5%	2.0%	2.2%	1.5%	2.4%	1.0%	1.8%
%H (All HH)		100.0%	50.0%	25.0%	77.5%	52.5%	27.5%	97.5%
%H (TV HH)			50.0%	25.0%	77.5%	52.5%	27.5%	
TV room	11	11	5	2	8	4	4	11
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%	0.5%
%H (All HH)		100.0%	45.5%	18.2%	72.7%	36.4%	36.4%	100.0%
%H (TV HH)			45.5%	18.2%	72.7%	36.4%	36.4%	
Conservatory	73	73	31	15	60	32	28	67
%V	2.7%	2.8%	3.2%	3.3%	2.9%	3.6%	2.4%	3.0%
%H (All HH)		100.0%	42.5%	20.5%	82.2%	43.8%	38.4%	91.8%
%H (TV HH)			42.5%	20.5%	82.2%	43.8%	38.4%	
Attic or loft room	5	5	4	1	3	3	0	5
%V	0.2%	0.2%	0.4%	0.2%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	80.0%	20.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			80.0%	20.0%	60.0%	60.0%	0.0%	
No specific location	5	5	1	2	4	2	1	4
%V	0.2%	0.2%	0.1%	0.4%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	20.0%	40.0%	80.0%	40.0%	20.0%	80.0%
%H (TV HH)			20.0%	40.0%	80.0%	40.0%	20.0%	
Other	20	20	9	4	17	9	8	20
%V	0.7%	0.8%	0.9%	0.9%	0.8%	1.0%	0.7%	0.9%
%H (All HH)		100.0%	45.0%	20.0%	85.0%	45.0%	40.0%	100.0%
%H (TV HH)			45.0%	20.0%	85.0%	45.0%	40.0%	

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	2709	2604	979	461	2034	881	1153	2202
%H (All HH)		96.1%	36.1%	17.0%	75.1%	32.5%	42.6%	81.3%
%H (TV HH)			37.6%	17.7%	78.1%	33.8%	44.3%	
Any DSAT provider	979	979	979	24	585	585	0	899
%V	36.1%	37.6%	100.0%	5.2%	28.8%	66.4%	0.0%	40.8%
%H (All HH)			100.0%	2.5%	59.8%	59.8%	0.0%	91.8%
%H (TV HH)			100.0%	2.5%	59.8%	59.8%	0.0%	
Sky with subscription	772	772	772	13	468	468	0	720
%V	28.5%	29.6%	78.9%	2.8%	23.0%	53.1%	0.0%	32.7%
%H (All HH)			100.0%	1.7%	60.6%	60.6%	0.0%	93.3%
%H (TV HH)			100.0%	1.7%	60.6%	60.6%	0.0%	
Sky without subscription	71	71	71	4	35	35	0	60
%V	2.6%	2.7%	7.3%	0.9%	1.7%	4.0%	0.0%	2.7%
%H (All HH)			100.0%	5.6%	49.3%	49.3%	0.0%	84.5%
%H (TV HH)			100.0%	5.6%	49.3%	49.3%	0.0%	
Freesat	108	108	108	6	69	69	0	97
%V	4.0%	4.1%	11.0%	1.3%	3.4%	7.8%	0.0%	4.4%
%H (All HH)			100.0%	5.6%	63.9%	63.9%	0.0%	89.8%
%H (TV HH)			100.0%	5.6%	63.9%	63.9%	0.0%	
Other satellite provider	70	70	70	3	41	41	0	63
%V	2.6%	2.7%	7.2%	0.7%	2.0%	4.7%	0.0%	2.9%
%H (All HH)			100.0%	4.3%	58.6%	58.6%	0.0%	90.0%
%H (TV HH)			100.0%	4.3%	58.6%	58.6%	0.0%	
DCAB	461	461	24	461	309	309	0	429
%V	17.0%	17.7%	2.5%	100.0%	15.2%	35.1%	0.0%	19.5%
%H (All HH)			5.2%	100.0%	67.0%	67.0%	0.0%	93.1%
%H (TV HH)			5.2%	100.0%	67.0%	67.0%	0.0%	
DTT	2034	2034	585	309	2034	881	1153	1618
%V	75.1%	78.1%	59.8%	67.0%	100.0%	100.0%	100.0%	73.5%
%H (All HH)		100.0%	28.8%	15.2%	100.0%	43.3%	56.7%	79.5%
%H (TV HH)			28.8%	15.2%	100.0%	43.3%	56.7%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 14.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2709	2604	979	461	2034	881	1153	2202
%H (All HH)		96.1%	36.1%	17.0%	75.1%	32.5%	42.6%	81.3%
%H (TV HH)			37.6%	17.7%	78.1%	33.8%	44.3%	
PVR	1592	1592	847	408	1148	788	359	1460
%V	58.8%	61.1%	86.5%	88.5%	56.4%	89.4%	31.1%	66.3%
%H (All HH)		100.0%	53.2%	25.6%	72.1%	49.5%	22.6%	91.7%
%H (TV HH)			53.2%	25.6%	72.1%	49.5%	22.6%	
DVDR	60	60	21	13	52	25	27	52
%V	2.2%	2.3%	2.1%	2.8%	2.6%	2.8%	2.3%	2.4%
%H (All HH)		100.0%	35.0%	21.7%	86.7%	41.7%	45.0%	86.7%
%H (TV HH)			35.0%	21.7%	86.7%	41.7%	45.0%	
VCR	25	25	7	4	23	8	15	15
%V	0.9%	1.0%	0.7%	0.9%	1.1%	0.9%	1.3%	0.7%
%H (All HH)		100.0%	28.0%	16.0%	92.0%	32.0%	60.0%	60.0%
%H (TV HH)			28.0%	16.0%	92.0%	32.0%	60.0%	
Any recorder	1625	1625	849	411	1179	794	385	1481
%V	60.0%	62.4%	86.7%	89.2%	58.0%	90.1%	33.4%	67.3%
%H (All HH)		100.0%	52.2%	25.3%	72.6%	48.9%	23.7%	91.1%
%H (TV HH)			52.2%	25.3%	72.6%	48.9%	23.7%	
Receives HDTV (via STB or built-in reception)	1701	1701	732	395	1337	740	597	1555
%V	62.8%	65.3%	74.8%	85.7%	65.7%	84.0%	51.8%	70.6%
%H (All HH)		100.0%	43.0%	23.2%	78.6%	43.5%	35.1%	91.4%
%H (TV HH)			43.0%	23.2%	78.6%	43.5%	35.1%	
DVD/Blu-ray player or recorder	1795	1795	724	326	1406	667	740	1555
%V	66.3%	68.9%	74.0%	70.7%	69.1%	75.7%	64.2%	70.6%
%H (All HH)		100.0%	40.3%	18.2%	78.3%	37.2%	41.2%	86.6%
%H (TV HH)			40.3%	18.2%	78.3%	37.2%	41.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 14.10: 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	2709	2604	979	461	2034	881	1153	2202
%H (All HH)		96.1%	36.1%	17.0%	75.1%	32.5%	42.6%	81.3%
%H (TV HH)			37.6%	17.7%	78.1%	33.8%	44.3%	
Has broadband internet	2202	2130	899	429	1618	822	796	2202
%V	81.3%	81.8%	91.8%	93.1%	79.5%	93.3%	69.0%	100.0%
%H (All HH)		96.7%	40.8%	19.5%	73.5%	37.3%	36.1%	100.0%
%H (TV HH)			42.2%	20.1%	76.0%	38.6%	37.4%	
Number of computers (PCs and laptops)								
0	596	555	112	46	479	87	392	128
%V	22.0%	21.3%	11.4%	10.0%	23.5%	9.9%	34.0%	5.8%
%H (All HH)		93.1%	18.8%	7.7%	80.4%	14.6%	65.8%	21.5%
%H (TV HH)			20.2%	8.3%	86.3%	15.7%	70.6%	
1	751	719	256	127	549	224	325	717
%V	27.7%	27.6%	26.1%	27.5%	27.0%	25.4%	28.2%	32.6%
%H (All HH)		95.7%	34.1%	16.9%	73.1%	29.8%	43.3%	95.5%
%H (TV HH)			35.6%	17.7%	76.4%	31.2%	45.2%	
2	565	548	243	94	432	223	209	562
%V	20.9%	21.0%	24.8%	20.4%	21.2%	25.3%	18.1%	25.5%
%H (All HH)		97.0%	43.0%	16.6%	76.5%	39.5%	37.0%	99.5%
%H (TV HH)			44.3%	17.2%	78.8%	40.7%	38.1%	
3	337	328	145	81	238	135	103	337
%V	12.4%	12.6%	14.8%	17.6%	11.7%	15.3%	8.9%	15.3%
%H (All HH)		97.3%	43.0%	24.0%	70.6%	40.1%	30.6%	100.0%
%H (TV HH)			44.2%	24.7%	72.6%	41.2%	31.4%	
4	218	216	95	56	171	105	66	218
%V	8.0%	8.3%	9.7%	12.1%	8.4%	11.9%	5.7%	9.9%
%H (All HH)		99.1%	43.6%	25.7%	78.4%	48.2%	30.3%	100.0%
%H (TV HH)			44.0%	25.9%	79.2%	48.6%	30.6%	
5+	241	238	128	57	166	108	58	241
%V	8.9%	9.1%	13.1%	12.4%	8.2%	12.3%	5.0%	10.9%
%H (All HH)		98.8%	53.1%	23.7%	68.9%	44.8%	24.1%	100.0%
%H (TV HH)			53.8%	23.9%	69.7%	45.4%	24.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

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Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5356	2236	1051	4315	2214	2101	4638
%H		41.7%	19.6%	80.6%	41.3%	39.2%	86.6%
Under 20"	540	187	93	470	210	260	447
%V	10.1%	8.4%	8.8%	10.9%	9.5%	12.4%	9.6%
%H		34.6%	17.2%	87.0%	38.9%	48.1%	82.8%
20" - 29"	1116	432	193	948	449	499	920
%V	20.8%	19.3%	18.4%	22.0%	20.3%	23.8%	19.8%
%H		38.7%	17.3%	84.9%	40.2%	44.7%	82.4%
30" - 39"	1741	715	346	1412	717	695	1489
%V	32.5%	32.0%	32.9%	32.7%	32.4%	33.1%	32.1%
%H		41.1%	19.9%	81.1%	41.2%	39.9%	85.5%
40" and over	1786	842	394	1348	786	561	1654
%V	33.3%	37.7%	37.5%	31.2%	35.5%	26.7%	35.7%
%H		47.1%	22.1%	75.5%	44.0%	31.4%	92.6%
Don't know	174	61	24	138	53	85	128
%V	3.2%	2.7%	2.3%	3.2%	2.4%	4.0%	2.8%
%H		35.1%	13.8%	79.3%	30.5%	48.9%	73.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5356	2236	1051	4315	2214	2101	4638
%H		41.7%	19.6%	80.6%	41.3%	39.2%	86.6%
Main living room	2596	978	460	2031	883	1148	2126
%V	48.5%	43.7%	43.8%	47.1%	39.9%	54.6%	45.8%
%H		37.7%	17.7%	78.2%	34.0%	44.2%	81.9%
Kitchen	307	132	52	273	146	127	263
%V	5.7%	5.9%	4.9%	6.3%	6.6%	6.0%	5.7%
%H		43.0%	16.9%	88.9%	47.6%	41.4%	85.7%
Adult's bedroom	1431	632	309	1193	685	508	1285
%V	26.7%	28.3%	29.4%	27.6%	30.9%	24.2%	27.7%
%H		44.2%	21.6%	83.4%	47.9%	35.5%	89.8%
Child's bedroom	373	191	85	281	183	98	366
%V	7.0%	8.5%	8.1%	6.5%	8.3%	4.7%	7.9%
%H		51.2%	22.8%	75.3%	49.1%	26.3%	98.1%
Other bedroom	211	104	42	177	104	73	199
%V	3.9%	4.7%	4.0%	4.1%	4.7%	3.5%	4.3%
%H		49.3%	19.9%	83.9%	49.3%	34.6%	94.3%
Second living/dining room	283	130	69	236	142	94	251
%V	5.3%	5.8%	6.6%	5.5%	6.4%	4.5%	5.4%
%H		45.9%	24.4%	83.4%	50.2%	33.2%	88.7%
Study/office	40	20	10	31	21	11	39
%V	0.7%	0.9%	1.0%	0.7%	0.9%	0.5%	0.8%
%H		50.0%	25.0%	77.5%	52.5%	27.5%	97.5%
TV room	11	5	2	8	4	4	11
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		45.5%	18.2%	72.7%	36.4%	36.4%	100.0%
Conservatory	73	31	15	60	32	28	67
%V	1.4%	1.4%	1.4%	1.4%	1.4%	1.3%	1.4%
%H		42.5%	20.5%	82.2%	43.8%	38.4%	91.8%
Attic or loft room	5	4	1	3	3	0	5
%V	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		80.0%	20.0%	60.0%	60.0%	0.0%	100.0%
No specific location	5	1	2	4	2	1	4
%V	0.1%	0.0%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		20.0%	40.0%	80.0%	40.0%	20.0%	80.0%
Other	21	9	4	18	10	8	21
%V	0.4%	0.4%	0.4%	0.4%	0.5%	0.4%	0.5%
%H		42.9%	19.0%	85.7%	47.6%	38.1%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5356	2236	1051	4315	2214	2101	4638
%H		41.7%	19.6%	80.6%	41.3%	39.2%	86.6%
PVR	2127	1210	557	1470	1069	401	1978
%V	39.7%	54.1%	53.0%	34.1%	48.3%	19.1%	42.6%
%H		56.9%	26.2%	69.1%	50.3%	18.9%	93.0%
DVDR	65	23	14	56	28	29	55
%V	1.2%	1.0%	1.3%	1.3%	1.3%	1.4%	1.2%
%H		35.4%	21.5%	86.2%	43.1%	44.6%	84.6%
VCR	28	8	5	25	9	16	17
%V	0.5%	0.4%	0.5%	0.6%	0.4%	0.8%	0.4%
%H		28.6%	17.9%	89.3%	32.1%	57.1%	60.7%
Any recorder	2173	1218	563	1514	1081	433	2011
%V	40.6%	54.5%	53.6%	35.1%	48.8%	20.6%	43.4%
%H		56.1%	25.9%	69.7%	49.7%	19.9%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: 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	5356	2236	1051	4315	2214	2101	4638
%H		41.7%	19.6%	80.6%	41.3%	39.2%	86.6%
Receives HDTV (via STB or built-in reception)	2631	1161	639	2101	1230	871	2445
%V	49.1%	51.9%	60.8%	48.7%	55.6%	41.5%	52.7%
%H		44.1%	24.3%	79.9%	46.8%	33.1%	92.9%
DVD/Blu-ray player or recorder	2657	1155	496	2093	1077	1017	2373
%V	49.6%	51.7%	47.2%	48.5%	48.6%	48.4%	51.2%
%H		43.5%	18.7%	78.8%	40.5%	38.3%	89.3%

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	2603	979	461	2033	881	1152	2130
%H		37.6%	17.7%	78.1%	33.8%	44.3%	81.8%
Under 20"	23	4	3	20	5	15	13
%V	0.9%	0.4%	0.7%	1.0%	0.6%	1.3%	0.6%
%H		17.4%	13.0%	87.0%	21.7%	65.2%	56.5%
20" - 29"	245	50	17	210	37	172	134
%V	9.4%	5.1%	3.7%	10.3%	4.2%	14.9%	6.3%
%H		20.4%	6.9%	85.7%	15.1%	70.2%	54.7%
30" - 39"	866	279	129	696	244	452	661
%V	33.3%	28.5%	28.0%	34.2%	27.7%	39.2%	31.0%
%H		32.2%	14.9%	80.4%	28.2%	52.2%	76.3%
40" and over	1390	624	303	1049	583	466	1271
%V	53.4%	63.7%	65.7%	51.6%	66.2%	40.5%	59.7%
%H		44.9%	21.8%	75.5%	41.9%	33.5%	91.4%
Don't know	80	22	8	58	12	47	52
%V	3.1%	2.2%	1.7%	2.9%	1.4%	4.1%	2.4%
%H		27.5%	10.0%	72.5%	15.0%	58.8%	65.0%

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 14.16: 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	2603	979	461	2033	881	1152	2130
%H		37.6%	17.7%	78.1%	33.8%	44.3%	81.8%
PVR	1561	832	401	1123	775	348	1433
%V	60.0%	85.0%	87.0%	55.2%	88.0%	30.2%	67.3%
%H		53.3%	25.7%	71.9%	49.6%	22.3%	91.8%
DVDR	50	16	9	43	18	25	43
%V	1.9%	1.6%	2.0%	2.1%	2.0%	2.2%	2.0%
%H		32.0%	18.0%	86.0%	36.0%	50.0%	86.0%
VCR	19	5	4	18	7	11	12
%V	0.7%	0.5%	0.9%	0.9%	0.8%	1.0%	0.6%
%H		26.3%	21.1%	94.7%	36.8%	57.9%	63.2%
Any recorder	1592	835	404	1153	780	373	1455
%V	61.2%	85.3%	87.6%	56.7%	88.5%	32.4%	68.3%
%H		52.4%	25.4%	72.4%	49.0%	23.4%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: 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	2603	979	461	2033	881	1152	2130
%H		37.6%	17.7%	78.1%	33.8%	44.3%	81.8%
Receives HDTV (via STB or built-in reception)	1645	705	385	1287	710	577	1507
%V	63.2%	72.0%	83.5%	63.3%	80.6%	50.1%	70.8%
%H		42.9%	23.4%	78.2%	43.2%	35.1%	91.6%
DVD/Blu-ray player or recorder	1599	629	283	1253	576	677	1378
%V	61.4%	64.2%	61.4%	61.6%	65.4%	58.8%	64.7%
%H		39.3%	17.7%	78.4%	36.0%	42.3%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2753	1258	591	2282	1333	948	2508
%H		45.7%	21.5%	82.9%	48.4%	34.4%	91.1%
Under 20"	517	183	90	450	205	245	434
%V	18.8%	14.5%	15.2%	19.7%	15.4%	25.8%	17.3%
%H		35.4%	17.4%	87.0%	39.7%	47.4%	83.9%
20" - 29"	871	382	177	738	411	327	786
%V	31.6%	30.4%	29.9%	32.3%	30.8%	34.5%	31.3%
%H		43.9%	20.3%	84.7%	47.2%	37.5%	90.2%
30" - 39"	875	436	217	715	473	243	828
%V	31.8%	34.7%	36.7%	31.3%	35.5%	25.6%	33.0%
%H		49.8%	24.8%	81.7%	54.1%	27.8%	94.6%
40" and over	396	218	91	299	203	96	383
%V	14.4%	17.3%	15.4%	13.1%	15.2%	10.1%	15.3%
%H		55.1%	23.0%	75.5%	51.3%	24.2%	96.7%
Don't know	94	39	16	79	41	39	76
%V	3.4%	3.1%	2.7%	3.5%	3.1%	4.1%	3.0%
%H		41.5%	17.0%	84.0%	43.6%	41.5%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2753	1258	591	2282	1333	948	2508
%H		45.7%	21.5%	82.9%	48.4%	34.4%	91.1%
PVR	566	378	156	347	294	53	545
%V	20.6%	30.0%	26.4%	15.2%	22.1%	5.6%	21.7%
%H		66.8%	27.6%	61.3%	51.9%	9.4%	96.3%
DVDR	15	7	5	13	9	4	12
%V	0.5%	0.6%	0.8%	0.6%	0.7%	0.4%	0.5%
%H		46.7%	33.3%	86.7%	60.0%	26.7%	80.0%
VCR	8	3	1	7	3	5	5
%V	0.3%	0.2%	0.2%	0.3%	0.2%	0.5%	0.2%
%H		37.5%	12.5%	87.5%	37.5%	62.5%	62.5%
Any recorder	581	383	159	361	301	60	557
%V	21.1%	30.4%	26.9%	15.8%	22.6%	6.3%	22.2%
%H		65.9%	27.4%	62.1%	51.8%	10.3%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: 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	2753	1258	591	2282	1333	948	2508
%H		45.7%	21.5%	82.9%	48.4%	34.4%	91.1%
Receives HDTV (via STB or built-in reception)	986	456	253	814	520	294	939
%V	35.8%	36.2%	42.8%	35.7%	39.0%	31.0%	37.4%
%H		46.2%	25.7%	82.6%	52.7%	29.8%	95.2%
DVD/Blu-ray player or recorder	1058	526	213	840	501	340	995
%V	38.4%	41.8%	36.0%	36.8%	37.6%	35.9%	39.7%
%H		49.7%	20.1%	79.4%	47.4%	32.1%	94.0%

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

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	6406	6212	2666	1238	4662	2350	2312	5687
%H		97.0%	41.6%	19.3%	72.8%	36.7%	36.1%	88.8%
Total Children	1290	1262	624	260	849	470	379	1243
%V	20.1%	20.3%	23.4%	21.0%	18.2%	20.0%	16.4%	21.9%
%H		97.8%	48.4%	20.2%	65.8%	36.4%	29.4%	96.4%
0 - 3	318	307	156	67	198	114	84	303
%V	5.0%	4.9%	5.9%	5.4%	4.2%	4.9%	3.6%	5.3%
%H		96.5%	49.1%	21.1%	62.3%	35.8%	26.4%	95.3%
4 - 15	973	955	468	193	651	356	295	941
%V	15.2%	15.4%	17.6%	15.6%	14.0%	15.1%	12.8%	16.5%
%H		98.2%	48.1%	19.8%	66.9%	36.6%	30.3%	96.7%
4 - 9	506	493	242	91	324	167	157	485
%V	7.9%	7.9%	9.1%	7.4%	6.9%	7.1%	6.8%	8.5%
%H		97.4%	47.8%	18.0%	64.0%	33.0%	31.0%	95.8%
10 - 15	467	462	226	102	327	188	138	455
%V	7.3%	7.4%	8.5%	8.2%	7.0%	8.0%	6.0%	8.0%
%H		98.9%	48.4%	21.8%	70.0%	40.3%	29.6%	97.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6406	6212	2666	1238	4662	2350	2312	5687
%H		97.0%	41.6%	19.3%	72.8%	36.7%	36.1%	88.8%
Total Adults (16+)	5116	4950	2042	978	3814	1880	1933	4443
%V	79.9%	79.7%	76.6%	79.0%	81.8%	80.0%	83.6%	78.1%
%H		96.8%	39.9%	19.1%	74.6%	36.7%	37.8%	86.8%
16 - 19	299	294	147	71	220	143	77	294
%V	4.7%	4.7%	5.5%	5.7%	4.7%	6.1%	3.3%	5.2%
%H		98.3%	49.2%	23.7%	73.6%	47.8%	25.8%	98.3%
20 - 24	364	329	140	81	235	129	106	349
%V	5.7%	5.3%	5.3%	6.5%	5.0%	5.5%	4.6%	6.1%
%H		90.4%	38.5%	22.3%	64.6%	35.4%	29.1%	95.9%
25 - 34	836	784	352	157	529	265	264	797
%V	13.1%	12.6%	13.2%	12.7%	11.3%	11.3%	11.4%	14.0%
%H		93.8%	42.1%	18.8%	63.3%	31.7%	31.6%	95.3%
35 - 44	783	753	379	144	545	314	231	748
%V	12.2%	12.1%	14.2%	11.6%	11.7%	13.4%	10.0%	13.2%
%H		96.2%	48.4%	18.4%	69.6%	40.1%	29.5%	95.5%
45 - 54	913	896	395	209	695	392	303	867
%V	14.3%	14.4%	14.8%	16.9%	14.9%	16.7%	13.1%	15.2%
%H		98.1%	43.3%	22.9%	76.1%	42.9%	33.2%	95.0%
55 - 64	742	733	293	147	595	303	292	665
%V	11.6%	11.8%	11.0%	11.9%	12.8%	12.9%	12.6%	11.7%
%H		98.8%	39.5%	19.8%	80.2%	40.8%	39.4%	89.6%
65+	1178	1162	336	168	994	334	660	724
%V	18.4%	18.7%	12.6%	13.6%	21.3%	14.2%	28.5%	12.7%
%H		98.6%	28.5%	14.3%	84.4%	28.4%	56.0%	61.5%

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+)		5116	4950	2042	978	3814	1880	1933	4443
	%H		96.8%	39.9%	19.1%	74.6%	36.7%	37.8%	86.8%
AB		1287	1266	562	247	956	494	462	1240
	%V	25.2%	25.6%	27.5%	25.3%	25.1%	26.3%	23.9%	27.9%
	%H		98.4%	43.7%	19.2%	74.3%	38.4%	35.9%	96.3%
C1		1395	1339	581	297	1019	564	455	1264
	%V	27.3%	27.1%	28.5%	30.4%	26.7%	30.0%	23.5%	28.4%
	%H		96.0%	41.6%	21.3%	73.0%	40.4%	32.6%	90.6%
C2		1071	1046	394	221	847	417	429	940
	%V	20.9%	21.1%	19.3%	22.6%	22.2%	22.2%	22.2%	21.2%
	%H		97.7%	36.8%	20.6%	79.1%	38.9%	40.1%	87.8%
D		898	861	367	156	642	293	349	723
	%V	17.6%	17.4%	18.0%	16.0%	16.8%	15.6%	18.1%	16.3%
	%H		95.9%	40.9%	17.4%	71.5%	32.6%	38.9%	80.5%
E		464	437	137	56	350	112	238	276
	%V	9.1%	8.8%	6.7%	5.7%	9.2%	6.0%	12.3%	6.2%
	%H		94.2%	29.5%	12.1%	75.4%	24.1%	51.3%	59.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	5116	4950	2042	978	3814	1880	1933	4443
%H		96.8%	39.9%	19.1%	74.6%	36.7%	37.8%	86.8%
Working full time	2382	2310	1057	500	1722	969	753	2294
%V	46.6%	46.7%	51.8%	51.1%	45.1%	51.5%	39.0%	51.6%
%H		97.0%	44.4%	21.0%	72.3%	40.7%	31.6%	96.3%
Working part time	450	442	191	93	332	172	159	426
%V	8.8%	8.9%	9.4%	9.5%	8.7%	9.1%	8.2%	9.6%
%H		98.2%	42.4%	20.7%	73.8%	38.2%	35.3%	94.7%
Not working	2284	2198	793	385	1760	739	1021	1724
%V	44.6%	44.4%	38.8%	39.4%	46.1%	39.3%	52.8%	38.8%
%H		96.2%	34.7%	16.9%	77.1%	32.4%	44.7%	75.5%
Housewife/Houseperson	2709	2604	979	461	2034	881	1153	2202
%V	53.0%	52.6%	47.9%	47.1%	53.3%	46.9%	59.6%	49.6%
%H		96.1%	36.1%	17.0%	75.1%	32.5%	42.6%	81.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2511	2408	1012	490	1846	939	907	2207
%H		95.9%	40.3%	19.5%	73.5%	37.4%	36.1%	87.9%
16 - 19	157	153	86	36	109	77	32	155
%V	6.3%	6.4%	8.5%	7.3%	5.9%	8.2%	3.5%	7.0%
%H		97.5%	54.8%	22.9%	69.4%	49.0%	20.4%	98.7%
20 - 24	185	160	72	45	116	70	46	178
%V	7.4%	6.6%	7.1%	9.2%	6.3%	7.5%	5.1%	8.1%
%H		86.5%	38.9%	24.3%	62.7%	37.8%	24.9%	96.2%
25 - 34	422	393	167	82	272	136	136	400
%V	16.8%	16.3%	16.5%	16.7%	14.7%	14.5%	15.0%	18.1%
%H		93.1%	39.6%	19.4%	64.5%	32.2%	32.2%	94.8%
35 - 44	384	363	180	68	262	145	117	364
%V	15.3%	15.1%	17.8%	13.9%	14.2%	15.4%	12.9%	16.5%
%H		94.5%	46.9%	17.7%	68.2%	37.8%	30.5%	94.8%
45 - 54	454	443	189	112	344	198	146	426
%V	18.1%	18.4%	18.7%	22.9%	18.6%	21.1%	16.1%	19.3%
%H		97.6%	41.6%	24.7%	75.8%	43.6%	32.2%	93.8%
55 - 64	368	362	148	68	294	149	144	325
%V	14.7%	15.0%	14.6%	13.9%	15.9%	15.9%	15.9%	14.7%
%H		98.4%	40.2%	18.5%	79.9%	40.5%	39.1%	88.3%
65+	542	534	169	80	451	165	285	359
%V	21.6%	22.2%	16.7%	16.3%	24.4%	17.6%	31.4%	16.3%
%H		98.5%	31.2%	14.8%	83.2%	30.4%	52.6%	66.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2511	2408	1012	490	1846	939	907	2207
%H		95.9%	40.3%	19.5%	73.5%	37.4%	36.1%	87.9%
AB	671	659	293	134	496	263	233	650
%V	26.7%	27.4%	29.0%	27.3%	26.9%	28.0%	25.7%	29.5%
%H		98.2%	43.7%	20.0%	73.9%	39.2%	34.7%	96.9%
C1	658	620	282	143	461	270	191	609
%V	26.2%	25.7%	27.9%	29.2%	25.0%	28.8%	21.1%	27.6%
%H		94.2%	42.9%	21.7%	70.1%	41.0%	29.0%	92.6%
C2	572	554	204	112	453	216	237	490
%V	22.8%	23.0%	20.2%	22.9%	24.5%	23.0%	26.1%	22.2%
%H		96.9%	35.7%	19.6%	79.2%	37.8%	41.4%	85.7%
D	423	401	175	78	296	141	154	347
%V	16.8%	16.7%	17.3%	15.9%	16.0%	15.0%	17.0%	15.7%
%H		94.8%	41.4%	18.4%	70.0%	33.3%	36.4%	82.0%
E	187	174	57	23	140	49	91	112
%V	7.4%	7.2%	5.6%	4.7%	7.6%	5.2%	10.0%	5.1%
%H		93.0%	30.5%	12.3%	74.9%	26.2%	48.7%	59.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2511	2408	1012	490	1846	939	907	2207
%H		95.9%	40.3%	19.5%	73.5%	37.4%	36.1%	87.9%
Working full time	1445	1394	630	309	1037	581	456	1380
%V	57.5%	57.9%	62.3%	63.1%	56.2%	61.9%	50.3%	62.5%
%H		96.5%	43.6%	21.4%	71.8%	40.2%	31.6%	95.5%
Working part time	95	93	40	13	71	33	38	88
%V	3.8%	3.9%	4.0%	2.7%	3.8%	3.5%	4.2%	4.0%
%H		97.9%	42.1%	13.7%	74.7%	34.7%	40.0%	92.6%
Not working	971	921	342	169	738	326	413	740
%V	38.7%	38.2%	33.8%	34.5%	40.0%	34.7%	45.5%	33.5%
%H		94.9%	35.2%	17.4%	76.0%	33.6%	42.5%	76.2%
Housewife/Houseperson	576	526	173	75	415	144	271	413
%V	22.9%	21.8%	17.1%	15.3%	22.5%	15.3%	29.9%	18.7%
%H		91.3%	30.0%	13.0%	72.0%	25.0%	47.0%	71.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2604	2543	1029	487	1967	941	1026	2236
%H		97.7%	39.5%	18.7%	75.5%	36.1%	39.4%	85.9%
16 - 19	142	141	61	35	112	67	45	139
%V	5.5%	5.5%	5.9%	7.2%	5.7%	7.1%	4.4%	6.2%
%H		99.3%	43.0%	24.6%	78.9%	47.2%	31.7%	97.9%
20 - 24	179	169	68	36	119	59	60	171
%V	6.9%	6.6%	6.6%	7.4%	6.0%	6.3%	5.8%	7.6%
%H		94.4%	38.0%	20.1%	66.5%	33.0%	33.5%	95.5%
25 - 34	414	391	185	75	257	129	128	397
%V	15.9%	15.4%	18.0%	15.4%	13.1%	13.7%	12.5%	17.8%
%H		94.4%	44.7%	18.1%	62.1%	31.2%	30.9%	95.9%
35 - 44	399	390	199	76	282	169	113	384
%V	15.3%	15.3%	19.3%	15.6%	14.3%	18.0%	11.0%	17.2%
%H		97.7%	49.9%	19.0%	70.7%	42.4%	28.3%	96.2%
45 - 54	459	454	206	98	351	194	157	441
%V	17.6%	17.9%	20.0%	20.1%	17.8%	20.6%	15.3%	19.7%
%H		98.9%	44.9%	21.4%	76.5%	42.3%	34.2%	96.1%
55 - 64	374	371	145	79	302	154	148	339
%V	14.4%	14.6%	14.1%	16.2%	15.4%	16.4%	14.4%	15.2%
%H		99.2%	38.8%	21.1%	80.7%	41.2%	39.6%	90.6%
65+	636	628	167	89	544	169	374	365
%V	24.4%	24.7%	16.2%	18.3%	27.7%	18.0%	36.5%	16.3%
%H		98.7%	26.3%	14.0%	85.5%	26.6%	58.8%	57.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2604	2543	1029	487	1967	941	1026	2236
%H		97.7%	39.5%	18.7%	75.5%	36.1%	39.4%	85.9%
AB	616	607	269	113	460	231	229	590
%V	23.7%	23.9%	26.1%	23.2%	23.4%	24.5%	22.3%	26.4%
%H		98.5%	43.7%	18.3%	74.7%	37.5%	37.2%	95.8%
C1	737	719	299	154	558	294	264	654
%V	28.3%	28.3%	29.1%	31.6%	28.4%	31.2%	25.7%	29.2%
%H		97.6%	40.6%	20.9%	75.7%	39.9%	35.8%	88.7%
C2	499	492	190	109	394	202	192	450
%V	19.2%	19.3%	18.5%	22.4%	20.0%	21.5%	18.7%	20.1%
%H		98.6%	38.1%	21.8%	79.0%	40.5%	38.5%	90.2%
D	475	460	192	78	346	151	194	376
%V	18.2%	18.1%	18.7%	16.0%	17.6%	16.0%	18.9%	16.8%
%H		96.8%	40.4%	16.4%	72.8%	31.8%	40.8%	79.2%
E	277	263	80	34	210	63	147	165
%V	10.6%	10.3%	7.8%	7.0%	10.7%	6.7%	14.3%	7.4%
%H		94.9%	28.9%	12.3%	75.8%	22.7%	53.1%	59.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	2604	2543	1029	487	1967	941	1026	2236
%H		97.7%	39.5%	18.7%	75.5%	36.1%	39.4%	85.9%
Working full time	937	916	427	191	685	388	297	914
%V	36.0%	36.0%	41.5%	39.2%	34.8%	41.2%	28.9%	40.9%
%H		97.8%	45.6%	20.4%	73.1%	41.4%	31.7%	97.5%
Working part time	355	349	151	81	261	139	121	338
%V	13.6%	13.7%	14.7%	16.6%	13.3%	14.8%	11.8%	15.1%
%H		98.3%	42.5%	22.8%	73.5%	39.2%	34.1%	95.2%
Not working	1313	1277	451	216	1022	413	608	984
%V	50.4%	50.2%	43.8%	44.4%	52.0%	43.9%	59.3%	44.0%
%H		97.3%	34.3%	16.5%	77.8%	31.5%	46.3%	74.9%
Housewife/Houseperson	2133	2078	806	386	1619	737	882	1789
%V	81.9%	81.7%	78.3%	79.3%	82.3%	78.3%	86.0%	80.0%
%H		97.4%	37.8%	18.1%	75.9%	34.6%	41.4%	83.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

April 2016 - March 2017

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	979	940	329	193	705	299	406	827
%H (All HH)		96.0%	33.6%	19.7%	72.0%	30.5%	41.5%	84.5%
%H (TV HH)			35.0%	20.5%	75.0%	31.8%	43.2%	
AB	211	207	85	42	149	75	74	204
%V	21.6%	22.0%	25.8%	21.8%	21.1%	25.1%	18.2%	24.7%
%H (All HH)		98.1%	40.3%	19.9%	70.6%	35.5%	35.1%	96.7%
%H (TV HH)			41.1%	20.3%	72.0%	36.2%	35.7%	
C1	255	243	84	55	187	86	101	233
%V	26.0%	25.9%	25.5%	28.5%	26.5%	28.8%	24.9%	28.2%
%H (All HH)		95.3%	32.9%	21.6%	73.3%	33.7%	39.6%	91.4%
%H (TV HH)			34.6%	22.6%	77.0%	35.4%	41.6%	
C2	207	201	73	44	155	74	81	182
%V	21.1%	21.4%	22.2%	22.8%	22.0%	24.7%	20.0%	22.0%
%H (All HH)		97.1%	35.3%	21.3%	74.9%	35.7%	39.1%	87.9%
%H (TV HH)			36.3%	21.9%	77.1%	36.8%	40.3%	
D	169	158	54	31	116	44	72	132
%V	17.3%	16.8%	16.4%	16.1%	16.5%	14.7%	17.7%	16.0%
%H (All HH)		93.5%	32.0%	18.3%	68.6%	26.0%	42.6%	78.1%
%H (TV HH)			34.2%	19.6%	73.4%	27.8%	45.6%	
E	138	131	32	20	98	21	76	76
%V	14.1%	13.9%	9.7%	10.4%	13.9%	7.0%	18.7%	9.2%
%H (All HH)		94.9%	23.2%	14.5%	71.0%	15.2%	55.1%	55.1%
%H (TV HH)			24.4%	15.3%	74.8%	16.0%	58.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	979	940	329	193	705	299	406	827
%H (All HH)		96.0%	33.6%	19.7%	72.0%	30.5%	41.5%	84.5%
%H (TV HH)			35.0%	20.5%	75.0%	31.8%	43.2%	
Under 25	51	45	9	8	33	9	23	49
%V	5.2%	4.8%	2.7%	4.1%	4.7%	3.0%	5.7%	5.9%
%H (All HH)		88.2%	17.6%	15.7%	64.7%	17.6%	45.1%	96.1%
%H (TV HH)			20.0%	17.8%	73.3%	20.0%	51.1%	
25 - 34	161	147	58	28	94	40	53	154
%V	16.4%	15.6%	17.6%	14.5%	13.3%	13.4%	13.1%	18.6%
%H (All HH)		91.3%	36.0%	17.4%	58.4%	24.8%	32.9%	95.7%
%H (TV HH)			39.5%	19.0%	63.9%	27.2%	36.1%	
35 - 44	169	160	75	34	110	63	47	162
%V	17.3%	17.0%	22.8%	17.6%	15.6%	21.1%	11.6%	19.6%
%H (All HH)		94.7%	44.4%	20.1%	65.1%	37.3%	27.8%	95.9%
%H (TV HH)			46.9%	21.3%	68.8%	39.4%	29.4%	
45 - 54	182	180	72	39	137	70	68	175
%V	18.6%	19.1%	21.9%	20.2%	19.4%	23.4%	16.7%	21.2%
%H (All HH)		98.9%	39.6%	21.4%	75.3%	38.5%	37.4%	96.2%
%H (TV HH)			40.0%	21.7%	76.1%	38.9%	37.8%	
55 - 64	153	149	48	34	118	51	68	133
%V	15.6%	15.9%	14.6%	17.6%	16.7%	17.1%	16.7%	16.1%
%H (All HH)		97.4%	31.4%	22.2%	77.1%	33.3%	44.4%	86.9%
%H (TV HH)			32.2%	22.8%	79.2%	34.2%	45.6%	
65 +	263	259	65	50	212	66	146	155
%V	26.9%	27.6%	19.8%	25.9%	30.1%	22.1%	36.0%	18.7%
%H (All HH)		98.5%	24.7%	19.0%	80.6%	25.1%	55.5%	58.9%
%H (TV HH)			25.1%	19.3%	81.9%	25.5%	56.4%	

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

April 2016 - March 2017

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	979	940	329	193	705	299	406	827
%H (All HH)		96.0%	33.6%	19.7%	72.0%	30.5%	41.5%	84.5%
%H (TV HH)			35.0%	20.5%	75.0%	31.8%	43.2%	
1	296	278	62	41	224	52	171	189
%V	30.2%	29.6%	18.8%	21.2%	31.8%	17.4%	42.1%	22.9%
%H (All HH)		93.9%	20.9%	13.9%	75.7%	17.6%	57.8%	63.9%
%H (TV HH)			22.3%	14.7%	80.6%	18.7%	61.5%	
2	330	321	111	69	242	108	134	296
%V	33.7%	34.1%	33.7%	35.8%	34.3%	36.1%	33.0%	35.8%
%H (All HH)		97.3%	33.6%	20.9%	73.3%	32.7%	40.6%	89.7%
%H (TV HH)			34.6%	21.5%	75.4%	33.6%	41.7%	
3	152	148	64	34	110	61	49	144
%V	15.5%	15.7%	19.5%	17.6%	15.6%	20.4%	12.1%	17.4%
%H (All HH)		97.4%	42.1%	22.4%	72.4%	40.1%	32.2%	94.7%
%H (TV HH)			43.2%	23.0%	74.3%	41.2%	33.1%	
4	126	120	56	30	85	51	34	124
%V	12.9%	12.8%	17.0%	15.5%	12.1%	17.1%	8.4%	15.0%
%H (All HH)		95.2%	44.4%	23.8%	67.5%	40.5%	27.0%	98.4%
%H (TV HH)			46.7%	25.0%	70.8%	42.5%	28.3%	
5+	75	73	35	19	45	27	17	74
%V	7.7%	7.8%	10.6%	9.8%	6.4%	9.0%	4.2%	8.9%
%H (All HH)		97.3%	46.7%	25.3%	60.0%	36.0%	22.7%	98.7%
%H (TV HH)			47.9%	26.0%	61.6%	37.0%	23.3%	
Average HH size	2.37	2.38	2.71	2.59	2.29	2.68	2.01	2.55

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	979	940	329	193	705	299	406	827
%H (All HH)		96.0%	33.6%	19.7%	72.0%	30.5%	41.5%	84.5%
%H (TV HH)			35.0%	20.5%	75.0%	31.8%	43.2%	
Without	715	684	207	140	535	206	329	569
%V	73.0%	72.8%	62.9%	72.5%	75.9%	68.9%	81.0%	68.8%
%H (All HH)		95.7%	29.0%	19.6%	74.8%	28.8%	46.0%	79.6%
%H (TV HH)			30.3%	20.5%	78.2%	30.1%	48.1%	
With	265	257	122	53	170	93	77	258
%V	27.1%	27.3%	37.1%	27.5%	24.1%	31.1%	19.0%	31.2%
%H (All HH)		97.0%	46.0%	20.0%	64.2%	35.1%	29.1%	97.4%
%H (TV HH)			47.5%	20.6%	66.1%	36.2%	30.0%	
0 - 3	102	97	46	19	65	36	29	99
%V	10.4%	10.3%	14.0%	9.8%	9.2%	12.0%	7.1%	12.0%
%H (All HH)		95.1%	45.1%	18.6%	63.7%	35.3%	28.4%	97.1%
%H (TV HH)			47.4%	19.6%	67.0%	37.1%	29.9%	
4 - 9	141	136	65	27	87	46	42	137
%V	14.4%	14.5%	19.8%	14.0%	12.3%	15.4%	10.3%	16.6%
%H (All HH)		96.5%	46.1%	19.1%	61.7%	32.6%	29.8%	97.2%
%H (TV HH)			47.8%	19.9%	64.0%	33.8%	30.9%	
10 - 15	125	122	61	28	83	50	32	123
%V	12.8%	13.0%	18.5%	14.5%	11.8%	16.7%	7.9%	14.9%
%H (All HH)		97.6%	48.8%	22.4%	66.4%	40.0%	25.6%	98.4%
%H (TV HH)			50.0%	23.0%	68.0%	41.0%	26.2%	

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

April 2016 - March 2017

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	979	940	329	193	705	299	406	827
%H (All HH)		96.0%	33.6%	19.7%	72.0%	30.5%	41.5%	84.5%
%H (TV HH)			35.0%	20.5%	75.0%	31.8%	43.2%	
1	395	395	106	62	271	58	213	302
%V	40.3%	42.0%	32.2%	32.1%	38.4%	19.4%	52.5%	36.5%
%H (All HH)		100.0%	26.8%	15.7%	68.6%	14.7%	53.9%	76.5%
%H (TV HH)			26.8%	15.7%	68.6%	14.7%	53.9%	
2	305	305	110	68	237	110	127	265
%V	31.2%	32.4%	33.4%	35.2%	33.6%	36.8%	31.3%	32.0%
%H (All HH)		100.0%	36.1%	22.3%	77.7%	36.1%	41.6%	86.9%
%H (TV HH)			36.1%	22.3%	77.7%	36.1%	41.6%	
3	157	157	72	39	127	81	46	148
%V	16.0%	16.7%	21.9%	20.2%	18.0%	27.1%	11.3%	17.9%
%H (All HH)		100.0%	45.9%	24.8%	80.9%	51.6%	29.3%	94.3%
%H (TV HH)			45.9%	24.8%	80.9%	51.6%	29.3%	
4	51	51	22	15	43	28	15	50
%V	5.2%	5.4%	6.7%	7.8%	6.1%	9.4%	3.7%	6.0%
%H (All HH)		100.0%	43.1%	29.4%	84.3%	54.9%	29.4%	98.0%
%H (TV HH)			43.1%	29.4%	84.3%	54.9%	29.4%	
5+	33	33	20	9	27	22	5	32
%V	3.4%	3.5%	6.1%	4.7%	3.8%	7.4%	1.2%	3.9%
%H (All HH)		100.0%	60.6%	27.3%	81.8%	66.7%	15.2%	97.0%
%H (TV HH)			60.6%	27.3%	81.8%	66.7%	15.2%	

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

April 2016 - March 2017

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	979	940	329	193	705	299	406	827
%H (All HH)		96.0%	33.6%	19.7%	72.0%	30.5%	41.5%	84.5%
%H (TV HH)			35.0%	20.5%	75.0%	31.8%	43.2%	
Under 20"	134	134	44	27	117	54	62	115
%V	13.7%	14.3%	13.4%	14.0%	16.6%	18.1%	15.3%	13.9%
%H (All HH)		100.0%	32.8%	20.1%	87.3%	40.3%	46.3%	85.8%
%H (TV HH)			32.8%	20.1%	87.3%	40.3%	46.3%	
20" - 29"	306	306	114	61	248	119	129	257
%V	31.3%	32.6%	34.7%	31.6%	35.2%	39.8%	31.8%	31.1%
%H (All HH)		100.0%	37.3%	19.9%	81.0%	38.9%	42.2%	84.0%
%H (TV HH)			37.3%	19.9%	81.0%	38.9%	42.2%	
30" - 39"	496	496	169	112	385	175	210	417
%V	50.7%	52.8%	51.4%	58.0%	54.6%	58.5%	51.7%	50.4%
%H (All HH)		100.0%	34.1%	22.6%	77.6%	35.3%	42.3%	84.1%
%H (TV HH)			34.1%	22.6%	77.6%	35.3%	42.3%	
40" and over	524	524	230	114	380	201	179	489
%V	53.5%	55.7%	69.9%	59.1%	53.9%	67.2%	44.1%	59.1%
%H (All HH)		100.0%	43.9%	21.8%	72.5%	38.4%	34.2%	93.3%
%H (TV HH)			43.9%	21.8%	72.5%	38.4%	34.2%	

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

April 2016 - March 2017

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	979	940	329	193	705	299	406	827
%H (All HH)		96.0%	33.6%	19.7%	72.0%	30.5%	41.5%	84.5%
%H (TV HH)			35.0%	20.5%	75.0%	31.8%	43.2%	
Main living room	932	932	326	191	700	298	402	791
%V	95.2%	99.1%	99.1%	99.0%	99.3%	99.7%	99.0%	95.6%
%H (All HH)		100.0%	35.0%	20.5%	75.1%	32.0%	43.1%	84.9%
%H (TV HH)			35.0%	20.5%	75.1%	32.0%	43.1%	
Kitchen	105	105	45	25	90	53	37	92
%V	10.7%	11.2%	13.7%	13.0%	12.8%	17.7%	9.1%	11.1%
%H (All HH)		100.0%	42.9%	23.8%	85.7%	50.5%	35.2%	87.6%
%H (TV HH)			42.9%	23.8%	85.7%	50.5%	35.2%	
Adult's bedroom	416	416	177	99	333	192	141	383
%V	42.5%	44.3%	53.8%	51.3%	47.2%	64.2%	34.7%	46.3%
%H (All HH)		100.0%	42.5%	23.8%	80.0%	46.2%	33.9%	92.1%
%H (TV HH)			42.5%	23.8%	80.0%	46.2%	33.9%	
Child's bedroom	79	79	40	18	58	37	21	77
%V	8.1%	8.4%	12.2%	9.3%	8.2%	12.4%	5.2%	9.3%
%H (All HH)		100.0%	50.6%	22.8%	73.4%	46.8%	26.6%	97.5%
%H (TV HH)			50.6%	22.8%	73.4%	46.8%	26.6%	
Other bedroom	71	71	29	22	57	37	21	67
%V	7.3%	7.6%	8.8%	11.4%	8.1%	12.4%	5.2%	8.1%
%H (All HH)		100.0%	40.8%	31.0%	80.3%	52.1%	29.6%	94.4%
%H (TV HH)			40.8%	31.0%	80.3%	52.1%	29.6%	
Second living/dining room	96	96	42	26	75	47	29	90
%V	9.8%	10.2%	12.8%	13.5%	10.6%	15.7%	7.1%	10.9%
%H (All HH)		100.0%	43.8%	27.1%	78.1%	49.0%	30.2%	93.8%
%H (TV HH)			43.8%	27.1%	78.1%	49.0%	30.2%	
Study/office	15	15	7	2	12	7	5	14
%V	1.5%	1.6%	2.1%	1.0%	1.7%	2.3%	1.2%	1.7%
%H (All HH)		100.0%	46.7%	13.3%	80.0%	46.7%	33.3%	93.3%
%H (TV HH)			46.7%	13.3%	80.0%	46.7%	33.3%	
TV room	7	7	2	2	5	3	3	7
%V	0.7%	0.7%	0.6%	1.0%	0.7%	1.0%	0.7%	0.8%
%H (All HH)		100.0%	28.6%	28.6%	71.4%	42.9%	42.9%	100.0%
%H (TV HH)			28.6%	28.6%	71.4%	42.9%	42.9%	
Conservatory	16	16	7	5	13	9	5	14
%V	1.6%	1.7%	2.1%	2.6%	1.8%	3.0%	1.2%	1.7%
%H (All HH)		100.0%	43.8%	31.3%	81.3%	56.3%	31.3%	87.5%
%H (TV HH)			43.8%	31.3%	81.3%	56.3%	31.3%	
Attic or loft room	3	3	1	2	2	2	0	3
%V	0.3%	0.3%	0.3%	1.0%	0.3%	0.7%	0.0%	0.4%
%H (All HH)		100.0%	33.3%	66.7%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			33.3%	66.7%	66.7%	66.7%	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%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	10	10	4	3	10	6	3	9
%V	1.0%	1.1%	1.2%	1.6%	1.4%	2.0%	0.7%	1.1%
%H (All HH)		100.0%	40.0%	30.0%	100.0%	60.0%	30.0%	90.0%
%H (TV HH)			40.0%	30.0%	100.0%	60.0%	30.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	979	940	329	193	705	299	406	827
%H (All HH)		96.0%	33.6%	19.7%	72.0%	30.5%	41.5%	84.5%
%H (TV HH)			35.0%	20.5%	75.0%	31.8%	43.2%	
Any DSAT provider	329	329	329	7	194	194	0	308
%V	33.6%	35.0%	100.0%	3.6%	27.5%	64.9%	0.0%	37.2%
%H (All HH)			100.0%	2.1%	59.0%	59.0%	0.0%	93.6%
%H (TV HH)			100.0%	2.1%	59.0%	59.0%	0.0%	
Sky with subscription	268	268	268	2	158	158	0	253
%V	27.4%	28.5%	81.5%	1.0%	22.4%	52.8%	0.0%	30.6%
%H (All HH)			100.0%	0.7%	59.0%	59.0%	0.0%	94.4%
%H (TV HH)			100.0%	0.7%	59.0%	59.0%	0.0%	
Sky without subscription	14	14	14	1	9	9	0	11
%V	1.4%	1.5%	4.3%	0.5%	1.3%	3.0%	0.0%	1.3%
%H (All HH)			100.0%	7.1%	64.3%	64.3%	0.0%	78.6%
%H (TV HH)			100.0%	7.1%	64.3%	64.3%	0.0%	
Freesat	35	35	35	3	21	21	0	33
%V	3.6%	3.7%	10.6%	1.6%	3.0%	7.0%	0.0%	4.0%
%H (All HH)			100.0%	8.6%	60.0%	60.0%	0.0%	94.3%
%H (TV HH)			100.0%	8.6%	60.0%	60.0%	0.0%	
Other satellite provider	24	24	24	1	16	16	0	24
%V	2.5%	2.6%	7.3%	0.5%	2.3%	5.4%	0.0%	2.9%
%H (All HH)			100.0%	4.2%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			100.0%	4.2%	66.7%	66.7%	0.0%	
DCAB	193	193	7	193	109	109	0	175
%V	19.7%	20.5%	2.1%	100.0%	15.5%	36.5%	0.0%	21.2%
%H (All HH)			3.6%	100.0%	56.5%	56.5%	0.0%	90.7%
%H (TV HH)			3.6%	100.0%	56.5%	56.5%	0.0%	
DTT	705	705	194	109	705	299	406	582
%V	72.0%	75.0%	59.0%	56.5%	100.0%	100.0%	100.0%	70.4%
%H (All HH)		100.0%	27.5%	15.5%	100.0%	42.4%	57.6%	82.6%
%H (TV HH)			27.5%	15.5%	100.0%	42.4%	57.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

BBC Midlands East

Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	979	940	329	193	705	299	406	827
%H (All HH)		96.0%	33.6%	19.7%	72.0%	30.5%	41.5%	84.5%
%H (TV HH)			35.0%	20.5%	75.0%	31.8%	43.2%	
PVR	569	569	283	157	401	266	134	528
%V	58.1%	60.5%	86.0%	81.3%	56.9%	89.0%	33.0%	63.8%
%H (All HH)		100.0%	49.7%	27.6%	70.5%	46.7%	23.6%	92.8%
%H (TV HH)			49.7%	27.6%	70.5%	46.7%	23.6%	
DVDR	15	15	4	2	14	5	9	13
%V	1.5%	1.6%	1.2%	1.0%	2.0%	1.7%	2.2%	1.6%
%H (All HH)		100.0%	26.7%	13.3%	93.3%	33.3%	60.0%	86.7%
%H (TV HH)			26.7%	13.3%	93.3%	33.3%	60.0%	
VCR	9	9	2	2	7	2	5	6
%V	0.9%	1.0%	0.6%	1.0%	1.0%	0.7%	1.2%	0.7%
%H (All HH)		100.0%	22.2%	22.2%	77.8%	22.2%	55.6%	66.7%
%H (TV HH)			22.2%	22.2%	77.8%	22.2%	55.6%	
Any recorder	579	579	284	157	409	266	143	533
%V	59.1%	61.6%	86.3%	81.3%	58.0%	89.0%	35.2%	64.4%
%H (All HH)		100.0%	49.1%	27.1%	70.6%	45.9%	24.7%	92.1%
%H (TV HH)			49.1%	27.1%	70.6%	45.9%	24.7%	
Receives HDTV (via STB or built-in reception)	640	640	249	156	487	247	240	579
%V	65.4%	68.1%	75.7%	80.8%	69.1%	82.6%	59.1%	70.0%
%H (All HH)		100.0%	38.9%	24.4%	76.1%	38.6%	37.5%	90.5%
%H (TV HH)			38.9%	24.4%	76.1%	38.6%	37.5%	
DVD/Blu-ray player or recorder	673	673	244	149	511	238	273	593
%V	68.7%	71.6%	74.2%	77.2%	72.5%	79.6%	67.2%	71.7%
%H (All HH)		100.0%	36.3%	22.1%	75.9%	35.4%	40.6%	88.1%
%H (TV HH)			36.3%	22.1%	75.9%	35.4%	40.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	979	940	329	193	705	299	406	827
%H (All HH)		96.0%	33.6%	19.7%	72.0%	30.5%	41.5%	84.5%
%H (TV HH)			35.0%	20.5%	75.0%	31.8%	43.2%	
Has broadband internet	827	797	308	175	582	281	301	827
%V	84.5%	84.8%	93.6%	90.7%	82.6%	94.0%	74.1%	100.0%
%H (All HH)		96.4%	37.2%	21.2%	70.4%	34.0%	36.4%	100.0%
%H (TV HH)			38.6%	22.0%	73.0%	35.3%	37.8%	
Number of computers (PCs and laptops)								
0	189	177	37	23	147	30	117	44
%V	19.3%	18.8%	11.2%	11.9%	20.9%	10.0%	28.8%	5.3%
%H (All HH)		93.7%	19.6%	12.2%	77.8%	15.9%	61.9%	23.3%
%H (TV HH)			20.9%	13.0%	83.1%	16.9%	66.1%	
1	274	262	88	51	195	76	119	267
%V	28.0%	27.9%	26.7%	26.4%	27.7%	25.4%	29.3%	32.3%
%H (All HH)		95.6%	32.1%	18.6%	71.2%	27.7%	43.4%	97.4%
%H (TV HH)			33.6%	19.5%	74.4%	29.0%	45.4%	
2	222	213	82	42	155	72	83	222
%V	22.7%	22.7%	24.9%	21.8%	22.0%	24.1%	20.4%	26.8%
%H (All HH)		95.9%	36.9%	18.9%	69.8%	32.4%	37.4%	100.0%
%H (TV HH)			38.5%	19.7%	72.8%	33.8%	39.0%	
3	125	121	47	31	86	46	39	125
%V	12.8%	12.9%	14.3%	16.1%	12.2%	15.4%	9.6%	15.1%
%H (All HH)		96.8%	37.6%	24.8%	68.8%	36.8%	31.2%	100.0%
%H (TV HH)			38.8%	25.6%	71.1%	38.0%	32.2%	
4	75	74	33	19	55	32	23	75
%V	7.7%	7.9%	10.0%	9.8%	7.8%	10.7%	5.7%	9.1%
%H (All HH)		98.7%	44.0%	25.3%	73.3%	42.7%	30.7%	100.0%
%H (TV HH)			44.6%	25.7%	74.3%	43.2%	31.1%	
5+	94	93	41	27	66	42	24	94
%V	9.6%	9.9%	12.5%	14.0%	9.4%	14.0%	5.9%	11.4%
%H (All HH)		98.9%	43.6%	28.7%	70.2%	44.7%	25.5%	100.0%
%H (TV HH)			44.1%	29.0%	71.0%	45.2%	25.8%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1856	735	423	1441	750	692	1648
%H		39.6%	22.8%	77.6%	40.4%	37.3%	88.8%
Under 20"	165	56	34	143	68	74	141
%V	8.9%	7.6%	8.0%	9.9%	9.1%	10.7%	8.6%
%H		33.9%	20.6%	86.7%	41.2%	44.8%	85.5%
20" - 29"	381	143	83	314	157	157	325
%V	20.5%	19.5%	19.6%	21.8%	20.9%	22.7%	19.7%
%H		37.5%	21.8%	82.4%	41.2%	41.2%	85.3%
30" - 39"	610	221	143	474	234	240	524
%V	32.9%	30.1%	33.8%	32.9%	31.2%	34.7%	31.8%
%H		36.2%	23.4%	77.7%	38.4%	39.3%	85.9%
40" and over	661	300	149	481	271	211	624
%V	35.6%	40.8%	35.2%	33.4%	36.1%	30.5%	37.9%
%H		45.4%	22.5%	72.8%	41.0%	31.9%	94.4%
Don't know	39	15	13	30	20	10	34
%V	2.1%	2.0%	3.1%	2.1%	2.7%	1.4%	2.1%
%H		38.5%	33.3%	76.9%	51.3%	25.6%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1856	735	423	1441	750	692	1648
%H		39.6%	22.8%	77.6%	40.4%	37.3%	88.8%
Main living room	936	328	192	703	300	403	794
%V	50.4%	44.6%	45.4%	48.8%	40.0%	58.2%	48.2%
%H		35.0%	20.5%	75.1%	32.1%	43.1%	84.8%
Kitchen	105	45	25	90	53	37	92
%V	5.7%	6.1%	5.9%	6.2%	7.1%	5.3%	5.6%
%H		42.9%	23.8%	85.7%	50.5%	35.2%	87.6%
Adult's bedroom	476	208	115	384	230	154	441
%V	25.6%	28.3%	27.2%	26.6%	30.7%	22.3%	26.8%
%H		43.7%	24.2%	80.7%	48.3%	32.4%	92.6%
Child's bedroom	106	54	24	78	50	28	103
%V	5.7%	7.3%	5.7%	5.4%	6.7%	4.0%	6.3%
%H		50.9%	22.6%	73.6%	47.2%	26.4%	97.2%
Other bedroom	84	36	25	67	43	24	79
%V	4.5%	4.9%	5.9%	4.6%	5.7%	3.5%	4.8%
%H		42.9%	29.8%	79.8%	51.2%	28.6%	94.0%
Second living/dining room	97	43	26	76	47	29	90
%V	5.2%	5.9%	6.1%	5.3%	6.3%	4.2%	5.5%
%H		44.3%	26.8%	78.4%	48.5%	29.9%	92.8%
Study/office	15	7	2	12	7	5	14
%V	0.8%	1.0%	0.5%	0.8%	0.9%	0.7%	0.8%
%H		46.7%	13.3%	80.0%	46.7%	33.3%	93.3%
TV room	7	2	2	5	3	3	7
%V	0.4%	0.3%	0.5%	0.3%	0.4%	0.4%	0.4%
%H		28.6%	28.6%	71.4%	42.9%	42.9%	100.0%
Conservatory	16	7	5	13	9	5	14
%V	0.9%	1.0%	1.2%	0.9%	1.2%	0.7%	0.8%
%H		43.8%	31.3%	81.3%	56.3%	31.3%	87.5%
Attic or loft room	3	1	2	2	2	0	3
%V	0.2%	0.1%	0.5%	0.1%	0.3%	0.0%	0.2%
%H		33.3%	66.7%	66.7%	66.7%	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	4	4	10	7	3	10
%V	0.5%	0.5%	0.9%	0.7%	0.9%	0.4%	0.6%
%H		40.0%	40.0%	100.0%	70.0%	30.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	1856	735	423	1441	750	692	1648
%H		39.6%	22.8%	77.6%	40.4%	37.3%	88.8%
PVR	757	405	211	513	363	149	711
%V	40.8%	55.1%	49.9%	35.6%	48.4%	21.5%	43.1%
%H		53.5%	27.9%	67.8%	48.0%	19.7%	93.9%
DVDR	15	4	2	14	5	9	13
%V	0.8%	0.5%	0.5%	1.0%	0.7%	1.3%	0.8%
%H		26.7%	13.3%	93.3%	33.3%	60.0%	86.7%
VCR	9	2	2	7	2	5	6
%V	0.5%	0.3%	0.5%	0.5%	0.3%	0.7%	0.4%
%H		22.2%	22.2%	77.8%	22.2%	55.6%	66.7%
Any recorder	770	408	213	525	367	158	720
%V	41.5%	55.5%	50.4%	36.4%	48.9%	22.8%	43.7%
%H		53.0%	27.7%	68.2%	47.7%	20.5%	93.5%

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	1856	735	423	1441	750	692	1648
%H		39.6%	22.8%	77.6%	40.4%	37.3%	88.8%
Receives HDTV (via STB or built-in reception)	985	411	262	765	440	324	911
%V	53.1%	55.9%	61.9%	53.1%	58.7%	46.8%	55.3%
%H		41.7%	26.6%	77.7%	44.7%	32.9%	92.5%
DVD/Blu-ray player or recorder	998	386	241	771	406	365	900
%V	53.8%	52.5%	57.0%	53.5%	54.1%	52.7%	54.6%
%H		38.7%	24.1%	77.3%	40.7%	36.6%	90.2%

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	940	329	193	705	299	406	797
%H		35.0%	20.5%	75.0%	31.8%	43.2%	84.8%
Under 20"	13	1	1	11	2	9	10
%V	1.4%	0.3%	0.5%	1.6%	0.7%	2.2%	1.3%
%H		7.7%	7.7%	84.6%	15.4%	69.2%	76.9%
20" - 29"	85	16	14	70	18	52	57
%V	9.0%	4.9%	7.3%	9.9%	6.0%	12.8%	7.2%
%H		18.8%	16.5%	82.4%	21.2%	61.2%	67.1%
30" - 39"	315	82	65	244	81	163	242
%V	33.5%	24.9%	33.7%	34.6%	27.1%	40.1%	30.4%
%H		26.0%	20.6%	77.5%	25.7%	51.7%	76.8%
40" and over	512	224	109	369	193	176	478
%V	54.5%	68.1%	56.5%	52.3%	64.5%	43.3%	60.0%
%H		43.8%	21.3%	72.1%	37.7%	34.4%	93.4%
Don't know	15	5	4	11	5	6	12
%V	1.6%	1.5%	2.1%	1.6%	1.7%	1.5%	1.5%
%H		33.3%	26.7%	73.3%	33.3%	40.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	940	329	193	705	299	406	797
%H		35.0%	20.5%	75.0%	31.8%	43.2%	84.8%
PVR	557	280	154	390	262	128	516
%V	59.3%	85.1%	79.8%	55.3%	87.6%	31.5%	64.7%
%H		50.3%	27.6%	70.0%	47.0%	23.0%	92.6%
DVDR	13	3	1	12	3	9	10
%V	1.4%	0.9%	0.5%	1.7%	1.0%	2.2%	1.3%
%H		23.1%	7.7%	92.3%	23.1%	69.2%	76.9%
VCR	7	0	1	5	0	5	4
%V	0.7%	0.0%	0.5%	0.7%	0.0%	1.2%	0.5%
%H		0.0%	14.3%	71.4%	0.0%	71.4%	57.1%
Any recorder	566	281	154	399	263	136	522
%V	60.2%	85.4%	79.8%	56.6%	88.0%	33.5%	65.5%
%H		49.6%	27.2%	70.5%	46.5%	24.0%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: 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	940	329	193	705	299	406	797
%H		35.0%	20.5%	75.0%	31.8%	43.2%	84.8%
Receives HDTV (via STB or built-in reception)	618	245	154	468	243	225	562
%V	65.7%	74.5%	79.8%	66.4%	81.3%	55.4%	70.5%
%H		39.6%	24.9%	75.7%	39.3%	36.4%	90.9%
DVD/Blu-ray player or recorder	605	217	132	460	212	248	531
%V	64.4%	66.0%	68.4%	65.2%	70.9%	61.1%	66.6%
%H		35.9%	21.8%	76.0%	35.0%	41.0%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	916	406	230	737	451	286	851
%H		44.3%	25.1%	80.5%	49.2%	31.2%	92.9%
Under 20"	153	55	33	132	67	65	132
%V	16.7%	13.5%	14.3%	17.9%	14.9%	22.7%	15.5%
%H		35.9%	21.6%	86.3%	43.8%	42.5%	86.3%
20" - 29"	296	127	69	244	140	105	268
%V	32.3%	31.3%	30.0%	33.1%	31.0%	36.7%	31.5%
%H		42.9%	23.3%	82.4%	47.3%	35.5%	90.5%
30" - 39"	295	139	78	229	152	77	283
%V	32.2%	34.2%	33.9%	31.1%	33.7%	26.9%	33.3%
%H		47.1%	26.4%	77.6%	51.5%	26.1%	95.9%
40" and over	149	76	40	112	77	35	146
%V	16.3%	18.7%	17.4%	15.2%	17.1%	12.2%	17.2%
%H		51.0%	26.8%	75.2%	51.7%	23.5%	98.0%
Don't know	23	10	10	19	15	4	22
%V	2.5%	2.5%	4.3%	2.6%	3.3%	1.4%	2.6%
%H		43.5%	43.5%	82.6%	65.2%	17.4%	95.7%

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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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	916	406	230	737	451	286	851
%H		44.3%	25.1%	80.5%	49.2%	31.2%	92.9%
PVR	201	125	58	123	101	22	195
%V	21.9%	30.8%	25.2%	16.7%	22.4%	7.7%	22.9%
%H		62.2%	28.9%	61.2%	50.2%	10.9%	97.0%
DVDR	2	2	1	2	2	0	2
%V	0.2%	0.5%	0.4%	0.3%	0.4%	0.0%	0.2%
%H		100.0%	50.0%	100.0%	100.0%	0.0%	100.0%
VCR	2	1	0	2	2	1	2
%V	0.2%	0.2%	0.0%	0.3%	0.4%	0.3%	0.2%
%H		50.0%	0.0%	100.0%	100.0%	50.0%	100.0%
Any recorder	204	127	58	126	104	22	198
%V	22.3%	31.3%	25.2%	17.1%	23.1%	7.7%	23.3%
%H		62.3%	28.4%	61.8%	51.0%	10.8%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: 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	916	406	230	737	451	286	851
%H		44.3%	25.1%	80.5%	49.2%	31.2%	92.9%
Receives HDTV (via STB or built-in reception)	366	166	108	297	198	99	349
%V	40.0%	40.9%	47.0%	40.3%	43.9%	34.6%	41.0%
%H		45.4%	29.5%	81.1%	54.1%	27.0%	95.4%
DVD/Blu-ray player or recorder	394	169	109	311	194	117	369
%V	43.0%	41.6%	47.4%	42.2%	43.0%	40.9%	43.4%
%H		42.9%	27.7%	78.9%	49.2%	29.7%	93.7%

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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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	2319	2237	889	500	1615	800	815	2106
%H		96.5%	38.3%	21.6%	69.6%	34.5%	35.1%	90.8%
Total Children	462	447	214	95	291	161	130	451
%V	19.9%	20.0%	24.1%	19.0%	18.0%	20.1%	16.0%	21.4%
%H		96.8%	46.3%	20.6%	63.0%	34.8%	28.1%	97.6%
0 - 3	114	109	50	22	74	41	33	111
%V	4.9%	4.9%	5.6%	4.4%	4.6%	5.1%	4.0%	5.3%
%H		95.6%	43.9%	19.3%	64.9%	36.0%	28.9%	97.4%
4 - 15	348	338	164	73	217	120	97	340
%V	15.0%	15.1%	18.4%	14.6%	13.4%	15.0%	11.9%	16.1%
%H		97.1%	47.1%	21.0%	62.4%	34.5%	27.9%	97.7%
4 - 9	180	174	83	34	109	55	54	175
%V	7.8%	7.8%	9.3%	6.8%	6.7%	6.9%	6.6%	8.3%
%H		96.7%	46.1%	18.9%	60.6%	30.6%	30.0%	97.2%
10 - 15	167	165	81	39	109	65	44	165
%V	7.2%	7.4%	9.1%	7.8%	6.7%	8.1%	5.4%	7.8%
%H		98.8%	48.5%	23.4%	65.3%	38.9%	26.3%	98.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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	2319	2237	889	500	1615	800	815	2106
%H		96.5%	38.3%	21.6%	69.6%	34.5%	35.1%	90.8%
Total Adults (16+)	1857	1789	675	406	1324	639	685	1655
%V	80.1%	80.0%	75.9%	81.2%	82.0%	79.9%	84.0%	78.6%
%H		96.3%	36.3%	21.9%	71.3%	34.4%	36.9%	89.1%
16 - 19	115	110	50	33	76	49	27	113
%V	5.0%	4.9%	5.6%	6.6%	4.7%	6.1%	3.3%	5.4%
%H		95.7%	43.5%	28.7%	66.1%	42.6%	23.5%	98.3%
20 - 24	160	148	41	36	112	50	61	156
%V	6.9%	6.6%	4.6%	7.2%	6.9%	6.3%	7.5%	7.4%
%H		92.5%	25.6%	22.5%	70.0%	31.3%	38.1%	97.5%
25 - 34	319	296	123	64	197	99	98	305
%V	13.8%	13.2%	13.8%	12.8%	12.2%	12.4%	12.0%	14.5%
%H		92.8%	38.6%	20.1%	61.8%	31.0%	30.7%	95.6%
35 - 44	292	276	131	55	185	102	83	279
%V	12.6%	12.3%	14.7%	11.0%	11.5%	12.8%	10.2%	13.2%
%H		94.5%	44.9%	18.8%	63.4%	34.9%	28.4%	95.5%
45 - 54	317	313	132	71	238	130	108	305
%V	13.7%	14.0%	14.8%	14.2%	14.7%	16.3%	13.3%	14.5%
%H		98.7%	41.6%	22.4%	75.1%	41.0%	34.1%	96.2%
55 - 64	257	253	90	61	196	92	104	234
%V	11.1%	11.3%	10.1%	12.2%	12.1%	11.5%	12.8%	11.1%
%H		98.4%	35.0%	23.7%	76.3%	35.8%	40.5%	91.1%
65+	397	393	108	85	320	117	203	263
%V	17.1%	17.6%	12.1%	17.0%	19.8%	14.6%	24.9%	12.5%
%H		99.0%	27.2%	21.4%	80.6%	29.5%	51.1%	66.2%

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 15.23: 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+)		1857	1789	675	406	1324	639	685	1655
	%H		96.3%	36.3%	21.9%	71.3%	34.4%	36.9%	89.1%
AB		435	428	183	94	306	163	143	426
	%V	23.4%	23.9%	27.1%	23.2%	23.1%	25.5%	20.9%	25.7%
	%H		98.4%	42.1%	21.6%	70.3%	37.5%	32.9%	97.9%
C1		494	471	169	115	359	180	180	468
	%V	26.6%	26.3%	25.0%	28.3%	27.1%	28.2%	26.3%	28.3%
	%H		95.3%	34.2%	23.3%	72.7%	36.4%	36.4%	94.7%
C2		413	404	159	96	306	162	144	377
	%V	22.2%	22.6%	23.6%	23.6%	23.1%	25.4%	21.0%	22.8%
	%H		97.8%	38.5%	23.2%	74.1%	39.2%	34.9%	91.3%
D		322	302	115	64	221	99	122	269
	%V	17.3%	16.9%	17.0%	15.8%	16.7%	15.5%	17.8%	16.3%
	%H		93.8%	35.7%	19.9%	68.6%	30.7%	37.9%	83.5%
E		193	185	49	36	133	36	96	116
	%V	10.4%	10.3%	7.3%	8.9%	10.0%	5.6%	14.0%	7.0%
	%H		95.9%	25.4%	18.7%	68.9%	18.7%	49.7%	60.1%

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+)	1857	1789	675	406	1324	639	685	1655
%H		96.3%	36.3%	21.9%	71.3%	34.4%	36.9%	89.1%
Working full time	855	830	361	185	598	331	268	832
%V	46.0%	46.4%	53.5%	45.6%	45.2%	51.8%	39.1%	50.3%
%H		97.1%	42.2%	21.6%	69.9%	38.7%	31.3%	97.3%
Working part time	203	196	73	51	147	75	72	191
%V	10.9%	11.0%	10.8%	12.6%	11.1%	11.7%	10.5%	11.5%
%H		96.6%	36.0%	25.1%	72.4%	36.9%	35.5%	94.1%
Not working	798	763	241	169	579	234	345	632
%V	43.0%	42.6%	35.7%	41.6%	43.7%	36.6%	50.4%	38.2%
%H		95.6%	30.2%	21.2%	72.6%	29.3%	43.2%	79.2%
Housewife/Houseperson	979	940	329	193	705	299	406	827
%V	52.7%	52.5%	48.7%	47.5%	53.2%	46.8%	59.3%	50.0%
%H		96.0%	33.6%	19.7%	72.0%	30.5%	41.5%	84.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 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+)	901	865	335	192	635	311	323	812
%H		96.0%	37.2%	21.3%	70.5%	34.5%	35.8%	90.1%
16 - 19	63	61	31	18	42	30	13	62
%V	7.0%	7.1%	9.3%	9.4%	6.6%	9.6%	4.0%	7.6%
%H		96.8%	49.2%	28.6%	66.7%	47.6%	20.6%	98.4%
20 - 24	70	67	20	15	47	22	25	69
%V	7.8%	7.7%	6.0%	7.8%	7.4%	7.1%	7.7%	8.5%
%H		95.7%	28.6%	21.4%	67.1%	31.4%	35.7%	98.6%
25 - 34	161	148	59	36	101	54	47	155
%V	17.9%	17.1%	17.6%	18.8%	15.9%	17.4%	14.6%	19.1%
%H		91.9%	36.6%	22.4%	62.7%	33.5%	29.2%	96.3%
35 - 44	145	135	61	23	92	45	47	136
%V	16.1%	15.6%	18.2%	12.0%	14.5%	14.5%	14.6%	16.7%
%H		93.1%	42.1%	15.9%	63.4%	31.0%	32.4%	93.8%
45 - 54	157	155	66	33	115	61	54	150
%V	17.4%	17.9%	19.7%	17.2%	18.1%	19.6%	16.7%	18.5%
%H		98.7%	42.0%	21.0%	73.2%	38.9%	34.4%	95.5%
55 - 64	124	122	44	28	94	43	51	111
%V	13.8%	14.1%	13.1%	14.6%	14.8%	13.8%	15.8%	13.7%
%H		98.4%	35.5%	22.6%	75.8%	34.7%	41.1%	89.5%
65+	180	178	54	39	143	57	86	129
%V	20.0%	20.6%	16.1%	20.3%	22.5%	18.3%	26.6%	15.9%
%H		98.9%	30.0%	21.7%	79.4%	31.7%	47.8%	71.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.26: 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+)	901	865	335	192	635	311	323	812
%H		96.0%	37.2%	21.3%	70.5%	34.5%	35.8%	90.1%
AB	215	210	89	48	150	80	70	210
%V	23.9%	24.3%	26.6%	25.0%	23.6%	25.7%	21.7%	25.9%
%H		97.7%	41.4%	22.3%	69.8%	37.2%	32.6%	97.7%
C1	223	215	79	51	163	82	80	214
%V	24.8%	24.9%	23.6%	26.6%	25.7%	26.4%	24.8%	26.4%
%H		96.4%	35.4%	22.9%	73.1%	36.8%	35.9%	96.0%
C2	219	212	87	47	158	83	75	201
%V	24.3%	24.5%	26.0%	24.5%	24.9%	26.7%	23.2%	24.8%
%H		96.8%	39.7%	21.5%	72.1%	37.9%	34.2%	91.8%
D	157	144	57	31	104	49	55	134
%V	17.4%	16.6%	17.0%	16.1%	16.4%	15.8%	17.0%	16.5%
%H		91.7%	36.3%	19.7%	66.2%	31.2%	35.0%	85.4%
E	88	84	24	15	60	17	42	53
%V	9.8%	9.7%	7.2%	7.8%	9.4%	5.5%	13.0%	6.5%
%H		95.5%	27.3%	17.0%	68.2%	19.3%	47.7%	60.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	901	865	335	192	635	311	323	812
%H		96.0%	37.2%	21.3%	70.5%	34.5%	35.8%	90.1%
Working full time	523	508	216	114	366	197	169	508
%V	58.0%	58.7%	64.5%	59.4%	57.6%	63.3%	52.3%	62.6%
%H		97.1%	41.3%	21.8%	70.0%	37.7%	32.3%	97.1%
Working part time	43	39	13	9	30	13	16	38
%V	4.8%	4.5%	3.9%	4.7%	4.7%	4.2%	5.0%	4.7%
%H		90.7%	30.2%	20.9%	69.8%	30.2%	37.2%	88.4%
Not working	335	318	106	69	239	101	138	266
%V	37.2%	36.8%	31.6%	35.9%	37.6%	32.5%	42.7%	32.8%
%H		94.9%	31.6%	20.6%	71.3%	30.1%	41.2%	79.4%
Housewife/Houseperson	218	203	55	34	155	46	109	168
%V	24.2%	23.5%	16.4%	17.7%	24.4%	14.8%	33.7%	20.7%
%H		93.1%	25.2%	15.6%	71.1%	21.1%	50.0%	77.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	955	924	340	213	690	328	362	844
%H		96.8%	35.6%	22.3%	72.3%	34.3%	37.9%	88.4%
16 - 19	52	49	19	15	34	20	14	52
%V	5.4%	5.3%	5.6%	7.0%	4.9%	6.1%	3.9%	6.2%
%H		94.2%	36.5%	28.8%	65.4%	38.5%	26.9%	100.0%
20 - 24	89	82	21	21	65	28	37	87
%V	9.3%	8.9%	6.2%	9.9%	9.4%	8.5%	10.2%	10.3%
%H		92.1%	23.6%	23.6%	73.0%	31.5%	41.6%	97.8%
25 - 34	157	148	63	28	96	45	51	150
%V	16.4%	16.0%	18.5%	13.1%	13.9%	13.7%	14.1%	17.8%
%H		94.3%	40.1%	17.8%	61.1%	28.7%	32.5%	95.5%
35 - 44	147	142	70	32	94	57	36	143
%V	15.4%	15.4%	20.6%	15.0%	13.6%	17.4%	9.9%	16.9%
%H		96.6%	47.6%	21.8%	63.9%	38.8%	24.5%	97.3%
45 - 54	160	159	66	38	122	68	54	155
%V	16.8%	17.2%	19.4%	17.8%	17.7%	20.7%	14.9%	18.4%
%H		99.4%	41.3%	23.8%	76.3%	42.5%	33.8%	96.9%
55 - 64	133	131	46	33	102	49	53	123
%V	13.9%	14.2%	13.5%	15.5%	14.8%	14.9%	14.6%	14.6%
%H		98.5%	34.6%	24.8%	76.7%	36.8%	39.8%	92.5%
65+	217	215	54	46	177	60	117	134
%V	22.7%	23.3%	15.9%	21.6%	25.7%	18.3%	32.3%	15.9%
%H		99.1%	24.9%	21.2%	81.6%	27.6%	53.9%	61.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	955	924	340	213	690	328	362	844
%H		96.8%	35.6%	22.3%	72.3%	34.3%	37.9%	88.4%
AB	220	217	95	46	156	83	73	216
%V	23.0%	23.5%	27.9%	21.6%	22.6%	25.3%	20.2%	25.6%
%H		98.6%	43.2%	20.9%	70.9%	37.7%	33.2%	98.2%
C1	271	256	91	65	196	97	99	254
%V	28.4%	27.7%	26.8%	30.5%	28.4%	29.6%	27.3%	30.1%
%H		94.5%	33.6%	24.0%	72.3%	35.8%	36.5%	93.7%
C2	194	191	72	49	148	79	69	176
%V	20.3%	20.7%	21.2%	23.0%	21.4%	24.1%	19.1%	20.9%
%H		98.5%	37.1%	25.3%	76.3%	40.7%	35.6%	90.7%
D	165	158	57	33	116	50	66	134
%V	17.3%	17.1%	16.8%	15.5%	16.8%	15.2%	18.2%	15.9%
%H		95.8%	34.5%	20.0%	70.3%	30.3%	40.0%	81.2%
E	105	101	25	20	73	19	54	63
%V	11.0%	10.9%	7.4%	9.4%	10.6%	5.8%	14.9%	7.5%
%H		96.2%	23.8%	19.0%	69.5%	18.1%	51.4%	60.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

April 2016 - March 2017

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+)	955	924	340	213	690	328	362	844
%H		96.8%	35.6%	22.3%	72.3%	34.3%	37.9%	88.4%
Working full time	332	323	146	71	232	133	99	324
%V	34.8%	35.0%	42.9%	33.3%	33.6%	40.5%	27.3%	38.4%
%H		97.3%	44.0%	21.4%	69.9%	40.1%	29.8%	97.6%
Working part time	160	157	60	42	117	62	56	153
%V	16.8%	17.0%	17.6%	19.7%	17.0%	18.9%	15.5%	18.1%
%H		98.1%	37.5%	26.3%	73.1%	38.8%	35.0%	95.6%
Not working	464	445	135	100	340	133	207	366
%V	48.6%	48.2%	39.7%	46.9%	49.3%	40.5%	57.2%	43.4%
%H		95.9%	29.1%	21.6%	73.3%	28.7%	44.6%	78.9%
Housewife/Houseperson	761	737	274	158	550	253	297	659
%V	79.7%	79.8%	80.6%	74.2%	79.7%	77.1%	82.0%	78.1%
%H		96.8%	36.0%	20.8%	72.3%	33.2%	39.0%	86.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total