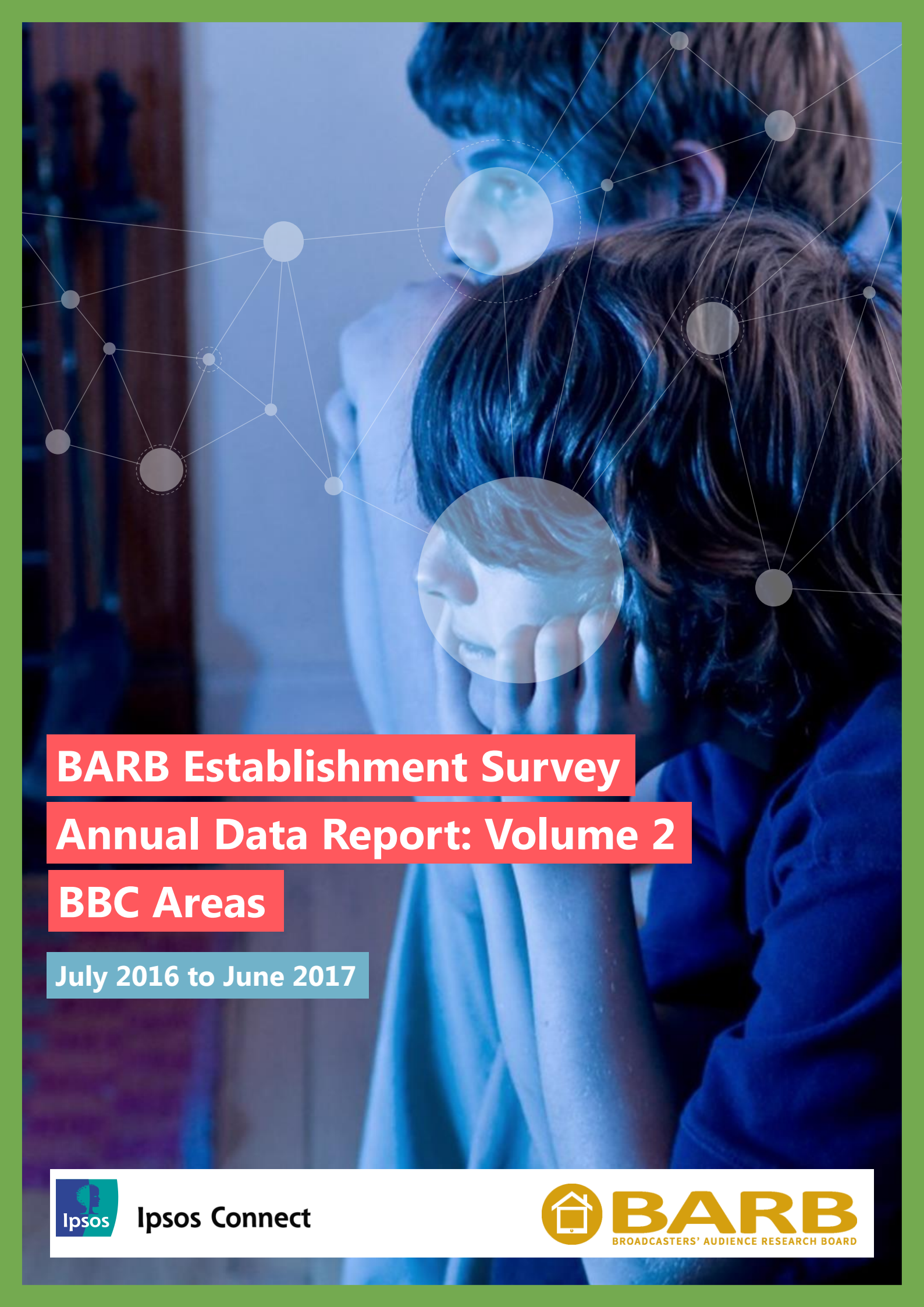


The background of the cover is a photograph of two children, a boy and a girl, looking intently at a screen. The image has a blue tint. Overlaid on the image is a network diagram consisting of several circular nodes of varying sizes, some of which are highlighted with dashed white borders. These nodes are connected by thin white lines, creating a web-like structure across the upper half of the cover.

BARB Establishment Survey

Annual Data Report: Volume 2

BBC Areas

July 2016 to June 2017



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

July 2016 - June 2017

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See also

Volume 1 - Total Network and Appendices

Volume 3 - ITV areas

This reports contains the weighted data results from the Establishment survey for the period July 2016 - June 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	5420	4980	1857	960	3336	1288	2048	4801
%H (All HH)		91.9%	34.3%	17.7%	61.5%	23.8%	37.8%	88.6%
%H (TV HH)			37.3%	19.3%	67.0%	25.9%	41.1%	
AB	1588	1468	542	343	966	412	555	1546
%V	29.3%	29.5%	29.2%	35.7%	29.0%	32.0%	27.1%	32.2%
%H (All HH)		92.4%	34.1%	21.6%	60.8%	25.9%	34.9%	97.4%
%H (TV HH)			36.9%	23.4%	65.8%	28.1%	37.8%	
C1	1628	1479	567	293	992	407	584	1496
%V	30.0%	29.7%	30.5%	30.5%	29.7%	31.6%	28.5%	31.2%
%H (All HH)		90.8%	34.8%	18.0%	60.9%	25.0%	35.9%	91.9%
%H (TV HH)			38.3%	19.8%	67.1%	27.5%	39.5%	
C2	882	827	328	151	561	230	331	783
%V	16.3%	16.6%	17.7%	15.7%	16.8%	17.9%	16.2%	16.3%
%H (All HH)		93.8%	37.2%	17.1%	63.6%	26.1%	37.5%	88.8%
%H (TV HH)			39.7%	18.3%	67.8%	27.8%	40.0%	
D	831	752	285	114	484	158	326	686
%V	15.3%	15.1%	15.3%	11.9%	14.5%	12.3%	15.9%	14.3%
%H (All HH)		90.5%	34.3%	13.7%	58.2%	19.0%	39.2%	82.6%
%H (TV HH)			37.9%	15.2%	64.4%	21.0%	43.4%	
E	491	454	135	60	333	82	251	290
%V	9.1%	9.1%	7.3%	6.3%	10.0%	6.4%	12.3%	6.0%
%H (All HH)		92.5%	27.5%	12.2%	67.8%	16.7%	51.1%	59.1%
%H (TV HH)			29.7%	13.2%	73.3%	18.1%	55.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 2017

BBC London

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	5420	4980	1857	960	3336	1288	2048	4801
%H (All HH)		91.9%	34.3%	17.7%	61.5%	23.8%	37.8%	88.6%
%H (TV HH)			37.3%	19.3%	67.0%	25.9%	41.1%	
Under 25	231	149	53	20	87	28	59	221
%V	4.3%	3.0%	2.9%	2.1%	2.6%	2.2%	2.9%	4.6%
%H (All HH)		64.5%	22.9%	8.7%	37.7%	12.1%	25.5%	95.7%
%H (TV HH)			35.6%	13.4%	58.4%	18.8%	39.6%	
25 - 34	1051	902	353	155	520	187	333	1029
%V	19.4%	18.1%	19.0%	16.1%	15.6%	14.5%	16.3%	21.4%
%H (All HH)		85.8%	33.6%	14.7%	49.5%	17.8%	31.7%	97.9%
%H (TV HH)			39.1%	17.2%	57.6%	20.7%	36.9%	
35 - 44	1107	1007	436	208	609	276	333	1079
%V	20.4%	20.2%	23.5%	21.7%	18.3%	21.4%	16.3%	22.5%
%H (All HH)		91.0%	39.4%	18.8%	55.0%	24.9%	30.1%	97.5%
%H (TV HH)			43.3%	20.7%	60.5%	27.4%	33.1%	
45 - 54	1045	996	405	245	646	304	342	1001
%V	19.3%	20.0%	21.8%	25.5%	19.4%	23.6%	16.7%	20.8%
%H (All HH)		95.3%	38.8%	23.4%	61.8%	29.1%	32.7%	95.8%
%H (TV HH)			40.7%	24.6%	64.9%	30.5%	34.3%	
55 - 64	823	794	283	168	587	246	341	747
%V	15.2%	15.9%	15.2%	17.5%	17.6%	19.1%	16.7%	15.6%
%H (All HH)		96.5%	34.4%	20.4%	71.3%	29.9%	41.4%	90.8%
%H (TV HH)			35.6%	21.2%	73.9%	31.0%	42.9%	
65 +	1163	1131	327	164	887	247	640	725
%V	21.5%	22.7%	17.6%	17.1%	26.6%	19.2%	31.3%	15.1%
%H (All HH)		97.2%	28.1%	14.1%	76.3%	21.2%	55.0%	62.3%
%H (TV HH)			28.9%	14.5%	78.4%	21.8%	56.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2016 - June 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	5420	4980	1857	960	3336	1288	2048	4801
%H (All HH)		91.9%	34.3%	17.7%	61.5%	23.8%	37.8%	88.6%
%H (TV HH)			37.3%	19.3%	67.0%	25.9%	41.1%	
1	1627	1414	362	197	1055	239	815	1177
%V	30.0%	28.4%	19.5%	20.5%	31.6%	18.6%	39.8%	24.5%
%H (All HH)		86.9%	22.2%	12.1%	64.8%	14.7%	50.1%	72.3%
%H (TV HH)			25.6%	13.9%	74.6%	16.9%	57.6%	
2	1653	1551	539	318	1075	412	663	1521
%V	30.5%	31.1%	29.0%	33.1%	32.2%	32.0%	32.4%	31.7%
%H (All HH)		93.8%	32.6%	19.2%	65.0%	24.9%	40.1%	92.0%
%H (TV HH)			34.8%	20.5%	69.3%	26.6%	42.7%	
3	910	846	379	177	522	259	263	888
%V	16.8%	17.0%	20.4%	18.4%	15.6%	20.1%	12.8%	18.5%
%H (All HH)		93.0%	41.6%	19.5%	57.4%	28.5%	28.9%	97.6%
%H (TV HH)			44.8%	20.9%	61.7%	30.6%	31.1%	
4	838	802	390	191	473	263	210	830
%V	15.5%	16.1%	21.0%	19.9%	14.2%	20.4%	10.3%	17.3%
%H (All HH)		95.7%	46.5%	22.8%	56.4%	31.4%	25.1%	99.0%
%H (TV HH)			48.6%	23.8%	59.0%	32.8%	26.2%	
5+	393	368	188	77	212	115	97	384
%V	7.3%	7.4%	10.1%	8.0%	6.4%	8.9%	4.7%	8.0%
%H (All HH)		93.6%	47.8%	19.6%	53.9%	29.3%	24.7%	97.7%
%H (TV HH)			51.1%	20.9%	57.6%	31.3%	26.4%	
Average HH size	2.42	2.46	2.77	2.65	2.34	2.72	2.10	2.56

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5420	4980	1857	960	3336	1288	2048	4801
%H (All HH)		91.9%	34.3%	17.7%	61.5%	23.8%	37.8%	88.6%
%H (TV HH)			37.3%	19.3%	67.0%	25.9%	41.1%	
Without	3879	3510	1170	649	2478	870	1608	3289
%V	71.6%	70.5%	63.0%	67.6%	74.3%	67.5%	78.5%	68.5%
%H (All HH)		90.5%	30.2%	16.7%	63.9%	22.4%	41.5%	84.8%
%H (TV HH)			33.3%	18.5%	70.6%	24.8%	45.8%	
With	1541	1470	687	311	859	419	440	1512
%V	28.4%	29.5%	37.0%	32.4%	25.7%	32.5%	21.5%	31.5%
%H (All HH)		95.4%	44.6%	20.2%	55.7%	27.2%	28.6%	98.1%
%H (TV HH)			46.7%	21.2%	58.4%	28.5%	29.9%	
0 - 3	599	563	285	102	318	156	162	583
%V	11.1%	11.3%	15.3%	10.6%	9.5%	12.1%	7.9%	12.1%
%H (All HH)		94.0%	47.6%	17.0%	53.1%	26.0%	27.0%	97.3%
%H (TV HH)			50.6%	18.1%	56.5%	27.7%	28.8%	
4 - 9	823	781	369	166	445	217	228	808
%V	15.2%	15.7%	19.9%	17.3%	13.3%	16.8%	11.1%	16.8%
%H (All HH)		94.9%	44.8%	20.2%	54.1%	26.4%	27.7%	98.2%
%H (TV HH)			47.2%	21.3%	57.0%	27.8%	29.2%	
10 - 15	671	649	309	151	390	209	181	661
%V	12.4%	13.0%	16.6%	15.7%	11.7%	16.2%	8.8%	13.8%
%H (All HH)		96.7%	46.1%	22.5%	58.1%	31.1%	27.0%	98.5%
%H (TV HH)			47.6%	23.3%	60.1%	32.2%	27.9%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	5420	4980	1857	960	3336	1288	2048	4801
%H (All HH)		91.9%	34.3%	17.7%	61.5%	23.8%	37.8%	88.6%
%H (TV HH)			37.3%	19.3%	67.0%	25.9%	41.1%	
1	2578	2578	794	397	1583	321	1262	2188
%V	47.6%	51.8%	42.8%	41.4%	47.5%	24.9%	61.6%	45.6%
%H (All HH)		100.0%	30.8%	15.4%	61.4%	12.5%	49.0%	84.9%
%H (TV HH)			30.8%	15.4%	61.4%	12.5%	49.0%	
2	1480	1480	617	322	1021	483	538	1337
%V	27.3%	29.7%	33.2%	33.5%	30.6%	37.5%	26.3%	27.8%
%H (All HH)		100.0%	41.7%	21.8%	69.0%	32.6%	36.4%	90.3%
%H (TV HH)			41.7%	21.8%	69.0%	32.6%	36.4%	
3	607	607	285	154	478	304	174	584
%V	11.2%	12.2%	15.3%	16.0%	14.3%	23.6%	8.5%	12.2%
%H (All HH)		100.0%	47.0%	25.4%	78.7%	50.1%	28.7%	96.2%
%H (TV HH)			47.0%	25.4%	78.7%	50.1%	28.7%	
4	211	211	101	61	168	115	53	205
%V	3.9%	4.2%	5.4%	6.4%	5.0%	8.9%	2.6%	4.3%
%H (All HH)		100.0%	47.9%	28.9%	79.6%	54.5%	25.1%	97.2%
%H (TV HH)			47.9%	28.9%	79.6%	54.5%	25.1%	
5+	105	105	61	27	86	65	21	104
%V	1.9%	2.1%	3.3%	2.8%	2.6%	5.0%	1.0%	2.2%
%H (All HH)		100.0%	58.1%	25.7%	81.9%	61.9%	20.0%	99.0%
%H (TV HH)			58.1%	25.7%	81.9%	61.9%	20.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2016 - June 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	5420	4980	1857	960	3336	1288	2048	4801
%H (All HH)		91.9%	34.3%	17.7%	61.5%	23.8%	37.8%	88.6%
%H (TV HH)			37.3%	19.3%	67.0%	25.9%	41.1%	
Under 20"	546	546	186	114	455	211	243	477
%V	10.1%	11.0%	10.0%	11.9%	13.6%	16.4%	11.9%	9.9%
%H (All HH)		100.0%	34.1%	20.9%	83.3%	38.6%	44.5%	87.4%
%H (TV HH)			34.1%	20.9%	83.3%	38.6%	44.5%	
20" - 29"	1262	1262	443	262	987	442	545	1094
%V	23.3%	25.3%	23.9%	27.3%	29.6%	34.3%	26.6%	22.8%
%H (All HH)		100.0%	35.1%	20.8%	78.2%	35.0%	43.2%	86.7%
%H (TV HH)			35.1%	20.8%	78.2%	35.0%	43.2%	
30" - 39"	2185	2185	784	453	1546	635	911	1944
%V	40.3%	43.9%	42.2%	47.2%	46.3%	49.3%	44.5%	40.5%
%H (All HH)		100.0%	35.9%	20.7%	70.8%	29.1%	41.7%	89.0%
%H (TV HH)			35.9%	20.7%	70.8%	29.1%	41.7%	
40" - 49"	2353	2353	1061	489	1553	772	780	2214
%V	43.4%	47.2%	57.1%	50.9%	46.6%	59.9%	38.1%	46.1%
%H (All HH)		100.0%	45.1%	20.8%	66.0%	32.8%	33.1%	94.1%
%H (TV HH)			45.1%	20.8%	66.0%	32.8%	33.1%	
50" - 59"	665	665	347	145	381	222	158	646
%V	12.3%	13.4%	18.7%	15.1%	11.4%	17.2%	7.7%	13.5%
%H (All HH)		100.0%	52.2%	21.8%	57.3%	33.4%	23.8%	97.1%
%H (TV HH)			52.2%	21.8%	57.3%	33.4%	23.8%	
60"+	90	90	45	24	48	29	19	89
%V	1.7%	1.8%	2.4%	2.5%	1.4%	2.3%	0.9%	1.9%
%H (All HH)		100.0%	50.0%	26.7%	53.3%	32.2%	21.1%	98.9%
%H (TV HH)			50.0%	26.7%	53.3%	32.2%	21.1%	

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
July 2016 - June 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	5420	4980	1857	960	3336	1288	2048	4801
%H (All HH)		91.9%	34.3%	17.7%	61.5%	23.8%	37.8%	88.6%
%H (TV HH)			37.3%	19.3%	67.0%	25.9%	41.1%	
Main living room	4888	4888	1836	950	3276	1274	2001	4340
%V	90.2%	8.2%	98.9%	99.0%	98.2%	98.9%	97.7%	90.4%
%H (All HH)		100.0%	37.6%	19.4%	67.0%	26.1%	40.9%	88.8%
%H (TV HH)			37.6%	19.4%	67.0%	26.1%	40.9%	
Kitchen	435	435	193	87	366	208	159	399
%V	8.0%	8.7%	10.4%	9.1%	11.0%	16.1%	7.8%	8.3%
%H (All HH)		100.0%	44.4%	20.0%	84.1%	47.8%	36.6%	91.7%
%H (TV HH)			44.4%	20.0%	84.1%	47.8%	36.6%	
Adult's bedroom	1926	1926	855	451	1411	789	622	1791
%V	35.5%	38.7%	46.0%	47.0%	42.3%	61.3%	30.4%	37.3%
%H (All HH)		100.0%	44.4%	23.4%	73.3%	41.0%	32.3%	93.0%
%H (TV HH)			44.4%	23.4%	73.3%	41.0%	32.3%	
Child's bedroom	232	232	121	61	158	107	51	228
%V	4.3%	4.7%	6.5%	6.4%	4.7%	8.3%	2.5%	4.7%
%H (All HH)		100.0%	52.2%	26.3%	68.1%	46.1%	22.0%	98.3%
%H (TV HH)			52.2%	26.3%	68.1%	46.1%	22.0%	
Other bedroom	188	188	85	51	155	99	56	180
%V	3.5%	3.8%	4.6%	5.3%	4.6%	7.7%	2.7%	3.7%
%H (All HH)		100.0%	45.2%	27.1%	82.4%	52.7%	29.8%	95.7%
%H (TV HH)			45.2%	27.1%	82.4%	52.7%	29.8%	
Second living/dining room	317	317	146	80	242	148	94	299
%V	5.8%	6.4%	7.9%	8.3%	7.3%	11.5%	4.6%	6.2%
%H (All HH)		100.0%	46.1%	25.2%	76.3%	46.7%	29.7%	94.3%
%H (TV HH)			46.1%	25.2%	76.3%	46.7%	29.7%	
Study/office	68	68	31	16	53	31	22	66
%V	1.3%	1.4%	1.7%	1.7%	1.6%	2.4%	1.1%	1.4%
%H (All HH)		100.0%	45.6%	23.5%	77.9%	45.6%	32.4%	97.1%
%H (TV HH)			45.6%	23.5%	77.9%	45.6%	32.4%	
TV room	34	34	18	10	24	19	6	34
%V	0.6%	0.7%	1.0%	1.0%	0.7%	1.5%	0.3%	0.7%
%H (All HH)		100.0%	52.9%	29.4%	70.6%	55.9%	17.6%	100.0%
%H (TV HH)			52.9%	29.4%	70.6%	55.9%	17.6%	
Conservatory	45	45	22	11	33	21	12	44
%V	0.8%	0.9%	1.2%	1.1%	1.0%	1.6%	0.6%	0.9%
%H (All HH)		100.0%	48.9%	24.4%	73.3%	46.7%	26.7%	97.8%
%H (TV HH)			48.9%	24.4%	73.3%	46.7%	26.7%	
Attic or loft room	12	12	6	4	7	5	1	12
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	33.3%	58.3%	41.7%	8.3%	100.0%
%H (TV HH)			50.0%	33.3%	58.3%	41.7%	8.3%	
No specific location	8	8	4	1	6	3	3	7
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	12.5%	75.0%	37.5%	37.5%	87.5%
%H (TV HH)			50.0%	12.5%	75.0%	37.5%	37.5%	
Other	53	53	27	10	41	25	16	52
%V	1.0%	1.1%	1.5%	1.0%	1.2%	1.9%	0.8%	1.1%
%H (All HH)		100.0%	50.9%	18.9%	77.4%	47.2%	30.2%	98.1%
%H (TV HH)			50.9%	18.9%	77.4%	47.2%	30.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 2017

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	5420	4980	1857	960	3336	1288	2048	4801
%H (All HH)		91.9%	34.3%	17.7%	61.5%	23.8%	37.8%	88.6%
%H (TV HH)			37.3%	19.3%	67.0%	25.9%	41.1%	
Any DSAT provider	1857	1857	1857	52	858	858	0	1753
%V	34.3%	37.3%	100.0%	5.4%	25.7%	66.6%	0.0%	36.5%
%H (All HH)			100.0%	2.8%	46.2%	46.2%	0.0%	94.4%
%H (TV HH)			100.0%	2.8%	46.2%	46.2%	0.0%	
Sky with subscription	1536	1536	1536	28	716	716	0	1467
%V	28.3%	30.8%	82.7%	2.9%	21.5%	55.6%	0.0%	30.6%
%H (All HH)			100.0%	1.8%	46.6%	46.6%	0.0%	95.5%
%H (TV HH)			100.0%	1.8%	46.6%	46.6%	0.0%	
Sky without subscription	114	114	114	9	42	42	0	97
%V	2.1%	2.3%	6.1%	0.9%	1.3%	3.3%	0.0%	2.0%
%H (All HH)			100.0%	7.9%	36.8%	36.8%	0.0%	85.1%
%H (TV HH)			100.0%	7.9%	36.8%	36.8%	0.0%	
Freesat	132	132	132	6	67	67	0	120
%V	2.4%	2.7%	7.1%	0.6%	2.0%	5.2%	0.0%	2.5%
%H (All HH)			100.0%	4.5%	50.8%	50.8%	0.0%	90.9%
%H (TV HH)			100.0%	4.5%	50.8%	50.8%	0.0%	
Other satellite provider	138	138	138	12	69	69	0	132
%V	2.5%	2.8%	7.4%	1.3%	2.1%	5.4%	0.0%	2.7%
%H (All HH)			100.0%	8.7%	50.0%	50.0%	0.0%	95.7%
%H (TV HH)			100.0%	8.7%	50.0%	50.0%	0.0%	
DCAB	960	960	52	960	455	455	0	925
%V	17.7%	19.3%	2.8%	100.0%	13.6%	35.3%	0.0%	19.3%
%H (All HH)			5.4%	100.0%	47.4%	47.4%	0.0%	96.4%
%H (TV HH)			5.4%	100.0%	47.4%	47.4%	0.0%	
DTT	3336	3336	858	455	3336	1288	2048	2869
%V	61.5%	67.0%	46.2%	47.4%	100.0%	100.0%	100.0%	59.8%
%H (All HH)		100.0%	25.7%	13.6%	100.0%	38.6%	61.4%	86.0%
%H (TV HH)			25.7%	13.6%	100.0%	38.6%	61.4%	

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 1.9: 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	5420	4980	1857	960	3336	1288	2048	4801
%H (All HH)		91.9%	34.3%	17.7%	61.5%	23.8%	37.8%	88.6%
%H (TV HH)			37.3%	19.3%	67.0%	25.9%	41.1%	
PVR	3009	3009	1618	844	1742	1158	585	2855
%V	55.5%	60.4%	87.1%	87.9%	52.2%	89.9%	28.6%	59.5%
%H (All HH)		100.0%	53.8%	28.0%	57.9%	38.5%	19.4%	94.9%
%H (TV HH)			53.8%	28.0%	57.9%	38.5%	19.4%	
DVDR	81	81	24	16	68	27	41	70
%V	1.5%	1.6%	1.3%	1.7%	2.0%	2.1%	2.0%	1.5%
%H (All HH)		100.0%	29.6%	19.8%	84.0%	33.3%	50.6%	86.4%
%H (TV HH)			29.6%	19.8%	84.0%	33.3%	50.6%	
VCR	49	49	11	6	44	12	32	25
%V	0.9%	1.0%	0.6%	0.6%	1.3%	0.9%	1.6%	0.5%
%H (All HH)		100.0%	22.4%	12.2%	89.8%	24.5%	65.3%	51.0%
%H (TV HH)			22.4%	12.2%	89.8%	24.5%	65.3%	
Any recorder	3061	3061	1622	846	1790	1160	630	2884
%V	56.5%	61.5%	87.3%	88.1%	53.7%	90.1%	30.8%	60.1%
%H (All HH)		100.0%	53.0%	27.6%	58.5%	37.9%	20.6%	94.2%
%H (TV HH)			53.0%	27.6%	58.5%	37.9%	20.6%	
Receives HDTV (via STB or built-in reception)	3330	3330	1366	820	2290	1100	1189	3121
%V	61.4%	66.9%	73.6%	85.4%	68.6%	85.4%	58.1%	65.0%
%H (All HH)		100.0%	41.0%	24.6%	68.8%	33.0%	35.7%	93.7%
%H (TV HH)			41.0%	24.6%	68.8%	33.0%	35.7%	
DVD/Blu-ray player or recorder	3142	3142	1213	676	2164	949	1215	2879
%V	58.0%	63.1%	65.3%	70.4%	64.9%	73.7%	59.3%	60.0%
%H (All HH)		100.0%	38.6%	21.5%	68.9%	30.2%	38.7%	91.6%
%H (TV HH)			38.6%	21.5%	68.9%	30.2%	38.7%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 2017

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5420	4980	1857	960	3336	1288	2048	4801
%H (All HH)		91.9%	34.3%	17.7%	61.5%	23.8%	37.8%	88.6%
%H (TV HH)			37.3%	19.3%	67.0%	25.9%	41.1%	
Has broadband internet	4801	4418	1753	925	2869	1237	1632	4801
%V	88.6%	88.7%	94.4%	96.4%	86.0%	96.0%	79.7%	100.0%
%H (All HH)		92.0%	36.5%	19.3%	59.8%	25.8%	34.0%	100.0%
%H (TV HH)			39.7%	20.9%	64.9%	28.0%	36.9%	
Number of computers (PCs and laptops)								
0	803	715	153	63	573	82	491	234
%V	14.8%	14.4%	8.2%	6.6%	17.2%	6.4%	24.0%	4.9%
%H (All HH)		89.0%	19.1%	7.8%	71.4%	10.2%	61.1%	29.1%
%H (TV HH)			21.4%	8.8%	80.1%	11.5%	68.7%	
1	1559	1390	512	225	915	295	620	1516
%V	28.8%	27.9%	27.6%	23.4%	27.4%	22.9%	30.3%	31.6%
%H (All HH)		89.2%	32.8%	14.4%	58.7%	18.9%	39.8%	97.2%
%H (TV HH)			36.8%	16.2%	65.8%	21.2%	44.6%	
2	1431	1343	550	274	869	379	490	1426
%V	26.4%	27.0%	29.6%	28.5%	26.0%	29.4%	23.9%	29.7%
%H (All HH)		93.9%	38.4%	19.1%	60.7%	26.5%	34.2%	99.7%
%H (TV HH)			41.0%	20.4%	64.7%	28.2%	36.5%	
3	726	678	284	155	429	211	218	724
%V	13.4%	13.6%	15.3%	16.1%	12.9%	16.4%	10.6%	15.1%
%H (All HH)		93.4%	39.1%	21.3%	59.1%	29.1%	30.0%	99.7%
%H (TV HH)			41.9%	22.9%	63.3%	31.1%	32.2%	
4	439	411	174	112	258	147	110	438
%V	8.1%	8.3%	9.4%	11.7%	7.7%	11.4%	5.4%	9.1%
%H (All HH)		93.6%	39.6%	25.5%	58.8%	33.5%	25.1%	99.8%
%H (TV HH)			42.3%	27.3%	62.8%	35.8%	26.8%	
5+	463	442	184	131	292	174	118	463
%V	8.5%	8.9%	9.9%	13.6%	8.8%	13.5%	5.8%	9.6%
%H (All HH)		95.5%	39.7%	28.3%	63.1%	37.6%	25.5%	100.0%
%H (TV HH)			41.6%	29.6%	66.1%	39.4%	26.7%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 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	8765	3618	1891	6197	3016	3181	7997
%H		41.3%	21.6%	70.7%	34.4%	36.3%	91.2%
Under 20"	667	234	144	559	269	290	588
%V	7.6%	6.5%	7.6%	9.0%	8.9%	9.1%	7.4%
%H		35.1%	21.6%	83.8%	40.3%	43.5%	88.2%
20" - 29"	1552	561	338	1241	593	648	1360
%V	17.7%	15.5%	17.9%	20.0%	19.7%	20.4%	17.0%
%H		36.1%	21.8%	80.0%	38.2%	41.8%	87.6%
30" - 39"	2602	979	562	1858	830	1028	2343
%V	29.7%	27.1%	29.7%	30.0%	27.5%	32.3%	29.3%
%H		37.6%	21.6%	71.4%	31.9%	39.5%	90.0%
40" - 49"	2709	1254	581	1798	941	857	2560
%V	30.9%	34.7%	30.7%	29.0%	31.2%	26.9%	32.0%
%H		46.3%	21.4%	66.4%	34.7%	31.6%	94.5%
50" - 59"	720	380	159	417	247	169	701
%V	8.2%	10.5%	8.4%	6.7%	8.2%	5.3%	8.8%
%H		52.8%	22.1%	57.9%	34.3%	23.5%	97.4%
60"+	93	47	25	48	30	19	92
%V	1.1%	1.3%	1.3%	0.8%	1.0%	0.6%	1.2%
%H		50.5%	26.9%	51.6%	32.3%	20.4%	98.9%
Don't know	423	163	83	276	106	170	352
%V	4.8%	4.5%	4.4%	4.5%	3.5%	5.3%	4.4%
%H		38.5%	19.6%	65.2%	25.1%	40.2%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	8765	3618	1891	6197	3016	3181	7997
%H		41.3%	21.6%	70.7%	34.4%	36.3%	91.2%
Main living room	4909	1846	954	3290	1283	2007	4359
%V	56.0%	51.0%	50.4%	53.1%	42.5%	63.1%	54.5%
%H		37.6%	19.4%	67.0%	26.1%	40.9%	88.8%
Kitchen	436	193	87	367	208	160	399
%V	5.0%	5.3%	4.6%	5.9%	6.9%	5.0%	5.0%
%H		44.3%	20.0%	84.2%	47.7%	36.7%	91.5%
Adult's bedroom	2368	1070	573	1749	1013	735	2221
%V	27.0%	29.6%	30.3%	28.2%	33.6%	23.1%	27.8%
%H		45.2%	24.2%	73.9%	42.8%	31.0%	93.8%
Child's bedroom	291	150	79	199	136	62	287
%V	3.3%	4.1%	4.2%	3.2%	4.5%	1.9%	3.6%
%H		51.5%	27.1%	68.4%	46.7%	21.3%	98.6%
Other bedroom	218	98	62	181	119	62	209
%V	2.5%	2.7%	3.3%	2.9%	3.9%	1.9%	2.6%
%H		45.0%	28.4%	83.0%	54.6%	28.4%	95.9%
Second living/dining room	321	148	81	246	151	95	303
%V	3.7%	4.1%	4.3%	4.0%	5.0%	3.0%	3.8%
%H		46.1%	25.2%	76.6%	47.0%	29.6%	94.4%
Study/office	69	31	16	54	32	22	67
%V	0.8%	0.9%	0.8%	0.9%	1.1%	0.7%	0.8%
%H		44.9%	23.2%	78.3%	46.4%	31.9%	97.1%
TV room	35	19	10	24	19	6	34
%V	0.4%	0.5%	0.5%	0.4%	0.6%	0.2%	0.4%
%H		54.3%	28.6%	68.6%	54.3%	17.1%	97.1%
Conservatory	45	22	11	33	21	12	44
%V	0.5%	0.6%	0.6%	0.5%	0.7%	0.4%	0.6%
%H		48.9%	24.4%	73.3%	46.7%	26.7%	97.8%
Attic or loft room	12	6	4	7	5	1	12
%V	0.1%	0.2%	0.2%	0.1%	0.2%	0.0%	0.2%
%H		50.0%	33.3%	58.3%	41.7%	8.3%	100.0%
No specific location	8	4	1	6	3	3	7
%H	0.1%	50.0%	12.5%	75.0%	37.5%	37.5%	87.5%
Other	56	29	11	43	26	17	55
%V	0.6%	0.8%	0.6%	0.7%	0.9%	0.5%	0.7%
%H		51.8%	19.6%	76.8%	46.4%	30.4%	98.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

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	8765	3618	1891	6197	3016	3181	7997
%H		41.3%	21.6%	70.7%	34.4%	36.3%	91.2%
PVR	3989	2265	1147	2205	1561	645	3811
%V	45.5%	62.6%	60.7%	35.6%	51.8%	20.3%	47.7%
%H		56.8%	28.8%	55.3%	39.1%	16.2%	95.5%
DVDR	85	25	17	71	29	43	72
%V	1.0%	0.7%	0.9%	1.1%	1.0%	1.4%	0.9%
%H		29.4%	20.0%	83.5%	34.1%	50.6%	84.7%
VCR	51	12	6	46	13	33	26
%V	0.6%	0.3%	0.3%	0.7%	0.4%	1.0%	0.3%
%H		23.5%	11.8%	90.2%	25.5%	64.7%	51.0%
Any recorder	4057	2275	1153	2267	1571	695	3852
%V	46.3%	62.9%	61.0%	36.6%	52.1%	21.8%	48.2%
%H		56.1%	28.4%	55.9%	38.7%	17.1%	94.9%

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	8765	3618	1891	6197	3016	3181	7997
%H		41.3%	21.6%	70.7%	34.4%	36.3%	91.2%
Receives HDTV (via STB or built-in reception)	4895	2136	1272	3429	1867	1562	4639
%V	55.8%	59.0%	67.3%	55.3%	61.9%	49.1%	58.0%
%H		43.6%	26.0%	70.1%	38.1%	31.9%	94.8%
DVD/Blu-ray player or recorder	4155	1689	965	2908	1434	1474	3870
%V	47.4%	46.7%	51.0%	46.9%	47.5%	46.3%	48.4%
%H		40.6%	23.2%	70.0%	34.5%	35.5%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	4979	1857	960	3336	1288	2048	4417
%H		37.3%	19.3%	67.0%	25.9%	41.1%	88.7%
Under 20"	79	14	8	60	7	53	54
%V	1.6%	0.8%	0.8%	1.8%	0.5%	2.6%	1.2%
%H		17.7%	10.1%	75.9%	8.9%	67.1%	68.4%
20" - 29"	436	80	59	335	55	280	321
%V	8.8%	4.3%	6.1%	10.0%	4.3%	13.7%	7.3%
%H		18.3%	13.5%	76.8%	12.6%	64.2%	73.6%
30" - 39"	1440	398	272	1022	296	726	1219
%V	28.9%	21.4%	28.3%	30.6%	23.0%	35.4%	27.6%
%H		27.6%	18.9%	71.0%	20.6%	50.4%	84.7%
40" - 49"	2119	932	435	1399	672	727	1986
%V	42.6%	50.2%	45.3%	41.9%	52.2%	35.5%	45.0%
%H		44.0%	20.5%	66.0%	31.7%	34.3%	93.7%
50" - 59"	620	323	134	355	204	151	602
%V	12.5%	17.4%	14.0%	10.6%	15.8%	7.4%	13.6%
%H		52.1%	21.6%	57.3%	32.9%	24.4%	97.1%
60"+	80	41	22	41	25	16	80
%V	1.6%	2.2%	2.3%	1.2%	1.9%	0.8%	1.8%
%H		51.3%	27.5%	51.3%	31.3%	20.0%	100.0%
Don't know	204	69	30	125	29	95	155
%V	4.1%	3.7%	3.1%	3.7%	2.3%	4.6%	3.5%
%H		33.8%	14.7%	61.3%	14.2%	46.6%	76.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	4979	1857	960	3336	1288	2048	4417
%H		37.3%	19.3%	67.0%	25.9%	41.1%	88.7%
PVR	2967	1608	832	1705	1141	564	2817
%V	59.6%	86.6%	86.7%	51.1%	88.6%	27.5%	63.8%
%H		54.2%	28.0%	57.5%	38.5%	19.0%	94.9%
DVDR	67	18	12	57	20	37	57
%V	1.3%	1.0%	1.3%	1.7%	1.6%	1.8%	1.3%
%H		26.9%	17.9%	85.1%	29.9%	55.2%	85.1%
VCR	43	9	4	38	8	30	21
%V	0.9%	0.5%	0.4%	1.1%	0.6%	1.5%	0.5%
%H		20.9%	9.3%	88.4%	18.6%	69.8%	48.8%
Any recorder	3019	1612	835	1753	1144	608	2844
%V	60.6%	86.8%	87.0%	52.5%	88.8%	29.7%	64.4%
%H		53.4%	27.7%	58.1%	37.9%	20.1%	94.2%

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	4979	1857	960	3336	1288	2048	4417
%H		37.3%	19.3%	67.0%	25.9%	41.1%	88.7%
Receives HDTV (via STB or built-in reception)	3237	1325	800	2209	1055	1154	3031
%V	65.0%	71.4%	83.3%	66.2%	81.9%	56.3%	68.6%
%H		40.9%	24.7%	68.2%	32.6%	35.7%	93.6%
DVD/Blu-ray player or recorder	2865	1076	610	1970	835	1135	2619
%V	57.5%	57.9%	63.5%	59.1%	64.8%	55.4%	59.3%
%H		37.6%	21.3%	68.8%	29.1%	39.6%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	3786	1761	931	2861	1728	1134	3579
%H		46.5%	24.6%	75.6%	45.6%	30.0%	94.5%
Under 20"	588	220	135	499	262	237	533
%V	15.5%	12.5%	14.5%	17.4%	15.2%	20.9%	14.9%
%H		37.4%	23.0%	84.9%	44.6%	40.3%	90.6%
20" - 29"	1115	481	279	906	538	368	1039
%V	29.5%	27.3%	30.0%	31.7%	31.1%	32.5%	29.0%
%H		43.1%	25.0%	81.3%	48.3%	33.0%	93.2%
30" - 39"	1163	581	290	837	535	302	1124
%V	30.7%	33.0%	31.1%	29.3%	31.0%	26.6%	31.4%
%H		50.0%	24.9%	72.0%	46.0%	26.0%	96.6%
40" - 49"	590	322	146	399	269	131	574
%V	15.6%	18.3%	15.7%	13.9%	15.6%	11.6%	16.0%
%H		54.6%	24.7%	67.6%	45.6%	22.2%	97.3%
50" - 59"	100	57	25	62	43	18	99
%V	2.6%	3.2%	2.7%	2.2%	2.5%	1.6%	2.8%
%H		57.0%	25.0%	62.0%	43.0%	18.0%	99.0%
60"+	12	6	3	8	5	3	12
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
%H		50.0%	25.0%	66.7%	41.7%	25.0%	100.0%
Don't know	218	94	54	151	77	75	197
%V	5.8%	5.3%	5.8%	5.3%	4.5%	6.6%	5.5%
%H		43.1%	24.8%	69.3%	35.3%	34.4%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	3786	1761	931	2861	1728	1134	3579
%H		46.5%	24.6%	75.6%	45.6%	30.0%	94.5%
PVR	1022	657	315	500	420	81	994
%V	27.0%	37.3%	33.8%	17.5%	24.3%	7.1%	27.8%
%H		64.3%	30.8%	48.9%	41.1%	7.9%	97.3%
DVDR	18	7	5	14	8	6	16
%V	0.5%	0.4%	0.5%	0.5%	0.5%	0.5%	0.4%
%H		38.9%	27.8%	77.8%	44.4%	33.3%	88.9%
VCR	8	3	2	8	5	3	5
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.1%
%H		37.5%	25.0%	100.0%	62.5%	37.5%	62.5%
Any recorder	1039	663	318	514	427	87	1008
%V	27.4%	37.6%	34.2%	18.0%	24.7%	7.7%	28.2%
%H		63.8%	30.6%	49.5%	41.1%	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	3786	1761	931	2861	1728	1134	3579
%H		46.5%	24.6%	75.6%	45.6%	30.0%	94.5%
Receives HDTV (via STB or built-in reception)	1658	811	472	1220	813	407	1608
%V	43.8%	46.1%	50.7%	42.6%	47.0%	35.9%	44.9%
%H		48.9%	28.5%	73.6%	49.0%	24.5%	97.0%
DVD/Blu-ray player or recorder	1290	613	355	938	599	339	1251
%V	34.1%	34.8%	38.1%	32.8%	34.7%	29.9%	35.0%
%H		47.5%	27.5%	72.7%	46.4%	26.3%	97.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	13136	12237	5146	2542	7795	3506	4289	12277
%H		93.2%	39.2%	19.4%	59.3%	26.7%	32.7%	93.5%
Total Children	2697	2563	1223	546	1486	747	739	2639
%V	20.5%	20.9%	23.8%	21.5%	19.1%	21.3%	17.2%	21.5%
%H		95.0%	45.3%	20.2%	55.1%	27.7%	27.4%	97.8%
0 - 3	705	662	335	118	375	182	192	683
%V	5.4%	5.4%	6.5%	4.6%	4.8%	5.2%	4.5%	5.6%
%H		93.9%	47.5%	16.7%	53.2%	25.8%	27.2%	96.9%
4 - 15	1992	1902	888	428	1111	565	547	1956
%V	15.2%	15.5%	17.3%	16.8%	14.3%	16.1%	12.8%	15.9%
%H		95.5%	44.6%	21.5%	55.8%	28.4%	27.5%	98.2%
4 - 9	1110	1050	490	229	597	293	303	1087
%V	8.5%	8.6%	9.5%	9.0%	7.7%	8.4%	7.1%	8.9%
%H		94.6%	44.1%	20.6%	53.8%	26.4%	27.3%	97.9%
10 - 15	882	852	398	199	515	271	243	869
%V	6.7%	7.0%	7.7%	7.8%	6.6%	7.7%	5.7%	7.1%
%H		96.6%	45.1%	22.6%	58.4%	30.7%	27.6%	98.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	13136	12237	5146	2542	7795	3506	4289	12277
%H		93.2%	39.2%	19.4%	59.3%	26.7%	32.7%	93.5%
Total Adults (16+)	10439	9673	3923	1996	6309	2759	3550	9637
%V	79.5%	79.0%	76.2%	78.5%	80.9%	78.7%	82.8%	78.5%
%H		92.7%	37.6%	19.1%	60.4%	26.4%	34.0%	92.3%
16 - 19	496	464	214	114	297	162	135	489
%V	3.8%	3.8%	4.2%	4.5%	3.8%	4.6%	3.1%	4.0%
%H		93.5%	43.1%	23.0%	59.9%	32.7%	27.2%	98.6%
20 - 24	834	674	295	139	401	199	202	812
%V	6.3%	5.5%	5.7%	5.5%	5.1%	5.7%	4.7%	6.6%
%H		80.8%	35.4%	16.7%	48.1%	23.9%	24.2%	97.4%
25 - 34	2231	1968	812	362	1164	482	682	2189
%V	17.0%	16.1%	15.8%	14.2%	14.9%	13.7%	15.9%	17.8%
%H		88.2%	36.4%	16.2%	52.2%	21.6%	30.6%	98.1%
35 - 44	2024	1863	826	392	1109	514	595	1976
%V	15.4%	15.2%	16.1%	15.4%	14.2%	14.7%	13.9%	16.1%
%H		92.0%	40.8%	19.4%	54.8%	25.4%	29.4%	97.6%
45 - 54	1784	1709	727	422	1101	546	554	1723
%V	13.6%	14.0%	14.1%	16.6%	14.1%	15.6%	12.9%	14.0%
%H		95.8%	40.8%	23.7%	61.7%	30.6%	31.1%	96.6%
55 - 64	1333	1298	507	293	922	427	495	1240
%V	10.1%	10.6%	9.9%	11.5%	11.8%	12.2%	11.5%	10.1%
%H		97.4%	38.0%	22.0%	69.2%	32.0%	37.1%	93.0%
65+	1736	1698	542	273	1316	429	887	1209
%V	13.2%	13.9%	10.5%	10.7%	16.9%	12.2%	20.7%	9.8%
%H		97.8%	31.2%	15.7%	75.8%	24.7%	51.1%	69.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)		10439	9673	3923	1996	6309	2759	3550	9637
	%H		92.7%	37.6%	19.1%	60.4%	26.4%	34.0%	92.3%
AB		3204	3006	1188	724	1961	912	1049	3145
	%V	30.7%	31.1%	30.3%	36.3%	31.1%	33.1%	29.5%	32.6%
	%H		93.8%	37.1%	22.6%	61.2%	28.5%	32.7%	98.2%
C1		3155	2888	1195	604	1907	879	1029	2982
	%V	30.2%	29.9%	30.5%	30.3%	30.2%	31.9%	29.0%	30.9%
	%H		91.5%	37.9%	19.1%	60.4%	27.9%	32.6%	94.5%
C2		1826	1720	731	357	1129	528	601	1688
	%V	17.5%	17.8%	18.6%	17.9%	17.9%	19.1%	16.9%	17.5%
	%H		94.2%	40.0%	19.6%	61.8%	28.9%	32.9%	92.4%
D		1586	1436	602	224	879	326	553	1392
	%V	15.2%	14.8%	15.3%	11.2%	13.9%	11.8%	15.6%	14.4%
	%H		90.5%	38.0%	14.1%	55.4%	20.6%	34.9%	87.8%
E		669	623	207	87	433	115	318	431
	%V	6.4%	6.4%	5.3%	4.4%	6.9%	4.2%	9.0%	4.5%
	%H		93.1%	30.9%	13.0%	64.7%	17.2%	47.5%	64.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	10439	9673	3923	1996	6309	2759	3550	9637
%H		92.7%	37.6%	19.1%	60.4%	26.4%	34.0%	92.3%
Working full time	5612	5188	2161	1141	3227	1495	1732	5498
%V	53.8%	53.6%	55.1%	57.2%	51.1%	54.2%	48.8%	57.1%
%H		92.4%	38.5%	20.3%	57.5%	26.6%	30.9%	98.0%
Working part time	986	920	393	203	620	313	307	950
%V	9.4%	9.5%	10.0%	10.2%	9.8%	11.3%	8.6%	9.9%
%H		93.3%	39.9%	20.6%	62.9%	31.7%	31.1%	96.3%
Not working	3840	3565	1369	652	2462	952	1511	3190
%V	36.8%	36.9%	34.9%	32.7%	39.0%	34.5%	42.6%	33.1%
%H		92.8%	35.7%	17.0%	64.1%	24.8%	39.3%	83.1%
Housewife/Houseperson	5420	4980	1857	960	3336	1288	2048	4801
%V	51.9%	51.5%	47.3%	48.1%	52.9%	46.7%	57.7%	49.8%
%H		91.9%	34.3%	17.7%	61.5%	23.8%	37.8%	88.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	5126	4698	1911	995	3032	1359	1673	4778
%H		91.7%	37.3%	19.4%	59.1%	26.5%	32.6%	93.2%
16 - 19	265	247	113	66	160	90	69	262
%V	5.2%	5.3%	5.9%	6.6%	5.3%	6.6%	4.1%	5.5%
%H		93.2%	42.6%	24.9%	60.4%	34.0%	26.0%	98.9%
20 - 24	413	341	149	79	194	101	93	402
%V	8.1%	7.3%	7.8%	7.9%	6.4%	7.4%	5.6%	8.4%
%H		82.6%	36.1%	19.1%	47.0%	24.5%	22.5%	97.3%
25 - 34	1111	959	392	180	570	248	322	1088
%V	21.7%	20.4%	20.5%	18.1%	18.8%	18.2%	19.2%	22.8%
%H		86.3%	35.3%	16.2%	51.3%	22.3%	29.0%	97.9%
35 - 44	1025	923	403	185	544	239	305	998
%V	20.0%	19.6%	21.1%	18.6%	17.9%	17.6%	18.2%	20.9%
%H		90.0%	39.3%	18.0%	53.1%	23.3%	29.8%	97.4%
45 - 54	882	838	353	203	539	260	279	848
%V	17.2%	17.8%	18.5%	20.4%	17.8%	19.1%	16.7%	17.7%
%H		95.0%	40.0%	23.0%	61.1%	29.5%	31.6%	96.1%
55 - 64	652	634	247	146	447	210	237	605
%V	12.7%	13.5%	12.9%	14.7%	14.7%	15.5%	14.2%	12.7%
%H		97.2%	37.9%	22.4%	68.6%	32.2%	36.3%	92.8%
65+	778	756	254	136	577	210	368	576
%V	15.2%	16.1%	13.3%	13.7%	19.0%	15.5%	22.0%	12.1%
%H		97.2%	32.6%	17.5%	74.2%	27.0%	47.3%	74.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)		5126	4698	1911	995	3032	1359	1673	4778
	%H		91.7%	37.3%	19.4%	59.1%	26.5%	32.6%	93.2%
AB		1629	1527	616	365	994	474	520	1604
	%V	31.8%	32.5%	32.2%	36.7%	32.8%	34.9%	31.1%	33.6%
	%H		93.7%	37.8%	22.4%	61.0%	29.1%	31.9%	98.5%
C1		1465	1326	556	295	855	416	439	1409
	%V	28.6%	28.2%	29.1%	29.6%	28.2%	30.6%	26.2%	29.5%
	%H		90.5%	38.0%	20.1%	58.4%	28.4%	30.0%	96.2%
C2		974	909	373	192	595	271	324	892
	%V	19.0%	19.3%	19.5%	19.3%	19.6%	19.9%	19.4%	18.7%
	%H		93.3%	38.3%	19.7%	61.1%	27.8%	33.3%	91.6%
D		792	697	290	110	424	157	267	702
	%V	15.5%	14.8%	15.2%	11.1%	14.0%	11.6%	16.0%	14.7%
	%H		88.0%	36.6%	13.9%	53.5%	19.8%	33.7%	88.6%
E		266	239	75	33	165	41	124	171
	%V	5.2%	5.1%	3.9%	3.3%	5.4%	3.0%	7.4%	3.6%
	%H		89.8%	28.2%	12.4%	62.0%	15.4%	46.6%	64.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	5126	4698	1911	995	3032	1359	1673	4778
%H		91.7%	37.3%	19.4%	59.1%	26.5%	32.6%	93.2%
Working full time	3385	3115	1319	684	1915	900	1015	3309
%V	66.0%	66.3%	69.0%	68.7%	63.2%	66.2%	60.7%	69.3%
%H		92.0%	39.0%	20.2%	56.6%	26.6%	30.0%	97.8%
Working part time	260	226	87	48	157	74	84	246
%V	5.1%	4.8%	4.6%	4.8%	5.2%	5.4%	5.0%	5.1%
%H		86.9%	33.5%	18.5%	60.4%	28.5%	32.3%	94.6%
Not working	1482	1357	505	263	959	385	575	1223
%V	28.9%	28.9%	26.4%	26.4%	31.6%	28.3%	34.4%	25.6%
%H		91.6%	34.1%	17.7%	64.7%	26.0%	38.8%	82.5%
Housewife/Houseperson	1293	1102	344	189	761	241	520	1085
%V	25.2%	23.5%	18.0%	19.0%	25.1%	17.7%	31.1%	22.7%
%H		85.2%	26.6%	14.6%	58.9%	18.6%	40.2%	83.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	5313	4975	2012	1001	3278	1401	1877	4860
%H		93.6%	37.9%	18.8%	61.7%	26.4%	35.3%	91.5%
16 - 19	231	217	101	48	137	72	65	227
%V	4.3%	4.4%	5.0%	4.8%	4.2%	5.1%	3.5%	4.7%
%H		93.9%	43.7%	20.8%	59.3%	31.2%	28.1%	98.3%
20 - 24	421	334	146	61	206	98	109	410
%V	7.9%	6.7%	7.3%	6.1%	6.3%	7.0%	5.8%	8.4%
%H		79.3%	34.7%	14.5%	48.9%	23.3%	25.9%	97.4%
25 - 34	1121	1009	420	182	594	234	360	1101
%V	21.1%	20.3%	20.9%	18.2%	18.1%	16.7%	19.2%	22.7%
%H		90.0%	37.5%	16.2%	53.0%	20.9%	32.1%	98.2%
35 - 44	999	939	423	207	565	275	290	979
%V	18.8%	18.9%	21.0%	20.7%	17.2%	19.6%	15.5%	20.1%
%H		94.0%	42.3%	20.7%	56.6%	27.5%	29.0%	98.0%
45 - 54	902	870	374	219	561	286	275	875
%V	17.0%	17.5%	18.6%	21.9%	17.1%	20.4%	14.7%	18.0%
%H		96.5%	41.5%	24.3%	62.2%	31.7%	30.5%	97.0%
55 - 64	682	665	260	147	475	217	258	635
%V	12.8%	13.4%	12.9%	14.7%	14.5%	15.5%	13.7%	13.1%
%H		97.5%	38.1%	21.6%	69.6%	31.8%	37.8%	93.1%
65+	958	942	288	137	738	219	519	633
%V	18.0%	18.9%	14.3%	13.7%	22.5%	15.6%	27.7%	13.0%
%H		98.3%	30.1%	14.3%	77.0%	22.9%	54.2%	66.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)		5313	4975	2012	1001	3278	1401	1877	4860
	%H		93.6%	37.9%	18.8%	61.7%	26.4%	35.3%	91.5%
AB		1575	1478	572	359	968	438	529	1541
	%V	29.6%	29.7%	28.4%	35.9%	29.5%	31.3%	28.2%	31.7%
	%H		93.8%	36.3%	22.8%	61.5%	27.8%	33.6%	97.8%
C1		1690	1562	639	309	1052	462	590	1573
	%V	31.8%	31.4%	31.8%	30.9%	32.1%	33.0%	31.4%	32.4%
	%H		92.4%	37.8%	18.3%	62.2%	27.3%	34.9%	93.1%
C2		851	811	358	165	534	257	277	796
	%V	16.0%	16.3%	17.8%	16.5%	16.3%	18.3%	14.8%	16.4%
	%H		95.3%	42.1%	19.4%	62.7%	30.2%	32.5%	93.5%
D		794	739	312	115	455	169	286	690
	%V	14.9%	14.9%	15.5%	11.5%	13.9%	12.1%	15.2%	14.2%
	%H		93.1%	39.3%	14.5%	57.3%	21.3%	36.0%	86.9%
E		403	384	131	54	269	74	194	260
	%V	7.6%	7.7%	6.5%	5.4%	8.2%	5.3%	10.3%	5.3%
	%H		95.3%	32.5%	13.4%	66.7%	18.4%	48.1%	64.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	5313	4975	2012	1001	3278	1401	1877	4860
%H		93.6%	37.9%	18.8%	61.7%	26.4%	35.3%	91.5%
Working full time	2227	2073	843	457	1312	595	717	2189
%V	41.9%	41.7%	41.9%	45.7%	40.0%	42.5%	38.2%	45.0%
%H		93.1%	37.9%	20.5%	58.9%	26.7%	32.2%	98.3%
Working part time	727	694	306	155	463	239	224	704
%V	13.7%	13.9%	15.2%	15.5%	14.1%	17.1%	11.9%	14.5%
%H		95.5%	42.1%	21.3%	63.7%	32.9%	30.8%	96.8%
Not working	2358	2208	864	389	1503	567	936	1967
%V	44.4%	44.4%	42.9%	38.9%	45.9%	40.5%	49.9%	40.5%
%H		93.6%	36.6%	16.5%	63.7%	24.0%	39.7%	83.4%
Housewife/Houseperson	4127	3877	1513	771	2575	1047	1528	3716
%V	77.7%	77.9%	75.2%	77.0%	78.6%	74.7%	81.4%	76.5%
%H		93.9%	36.7%	18.7%	62.4%	25.4%	37.0%	90.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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BBC South 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	1138	1085	479	137	715	263	452	996
%H (All HH)		95.3%	42.1%	12.0%	62.8%	23.1%	39.7%	87.5%
%H (TV HH)			44.1%	12.6%	65.9%	24.2%	41.7%	
AB	318	305	142	39	197	74	122	307
%V	27.9%	28.1%	29.6%	28.5%	27.6%	28.1%	27.0%	30.8%
%H (All HH)		95.9%	44.7%	12.3%	61.9%	23.3%	38.4%	96.5%
%H (TV HH)			46.6%	12.8%	64.6%	24.3%	40.0%	
C1	357	339	155	42	221	87	134	319
%V	31.4%	31.2%	32.4%	30.7%	30.9%	33.1%	29.6%	32.0%
%H (All HH)		95.0%	43.4%	11.8%	61.9%	24.4%	37.5%	89.4%
%H (TV HH)			45.7%	12.4%	65.2%	25.7%	39.5%	
C2	210	204	87	30	140	58	81	182
%V	18.5%	18.8%	18.2%	21.9%	19.6%	22.1%	17.9%	18.3%
%H (All HH)		97.1%	41.4%	14.3%	66.7%	27.6%	38.6%	86.7%
%H (TV HH)			42.6%	14.7%	68.6%	28.4%	39.7%	
D	142	135	60	21	80	27	53	115
%V	12.5%	12.4%	12.5%	15.3%	11.2%	10.3%	11.7%	11.5%
%H (All HH)		95.1%	42.3%	14.8%	56.3%	19.0%	37.3%	81.0%
%H (TV HH)			44.4%	15.6%	59.3%	20.0%	39.3%	
E	110	103	35	5	77	17	60	73
%V	9.7%	9.5%	7.3%	3.6%	10.8%	6.5%	13.3%	7.3%
%H (All HH)		93.6%	31.8%	4.5%	70.0%	15.5%	54.5%	66.4%
%H (TV HH)			34.0%	4.9%	74.8%	16.5%	58.3%	

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
July 2016 - June 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	1138	1085	479	137	715	263	452	996
%H (All HH)		95.3%	42.1%	12.0%	62.8%	23.1%	39.7%	87.5%
%H (TV HH)			44.1%	12.6%	65.9%	24.2%	41.7%	
Under 25	50	37	11	3	20	5	15	47
%V	4.4%	3.4%	2.3%	2.2%	2.8%	1.9%	3.3%	4.7%
%H (All HH)		74.0%	22.0%	6.0%	40.0%	10.0%	30.0%	94.0%
%H (TV HH)			29.7%	8.1%	54.1%	13.5%	40.5%	
25 - 34	153	141	65	18	74	24	50	151
%V	13.4%	13.0%	13.6%	13.1%	10.3%	9.1%	11.1%	15.2%
%H (All HH)		92.2%	42.5%	11.8%	48.4%	15.7%	32.7%	98.7%
%H (TV HH)			46.1%	12.8%	52.5%	17.0%	35.5%	
35 - 44	177	171	97	27	98	51	47	173
%V	15.6%	15.8%	20.3%	19.7%	13.7%	19.4%	10.4%	17.4%
%H (All HH)		96.6%	54.8%	15.3%	55.4%	28.8%	26.6%	97.7%
%H (TV HH)			56.7%	15.8%	57.3%	29.8%	27.5%	
45 - 54	223	210	96	38	126	51	75	212
%V	19.6%	19.4%	20.0%	27.7%	17.6%	19.4%	16.6%	21.3%
%H (All HH)		94.2%	43.0%	17.0%	56.5%	22.9%	33.6%	95.1%
%H (TV HH)			45.7%	18.1%	60.0%	24.3%	35.7%	
55 - 64	191	186	83	30	129	55	74	176
%V	16.8%	17.1%	17.3%	21.9%	18.0%	20.9%	16.4%	17.7%
%H (All HH)		97.4%	43.5%	15.7%	67.5%	28.8%	38.7%	92.1%
%H (TV HH)			44.6%	16.1%	69.4%	29.6%	39.8%	
65 +	344	340	128	20	268	77	191	237
%V	30.2%	31.3%	26.7%	14.6%	37.5%	29.3%	42.3%	23.8%
%H (All HH)		98.8%	37.2%	5.8%	77.9%	22.4%	55.5%	68.9%
%H (TV HH)			37.6%	5.9%	78.8%	22.6%	56.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1138	1085	479	137	715	263	452	996
%H (All HH)		95.3%	42.1%	12.0%	62.8%	23.1%	39.7%	87.5%
%H (TV HH)			44.1%	12.6%	65.9%	24.2%	41.7%	
1	353	330	108	24	245	55	190	254
%V	31.0%	30.4%	22.5%	17.5%	34.3%	20.9%	42.0%	25.5%
%H (All HH)		93.5%	30.6%	6.8%	69.4%	15.6%	53.8%	72.0%
%H (TV HH)			32.7%	7.3%	74.2%	16.7%	57.6%	
2	388	370	163	55	239	93	146	355
%V	34.1%	34.1%	34.0%	40.1%	33.4%	35.4%	32.3%	35.6%
%H (All HH)		95.4%	42.0%	14.2%	61.6%	24.0%	37.6%	91.5%
%H (TV HH)			44.1%	14.9%	64.6%	25.1%	39.5%	
3	184	175	89	24	106	48	58	180
%V	16.2%	16.1%	18.6%	17.5%	14.8%	18.3%	12.8%	18.1%
%H (All HH)		95.1%	48.4%	13.0%	57.6%	26.1%	31.5%	97.8%
%H (TV HH)			50.9%	13.7%	60.6%	27.4%	33.1%	
4	145	143	84	19	87	50	37	141
%V	12.7%	13.2%	17.5%	13.9%	12.2%	19.0%	8.2%	14.2%
%H (All HH)		98.6%	57.9%	13.1%	60.0%	34.5%	25.5%	97.2%
%H (TV HH)			58.7%	13.3%	60.8%	35.0%	25.9%	
5+	68	67	34	14	38	18	20	67
%V	6.0%	6.2%	7.1%	10.2%	5.3%	6.8%	4.4%	6.7%
%H (All HH)		98.5%	50.0%	20.6%	55.9%	26.5%	29.4%	98.5%
%H (TV HH)			50.7%	20.9%	56.7%	26.9%	29.9%	
Average HH size	2.31	2.33	2.56	2.65	2.23	2.60	2.02	2.44

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1138	1085	479	137	715	263	452	996
%H (All HH)		95.3%	42.1%	12.0%	62.8%	23.1%	39.7%	87.5%
%H (TV HH)			44.1%	12.6%	65.9%	24.2%	41.7%	
Without	843	798	322	97	550	188	362	708
%V	74.1%	73.5%	67.2%	70.8%	76.9%	71.5%	80.1%	71.1%
%H (All HH)		94.7%	38.2%	11.5%	65.2%	22.3%	42.9%	84.0%
%H (TV HH)			40.4%	12.2%	68.9%	23.6%	45.4%	
With	295	287	156	39	165	75	90	289
%V	25.9%	26.5%	32.6%	28.5%	23.1%	28.5%	19.9%	29.0%
%H (All HH)		97.3%	52.9%	13.2%	55.9%	25.4%	30.5%	98.0%
%H (TV HH)			54.4%	13.6%	57.5%	26.1%	31.4%	
0 - 3	101	97	54	11	53	21	32	98
%V	8.9%	8.9%	11.3%	8.0%	7.4%	8.0%	7.1%	9.8%
%H (All HH)		96.0%	53.5%	10.9%	52.5%	20.8%	31.7%	97.0%
%H (TV HH)			55.7%	11.3%	54.6%	21.6%	33.0%	
4 - 9	158	155	83	22	91	43	48	156
%V	13.9%	14.3%	17.3%	16.1%	12.7%	16.3%	10.6%	15.7%
%H (All HH)		98.1%	52.5%	13.9%	57.6%	27.2%	30.4%	98.7%
%H (TV HH)			53.5%	14.2%	58.7%	27.7%	31.0%	
10 - 15	143	142	80	20	86	44	42	141
%V	12.6%	13.1%	16.7%	14.6%	12.0%	16.7%	9.3%	14.2%
%H (All HH)		99.3%	55.9%	14.0%	60.1%	30.8%	29.4%	98.6%
%H (TV HH)			56.3%	14.1%	60.6%	31.0%	29.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 2017

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1138	1085	479	137	715	263	452	996
%H (All HH)		95.3%	42.1%	12.0%	62.8%	23.1%	39.7%	87.5%
%H (TV HH)			44.1%	12.6%	65.9%	24.2%	41.7%	
1	457	457	150	50	281	43	238	377
%V	40.2%	42.1%	31.3%	36.5%	39.3%	16.3%	52.7%	37.9%
%H (All HH)		100.0%	32.8%	10.9%	61.5%	9.4%	52.1%	82.5%
%H (TV HH)			32.8%	10.9%	61.5%	9.4%	52.1%	
2	337	337	163	45	219	91	128	303
%V	29.6%	31.1%	34.0%	32.8%	30.6%	34.6%	28.3%	30.4%
%H (All HH)		100.0%	48.4%	13.4%	65.0%	27.0%	38.0%	89.9%
%H (TV HH)			48.4%	13.4%	65.0%	27.0%	38.0%	
3	171	171	99	22	124	73	51	158
%V	15.0%	15.8%	20.7%	16.1%	17.3%	27.8%	11.3%	15.9%
%H (All HH)		100.0%	57.9%	12.9%	72.5%	42.7%	29.8%	92.4%
%H (TV HH)			57.9%	12.9%	72.5%	42.7%	29.8%	
4	85	85	45	13	64	37	27	82
%V	7.5%	7.8%	9.4%	9.5%	9.0%	14.1%	6.0%	8.2%
%H (All HH)		100.0%	52.9%	15.3%	75.3%	43.5%	31.8%	96.5%
%H (TV HH)			52.9%	15.3%	75.3%	43.5%	31.8%	
5+	34	34	22	7	27	20	7	33
%V	3.0%	3.1%	4.6%	5.1%	3.8%	7.6%	1.5%	3.3%
%H (All HH)		100.0%	64.7%	20.6%	79.4%	58.8%	20.6%	97.1%
%H (TV HH)			64.7%	20.6%	79.4%	58.8%	20.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1138	1085	479	137	715	263	452	996
%H (All HH)		95.3%	42.1%	12.0%	62.8%	23.1%	39.7%	87.5%
%H (TV HH)			44.1%	12.6%	65.9%	24.2%	41.7%	
Under 20"	185	185	85	17	146	62	84	159
%V	16.3%	17.1%	17.7%	12.4%	20.4%	23.6%	18.6%	16.0%
%H (All HH)		100.0%	45.9%	9.2%	78.9%	33.5%	45.4%	85.9%
%H (TV HH)			45.9%	9.2%	78.9%	33.5%	45.4%	
20" - 29"	370	370	154	45	273	102	171	314
%V	32.5%	34.1%	32.2%	32.8%	38.2%	38.8%	37.8%	31.5%
%H (All HH)		100.0%	41.6%	12.2%	73.8%	27.6%	46.2%	84.9%
%H (TV HH)			41.6%	12.2%	73.8%	27.6%	46.2%	
30" - 39"	539	539	252	70	370	157	213	479
%V	47.4%	49.7%	52.6%	51.1%	51.7%	59.7%	47.1%	48.1%
%H (All HH)		100.0%	46.8%	13.0%	68.6%	29.1%	39.5%	88.9%
%H (TV HH)			46.8%	13.0%	68.6%	29.1%	39.5%	
40" - 49"	485	485	243	70	317	153	164	462
%V	42.6%	44.7%	50.7%	51.1%	44.3%	58.2%	36.3%	46.4%
%H (All HH)		100.0%	50.1%	14.4%	65.4%	31.5%	33.8%	95.3%
%H (TV HH)			50.1%	14.4%	65.4%	31.5%	33.8%	
50" - 59"	143	143	88	22	76	46	30	136
%V	12.6%	13.2%	18.4%	16.1%	10.6%	17.5%	6.6%	13.7%
%H (All HH)		100.0%	61.5%	15.4%	53.1%	32.2%	21.0%	95.1%
%H (TV HH)			61.5%	15.4%	53.1%	32.2%	21.0%	
60"+	23	23	15	6	10	8	3	23
%V	2.0%	2.1%	3.1%	4.4%	1.4%	3.0%	0.7%	2.3%
%H (All HH)		100.0%	65.2%	26.1%	43.5%	34.8%	13.0%	100.0%
%H (TV HH)			65.2%	26.1%	43.5%	34.8%	13.0%	

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
July 2016 - June 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	1138	1085	479	137	715	263	452	996
%H (All HH)		95.3%	42.1%	12.0%	62.8%	23.1%	39.7%	87.5%
%H (TV HH)			44.1%	12.6%	65.9%	24.2%	41.7%	
Main living room	1071	1071	474	137	708	263	445	942
%V	94.1%	98.7%	99.0%	100.0%	99.0%	100.0%	98.5%	94.6%
%H (All HH)		100.0%	44.3%	12.8%	66.1%	24.6%	41.5%	88.0%
%H (TV HH)			44.3%	12.8%	66.1%	24.6%	41.5%	
Kitchen	102	102	46	10	89	43	46	91
%V	9.0%	9.4%	9.6%	7.3%	12.4%	16.3%	10.2%	9.1%
%H (All HH)		100.0%	45.1%	9.8%	87.3%	42.2%	45.1%	89.2%
%H (TV HH)			45.1%	9.8%	87.3%	42.2%	45.1%	
Adult's bedroom	496	496	258	71	343	177	167	457
%V	43.6%	45.7%	53.9%	51.8%	48.0%	67.3%	36.9%	45.9%
%H (All HH)		100.0%	52.0%	14.3%	69.2%	35.7%	33.7%	92.1%
%H (TV HH)			52.0%	14.3%	69.2%	35.7%	33.7%	
Child's bedroom	99	99	66	14	61	40	21	99
%V	8.7%	9.1%	13.8%	10.2%	8.5%	15.2%	4.6%	9.9%
%H (All HH)		100.0%	66.7%	14.1%	61.6%	40.4%	21.2%	100.0%
%H (TV HH)			66.7%	14.1%	61.6%	40.4%	21.2%	
Other bedroom	130	130	70	16	101	57	44	122
%V	11.4%	12.0%	14.6%	11.7%	14.1%	21.7%	9.7%	12.2%
%H (All HH)		100.0%	53.8%	12.3%	77.7%	43.8%	33.8%	93.8%
%H (TV HH)			53.8%	12.3%	77.7%	43.8%	33.8%	
Second living/dining room	77	77	38	15	55	30	24	71
%V	6.8%	7.1%	7.9%	10.9%	7.7%	11.4%	5.3%	7.1%
%H (All HH)		100.0%	49.4%	19.5%	71.4%	39.0%	31.2%	92.2%
%H (TV HH)			49.4%	19.5%	71.4%	39.0%	31.2%	
Study/office	21	21	13	2	15	9	6	21
%V	1.8%	1.9%	2.7%	1.5%	2.1%	3.4%	1.3%	2.1%
%H (All HH)		100.0%	61.9%	9.5%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			61.9%	9.5%	71.4%	42.9%	28.6%	
TV room	14	14	12	2	7	5	1	13
%V	1.2%	1.3%	2.5%	1.5%	1.0%	1.9%	0.2%	1.3%
%H (All HH)		100.0%	85.7%	14.3%	50.0%	35.7%	7.1%	92.9%
%H (TV HH)			85.7%	14.3%	50.0%	35.7%	7.1%	
Conservatory	24	24	15	3	16	10	6	22
%V	2.1%	2.2%	3.1%	2.2%	2.2%	3.8%	1.3%	2.2%
%H (All HH)		100.0%	62.5%	12.5%	66.7%	41.7%	25.0%	91.7%
%H (TV HH)			62.5%	12.5%	66.7%	41.7%	25.0%	
Attic or loft room	2	2	1	0	1	1	1	2
%V	0.2%	0.2%	0.2%	0.0%	0.1%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	50.0%	
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	14	14	8	1	11	6	5	14
%V	1.2%	1.3%	1.7%	0.7%	1.5%	2.3%	1.1%	1.4%
%H (All HH)		100.0%	57.1%	7.1%	78.6%	42.9%	35.7%	100.0%
%H (TV HH)			57.1%	7.1%	78.6%	42.9%	35.7%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1138	1085	479	137	715	263	452	996
%H (All HH)		95.3%	42.1%	12.0%	62.8%	23.1%	39.7%	87.5%
%H (TV HH)			44.1%	12.6%	65.9%	24.2%	41.7%	
Any DSAT provider	479	479	479	9	217	217	0	445
%V	42.1%	44.1%	100.0%	6.6%	30.3%	82.5%	0.0%	44.7%
%H (All HH)			100.0%	1.9%	45.3%	45.3%	0.0%	92.9%
%H (TV HH)			100.0%	1.9%	45.3%	45.3%	0.0%	
Sky with subscription	378	378	378	3	165	165	0	357
%V	33.2%	34.8%	78.9%	2.2%	23.1%	62.7%	0.0%	35.8%
%H (All HH)			100.0%	0.8%	43.7%	43.7%	0.0%	94.4%
%H (TV HH)			100.0%	0.8%	43.7%	43.7%	0.0%	
Sky without subscription	25	25	25	0	11	11	0	20
%V	2.2%	2.3%	5.2%	0.0%	1.5%	4.2%	0.0%	2.0%
%H (All HH)			100.0%	0.0%	44.0%	44.0%	0.0%	80.0%
%H (TV HH)			100.0%	0.0%	44.0%	44.0%	0.0%	
Freesat	81	81	81	5	44	44	0	73
%V	7.1%	7.5%	16.9%	3.6%	6.2%	16.7%	0.0%	7.3%
%H (All HH)			100.0%	6.2%	54.3%	54.3%	0.0%	90.1%
%H (TV HH)			100.0%	6.2%	54.3%	54.3%	0.0%	
Other satellite provider	22	22	22	3	13	13	0	22
%V	1.9%	2.0%	4.6%	2.2%	1.8%	4.9%	0.0%	2.2%
%H (All HH)			100.0%	13.6%	59.1%	59.1%	0.0%	100.0%
%H (TV HH)			100.0%	13.6%	59.1%	59.1%	0.0%	
DCAB	137	137	9	137	51	51	0	132
%V	12.0%	12.6%	1.9%	100.0%	7.1%	19.4%	0.0%	13.3%
%H (All HH)			6.6%	100.0%	37.2%	37.2%	0.0%	96.4%
%H (TV HH)			6.6%	100.0%	37.2%	37.2%	0.0%	
DTT	715	715	217	51	715	263	452	603
%V	62.8%	65.9%	45.3%	37.2%	100.0%	100.0%	100.0%	60.5%
%H (All HH)		100.0%	30.3%	7.1%	100.0%	36.8%	63.2%	84.3%
%H (TV HH)			30.3%	7.1%	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
July 2016 - June 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	1138	1085	479	137	715	263	452	996
%H (All HH)		95.3%	42.1%	12.0%	62.8%	23.1%	39.7%	87.5%
%H (TV HH)			44.1%	12.6%	65.9%	24.2%	41.7%	
PVR	742	742	419	126	445	242	202	694
%V	65.2%	68.4%	87.5%	92.0%	62.2%	92.0%	44.7%	69.7%
%H (All HH)		100.0%	56.5%	17.0%	60.0%	32.6%	27.2%	93.5%
%H (TV HH)			56.5%	17.0%	60.0%	32.6%	27.2%	
DVDR	25	25	10	0	19	4	15	21
%V	2.2%	2.3%	2.1%	0.0%	2.7%	1.5%	3.3%	2.1%
%H (All HH)		100.0%	40.0%	0.0%	76.0%	16.0%	60.0%	84.0%
%H (TV HH)			40.0%	0.0%	76.0%	16.0%	60.0%	
VCR	10	10	3	0	9	2	7	9
%V	0.9%	0.9%	0.6%	0.0%	1.3%	0.8%	1.5%	0.9%
%H (All HH)		100.0%	30.0%	0.0%	90.0%	20.0%	70.0%	90.0%
%H (TV HH)			30.0%	0.0%	90.0%	20.0%	70.0%	
Any recorder	755	755	422	126	456	243	213	705
%V	66.3%	69.6%	88.1%	92.0%	63.8%	92.4%	47.1%	70.8%
%H (All HH)		100.0%	55.9%	16.7%	60.4%	32.2%	28.2%	93.4%
%H (TV HH)			55.9%	16.7%	60.4%	32.2%	28.2%	
Receives HDTV (via STB or built-in reception)	738	738	370	123	478	224	254	693
%V	64.9%	68.0%	77.2%	89.8%	66.9%	85.2%	56.2%	69.6%
%H (All HH)		100.0%	50.1%	16.7%	64.8%	30.4%	34.4%	93.9%
%H (TV HH)			50.1%	16.7%	64.8%	30.4%	34.4%	
DVD/Blu-ray player or recorder	842	842	386	113	557	225	331	769
%V	74.0%	77.6%	80.6%	82.5%	77.9%	85.6%	73.2%	77.2%
%H (All HH)		100.0%	45.8%	13.4%	66.2%	26.7%	39.3%	91.3%
%H (TV HH)			45.8%	13.4%	66.2%	26.7%	39.3%	

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
July 2016 - June 2017

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1138	1085	479	137	715	263	452	996
%H (All HH)		95.3%	42.1%	12.0%	62.8%	23.1%	39.7%	87.5%
%H (TV HH)			44.1%	12.6%	65.9%	24.2%	41.7%	
Has broadband internet	996	954	445	132	603	244	360	996
%V	87.5%	87.9%	92.9%	96.4%	84.3%	92.8%	79.6%	100.0%
%H (All HH)		95.8%	44.7%	13.3%	60.5%	24.5%	36.1%	100.0%
%H (TV HH)			46.6%	13.8%	63.2%	25.6%	37.7%	
Number of computers (PCs and laptops)								
0	167	156	44	9	125	21	103	39
%V	14.7%	14.4%	9.2%	6.6%	17.5%	8.0%	22.8%	3.9%
%H (All HH)		93.4%	26.3%	5.4%	74.9%	12.6%	61.7%	23.4%
%H (TV HH)			28.2%	5.8%	80.1%	13.5%	66.0%	
1	275	258	101	28	169	46	123	263
%V	24.2%	23.8%	21.1%	20.4%	23.6%	17.5%	27.2%	26.4%
%H (All HH)		93.8%	36.7%	10.2%	61.5%	16.7%	44.7%	95.6%
%H (TV HH)			39.1%	10.9%	65.5%	17.8%	47.7%	
2	273	260	118	39	164	69	94	272
%V	24.0%	24.0%	24.6%	28.5%	22.9%	26.2%	20.8%	27.3%
%H (All HH)		95.2%	43.2%	14.3%	60.1%	25.3%	34.4%	99.6%
%H (TV HH)			45.4%	15.0%	63.1%	26.5%	36.2%	
3	179	172	86	21	103	41	62	179
%V	15.7%	15.9%	18.0%	15.3%	14.4%	15.6%	13.7%	18.0%
%H (All HH)		96.1%	48.0%	11.7%	57.5%	22.9%	34.6%	100.0%
%H (TV HH)			50.0%	12.2%	59.9%	23.8%	36.0%	
4	106	104	55	18	68	37	31	106
%V	9.3%	9.6%	11.5%	13.1%	9.5%	14.1%	6.9%	10.6%
%H (All HH)		98.1%	51.9%	17.0%	64.2%	34.9%	29.2%	100.0%
%H (TV HH)			52.9%	17.3%	65.4%	35.6%	29.8%	
5+	137	135	76	22	87	48	39	137
%V	12.0%	12.4%	15.9%	16.1%	12.2%	18.3%	8.6%	13.8%
%H (All HH)		98.5%	55.5%	16.1%	63.5%	35.0%	28.5%	100.0%
%H (TV HH)			56.3%	16.3%	64.4%	35.6%	28.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 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	2165	1068	292	1486	693	793	1964
%H		49.3%	13.5%	68.6%	32.0%	36.6%	90.7%
Under 20"	237	113	21	193	89	104	205
%V	10.9%	10.6%	7.2%	13.0%	12.8%	13.1%	10.4%
%H		47.7%	8.9%	81.4%	37.6%	43.9%	86.5%
20" - 29"	480	208	61	356	145	211	414
%V	22.2%	19.5%	20.9%	24.0%	20.9%	26.6%	21.1%
%H		43.3%	12.7%	74.2%	30.2%	44.0%	86.3%
30" - 39"	643	319	87	435	200	235	578
%V	29.7%	29.9%	29.8%	29.3%	28.9%	29.6%	29.4%
%H		49.6%	13.5%	67.7%	31.1%	36.5%	89.9%
40" - 49"	581	296	88	379	193	186	556
%V	26.8%	27.7%	30.1%	25.5%	27.8%	23.5%	28.3%
%H		50.9%	15.1%	65.2%	33.2%	32.0%	95.7%
50" - 59"	152	94	24	81	49	32	145
%V	7.0%	8.8%	8.2%	5.5%	7.1%	4.0%	7.4%
%H		61.8%	15.8%	53.3%	32.2%	21.1%	95.4%
60"+	23	15	6	10	8	3	23
%V	1.1%	1.4%	2.1%	0.7%	1.2%	0.4%	1.2%
%H		65.2%	26.1%	43.5%	34.8%	13.0%	100.0%
Don't know	49	23	5	32	10	22	42
%V	2.3%	2.2%	1.7%	2.2%	1.4%	2.8%	2.1%
%H		46.9%	10.2%	65.3%	20.4%	44.9%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	2165	1068	292	1486	693	793	1964
%H		49.3%	13.5%	68.6%	32.0%	36.6%	90.7%
Main living room	1073	475	137	710	264	446	943
%V	49.6%	44.5%	46.9%	47.8%	38.1%	56.2%	48.0%
%H		44.3%	12.8%	66.2%	24.6%	41.6%	87.9%
Kitchen	103	47	10	89	43	46	92
%V	4.8%	4.4%	3.4%	6.0%	6.2%	5.8%	4.7%
%H		45.6%	9.7%	86.4%	41.7%	44.7%	89.3%
Adult's bedroom	549	287	81	382	203	180	507
%V	25.4%	26.9%	27.7%	25.7%	29.3%	22.7%	25.8%
%H		52.3%	14.8%	69.6%	37.0%	32.8%	92.3%
Child's bedroom	131	85	20	78	50	28	130
%V	6.1%	8.0%	6.8%	5.2%	7.2%	3.5%	6.6%
%H		64.9%	15.3%	59.5%	38.2%	21.4%	99.2%
Other bedroom	156	86	21	121	70	51	147
%V	7.2%	8.1%	7.2%	8.1%	10.1%	6.4%	7.5%
%H		55.1%	13.5%	77.6%	44.9%	32.7%	94.2%
Second living/dining room	78	38	15	55	30	25	72
%V	3.6%	3.6%	5.1%	3.7%	4.3%	3.2%	3.7%
%H		48.7%	19.2%	70.5%	38.5%	32.1%	92.3%
Study/office	21	13	2	15	9	6	21
%V	1.0%	1.2%	0.7%	1.0%	1.3%	0.8%	1.1%
%H		61.9%	9.5%	71.4%	42.9%	28.6%	100.0%
TV room	14	12	2	7	5	1	13
%V	0.6%	1.1%	0.7%	0.5%	0.7%	0.1%	0.7%
%H		85.7%	14.3%	50.0%	35.7%	7.1%	92.9%
Conservatory	24	15	3	16	10	6	22
%V	1.1%	1.4%	1.0%	1.1%	1.4%	0.8%	1.1%
%H		62.5%	12.5%	66.7%	41.7%	25.0%	91.7%
Attic or loft room	2	1	0	1	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	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%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	14	9	1	12	7	5	14
%V	0.6%	0.8%	0.3%	0.8%	1.0%	0.6%	0.7%
%H		64.3%	7.1%	85.7%	50.0%	35.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	2165	1068	292	1486	693	793	1964
%H		49.3%	13.5%	68.6%	32.0%	36.6%	90.7%
PVR	1000	610	169	571	339	233	940
%V	46.2%	57.1%	57.9%	38.4%	48.9%	29.4%	47.9%
%H		61.0%	16.9%	57.1%	33.9%	23.3%	94.0%
DVDR	30	13	0	22	5	17	27
%V	1.4%	1.2%	0.0%	1.5%	0.7%	2.1%	1.4%
%H		43.3%	0.0%	73.3%	16.7%	56.7%	90.0%
VCR	10	3	0	9	2	7	9
%V	0.5%	0.3%	0.0%	0.6%	0.3%	0.9%	0.5%
%H		30.0%	0.0%	90.0%	20.0%	70.0%	90.0%
Any recorder	1020	616	169	588	342	246	957
%V	47.1%	57.7%	57.9%	39.6%	49.4%	31.0%	48.7%
%H		60.4%	16.6%	57.6%	33.5%	24.1%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2165	1068	292	1486	693	793	1964
%H		49.3%	13.5%	68.6%	32.0%	36.6%	90.7%
Receives HDTV (via STB or built-in reception)	1119	590	198	744	397	347	1061
%V	51.7%	55.2%	67.8%	50.1%	57.3%	43.8%	54.0%
%H		52.7%	17.7%	66.5%	35.5%	31.0%	94.8%
DVD/Blu-ray player or recorder	1276	631	183	851	397	453	1181
%V	58.9%	59.1%	62.7%	57.3%	57.3%	57.1%	60.1%
%H		49.5%	14.3%	66.7%	31.1%	35.5%	92.6%

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	1084	479	137	714	263	451	954
%H		44.2%	12.6%	65.9%	24.3%	41.6%	88.0%
Under 20"	13	3	0	10	1	10	9
%V	1.2%	0.6%	0.0%	1.4%	0.4%	2.2%	0.9%
%H		23.1%	0.0%	76.9%	7.7%	76.9%	69.2%
20" - 29"	132	34	11	94	10	84	92
%V	12.2%	7.1%	8.0%	13.2%	3.8%	18.6%	9.6%
%H		25.8%	8.3%	71.2%	7.6%	63.6%	69.7%
30" - 39"	329	128	39	232	73	158	276
%V	30.4%	26.7%	28.5%	32.5%	27.8%	35.0%	28.9%
%H		38.9%	11.9%	70.5%	22.2%	48.0%	83.9%
40" - 49"	435	211	62	284	132	153	414
%V	40.1%	44.1%	45.3%	39.8%	50.2%	33.9%	43.4%
%H		48.5%	14.3%	65.3%	30.3%	35.2%	95.2%
50" - 59"	128	79	18	67	38	29	123
%V	11.8%	16.5%	13.1%	9.4%	14.4%	6.4%	12.9%
%H		61.7%	14.1%	52.3%	29.7%	22.7%	96.1%
60"+	21	14	5	9	6	3	21
%V	1.9%	2.9%	3.6%	1.3%	2.3%	0.7%	2.2%
%H		66.7%	23.8%	42.9%	28.6%	14.3%	100.0%
Don't know	25	10	1	18	4	15	19
%V	2.3%	2.1%	0.7%	2.5%	1.5%	3.3%	2.0%
%H		40.0%	4.0%	72.0%	16.0%	60.0%	76.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	1084	479	137	714	263	451	954
%H		44.2%	12.6%	65.9%	24.3%	41.6%	88.0%
PVR	724	413	123	430	237	193	677
%V	66.8%	86.2%	89.8%	60.2%	90.1%	42.8%	71.0%
%H		57.0%	17.0%	59.4%	32.7%	26.7%	93.5%
DVDR	20	7	0	15	2	13	17
%V	1.8%	1.5%	0.0%	2.1%	0.8%	2.9%	1.8%
%H		35.0%	0.0%	75.0%	10.0%	65.0%	85.0%
VCR	6	1	0	5	0	5	5
%V	0.6%	0.2%	0.0%	0.7%	0.0%	1.1%	0.5%
%H		16.7%	0.0%	83.3%	0.0%	83.3%	83.3%
Any recorder	735	415	123	440	238	202	686
%V	67.8%	86.6%	89.8%	61.6%	90.5%	44.8%	71.9%
%H		56.5%	16.7%	59.9%	32.4%	27.5%	93.3%

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	1084	479	137	714	263	451	954
%H		44.2%	12.6%	65.9%	24.3%	41.6%	88.0%
Receives HDTV (via STB or built-in reception)	720	361	122	459	213	246	676
%V	66.4%	75.4%	89.1%	64.3%	81.0%	54.5%	70.9%
%H		50.1%	16.9%	63.8%	29.6%	34.2%	93.9%
DVD/Blu-ray player or recorder	783	358	105	514	206	308	715
%V	72.2%	74.7%	76.6%	72.0%	78.3%	68.3%	74.9%
%H		45.7%	13.4%	65.6%	26.3%	39.3%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.18: 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	1081	589	155	772	430	342	1010
%H		54.5%	14.3%	71.4%	39.8%	31.6%	93.4%
Under 20"	224	110	21	182	88	94	195
%V	20.7%	18.7%	13.5%	23.6%	20.5%	27.5%	19.3%
%H		49.1%	9.4%	81.3%	39.3%	42.0%	87.1%
20" - 29"	348	174	49	262	135	127	323
%V	32.2%	29.5%	31.6%	33.9%	31.4%	37.1%	32.0%
%H		50.0%	14.1%	75.3%	38.8%	36.5%	92.8%
30" - 39"	314	191	48	203	127	77	301
%V	29.0%	32.4%	31.0%	26.3%	29.5%	22.5%	29.8%
%H		60.8%	15.3%	64.6%	40.4%	24.5%	95.9%
40" - 49"	146	86	26	95	62	33	142
%V	13.5%	14.6%	16.8%	12.3%	14.4%	9.6%	14.1%
%H		58.9%	17.8%	65.1%	42.5%	22.6%	97.3%
50" - 59"	23	15	6	14	11	3	23
%V	2.1%	2.5%	3.9%	1.8%	2.6%	0.9%	2.3%
%H		65.2%	26.1%	60.9%	47.8%	13.0%	100.0%
60"+	2	1	1	1	1	0	2
%V	0.2%	0.2%	0.6%	0.1%	0.2%	0.0%	0.2%
%H		50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
Don't know	23	13	4	14	6	8	23
%V	2.1%	2.2%	2.6%	1.8%	1.4%	2.3%	2.3%
%H		56.5%	17.4%	60.9%	26.1%	34.8%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

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	1081	589	155	772	430	342	1010
%H		54.5%	14.3%	71.4%	39.8%	31.6%	93.4%
PVR	276	197	46	141	101	40	263
%V	25.5%	33.4%	29.7%	18.3%	23.5%	11.7%	26.0%
%H		71.4%	16.7%	51.1%	36.6%	14.5%	95.3%
DVDR	10	6	0	6	3	4	10
%V	0.9%	1.0%	0.0%	0.8%	0.7%	1.2%	1.0%
%H		60.0%	0.0%	60.0%	30.0%	40.0%	100.0%
VCR	4	2	0	4	2	1	4
%V	0.4%	0.3%	0.0%	0.5%	0.5%	0.3%	0.4%
%H		50.0%	0.0%	100.0%	50.0%	25.0%	100.0%
Any recorder	284	200	46	148	104	44	272
%V	26.3%	34.0%	29.7%	19.2%	24.2%	12.9%	26.9%
%H		70.4%	16.2%	52.1%	36.6%	15.5%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1081	589	155	772	430	342	1010
%H		54.5%	14.3%	71.4%	39.8%	31.6%	93.4%
Receives HDTV (via STB or built-in reception)	399	229	76	285	184	101	385
%V	36.9%	38.9%	49.0%	36.9%	42.8%	29.5%	38.1%
%H		57.4%	19.0%	71.4%	46.1%	25.3%	96.5%
DVD/Blu-ray player or recorder	493	273	78	337	192	146	466
%V	45.6%	46.3%	50.3%	43.7%	44.7%	42.7%	46.1%
%H		55.4%	15.8%	68.4%	38.9%	29.6%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

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	2632	2531	1223	362	1595	683	912	2432
%H		96.2%	46.5%	13.8%	60.6%	25.9%	34.7%	92.4%
Total Children	507	497	275	70	285	136	149	496
%V	19.3%	19.6%	22.5%	19.3%	17.9%	19.9%	16.3%	20.4%
%H		98.0%	54.2%	13.8%	56.2%	26.8%	29.4%	97.8%
0 - 3	116	110	62	13	58	24	35	111
%V	4.4%	4.3%	5.1%	3.6%	3.6%	3.5%	3.8%	4.6%
%H		94.8%	53.4%	11.2%	50.0%	20.7%	30.2%	95.7%
4 - 15	391	387	213	57	227	112	115	384
%V	14.9%	15.3%	17.4%	15.7%	14.2%	16.4%	12.6%	15.8%
%H		99.0%	54.5%	14.6%	58.1%	28.6%	29.4%	98.2%
4 - 9	202	199	105	30	116	55	61	199
%V	7.7%	7.9%	8.6%	8.3%	7.3%	8.1%	6.7%	8.2%
%H		98.5%	52.0%	14.9%	57.4%	27.2%	30.2%	98.5%
10 - 15	189	187	108	27	110	57	53	185
%V	7.2%	7.4%	8.8%	7.5%	6.9%	8.3%	5.8%	7.6%
%H		98.9%	57.1%	14.3%	58.2%	30.2%	28.0%	97.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.22: 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	2632	2531	1223	362	1595	683	912	2432
%H		96.2%	46.5%	13.8%	60.6%	25.9%	34.7%	92.4%
Total Adults (16+)	2125	2034	949	292	1310	548	763	1936
%V	80.7%	80.4%	77.6%	80.7%	82.1%	80.2%	83.7%	79.6%
%H		95.7%	44.7%	13.7%	61.6%	25.8%	35.9%	91.1%
16 - 19	111	106	56	24	63	37	26	109
%V	4.2%	4.2%	4.6%	6.6%	3.9%	5.4%	2.9%	4.5%
%H		95.5%	50.5%	21.6%	56.8%	33.3%	23.4%	98.2%
20 - 24	165	145	57	18	87	35	52	162
%V	6.3%	5.7%	4.7%	5.0%	5.5%	5.1%	5.7%	6.7%
%H		87.9%	34.5%	10.9%	52.7%	21.2%	31.5%	98.2%
25 - 34	316	295	136	45	155	58	98	309
%V	12.0%	11.7%	11.1%	12.4%	9.7%	8.5%	10.7%	12.7%
%H		93.4%	43.0%	14.2%	49.1%	18.4%	31.0%	97.8%
35 - 44	318	306	179	48	174	95	78	312
%V	12.1%	12.1%	14.6%	13.3%	10.9%	13.9%	8.6%	12.8%
%H		96.2%	56.3%	15.1%	54.7%	29.9%	24.5%	98.1%
45 - 54	379	360	172	67	218	97	121	364
%V	14.4%	14.2%	14.1%	18.5%	13.7%	14.2%	13.3%	15.0%
%H		95.0%	45.4%	17.7%	57.5%	25.6%	31.9%	96.0%
55 - 64	310	302	143	51	207	94	112	291
%V	11.8%	11.9%	11.7%	14.1%	13.0%	13.8%	12.3%	12.0%
%H		97.4%	46.1%	16.5%	66.8%	30.3%	36.1%	93.9%
65+	526	520	207	40	407	131	276	389
%V	20.0%	20.5%	16.9%	11.0%	25.5%	19.2%	30.3%	16.0%
%H		98.9%	39.4%	7.6%	77.4%	24.9%	52.5%	74.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		2125	2034	949	292	1310	548	763	1936
	%H		95.7%	44.7%	13.7%	61.6%	25.8%	35.9%	91.1%
AB		626	601	301	85	379	163	215	611
	%V	29.5%	29.5%	31.7%	29.1%	28.9%	29.7%	28.2%	31.6%
	%H		96.0%	48.1%	13.6%	60.5%	26.0%	34.3%	97.6%
C1		679	644	310	88	405	177	228	633
	%V	32.0%	31.7%	32.7%	30.1%	30.9%	32.3%	29.9%	32.7%
	%H		94.8%	45.7%	13.0%	59.6%	26.1%	33.6%	93.2%
C2		421	411	183	65	285	130	155	378
	%V	19.8%	20.2%	19.3%	22.3%	21.8%	23.7%	20.3%	19.5%
	%H		97.6%	43.5%	15.4%	67.7%	30.9%	36.8%	89.8%
D		251	240	108	46	138	53	85	212
	%V	11.8%	11.8%	11.4%	15.8%	10.5%	9.7%	11.1%	11.0%
	%H		95.6%	43.0%	18.3%	55.0%	21.1%	33.9%	84.5%
E		147	139	47	8	104	25	79	102
	%V	6.9%	6.8%	5.0%	2.7%	7.9%	4.6%	10.4%	5.3%
	%H		94.6%	32.0%	5.4%	70.7%	17.0%	53.7%	69.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2125	2034	949	292	1310	548	763	1936
%H		95.7%	44.7%	13.7%	61.6%	25.8%	35.9%	91.1%
Working full time	994	950	465	171	564	270	294	970
%V	46.8%	46.7%	49.0%	58.6%	43.1%	49.3%	38.5%	50.1%
%H		95.6%	46.8%	17.2%	56.7%	27.2%	29.6%	97.6%
Working part time	233	224	126	24	140	65	75	225
%V	11.0%	11.0%	13.3%	8.2%	10.7%	11.9%	9.8%	11.6%
%H		96.1%	54.1%	10.3%	60.1%	27.9%	32.2%	96.6%
Not working	898	860	357	97	607	214	393	741
%V	42.3%	42.3%	37.6%	33.2%	46.3%	39.1%	51.5%	38.3%
%H		95.8%	39.8%	10.8%	67.6%	23.8%	43.8%	82.5%
Housewife/Houseperson	1138	1085	479	137	715	263	452	996
%V	53.6%	53.3%	50.5%	46.9%	54.6%	48.0%	59.2%	51.4%
%H		95.3%	42.1%	12.0%	62.8%	23.1%	39.7%	87.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1014	967	466	144	602	267	335	941
%H		95.4%	46.0%	14.2%	59.4%	26.3%	33.0%	92.8%
16 - 19	57	52	26	9	32	17	15	56
%V	5.6%	5.4%	5.6%	6.3%	5.3%	6.4%	4.5%	6.0%
%H		91.2%	45.6%	15.8%	56.1%	29.8%	26.3%	98.2%
20 - 24	81	71	30	8	37	16	21	80
%V	8.0%	7.3%	6.4%	5.6%	6.1%	6.0%	6.3%	8.5%
%H		87.7%	37.0%	9.9%	45.7%	19.8%	25.9%	98.8%
25 - 34	153	143	64	25	74	27	46	148
%V	15.1%	14.8%	13.7%	17.4%	12.3%	10.1%	13.7%	15.7%
%H		93.5%	41.8%	16.3%	48.4%	17.6%	30.1%	96.7%
35 - 44	158	152	89	22	86	47	40	155
%V	15.6%	15.7%	19.1%	15.3%	14.3%	17.6%	11.9%	16.5%
%H		96.2%	56.3%	13.9%	54.4%	29.7%	25.3%	98.1%
45 - 54	180	170	83	32	103	48	55	174
%V	17.8%	17.6%	17.8%	22.2%	17.1%	18.0%	16.4%	18.5%
%H		94.4%	46.1%	17.8%	57.2%	26.7%	30.6%	96.7%
55 - 64	145	141	69	23	93	44	49	139
%V	14.3%	14.6%	14.8%	16.0%	15.4%	16.5%	14.6%	14.8%
%H		97.2%	47.6%	15.9%	64.1%	30.3%	33.8%	95.9%
65+	240	237	106	25	177	68	108	189
%V	23.7%	24.5%	22.7%	17.4%	29.4%	25.5%	32.2%	20.1%
%H		98.8%	44.2%	10.4%	73.8%	28.3%	45.0%	78.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1014	967	466	144	602	267	335	941
%H		95.4%	46.0%	14.2%	59.4%	26.3%	33.0%	92.8%
AB	306	293	147	43	180	76	104	299
%V	30.2%	30.3%	31.5%	29.9%	29.9%	28.5%	31.0%	31.8%
%H		95.8%	48.0%	14.1%	58.8%	24.8%	34.0%	97.7%
C1	312	295	147	44	176	85	91	302
%V	30.8%	30.5%	31.5%	30.6%	29.2%	31.8%	27.2%	32.1%
%H		94.6%	47.1%	14.1%	56.4%	27.2%	29.2%	96.8%
C2	223	216	95	35	149	68	80	195
%V	22.0%	22.3%	20.4%	24.3%	24.8%	25.5%	23.9%	20.7%
%H		96.9%	42.6%	15.7%	66.8%	30.5%	35.9%	87.4%
D	118	111	59	20	60	28	32	106
%V	11.6%	11.5%	12.7%	13.9%	10.0%	10.5%	9.6%	11.3%
%H		94.1%	50.0%	16.9%	50.8%	23.7%	27.1%	89.8%
E	55	52	17	3	38	10	28	40
%V	5.4%	5.4%	3.6%	2.1%	6.3%	3.7%	8.4%	4.3%
%H		94.5%	30.9%	5.5%	69.1%	18.2%	50.9%	72.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1014	967	466	144	602	267	335	941
%H		95.4%	46.0%	14.2%	59.4%	26.3%	33.0%	92.8%
Working full time	588	562	285	95	331	158	173	576
%V	58.0%	58.1%	61.2%	66.0%	55.0%	59.2%	51.6%	61.2%
%H		95.6%	48.5%	16.2%	56.3%	26.9%	29.4%	98.0%
Working part time	48	45	21	7	27	12	15	46
%V	4.7%	4.7%	4.5%	4.9%	4.5%	4.5%	4.5%	4.9%
%H		93.8%	43.8%	14.6%	56.3%	25.0%	31.3%	95.8%
Not working	378	359	159	42	244	97	147	320
%V	37.3%	37.1%	34.1%	29.2%	40.5%	36.3%	43.9%	34.0%
%H		95.0%	42.1%	11.1%	64.6%	25.7%	38.9%	84.7%
Housewife/Houseperson	217	198	79	22	123	37	86	180
%V	21.4%	20.5%	17.0%	15.3%	20.4%	13.9%	25.7%	19.1%
%H		91.2%	36.4%	10.1%	56.7%	17.1%	39.6%	82.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1111	1068	483	148	709	281	428	995
%H		96.1%	43.5%	13.3%	63.8%	25.3%	38.5%	89.6%
16 - 19	54	54	30	14	31	20	11	53
%V	4.9%	5.1%	6.2%	9.5%	4.4%	7.1%	2.6%	5.3%
%H		100.0%	55.6%	25.9%	57.4%	37.0%	20.4%	98.1%
20 - 24	84	73	27	10	50	19	31	81
%V	7.6%	6.8%	5.6%	6.8%	7.1%	6.8%	7.2%	8.1%
%H		86.9%	32.1%	11.9%	59.5%	22.6%	36.9%	96.4%
25 - 34	164	152	72	20	82	30	51	161
%V	14.8%	14.2%	14.9%	13.5%	11.6%	10.7%	11.9%	16.2%
%H		92.7%	43.9%	12.2%	50.0%	18.3%	31.1%	98.2%
35 - 44	160	154	89	26	87	49	39	157
%V	14.4%	14.4%	18.4%	17.6%	12.3%	17.4%	9.1%	15.8%
%H		96.3%	55.6%	16.3%	54.4%	30.6%	24.4%	98.1%
45 - 54	198	190	89	35	115	50	66	190
%V	17.8%	17.8%	18.4%	23.6%	16.2%	17.8%	15.4%	19.1%
%H		96.0%	44.9%	17.7%	58.1%	25.3%	33.3%	96.0%
55 - 64	165	161	74	27	113	50	63	153
%V	14.9%	15.1%	15.3%	18.2%	15.9%	17.8%	14.7%	15.4%
%H		97.6%	44.8%	16.4%	68.5%	30.3%	38.2%	92.7%
65+	287	284	101	16	230	63	167	199
%V	25.8%	26.6%	20.9%	10.8%	32.4%	22.4%	39.0%	20.0%
%H		99.0%	35.2%	5.6%	80.1%	22.0%	58.2%	69.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)		1111	1068	483	148	709	281	428	995
	%H		96.1%	43.5%	13.3%	63.8%	25.3%	38.5%	89.6%
AB		320	308	154	42	199	87	112	312
	%V	28.8%	28.8%	31.9%	28.4%	28.1%	31.0%	26.2%	31.4%
	%H		96.3%	48.1%	13.1%	62.2%	27.2%	35.0%	97.5%
C1		367	349	163	44	229	92	137	332
	%V	33.0%	32.7%	33.7%	29.7%	32.3%	32.7%	32.0%	33.4%
	%H		95.1%	44.4%	12.0%	62.4%	25.1%	37.3%	90.5%
C2		198	195	88	31	137	62	75	184
	%V	17.8%	18.3%	18.2%	20.9%	19.3%	22.1%	17.5%	18.5%
	%H		98.5%	44.4%	15.7%	69.2%	31.3%	37.9%	92.9%
D		133	129	48	27	78	25	53	106
	%V	12.0%	12.1%	9.9%	18.2%	11.0%	8.9%	12.4%	10.7%
	%H		97.0%	36.1%	20.3%	58.6%	18.8%	39.8%	79.7%
E		93	87	30	4	66	15	51	62
	%V	8.4%	8.1%	6.2%	2.7%	9.3%	5.3%	11.9%	6.2%
	%H		93.5%	32.3%	4.3%	71.0%	16.1%	54.8%	66.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1111	1068	483	148	709	281	428	995
%H		96.1%	43.5%	13.3%	63.8%	25.3%	38.5%	89.6%
Working full time	406	388	180	76	233	112	122	394
%V	36.5%	36.3%	37.3%	51.4%	32.9%	39.9%	28.5%	39.6%
%H		95.6%	44.3%	18.7%	57.4%	27.6%	30.0%	97.0%
Working part time	185	180	105	17	113	53	60	180
%V	16.7%	16.9%	21.7%	11.5%	15.9%	18.9%	14.0%	18.1%
%H		97.3%	56.8%	9.2%	61.1%	28.6%	32.4%	97.3%
Not working	521	500	198	54	363	117	246	421
%V	46.9%	46.8%	41.0%	36.5%	51.2%	41.6%	57.5%	42.3%
%H		96.0%	38.0%	10.4%	69.7%	22.5%	47.2%	80.8%
Housewife/Houseperson	921	886	399	114	591	226	365	817
%V	82.9%	83.0%	82.6%	77.0%	83.4%	80.4%	85.3%	82.1%
%H		96.2%	43.3%	12.4%	64.2%	24.5%	39.6%	88.7%

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	3701	3563	1285	635	2728	1126	1602	3043
%H (All HH)		96.3%	34.7%	17.2%	73.7%	30.4%	43.3%	82.2%
%H (TV HH)			36.1%	17.8%	76.6%	31.6%	45.0%	
AB	818	799	322	139	602	274	328	783
%V	22.1%	22.4%	25.1%	21.9%	22.1%	24.3%	20.5%	25.7%
%H (All HH)		97.7%	39.4%	17.0%	73.6%	33.5%	40.1%	95.7%
%H (TV HH)			40.3%	17.4%	75.3%	34.3%	41.1%	
C1	978	939	370	182	706	331	374	861
%V	26.4%	26.4%	28.8%	28.7%	25.9%	29.4%	23.3%	28.3%
%H (All HH)		96.0%	37.8%	18.6%	72.2%	33.8%	38.2%	88.0%
%H (TV HH)			39.4%	19.4%	75.2%	35.3%	39.8%	
C2	762	738	260	147	580	256	324	649
%V	20.6%	20.7%	20.2%	23.1%	21.3%	22.7%	20.2%	21.3%
%H (All HH)		96.9%	34.1%	19.3%	76.1%	33.6%	42.5%	85.2%
%H (TV HH)			35.2%	19.9%	78.6%	34.7%	43.9%	
D	670	637	220	108	478	172	306	488
%V	18.1%	17.9%	17.1%	17.0%	17.5%	15.3%	19.1%	16.0%
%H (All HH)		95.1%	32.8%	16.1%	71.3%	25.7%	45.7%	72.8%
%H (TV HH)			34.5%	17.0%	75.0%	27.0%	48.0%	
E	474	450	113	59	362	93	269	262
%V	12.8%	12.6%	8.8%	9.3%	13.3%	8.3%	16.8%	8.6%
%H (All HH)		94.9%	23.8%	12.4%	76.4%	19.6%	56.8%	55.3%
%H (TV HH)			25.1%	13.1%	80.4%	20.7%	59.8%	

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

July 2016 - June 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	3701	3563	1285	635	2728	1126	1602	3043
%H (All HH)		96.3%	34.7%	17.2%	73.7%	30.4%	43.3%	82.2%
%H (TV HH)			36.1%	17.8%	76.6%	31.6%	45.0%	
Under 25	148	126	36	21	85	28	57	139
%V	4.0%	3.5%	2.8%	3.3%	3.1%	2.5%	3.6%	4.6%
%H (All HH)		85.1%	24.3%	14.2%	57.4%	18.9%	38.5%	93.9%
%H (TV HH)			28.6%	16.7%	67.5%	22.2%	45.2%	
25 - 34	581	538	207	95	349	138	212	547
%V	15.7%	15.1%	16.1%	15.0%	12.8%	12.3%	13.2%	18.0%
%H (All HH)		92.6%	35.6%	16.4%	60.1%	23.8%	36.5%	94.1%
%H (TV HH)			38.5%	17.7%	64.9%	25.7%	39.4%	
35 - 44	600	569	267	112	405	225	180	573
%V	16.2%	16.0%	20.8%	17.6%	14.8%	20.0%	11.2%	18.8%
%H (All HH)		94.8%	44.5%	18.7%	67.5%	37.5%	30.0%	95.5%
%H (TV HH)			46.9%	19.7%	71.2%	39.5%	31.6%	
45 - 54	722	705	295	147	534	271	263	676
%V	19.5%	19.8%	23.0%	23.1%	19.6%	24.1%	16.4%	22.2%
%H (All HH)		97.6%	40.9%	20.4%	74.0%	37.5%	36.4%	93.6%
%H (TV HH)			41.8%	20.9%	75.7%	38.4%	37.3%	
55 - 64	621	609	215	121	488	213	275	540
%V	16.8%	17.1%	16.7%	19.1%	17.9%	18.9%	17.2%	17.7%
%H (All HH)		98.1%	34.6%	19.5%	78.6%	34.3%	44.3%	87.0%
%H (TV HH)			35.3%	19.9%	80.1%	35.0%	45.2%	
65 +	1030	1016	265	139	866	251	615	569
%V	27.8%	28.5%	20.6%	21.9%	31.7%	22.3%	38.4%	18.7%
%H (All HH)		98.6%	25.7%	13.5%	84.1%	24.4%	59.7%	55.2%
%H (TV HH)			26.1%	13.7%	85.2%	24.7%	60.5%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 2017

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3701	3563	1285	635	2728	1126	1602	3043
%H (All HH)		96.3%	34.7%	17.2%	73.7%	30.4%	43.3%	82.2%
%H (TV HH)			36.1%	17.8%	76.6%	31.6%	45.0%	
1	1110	1048	240	122	863	192	671	658
%V	30.0%	29.4%	18.7%	19.2%	31.6%	17.1%	41.9%	21.6%
%H (All HH)		94.4%	21.6%	11.0%	77.7%	17.3%	60.5%	59.3%
%H (TV HH)			22.9%	11.6%	82.3%	18.3%	64.0%	
2	1259	1223	439	228	958	415	543	1097
%V	34.0%	34.3%	34.2%	35.9%	35.1%	36.9%	33.9%	36.0%
%H (All HH)		97.1%	34.9%	18.1%	76.1%	33.0%	43.1%	87.1%
%H (TV HH)			35.9%	18.6%	78.3%	33.9%	44.4%	
3	577	560	250	115	408	220	188	546
%V	15.6%	15.7%	19.5%	18.1%	15.0%	19.5%	11.7%	17.9%
%H (All HH)		97.1%	43.3%	19.9%	70.7%	38.1%	32.6%	94.6%
%H (TV HH)			44.6%	20.5%	72.9%	39.3%	33.6%	
4	478	462	217	107	322	187	135	469
%V	12.9%	13.0%	16.9%	16.9%	11.8%	16.6%	8.4%	15.4%
%H (All HH)		96.7%	45.4%	22.4%	67.4%	39.1%	28.2%	98.1%
%H (TV HH)			47.0%	23.2%	69.7%	40.5%	29.2%	
5+	278	269	139	63	176	110	66	272
%V	7.5%	7.5%	10.8%	9.9%	6.5%	9.8%	4.1%	8.9%
%H (All HH)		96.8%	50.0%	22.7%	63.3%	39.6%	23.7%	97.8%
%H (TV HH)			51.7%	23.4%	65.4%	40.9%	24.5%	
Average HH size	2.38	2.39	2.73	2.68	2.29	2.71	2.01	2.59

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	3701	3563	1285	635	2728	1126	1602	3043
%H (All HH)		96.3%	34.7%	17.2%	73.7%	30.4%	43.3%	82.2%
%H (TV HH)			36.1%	17.8%	76.6%	31.6%	45.0%	
Without	2717	2607	831	433	2087	772	1315	2091
%V	73.4%	73.2%	64.7%	68.2%	76.5%	68.6%	82.1%	68.7%
%H (All HH)		96.0%	30.6%	15.9%	76.8%	28.4%	48.4%	77.0%
%H (TV HH)			31.9%	16.6%	80.1%	29.6%	50.4%	
With	984	956	454	201	641	354	287	952
%V	26.6%	26.8%	35.3%	31.7%	23.5%	31.4%	17.9%	31.3%
%H (All HH)		97.2%	46.1%	20.4%	65.1%	36.0%	29.2%	96.7%
%H (TV HH)			47.5%	21.0%	67.1%	37.0%	30.0%	
0 - 3	355	340	158	70	216	113	103	341
%V	9.6%	9.5%	12.3%	11.0%	7.9%	10.0%	6.4%	11.2%
%H (All HH)		95.8%	44.5%	19.7%	60.8%	31.8%	29.0%	96.1%
%H (TV HH)			46.5%	20.6%	63.5%	33.2%	30.3%	
4 - 9	520	507	242	101	328	172	157	503
%V	14.1%	14.2%	18.8%	15.9%	12.0%	15.3%	9.8%	16.5%
%H (All HH)		97.5%	46.5%	19.4%	63.1%	33.1%	30.2%	96.7%
%H (TV HH)			47.7%	19.9%	64.7%	33.9%	31.0%	
10 - 15	471	464	226	105	323	190	133	460
%V	12.7%	13.0%	17.6%	16.5%	11.8%	16.9%	8.3%	15.1%
%H (All HH)		98.5%	48.0%	22.3%	68.6%	40.3%	28.2%	97.7%
%H (TV HH)			48.7%	22.6%	69.6%	40.9%	28.7%	

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
July 2016 - June 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	3701	3563	1285	635	2728	1126	1602	3043
%H (All HH)		96.3%	34.7%	17.2%	73.7%	30.4%	43.3%	82.2%
%H (TV HH)			36.1%	17.8%	76.6%	31.6%	45.0%	
1	1410	1410	383	196	1002	220	782	1031
%V	38.1%	39.6%	29.8%	30.9%	36.7%	19.5%	48.8%	33.9%
%H (All HH)		100.0%	27.2%	13.9%	71.1%	15.6%	55.5%	73.1%
%H (TV HH)			27.2%	13.9%	71.1%	15.6%	55.5%	
2	1182	1182	436	226	928	411	518	988
%V	31.9%	33.2%	33.9%	35.6%	34.0%	36.5%	32.3%	32.5%
%H (All HH)		100.0%	36.9%	19.1%	78.5%	34.8%	43.8%	83.6%
%H (TV HH)			36.9%	19.1%	78.5%	34.8%	43.8%	
3	588	588	271	124	473	277	195	549
%V	15.9%	16.5%	21.1%	19.5%	17.3%	24.6%	12.2%	18.0%
%H (All HH)		100.0%	46.1%	21.1%	80.4%	47.1%	33.2%	93.4%
%H (TV HH)			46.1%	21.1%	80.4%	47.1%	33.2%	
4	254	254	125	57	211	136	76	249
%V	6.9%	7.1%	9.7%	9.0%	7.7%	12.1%	4.7%	8.2%
%H (All HH)		100.0%	49.2%	22.4%	83.1%	53.5%	29.9%	98.0%
%H (TV HH)			49.2%	22.4%	83.1%	53.5%	29.9%	
5+	129	129	69	32	113	82	31	127
%V	3.5%	3.6%	5.4%	5.0%	4.1%	7.3%	1.9%	4.2%
%H (All HH)		100.0%	53.5%	24.8%	87.6%	63.6%	24.0%	98.4%
%H (TV HH)			53.5%	24.8%	87.6%	63.6%	24.0%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	3701	3563	1285	635	2728	1126	1602	3043
%H (All HH)		96.3%	34.7%	17.2%	73.7%	30.4%	43.3%	82.2%
%H (TV HH)			36.1%	17.8%	76.6%	31.6%	45.0%	
Under 20"	541	541	174	96	468	200	268	448
%V	14.6%	15.2%	13.5%	15.1%	17.2%	17.8%	16.7%	14.7%
%H (All HH)		100.0%	32.2%	17.7%	86.5%	37.0%	49.5%	82.8%
%H (TV HH)			32.2%	17.7%	86.5%	37.0%	49.5%	
20" - 29"	1141	1141	425	200	950	433	518	934
%V	30.8%	32.0%	33.1%	31.5%	34.8%	38.5%	32.3%	30.7%
%H (All HH)		100.0%	37.2%	17.5%	83.3%	37.9%	45.4%	81.9%
%H (TV HH)			37.2%	17.5%	83.3%	37.9%	45.4%	
30" - 39"	1827	1827	661	345	1456	643	814	1524
%V	49.4%	51.3%	51.4%	54.3%	53.4%	57.1%	50.8%	50.1%
%H (All HH)		100.0%	36.2%	18.9%	79.7%	35.2%	44.6%	83.4%
%H (TV HH)			36.2%	18.9%	79.7%	35.2%	44.6%	
40" - 49"	1710	1710	730	369	1269	664	605	1554
%V	46.2%	48.0%	56.8%	58.1%	46.5%	59.0%	37.8%	51.1%
%H (All HH)		100.0%	42.7%	21.6%	74.2%	38.8%	35.4%	90.9%
%H (TV HH)			42.7%	21.6%	74.2%	38.8%	35.4%	
50" - 59"	462	462	234	101	323	196	127	446
%V	12.5%	13.0%	18.2%	15.9%	11.8%	17.4%	7.9%	14.7%
%H (All HH)		100.0%	50.6%	21.9%	69.9%	42.4%	27.5%	96.5%
%H (TV HH)			50.6%	21.9%	69.9%	42.4%	27.5%	
60"+	34	34	21	5	23	14	9	32
%V	0.9%	1.0%	1.6%	0.8%	0.8%	1.2%	0.6%	1.1%
%H (All HH)		100.0%	61.8%	14.7%	67.6%	41.2%	26.5%	94.1%
%H (TV HH)			61.8%	14.7%	67.6%	41.2%	26.5%	

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
July 2016 - June 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	3701	3563	1285	635	2728	1126	1602	3043
%H (All HH)		96.3%	34.7%	17.2%	73.7%	30.4%	43.3%	82.2%
%H (TV HH)			36.1%	17.8%	76.6%	31.6%	45.0%	
Main living room	3536	3536	1278	631	2710	1123	1588	2924
%V	95.5%	99.2%	99.5%	99.4%	99.3%	99.7%	99.1%	96.1%
%H (All HH)		100.0%	36.1%	17.8%	76.6%	31.8%	44.9%	82.7%
%H (TV HH)			36.1%	17.8%	76.6%	31.8%	44.9%	
Kitchen	408	408	174	75	352	188	165	355
%V	11.0%	11.5%	13.5%	11.8%	12.9%	16.7%	10.3%	11.7%
%H (All HH)		100.0%	42.6%	18.4%	86.3%	46.1%	40.4%	87.0%
%H (TV HH)			42.6%	18.4%	86.3%	46.1%	40.4%	
Adult's bedroom	1629	1629	697	332	1321	714	608	1464
%V	44.0%	45.7%	54.2%	52.3%	48.4%	63.4%	38.0%	48.1%
%H (All HH)		100.0%	42.8%	20.4%	81.1%	43.8%	37.3%	89.9%
%H (TV HH)			42.8%	20.4%	81.1%	43.8%	37.3%	
Child's bedroom	345	345	174	75	255	161	94	337
%V	9.3%	9.7%	13.5%	11.8%	9.3%	14.3%	5.9%	11.1%
%H (All HH)		100.0%	50.4%	21.7%	73.9%	46.7%	27.2%	97.7%
%H (TV HH)			50.4%	21.7%	73.9%	46.7%	27.2%	
Other bedroom	242	242	115	51	197	118	79	228
%V	6.5%	6.8%	8.9%	8.0%	7.2%	10.5%	4.9%	7.5%
%H (All HH)		100.0%	47.5%	21.1%	81.4%	48.8%	32.6%	94.2%
%H (TV HH)			47.5%	21.1%	81.4%	48.8%	32.6%	
Second living/dining room	382	382	169	88	307	175	132	346
%V	10.3%	10.7%	13.2%	13.9%	11.3%	15.5%	8.2%	11.4%
%H (All HH)		100.0%	44.2%	23.0%	80.4%	45.8%	34.6%	90.6%
%H (TV HH)			44.2%	23.0%	80.4%	45.8%	34.6%	
Study/office	55	55	26	10	45	24	20	52
%V	1.5%	1.5%	2.0%	1.6%	1.6%	2.1%	1.2%	1.7%
%H (All HH)		100.0%	47.3%	18.2%	81.8%	43.6%	36.4%	94.5%
%H (TV HH)			47.3%	18.2%	81.8%	43.6%	36.4%	
TV room	21	21	12	3	15	10	5	21
%V	0.6%	0.6%	0.9%	0.5%	0.5%	0.9%	0.3%	0.7%
%H (All HH)		100.0%	57.1%	14.3%	71.4%	47.6%	23.8%	100.0%
%H (TV HH)			57.1%	14.3%	71.4%	47.6%	23.8%	
Conservatory	93	93	38	22	77	42	35	87
%V	2.5%	2.6%	3.0%	3.5%	2.8%	3.7%	2.2%	2.9%
%H (All HH)		100.0%	40.9%	23.7%	82.8%	45.2%	37.6%	93.5%
%H (TV HH)			40.9%	23.7%	82.8%	45.2%	37.6%	
Attic or loft room	5	5	3	2	3	3	1	5
%V	0.1%	0.1%	0.2%	0.3%	0.1%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	40.0%	60.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	40.0%	60.0%	60.0%	20.0%	
No specific location	7	7	2	2	5	2	3	6
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	28.6%	28.6%	71.4%	28.6%	42.9%	85.7%
%H (TV HH)			28.6%	28.6%	71.4%	28.6%	42.9%	
Other	29	29	16	5	25	17	8	28
%V	0.8%	0.8%	1.2%	0.8%	0.9%	1.5%	0.5%	0.9%
%H (All HH)		100.0%	55.2%	17.2%	86.2%	58.6%	27.6%	96.6%
%H (TV HH)			55.2%	17.2%	86.2%	58.6%	27.6%	

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
July 2016 - June 2017

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	3701	3563	1285	635	2728	1126	1602	3043
%H (All HH)		96.3%	34.7%	17.2%	73.7%	30.4%	43.3%	82.2%
%H (TV HH)			36.1%	17.8%	76.6%	31.6%	45.0%	
Any DSAT provider	1285	1285	1285	26	752	752	0	1181
%V	34.7%	36.1%	100.0%	4.1%	27.6%	66.8%	0.0%	38.8%
%H (All HH)			100.0%	2.0%	58.5%	58.5%	0.0%	91.9%
%H (TV HH)			100.0%	2.0%	58.5%	58.5%	0.0%	
Sky with subscription	1036	1036	1036	11	610	610	0	970
%V	28.0%	29.1%	80.6%	1.7%	22.4%	54.2%	0.0%	31.9%
%H (All HH)			100.0%	1.1%	58.9%	58.9%	0.0%	93.6%
%H (TV HH)			100.0%	1.1%	58.9%	58.9%	0.0%	
Sky without subscription	76	76	76	4	42	42	0	61
%V	2.1%	2.1%	5.9%	0.6%	1.5%	3.7%	0.0%	2.0%
%H (All HH)			100.0%	5.3%	55.3%	55.3%	0.0%	80.3%
%H (TV HH)			100.0%	5.3%	55.3%	55.3%	0.0%	
Freesat	138	138	138	10	89	89	0	122
%V	3.7%	3.9%	10.7%	1.6%	3.3%	7.9%	0.0%	4.0%
%H (All HH)			100.0%	7.2%	64.5%	64.5%	0.0%	88.4%
%H (TV HH)			100.0%	7.2%	64.5%	64.5%	0.0%	
Other satellite provider	79	79	79	2	42	42	0	71
%V	2.1%	2.2%	6.1%	0.3%	1.5%	3.7%	0.0%	2.3%
%H (All HH)			100.0%	2.5%	53.2%	53.2%	0.0%	89.9%
%H (TV HH)			100.0%	2.5%	53.2%	53.2%	0.0%	
DCAB	635	635	26	635	387	387	0	587
%V	17.2%	17.8%	2.0%	100.0%	14.2%	34.4%	0.0%	19.3%
%H (All HH)			4.1%	100.0%	60.9%	60.9%	0.0%	92.4%
%H (TV HH)			4.1%	100.0%	60.9%	60.9%	0.0%	
DTT	2728	2728	752	387	2728	1126	1602	2193
%V	73.7%	76.6%	58.5%	60.9%	100.0%	100.0%	100.0%	72.1%
%H (All HH)		100.0%	27.6%	14.2%	100.0%	41.3%	58.7%	80.4%
%H (TV HH)			27.6%	14.2%	100.0%	41.3%	58.7%	

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

July 2016 - June 2017

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	3701	3563	1285	635	2728	1126	1602	3043
%H (All HH)		96.3%	34.7%	17.2%	73.7%	30.4%	43.3%	82.2%
%H (TV HH)			36.1%	17.8%	76.6%	31.6%	45.0%	
PVR	2151	2151	1121	564	1508	1020	487	1987
%V	58.1%	60.4%	87.2%	88.8%	55.3%	90.6%	30.4%	65.3%
%H (All HH)		100.0%	52.1%	26.2%	70.1%	47.4%	22.6%	92.4%
%H (TV HH)			52.1%	26.2%	70.1%	47.4%	22.6%	
DVDR	64	64	21	12	55	24	32	56
%V	1.7%	1.8%	1.6%	1.9%	2.0%	2.1%	2.0%	1.8%
%H (All HH)		100.0%	32.8%	18.8%	85.9%	37.5%	50.0%	87.5%
%H (TV HH)			32.8%	18.8%	85.9%	37.5%	50.0%	
VCR	26	26	7	2	24	7	17	15
%V	0.7%	0.7%	0.5%	0.3%	0.9%	0.6%	1.1%	0.5%
%H (All HH)		100.0%	26.9%	7.7%	92.3%	26.9%	65.4%	57.7%
%H (TV HH)			26.9%	7.7%	92.3%	26.9%	65.4%	
Any recorder	2189	2189	1125	567	1544	1025	518	2011
%V	59.1%	61.4%	87.5%	89.3%	56.6%	91.0%	32.3%	66.1%
%H (All HH)		100.0%	51.4%	25.9%	70.5%	46.8%	23.7%	91.9%
%H (TV HH)			51.4%	25.9%	70.5%	46.8%	23.7%	
Receives HDTV (via STB or built-in reception)	2394	2394	978	547	1841	948	893	2176
%V	64.7%	67.2%	76.1%	86.1%	67.5%	84.2%	55.7%	71.5%
%H (All HH)		100.0%	40.9%	22.8%	76.9%	39.6%	37.3%	90.9%
%H (TV HH)			40.9%	22.8%	76.9%	39.6%	37.3%	
DVD/Blu-ray player or recorder	2438	2438	945	454	1873	854	1019	2133
%V	65.9%	68.4%	73.5%	71.5%	68.7%	75.8%	63.6%	70.1%
%H (All HH)		100.0%	38.8%	18.6%	76.8%	35.0%	41.8%	87.5%
%H (TV HH)			38.8%	18.6%	76.8%	35.0%	41.8%	

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
July 2016 - June 2017

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3701	3563	1285	635	2728	1126	1602	3043
%H (All HH)		96.3%	34.7%	17.2%	73.7%	30.4%	43.3%	82.2%
%H (TV HH)			36.1%	17.8%	76.6%	31.6%	45.0%	
Has broadband internet	3043	2945	1181	587	2193	1052	1141	3043
%V	82.2%	82.7%	91.9%	92.4%	80.4%	93.4%	71.2%	100.0%
%H (All HH)		96.8%	38.8%	19.3%	72.1%	34.6%	37.5%	100.0%
%H (TV HH)			40.1%	19.9%	74.5%	35.7%	38.7%	
Number of computers (PCs and laptops)								
0	807	760	153	73	640	113	527	194
%V	21.8%	21.3%	11.9%	11.5%	23.5%	10.0%	32.9%	6.4%
%H (All HH)		94.2%	19.0%	9.0%	79.3%	14.0%	65.3%	24.0%
%H (TV HH)			20.1%	9.6%	84.2%	14.9%	69.3%	
1	999	958	331	170	723	282	441	959
%V	27.0%	26.9%	25.8%	26.8%	26.5%	25.0%	27.5%	31.5%
%H (All HH)		95.9%	33.1%	17.0%	72.4%	28.2%	44.1%	96.0%
%H (TV HH)			34.6%	17.7%	75.5%	29.4%	46.0%	
2	805	777	317	142	591	282	309	803
%V	21.8%	21.8%	24.7%	22.4%	21.7%	25.0%	19.3%	26.4%
%H (All HH)		96.5%	39.4%	17.6%	73.4%	35.0%	38.4%	99.8%
%H (TV HH)			40.8%	18.3%	76.1%	36.3%	39.8%	
3	471	459	195	104	341	189	152	469
%V	12.7%	12.9%	15.2%	16.4%	12.5%	16.8%	9.5%	15.4%
%H (All HH)		97.5%	41.4%	22.1%	72.4%	40.1%	32.3%	99.6%
%H (TV HH)			42.5%	22.7%	74.3%	41.2%	33.1%	
4	288	284	122	70	212	120	92	287
%V	7.8%	8.0%	9.5%	11.0%	7.8%	10.7%	5.7%	9.4%
%H (All HH)		98.6%	42.4%	24.3%	73.6%	41.7%	31.9%	99.7%
%H (TV HH)			43.0%	24.6%	74.6%	42.3%	32.4%	
5+	331	324	167	76	221	140	81	331
%V	8.9%	9.1%	13.0%	12.0%	8.1%	12.4%	5.1%	10.9%
%H (All HH)		97.9%	50.5%	23.0%	66.8%	42.3%	24.5%	100.0%
%H (TV HH)			51.5%	23.5%	68.2%	43.2%	25.0%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 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	7251	2952	1417	5731	2859	2873	6339
%H		40.7%	19.5%	79.0%	39.4%	39.6%	87.4%
Under 20"	675	221	119	588	256	332	568
%V	9.3%	7.5%	8.4%	10.3%	9.0%	11.6%	9.0%
%H		32.7%	17.6%	87.1%	37.9%	49.2%	84.1%
20" - 29"	1471	563	259	1240	585	655	1236
%V	20.3%	19.1%	18.3%	21.6%	20.5%	22.8%	19.5%
%H		38.3%	17.6%	84.3%	39.8%	44.5%	84.0%
30" - 39"	2303	899	452	1833	883	950	1973
%V	31.8%	30.5%	31.9%	32.0%	30.9%	33.1%	31.1%
%H		39.0%	19.6%	79.6%	38.3%	41.3%	85.7%
40" - 49"	2026	904	435	1500	819	681	1859
%V	27.9%	30.6%	30.7%	26.2%	28.6%	23.7%	29.3%
%H		44.6%	21.5%	74.0%	40.4%	33.6%	91.8%
50" - 59"	502	260	106	357	222	134	486
%V	6.9%	8.8%	7.5%	6.2%	7.8%	4.7%	7.7%
%H		51.8%	21.1%	71.1%	44.2%	26.7%	96.8%
60"+	35	21	5	24	14	10	33
%V	0.5%	0.7%	0.4%	0.4%	0.5%	0.3%	0.5%
%H		60.0%	14.3%	68.6%	40.0%	28.6%	94.3%
Don't know	239	85	39	190	79	111	184
%V	3.3%	2.9%	2.8%	3.3%	2.8%	3.9%	2.9%
%H		35.6%	16.3%	79.5%	33.1%	46.4%	77.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	7251	2952	1417	5731	2859	2873	6339
%H		40.7%	19.5%	79.0%	39.4%	39.6%	87.4%
Main living room	3556	1286	636	2725	1132	1593	2942
%V	49.0%	43.6%	44.9%	47.5%	39.6%	55.4%	46.4%
%H		36.2%	17.9%	76.6%	31.8%	44.8%	82.7%
Kitchen	409	174	76	353	188	165	356
%V	5.6%	5.9%	5.4%	6.2%	6.6%	5.7%	5.6%
%H		42.5%	18.6%	86.3%	46.0%	40.3%	87.0%
Adult's bedroom	1928	844	409	1580	891	689	1758
%V	26.6%	28.6%	28.9%	27.6%	31.2%	24.0%	27.7%
%H		43.8%	21.2%	82.0%	46.2%	35.7%	91.2%
Child's bedroom	467	236	103	352	226	126	458
%V	6.4%	8.0%	7.3%	6.1%	7.9%	4.4%	7.2%
%H		50.5%	22.1%	75.4%	48.4%	27.0%	98.1%
Other bedroom	296	144	62	241	145	96	279
%V	4.1%	4.9%	4.4%	4.2%	5.1%	3.3%	4.4%
%H		48.6%	20.9%	81.4%	49.0%	32.4%	94.3%
Second living/dining room	384	170	88	308	176	132	347
%V	5.3%	5.8%	6.2%	5.4%	6.2%	4.6%	5.5%
%H		44.3%	22.9%	80.2%	45.8%	34.4%	90.4%
Study/office	55	26	10	45	24	20	52
%V	0.8%	0.9%	0.7%	0.8%	0.8%	0.7%	0.8%
%H		47.3%	18.2%	81.8%	43.6%	36.4%	94.5%
TV room	21	12	3	15	10	5	21
%V	0.3%	0.4%	0.2%	0.3%	0.3%	0.2%	0.3%
%H		57.1%	14.3%	71.4%	47.6%	23.8%	100.0%
Conservatory	93	38	22	77	42	35	87
%V	1.3%	1.3%	1.6%	1.3%	1.5%	1.2%	1.4%
%H		40.9%	23.7%	82.8%	45.2%	37.6%	93.5%
Attic or loft room	5	3	2	3	3	1	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		60.0%	40.0%	60.0%	60.0%	20.0%	100.0%
No specific location	7	2	2	5	2	3	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		28.6%	28.6%	71.4%	28.6%	42.9%	85.7%
Other	30	17	5	27	19	8	29
%V	0.4%	0.6%	0.4%	0.5%	0.7%	0.3%	0.5%
%H		56.7%	16.7%	90.0%	63.3%	26.7%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	7251	2952	1417	5731	2859	2873	6339
%H		40.7%	19.5%	79.0%	39.4%	39.6%	87.4%
PVR	2941	1658	775	1968	1417	551	2755
%V	40.6%	56.2%	54.7%	34.3%	49.6%	19.2%	43.5%
%H		56.4%	26.4%	66.9%	48.2%	18.7%	93.7%
DVDR	67	23	13	59	26	32	59
%V	0.9%	0.8%	0.9%	1.0%	0.9%	1.1%	0.9%
%H		34.3%	19.4%	88.1%	38.8%	47.8%	88.1%
VCR	27	8	2	25	8	17	17
%V	0.4%	0.3%	0.1%	0.4%	0.3%	0.6%	0.3%
%H		29.6%	7.4%	92.6%	29.6%	63.0%	63.0%
Any recorder	2989	1665	778	2012	1425	587	2788
%V	41.2%	56.4%	54.9%	35.1%	49.8%	20.4%	44.0%
%H		55.7%	26.0%	67.3%	47.7%	19.6%	93.3%

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	7251	2952	1417	5731	2859	2873	6339
%H		40.7%	19.5%	79.0%	39.4%	39.6%	87.4%
Receives HDTV (via STB or built-in reception)	3766	1641	890	2943	1661	1281	3497
%V	51.9%	55.6%	62.8%	51.4%	58.1%	44.6%	55.2%
%H		43.6%	23.6%	78.1%	44.1%	34.0%	92.9%
DVD/Blu-ray player or recorder	3600	1496	716	2789	1406	1383	3238
%V	49.6%	50.7%	50.5%	48.7%	49.2%	48.1%	51.1%
%H		41.6%	19.9%	77.5%	39.1%	38.4%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	3563	1285	635	2728	1126	1602	2945
%H		36.1%	17.8%	76.6%	31.6%	45.0%	82.7%
Under 20"	33	3	2	28	3	25	23
%V	0.9%	0.2%	0.3%	1.0%	0.3%	1.6%	0.8%
%H		9.1%	6.1%	84.8%	9.1%	75.8%	69.7%
20" - 29"	316	59	33	270	53	217	187
%V	8.9%	4.6%	5.2%	9.9%	4.7%	13.5%	6.3%
%H		18.7%	10.4%	85.4%	16.8%	68.7%	59.2%
30" - 39"	1119	322	171	892	282	609	846
%V	31.4%	25.1%	26.9%	32.7%	25.0%	38.0%	28.7%
%H		28.8%	15.3%	79.7%	25.2%	54.4%	75.6%
40" - 49"	1531	633	323	1140	572	568	1381
%V	43.0%	49.3%	50.9%	41.8%	50.8%	35.5%	46.9%
%H		41.3%	21.1%	74.5%	37.4%	37.1%	90.2%
50" - 59"	421	216	88	293	180	113	407
%V	11.8%	16.8%	13.9%	10.7%	16.0%	7.1%	13.8%
%H		51.3%	20.9%	69.6%	42.8%	26.8%	96.7%
60"+	29	18	5	20	13	7	27
%V	0.8%	1.4%	0.8%	0.7%	1.2%	0.4%	0.9%
%H		62.1%	17.2%	69.0%	44.8%	24.1%	93.1%
Don't know	114	33	14	85	23	63	74
%V	3.2%	2.6%	2.2%	3.1%	2.0%	3.9%	2.5%
%H		28.9%	12.3%	74.6%	20.2%	55.3%	64.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	3563	1285	635	2728	1126	1602	2945
%H		36.1%	17.8%	76.6%	31.6%	45.0%	82.7%
PVR	2109	1105	556	1474	1006	469	1949
%V	59.2%	86.0%	87.6%	54.0%	89.3%	29.3%	66.2%
%H		52.4%	26.4%	69.9%	47.7%	22.2%	92.4%
DVDR	56	17	10	49	19	30	47
%V	1.6%	1.3%	1.6%	1.8%	1.7%	1.9%	1.6%
%H		30.4%	17.9%	87.5%	33.9%	53.6%	83.9%
VCR	21	5	2	20	6	14	13
%V	0.6%	0.4%	0.3%	0.7%	0.5%	0.9%	0.4%
%H		23.8%	9.5%	95.2%	28.6%	66.7%	61.9%
Any recorder	2147	1109	559	1510	1011	499	1974
%V	60.3%	86.3%	88.0%	55.4%	89.8%	31.1%	67.0%
%H		51.7%	26.0%	70.3%	47.1%	23.2%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: 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	3563	1285	635	2728	1126	1602	2945
%H		36.1%	17.8%	76.6%	31.6%	45.0%	82.7%
Receives HDTV (via STB or built-in reception)	2316	948	535	1773	916	857	2112
%V	65.0%	73.8%	84.3%	65.0%	81.3%	53.5%	71.7%
%H		40.9%	23.1%	76.6%	39.6%	37.0%	91.2%
DVD/Blu-ray player or recorder	2170	823	397	1669	741	927	1888
%V	60.9%	64.0%	62.5%	61.2%	65.8%	57.9%	64.1%
%H		37.9%	18.3%	76.9%	34.1%	42.7%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	3688	1667	782	3003	1733	1271	3394
%H		45.2%	21.2%	81.4%	47.0%	34.5%	92.0%
Under 20"	642	217	117	560	253	307	545
%V	17.4%	13.0%	15.0%	18.6%	14.6%	24.2%	16.1%
%H		33.8%	18.2%	87.2%	39.4%	47.8%	84.9%
20" - 29"	1155	504	227	969	532	437	1049
%V	31.3%	30.2%	29.0%	32.3%	30.7%	34.4%	30.9%
%H		43.6%	19.7%	83.9%	46.1%	37.8%	90.8%
30" - 39"	1184	577	281	942	601	341	1128
%V	32.1%	34.6%	35.9%	31.4%	34.7%	26.8%	33.2%
%H		48.7%	23.7%	79.6%	50.8%	28.8%	95.3%
40" - 49"	494	272	112	360	246	114	479
%V	13.4%	16.3%	14.3%	12.0%	14.2%	9.0%	14.1%
%H		55.1%	22.7%	72.9%	49.8%	23.1%	97.0%
50" - 59"	81	44	18	64	43	21	80
%V	2.2%	2.6%	2.3%	2.1%	2.5%	1.7%	2.4%
%H		54.3%	22.2%	79.0%	53.1%	25.9%	98.8%
60"+	6	2	0	4	1	3	6
%V	0.2%	0.1%	0.0%	0.1%	0.1%	0.2%	0.2%
%H		33.3%	0.0%	66.7%	16.7%	50.0%	100.0%
Don't know	125	52	26	105	57	48	110
%V	3.4%	3.1%	3.3%	3.5%	3.3%	3.8%	3.2%
%H		41.6%	20.8%	84.0%	45.6%	38.4%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	3688	1667	782	3003	1733	1271	3394
%H		45.2%	21.2%	81.4%	47.0%	34.5%	92.0%
PVR	832	553	219	493	411	82	806
%V	22.6%	33.2%	28.0%	16.4%	23.7%	6.5%	23.7%
%H		66.5%	26.3%	59.3%	49.4%	9.9%	96.9%
DVDR	11	6	3	10	7	3	11
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.2%	0.3%
%H		54.5%	27.3%	90.9%	63.6%	27.3%	100.0%
VCR	6	3	0	5	2	3	4
%V	0.2%	0.2%	0.0%	0.2%	0.1%	0.2%	0.1%
%H		50.0%	0.0%	83.3%	33.3%	50.0%	66.7%
Any recorder	842	557	219	502	414	88	814
%V	22.8%	33.4%	28.0%	16.7%	23.9%	6.9%	24.0%
%H		66.2%	26.0%	59.6%	49.2%	10.5%	96.7%

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	3688	1667	782	3003	1733	1271	3394
%H		45.2%	21.2%	81.4%	47.0%	34.5%	92.0%
Receives HDTV (via STB or built-in reception)	1450	693	355	1170	745	424	1385
%V	39.3%	41.6%	45.4%	39.0%	43.0%	33.4%	40.8%
%H		47.8%	24.5%	80.7%	51.4%	29.2%	95.5%
DVD/Blu-ray player or recorder	1429	673	319	1120	665	455	1350
%V	38.7%	40.4%	40.8%	37.3%	38.4%	35.8%	39.8%
%H		47.1%	22.3%	78.4%	46.5%	31.8%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	8800	8502	3506	1699	6254	3043	3211	7864
%H		96.6%	39.8%	19.3%	71.1%	34.6%	36.5%	89.4%
Total Children	1767	1719	819	364	1129	619	510	1710
%V	20.1%	20.2%	23.4%	21.4%	18.1%	20.3%	15.9%	21.7%
%H		97.3%	46.3%	20.6%	63.9%	35.0%	28.9%	96.8%
0 - 3	422	401	185	82	257	132	125	405
%V	4.8%	4.7%	5.3%	4.8%	4.1%	4.3%	3.9%	5.2%
%H		95.0%	43.8%	19.4%	60.9%	31.3%	29.6%	96.0%
4 - 15	1346	1318	634	282	872	487	385	1305
%V	15.3%	15.5%	18.1%	16.6%	13.9%	16.0%	12.0%	16.6%
%H		97.9%	47.1%	21.0%	64.8%	36.2%	28.6%	97.0%
4 - 9	703	686	327	140	438	233	204	679
%V	8.0%	8.1%	9.3%	8.2%	7.0%	7.7%	6.4%	8.6%
%H		97.6%	46.5%	19.9%	62.3%	33.1%	29.0%	96.6%
10 - 15	642	633	307	142	435	254	181	626
%V	7.3%	7.4%	8.8%	8.4%	7.0%	8.3%	5.6%	8.0%
%H		98.6%	47.8%	22.1%	67.8%	39.6%	28.2%	97.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	8800	8502	3506	1699	6254	3043	3211	7864
%H		96.6%	39.8%	19.3%	71.1%	34.6%	36.5%	89.4%
Total Adults (16+)	7033	6783	2686	1336	5125	2424	2701	6155
%V	79.9%	79.8%	76.6%	78.6%	81.9%	79.7%	84.1%	78.3%
%H		96.4%	38.2%	19.0%	72.9%	34.5%	38.4%	87.5%
16 - 19	414	398	198	89	294	185	109	407
%V	4.7%	4.7%	5.6%	5.2%	4.7%	6.1%	3.4%	5.2%
%H		96.1%	47.8%	21.5%	71.0%	44.7%	26.3%	98.3%
20 - 24	544	493	181	118	351	180	172	524
%V	6.2%	5.8%	5.2%	6.9%	5.6%	5.9%	5.4%	6.7%
%H		90.6%	33.3%	21.7%	64.5%	33.1%	31.6%	96.3%
25 - 34	1171	1091	447	227	726	346	380	1116
%V	13.3%	12.8%	12.7%	13.4%	11.6%	11.4%	11.8%	14.2%
%H		93.2%	38.2%	19.4%	62.0%	29.5%	32.5%	95.3%
35 - 44	1082	1036	497	197	723	397	326	1037
%V	12.3%	12.2%	14.2%	11.6%	11.6%	13.0%	10.2%	13.2%
%H		95.7%	45.9%	18.2%	66.8%	36.7%	30.1%	95.8%
45 - 54	1228	1204	520	268	919	499	420	1168
%V	14.0%	14.2%	14.8%	15.8%	14.7%	16.4%	13.1%	14.9%
%H		98.0%	42.3%	21.8%	74.8%	40.6%	34.2%	95.1%
55 - 64	1020	1004	387	199	793	370	423	914
%V	11.6%	11.8%	11.0%	11.7%	12.7%	12.2%	13.2%	11.6%
%H		98.4%	37.9%	19.5%	77.7%	36.3%	41.5%	89.6%
65+	1574	1557	456	237	1318	447	871	989
%V	17.9%	18.3%	13.0%	13.9%	21.1%	14.7%	27.1%	12.6%
%H		98.9%	29.0%	15.1%	83.7%	28.4%	55.3%	62.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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+)		7033	6783	2686	1336	5125	2424	2701	6155
	%H		96.4%	38.2%	19.0%	72.9%	34.5%	38.4%	87.5%
AB		1682	1649	704	312	1235	615	620	1633
	%V	23.9%	24.3%	26.2%	23.4%	24.1%	25.4%	23.0%	26.5%
	%H		98.0%	41.9%	18.5%	73.4%	36.6%	36.9%	97.1%
C1		1912	1825	773	384	1360	717	643	1759
	%V	27.2%	26.9%	28.8%	28.7%	26.5%	29.6%	23.8%	28.6%
	%H		95.4%	40.4%	20.1%	71.1%	37.5%	33.6%	92.0%
C2		1525	1484	553	319	1164	563	601	1351
	%V	21.7%	21.9%	20.6%	23.9%	22.7%	23.2%	22.3%	21.9%
	%H		97.3%	36.3%	20.9%	76.3%	36.9%	39.4%	88.6%
D		1245	1185	476	217	861	369	492	999
	%V	17.7%	17.5%	17.7%	16.2%	16.8%	15.2%	18.2%	16.2%
	%H		95.2%	38.2%	17.4%	69.2%	29.6%	39.5%	80.2%
E		669	640	180	103	505	161	344	412
	%V	9.5%	9.4%	6.7%	7.7%	9.9%	6.6%	12.7%	6.7%
	%H		95.7%	26.9%	15.4%	75.5%	24.1%	51.4%	61.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	7033	6783	2686	1336	5125	2424	2701	6155
%H		96.4%	38.2%	19.0%	72.9%	34.5%	38.4%	87.5%
Working full time	3264	3153	1402	650	2294	1231	1063	3146
%V	46.4%	46.5%	52.2%	48.7%	44.8%	50.8%	39.4%	51.1%
%H		96.6%	43.0%	19.9%	70.3%	37.7%	32.6%	96.4%
Working part time	661	642	257	150	476	240	235	623
%V	9.4%	9.5%	9.6%	11.2%	9.3%	9.9%	8.7%	10.1%
%H		97.1%	38.9%	22.7%	72.0%	36.3%	35.6%	94.3%
Not working	3108	2988	1028	536	2356	953	1403	2386
%V	44.2%	44.1%	38.3%	40.1%	46.0%	39.3%	51.9%	38.8%
%H		96.1%	33.1%	17.2%	75.8%	30.7%	45.1%	76.8%
Housewife/Houseperson	3701	3563	1285	635	2728	1126	1602	3043
%V	52.6%	52.5%	47.8%	47.5%	53.2%	46.5%	59.3%	49.4%
%H		96.3%	34.7%	17.2%	73.7%	30.4%	43.3%	82.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	3459	3304	1325	672	2478	1203	1275	3067
%H		95.5%	38.3%	19.4%	71.6%	34.8%	36.9%	88.7%
16 - 19	222	213	110	50	152	101	51	218
%V	6.4%	6.4%	8.3%	7.4%	6.1%	8.4%	4.0%	7.1%
%H		95.9%	49.5%	22.5%	68.5%	45.5%	23.0%	98.2%
20 - 24	279	247	91	66	174	94	80	270
%V	8.1%	7.5%	6.9%	9.8%	7.0%	7.8%	6.3%	8.8%
%H		88.5%	32.6%	23.7%	62.4%	33.7%	28.7%	96.8%
25 - 34	594	545	215	121	371	180	191	564
%V	17.2%	16.5%	16.2%	18.0%	15.0%	15.0%	15.0%	18.4%
%H		91.8%	36.2%	20.4%	62.5%	30.3%	32.2%	94.9%
35 - 44	534	504	232	92	351	178	173	509
%V	15.4%	15.3%	17.5%	13.7%	14.2%	14.8%	13.6%	16.6%
%H		94.4%	43.4%	17.2%	65.7%	33.3%	32.4%	95.3%
45 - 54	607	592	252	136	451	248	203	571
%V	17.5%	17.9%	19.0%	20.2%	18.2%	20.6%	15.9%	18.6%
%H		97.5%	41.5%	22.4%	74.3%	40.9%	33.4%	94.1%
55 - 64	504	494	194	93	390	181	209	447
%V	14.6%	15.0%	14.6%	13.8%	15.7%	15.0%	16.4%	14.6%
%H		98.0%	38.5%	18.5%	77.4%	35.9%	41.5%	88.7%
65+	719	710	230	115	590	222	368	488
%V	20.8%	21.5%	17.4%	17.1%	23.8%	18.5%	28.9%	15.9%
%H		98.7%	32.0%	16.0%	82.1%	30.9%	51.2%	67.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)		3459	3304	1325	672	2478	1203	1275	3067
	%H		95.5%	38.3%	19.4%	71.6%	34.8%	36.9%	88.7%
AB		859	839	359	169	624	319	305	839
	%V	24.8%	25.4%	27.1%	25.1%	25.2%	26.5%	23.9%	27.4%
	%H		97.7%	41.8%	19.7%	72.6%	37.1%	35.5%	97.7%
C1		907	856	371	190	624	343	281	848
	%V	26.2%	25.9%	28.0%	28.3%	25.2%	28.5%	22.0%	27.6%
	%H		94.4%	40.9%	20.9%	68.8%	37.8%	31.0%	93.5%
C2		814	784	288	160	617	287	330	713
	%V	23.5%	23.7%	21.7%	23.8%	24.9%	23.9%	25.9%	23.2%
	%H		96.3%	35.4%	19.7%	75.8%	35.3%	40.5%	87.6%
D		595	556	227	104	405	178	227	491
	%V	17.2%	16.8%	17.1%	15.5%	16.3%	14.8%	17.8%	16.0%
	%H		93.4%	38.2%	17.5%	68.1%	29.9%	38.2%	82.5%
E		283	269	80	49	208	76	132	176
	%V	8.2%	8.1%	6.0%	7.3%	8.4%	6.3%	10.4%	5.7%
	%H		95.1%	28.3%	17.3%	73.5%	26.9%	46.6%	62.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	3459	3304	1325	672	2478	1203	1275	3067
%H		95.5%	38.3%	19.4%	71.6%	34.8%	36.9%	88.7%
Working full time	2006	1923	837	408	1396	740	656	1920
%V	58.0%	58.2%	63.2%	60.7%	56.3%	61.5%	51.5%	62.6%
%H		95.9%	41.7%	20.3%	69.6%	36.9%	32.7%	95.7%
Working part time	141	131	48	23	101	44	57	128
%V	4.1%	4.0%	3.6%	3.4%	4.1%	3.7%	4.5%	4.2%
%H		92.9%	34.0%	16.3%	71.6%	31.2%	40.4%	90.8%
Not working	1311	1250	440	242	981	419	562	1019
%V	37.9%	37.8%	33.2%	36.0%	39.6%	34.8%	44.1%	33.2%
%H		95.3%	33.6%	18.5%	74.8%	32.0%	42.9%	77.7%
Housewife/Houseperson	776	714	213	110	550	175	375	570
%V	22.4%	21.6%	16.1%	16.4%	22.2%	14.5%	29.4%	18.6%
%H		92.0%	27.4%	14.2%	70.9%	22.6%	48.3%	73.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	3574	3480	1362	663	2647	1221	1426	3088
%H		97.4%	38.1%	18.6%	74.1%	34.2%	39.9%	86.4%
16 - 19	192	185	87	40	142	84	58	190
%V	5.4%	5.3%	6.4%	6.0%	5.4%	6.9%	4.1%	6.2%
%H		96.4%	45.3%	20.8%	74.0%	43.8%	30.2%	99.0%
20 - 24	265	246	90	52	177	86	91	255
%V	7.4%	7.1%	6.6%	7.8%	6.7%	7.0%	6.4%	8.3%
%H		92.8%	34.0%	19.6%	66.8%	32.5%	34.3%	96.2%
25 - 34	577	546	232	107	355	166	189	551
%V	16.1%	15.7%	17.0%	16.1%	13.4%	13.6%	13.3%	17.8%
%H		94.6%	40.2%	18.5%	61.5%	28.8%	32.8%	95.5%
35 - 44	548	533	265	106	372	219	153	528
%V	15.3%	15.3%	19.5%	16.0%	14.1%	17.9%	10.7%	17.1%
%H		97.3%	48.4%	19.3%	67.9%	40.0%	27.9%	96.4%
45 - 54	621	613	268	133	468	251	217	596
%V	17.4%	17.6%	19.7%	20.1%	17.7%	20.6%	15.2%	19.3%
%H		98.7%	43.2%	21.4%	75.4%	40.4%	34.9%	96.0%
55 - 64	516	510	193	105	404	189	215	467
%V	14.4%	14.7%	14.2%	15.8%	15.3%	15.5%	15.1%	15.1%
%H		98.8%	37.4%	20.3%	78.3%	36.6%	41.7%	90.5%
65+	855	847	226	122	729	226	503	501
%V	23.9%	24.3%	16.6%	18.4%	27.5%	18.5%	35.3%	16.2%
%H		99.1%	26.4%	14.3%	85.3%	26.4%	58.8%	58.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)		3574	3480	1362	663	2647	1221	1426	3088
%H			97.4%	38.1%	18.6%	74.1%	34.2%	39.9%	86.4%
AB		822	809	346	144	611	296	315	794
%V		23.0%	23.2%	25.4%	21.7%	23.1%	24.2%	22.1%	25.7%
%H			98.4%	42.1%	17.5%	74.3%	36.0%	38.3%	96.6%
C1		1005	970	403	194	736	374	362	911
%V		28.1%	27.9%	29.6%	29.3%	27.8%	30.6%	25.4%	29.5%
%H			96.5%	40.1%	19.3%	73.2%	37.2%	36.0%	90.6%
C2		711	699	265	159	547	276	271	639
%V		19.9%	20.1%	19.5%	24.0%	20.7%	22.6%	19.0%	20.7%
%H			98.3%	37.3%	22.4%	76.9%	38.8%	38.1%	89.9%
D		650	629	248	113	456	191	265	508
%V		18.2%	18.1%	18.2%	17.0%	17.2%	15.6%	18.6%	16.5%
%H			96.8%	38.2%	17.4%	70.2%	29.4%	40.8%	78.2%
E		386	371	100	53	297	85	212	236
%V		10.8%	10.7%	7.3%	8.0%	11.2%	7.0%	14.9%	7.6%
%H			96.1%	25.9%	13.7%	76.9%	22.0%	54.9%	61.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	3574	3480	1362	663	2647	1221	1426	3088
%H		97.4%	38.1%	18.6%	74.1%	34.2%	39.9%	86.4%
Working full time	1258	1230	565	242	899	492	407	1226
%V	35.2%	35.3%	41.5%	36.5%	34.0%	40.3%	28.5%	39.7%
%H		97.8%	44.9%	19.2%	71.5%	39.1%	32.4%	97.5%
Working part time	519	512	208	127	374	196	178	495
%V	14.5%	14.7%	15.3%	19.2%	14.1%	16.1%	12.5%	16.0%
%H		98.7%	40.1%	24.5%	72.1%	37.8%	34.3%	95.4%
Not working	1797	1738	588	294	1374	534	840	1366
%V	50.3%	49.9%	43.2%	44.3%	51.9%	43.7%	58.9%	44.2%
%H		96.7%	32.7%	16.4%	76.5%	29.7%	46.7%	76.0%
Housewife/Houseperson	2926	2849	1072	525	2177	951	1227	2473
%V	81.9%	81.9%	78.7%	79.2%	82.2%	77.9%	86.0%	80.1%
%H		97.4%	36.6%	17.9%	74.4%	32.5%	41.9%	84.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2016 - June 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	1999	1930	872	238	1330	546	784	1760
%H (All HH)		96.5%	43.6%	11.9%	66.5%	27.3%	39.2%	88.0%
%H (TV HH)			45.2%	12.3%	68.9%	28.3%	40.6%	
AB	537	517	217	66	353	130	224	511
%V	26.9%	26.8%	24.9%	27.7%	26.5%	23.8%	28.6%	29.0%
%H (All HH)		96.3%	40.4%	12.3%	65.7%	24.2%	41.7%	95.2%
%H (TV HH)			42.0%	12.8%	68.3%	25.1%	43.3%	
C1	598	581	292	72	387	180	207	555
%V	29.9%	30.1%	33.5%	30.3%	29.1%	33.0%	26.4%	31.5%
%H (All HH)		97.2%	48.8%	12.0%	64.7%	30.1%	34.6%	92.8%
%H (TV HH)			50.3%	12.4%	66.6%	31.0%	35.6%	
C2	421	410	203	53	294	140	154	381
%V	21.1%	21.2%	23.3%	22.3%	22.1%	25.6%	19.6%	21.6%
%H (All HH)		97.4%	48.2%	12.6%	69.8%	33.3%	36.6%	90.5%
%H (TV HH)			49.5%	12.9%	71.7%	34.1%	37.6%	
D	274	259	109	34	171	67	105	214
%V	13.7%	13.4%	12.5%	14.3%	12.9%	12.3%	13.4%	12.2%
%H (All HH)		94.5%	39.8%	12.4%	62.4%	24.5%	38.3%	78.1%
%H (TV HH)			42.1%	13.1%	66.0%	25.9%	40.5%	
E	169	162	51	13	125	30	94	100
%V	8.5%	8.4%	5.8%	5.5%	9.4%	5.5%	12.0%	5.7%
%H (All HH)		95.9%	30.2%	7.7%	74.0%	17.8%	55.6%	59.2%
%H (TV HH)			31.5%	8.0%	77.2%	18.5%	58.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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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	1999	1930	872	238	1330	546	784	1760
%H (All HH)		96.5%	43.6%	11.9%	66.5%	27.3%	39.2%	88.0%
%H (TV HH)			45.2%	12.3%	68.9%	28.3%	40.6%	
Under 25	68	56	24	7	34	18	16	66
%V	3.4%	2.9%	2.8%	2.9%	2.6%	3.3%	2.0%	3.8%
%H (All HH)		82.4%	35.3%	10.3%	50.0%	26.5%	23.5%	97.1%
%H (TV HH)			42.9%	12.5%	60.7%	32.1%	28.6%	
25 - 34	291	272	132	39	151	76	76	288
%V	14.6%	14.1%	15.1%	16.4%	11.4%	13.9%	9.7%	16.4%
%H (All HH)		93.5%	45.4%	13.4%	51.9%	26.1%	26.1%	99.0%
%H (TV HH)			48.5%	14.3%	55.5%	27.9%	27.9%	
35 - 44	327	312	174	47	179	96	83	322
%V	16.4%	16.2%	20.0%	19.7%	13.5%	17.6%	10.6%	18.3%
%H (All HH)		95.4%	53.2%	14.4%	54.7%	29.4%	25.4%	98.5%
%H (TV HH)			55.8%	15.1%	57.4%	30.8%	26.6%	
45 - 54	366	357	181	57	242	120	122	351
%V	18.3%	18.5%	20.8%	23.9%	18.2%	22.0%	15.6%	19.9%
%H (All HH)		97.5%	49.5%	15.6%	66.1%	32.8%	33.3%	95.9%
%H (TV HH)			50.7%	16.0%	67.8%	33.6%	34.2%	
55 - 64	358	354	157	44	260	103	157	335
%V	17.9%	18.3%	18.0%	18.5%	19.5%	18.9%	20.0%	19.0%
%H (All HH)		98.9%	43.9%	12.3%	72.6%	28.8%	43.9%	93.6%
%H (TV HH)			44.4%	12.4%	73.4%	29.1%	44.4%	
65 +	589	578	205	44	463	134	329	396
%V	29.5%	29.9%	23.5%	18.5%	34.8%	24.5%	42.0%	22.5%
%H (All HH)		98.1%	34.8%	7.5%	78.6%	22.8%	55.9%	67.2%
%H (TV HH)			35.5%	7.6%	80.1%	23.2%	56.9%	

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

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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	1999	1930	872	238	1330	546	784	1760
%H (All HH)		96.5%	43.6%	11.9%	66.5%	27.3%	39.2%	88.0%
%H (TV HH)			45.2%	12.3%	68.9%	28.3%	40.6%	
1	570	530	186	45	380	92	288	399
%V	28.5%	27.5%	21.3%	18.9%	28.6%	16.8%	36.7%	22.7%
%H (All HH)		93.0%	32.6%	7.9%	66.7%	16.1%	50.5%	70.0%
%H (TV HH)			35.1%	8.5%	71.7%	17.4%	54.3%	
2	732	718	304	88	523	211	312	673
%V	36.6%	37.2%	34.9%	37.0%	39.3%	38.6%	39.8%	38.2%
%H (All HH)		98.1%	41.5%	12.0%	71.4%	28.8%	42.6%	91.9%
%H (TV HH)			42.3%	12.3%	72.8%	29.4%	43.5%	
3	297	288	165	36	191	108	84	291
%V	14.9%	14.9%	18.9%	15.1%	14.4%	19.8%	10.7%	16.5%
%H (All HH)		97.0%	55.6%	12.1%	64.3%	36.4%	28.3%	98.0%
%H (TV HH)			57.3%	12.5%	66.3%	37.5%	29.2%	
4	277	275	150	48	172	97	75	275
%V	13.9%	14.2%	17.2%	20.2%	12.9%	17.8%	9.6%	15.6%
%H (All HH)		99.3%	54.2%	17.3%	62.1%	35.0%	27.1%	99.3%
%H (TV HH)			54.5%	17.5%	62.5%	35.3%	27.3%	
5+	123	119	67	21	64	38	25	123
%V	6.2%	6.2%	7.7%	8.8%	4.8%	7.0%	3.2%	7.0%
%H (All HH)		96.7%	54.5%	17.1%	52.0%	30.9%	20.3%	100.0%
%H (TV HH)			56.3%	17.6%	53.8%	31.9%	21.0%	
Average HH size	2.35	2.37	2.58	2.65	2.28	2.62	2.04	2.49

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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Table 4.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1999	1930	872	238	1330	546	784	1760
%H (All HH)		96.5%	43.6%	11.9%	66.5%	27.3%	39.2%	88.0%
%H (TV HH)			45.2%	12.3%	68.9%	28.3%	40.6%	
Without	1492	1431	591	166	1031	377	654	1256
%V	74.6%	74.1%	67.8%	69.7%	77.5%	69.0%	83.4%	71.4%
%H (All HH)		95.9%	39.6%	11.1%	69.1%	25.3%	43.8%	84.2%
%H (TV HH)			41.3%	11.6%	72.0%	26.3%	45.7%	
With	507	498	280	72	299	169	130	504
%V	25.4%	25.8%	32.1%	30.3%	22.5%	31.0%	16.6%	28.6%
%H (All HH)		98.2%	55.2%	14.2%	59.0%	33.3%	25.6%	99.4%
%H (TV HH)			56.2%	14.5%	60.0%	33.9%	26.1%	
0 - 3	178	176	95	23	102	54	48	177
%V	8.9%	9.1%	10.9%	9.7%	7.7%	9.9%	6.1%	10.1%
%H (All HH)		98.9%	53.4%	12.9%	57.3%	30.3%	27.0%	99.4%
%H (TV HH)			54.0%	13.1%	58.0%	30.7%	27.3%	
4 - 9	267	261	153	41	140	85	55	265
%V	13.4%	13.5%	17.5%	17.2%	10.5%	15.6%	7.0%	15.1%
%H (All HH)		97.8%	57.3%	15.4%	52.4%	31.8%	20.6%	99.3%
%H (TV HH)			58.6%	15.7%	53.6%	32.6%	21.1%	
10 - 15	240	237	127	38	152	85	67	238
%V	12.0%	12.3%	14.6%	16.0%	11.4%	15.6%	8.5%	13.5%
%H (All HH)		98.8%	52.9%	15.8%	63.3%	35.4%	27.9%	99.2%
%H (TV HH)			53.6%	16.0%	64.1%	35.9%	28.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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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	1999	1930	872	238	1330	546	784	1760
%H (All HH)		96.5%	43.6%	11.9%	66.5%	27.3%	39.2%	88.0%
%H (TV HH)			45.2%	12.3%	68.9%	28.3%	40.6%	
1	727	727	260	78	439	80	358	599
%V	36.4%	37.7%	29.8%	32.8%	33.0%	14.7%	45.7%	34.0%
%H (All HH)		100.0%	35.8%	10.7%	60.4%	11.0%	49.2%	82.4%
%H (TV HH)			35.8%	10.7%	60.4%	11.0%	49.2%	
2	663	663	313	81	462	203	259	580
%V	33.2%	34.4%	35.9%	34.0%	34.7%	37.2%	33.0%	33.0%
%H (All HH)		100.0%	47.2%	12.2%	69.7%	30.6%	39.1%	87.5%
%H (TV HH)			47.2%	12.2%	69.7%	30.6%	39.1%	
3	303	303	162	43	233	133	100	289
%V	15.2%	15.7%	18.6%	18.1%	17.5%	24.4%	12.8%	16.4%
%H (All HH)		100.0%	53.5%	14.2%	76.9%	43.9%	33.0%	95.4%
%H (TV HH)			53.5%	14.2%	76.9%	43.9%	33.0%	
4	156	156	84	23	124	75	49	153
%V	7.8%	8.1%	9.6%	9.7%	9.3%	13.7%	6.3%	8.7%
%H (All HH)		100.0%	53.8%	14.7%	79.5%	48.1%	31.4%	98.1%
%H (TV HH)			53.8%	14.7%	79.5%	48.1%	31.4%	
5+	81	81	52	14	73	55	18	79
%V	4.1%	4.2%	6.0%	5.9%	5.5%	10.1%	2.3%	4.5%
%H (All HH)		100.0%	64.2%	17.3%	90.1%	67.9%	22.2%	97.5%
%H (TV HH)			64.2%	17.3%	90.1%	67.9%	22.2%	

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

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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	1999	1930	872	238	1330	546	784	1760
%V (All HH)		96.5%	43.6%	11.9%	66.5%	27.3%	39.2%	88.0%
%H (TV HH)			45.2%	12.3%	68.9%	28.3%	40.6%	
Under 20"	379	379	159	53	314	149	165	328
%V	19.0%	19.6%	18.2%	22.3%	23.6%	27.3%	21.0%	18.6%
%H (All HH)		100.0%	42.0%	14.0%	82.8%	39.3%	43.5%	86.5%
%H (TV HH)			42.0%	14.0%	82.8%	39.3%	43.5%	
20" - 29"	596	596	248	70	477	202	275	516
%V	29.8%	30.9%	28.4%	29.4%	35.9%	37.0%	35.1%	29.3%
%H (All HH)		100.0%	41.6%	11.7%	80.0%	33.9%	46.1%	86.6%
%H (TV HH)			41.6%	11.7%	80.0%	33.9%	46.1%	
30" - 39"	1009	1009	484	126	705	314	391	888
%V	50.5%	52.3%	55.5%	52.9%	53.0%	57.5%	49.9%	50.5%
%H (All HH)		100.0%	48.0%	12.5%	69.9%	31.1%	38.8%	88.0%
%H (TV HH)			48.0%	12.5%	69.9%	31.1%	38.8%	
40" - 49"	911	911	456	130	618	314	304	857
%V	45.6%	47.2%	52.3%	54.6%	46.5%	57.5%	38.8%	48.7%
%H (All HH)		100.0%	50.1%	14.3%	67.8%	34.5%	33.4%	94.1%
%H (TV HH)			50.1%	14.3%	67.8%	34.5%	33.4%	
50" - 59"	306	306	192	44	190	121	69	298
%V	15.3%	15.9%	22.0%	18.5%	14.3%	22.2%	8.8%	16.9%
%H (All HH)		100.0%	62.7%	14.4%	62.1%	39.5%	22.5%	97.4%
%H (TV HH)			62.7%	14.4%	62.1%	39.5%	22.5%	
60"+	24	24	15	3	16	8	7	24
%V	1.2%	1.2%	1.7%	1.3%	1.2%	1.5%	0.9%	1.4%
%H (All HH)		100.0%	62.5%	12.5%	66.7%	33.3%	29.2%	100.0%
%H (TV HH)			62.5%	12.5%	66.7%	33.3%	29.2%	

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

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Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1999	1930	872	238	1330	546	784	1760
%H (All HH)		96.5%	43.6%	11.9%	66.5%	27.3%	39.2%	88.0%
%H (TV HH)			45.2%	12.3%	68.9%	28.3%	40.6%	
Main living room	1911	1911	865	237	1319	543	776	1683
%V	95.6%	99.0%	99.2%	99.6%	99.2%	99.5%	99.0%	95.6%
%H (All HH)		100.0%	45.3%	12.4%	69.0%	28.4%	40.6%	88.1%
%H (TV HH)			45.3%	12.4%	69.0%	28.4%	40.6%	
Kitchen	271	271	124	36	231	121	110	249
%V	13.6%	14.0%	14.2%	15.1%	17.4%	22.2%	14.0%	14.1%
%H (All HH)		100.0%	45.8%	13.3%	85.2%	44.6%	40.6%	91.9%
%H (TV HH)			45.8%	13.3%	85.2%	44.6%	40.6%	
Adult's bedroom	912	912	478	129	685	382	304	838
%V	45.6%	47.3%	54.8%	54.2%	51.5%	70.0%	38.8%	47.6%
%H (All HH)		100.0%	52.4%	14.1%	75.1%	41.9%	33.3%	91.9%
%H (TV HH)			52.4%	14.1%	75.1%	41.9%	33.3%	
Child's bedroom	170	170	98	27	118	76	42	170
%V	8.5%	8.8%	11.2%	11.3%	8.9%	13.9%	5.4%	9.7%
%H (All HH)		100.0%	57.6%	15.9%	69.4%	44.7%	24.7%	100.0%
%H (TV HH)			57.6%	15.9%	69.4%	44.7%	24.7%	
Other bedroom	88	88	48	11	73	44	29	87
%V	4.4%	4.6%	5.5%	4.6%	5.5%	8.1%	3.7%	4.9%
%H (All HH)		100.0%	54.5%	12.5%	83.0%	50.0%	33.0%	98.9%
%H (TV HH)			54.5%	12.5%	83.0%	50.0%	33.0%	
Second living/dining room	189	189	94	23	138	68	70	171
%V	9.5%	9.8%	10.8%	9.7%	10.4%	12.5%	8.9%	9.7%
%H (All HH)		100.0%	49.7%	12.2%	73.0%	36.0%	37.0%	90.5%
%H (TV HH)			49.7%	12.2%	73.0%	36.0%	37.0%	
Study/office	41	41	27	5	32	23	9	40
%V	2.1%	2.1%	3.1%	2.1%	2.4%	4.2%	1.1%	2.3%
%H (All HH)		100.0%	65.9%	12.2%	78.0%	56.1%	22.0%	97.6%
%H (TV HH)			65.9%	12.2%	78.0%	56.1%	22.0%	
TV room	24	24	13	3	19	12	7	24
%V	1.2%	1.2%	1.5%	1.3%	1.4%	2.2%	0.9%	1.4%
%H (All HH)		100.0%	54.2%	12.5%	79.2%	50.0%	29.2%	100.0%
%H (TV HH)			54.2%	12.5%	79.2%	50.0%	29.2%	
Conservatory	50	50	27	3	44	21	23	44
%V	2.5%	2.6%	3.1%	1.3%	3.3%	3.8%	2.9%	2.5%
%H (All HH)		100.0%	54.0%	6.0%	88.0%	42.0%	46.0%	88.0%
%H (TV HH)			54.0%	6.0%	88.0%	42.0%	46.0%	
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	7	7	3	0	7	3	4	7
%V	0.4%	0.4%	0.3%	0.0%	0.5%	0.5%	0.5%	0.4%
%H (All HH)		100.0%	42.9%	0.0%	100.0%	42.9%	57.1%	100.0%
%H (TV HH)			42.9%	0.0%	100.0%	42.9%	57.1%	
Other	27	27	16	3	23	14	9	27
%V	1.4%	1.4%	1.8%	1.3%	1.7%	2.6%	1.1%	1.5%
%H (All HH)		100.0%	59.3%	11.1%	85.2%	51.9%	33.3%	100.0%
%H (TV HH)			59.3%	11.1%	85.2%	51.9%	33.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1999	1930	872	238	1330	546	784	1760
%H (All HH)		96.5%	43.6%	11.9%	66.5%	27.3%	39.2%	88.0%
%H (TV HH)			45.2%	12.3%	68.9%	28.3%	40.6%	
Any DSAT provider	872	872	872	17	456	456	0	820
%V	43.6%	45.2%	100.0%	7.1%	34.3%	83.5%	0.0%	46.6%
%H (All HH)			100.0%	1.9%	52.3%	52.3%	0.0%	94.0%
%H (TV HH)			100.0%	1.9%	52.3%	52.3%	0.0%	
Sky with subscription	710	710	710	10	371	371	0	673
%V	35.5%	36.8%	81.4%	4.2%	27.9%	67.9%	0.0%	38.2%
%H (All HH)			100.0%	1.4%	52.3%	52.3%	0.0%	94.8%
%H (TV HH)			100.0%	1.4%	52.3%	52.3%	0.0%	
Sky without subscription	34	34	34	2	18	18	0	30
%V	1.7%	1.8%	3.9%	0.8%	1.4%	3.3%	0.0%	1.7%
%H (All HH)			100.0%	5.9%	52.9%	52.9%	0.0%	88.2%
%H (TV HH)			100.0%	5.9%	52.9%	52.9%	0.0%	
Freesat	118	118	118	5	69	69	0	107
%V	5.9%	6.1%	13.5%	2.1%	5.2%	12.6%	0.0%	6.1%
%H (All HH)			100.0%	4.2%	58.5%	58.5%	0.0%	90.7%
%H (TV HH)			100.0%	4.2%	58.5%	58.5%	0.0%	
Other satellite provider	54	54	54	3	26	26	0	51
%V	2.7%	2.8%	6.2%	1.3%	2.0%	4.8%	0.0%	2.9%
%H (All HH)			100.0%	5.6%	48.1%	48.1%	0.0%	94.4%
%H (TV HH)			100.0%	5.6%	48.1%	48.1%	0.0%	
DCAB	238	238	17	238	100	100	0	227
%V	11.9%	12.3%	1.9%	100.0%	7.5%	18.3%	0.0%	12.9%
%H (All HH)			7.1%	100.0%	42.0%	42.0%	0.0%	95.4%
%H (TV HH)			7.1%	100.0%	42.0%	42.0%	0.0%	
DTT	1330	1330	456	100	1330	546	784	1132
%V	66.5%	68.9%	52.3%	42.0%	100.0%	100.0%	100.0%	64.3%
%H (All HH)		100.0%	34.3%	7.5%	100.0%	41.1%	58.9%	85.1%
%H (TV HH)			34.3%	7.5%	100.0%	41.1%	58.9%	

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
July 2016 - June 2017

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	1999	1930	872	238	1330	546	784	1760
%H (All HH)		96.5%	43.6%	11.9%	66.5%	27.3%	39.2%	88.0%
%H (TV HH)			45.2%	12.3%	68.9%	28.3%	40.6%	
PVR	1277	1277	777	217	786	493	293	1195
%V	63.9%	66.2%	89.1%	91.2%	59.1%	90.3%	37.4%	67.9%
%H (All HH)		100.0%	60.8%	17.0%	61.6%	38.6%	22.9%	93.6%
%H (TV HH)			60.8%	17.0%	61.6%	38.6%	22.9%	
DVDR	28	28	14	2	25	12	13	21
%V	1.4%	1.5%	1.6%	0.8%	1.9%	2.2%	1.7%	1.2%
%H (All HH)		100.0%	50.0%	7.1%	89.3%	42.9%	46.4%	75.0%
%H (TV HH)			50.0%	7.1%	89.3%	42.9%	46.4%	
VCR	27	27	10	2	24	9	15	18
%V	1.4%	1.4%	1.1%	0.8%	1.8%	1.6%	1.9%	1.0%
%H (All HH)		100.0%	37.0%	7.4%	88.9%	33.3%	55.6%	66.7%
%H (TV HH)			37.0%	7.4%	88.9%	33.3%	55.6%	
Any recorder	1301	1301	779	218	808	495	312	1206
%V	65.1%	67.4%	89.3%	91.6%	60.8%	90.7%	39.8%	68.5%
%H (All HH)		100.0%	59.9%	16.8%	62.1%	38.0%	24.0%	92.7%
%H (TV HH)			59.9%	16.8%	62.1%	38.0%	24.0%	
Receives HDTV (via STB or built-in reception)	1364	1364	701	209	946	478	468	1273
%V	68.2%	70.7%	80.4%	87.8%	71.1%	87.5%	59.7%	72.3%
%H (All HH)		100.0%	51.4%	15.3%	69.4%	35.0%	34.3%	93.3%
%H (TV HH)			51.4%	15.3%	69.4%	35.0%	34.3%	
DVD/Blu-ray player or recorder	1435	1435	659	184	1010	442	568	1291
%V	71.8%	74.4%	75.6%	77.3%	75.9%	81.0%	72.4%	73.4%
%H (All HH)		100.0%	45.9%	12.8%	70.4%	30.8%	39.6%	90.0%
%H (TV HH)			45.9%	12.8%	70.4%	30.8%	39.6%	

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

July 2016 - June 2017

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	1999	1930	872	238	1330	546	784	1760
%H (All HH)		96.5%	43.6%	11.9%	66.5%	27.3%	39.2%	88.0%
%H (TV HH)			45.2%	12.3%	68.9%	28.3%	40.6%	
Has broadband internet	1760	1699	820	227	1132	515	617	1760
%V	88.0%	88.0%	94.0%	95.4%	85.1%	94.3%	78.7%	100.0%
%H (All HH)		96.5%	46.6%	12.9%	64.3%	29.3%	35.1%	100.0%
%H (TV HH)			48.3%	13.4%	66.6%	30.3%	36.3%	
Number of computers (PCs and laptops)								
0	271	258	76	16	206	40	166	56
%V	13.6%	13.4%	8.7%	6.7%	15.5%	7.3%	21.2%	3.2%
%H (All HH)		95.2%	28.0%	5.9%	76.0%	14.8%	61.3%	20.7%
%H (TV HH)			29.5%	6.2%	79.8%	15.5%	64.3%	
1	464	440	165	49	318	97	221	442
%V	23.2%	22.8%	18.9%	20.6%	23.9%	17.8%	28.2%	25.1%
%H (All HH)		94.8%	35.6%	10.6%	68.5%	20.9%	47.6%	95.3%
%H (TV HH)			37.5%	11.1%	72.3%	22.0%	50.2%	
2	490	475	250	68	297	144	153	488
%V	24.5%	24.6%	28.7%	28.6%	22.3%	26.4%	19.5%	27.7%
%H (All HH)		96.9%	51.0%	13.9%	60.6%	29.4%	31.2%	99.6%
%H (TV HH)			52.6%	14.3%	62.5%	30.3%	32.2%	
3	325	317	153	46	213	109	104	325
%V	16.3%	16.4%	17.5%	19.3%	16.0%	20.0%	13.3%	18.5%
%H (All HH)		97.5%	47.1%	14.2%	65.5%	33.5%	32.0%	100.0%
%H (TV HH)			48.3%	14.5%	67.2%	34.4%	32.8%	
4	199	193	103	19	133	65	68	199
%V	10.0%	10.0%	11.8%	8.0%	10.0%	11.9%	8.7%	11.3%
%H (All HH)		97.0%	51.8%	9.5%	66.8%	32.7%	34.2%	100.0%
%H (TV HH)			53.4%	9.8%	68.9%	33.7%	35.2%	
5+	249	246	125	40	163	91	73	249
%V	12.5%	12.7%	14.3%	16.8%	12.3%	16.7%	9.3%	14.1%
%H (All HH)		98.8%	50.2%	16.1%	65.5%	36.5%	29.3%	100.0%
%H (TV HH)			50.8%	16.3%	66.3%	37.0%	29.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 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	4018	1993	528	2946	1481	1465	3656
%H		49.6%	13.1%	73.3%	36.9%	36.5%	91.0%
Under 20"	477	210	64	403	204	199	418
%V	11.9%	10.5%	12.1%	13.7%	13.8%	13.6%	11.4%
%H		44.0%	13.4%	84.5%	42.8%	41.7%	87.6%
20" - 29"	790	338	91	645	287	358	701
%V	19.7%	17.0%	17.2%	21.9%	19.4%	24.4%	19.2%
%H		42.8%	11.5%	81.6%	36.3%	45.3%	88.7%
30" - 39"	1273	637	155	902	428	474	1135
%V	31.7%	32.0%	29.4%	30.6%	28.9%	32.4%	31.0%
%H		50.0%	12.2%	70.9%	33.6%	37.2%	89.2%
40" - 49"	1079	561	165	740	406	334	1019
%V	26.9%	28.1%	31.3%	25.1%	27.4%	22.8%	27.9%
%H		52.0%	15.3%	68.6%	37.6%	31.0%	94.4%
50" - 59"	332	210	47	208	132	76	322
%V	8.3%	10.5%	8.9%	7.1%	8.9%	5.2%	8.8%
%H		63.3%	14.2%	62.7%	39.8%	22.9%	97.0%
60"+	25	15	3	17	8	8	25
%V	0.6%	0.8%	0.6%	0.6%	0.5%	0.5%	0.7%
%H		60.0%	12.0%	68.0%	32.0%	32.0%	100.0%
Don't know	42	22	3	31	17	15	35
%V	1.0%	1.1%	0.6%	1.1%	1.1%	1.0%	1.0%
%H		52.4%	7.1%	73.8%	40.5%	35.7%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	4018	1993	528	2946	1481	1465	3656
%H		49.6%	13.1%	73.3%	36.9%	36.5%	91.0%
Main living room	1927	873	238	1328	547	782	1697
%V	48.0%	43.8%	45.1%	45.1%	36.9%	53.4%	46.4%
%H		45.3%	12.4%	68.9%	28.4%	40.6%	88.1%
Kitchen	272	125	36	232	121	111	251
%V	6.8%	6.3%	6.8%	7.9%	8.2%	7.6%	6.9%
%H		46.0%	13.2%	85.3%	44.5%	40.8%	92.3%
Adult's bedroom	1132	615	162	859	501	358	1051
%V	28.2%	30.9%	30.7%	29.2%	33.8%	24.4%	28.7%
%H		54.3%	14.3%	75.9%	44.3%	31.6%	92.8%
Child's bedroom	233	131	39	167	107	60	233
%V	5.8%	6.6%	7.4%	5.7%	7.2%	4.1%	6.4%
%H		56.2%	16.7%	71.7%	45.9%	25.8%	100.0%
Other bedroom	107	63	14	91	59	31	103
%V	2.7%	3.2%	2.7%	3.1%	4.0%	2.1%	2.8%
%H		58.9%	13.1%	85.0%	55.1%	29.0%	96.3%
Second living/dining room	191	96	24	140	71	70	173
%V	4.8%	4.8%	4.5%	4.8%	4.8%	4.8%	4.7%
%H		50.3%	12.6%	73.3%	37.2%	36.6%	90.6%
Study/office	41	27	5	32	23	9	40
%V	1.0%	1.4%	0.9%	1.1%	1.6%	0.6%	1.1%
%H		65.9%	12.2%	78.0%	56.1%	22.0%	97.6%
TV room	24	13	3	19	12	7	24
%V	0.6%	0.7%	0.6%	0.6%	0.8%	0.5%	0.7%
%H		54.2%	12.5%	79.2%	50.0%	29.2%	100.0%
Conservatory	50	27	3	44	21	23	44
%V	1.2%	1.4%	0.6%	1.5%	1.4%	1.6%	1.2%
%H		54.0%	6.0%	88.0%	42.0%	46.0%	88.0%
Attic or loft room	2	2	0	1	1	0	2
%V	0.0%	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	7	3	0	7	3	4	7
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		42.9%	0.0%	100.0%	42.9%	57.1%	100.0%
Other	31	19	3	27	17	10	31
%V	0.8%	1.0%	0.6%	0.9%	1.1%	0.7%	0.8%
%H		61.3%	9.7%	87.1%	54.8%	32.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	4018	1993	528	2946	1481	1465	3656
%H		49.6%	13.1%	73.3%	36.9%	36.5%	91.0%
PVR	1770	1166	305	1026	707	319	1668
%V	44.1%	58.5%	57.8%	34.8%	47.7%	21.8%	45.6%
%H		65.9%	17.2%	58.0%	39.9%	18.0%	94.2%
DVDR	32	16	2	28	14	14	23
%V	0.8%	0.8%	0.4%	1.0%	0.9%	1.0%	0.6%
%H		50.0%	6.3%	87.5%	43.8%	43.8%	71.9%
VCR	29	11	2	26	10	16	19
%V	0.7%	0.6%	0.4%	0.9%	0.7%	1.1%	0.5%
%H		37.9%	6.9%	89.7%	34.5%	55.2%	65.5%
Any recorder	1802	1175	308	1057	717	340	1687
%V	44.8%	59.0%	58.3%	35.9%	48.4%	23.2%	46.1%
%H		65.2%	17.1%	58.7%	39.8%	18.9%	93.6%

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	4018	1993	528	2946	1481	1465	3656
%H		49.6%	13.1%	73.3%	36.9%	36.5%	91.0%
Receives HDTV (via STB or built-in reception)	2072	1128	329	1445	798	647	1956
%V	51.6%	56.6%	62.3%	49.0%	53.9%	44.2%	53.5%
%H		54.4%	15.9%	69.7%	38.5%	31.2%	94.4%
DVD/Blu-ray player or recorder	2145	1046	296	1559	778	781	1965
%V	53.4%	52.5%	56.1%	52.9%	52.5%	53.3%	53.7%
%H		48.8%	13.8%	72.7%	36.3%	36.4%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	1930	872	238	1330	546	784	1699
%H		45.2%	12.3%	68.9%	28.3%	40.6%	88.0%
Under 20"	25	5	1	22	4	18	17
%V	1.3%	0.6%	0.4%	1.7%	0.7%	2.3%	1.0%
%H		20.0%	4.0%	88.0%	16.0%	72.0%	68.0%
20" - 29"	178	40	13	145	24	122	126
%V	9.2%	4.6%	5.5%	10.9%	4.4%	15.6%	7.4%
%H		22.5%	7.3%	81.5%	13.5%	68.5%	70.8%
30" - 39"	604	246	63	424	139	285	497
%V	31.3%	28.2%	26.5%	31.9%	25.5%	36.4%	29.3%
%H		40.7%	10.4%	70.2%	23.0%	47.2%	82.3%
40" - 49"	798	381	116	534	255	280	747
%V	41.3%	43.7%	48.7%	40.2%	46.7%	35.7%	44.0%
%H		47.7%	14.5%	66.9%	32.0%	35.1%	93.6%
50" - 59"	283	177	40	174	111	63	275
%V	14.7%	20.3%	16.8%	13.1%	20.3%	8.0%	16.2%
%H		62.5%	14.1%	61.5%	39.2%	22.3%	97.2%
60"+	21	12	3	14	6	7	21
%V	1.1%	1.4%	1.3%	1.1%	1.1%	0.9%	1.2%
%H		57.1%	14.3%	66.7%	28.6%	33.3%	100.0%
Don't know	21	10	2	16	7	8	16
%V	1.1%	1.1%	0.8%	1.2%	1.3%	1.0%	0.9%
%H		47.6%	9.5%	76.2%	33.3%	38.1%	76.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

Table 4.16: 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	1930	872	238	1330	546	784	1699
%H		45.2%	12.3%	68.9%	28.3%	40.6%	88.0%
PVR	1254	766	213	765	481	284	1177
%V	65.0%	87.8%	89.5%	57.5%	88.1%	36.2%	69.3%
%H		61.1%	17.0%	61.0%	38.4%	22.6%	93.9%
DVDR	24	10	2	21	9	13	18
%V	1.2%	1.1%	0.8%	1.6%	1.6%	1.7%	1.1%
%H		41.7%	8.3%	87.5%	37.5%	54.2%	75.0%
VCR	21	6	1	18	4	14	13
%V	1.1%	0.7%	0.4%	1.4%	0.7%	1.8%	0.8%
%H		28.6%	4.8%	85.7%	19.0%	66.7%	61.9%
Any recorder	1276	769	215	786	484	303	1188
%V	66.1%	88.2%	90.3%	59.1%	88.6%	38.6%	69.9%
%H		60.3%	16.8%	61.6%	37.9%	23.7%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: 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	1930	872	238	1330	546	784	1699
%H		45.2%	12.3%	68.9%	28.3%	40.6%	88.0%
Receives HDTV (via STB or built-in reception)	1334	692	205	919	466	452	1247
%V	69.1%	79.4%	86.1%	69.1%	85.3%	57.7%	73.4%
%H		51.9%	15.4%	68.9%	34.9%	33.9%	93.5%
DVD/Blu-ray player or recorder	1304	595	159	921	391	530	1169
%V	67.6%	68.2%	66.8%	69.2%	71.6%	67.6%	68.8%
%H		45.6%	12.2%	70.6%	30.0%	40.6%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

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	2088	1121	290	1616	935	681	1957
%H		53.7%	13.9%	77.4%	44.8%	32.6%	93.7%
Under 20"	452	205	62	381	200	181	400
%V	21.6%	18.3%	21.4%	23.6%	21.4%	26.6%	20.4%
%H		45.4%	13.7%	84.3%	44.2%	40.0%	88.5%
20" - 29"	612	298	78	500	263	237	575
%V	29.3%	26.6%	26.9%	30.9%	28.1%	34.8%	29.4%
%H		48.7%	12.7%	81.7%	43.0%	38.7%	94.0%
30" - 39"	668	391	91	478	290	188	639
%V	32.0%	34.9%	31.4%	29.6%	31.0%	27.6%	32.7%
%H		58.5%	13.6%	71.6%	43.4%	28.1%	95.7%
40" - 49"	282	180	49	205	151	55	272
%V	13.5%	16.1%	16.9%	12.7%	16.1%	8.1%	13.9%
%H		63.8%	17.4%	72.7%	53.5%	19.5%	96.5%
50" - 59"	50	33	7	34	21	13	48
%V	2.4%	2.9%	2.4%	2.1%	2.2%	1.9%	2.5%
%H		66.0%	14.0%	68.0%	42.0%	26.0%	96.0%
60"+	3	2	1	3	2	1	3
%V	0.1%	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
Don't know	21	12	2	16	9	7	19
%V	1.0%	1.1%	0.7%	1.0%	1.0%	1.0%	1.0%
%H		57.1%	9.5%	76.2%	42.9%	33.3%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2088	1121	290	1616	935	681	1957
%H		53.7%	13.9%	77.4%	44.8%	32.6%	93.7%
PVR	516	400	92	261	226	35	491
%V	24.7%	35.7%	31.7%	16.2%	24.2%	5.1%	25.1%
%H		77.5%	17.8%	50.6%	43.8%	6.8%	95.2%
DVDR	7	6	0	7	6	2	5
%V	0.3%	0.5%	0.0%	0.4%	0.6%	0.3%	0.3%
%H		85.7%	0.0%	100.0%	85.7%	28.6%	71.4%
VCR	8	5	1	8	6	2	6
%V	0.4%	0.4%	0.3%	0.5%	0.6%	0.3%	0.3%
%H		62.5%	12.5%	100.0%	75.0%	25.0%	75.0%
Any recorder	526	406	93	271	233	38	499
%V	25.2%	36.2%	32.1%	16.8%	24.9%	5.6%	25.5%
%H		77.2%	17.7%	51.5%	44.3%	7.2%	94.9%

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	2088	1121	290	1616	935	681	1957
%H		53.7%	13.9%	77.4%	44.8%	32.6%	93.7%
Receives HDTV (via STB or built-in reception)	738	436	124	526	332	195	709
%V	35.3%	38.9%	42.8%	32.5%	35.5%	28.6%	36.2%
%H		59.1%	16.8%	71.3%	45.0%	26.4%	96.1%
DVD/Blu-ray player or recorder	841	451	138	638	387	251	796
%V	40.3%	40.2%	47.6%	39.5%	41.4%	36.9%	40.7%
%H		53.6%	16.4%	75.9%	46.0%	29.8%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	4693	4564	2251	629	3029	1430	1599	4374
%H		97.3%	48.0%	13.4%	64.5%	30.5%	34.1%	93.2%
Total Children	869	853	467	130	499	276	223	863
%V	18.5%	18.7%	20.7%	20.7%	16.5%	19.3%	13.9%	19.7%
%H		98.2%	53.7%	15.0%	57.4%	31.8%	25.7%	99.3%
0 - 3	211	208	112	27	122	61	60	209
%V	4.5%	4.6%	5.0%	4.3%	4.0%	4.3%	3.8%	4.8%
%H		98.6%	53.1%	12.8%	57.8%	28.9%	28.4%	99.1%
4 - 15	658	645	355	103	378	215	163	653
%V	14.0%	14.1%	15.8%	16.4%	12.5%	15.0%	10.2%	14.9%
%H		98.0%	54.0%	15.7%	57.4%	32.7%	24.8%	99.2%
4 - 9	353	345	198	56	184	110	74	351
%V	7.5%	7.6%	8.8%	8.9%	6.1%	7.7%	4.6%	8.0%
%H		97.7%	56.1%	15.9%	52.1%	31.2%	21.0%	99.4%
10 - 15	305	300	157	47	194	105	89	302
%V	6.5%	6.6%	7.0%	7.5%	6.4%	7.3%	5.6%	6.9%
%H		98.4%	51.5%	15.4%	63.6%	34.4%	29.2%	99.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	4693	4564	2251	629	3029	1430	1599	4374
%H		97.3%	48.0%	13.4%	64.5%	30.5%	34.1%	93.2%
Total Adults (16+)	3824	3711	1784	499	2529	1154	1376	3512
%V	81.5%	81.3%	79.3%	79.3%	83.5%	80.7%	86.1%	80.3%
%H		97.0%	46.7%	13.0%	66.1%	30.2%	36.0%	91.8%
16 - 19	224	221	132	33	148	90	58	222
%V	4.8%	4.8%	5.9%	5.2%	4.9%	6.3%	3.6%	5.1%
%H		98.7%	58.9%	14.7%	66.1%	40.2%	25.9%	99.1%
20 - 24	247	229	121	37	143	84	59	245
%V	5.3%	5.0%	5.4%	5.9%	4.7%	5.9%	3.7%	5.6%
%H		92.7%	49.0%	15.0%	57.9%	34.0%	23.9%	99.2%
25 - 34	612	575	292	90	321	169	152	605
%V	13.0%	12.6%	13.0%	14.3%	10.6%	11.8%	9.5%	13.8%
%H		94.0%	47.7%	14.7%	52.5%	27.6%	24.8%	98.9%
35 - 44	573	550	298	82	330	173	157	566
%V	12.2%	12.1%	13.2%	13.0%	10.9%	12.1%	9.8%	12.9%
%H		96.0%	52.0%	14.3%	57.6%	30.2%	27.4%	98.8%
45 - 54	662	652	336	103	435	217	218	639
%V	14.1%	14.3%	14.9%	16.4%	14.4%	15.2%	13.6%	14.6%
%H		98.5%	50.8%	15.6%	65.7%	32.8%	32.9%	96.5%
55 - 64	575	568	264	75	420	186	234	543
%V	12.3%	12.4%	11.7%	11.9%	13.9%	13.0%	14.6%	12.4%
%H		98.8%	45.9%	13.0%	73.0%	32.3%	40.7%	94.4%
65+	930	917	340	80	733	236	497	692
%V	19.8%	20.1%	15.1%	12.7%	24.2%	16.5%	31.1%	15.8%
%H		98.6%	36.6%	8.6%	78.8%	25.4%	53.4%	74.4%

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+)		3824	3711	1784	499	2529	1154	1376	3512
	%H		97.0%	46.7%	13.0%	66.1%	30.2%	36.0%	91.8%
AB		1085	1054	469	140	715	289	425	1048
	%V	28.4%	28.4%	26.3%	28.1%	28.3%	25.0%	30.9%	29.8%
	%H		97.1%	43.2%	12.9%	65.9%	26.6%	39.2%	96.6%
C1		1149	1118	587	146	745	371	374	1093
	%V	30.0%	30.1%	32.9%	29.3%	29.5%	32.1%	27.2%	31.1%
	%H		97.3%	51.1%	12.7%	64.8%	32.3%	32.6%	95.1%
C2		846	825	428	122	595	314	281	788
	%V	22.1%	22.2%	24.0%	24.4%	23.5%	27.2%	20.4%	22.4%
	%H		97.5%	50.6%	14.4%	70.3%	37.1%	33.2%	93.1%
D		509	487	222	70	306	134	172	430
	%V	13.3%	13.1%	12.4%	14.0%	12.1%	11.6%	12.5%	12.2%
	%H		95.7%	43.6%	13.8%	60.1%	26.3%	33.8%	84.5%
E		235	227	78	20	169	46	123	153
	%V	6.1%	6.1%	4.4%	4.0%	6.7%	4.0%	8.9%	4.4%
	%H		96.6%	33.2%	8.5%	71.9%	19.6%	52.3%	65.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	3824	3711	1784	499	2529	1154	1376	3512
%H		97.0%	46.7%	13.0%	66.1%	30.2%	36.0%	91.8%
Working full time	1834	1765	937	267	1121	595	526	1803
%V	48.0%	47.6%	52.5%	53.5%	44.3%	51.6%	38.2%	51.3%
%H		96.2%	51.1%	14.6%	61.1%	32.4%	28.7%	98.3%
Working part time	422	414	194	62	283	128	155	404
%V	11.0%	11.2%	10.9%	12.4%	11.2%	11.1%	11.3%	11.5%
%H		98.1%	46.0%	14.7%	67.1%	30.3%	36.7%	95.7%
Not working	1568	1532	653	170	1126	431	695	1304
%V	41.0%	41.3%	36.6%	34.1%	44.5%	37.3%	50.5%	37.1%
%H		97.7%	41.6%	10.8%	71.8%	27.5%	44.3%	83.2%
Housewife/Houseperson	1999	1930	872	238	1330	546	784	1760
%V	52.3%	52.0%	48.9%	47.7%	52.6%	47.3%	57.0%	50.1%
%H		96.5%	43.6%	11.9%	66.5%	27.3%	39.2%	88.0%

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 4.25: 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+)	1888	1818	881	253	1235	581	654	1745
%H		96.3%	46.7%	13.4%	65.4%	30.8%	34.6%	92.4%
16 - 19	116	114	64	15	77	44	33	115
%V	6.1%	6.3%	7.3%	5.9%	6.2%	7.6%	5.0%	6.6%
%H		98.3%	55.2%	12.9%	66.4%	37.9%	28.4%	99.1%
20 - 24	122	113	57	21	70	43	27	121
%V	6.5%	6.2%	6.5%	8.3%	5.7%	7.4%	4.1%	6.9%
%H		92.6%	46.7%	17.2%	57.4%	35.2%	22.1%	99.2%
25 - 34	313	291	150	48	158	86	72	306
%V	16.6%	16.0%	17.0%	19.0%	12.8%	14.8%	11.0%	17.5%
%H		93.0%	47.9%	15.3%	50.5%	27.5%	23.0%	97.8%
35 - 44	276	260	132	41	163	82	81	274
%V	14.6%	14.3%	15.0%	16.2%	13.2%	14.1%	12.4%	15.7%
%H		94.2%	47.8%	14.9%	59.1%	29.7%	29.3%	99.3%
45 - 54	329	322	167	50	214	107	107	316
%V	17.4%	17.7%	19.0%	19.8%	17.3%	18.4%	16.4%	18.1%
%H		97.9%	50.8%	15.2%	65.0%	32.5%	32.5%	96.0%
55 - 64	280	274	130	37	205	96	109	260
%V	14.8%	15.1%	14.8%	14.6%	16.6%	16.5%	16.7%	14.9%
%H		97.9%	46.4%	13.2%	73.2%	34.3%	38.9%	92.9%
65+	453	444	180	41	347	123	225	354
%V	24.0%	24.4%	20.4%	16.2%	28.1%	21.2%	34.4%	20.3%
%H		98.0%	39.7%	9.1%	76.6%	27.2%	49.7%	78.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1888	1818	881	253	1235	581	654	1745
%H		96.3%	46.7%	13.4%	65.4%	30.8%	34.6%	92.4%
AB	535	517	234	65	349	141	208	520
%V	28.3%	28.4%	26.6%	25.7%	28.3%	24.3%	31.8%	29.8%
%H		96.6%	43.7%	12.1%	65.2%	26.4%	38.9%	97.2%
C1	540	522	280	76	352	192	160	519
%V	28.6%	28.7%	31.8%	30.0%	28.5%	33.0%	24.5%	29.7%
%H		96.7%	51.9%	14.1%	65.2%	35.6%	29.6%	96.1%
C2	450	437	221	64	313	161	152	418
%V	23.8%	24.0%	25.1%	25.3%	25.3%	27.7%	23.2%	24.0%
%H		97.1%	49.1%	14.2%	69.6%	35.8%	33.8%	92.9%
D	261	248	117	39	148	69	79	226
%V	13.8%	13.6%	13.3%	15.4%	12.0%	11.9%	12.1%	13.0%
%H		95.0%	44.8%	14.9%	56.7%	26.4%	30.3%	86.6%
E	103	95	29	8	73	19	55	62
%V	5.5%	5.2%	3.3%	3.2%	5.9%	3.3%	8.4%	3.6%
%H		92.2%	28.2%	7.8%	70.9%	18.4%	53.4%	60.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1888	1818	881	253	1235	581	654	1745
%H		96.3%	46.7%	13.4%	65.4%	30.8%	34.6%	92.4%
Working full time	1129	1084	563	169	685	358	327	1109
%V	59.8%	59.6%	63.9%	66.8%	55.5%	61.6%	50.0%	63.6%
%H		96.0%	49.9%	15.0%	60.7%	31.7%	29.0%	98.2%
Working part time	89	87	41	14	62	29	33	81
%V	4.7%	4.8%	4.7%	5.5%	5.0%	5.0%	5.0%	4.6%
%H		97.8%	46.1%	15.7%	69.7%	32.6%	37.1%	91.0%
Not working	670	647	277	70	488	193	295	555
%V	35.5%	35.6%	31.4%	27.7%	39.5%	33.2%	45.1%	31.8%
%H		96.6%	41.3%	10.4%	72.8%	28.8%	44.0%	82.8%
Housewife/Houseperson	402	368	150	40	254	89	165	318
%V	21.3%	20.2%	17.0%	15.8%	20.6%	15.3%	25.2%	18.2%
%H		91.5%	37.3%	10.0%	63.2%	22.1%	41.0%	79.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1935	1893	903	247	1294	573	721	1766
%H		97.8%	46.7%	12.8%	66.9%	29.6%	37.3%	91.3%
16 - 19	108	107	68	18	71	46	25	107
%V	5.6%	5.7%	7.5%	7.3%	5.5%	8.0%	3.5%	6.1%
%H		99.1%	63.0%	16.7%	65.7%	42.6%	23.1%	99.1%
20 - 24	125	116	64	16	72	41	32	125
%V	6.5%	6.1%	7.1%	6.5%	5.6%	7.2%	4.4%	7.1%
%H		92.8%	51.2%	12.8%	57.6%	32.8%	25.6%	100.0%
25 - 34	300	284	142	42	163	83	80	299
%V	15.5%	15.0%	15.7%	17.0%	12.6%	14.5%	11.1%	16.9%
%H		94.7%	47.3%	14.0%	54.3%	27.7%	26.7%	99.7%
35 - 44	297	290	166	41	167	91	76	292
%V	15.3%	15.3%	18.4%	16.6%	12.9%	15.9%	10.5%	16.5%
%H		97.6%	55.9%	13.8%	56.2%	30.6%	25.6%	98.3%
45 - 54	333	329	169	53	221	109	111	323
%V	17.2%	17.4%	18.7%	21.5%	17.1%	19.0%	15.4%	18.3%
%H		98.8%	50.8%	15.9%	66.4%	32.7%	33.3%	97.0%
55 - 64	296	294	134	38	214	90	125	283
%V	15.3%	15.5%	14.8%	15.4%	16.5%	15.7%	17.3%	16.0%
%H		99.3%	45.3%	12.8%	72.3%	30.4%	42.2%	95.6%
65+	477	472	160	39	386	113	273	338
%V	24.7%	24.9%	17.7%	15.8%	29.8%	19.7%	37.9%	19.1%
%H		99.0%	33.5%	8.2%	80.9%	23.7%	57.2%	70.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)		1935	1893	903	247	1294	573	721	1766
	%H		97.8%	46.7%	12.8%	66.9%	29.6%	37.3%	91.3%
AB		550	536	235	75	365	149	217	528
	%V	28.4%	28.3%	26.0%	30.4%	28.2%	26.0%	30.1%	29.9%
	%H		97.5%	42.7%	13.6%	66.4%	27.1%	39.5%	96.0%
C1		609	596	307	70	393	179	214	573
	%V	31.5%	31.5%	34.0%	28.3%	30.4%	31.2%	29.7%	32.4%
	%H		97.9%	50.4%	11.5%	64.5%	29.4%	35.1%	94.1%
C2		396	388	206	59	282	153	129	370
	%V	20.5%	20.5%	22.8%	23.9%	21.8%	26.7%	17.9%	21.0%
	%H		98.0%	52.0%	14.9%	71.2%	38.6%	32.6%	93.4%
D		248	240	105	31	158	65	93	205
	%V	12.8%	12.7%	11.6%	12.6%	12.2%	11.3%	12.9%	11.6%
	%H		96.8%	42.3%	12.5%	63.7%	26.2%	37.5%	82.7%
E		133	132	49	12	95	27	68	91
	%V	6.9%	7.0%	5.4%	4.9%	7.3%	4.7%	9.4%	5.2%
	%H		99.2%	36.8%	9.0%	71.4%	20.3%	51.1%	68.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1935	1893	903	247	1294	573	721	1766
%H		97.8%	46.7%	12.8%	66.9%	29.6%	37.3%	91.3%
Working full time	705	680	374	99	436	237	200	695
%V	36.4%	35.9%	41.4%	40.1%	33.7%	41.4%	27.7%	39.4%
%H		96.5%	53.0%	14.0%	61.8%	33.6%	28.4%	98.6%
Working part time	332	327	152	48	221	99	122	323
%V	17.2%	17.3%	16.8%	19.4%	17.1%	17.3%	16.9%	18.3%
%H		98.5%	45.8%	14.5%	66.6%	29.8%	36.7%	97.3%
Not working	898	886	376	100	637	237	400	749
%V	46.4%	46.8%	41.6%	40.5%	49.2%	41.4%	55.5%	42.4%
%H		98.7%	41.9%	11.1%	70.9%	26.4%	44.5%	83.4%
Housewife/Houseperson	1597	1562	721	198	1076	457	619	1442
%V	82.5%	82.5%	79.8%	80.2%	83.2%	79.8%	85.9%	81.7%
%H		97.8%	45.1%	12.4%	67.4%	28.6%	38.8%	90.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1061	1016	382	148	745	285	460	928
%H (All HH)		95.8%	36.0%	13.9%	70.2%	26.9%	43.4%	87.5%
%H (TV HH)			37.6%	14.6%	73.3%	28.1%	45.3%	
AB	309	294	112	46	216	87	130	299
%V	29.1%	28.9%	29.3%	31.1%	29.0%	30.5%	28.3%	32.2%
%H (All HH)		95.1%	36.2%	14.9%	69.9%	28.2%	42.1%	96.8%
%H (TV HH)			38.1%	15.6%	73.5%	29.6%	44.2%	
C1	311	298	104	42	221	75	146	276
%V	29.3%	29.3%	27.2%	28.4%	29.7%	26.3%	31.7%	29.7%
%H (All HH)		95.8%	33.4%	13.5%	71.1%	24.1%	46.9%	88.7%
%H (TV HH)			34.9%	14.1%	74.2%	25.2%	49.0%	
C2	208	203	87	34	147	69	78	189
%V	19.6%	20.0%	22.8%	23.0%	19.7%	24.2%	17.0%	20.4%
%H (All HH)		97.6%	41.8%	16.3%	70.7%	33.2%	37.5%	90.9%
%H (TV HH)			42.9%	16.7%	72.4%	34.0%	38.4%	
D	154	145	55	20	103	40	64	118
%V	14.5%	14.3%	14.4%	13.5%	13.8%	14.0%	13.9%	12.7%
%H (All HH)		94.2%	35.7%	13.0%	66.9%	26.0%	41.6%	76.6%
%H (TV HH)			37.9%	13.8%	71.0%	27.6%	44.1%	
E	79	76	24	6	58	15	43	46
%V	7.4%	7.5%	6.3%	4.1%	7.8%	5.3%	9.3%	5.0%
%H (All HH)		96.2%	30.4%	7.6%	73.4%	19.0%	54.4%	58.2%
%H (TV HH)			31.6%	7.9%	76.3%	19.7%	56.6%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1061	1016	382	148	745	285	460	928
%H (All HH)		95.8%	36.0%	13.9%	70.2%	26.9%	43.4%	87.5%
%H (TV HH)			37.6%	14.6%	73.3%	28.1%	45.3%	
Under 25	38	36	10	6	22	9	13	37
%V	3.6%	3.5%	2.6%	4.1%	3.0%	3.2%	2.8%	4.0%
%H (All HH)		94.7%	26.3%	15.8%	57.9%	23.7%	34.2%	97.4%
%H (TV HH)			27.8%	16.7%	61.1%	25.0%	36.1%	
25 - 34	150	133	51	26	77	31	46	146
%V	14.1%	13.1%	13.4%	17.6%	10.3%	10.9%	10.0%	15.7%
%H (All HH)		88.7%	34.0%	17.3%	51.3%	20.7%	30.7%	97.3%
%H (TV HH)			38.3%	19.5%	57.9%	23.3%	34.6%	
35 - 44	157	151	72	26	95	48	47	156
%V	14.8%	14.9%	18.8%	17.6%	12.8%	16.8%	10.2%	16.8%
%H (All HH)		96.2%	45.9%	16.6%	60.5%	30.6%	29.9%	99.4%
%H (TV HH)			47.7%	17.2%	62.9%	31.8%	31.1%	
45 - 54	199	188	82	31	136	62	74	191
%V	18.8%	18.5%	21.5%	20.9%	18.3%	21.8%	16.1%	20.6%
%H (All HH)		94.5%	41.2%	15.6%	68.3%	31.2%	37.2%	96.0%
%H (TV HH)			43.6%	16.5%	72.3%	33.0%	39.4%	
55 - 64	176	173	69	25	135	57	78	165
%V	16.6%	17.0%	18.1%	16.9%	18.1%	20.0%	17.0%	17.8%
%H (All HH)		98.3%	39.2%	14.2%	76.7%	32.4%	44.3%	93.8%
%H (TV HH)			39.9%	14.5%	78.0%	32.9%	45.1%	
65 +	340	335	98	34	280	78	202	233
%V	32.0%	33.0%	25.7%	23.0%	37.6%	27.4%	43.9%	25.1%
%H (All HH)		98.5%	28.8%	10.0%	82.4%	22.9%	59.4%	68.5%
%H (TV HH)			29.3%	10.1%	83.6%	23.3%	60.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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July 2016 - June 2017

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	1061	1016	382	148	745	285	460	928
%V (All HH)		95.8%	36.0%	13.9%	70.2%	26.9%	43.4%	87.5%
%H (TV HH)			37.6%	14.6%	73.3%	28.1%	45.3%	
1	325	308	86	31	241	58	183	229
%V	30.6%	30.3%	22.5%	20.9%	32.3%	20.4%	39.8%	24.7%
%H (All HH)		94.8%	26.5%	9.5%	74.2%	17.8%	56.3%	70.5%
%H (TV HH)			27.9%	10.1%	78.2%	18.8%	59.4%	
2	402	387	148	52	295	116	179	372
%V	37.9%	38.1%	38.7%	35.1%	39.6%	40.7%	38.9%	40.1%
%H (All HH)		96.3%	36.8%	12.9%	73.4%	28.9%	44.5%	92.5%
%H (TV HH)			38.2%	13.4%	76.2%	30.0%	46.3%	
3	151	143	67	28	93	49	44	146
%V	14.2%	14.1%	17.5%	18.9%	12.5%	17.2%	9.6%	15.7%
%H (All HH)		94.7%	44.4%	18.5%	61.6%	32.5%	29.1%	96.7%
%H (TV HH)			46.9%	19.6%	65.0%	34.3%	30.8%	
4	126	122	54	25	83	43	40	126
%V	11.9%	12.0%	14.1%	16.9%	11.1%	15.1%	8.7%	13.6%
%H (All HH)		96.8%	42.9%	19.8%	65.9%	34.1%	31.7%	100.0%
%H (TV HH)			44.3%	20.5%	68.0%	35.2%	32.8%	
5+	56	55	27	11	32	19	13	54
%V	5.3%	5.4%	7.1%	7.4%	4.3%	6.7%	2.8%	5.8%
%H (All HH)		98.2%	48.2%	19.6%	57.1%	33.9%	23.2%	96.4%
%H (TV HH)			49.1%	20.0%	58.2%	34.5%	23.6%	
Average HH size	2.26	2.27	2.47	2.57	2.17	2.50	1.97	2.39

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1061	1016	382	148	745	285	460	928
%H (All HH)		95.8%	36.0%	13.9%	70.2%	26.9%	43.4%	87.5%
%H (TV HH)			37.6%	14.6%	73.3%	28.1%	45.3%	
Without	824	789	275	104	604	211	393	694
%V	77.7%	77.7%	72.0%	70.3%	81.1%	74.0%	85.4%	74.8%
%H (All HH)		95.8%	33.4%	12.6%	73.3%	25.6%	47.7%	84.2%
%H (TV HH)			34.9%	13.2%	76.6%	26.7%	49.8%	
With	237	226	107	44	141	74	67	234
%V	22.3%	22.2%	28.0%	29.7%	18.9%	26.0%	14.6%	25.2%
%H (All HH)		95.4%	45.1%	18.6%	59.5%	31.2%	28.3%	98.7%
%H (TV HH)			47.3%	19.5%	62.4%	32.7%	29.6%	
0 - 3	87	80	36	17	49	26	23	84
%V	8.2%	7.9%	9.4%	11.5%	6.6%	9.1%	5.0%	9.1%
%H (All HH)		92.0%	41.4%	19.5%	56.3%	29.9%	26.4%	96.6%
%H (TV HH)			45.0%	21.3%	61.3%	32.5%	28.8%	
4 - 9	127	125	59	25	78	43	35	125
%V	12.0%	12.3%	15.4%	16.9%	10.5%	15.1%	7.6%	13.5%
%H (All HH)		98.4%	46.5%	19.7%	61.4%	33.9%	27.6%	98.4%
%H (TV HH)			47.2%	20.0%	62.4%	34.4%	28.0%	
10 - 15	104	102	48	22	67	38	29	104
%V	9.8%	10.0%	12.6%	14.9%	9.0%	13.3%	6.3%	11.2%
%H (All HH)		98.1%	46.2%	21.2%	64.4%	36.5%	27.9%	100.0%
%H (TV HH)			47.1%	21.6%	65.7%	37.3%	28.4%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

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BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1061	1016	382	148	745	285	460	928
%H (All HH)		95.8%	36.0%	13.9%	70.2%	26.9%	43.4%	87.5%
%H (TV HH)			37.6%	14.6%	73.3%	28.1%	45.3%	
1	408	408	124	56	255	47	209	334
%V	38.5%	40.2%	32.5%	37.8%	34.2%	16.5%	45.4%	36.0%
%H (All HH)		100.0%	30.4%	13.7%	62.5%	11.5%	51.2%	81.9%
%H (TV HH)			30.4%	13.7%	62.5%	11.5%	51.2%	
2	332	332	133	44	258	108	150	291
%V	31.3%	32.7%	34.8%	29.7%	34.6%	37.9%	32.6%	31.4%
%H (All HH)		100.0%	40.1%	13.3%	77.7%	32.5%	45.2%	87.7%
%H (TV HH)			40.1%	13.3%	77.7%	32.5%	45.2%	
3	183	183	81	31	152	82	70	173
%V	17.2%	18.0%	21.2%	20.9%	20.4%	28.8%	15.2%	18.6%
%H (All HH)		100.0%	44.3%	16.9%	83.1%	44.8%	38.3%	94.5%
%H (TV HH)			44.3%	16.9%	83.1%	44.8%	38.3%	
4	57	57	26	12	49	30	19	54
%V	5.4%	5.6%	6.8%	8.1%	6.6%	10.5%	4.1%	5.8%
%H (All HH)		100.0%	45.6%	21.1%	86.0%	52.6%	33.3%	94.7%
%H (TV HH)			45.6%	21.1%	86.0%	52.6%	33.3%	
5+	36	36	18	5	31	19	12	36
%V	3.4%	3.5%	4.7%	3.4%	4.2%	6.7%	2.6%	3.9%
%H (All HH)		100.0%	50.0%	13.9%	86.1%	52.8%	33.3%	100.0%
%H (TV HH)			50.0%	13.9%	86.1%	52.8%	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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BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1061	1016	382	148	745	285	460	928
%V (All HH)		95.8%	36.0%	13.9%	70.2%	26.9%	43.4%	87.5%
%H (TV HH)			37.6%	14.6%	73.3%	28.1%	45.3%	
Under 20"	150	150	61	17	124	53	71	134
%V	14.1%	14.8%	16.0%	11.5%	16.6%	18.6%	15.4%	14.4%
%H (All HH)		100.0%	40.7%	11.3%	82.7%	35.3%	47.3%	89.3%
%H (TV HH)			40.7%	11.3%	82.7%	35.3%	47.3%	
20" - 29"	343	343	117	48	289	112	176	290
%V	32.3%	33.8%	30.6%	32.4%	38.8%	39.3%	38.3%	31.3%
%H (All HH)		100.0%	34.1%	14.0%	84.3%	32.7%	51.3%	84.5%
%H (TV HH)			34.1%	14.0%	84.3%	32.7%	51.3%	
30" - 39"	542	542	196	76	418	162	256	474
%V	51.1%	53.3%	51.3%	51.4%	56.1%	56.8%	55.7%	51.1%
%H (All HH)		100.0%	36.2%	14.0%	77.1%	29.9%	47.2%	87.5%
%H (TV HH)			36.2%	14.0%	77.1%	29.9%	47.2%	
40" - 49"	451	451	211	73	326	171	155	421
%V	42.5%	44.4%	55.2%	49.3%	43.8%	60.0%	33.7%	45.4%
%H (All HH)		100.0%	46.8%	16.2%	72.3%	37.9%	34.4%	93.3%
%H (TV HH)			46.8%	16.2%	72.3%	37.9%	34.4%	
50" - 59"	123	123	68	26	81	52	30	118
%V	11.6%	12.1%	17.8%	17.6%	10.9%	18.2%	6.5%	12.7%
%H (All HH)		100.0%	55.3%	21.1%	65.9%	42.3%	24.4%	95.9%
%H (TV HH)			55.3%	21.1%	65.9%	42.3%	24.4%	
60"+	8	8	5	2	3	2	1	8
%V	0.8%	0.8%	1.3%	1.4%	0.4%	0.7%	0.2%	0.9%
%H (All HH)		100.0%	62.5%	25.0%	37.5%	25.0%	12.5%	100.0%
%H (TV HH)			62.5%	25.0%	37.5%	25.0%	12.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1061	1016	382	148	745	285	460	928
%H (All HH)		95.8%	36.0%	13.9%	70.2%	26.9%	43.4%	87.5%
%H (TV HH)			37.6%	14.6%	73.3%	28.1%	45.3%	
Main living room	1009	1009	381	148	743	285	458	882
%V	95.1%	99.3%	99.7%	100.0%	99.7%	100.0%	99.6%	95.0%
%H (All HH)		100.0%	37.8%	14.7%	73.6%	28.2%	45.4%	87.4%
%H (TV HH)			37.8%	14.7%	73.6%	28.2%	45.4%	
Kitchen	119	119	44	17	105	46	59	104
%V	11.2%	11.7%	11.5%	11.5%	14.1%	16.1%	12.8%	11.2%
%H (All HH)		100.0%	37.0%	14.3%	88.2%	38.7%	49.6%	87.4%
%H (TV HH)			37.0%	14.3%	88.2%	38.7%	49.6%	
Adult's bedroom	462	462	199	73	374	190	184	428
%V	43.5%	45.5%	52.1%	49.3%	50.2%	66.7%	40.0%	46.1%
%H (All HH)		100.0%	43.1%	15.8%	81.0%	41.1%	39.8%	92.6%
%H (TV HH)			43.1%	15.8%	81.0%	41.1%	39.8%	
Child's bedroom	80	80	46	16	57	40	17	80
%V	7.5%	7.9%	12.0%	10.8%	7.7%	14.0%	3.7%	8.6%
%H (All HH)		100.0%	57.5%	20.0%	71.3%	50.0%	21.3%	100.0%
%H (TV HH)			57.5%	20.0%	71.3%	50.0%	21.3%	
Other bedroom	84	84	37	11	70	35	36	79
%V	7.9%	8.3%	9.7%	7.4%	9.4%	12.3%	7.8%	8.5%
%H (All HH)		100.0%	44.0%	13.1%	83.3%	41.7%	42.9%	94.0%
%H (TV HH)			44.0%	13.1%	83.3%	41.7%	42.9%	
Second living/dining room	95	95	37	14	83	40	44	86
%V	9.0%	9.4%	9.7%	9.5%	11.1%	14.0%	9.6%	9.3%
%H (All HH)		100.0%	38.9%	14.7%	87.4%	42.1%	46.3%	90.5%
%H (TV HH)			38.9%	14.7%	87.4%	42.1%	46.3%	
Study/office	23	23	12	4	20	12	7	23
%V	2.2%	2.3%	3.1%	2.7%	2.7%	4.2%	1.5%	2.5%
%H (All HH)		100.0%	52.2%	17.4%	87.0%	52.2%	30.4%	100.0%
%H (TV HH)			52.2%	17.4%	87.0%	52.2%	30.4%	
TV room	16	16	8	1	11	6	5	16
%V	1.5%	1.6%	2.1%	0.7%	1.5%	2.1%	1.1%	1.7%
%H (All HH)		100.0%	50.0%	6.3%	68.8%	37.5%	31.3%	100.0%
%H (TV HH)			50.0%	6.3%	68.8%	37.5%	31.3%	
Conservatory	26	26	11	4	25	13	12	22
%V	2.5%	2.6%	2.9%	2.7%	3.4%	4.6%	2.6%	2.4%
%H (All HH)		100.0%	42.3%	15.4%	96.2%	50.0%	46.2%	84.6%
%H (TV HH)			42.3%	15.4%	96.2%	50.0%	46.2%	
Attic or loft room	2	2	0	0	2	1	1	2
%V	0.2%	0.2%	0.0%	0.0%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	50.0%	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	7	7	4	0	6	4	3	7
%V	0.7%	0.7%	1.0%	0.0%	0.8%	1.4%	0.7%	0.8%
%H (All HH)		100.0%	57.1%	0.0%	85.7%	57.1%	42.9%	100.0%
%H (TV HH)			57.1%	0.0%	85.7%	57.1%	42.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 2017

BBC West

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1061	1016	382	148	745	285	460	928
%H (All HH)		95.8%	36.0%	13.9%	70.2%	26.9%	43.4%	87.5%
%H (TV HH)			37.6%	14.6%	73.3%	28.1%	45.3%	
Any DSAT provider	382	382	382	3	209	209	0	360
%V	36.0%	37.6%	100.0%	2.0%	28.1%	73.3%	0.0%	38.8%
%H (All HH)			100.0%	0.8%	54.7%	54.7%	0.0%	94.2%
%H (TV HH)			100.0%	0.8%	54.7%	54.7%	0.0%	
Sky with subscription	308	308	308	1	171	171	0	290
%V	29.0%	30.3%	80.6%	0.7%	23.0%	60.0%	0.0%	31.3%
%H (All HH)			100.0%	0.3%	55.5%	55.5%	0.0%	94.2%
%H (TV HH)			100.0%	0.3%	55.5%	55.5%	0.0%	
Sky without subscription	20	20	20	0	10	10	0	19
%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%	95.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Freesat	47	47	47	0	28	28	0	45
%V	4.4%	4.6%	12.3%	0.0%	3.8%	9.8%	0.0%	4.8%
%H (All HH)			100.0%	0.0%	59.6%	59.6%	0.0%	95.7%
%H (TV HH)			100.0%	0.0%	59.6%	59.6%	0.0%	
Other satellite provider	21	21	21	2	9	9	0	20
%V	2.0%	2.1%	5.5%	1.4%	1.2%	3.2%	0.0%	2.2%
%H (All HH)			100.0%	9.5%	42.9%	42.9%	0.0%	95.2%
%H (TV HH)			100.0%	9.5%	42.9%	42.9%	0.0%	
DCAB	148	148	3	148	77	77	0	142
%V	13.9%	14.6%	0.8%	100.0%	10.3%	27.0%	0.0%	15.3%
%H (All HH)			2.0%	100.0%	52.0%	52.0%	0.0%	95.9%
%H (TV HH)			2.0%	100.0%	52.0%	52.0%	0.0%	
DTT	745	745	209	77	745	285	460	637
%V	70.2%	73.3%	54.7%	52.0%	100.0%	100.0%	100.0%	68.6%
%H (All HH)		100.0%	28.1%	10.3%	100.0%	38.3%	61.7%	85.5%
%H (TV HH)			28.1%	10.3%	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

July 2016 - June 2017

BBC West

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1061	1016	382	148	745	285	460	928
%H (All HH)		95.8%	36.0%	13.9%	70.2%	26.9%	43.4%	87.5%
%H (TV HH)			37.6%	14.6%	73.3%	28.1%	45.3%	
PVR	661	661	331	138	458	264	194	615
%V	62.3%	65.1%	86.6%	93.2%	61.5%	92.6%	42.2%	66.3%
%H (All HH)		100.0%	50.1%	20.9%	69.3%	39.9%	29.3%	93.0%
%H (TV HH)			50.1%	20.9%	69.3%	39.9%	29.3%	
DVDR	17	17	6	2	13	4	9	15
%V	1.6%	1.7%	1.6%	1.4%	1.7%	1.4%	2.0%	1.6%
%H (All HH)		100.0%	35.3%	11.8%	76.5%	23.5%	52.9%	88.2%
%H (TV HH)			35.3%	11.8%	76.5%	23.5%	52.9%	
VCR	9	9	3	1	7	3	5	7
%V	0.8%	0.9%	0.8%	0.7%	0.9%	1.1%	1.1%	0.8%
%H (All HH)		100.0%	33.3%	11.1%	77.8%	33.3%	55.6%	77.8%
%H (TV HH)			33.3%	11.1%	77.8%	33.3%	55.6%	
Any recorder	669	669	332	138	466	264	202	622
%V	63.1%	65.8%	86.9%	93.2%	62.6%	92.6%	43.9%	67.0%
%H (All HH)		100.0%	49.6%	20.6%	69.7%	39.5%	30.2%	93.0%
%H (TV HH)			49.6%	20.6%	69.7%	39.5%	30.2%	
Receives HDTV (via STB or built-in reception)	722	722	320	133	530	258	272	667
%V	68.0%	71.1%	83.8%	89.9%	71.1%	90.5%	59.1%	71.9%
%H (All HH)		100.0%	44.3%	18.4%	73.4%	35.7%	37.7%	92.4%
%H (TV HH)			44.3%	18.4%	73.4%	35.7%	37.7%	
DVD/Blu-ray player or recorder	796	796	306	121	595	245	351	719
%V	75.0%	78.3%	80.1%	81.8%	79.9%	86.0%	76.3%	77.5%
%H (All HH)		100.0%	38.4%	15.2%	74.7%	30.8%	44.1%	90.3%
%H (TV HH)			38.4%	15.2%	74.7%	30.8%	44.1%	

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

July 2016 - June 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	1061	1016	382	148	745	285	460	928
%H (All HH)		95.8%	36.0%	13.9%	70.2%	26.9%	43.4%	87.5%
%H (TV HH)			37.6%	14.6%	73.3%	28.1%	45.3%	
Has broadband internet	928	888	360	142	637	274	363	928
%V	87.5%	87.4%	94.2%	95.9%	85.5%	96.1%	78.9%	100.0%
%H (All HH)		95.7%	38.8%	15.3%	68.6%	29.5%	39.1%	100.0%
%H (TV HH)			40.5%	16.0%	71.7%	30.9%	40.9%	
Number of computers (PCs and laptops)								
0	164	157	33	12	126	17	109	36
%V	15.5%	15.5%	8.6%	8.1%	16.9%	6.0%	23.7%	3.9%
%H (All HH)		95.7%	20.1%	7.3%	76.8%	10.4%	66.5%	22.0%
%H (TV HH)			21.0%	7.6%	80.3%	10.8%	69.4%	
1	264	250	89	32	181	59	122	261
%V	24.9%	24.6%	23.3%	21.6%	24.3%	20.7%	26.5%	28.1%
%H (All HH)		94.7%	33.7%	12.1%	68.6%	22.3%	46.2%	98.9%
%H (TV HH)			35.6%	12.8%	72.4%	23.6%	48.8%	
2	237	224	91	34	166	72	94	236
%V	22.3%	22.0%	23.8%	23.0%	22.3%	25.3%	20.4%	25.4%
%H (All HH)		94.5%	38.4%	14.3%	70.0%	30.4%	39.7%	99.6%
%H (TV HH)			40.6%	15.2%	74.1%	32.1%	42.0%	
3	175	171	72	25	126	56	70	174
%V	16.5%	16.8%	18.8%	16.9%	16.9%	19.6%	15.2%	18.8%
%H (All HH)		97.7%	41.1%	14.3%	72.0%	32.0%	40.0%	99.4%
%H (TV HH)			42.1%	14.6%	73.7%	32.7%	40.9%	
4	96	92	39	20	62	31	31	96
%V	9.0%	9.1%	10.2%	13.5%	8.3%	10.9%	6.7%	10.3%
%H (All HH)		95.8%	40.6%	20.8%	64.6%	32.3%	32.3%	100.0%
%H (TV HH)			42.4%	21.7%	67.4%	33.7%	33.7%	
5+	125	122	57	24	83	49	35	125
%V	11.8%	12.0%	14.9%	16.2%	11.1%	17.2%	7.6%	13.5%
%H (All HH)		97.6%	45.6%	19.2%	66.4%	39.2%	28.0%	100.0%
%H (TV HH)			46.7%	19.7%	68.0%	40.2%	28.7%	

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
July 2016 - June 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	2047	842	311	1594	732	862	1851
%H		41.1%	15.2%	77.9%	35.8%	42.1%	90.4%
Under 20"	198	79	20	167	69	98	178
%V	9.7%	9.4%	6.4%	10.5%	9.4%	11.4%	9.6%
%H		39.9%	10.1%	84.3%	34.8%	49.5%	89.9%
20" - 29"	437	152	60	373	150	223	376
%V	21.3%	18.1%	19.3%	23.4%	20.5%	25.9%	20.3%
%H		34.8%	13.7%	85.4%	34.3%	51.0%	86.0%
30" - 39"	682	256	101	530	220	310	607
%V	33.3%	30.4%	32.5%	33.2%	30.1%	36.0%	32.8%
%H		37.5%	14.8%	77.7%	32.3%	45.5%	89.0%
40" - 49"	535	261	87	393	219	174	504
%V	26.1%	31.0%	28.0%	24.7%	29.9%	20.2%	27.2%
%H		48.8%	16.3%	73.5%	40.9%	32.5%	94.2%
50" - 59"	132	72	29	89	57	32	128
%V	6.4%	8.6%	9.3%	5.6%	7.8%	3.7%	6.9%
%H		54.5%	22.0%	67.4%	43.2%	24.2%	97.0%
60"+	10	6	3	4	3	1	10
%V	0.5%	0.7%	1.0%	0.3%	0.4%	0.1%	0.5%
%H		60.0%	30.0%	40.0%	30.0%	10.0%	100.0%
Don't know	54	17	10	39	15	24	49
%V	2.6%	2.0%	3.2%	2.4%	2.0%	2.8%	2.6%
%H		31.5%	18.5%	72.2%	27.8%	44.4%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	2047	842	311	1594	732	862	1851
%H		41.1%	15.2%	77.9%	35.8%	42.1%	90.4%
Main living room	1013	383	149	745	286	459	886
%V	49.5%	45.5%	47.9%	46.7%	39.1%	53.2%	47.9%
%H		37.8%	14.7%	73.5%	28.2%	45.3%	87.5%
Kitchen	120	44	17	106	46	59	105
%V	5.9%	5.2%	5.5%	6.6%	6.3%	6.8%	5.7%
%H		36.7%	14.2%	88.3%	38.3%	49.2%	87.5%
Adult's bedroom	543	238	87	438	228	210	508
%V	26.5%	28.3%	28.0%	27.5%	31.1%	24.4%	27.4%
%H		43.8%	16.0%	80.7%	42.0%	38.7%	93.6%
Child's bedroom	103	59	23	75	55	19	103
%V	5.0%	7.0%	7.4%	4.7%	7.5%	2.2%	5.6%
%H		57.3%	22.3%	72.8%	53.4%	18.4%	100.0%
Other bedroom	95	43	11	80	40	40	90
%V	4.6%	5.1%	3.5%	5.0%	5.5%	4.6%	4.9%
%H		45.3%	11.6%	84.2%	42.1%	42.1%	94.7%
Second living/dining room	98	38	15	86	40	45	88
%V	4.8%	4.5%	4.8%	5.4%	5.5%	5.2%	4.8%
%H		38.8%	15.3%	87.8%	40.8%	45.9%	89.8%
Study/office	23	12	4	20	12	7	23
%V	1.1%	1.4%	1.3%	1.3%	1.6%	0.8%	1.2%
%H		52.2%	17.4%	87.0%	52.2%	30.4%	100.0%
TV room	16	9	1	11	6	5	16
%V	0.8%	1.1%	0.3%	0.7%	0.8%	0.6%	0.9%
%H		56.3%	6.3%	68.8%	37.5%	31.3%	100.0%
Conservatory	26	11	4	25	13	12	22
%V	1.3%	1.3%	1.3%	1.6%	1.8%	1.4%	1.2%
%H		42.3%	15.4%	96.2%	50.0%	46.2%	84.6%
Attic or loft room	2	0	0	2	1	1	2
%V	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	50.0%	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	8	4	0	7	4	4	8
%V	0.4%	0.5%	0.0%	0.4%	0.5%	0.5%	0.4%
%H		50.0%	0.0%	87.5%	50.0%	50.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2047	842	311	1594	732	862	1851
%H		41.1%	15.2%	77.9%	35.8%	42.1%	90.4%
PVR	858	468	178	564	349	215	807
%V	41.9%	55.6%	57.2%	35.4%	47.7%	24.9%	43.6%
%H		54.5%	20.7%	65.7%	40.7%	25.1%	94.1%
DVDR	19	7	2	15	5	10	17
%V	0.9%	0.8%	0.6%	0.9%	0.7%	1.2%	0.9%
%H		36.8%	10.5%	78.9%	26.3%	52.6%	89.5%
VCR	9	3	1	8	3	5	7
%V	0.4%	0.4%	0.3%	0.5%	0.4%	0.6%	0.4%
%H		33.3%	11.1%	88.9%	33.3%	55.6%	77.8%
Any recorder	868	470	178	573	350	223	815
%V	42.4%	55.8%	57.2%	35.9%	47.8%	25.9%	44.0%
%H		54.1%	20.5%	66.0%	40.3%	25.7%	93.9%

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	2047	842	311	1594	732	862	1851
%H		41.1%	15.2%	77.9%	35.8%	42.1%	90.4%
Receives HDTV (via STB or built-in reception)	1075	496	190	801	409	392	1007
%V	52.5%	58.9%	61.1%	50.3%	55.9%	45.5%	54.4%
%H		46.1%	17.7%	74.5%	38.0%	36.5%	93.7%
DVD/Blu-ray player or recorder	1169	491	192	895	430	465	1079
%V	57.1%	58.3%	61.7%	56.1%	58.7%	53.9%	58.3%
%H		42.0%	16.4%	76.6%	36.8%	39.8%	92.3%

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 5.15: 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	1016	382	148	745	285	460	888
%H		37.6%	14.6%	73.3%	28.1%	45.3%	87.4%
Under 20"	11	2	0	8	0	7	8
%V	1.1%	0.5%	0.0%	1.1%	0.0%	1.5%	0.9%
%H		18.2%	0.0%	72.7%	0.0%	63.6%	72.7%
20" - 29"	95	20	6	76	8	68	67
%V	9.4%	5.2%	4.1%	10.2%	2.8%	14.8%	7.5%
%H		21.1%	6.3%	80.0%	8.4%	71.6%	70.5%
30" - 39"	351	98	43	270	71	200	289
%V	34.5%	25.7%	29.1%	36.2%	24.9%	43.5%	32.5%
%H		27.9%	12.3%	76.9%	20.2%	57.0%	82.3%
40" - 49"	409	186	67	298	153	145	382
%V	40.3%	48.7%	45.3%	40.0%	53.7%	31.5%	43.0%
%H		45.5%	16.4%	72.9%	37.4%	35.5%	93.4%
50" - 59"	115	64	24	75	47	27	112
%V	11.3%	16.8%	16.2%	10.1%	16.5%	5.9%	12.6%
%H		55.7%	20.9%	65.2%	40.9%	23.5%	97.4%
60"+	8	5	2	3	2	1	8
%V	0.8%	1.3%	1.4%	0.4%	0.7%	0.2%	0.9%
%H		62.5%	25.0%	37.5%	25.0%	12.5%	100.0%
Don't know	26	7	5	16	5	11	24
%V	2.6%	1.8%	3.4%	2.1%	1.8%	2.4%	2.7%
%H		26.9%	19.2%	61.5%	19.2%	42.3%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	1016	382	148	745	285	460	888
%H		37.6%	14.6%	73.3%	28.1%	45.3%	87.4%
PVR	655	329	138	453	263	190	610
%V	64.5%	86.1%	93.2%	60.8%	92.3%	41.3%	68.7%
%H		50.2%	21.1%	69.2%	40.2%	29.0%	93.1%
DVDR	16	5	2	13	4	9	15
%V	1.6%	1.3%	1.4%	1.7%	1.4%	2.0%	1.7%
%H		31.3%	12.5%	81.3%	25.0%	56.3%	93.8%
VCR	8	3	1	6	2	4	6
%V	0.8%	0.8%	0.7%	0.8%	0.7%	0.9%	0.7%
%H		37.5%	12.5%	75.0%	25.0%	50.0%	75.0%
Any recorder	663	330	138	460	263	198	616
%V	65.3%	86.4%	93.2%	61.7%	92.3%	43.0%	69.4%
%H		49.8%	20.8%	69.4%	39.7%	29.9%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1016	382	148	745	285	460	888
%H		37.6%	14.6%	73.3%	28.1%	45.3%	87.4%
Receives HDTV (via STB or built-in reception)	706	313	131	518	251	266	652
%V	69.5%	81.9%	88.5%	69.5%	88.1%	57.8%	73.4%
%H		44.3%	18.6%	73.4%	35.6%	37.7%	92.4%
DVD/Blu-ray player or recorder	735	278	110	554	225	329	664
%V	72.3%	72.8%	74.3%	74.4%	78.9%	71.5%	74.8%
%H		37.8%	15.0%	75.4%	30.6%	44.8%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	1032	459	163	849	447	402	963
%H		44.5%	15.8%	82.3%	43.3%	39.0%	93.3%
Under 20"	187	77	20	159	69	90	171
%V	18.1%	16.8%	12.3%	18.7%	15.4%	22.4%	17.8%
%H		41.2%	10.7%	85.0%	36.9%	48.1%	91.4%
20" - 29"	342	133	54	297	142	155	309
%V	33.1%	29.0%	33.1%	35.0%	31.8%	38.6%	32.1%
%H		38.9%	15.8%	86.8%	41.5%	45.3%	90.4%
30" - 39"	330	158	57	260	150	110	318
%V	32.0%	34.4%	35.0%	30.6%	33.6%	27.4%	33.0%
%H		47.9%	17.3%	78.8%	45.5%	33.3%	96.4%
40" - 49"	126	75	20	96	66	30	122
%V	12.2%	16.3%	12.3%	11.3%	14.8%	7.5%	12.7%
%H		59.5%	15.9%	76.2%	52.4%	23.8%	96.8%
50" - 59"	17	7	5	14	9	4	16
%V	1.6%	1.5%	3.1%	1.6%	2.0%	1.0%	1.7%
%H		41.2%	29.4%	82.4%	52.9%	23.5%	94.1%
60"+	2	1	1	1	1	0	2
%V	0.2%	0.2%	0.6%	0.1%	0.2%	0.0%	0.2%
%H		50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
Don't know	27	9	5	23	10	13	25
%V	2.6%	2.0%	3.1%	2.7%	2.2%	3.2%	2.6%
%H		33.3%	18.5%	85.2%	37.0%	48.1%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	1032	459	163	849	447	402	963
%H		44.5%	15.8%	82.3%	43.3%	39.0%	93.3%
PVR	203	139	40	110	86	24	197
%V	19.7%	30.3%	24.5%	13.0%	19.2%	6.0%	20.5%
%H		68.5%	19.7%	54.2%	42.4%	11.8%	97.0%
DVDR	3	2	0	2	1	1	3
%V	0.3%	0.4%	0.0%	0.2%	0.2%	0.2%	0.3%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	205	140	40	112	87	25	199
%V	19.9%	30.5%	24.5%	13.2%	19.5%	6.2%	20.7%
%H		68.3%	19.5%	54.6%	42.4%	12.2%	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	1032	459	163	849	447	402	963
%H		44.5%	15.8%	82.3%	43.3%	39.0%	93.3%
Receives HDTV (via STB or built-in reception)	369	184	60	283	158	126	355
%V	35.8%	40.1%	36.8%	33.3%	35.3%	31.3%	36.9%
%H		49.9%	16.3%	76.7%	42.8%	34.1%	96.2%
DVD/Blu-ray player or recorder	434	213	82	341	205	136	415
%V	42.1%	46.4%	50.3%	40.2%	45.9%	33.8%	43.1%
%H		49.1%	18.9%	78.6%	47.2%	31.3%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	2398	2305	945	380	1620	712	908	2217
%H		96.1%	39.4%	15.8%	67.6%	29.7%	37.9%	92.5%
Total Children	412	398	186	82	249	134	115	405
%V	17.2%	17.3%	19.7%	21.6%	15.4%	18.8%	12.7%	18.3%
%H		96.6%	45.1%	19.9%	60.4%	32.5%	27.9%	98.3%
0 - 3	100	92	43	18	55	29	26	96
%V	4.2%	4.0%	4.6%	4.7%	3.4%	4.1%	2.9%	4.3%
%H		92.0%	43.0%	18.0%	55.0%	29.0%	26.0%	96.0%
4 - 15	312	306	143	63	193	105	89	309
%V	13.0%	13.3%	15.1%	16.6%	11.9%	14.7%	9.8%	13.9%
%H		98.1%	45.8%	20.2%	61.9%	33.7%	28.5%	99.0%
4 - 9	178	175	81	34	107	56	51	176
%V	7.4%	7.6%	8.6%	8.9%	6.6%	7.9%	5.6%	7.9%
%H		98.3%	45.5%	19.1%	60.1%	31.5%	28.7%	98.9%
10 - 15	134	132	62	29	86	48	38	133
%V	5.6%	5.7%	6.6%	7.6%	5.3%	6.7%	4.2%	6.0%
%H		98.5%	46.3%	21.6%	64.2%	35.8%	28.4%	99.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2398	2305	945	380	1620	712	908	2217
%H		96.1%	39.4%	15.8%	67.6%	29.7%	37.9%	92.5%
Total Adults (16+)	1986	1907	758	299	1372	579	793	1811
%V	82.8%	82.7%	80.2%	78.7%	84.7%	81.3%	87.3%	81.7%
%H		96.0%	38.2%	15.1%	69.1%	29.2%	39.9%	91.2%
16 - 19	98	96	38	16	60	29	31	97
%V	4.1%	4.2%	4.0%	4.2%	3.7%	4.1%	3.4%	4.4%
%H		98.0%	38.8%	16.3%	61.2%	29.6%	31.6%	99.0%
20 - 24	139	135	52	24	83	39	44	136
%V	5.8%	5.9%	5.5%	6.3%	5.1%	5.5%	4.8%	6.1%
%H		97.1%	37.4%	17.3%	59.7%	28.1%	31.7%	97.8%
25 - 34	302	271	108	54	169	77	92	298
%V	12.6%	11.8%	11.4%	14.2%	10.4%	10.8%	10.1%	13.4%
%H		89.7%	35.8%	17.9%	56.0%	25.5%	30.5%	98.7%
35 - 44	284	272	134	48	167	88	79	279
%V	11.8%	11.8%	14.2%	12.6%	10.3%	12.4%	8.7%	12.6%
%H		95.8%	47.2%	16.9%	58.8%	31.0%	27.8%	98.2%
45 - 54	343	327	147	56	238	116	123	332
%V	14.3%	14.2%	15.6%	14.7%	14.7%	16.3%	13.5%	15.0%
%H		95.3%	42.9%	16.3%	69.4%	33.8%	35.9%	96.8%
55 - 64	303	298	119	45	231	98	133	288
%V	12.6%	12.9%	12.6%	11.8%	14.3%	13.8%	14.6%	13.0%
%H		98.3%	39.3%	14.9%	76.2%	32.3%	43.9%	95.0%
65+	516	509	161	56	422	131	291	380
%V	21.5%	22.1%	17.0%	14.7%	26.0%	18.4%	32.0%	17.1%
%H		98.6%	31.2%	10.9%	81.8%	25.4%	56.4%	73.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.23: 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+)		1986	1907	758	299	1372	579	793	1811
	%H		96.0%	38.2%	15.1%	69.1%	29.2%	39.9%	91.2%
AB		600	573	228	92	419	178	241	587
	%V	30.2%	30.0%	30.1%	30.8%	30.5%	30.7%	30.4%	32.4%
	%H		95.5%	38.0%	15.3%	69.8%	29.7%	40.2%	97.8%
C1		590	565	202	89	405	157	248	544
	%V	29.7%	29.6%	26.6%	29.8%	29.5%	27.1%	31.3%	30.0%
	%H		95.8%	34.2%	15.1%	68.6%	26.6%	42.0%	92.2%
C2		415	406	182	67	295	144	151	388
	%V	20.9%	21.3%	24.0%	22.4%	21.5%	24.9%	19.0%	21.4%
	%H		97.8%	43.9%	16.1%	71.1%	34.7%	36.4%	93.5%
D		273	260	107	39	178	76	103	224
	%V	13.7%	13.6%	14.1%	13.0%	13.0%	13.1%	13.0%	12.4%
	%H		95.2%	39.2%	14.3%	65.2%	27.8%	37.7%	82.1%
E		107	104	39	12	74	24	50	69
	%V	5.4%	5.5%	5.1%	4.0%	5.4%	4.1%	6.3%	3.8%
	%H		97.2%	36.4%	11.2%	69.2%	22.4%	46.7%	64.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1986	1907	758	299	1372	579	793	1811
%H		96.0%	38.2%	15.1%	69.1%	29.2%	39.9%	91.2%
Working full time	905	858	387	149	575	272	302	890
%V	45.6%	45.0%	51.1%	49.8%	41.9%	47.0%	38.1%	49.1%
%H		94.8%	42.8%	16.5%	63.5%	30.1%	33.4%	98.3%
Working part time	242	231	97	41	169	81	88	235
%V	12.2%	12.1%	12.8%	13.7%	12.3%	14.0%	11.1%	13.0%
%H		95.5%	40.1%	16.9%	69.8%	33.5%	36.4%	97.1%
Not working	839	818	275	109	628	225	403	686
%V	42.2%	42.9%	36.3%	36.5%	45.8%	38.9%	50.8%	37.9%
%H		97.5%	32.8%	13.0%	74.9%	26.8%	48.0%	81.8%
Housewife/Houseperson	1061	1016	382	148	745	285	460	928
%V	53.4%	53.3%	50.4%	49.5%	54.3%	49.2%	58.0%	51.2%
%H		95.8%	36.0%	13.9%	70.2%	26.9%	43.4%	87.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	968	927	380	150	656	293	363	896
%H		95.8%	39.3%	15.5%	67.8%	30.3%	37.5%	92.6%
16 - 19	56	56	22	9	35	18	17	56
%V	5.8%	6.0%	5.8%	6.0%	5.3%	6.1%	4.7%	6.3%
%H		100.0%	39.3%	16.1%	62.5%	32.1%	30.4%	100.0%
20 - 24	63	62	25	11	37	17	19	62
%V	6.5%	6.7%	6.6%	7.3%	5.6%	5.8%	5.2%	6.9%
%H		98.4%	39.7%	17.5%	58.7%	27.0%	30.2%	98.4%
25 - 34	155	139	55	29	88	44	44	153
%V	16.0%	15.0%	14.5%	19.3%	13.4%	15.0%	12.1%	17.1%
%H		89.7%	35.5%	18.7%	56.8%	28.4%	28.4%	98.7%
35 - 44	142	135	70	23	81	42	38	139
%V	14.7%	14.6%	18.4%	15.3%	12.3%	14.3%	10.5%	15.5%
%H		95.1%	49.3%	16.2%	57.0%	29.6%	26.8%	97.9%
45 - 54	171	160	71	28	115	56	59	164
%V	17.7%	17.3%	18.7%	18.7%	17.5%	19.1%	16.3%	18.3%
%H		93.6%	41.5%	16.4%	67.3%	32.7%	34.5%	95.9%
55 - 64	150	147	59	22	112	47	66	141
%V	15.5%	15.9%	15.5%	14.7%	17.1%	16.0%	18.2%	15.7%
%H		98.0%	39.3%	14.7%	74.7%	31.3%	44.0%	94.0%
65+	231	228	78	30	189	69	120	181
%V	23.9%	24.6%	20.5%	20.0%	28.8%	23.5%	33.1%	20.2%
%H		98.7%	33.8%	13.0%	81.8%	29.9%	51.9%	78.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	968	927	380	150	656	293	363	896
%H		95.8%	39.3%	15.5%	67.8%	30.3%	37.5%	92.6%
AB	303	290	119	44	213	91	121	297
%V	31.3%	31.3%	31.3%	29.3%	32.5%	31.1%	33.3%	33.1%
%H		95.7%	39.3%	14.5%	70.3%	30.0%	39.9%	98.0%
C1	278	266	98	48	184	78	106	263
%V	28.7%	28.7%	25.8%	32.0%	28.0%	26.6%	29.2%	29.4%
%H		95.7%	35.3%	17.3%	66.2%	28.1%	38.1%	94.6%
C2	217	211	96	32	156	76	79	199
%V	22.4%	22.8%	25.3%	21.3%	23.8%	25.9%	21.8%	22.2%
%H		97.2%	44.2%	14.7%	71.9%	35.0%	36.4%	91.7%
D	132	123	53	21	77	36	41	111
%V	13.6%	13.3%	13.9%	14.0%	11.7%	12.3%	11.3%	12.4%
%H		93.2%	40.2%	15.9%	58.3%	27.3%	31.1%	84.1%
E	38	36	13	5	26	11	16	27
%V	3.9%	3.9%	3.4%	3.3%	4.0%	3.8%	4.4%	3.0%
%H		94.7%	34.2%	13.2%	68.4%	28.9%	42.1%	71.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	968	927	380	150	656	293	363	896
%H		95.8%	39.3%	15.5%	67.8%	30.3%	37.5%	92.6%
Working full time	558	526	242	94	350	170	180	546
%V	57.6%	56.7%	63.7%	62.7%	53.4%	58.0%	49.6%	60.9%
%H		94.3%	43.4%	16.8%	62.7%	30.5%	32.3%	97.8%
Working part time	44	40	13	7	31	14	17	41
%V	4.5%	4.3%	3.4%	4.7%	4.7%	4.8%	4.7%	4.6%
%H		90.9%	29.5%	15.9%	70.5%	31.8%	38.6%	93.2%
Not working	367	361	125	49	275	109	166	309
%V	37.9%	38.9%	32.9%	32.7%	41.9%	37.2%	45.7%	34.5%
%H		98.4%	34.1%	13.4%	74.9%	29.7%	45.2%	84.2%
Housewife/Houseperson	211	199	68	30	139	49	90	171
%V	21.8%	21.5%	17.9%	20.0%	21.2%	16.7%	24.8%	19.1%
%H		94.3%	32.2%	14.2%	65.9%	23.2%	42.7%	81.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1018	980	379	149	715	286	430	915
%H		96.3%	37.2%	14.6%	70.2%	28.1%	42.2%	89.9%
16 - 19	42	40	16	7	26	11	14	41
%V	4.1%	4.1%	4.2%	4.7%	3.6%	3.8%	3.3%	4.5%
%H		95.2%	38.1%	16.7%	61.9%	26.2%	33.3%	97.6%
20 - 24	76	74	28	13	47	22	24	74
%V	7.5%	7.6%	7.4%	8.7%	6.6%	7.7%	5.6%	8.1%
%H		97.4%	36.8%	17.1%	61.8%	28.9%	31.6%	97.4%
25 - 34	147	132	53	25	81	33	48	145
%V	14.4%	13.5%	14.0%	16.8%	11.3%	11.5%	11.2%	15.8%
%H		89.8%	36.1%	17.0%	55.1%	22.4%	32.7%	98.6%
35 - 44	142	136	64	26	87	46	41	141
%V	13.9%	13.9%	16.9%	17.4%	12.2%	16.1%	9.5%	15.4%
%H		95.8%	45.1%	18.3%	61.3%	32.4%	28.9%	99.3%
45 - 54	173	167	76	29	123	60	64	168
%V	17.0%	17.0%	20.1%	19.5%	17.2%	21.0%	14.9%	18.4%
%H		96.5%	43.9%	16.8%	71.1%	34.7%	37.0%	97.1%
55 - 64	152	151	60	23	119	51	68	147
%V	14.9%	15.4%	15.8%	15.4%	16.6%	17.8%	15.8%	16.1%
%H		99.3%	39.5%	15.1%	78.3%	33.6%	44.7%	96.7%
65+	285	280	83	27	233	62	171	200
%V	28.0%	28.6%	21.9%	18.1%	32.6%	21.7%	39.8%	21.9%
%H		98.2%	29.1%	9.5%	81.8%	21.8%	60.0%	70.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1018	980	379	149	715	286	430	915
%H		96.3%	37.2%	14.6%	70.2%	28.1%	42.2%	89.9%
AB	297	283	109	48	206	87	119	290
%V	29.2%	28.9%	28.8%	32.2%	28.8%	30.4%	27.7%	31.7%
%H		95.3%	36.7%	16.2%	69.4%	29.3%	40.1%	97.6%
C1	311	298	104	41	221	78	143	282
%V	30.6%	30.4%	27.4%	27.5%	30.9%	27.3%	33.3%	30.8%
%H		95.8%	33.4%	13.2%	71.1%	25.1%	46.0%	90.7%
C2	198	195	85	35	139	67	72	188
%V	19.4%	19.9%	22.4%	23.5%	19.4%	23.4%	16.7%	20.5%
%H		98.5%	42.9%	17.7%	70.2%	33.8%	36.4%	94.9%
D	141	136	54	18	101	40	61	113
%V	13.9%	13.9%	14.2%	12.1%	14.1%	14.0%	14.2%	12.3%
%H		96.5%	38.3%	12.8%	71.6%	28.4%	43.3%	80.1%
E	69	68	26	7	48	14	34	43
%V	6.8%	6.9%	6.9%	4.7%	6.7%	4.9%	7.9%	4.7%
%H		98.6%	37.7%	10.1%	69.6%	20.3%	49.3%	62.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1018	980	379	149	715	286	430	915
%H		96.3%	37.2%	14.6%	70.2%	28.1%	42.2%	89.9%
Working full time	348	332	145	56	224	102	122	344
%V	34.2%	33.9%	38.3%	37.6%	31.3%	35.7%	28.4%	37.6%
%H		95.4%	41.7%	16.1%	64.4%	29.3%	35.1%	98.9%
Working part time	198	191	83	34	138	67	71	194
%V	19.4%	19.5%	21.9%	22.8%	19.3%	23.4%	16.5%	21.2%
%H		96.5%	41.9%	17.2%	69.7%	33.8%	35.9%	98.0%
Not working	472	458	150	60	353	116	237	377
%V	46.4%	46.7%	39.6%	40.3%	49.4%	40.6%	55.1%	41.2%
%H		97.0%	31.8%	12.7%	74.8%	24.6%	50.2%	79.9%
Housewife/Houseperson	850	817	314	117	606	237	370	757
%V	83.5%	83.4%	82.8%	78.5%	84.8%	82.9%	86.0%	82.7%
%H		96.1%	36.9%	13.8%	71.3%	27.9%	43.5%	89.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2016 - June 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	890	865	351	74	673	246	427	772
%H (All HH)		97.2%	39.4%	8.3%	75.6%	27.6%	48.0%	86.7%
%H (TV HH)			40.6%	8.6%	77.8%	28.4%	49.4%	
AB	246	240	111	20	182	73	109	233
%V	27.6%	27.7%	31.6%	27.0%	27.0%	29.7%	25.5%	30.2%
%H (All HH)		97.6%	45.1%	8.1%	74.0%	29.7%	44.3%	94.7%
%H (TV HH)			46.3%	8.3%	75.8%	30.4%	45.4%	
C1	281	275	105	28	217	80	137	256
%V	31.6%	31.8%	29.9%	37.8%	32.2%	32.5%	32.1%	33.2%
%H (All HH)		97.9%	37.4%	10.0%	77.2%	28.5%	48.8%	91.1%
%H (TV HH)			38.2%	10.2%	78.9%	29.1%	49.8%	
C2	181	174	70	15	139	54	85	156
%V	20.3%	20.1%	19.9%	20.3%	20.7%	22.0%	19.9%	20.2%
%H (All HH)		96.1%	38.7%	8.3%	76.8%	29.8%	47.0%	86.2%
%H (TV HH)			40.2%	8.6%	79.9%	31.0%	48.9%	
D	113	111	41	9	87	28	59	92
%V	12.7%	12.8%	11.7%	12.2%	12.9%	11.4%	13.8%	11.9%
%H (All HH)		98.2%	36.3%	8.0%	77.0%	24.8%	52.2%	81.4%
%H (TV HH)			36.9%	8.1%	78.4%	25.2%	53.2%	
E	67	65	24	2	48	11	37	35
%V	7.5%	7.5%	6.8%	2.7%	7.1%	4.5%	8.7%	4.5%
%H (All HH)		97.0%	35.8%	3.0%	71.6%	16.4%	55.2%	52.2%
%H (TV HH)			36.9%	3.1%	73.8%	16.9%	56.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	890	865	351	74	673	246	427	772
%H (All HH)		97.2%	39.4%	8.3%	75.6%	27.6%	48.0%	86.7%
%H (TV HH)			40.6%	8.6%	77.8%	28.4%	49.4%	
Under 25	38	33	6	3	23	3	21	37
%V	4.3%	3.8%	1.7%	4.1%	3.4%	1.2%	4.9%	4.8%
%H (All HH)		86.8%	15.8%	7.9%	60.5%	7.9%	55.3%	97.4%
%H (TV HH)			18.2%	9.1%	69.7%	9.1%	63.6%	
25 - 34	109	106	48	17	61	26	36	106
%V	12.2%	12.3%	13.7%	23.0%	9.1%	10.6%	8.4%	13.7%
%H (All HH)		97.2%	44.0%	15.6%	56.0%	23.9%	33.0%	97.2%
%H (TV HH)			45.3%	16.0%	57.5%	24.5%	34.0%	
35 - 44	127	122	63	12	90	45	45	125
%V	14.3%	14.1%	17.9%	16.2%	13.4%	18.3%	10.5%	16.2%
%H (All HH)		96.1%	49.6%	9.4%	70.9%	35.4%	35.4%	98.4%
%H (TV HH)			51.6%	9.8%	73.8%	36.9%	36.9%	
45 - 54	168	165	68	19	129	54	75	163
%V	18.9%	19.1%	19.4%	25.7%	19.2%	22.0%	17.6%	21.1%
%H (All HH)		98.2%	40.5%	11.3%	76.8%	32.1%	44.6%	97.0%
%H (TV HH)			41.2%	11.5%	78.2%	32.7%	45.5%	
55 - 64	170	166	77	14	132	57	76	153
%V	19.1%	19.2%	21.9%	18.9%	19.6%	23.2%	17.8%	19.8%
%H (All HH)		97.6%	45.3%	8.2%	77.6%	33.5%	44.7%	90.0%
%H (TV HH)			46.4%	8.4%	79.5%	34.3%	45.8%	
65 +	277	273	88	9	238	63	175	188
%V	31.1%	31.6%	25.1%	12.2%	35.4%	25.6%	41.0%	24.4%
%H (All HH)		98.6%	31.8%	3.2%	85.9%	22.7%	63.2%	67.9%
%H (TV HH)			32.2%	3.3%	87.2%	23.1%	64.1%	

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

July 2016 - June 2017

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	890	865	351	74	673	246	427	772
%H (All HH)		97.2%	39.4%	8.3%	75.6%	27.6%	48.0%	86.7%
%H (TV HH)			40.6%	8.6%	77.8%	28.4%	49.4%	
1	276	264	72	18	216	46	170	184
%V	31.0%	30.5%	20.5%	24.3%	32.1%	18.7%	39.8%	23.8%
%H (All HH)		95.7%	26.1%	6.5%	78.3%	16.7%	61.6%	66.7%
%H (TV HH)			27.3%	6.8%	81.8%	17.4%	64.4%	
2	342	336	139	25	262	97	165	317
%V	38.4%	38.8%	39.6%	33.8%	38.9%	39.4%	38.6%	41.1%
%H (All HH)		98.2%	40.6%	7.3%	76.6%	28.4%	48.2%	92.7%
%H (TV HH)			41.4%	7.4%	78.0%	28.9%	49.1%	
3	128	125	62	14	94	46	47	127
%V	14.4%	14.5%	17.7%	18.9%	14.0%	18.7%	11.0%	16.5%
%H (All HH)		97.7%	48.4%	10.9%	73.4%	35.9%	36.7%	99.2%
%H (TV HH)			49.6%	11.2%	75.2%	36.8%	37.6%	
4	99	97	54	13	71	42	29	98
%V	11.1%	11.2%	15.4%	17.6%	10.5%	17.1%	6.8%	12.7%
%H (All HH)		98.0%	54.5%	13.1%	71.7%	42.4%	29.3%	99.0%
%H (TV HH)			55.7%	13.4%	73.2%	43.3%	29.9%	
5+	45	44	23	4	30	14	17	45
%V	5.1%	5.1%	6.6%	5.4%	4.5%	5.7%	4.0%	5.8%
%H (All HH)		97.8%	51.1%	8.9%	66.7%	31.1%	37.8%	100.0%
%H (TV HH)			52.3%	9.1%	68.2%	31.8%	38.6%	
Average HH size	2.23	2.23	2.49	2.48	2.19	2.53	1.99	2.38

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	890	865	351	74	673	246	427	772
%H (All HH)		97.2%	39.4%	8.3%	75.6%	27.6%	48.0%	86.7%
%H (TV HH)			40.6%	8.6%	77.8%	28.4%	49.4%	
Without	694	674	251	53	539	177	362	579
%V	78.0%	77.9%	71.5%	71.6%	80.1%	72.0%	84.8%	75.0%
%H (All HH)		97.1%	36.2%	7.6%	77.7%	25.5%	52.2%	83.4%
%H (TV HH)			37.2%	7.9%	80.0%	26.3%	53.7%	
With	195	190	100	22	134	68	65	193
%V	21.9%	22.0%	28.5%	29.7%	19.9%	27.6%	15.2%	25.0%
%H (All HH)		97.4%	51.3%	11.3%	68.7%	34.9%	33.3%	99.0%
%H (TV HH)			52.6%	11.6%	70.5%	35.8%	34.2%	
0 - 3	71	69	40	6	46	26	20	69
%V	8.0%	8.0%	11.4%	8.1%	6.8%	10.6%	4.7%	8.9%
%H (All HH)		97.2%	56.3%	8.5%	64.8%	36.6%	28.2%	97.2%
%H (TV HH)			58.0%	8.7%	66.7%	37.7%	29.0%	
4 - 9	91	90	51	8	59	29	30	90
%V	10.2%	10.4%	14.5%	10.8%	8.8%	11.8%	7.0%	11.7%
%H (All HH)		98.9%	56.0%	8.8%	64.8%	31.9%	33.0%	98.9%
%H (TV HH)			56.7%	8.9%	65.6%	32.2%	33.3%	
10 - 15	99	96	52	11	71	38	32	98
%V	11.1%	11.1%	14.8%	14.9%	10.5%	15.4%	7.5%	12.7%
%H (All HH)		97.0%	52.5%	11.1%	71.7%	38.4%	32.3%	99.0%
%H (TV HH)			54.2%	11.5%	74.0%	39.6%	33.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	890	865	351	74	673	246	427	772
%H (All HH)		97.2%	39.4%	8.3%	75.6%	27.6%	48.0%	86.7%
%H (TV HH)			40.6%	8.6%	77.8%	28.4%	49.4%	
1	336	336	101	24	241	42	199	267
%V	37.8%	38.8%	28.8%	32.4%	35.8%	17.1%	46.6%	34.6%
%H (All HH)		100.0%	30.1%	7.1%	71.7%	12.5%	59.2%	79.5%
%H (TV HH)			30.1%	7.1%	71.7%	12.5%	59.2%	
2	284	284	121	23	228	91	138	248
%V	31.9%	32.8%	34.5%	31.1%	33.9%	37.0%	32.3%	32.1%
%H (All HH)		100.0%	42.6%	8.1%	80.3%	32.0%	48.6%	87.3%
%H (TV HH)			42.6%	8.1%	80.3%	32.0%	48.6%	
3	156	156	80	15	129	67	61	147
%V	17.5%	18.0%	22.8%	20.3%	19.2%	27.2%	14.3%	19.0%
%H (All HH)		100.0%	51.3%	9.6%	82.7%	42.9%	39.1%	94.2%
%H (TV HH)			51.3%	9.6%	82.7%	42.9%	39.1%	
4	57	57	27	9	48	27	21	55
%V	6.4%	6.6%	7.7%	12.2%	7.1%	11.0%	4.9%	7.1%
%H (All HH)		100.0%	47.4%	15.8%	84.2%	47.4%	36.8%	96.5%
%H (TV HH)			47.4%	15.8%	84.2%	47.4%	36.8%	
5+	33	33	22	3	26	18	9	31
%V	3.7%	3.8%	6.3%	4.1%	3.9%	7.3%	2.1%	4.0%
%H (All HH)		100.0%	66.7%	9.1%	78.8%	54.5%	27.3%	93.9%
%H (TV HH)			66.7%	9.1%	78.8%	54.5%	27.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	890	865	351	74	673	246	427	772
%V (All HH)		97.2%	39.4%	8.3%	75.6%	27.6%	48.0%	86.7%
%H (TV HH)			40.6%	8.6%	77.8%	28.4%	49.4%	
Under 20"	163	163	76	10	138	62	76	146
%V	18.3%	18.8%	21.7%	13.5%	20.5%	25.2%	17.8%	18.9%
%H (All HH)		100.0%	46.6%	6.1%	84.7%	38.0%	46.6%	89.6%
%H (TV HH)			46.6%	6.1%	84.7%	38.0%	46.6%	
20" - 29"	305	305	118	28	260	101	159	257
%V	34.3%	35.3%	33.6%	37.8%	38.6%	41.1%	37.2%	33.3%
%H (All HH)		100.0%	38.7%	9.2%	85.2%	33.1%	52.1%	84.3%
%H (TV HH)			38.7%	9.2%	85.2%	33.1%	52.1%	
30" - 39"	441	441	178	35	363	139	224	381
%V	49.6%	51.0%	50.7%	47.3%	53.9%	56.5%	52.5%	49.4%
%H (All HH)		100.0%	40.4%	7.9%	82.3%	31.5%	50.8%	86.4%
%H (TV HH)			40.4%	7.9%	82.3%	31.5%	50.8%	
40" - 49"	377	377	183	42	286	139	147	349
%V	42.4%	43.6%	52.1%	56.8%	42.5%	56.5%	34.4%	45.2%
%H (All HH)		100.0%	48.5%	11.1%	75.9%	36.9%	39.0%	92.6%
%H (TV HH)			48.5%	11.1%	75.9%	36.9%	39.0%	
50" - 59"	118	118	66	12	81	43	38	115
%V	13.3%	13.6%	18.8%	16.2%	12.0%	17.5%	8.9%	14.9%
%H (All HH)		100.0%	55.9%	10.2%	68.6%	36.4%	32.2%	97.5%
%H (TV HH)			55.9%	10.2%	68.6%	36.4%	32.2%	
60"+	17	17	9	2	12	6	5	16
%V	1.9%	2.0%	2.6%	2.7%	1.8%	2.4%	1.2%	2.1%
%H (All HH)		100.0%	52.9%	11.8%	70.6%	35.3%	29.4%	94.1%
%H (TV HH)			52.9%	11.8%	70.6%	35.3%	29.4%	

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

July 2016 - June 2017

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	890	865	351	74	673	246	427	772
%H (All HH)		97.2%	39.4%	8.3%	75.6%	27.6%	48.0%	86.7%
%H (TV HH)			40.6%	8.6%	77.8%	28.4%	49.4%	
Main living room	855	855	348	74	666	244	422	740
%V	96.1%	98.8%	99.1%	100.0%	99.0%	99.2%	98.8%	95.9%
%H (All HH)		100.0%	40.7%	8.7%	77.9%	28.5%	49.4%	86.5%
%H (TV HH)			40.7%	8.7%	77.9%	28.5%	49.4%	
Kitchen	122	122	57	9	105	49	56	109
%V	13.7%	14.1%	16.2%	12.2%	15.6%	19.9%	13.1%	14.1%
%H (All HH)		100.0%	46.7%	7.4%	86.1%	40.2%	45.9%	89.3%
%H (TV HH)			46.7%	7.4%	86.1%	40.2%	45.9%	
Adult's bedroom	407	407	192	43	335	165	169	371
%V	45.7%	47.1%	54.7%	58.1%	49.8%	67.1%	39.6%	48.1%
%H (All HH)		100.0%	47.2%	10.6%	82.3%	40.5%	41.5%	91.2%
%H (TV HH)			47.2%	10.6%	82.3%	40.5%	41.5%	
Child's bedroom	67	67	39	9	47	29	19	67
%V	7.5%	7.7%	11.1%	12.2%	7.0%	11.8%	4.4%	8.7%
%H (All HH)		100.0%	58.2%	13.4%	70.1%	43.3%	28.4%	100.0%
%H (TV HH)			58.2%	13.4%	70.1%	43.3%	28.4%	
Other bedroom	85	85	38	15	71	39	32	82
%V	9.6%	9.8%	10.8%	20.3%	10.5%	15.9%	7.5%	10.6%
%H (All HH)		100.0%	44.7%	17.6%	83.5%	45.9%	37.6%	96.5%
%H (TV HH)			44.7%	17.6%	83.5%	45.9%	37.6%	
Second living/dining room	84	84	43	7	70	36	34	76
%V	9.4%	9.7%	12.3%	9.5%	10.4%	14.6%	8.0%	9.8%
%H (All HH)		100.0%	51.2%	8.3%	83.3%	42.9%	40.5%	90.5%
%H (TV HH)			51.2%	8.3%	83.3%	42.9%	40.5%	
Study/office	13	13	7	1	11	6	5	12
%V	1.5%	1.5%	2.0%	1.4%	1.6%	2.4%	1.2%	1.6%
%H (All HH)		100.0%	53.8%	7.7%	84.6%	46.2%	38.5%	92.3%
%H (TV HH)			53.8%	7.7%	84.6%	46.2%	38.5%	
TV room	5	5	3	0	2	1	1	5
%V	0.6%	0.6%	0.9%	0.0%	0.3%	0.4%	0.2%	0.6%
%H (All HH)		100.0%	60.0%	0.0%	40.0%	20.0%	20.0%	100.0%
%H (TV HH)			60.0%	0.0%	40.0%	20.0%	20.0%	
Conservatory	14	14	10	1	11	7	4	14
%V	1.6%	1.6%	2.8%	1.4%	1.6%	2.8%	0.9%	1.8%
%H (All HH)		100.0%	71.4%	7.1%	78.6%	50.0%	28.6%	100.0%
%H (TV HH)			71.4%	7.1%	78.6%	50.0%	28.6%	
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	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	8	8	4	0	7	3	4	8
%V	0.9%	0.9%	1.1%	0.0%	1.0%	1.2%	0.9%	1.0%
%H (All HH)		100.0%	50.0%	0.0%	87.5%	37.5%	50.0%	100.0%
%H (TV HH)			50.0%	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

July 2016 - June 2017

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	890	865	351	74	673	246	427	772
%H (All HH)		97.2%	39.4%	8.3%	75.6%	27.6%	48.0%	86.7%
%H (TV HH)			40.6%	8.6%	77.8%	28.4%	49.4%	
Any DSAT provider	351	351	351	2	204	204	0	327
%V	39.4%	40.6%	100.0%	2.7%	30.3%	82.9%	0.0%	42.4%
%H (All HH)			100.0%	0.6%	58.1%	58.1%	0.0%	93.2%
%H (TV HH)			100.0%	0.6%	58.1%	58.1%	0.0%	
Sky with subscription	268	268	268	1	153	153	0	253
%V	30.1%	31.0%	76.4%	1.4%	22.7%	62.2%	0.0%	32.8%
%H (All HH)			100.0%	0.4%	57.1%	57.1%	0.0%	94.4%
%H (TV HH)			100.0%	0.4%	57.1%	57.1%	0.0%	
Sky without subscription	19	19	19	0	13	13	0	17
%V	2.1%	2.2%	5.4%	0.0%	1.9%	5.3%	0.0%	2.2%
%H (All HH)			100.0%	0.0%	68.4%	68.4%	0.0%	89.5%
%H (TV HH)			100.0%	0.0%	68.4%	68.4%	0.0%	
Freesat	70	70	70	1	36	36	0	63
%V	7.9%	8.1%	19.9%	1.4%	5.3%	14.6%	0.0%	8.2%
%H (All HH)			100.0%	1.4%	51.4%	51.4%	0.0%	90.0%
%H (TV HH)			100.0%	1.4%	51.4%	51.4%	0.0%	
Other satellite provider	22	22	22	0	14	14	0	20
%V	2.5%	2.5%	6.3%	0.0%	2.1%	5.7%	0.0%	2.6%
%H (All HH)			100.0%	0.0%	63.6%	63.6%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	63.6%	63.6%	0.0%	
DCAB	74	74	2	74	43	43	0	72
%V	8.3%	8.6%	0.6%	100.0%	6.4%	17.5%	0.0%	9.3%
%H (All HH)			2.7%	100.0%	58.1%	58.1%	0.0%	97.3%
%H (TV HH)			2.7%	100.0%	58.1%	58.1%	0.0%	
DTT	673	673	204	43	673	246	427	570
%V	75.6%	77.8%	58.1%	58.1%	100.0%	100.0%	100.0%	73.8%
%H (All HH)		100.0%	30.3%	6.4%	100.0%	36.6%	63.4%	84.7%
%H (TV HH)			30.3%	6.4%	100.0%	36.6%	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

July 2016 - June 2017

BBC South West

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	890	865	351	74	673	246	427	772
%H (All HH)		97.2%	39.4%	8.3%	75.6%	27.6%	48.0%	86.7%
%H (TV HH)			40.6%	8.6%	77.8%	28.4%	49.4%	
PVR	576	576	312	70	421	225	196	533
%V	64.7%	66.6%	88.9%	94.6%	62.6%	91.5%	45.9%	69.0%
%H (All HH)		100.0%	54.2%	12.2%	73.1%	39.1%	34.0%	92.5%
%H (TV HH)			54.2%	12.2%	73.1%	39.1%	34.0%	
DVDR	12	12	3	0	12	3	9	10
%V	1.3%	1.4%	0.9%	0.0%	1.8%	1.2%	2.1%	1.3%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	75.0%	83.3%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	75.0%	
VCR	11	11	2	1	10	2	7	8
%V	1.2%	1.3%	0.6%	1.4%	1.5%	0.8%	1.6%	1.0%
%H (All HH)		100.0%	18.2%	9.1%	90.9%	18.2%	63.6%	72.7%
%H (TV HH)			18.2%	9.1%	90.9%	18.2%	63.6%	
Any recorder	587	587	312	70	432	226	206	540
%V	66.0%	67.9%	88.9%	94.6%	64.2%	91.9%	48.2%	69.9%
%H (All HH)		100.0%	53.2%	11.9%	73.6%	38.5%	35.1%	92.0%
%H (TV HH)			53.2%	11.9%	73.6%	38.5%	35.1%	
Receives HDTV (via STB or built-in reception)	615	615	299	69	468	219	248	569
%V	69.1%	71.1%	85.2%	93.2%	69.5%	89.0%	58.1%	73.7%
%H (All HH)		100.0%	48.6%	11.2%	76.1%	35.6%	40.3%	92.5%
%H (TV HH)			48.6%	11.2%	76.1%	35.6%	40.3%	
DVD/Blu-ray player or recorder	699	699	292	66	549	218	331	625
%V	78.5%	80.8%	83.2%	89.2%	81.6%	88.6%	77.5%	81.0%
%H (All HH)		100.0%	41.8%	9.4%	78.5%	31.2%	47.4%	89.4%
%H (TV HH)			41.8%	9.4%	78.5%	31.2%	47.4%	

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

July 2016 - June 2017

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	890	865	351	74	673	246	427	772
%H (All HH)		97.2%	39.4%	8.3%	75.6%	27.6%	48.0%	86.7%
%H (TV HH)			40.6%	8.6%	77.8%	28.4%	49.4%	
Has broadband internet	772	749	327	72	570	233	337	772
%V	86.7%	86.6%	93.2%	97.3%	84.7%	94.7%	78.9%	100.0%
%H (All HH)		97.0%	42.4%	9.3%	73.8%	30.2%	43.7%	100.0%
%H (TV HH)			43.7%	9.6%	76.1%	31.1%	45.0%	
Number of computers (PCs and laptops)								
0	137	133	29	3	115	17	98	25
%V	15.4%	15.4%	8.3%	4.1%	17.1%	6.9%	23.0%	3.2%
%H (All HH)		97.1%	21.2%	2.2%	83.9%	12.4%	71.5%	18.2%
%H (TV HH)			21.8%	2.3%	86.5%	12.8%	73.7%	
1	199	193	63	17	154	44	110	194
%V	22.4%	22.3%	17.9%	23.0%	22.9%	17.9%	25.8%	25.1%
%H (All HH)		97.0%	31.7%	8.5%	77.4%	22.1%	55.3%	97.5%
%H (TV HH)			32.6%	8.8%	79.8%	22.8%	57.0%	
2	232	224	107	19	168	75	94	232
%V	26.1%	25.9%	30.5%	25.7%	25.0%	30.5%	22.0%	30.1%
%H (All HH)		96.6%	46.1%	8.2%	72.4%	32.3%	40.5%	100.0%
%H (TV HH)			47.8%	8.5%	75.0%	33.5%	42.0%	
3	130	127	61	11	96	41	55	129
%V	14.6%	14.7%	17.4%	14.9%	14.3%	16.7%	12.9%	16.7%
%H (All HH)		97.7%	46.9%	8.5%	73.8%	31.5%	42.3%	99.2%
%H (TV HH)			48.0%	8.7%	75.6%	32.3%	43.3%	
4	78	77	35	12	58	30	28	78
%V	8.8%	8.9%	10.0%	16.2%	8.6%	12.2%	6.6%	10.1%
%H (All HH)		98.7%	44.9%	15.4%	74.4%	38.5%	35.9%	100.0%
%H (TV HH)			45.5%	15.6%	75.3%	39.0%	36.4%	
5+	113	111	57	13	81	40	42	113
%V	12.7%	12.8%	16.2%	17.6%	12.0%	16.3%	9.8%	14.6%
%H (All HH)		98.2%	50.4%	11.5%	71.7%	35.4%	37.2%	100.0%
%H (TV HH)			51.4%	11.7%	73.0%	36.0%	37.8%	

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

July 2016 - June 2017

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	1778	807	167	1422	631	791	1598
%H		45.4%	9.4%	80.0%	35.5%	44.5%	89.9%
Under 20"	218	101	16	186	86	99	196
%V	12.3%	12.5%	9.6%	13.1%	13.6%	12.5%	12.3%
%H		46.3%	7.3%	85.3%	39.4%	45.4%	89.9%
20" - 29"	395	157	36	338	136	203	339
%V	22.2%	19.5%	21.6%	23.8%	21.6%	25.7%	21.2%
%H		39.7%	9.1%	85.6%	34.4%	51.4%	85.8%
30" - 39"	546	233	44	445	180	265	480
%V	30.7%	28.9%	26.3%	31.3%	28.5%	33.5%	30.0%
%H		42.7%	8.1%	81.5%	33.0%	48.5%	87.9%
40" - 49"	429	215	51	323	164	159	401
%V	24.1%	26.6%	30.5%	22.7%	26.0%	20.1%	25.1%
%H		50.1%	11.9%	75.3%	38.2%	37.1%	93.5%
50" - 59"	128	72	13	87	48	39	126
%V	7.2%	8.9%	7.8%	6.1%	7.6%	4.9%	7.9%
%H		56.3%	10.2%	68.0%	37.5%	30.5%	98.4%
60"+	17	9	2	12	6	5	17
%V	1.0%	1.1%	1.2%	0.8%	1.0%	0.6%	1.1%
%H		52.9%	11.8%	70.6%	35.3%	29.4%	100.0%
Don't know	45	21	3	31	11	20	40
%V	2.5%	2.6%	1.8%	2.2%	1.7%	2.5%	2.5%
%H		46.7%	6.7%	68.9%	24.4%	44.4%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	1778	807	167	1422	631	791	1598
%H		45.4%	9.4%	80.0%	35.5%	44.5%	89.9%
Main living room	858	348	74	669	245	424	742
%V	48.3%	43.1%	44.3%	47.0%	38.8%	53.6%	46.4%
%H		40.6%	8.6%	78.0%	28.6%	49.4%	86.5%
Kitchen	122	57	9	105	49	56	109
%V	6.9%	7.1%	5.4%	7.4%	7.8%	7.1%	6.8%
%H		46.7%	7.4%	86.1%	40.2%	45.9%	89.3%
Adult's bedroom	480	235	45	393	195	198	444
%V	27.0%	29.1%	26.9%	27.6%	30.9%	25.0%	27.8%
%H		49.0%	9.4%	81.9%	40.6%	41.3%	92.5%
Child's bedroom	86	51	11	62	37	25	86
%V	4.8%	6.3%	6.6%	4.4%	5.9%	3.2%	5.4%
%H		59.3%	12.8%	72.1%	43.0%	29.1%	100.0%
Other bedroom	105	48	19	88	50	38	99
%V	5.9%	5.9%	11.4%	6.2%	7.9%	4.8%	6.2%
%H		45.7%	18.1%	83.8%	47.6%	36.2%	94.3%
Second living/dining room	86	44	7	72	37	35	78
%V	4.8%	5.5%	4.2%	5.1%	5.9%	4.4%	4.9%
%H		51.2%	8.1%	83.7%	43.0%	40.7%	90.7%
Study/office	13	7	1	11	6	5	12
%V	0.7%	0.9%	0.6%	0.8%	1.0%	0.6%	0.8%
%H		53.8%	7.7%	84.6%	46.2%	38.5%	92.3%
TV room	5	3	0	2	1	1	5
%V	0.3%	0.4%	0.0%	0.1%	0.2%	0.1%	0.3%
%H		60.0%	0.0%	40.0%	20.0%	20.0%	100.0%
Conservatory	14	10	1	11	7	4	14
%V	0.8%	1.2%	0.6%	0.8%	1.1%	0.5%	0.9%
%H		71.4%	7.1%	78.6%	50.0%	28.6%	100.0%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	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	9	4	0	8	4	4	9
%V	0.5%	0.5%	0.0%	0.6%	0.6%	0.5%	0.6%
%H		44.4%	0.0%	88.9%	44.4%	44.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	1778	807	167	1422	631	791	1598
%H		45.4%	9.4%	80.0%	35.5%	44.5%	89.9%
PVR	755	450	97	520	308	211	705
%V	42.5%	55.8%	58.1%	36.6%	48.8%	26.7%	44.1%
%H		59.6%	12.8%	68.9%	40.8%	27.9%	93.4%
DVDR	13	3	0	13	3	10	11
%V	0.7%	0.4%	0.0%	0.9%	0.5%	1.3%	0.7%
%H		23.1%	0.0%	100.0%	23.1%	76.9%	84.6%
VCR	11	2	1	10	2	7	8
%V	0.6%	0.2%	0.6%	0.7%	0.3%	0.9%	0.5%
%H		18.2%	9.1%	90.9%	18.2%	63.6%	72.7%
Any recorder	770	451	97	534	310	225	716
%V	43.3%	55.9%	58.1%	37.6%	49.1%	28.4%	44.8%
%H		58.6%	12.6%	69.4%	40.3%	29.2%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: 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	1778	807	167	1422	631	791	1598
%H		45.4%	9.4%	80.0%	35.5%	44.5%	89.9%
Receives HDTV (via STB or built-in reception)	964	495	108	741	376	365	907
%V	54.2%	61.3%	64.7%	52.1%	59.6%	46.1%	56.8%
%H		51.3%	11.2%	76.9%	39.0%	37.9%	94.1%
DVD/Blu-ray player or recorder	1049	468	120	839	387	452	959
%V	59.0%	58.0%	71.9%	59.0%	61.3%	57.1%	60.0%
%H		44.6%	11.4%	80.0%	36.9%	43.1%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	865	351	74	673	246	427	749
%H		40.6%	8.6%	77.8%	28.4%	49.4%	86.6%
Under 20"	12	2	0	10	2	8	9
%V	1.4%	0.6%	0.0%	1.5%	0.8%	1.9%	1.2%
%H		16.7%	0.0%	83.3%	16.7%	66.7%	75.0%
20" - 29"	92	18	2	80	9	71	64
%V	10.6%	5.1%	2.7%	11.9%	3.7%	16.6%	8.5%
%H		19.6%	2.2%	87.0%	9.8%	77.2%	69.6%
30" - 39"	291	98	20	240	70	170	237
%V	33.6%	27.9%	27.0%	35.7%	28.5%	39.8%	31.6%
%H		33.7%	6.9%	82.5%	24.1%	58.4%	81.4%
40" - 49"	326	158	38	246	119	127	301
%V	37.7%	45.0%	51.4%	36.6%	48.4%	29.7%	40.2%
%H		48.5%	11.7%	75.5%	36.5%	39.0%	92.3%
50" - 59"	107	60	10	72	37	34	104
%V	12.4%	17.1%	13.5%	10.7%	15.0%	8.0%	13.9%
%H		56.1%	9.3%	67.3%	34.6%	31.8%	97.2%
60"+	15	7	2	11	6	5	14
%V	1.7%	2.0%	2.7%	1.6%	2.4%	1.2%	1.9%
%H		46.7%	13.3%	73.3%	40.0%	33.3%	93.3%
Don't know	21	7	3	14	3	11	19
%V	2.4%	2.0%	4.1%	2.1%	1.2%	2.6%	2.5%
%H		33.3%	14.3%	66.7%	14.3%	52.4%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	865	351	74	673	246	427	749
%H		40.6%	8.6%	77.8%	28.4%	49.4%	86.6%
PVR	562	307	69	409	220	189	522
%V	65.0%	87.5%	93.2%	60.8%	89.4%	44.3%	69.7%
%H		54.6%	12.3%	72.8%	39.1%	33.6%	92.9%
DVDR	8	2	0	8	2	6	6
%V	0.9%	0.6%	0.0%	1.2%	0.8%	1.4%	0.8%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	75.0%
VCR	8	1	1	7	1	6	5
%V	0.9%	0.3%	1.4%	1.0%	0.4%	1.4%	0.7%
%H		12.5%	12.5%	87.5%	12.5%	75.0%	62.5%
Any recorder	571	307	69	417	220	197	527
%V	66.0%	87.5%	93.2%	62.0%	89.4%	46.1%	70.4%
%H		53.8%	12.1%	73.0%	38.5%	34.5%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	865	351	74	673	246	427	749
%H		40.6%	8.6%	77.8%	28.4%	49.4%	86.6%
Receives HDTV (via STB or built-in reception)	593	289	67	449	210	238	550
%V	68.6%	82.3%	90.5%	66.7%	85.4%	55.7%	73.4%
%H		48.7%	11.3%	75.7%	35.4%	40.1%	92.7%
DVD/Blu-ray player or recorder	647	271	62	510	205	305	577
%V	74.8%	77.2%	83.8%	75.8%	83.3%	71.4%	77.0%
%H		41.9%	9.6%	78.8%	31.7%	47.1%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	913	456	93	750	385	364	849
%H		49.9%	10.2%	82.1%	42.2%	39.9%	93.0%
Under 20"	206	98	16	176	85	91	186
%V	22.6%	21.5%	17.2%	23.5%	22.1%	25.0%	21.9%
%H		47.6%	7.8%	85.4%	41.3%	44.2%	90.3%
20" - 29"	303	139	33	258	126	132	276
%V	33.2%	30.5%	35.5%	34.4%	32.7%	36.3%	32.5%
%H		45.9%	10.9%	85.1%	41.6%	43.6%	91.1%
30" - 39"	254	134	25	206	111	95	243
%V	27.8%	29.4%	26.9%	27.5%	28.8%	26.1%	28.6%
%H		52.8%	9.8%	81.1%	43.7%	37.4%	95.7%
40" - 49"	103	56	14	77	45	33	100
%V	11.3%	12.3%	15.1%	10.3%	11.7%	9.1%	11.8%
%H		54.4%	13.6%	74.8%	43.7%	32.0%	97.1%
50" - 59"	21	12	3	15	10	5	21
%V	2.3%	2.6%	3.2%	2.0%	2.6%	1.4%	2.5%
%H		57.1%	14.3%	71.4%	47.6%	23.8%	100.0%
60"+	2	2	0	0	0	0	2
%V	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Don't know	23	14	1	17	8	9	21
%V	2.5%	3.1%	1.1%	2.3%	2.1%	2.5%	2.5%
%H		60.9%	4.3%	73.9%	34.8%	39.1%	91.3%

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	913	456	93	750	385	364	849
%H		49.9%	10.2%	82.1%	42.2%	39.9%	93.0%
PVR	193	143	28	111	88	23	183
%V	21.1%	31.4%	30.1%	14.8%	22.9%	6.3%	21.6%
%H		74.1%	14.5%	57.5%	45.6%	11.9%	94.8%
DVDR	5	1	0	5	1	4	5
%V	0.5%	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	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.0%	0.3%	0.3%	0.3%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	199	145	28	117	90	27	189
%V	21.8%	31.8%	30.1%	15.6%	23.4%	7.4%	22.3%
%H		72.9%	14.1%	58.8%	45.2%	13.6%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: 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	913	456	93	750	385	364	849
%H		49.9%	10.2%	82.1%	42.2%	39.9%	93.0%
Receives HDTV (via STB or built-in reception)	371	206	40	292	166	127	358
%V	40.6%	45.2%	43.0%	38.9%	43.1%	34.9%	42.2%
%H		55.5%	10.8%	78.7%	44.7%	34.2%	96.5%
DVD/Blu-ray player or recorder	402	197	58	329	182	148	382
%V	44.0%	43.2%	62.4%	43.9%	47.3%	40.7%	45.0%
%H		49.0%	14.4%	81.8%	45.3%	36.8%	95.0%

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

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	1982	1932	875	184	1470	621	849	1835
%H		97.5%	44.1%	9.3%	74.2%	31.3%	42.8%	92.6%
Total Children	327	319	179	35	221	119	102	323
%V	16.5%	16.5%	20.5%	19.0%	15.0%	19.2%	12.0%	17.6%
%H		97.6%	54.7%	10.7%	67.6%	36.4%	31.2%	98.8%
0 - 3	80	79	44	8	52	28	24	79
%V	4.0%	4.1%	5.0%	4.3%	3.5%	4.5%	2.8%	4.3%
%H		98.8%	55.0%	10.0%	65.0%	35.0%	30.0%	98.8%
4 - 15	247	240	135	27	168	90	78	244
%V	12.5%	12.4%	15.4%	14.7%	11.4%	14.5%	9.2%	13.3%
%H		97.2%	54.7%	10.9%	68.0%	36.4%	31.6%	98.8%
4 - 9	117	115	67	11	74	38	36	116
%V	5.9%	6.0%	7.7%	6.0%	5.0%	6.1%	4.2%	6.3%
%H		98.3%	57.3%	9.4%	63.2%	32.5%	30.8%	99.1%
10 - 15	129	125	68	16	94	53	42	129
%V	6.5%	6.5%	7.8%	8.7%	6.4%	8.5%	4.9%	7.0%
%H		96.9%	52.7%	12.4%	72.9%	41.1%	32.6%	100.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	1982	1932	875	184	1470	621	849	1835
%H		97.5%	44.1%	9.3%	74.2%	31.3%	42.8%	92.6%
Total Adults (16+)	1655	1613	696	149	1250	502	747	1511
%V	83.5%	83.5%	79.5%	81.0%	85.0%	80.8%	88.0%	82.3%
%H		97.5%	42.1%	9.0%	75.5%	30.3%	45.1%	91.3%
16 - 19	87	85	37	10	65	28	37	87
%V	4.4%	4.4%	4.2%	5.4%	4.4%	4.5%	4.4%	4.7%
%H		97.7%	42.5%	11.5%	74.7%	32.2%	42.5%	100.0%
20 - 24	140	126	39	11	96	26	70	139
%V	7.1%	6.5%	4.5%	6.0%	6.5%	4.2%	8.2%	7.6%
%H		90.0%	27.9%	7.9%	68.6%	18.6%	50.0%	99.3%
25 - 34	212	208	99	33	129	63	67	209
%V	10.7%	10.8%	11.3%	17.9%	8.8%	10.1%	7.9%	11.4%
%H		98.1%	46.7%	15.6%	60.8%	29.7%	31.6%	98.6%
35 - 44	214	207	108	20	151	75	76	212
%V	10.8%	10.7%	12.3%	10.9%	10.3%	12.1%	9.0%	11.6%
%H		96.7%	50.5%	9.3%	70.6%	35.0%	35.5%	99.1%
45 - 54	281	277	127	33	209	95	115	274
%V	14.2%	14.3%	14.5%	17.9%	14.2%	15.3%	13.5%	14.9%
%H		98.6%	45.2%	11.7%	74.4%	33.8%	40.9%	97.5%
55 - 64	278	274	125	25	222	99	124	257
%V	14.0%	14.2%	14.3%	13.6%	15.1%	15.9%	14.6%	14.0%
%H		98.6%	45.0%	9.0%	79.9%	35.6%	44.6%	92.4%
65+	441	436	161	16	377	118	259	334
%V	22.3%	22.6%	18.4%	8.7%	25.6%	19.0%	30.5%	18.2%
%H		98.9%	36.5%	3.6%	85.5%	26.8%	58.7%	75.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)		1655	1613	696	149	1250	502	747	1511
	%H		97.5%	42.1%	9.0%	75.5%	30.3%	45.1%	91.3%
AB		469	459	221	40	346	148	197	450
	%V	28.3%	28.5%	31.8%	26.8%	27.7%	29.5%	26.4%	29.8%
	%H		97.9%	47.1%	8.5%	73.8%	31.6%	42.0%	95.9%
C1		543	530	212	58	412	161	251	515
	%V	32.8%	32.9%	30.5%	38.9%	33.0%	32.1%	33.6%	34.1%
	%H		97.6%	39.0%	10.7%	75.9%	29.7%	46.2%	94.8%
C2		352	341	146	34	272	116	155	317
	%V	21.3%	21.1%	21.0%	22.8%	21.8%	23.1%	20.7%	21.0%
	%H		96.9%	41.5%	9.7%	77.3%	33.0%	44.0%	90.1%
D		204	200	83	16	158	61	97	178
	%V	12.3%	12.4%	11.9%	10.7%	12.6%	12.2%	13.0%	11.8%
	%H		98.0%	40.7%	7.8%	77.5%	29.9%	47.5%	87.3%
E		86	84	35	2	62	16	46	51
	%V	5.2%	5.2%	5.0%	1.3%	5.0%	3.2%	6.2%	3.4%
	%H		97.7%	40.7%	2.3%	72.1%	18.6%	53.5%	59.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1655	1613	696	149	1250	502	747	1511
%H		97.5%	42.1%	9.0%	75.5%	30.3%	45.1%	91.3%
Working full time	718	704	340	82	512	241	271	703
%V	43.4%	43.6%	48.9%	55.0%	41.0%	48.0%	36.3%	46.5%
%H		98.1%	47.4%	11.4%	71.3%	33.6%	37.7%	97.9%
Working part time	194	190	89	20	144	65	79	187
%V	11.7%	11.8%	12.8%	13.4%	11.5%	12.9%	10.6%	12.4%
%H		97.9%	45.9%	10.3%	74.2%	33.5%	40.7%	96.4%
Not working	743	719	268	47	594	196	397	621
%V	44.9%	44.6%	38.5%	31.5%	47.5%	39.0%	53.1%	41.1%
%H		96.8%	36.1%	6.3%	79.9%	26.4%	53.4%	83.6%
Housewife/Houseperson	890	865	351	74	673	246	427	772
%V	53.8%	53.6%	50.4%	49.7%	53.8%	49.0%	57.2%	51.1%
%H		97.2%	39.4%	8.3%	75.6%	27.6%	48.0%	86.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	802	784	348	74	601	250	351	740
%H		97.8%	43.4%	9.2%	74.9%	31.2%	43.8%	92.3%
16 - 19	45	44	18	7	34	15	20	45
%V	5.6%	5.6%	5.2%	9.5%	5.7%	6.0%	5.7%	6.1%
%H		97.8%	40.0%	15.6%	75.6%	33.3%	44.4%	100.0%
20 - 24	65	59	21	6	43	14	29	64
%V	8.1%	7.5%	6.0%	8.1%	7.2%	5.6%	8.3%	8.6%
%H		90.8%	32.3%	9.2%	66.2%	21.5%	44.6%	98.5%
25 - 34	108	105	47	14	68	29	39	107
%V	13.5%	13.4%	13.5%	18.9%	11.3%	11.6%	11.1%	14.5%
%H		97.2%	43.5%	13.0%	63.0%	26.9%	36.1%	99.1%
35 - 44	103	99	53	10	70	36	34	102
%V	12.8%	12.6%	15.2%	13.5%	11.6%	14.4%	9.7%	13.8%
%H		96.1%	51.5%	9.7%	68.0%	35.0%	33.0%	99.0%
45 - 54	134	132	65	15	96	45	51	129
%V	16.7%	16.8%	18.7%	20.3%	16.0%	18.0%	14.5%	17.4%
%H		98.5%	48.5%	11.2%	71.6%	33.6%	38.1%	96.3%
55 - 64	133	132	54	13	109	45	65	120
%V	16.6%	16.8%	15.5%	17.6%	18.1%	18.0%	18.5%	16.2%
%H		99.2%	40.6%	9.8%	82.0%	33.8%	48.9%	90.2%
65+	215	213	90	9	181	67	114	172
%V	26.8%	27.2%	25.9%	12.2%	30.1%	26.8%	32.5%	23.2%
%H		99.1%	41.9%	4.2%	84.2%	31.2%	53.0%	80.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	802	784	348	74	601	250	351	740
%H		97.8%	43.4%	9.2%	74.9%	31.2%	43.8%	92.3%
AB	226	221	111	20	164	73	90	219
%V	28.2%	28.2%	31.9%	27.0%	27.3%	29.2%	25.6%	29.6%
%H		97.8%	49.1%	8.8%	72.6%	32.3%	39.8%	96.9%
C1	255	250	106	28	192	81	112	245
%V	31.8%	31.9%	30.5%	37.8%	31.9%	32.4%	31.9%	33.1%
%H		98.0%	41.6%	11.0%	75.3%	31.8%	43.9%	96.1%
C2	184	179	78	19	139	61	78	167
%V	22.9%	22.8%	22.4%	25.7%	23.1%	24.4%	22.2%	22.6%
%H		97.3%	42.4%	10.3%	75.5%	33.2%	42.4%	90.8%
D	101	99	40	7	81	30	50	87
%V	12.6%	12.6%	11.5%	9.5%	13.5%	12.0%	14.2%	11.8%
%H		98.0%	39.6%	6.9%	80.2%	29.7%	49.5%	86.1%
E	36	35	13	1	25	5	21	22
%V	4.5%	4.5%	3.7%	1.4%	4.2%	2.0%	6.0%	3.0%
%H		97.2%	36.1%	2.8%	69.4%	13.9%	58.3%	61.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	802	784	348	74	601	250	351	740
%H		97.8%	43.4%	9.2%	74.9%	31.2%	43.8%	92.3%
Working full time	432	423	205	49	306	144	162	422
%V	53.9%	54.0%	58.9%	66.2%	50.9%	57.6%	46.2%	57.0%
%H		97.9%	47.5%	11.3%	70.8%	33.3%	37.5%	97.7%
Working part time	45	45	19	4	35	13	22	42
%V	5.6%	5.7%	5.5%	5.4%	5.8%	5.2%	6.3%	5.7%
%H		100.0%	42.2%	8.9%	77.8%	28.9%	48.9%	93.3%
Not working	325	315	123	21	260	93	167	276
%V	40.5%	40.2%	35.3%	28.4%	43.3%	37.2%	47.6%	37.3%
%H		96.9%	37.8%	6.5%	80.0%	28.6%	51.4%	84.9%
Housewife/Houseperson	179	171	58	14	132	37	95	137
%V	22.3%	21.8%	16.7%	18.9%	22.0%	14.8%	27.1%	18.5%
%H		95.5%	32.4%	7.8%	73.7%	20.7%	53.1%	76.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	853	829	349	75	649	253	396	771
%H		97.2%	40.9%	8.8%	76.1%	29.7%	46.4%	90.4%
16 - 19	42	41	19	4	31	13	18	41
%V	4.9%	4.9%	5.4%	5.3%	4.8%	5.1%	4.5%	5.3%
%H		97.6%	45.2%	9.5%	73.8%	31.0%	42.9%	97.6%
20 - 24	75	67	18	5	53	12	41	74
%V	8.8%	8.1%	5.2%	6.7%	8.2%	4.7%	10.4%	9.6%
%H		89.3%	24.0%	6.7%	70.7%	16.0%	54.7%	98.7%
25 - 34	105	103	51	19	62	34	28	102
%V	12.3%	12.4%	14.6%	25.3%	9.6%	13.4%	7.1%	13.2%
%H		98.1%	48.6%	18.1%	59.0%	32.4%	26.7%	97.1%
35 - 44	111	108	55	10	81	39	42	110
%V	13.0%	13.0%	15.8%	13.3%	12.5%	15.4%	10.6%	14.3%
%H		97.3%	49.5%	9.0%	73.0%	35.1%	37.8%	99.1%
45 - 54	148	145	62	18	113	49	64	145
%V	17.4%	17.5%	17.8%	24.0%	17.4%	19.4%	16.2%	18.8%
%H		98.0%	41.9%	12.2%	76.4%	33.1%	43.2%	98.0%
55 - 64	145	142	72	11	113	54	59	136
%V	17.0%	17.1%	20.6%	14.7%	17.4%	21.3%	14.9%	17.6%
%H		97.9%	49.7%	7.6%	77.9%	37.2%	40.7%	93.8%
65+	226	223	71	7	196	51	145	162
%V	26.5%	26.9%	20.3%	9.3%	30.2%	20.2%	36.6%	21.0%
%H		98.7%	31.4%	3.1%	86.7%	22.6%	64.2%	71.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	853	829	349	75	649	253	396	771
%H		97.2%	40.9%	8.8%	76.1%	29.7%	46.4%	90.4%
AB	243	238	111	20	182	75	107	231
%V	28.5%	28.7%	31.8%	26.7%	28.0%	29.6%	27.0%	30.0%
%H		97.9%	45.7%	8.2%	74.9%	30.9%	44.0%	95.1%
C1	288	279	105	30	220	80	140	271
%V	33.8%	33.7%	30.1%	40.0%	33.9%	31.6%	35.4%	35.1%
%H		96.9%	36.5%	10.4%	76.4%	27.8%	48.6%	94.1%
C2	168	162	68	14	133	56	77	150
%V	19.7%	19.5%	19.5%	18.7%	20.5%	22.1%	19.4%	19.5%
%H		96.4%	40.5%	8.3%	79.2%	33.3%	45.8%	89.3%
D	103	101	43	10	77	31	47	90
%V	12.1%	12.2%	12.3%	13.3%	11.9%	12.3%	11.9%	11.7%
%H		98.1%	41.7%	9.7%	74.8%	30.1%	45.6%	87.4%
E	50	49	22	1	37	11	25	29
%V	5.9%	5.9%	6.3%	1.3%	5.7%	4.3%	6.3%	3.8%
%H		98.0%	44.0%	2.0%	74.0%	22.0%	50.0%	58.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	853	829	349	75	649	253	396	771
%H		97.2%	40.9%	8.8%	76.1%	29.7%	46.4%	90.4%
Working full time	286	281	134	33	206	97	110	281
%V	33.5%	33.9%	38.4%	44.0%	31.7%	38.3%	27.8%	36.4%
%H		98.3%	46.9%	11.5%	72.0%	33.9%	38.5%	98.3%
Working part time	148	144	70	16	109	52	57	145
%V	17.4%	17.4%	20.1%	21.3%	16.8%	20.6%	14.4%	18.8%
%H		97.3%	47.3%	10.8%	73.6%	35.1%	38.5%	98.0%
Not working	418	404	145	26	333	103	230	346
%V	49.0%	48.7%	41.5%	34.7%	51.3%	40.7%	58.1%	44.9%
%H		96.7%	34.7%	6.2%	79.7%	24.6%	55.0%	82.8%
Housewife/Houseperson	711	694	293	61	541	209	332	634
%V	83.4%	83.7%	84.0%	81.3%	83.4%	82.6%	83.8%	82.2%
%H		97.6%	41.2%	8.6%	76.1%	29.4%	46.7%	89.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2149	2064	813	333	1390	500	890	1888
%H (All HH)		96.0%	37.8%	15.5%	64.7%	23.3%	41.4%	87.9%
%H (TV HH)			39.4%	16.1%	67.3%	24.2%	43.1%	
AB	693	671	283	115	431	166	265	670
%V	32.2%	32.5%	34.8%	34.5%	31.0%	33.2%	29.8%	35.5%
%H (All HH)		96.8%	40.8%	16.6%	62.2%	24.0%	38.2%	96.7%
%H (TV HH)			42.2%	17.1%	64.2%	24.7%	39.5%	
C1	669	645	248	107	433	158	275	600
%V	31.1%	31.3%	30.5%	32.1%	31.2%	31.6%	30.9%	31.8%
%H (All HH)		96.4%	37.1%	16.0%	64.7%	23.6%	41.1%	89.7%
%H (TV HH)			38.4%	16.6%	67.1%	24.5%	42.6%	
C2	411	399	152	70	276	103	174	357
%V	19.1%	19.3%	18.7%	21.0%	19.9%	20.6%	19.6%	18.9%
%H (All HH)		97.1%	37.0%	17.0%	67.2%	25.1%	42.3%	86.9%
%H (TV HH)			38.1%	17.5%	69.2%	25.8%	43.6%	
D	243	226	95	24	153	49	105	182
%V	11.3%	10.9%	11.7%	7.2%	11.0%	9.8%	11.8%	9.6%
%H (All HH)		93.0%	39.1%	9.9%	63.0%	20.2%	43.2%	74.9%
%H (TV HH)			42.0%	10.6%	67.7%	21.7%	46.5%	
E	133	124	35	17	96	25	71	79
%V	6.2%	6.0%	4.3%	5.1%	6.9%	5.0%	8.0%	4.2%
%H (All HH)		93.2%	26.3%	12.8%	72.2%	18.8%	53.4%	59.4%
%H (TV HH)			28.2%	13.7%	77.4%	20.2%	57.3%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC South

Household level data

Table 7.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2149	2064	813	333	1390	500	890	1888
%H (All HH)		96.0%	37.8%	15.5%	64.7%	23.3%	41.4%	87.9%
%H (TV HH)			39.4%	16.1%	67.3%	24.2%	43.1%	
Under 25	73	63	17	9	33	6	27	69
%V	3.4%	3.1%	2.1%	2.7%	2.4%	1.2%	3.0%	3.7%
%H (All HH)		86.3%	23.3%	12.3%	45.2%	8.2%	37.0%	94.5%
%H (TV HH)			27.0%	14.3%	52.4%	9.5%	42.9%	
25 - 34	293	262	120	43	133	44	88	282
%V	13.6%	12.7%	14.8%	12.9%	9.6%	8.8%	9.9%	14.9%
%H (All HH)		89.4%	41.0%	14.7%	45.4%	15.0%	30.0%	96.2%
%H (TV HH)			45.8%	16.4%	50.8%	16.8%	33.6%	
35 - 44	356	342	158	65	193	87	106	347
%V	16.6%	16.6%	19.4%	19.5%	13.9%	17.4%	11.9%	18.4%
%H (All HH)		96.1%	44.4%	18.3%	54.2%	24.4%	29.8%	97.5%
%H (TV HH)			46.2%	19.0%	56.4%	25.4%	31.0%	
45 - 54	415	409	175	86	273	120	153	402
%V	19.3%	19.8%	21.5%	25.8%	19.6%	24.0%	17.2%	21.3%
%H (All HH)		98.6%	42.2%	20.7%	65.8%	28.9%	36.9%	96.9%
%H (TV HH)			42.8%	21.0%	66.7%	29.3%	37.4%	
55 - 64	351	340	136	54	241	92	148	328
%V	16.3%	16.5%	16.7%	16.2%	17.3%	18.4%	16.6%	17.4%
%H (All HH)		96.9%	38.7%	15.4%	68.7%	26.2%	42.2%	93.4%
%H (TV HH)			40.0%	15.9%	70.9%	27.1%	43.5%	
65 +	661	647	209	76	518	151	367	461
%V	30.8%	31.3%	25.7%	22.8%	37.3%	30.2%	41.2%	24.4%
%H (All HH)		97.9%	31.6%	11.5%	78.4%	22.8%	55.5%	69.7%
%H (TV HH)			32.3%	11.7%	80.1%	23.3%	56.7%	

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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BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2149	2064	813	333	1390	500	890	1888
%H (All HH)		96.0%	37.8%	15.5%	64.7%	23.3%	41.4%	87.9%
%H (TV HH)			39.4%	16.1%	67.3%	24.2%	43.1%	
1	633	592	164	78	438	99	339	445
%V	29.5%	28.7%	20.2%	23.4%	31.5%	19.8%	38.1%	23.6%
%H (All HH)		93.5%	25.9%	12.3%	69.2%	15.6%	53.6%	70.3%
%H (TV HH)			27.7%	13.2%	74.0%	16.7%	57.3%	
2	780	752	306	113	523	194	329	722
%V	36.3%	36.4%	37.6%	33.9%	37.6%	38.8%	37.0%	38.2%
%H (All HH)		96.4%	39.2%	14.5%	67.1%	24.9%	42.2%	92.6%
%H (TV HH)			40.7%	15.0%	69.5%	25.8%	43.8%	
3	329	323	144	62	200	88	112	319
%V	15.3%	15.6%	17.7%	18.6%	14.4%	17.6%	12.6%	16.9%
%H (All HH)		98.2%	43.8%	18.8%	60.8%	26.7%	34.0%	97.0%
%H (TV HH)			44.6%	19.2%	61.9%	27.2%	34.7%	
4	286	278	143	54	158	81	77	281
%V	13.3%	13.5%	17.6%	16.2%	11.4%	16.2%	8.7%	14.9%
%H (All HH)		97.2%	50.0%	18.9%	55.2%	28.3%	26.9%	98.3%
%H (TV HH)			51.4%	19.4%	56.8%	29.1%	27.7%	
5+	121	119	56	26	71	38	33	121
%V	5.6%	5.8%	6.9%	7.8%	5.1%	7.6%	3.7%	6.4%
%H (All HH)		98.3%	46.3%	21.5%	58.7%	31.4%	27.3%	100.0%
%H (TV HH)			47.1%	21.8%	59.7%	31.9%	27.7%	
Average HH size	2.32	2.33	2.57	2.54	2.23	2.57	2.04	2.45

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 7.4: 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	2149	2064	813	333	1390	500	890	1888
%H (All HH)		96.0%	37.8%	15.5%	64.7%	23.3%	41.4%	87.9%
%H (TV HH)			39.4%	16.1%	67.3%	24.2%	43.1%	
Without	1598	1528	557	230	1087	364	722	1350
%V	74.4%	74.0%	68.5%	69.1%	78.2%	72.8%	81.1%	71.5%
%H (All HH)		95.6%	34.9%	14.4%	68.0%	22.8%	45.2%	84.5%
%H (TV HH)			36.5%	15.1%	71.1%	23.8%	47.3%	
With	551	536	256	103	303	136	167	538
%V	25.6%	26.0%	31.5%	30.9%	21.8%	27.2%	18.8%	28.5%
%H (All HH)		97.3%	46.5%	18.7%	55.0%	24.7%	30.3%	97.6%
%H (TV HH)			47.8%	19.2%	56.5%	25.4%	31.2%	
0 - 3	208	200	101	32	110	47	63	199
%V	9.7%	9.7%	12.4%	9.6%	7.9%	9.4%	7.1%	10.5%
%H (All HH)		96.2%	48.6%	15.4%	52.9%	22.6%	30.3%	95.7%
%H (TV HH)			50.5%	16.0%	55.0%	23.5%	31.5%	
4 - 9	273	265	125	60	144	66	77	269
%V	12.7%	12.8%	15.4%	18.0%	10.4%	13.2%	8.7%	14.2%
%H (All HH)		97.1%	45.8%	22.0%	52.7%	24.2%	28.2%	98.5%
%H (TV HH)			47.2%	22.6%	54.3%	24.9%	29.1%	
10 - 15	252	248	119	51	151	75	77	250
%V	11.7%	12.0%	14.6%	15.3%	10.9%	15.0%	8.7%	13.2%
%H (All HH)		98.4%	47.2%	20.2%	59.9%	29.8%	30.6%	99.2%
%H (TV HH)			48.0%	20.6%	60.9%	30.2%	31.0%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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Table 7.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2149	2064	813	333	1390	500	890	1888
%H (All HH)		96.0%	37.8%	15.5%	64.7%	23.3%	41.4%	87.9%
%H (TV HH)			39.4%	16.1%	67.3%	24.2%	43.1%	
1	842	842	267	119	491	67	424	692
%V	39.2%	40.8%	32.8%	35.7%	35.3%	13.4%	47.6%	36.7%
%H (All HH)		100.0%	31.7%	14.1%	58.3%	8.0%	50.4%	82.2%
%H (TV HH)			31.7%	14.1%	58.3%	8.0%	50.4%	
2	673	673	268	102	484	182	302	607
%V	31.3%	32.6%	33.0%	30.6%	34.8%	36.4%	33.9%	32.2%
%H (All HH)		100.0%	39.8%	15.2%	71.9%	27.0%	44.9%	90.2%
%H (TV HH)			39.8%	15.2%	71.9%	27.0%	44.9%	
3	339	339	168	67	240	134	106	316
%V	15.8%	16.4%	20.7%	20.1%	17.3%	26.8%	11.9%	16.7%
%H (All HH)		100.0%	49.6%	19.8%	70.8%	39.5%	31.3%	93.2%
%H (TV HH)			49.6%	19.8%	70.8%	39.5%	31.3%	
4	134	134	69	29	109	72	37	131
%V	6.2%	6.5%	8.5%	8.7%	7.8%	14.4%	4.2%	6.9%
%H (All HH)		100.0%	51.5%	21.6%	81.3%	53.7%	27.6%	97.8%
%H (TV HH)			51.5%	21.6%	81.3%	53.7%	27.6%	
5+	77	77	41	16	66	45	21	76
%V	3.6%	3.7%	5.0%	4.8%	4.7%	9.0%	2.4%	4.0%
%H (All HH)		100.0%	53.2%	20.8%	85.7%	58.4%	27.3%	98.7%
%H (TV HH)			53.2%	20.8%	85.7%	58.4%	27.3%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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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	2149	2064	813	333	1390	500	890	1888
%V (All HH)		96.0%	37.8%	15.5%	64.7%	23.3%	41.4%	87.9%
%H (TV HH)			39.4%	16.1%	67.3%	24.2%	43.1%	
Under 20"	309	309	127	48	253	118	135	273
%V	14.4%	15.0%	15.6%	14.4%	18.2%	23.6%	15.2%	14.5%
%H (All HH)		100.0%	41.1%	15.5%	81.9%	38.2%	43.7%	88.3%
%H (TV HH)			41.1%	15.5%	81.9%	38.2%	43.7%	
20" - 29"	725	725	283	120	537	214	323	625
%V	33.7%	35.1%	34.8%	36.0%	38.6%	42.8%	36.3%	33.1%
%H (All HH)		100.0%	39.0%	16.6%	74.1%	29.5%	44.6%	86.2%
%H (TV HH)			39.0%	16.6%	74.1%	29.5%	44.6%	
30" - 39"	1063	1063	415	173	763	292	471	941
%V	49.5%	51.5%	51.0%	52.0%	54.9%	58.4%	52.9%	49.8%
%H (All HH)		100.0%	39.0%	16.3%	71.8%	27.5%	44.3%	88.5%
%H (TV HH)			39.0%	16.3%	71.8%	27.5%	44.3%	
40" - 49"	954	954	448	179	615	294	321	904
%V	44.4%	46.2%	55.1%	53.8%	44.2%	58.8%	36.1%	47.9%
%H (All HH)		100.0%	47.0%	18.8%	64.5%	30.8%	33.6%	94.8%
%H (TV HH)			47.0%	18.8%	64.5%	30.8%	33.6%	
50" - 59"	265	265	142	50	163	96	68	259
%V	12.3%	12.8%	17.5%	15.0%	11.7%	19.2%	7.6%	13.7%
%H (All HH)		100.0%	53.6%	18.9%	61.5%	36.2%	25.7%	97.7%
%H (TV HH)			53.6%	18.9%	61.5%	36.2%	25.7%	
60"+	34	34	19	7	18	12	6	34
%V	1.6%	1.6%	2.3%	2.1%	1.3%	2.4%	0.7%	1.8%
%H (All HH)		100.0%	55.9%	20.6%	52.9%	35.3%	17.6%	100.0%
%H (TV HH)			55.9%	20.6%	52.9%	35.3%	17.6%	

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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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	2149	2064	813	333	1390	500	890	1888
%H (All HH)		96.0%	37.8%	15.5%	64.7%	23.3%	41.4%	87.9%
%H (TV HH)			39.4%	16.1%	67.3%	24.2%	43.1%	
Main living room	2043	2043	810	330	1375	497	878	1802
%V	95.1%	99.0%	99.6%	99.1%	98.9%	99.4%	98.7%	95.4%
%H (All HH)		100.0%	39.6%	16.2%	67.3%	24.3%	43.0%	88.2%
%H (TV HH)			39.6%	16.2%	67.3%	24.3%	43.0%	
Kitchen	247	247	119	41	200	112	89	230
%V	11.5%	12.0%	14.6%	12.3%	14.4%	22.4%	10.0%	12.2%
%H (All HH)		100.0%	48.2%	16.6%	81.0%	45.3%	36.0%	93.1%
%H (TV HH)			48.2%	16.6%	81.0%	45.3%	36.0%	
Adult's bedroom	950	950	429	178	692	347	345	877
%V	44.2%	46.0%	52.8%	53.5%	49.8%	69.4%	38.8%	46.5%
%H (All HH)		100.0%	45.2%	18.7%	72.8%	36.5%	36.3%	92.3%
%H (TV HH)			45.2%	18.7%	72.8%	36.5%	36.3%	
Child's bedroom	153	153	84	33	99	62	37	150
%V	7.1%	7.4%	10.3%	9.9%	7.1%	12.4%	4.2%	7.9%
%H (All HH)		100.0%	54.9%	21.6%	64.7%	40.5%	24.2%	98.0%
%H (TV HH)			54.9%	21.6%	64.7%	40.5%	24.2%	
Other bedroom	133	133	63	31	105	63	42	126
%V	6.2%	6.4%	7.7%	9.3%	7.6%	12.6%	4.7%	6.7%
%H (All HH)		100.0%	47.4%	23.3%	78.9%	47.4%	31.6%	94.7%
%H (TV HH)			47.4%	23.3%	78.9%	47.4%	31.6%	
Second living/dining room	201	201	84	36	159	79	81	188
%V	9.4%	9.7%	10.3%	10.8%	11.4%	15.8%	9.1%	10.0%
%H (All HH)		100.0%	41.8%	17.9%	79.1%	39.3%	40.3%	93.5%
%H (TV HH)			41.8%	17.9%	79.1%	39.3%	40.3%	
Study/office	44	44	25	3	35	19	17	44
%V	2.0%	2.1%	3.1%	0.9%	2.5%	3.8%	1.9%	2.3%
%H (All HH)		100.0%	56.8%	6.8%	79.5%	43.2%	38.6%	100.0%
%H (TV HH)			56.8%	6.8%	79.5%	43.2%	38.6%	
TV room	15	15	7	2	10	5	5	15
%V	0.7%	0.7%	0.9%	0.6%	0.7%	1.0%	0.6%	0.8%
%H (All HH)		100.0%	46.7%	13.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			46.7%	13.3%	66.7%	33.3%	33.3%	
Conservatory	43	43	16	12	37	22	15	40
%V	2.0%	2.1%	2.0%	3.6%	2.7%	4.4%	1.7%	2.1%
%H (All HH)		100.0%	37.2%	27.9%	86.0%	51.2%	34.9%	93.0%
%H (TV HH)			37.2%	27.9%	86.0%	51.2%	34.9%	
Attic or loft room	5	5	3	0	5	3	1	5
%V	0.2%	0.2%	0.4%	0.0%	0.4%	0.6%	0.1%	0.3%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	20.0%	
No specific location	4	4	1	1	2	1	1	4
%V	0.2%	0.2%	0.1%	0.3%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	25.0%	25.0%	50.0%	25.0%	25.0%	100.0%
%H (TV HH)			25.0%	25.0%	50.0%	25.0%	25.0%	
Other	23	23	16	3	18	13	6	22
%V	1.1%	1.1%	2.0%	0.9%	1.3%	2.6%	0.7%	1.2%
%H (All HH)		100.0%	69.6%	13.0%	78.3%	56.5%	26.1%	95.7%
%H (TV HH)			69.6%	13.0%	78.3%	56.5%	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

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Table 7.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2149	2064	813	333	1390	500	890	1888
%H (All HH)		96.0%	37.8%	15.5%	64.7%	23.3%	41.4%	87.9%
%H (TV HH)			39.4%	16.1%	67.3%	24.2%	43.1%	
Any DSAT provider	813	813	813	21	383	383	0	770
%V	37.8%	39.4%	100.0%	6.3%	27.6%	76.6%	0.0%	40.8%
%H (All HH)			100.0%	2.6%	47.1%	47.1%	0.0%	94.7%
%H (TV HH)			100.0%	2.6%	47.1%	47.1%	0.0%	
Sky with subcription	650	650	650	8	309	309	0	621
%V	30.2%	31.5%	80.0%	2.4%	22.2%	61.8%	0.0%	32.9%
%H (All HH)			100.0%	1.2%	47.5%	47.5%	0.0%	95.5%
%H (TV HH)			100.0%	1.2%	47.5%	47.5%	0.0%	
Sky without subscription	49	49	49	8	19	19	0	41
%V	2.3%	2.4%	6.0%	2.4%	1.4%	3.8%	0.0%	2.2%
%H (All HH)			100.0%	16.3%	38.8%	38.8%	0.0%	83.7%
%H (TV HH)			100.0%	16.3%	38.8%	38.8%	0.0%	
Freesat	113	113	113	4	59	59	0	108
%V	5.3%	5.5%	13.9%	1.2%	4.2%	11.8%	0.0%	5.7%
%H (All HH)			100.0%	3.5%	52.2%	52.2%	0.0%	95.6%
%H (TV HH)			100.0%	3.5%	52.2%	52.2%	0.0%	
Other satellite provider	41	41	41	5	20	20	0	40
%V	1.9%	2.0%	5.0%	1.5%	1.4%	4.0%	0.0%	2.1%
%H (All HH)			100.0%	12.2%	48.8%	48.8%	0.0%	97.6%
%H (TV HH)			100.0%	12.2%	48.8%	48.8%	0.0%	
DCAB	333	333	21	333	125	125	0	317
%V	15.5%	16.1%	2.6%	100.0%	9.0%	25.0%	0.0%	16.8%
%H (All HH)			6.3%	100.0%	37.5%	37.5%	0.0%	95.2%
%H (TV HH)			6.3%	100.0%	37.5%	37.5%	0.0%	
DTT	1390	1390	383	125	1390	500	890	1186
%V	64.7%	67.3%	47.1%	37.5%	100.0%	100.0%	100.0%	62.8%
%H (All HH)		100.0%	27.6%	9.0%	100.0%	36.0%	64.0%	85.3%
%H (TV HH)			27.6%	9.0%	100.0%	36.0%	64.0%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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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	2149	2064	813	333	1390	500	890	1888
%H (All HH)		96.0%	37.8%	15.5%	64.7%	23.3%	41.4%	87.9%
%H (TV HH)			39.4%	16.1%	67.3%	24.2%	43.1%	
PVR	1386	1386	729	296	837	457	380	1303
%V	64.5%	67.2%	89.7%	88.9%	60.2%	91.4%	42.7%	69.0%
%H (All HH)		100.0%	52.6%	21.4%	60.4%	33.0%	27.4%	94.0%
%H (TV HH)			52.6%	21.4%	60.4%	33.0%	27.4%	
DVDR	51	51	19	9	40	19	21	42
%V	2.4%	2.5%	2.3%	2.7%	2.9%	3.8%	2.4%	2.2%
%H (All HH)		100.0%	37.3%	17.6%	78.4%	37.3%	41.2%	82.4%
%H (TV HH)			37.3%	17.6%	78.4%	37.3%	41.2%	
VCR	23	23	10	3	18	7	11	15
%V	1.1%	1.1%	1.2%	0.9%	1.3%	1.4%	1.2%	0.8%
%H (All HH)		100.0%	43.5%	13.0%	78.3%	30.4%	47.8%	65.2%
%H (TV HH)			43.5%	13.0%	78.3%	30.4%	47.8%	
Any recorder	1411	1411	734	297	859	459	400	1318
%V	65.7%	68.4%	90.3%	89.2%	61.8%	91.8%	44.9%	69.8%
%H (All HH)		100.0%	52.0%	21.0%	60.9%	32.5%	28.3%	93.4%
%H (TV HH)			52.0%	21.0%	60.9%	32.5%	28.3%	
Receives HDTV (via STB or built-in reception)	1475	1475	623	299	1015	443	573	1374
%V	68.6%	71.5%	76.6%	89.8%	73.0%	88.6%	64.4%	72.8%
%H (All HH)		100.0%	42.2%	20.3%	68.8%	30.0%	38.8%	93.2%
%H (TV HH)			42.2%	20.3%	68.8%	30.0%	38.8%	
DVD/Blu-ray player or recorder	1489	1489	623	259	1004	412	592	1377
%V	69.3%	72.1%	76.6%	77.8%	72.2%	82.4%	66.5%	72.9%
%H (All HH)		100.0%	41.8%	17.4%	67.4%	27.7%	39.8%	92.5%
%H (TV HH)			41.8%	17.4%	67.4%	27.7%	39.8%	

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 7.10: 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	2149	2064	813	333	1390	500	890	1888
%H (All HH)		96.0%	37.8%	15.5%	64.7%	23.3%	41.4%	87.9%
%H (TV HH)			39.4%	16.1%	67.3%	24.2%	43.1%	
Has broadband internet	1888	1822	770	317	1186	479	708	1888
%V	87.9%	88.3%	94.7%	95.2%	85.3%	95.8%	79.6%	100.0%
%H (All HH)		96.5%	40.8%	16.8%	62.8%	25.4%	37.5%	100.0%
%H (TV HH)			42.3%	17.4%	65.1%	26.3%	38.9%	
Number of computers (PCs and laptops)								
0	299	279	59	23	228	32	197	60
%V	13.9%	13.5%	7.3%	6.9%	16.4%	6.4%	22.1%	3.2%
%H (All HH)		93.3%	19.7%	7.7%	76.3%	10.7%	65.9%	20.1%
%H (TV HH)			21.1%	8.2%	81.7%	11.5%	70.6%	
1	485	461	153	67	325	94	231	465
%V	22.6%	22.3%	18.8%	20.1%	23.4%	18.8%	26.0%	24.6%
%H (All HH)		95.1%	31.5%	13.8%	67.0%	19.4%	47.6%	95.9%
%H (TV HH)			33.2%	14.5%	70.5%	20.4%	50.1%	
2	546	524	218	92	325	122	203	545
%V	25.4%	25.4%	26.8%	27.6%	23.4%	24.4%	22.8%	28.9%
%H (All HH)		96.0%	39.9%	16.8%	59.5%	22.3%	37.2%	99.8%
%H (TV HH)			41.6%	17.6%	62.0%	23.3%	38.7%	
3	340	330	156	59	208	92	117	340
%V	15.8%	16.0%	19.2%	17.7%	15.0%	18.4%	13.1%	18.0%
%H (All HH)		97.1%	45.9%	17.4%	61.2%	27.1%	34.4%	100.0%
%H (TV HH)			47.3%	17.9%	63.0%	27.9%	35.5%	
4	208	206	100	37	133	65	68	207
%V	9.7%	10.0%	12.3%	11.1%	9.6%	13.0%	7.6%	11.0%
%H (All HH)		99.0%	48.1%	17.8%	63.9%	31.3%	32.7%	99.5%
%H (TV HH)			48.5%	18.0%	64.6%	31.6%	33.0%	
5+	271	264	127	55	170	95	75	270
%V	12.6%	12.8%	15.6%	16.5%	12.2%	19.0%	8.4%	14.3%
%H (All HH)		97.4%	46.9%	20.3%	62.7%	35.1%	27.7%	99.6%
%H (TV HH)			48.1%	20.8%	64.4%	36.0%	28.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	4145	1803	725	2964	1363	1601	3778
%H		43.5%	17.5%	71.5%	32.9%	38.6%	91.1%
Under 20"	394	167	61	327	160	168	353
%V	9.5%	9.3%	8.4%	11.0%	11.7%	10.5%	9.3%
%H		42.4%	15.5%	83.0%	40.6%	42.6%	89.6%
20" - 29"	962	398	156	732	319	413	838
%V	23.2%	22.1%	21.5%	24.7%	23.4%	25.8%	22.2%
%H		41.4%	16.2%	76.1%	33.2%	42.9%	87.1%
30" - 39"	1299	507	224	943	382	561	1165
%V	31.3%	28.1%	30.9%	31.8%	28.0%	35.0%	30.8%
%H		39.0%	17.2%	72.6%	29.4%	43.2%	89.7%
40" - 49"	1121	540	217	723	368	355	1069
%V	27.0%	30.0%	29.9%	24.4%	27.0%	22.2%	28.3%
%H		48.2%	19.4%	64.5%	32.8%	31.7%	95.4%
50" - 59"	285	156	54	179	109	70	279
%V	6.9%	8.7%	7.4%	6.0%	8.0%	4.4%	7.4%
%H		54.7%	18.9%	62.8%	38.2%	24.6%	97.9%
60"+	37	21	8	19	12	6	37
%V	0.9%	1.2%	1.1%	0.6%	0.9%	0.4%	1.0%
%H		56.8%	21.6%	51.4%	32.4%	16.2%	100.0%
Don't know	48	14	4	41	13	28	38
%V	1.2%	0.8%	0.6%	1.4%	1.0%	1.7%	1.0%
%H		29.2%	8.3%	85.4%	27.1%	58.3%	79.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4145	1803	725	2964	1363	1601	3778
%H		43.5%	17.5%	71.5%	32.9%	38.6%	91.1%
Main living room	2056	815	331	1383	500	884	1812
%V	49.6%	45.2%	45.7%	46.7%	36.7%	55.2%	48.0%
%H		39.6%	16.1%	67.3%	24.3%	43.0%	88.1%
Kitchen	247	119	41	200	112	89	230
%V	6.0%	6.6%	5.7%	6.7%	8.2%	5.6%	6.1%
%H		48.2%	16.6%	81.0%	45.3%	36.0%	93.1%
Adult's bedroom	1146	523	216	849	442	407	1067
%V	27.6%	29.0%	29.8%	28.6%	32.4%	25.4%	28.2%
%H		45.6%	18.8%	74.1%	38.6%	35.5%	93.1%
Child's bedroom	199	114	41	133	88	45	195
%V	4.8%	6.3%	5.7%	4.5%	6.5%	2.8%	5.2%
%H		57.3%	20.6%	66.8%	44.2%	22.6%	98.0%
Other bedroom	151	71	35	122	73	49	144
%V	3.6%	3.9%	4.8%	4.1%	5.4%	3.1%	3.8%
%H		47.0%	23.2%	80.8%	48.3%	32.5%	95.4%
Second living/dining room	205	86	37	163	80	82	192
%V	4.9%	4.8%	5.1%	5.5%	5.9%	5.1%	5.1%
%H		42.0%	18.0%	79.5%	39.0%	40.0%	93.7%
Study/office	46	26	3	37	20	17	46
%V	1.1%	1.4%	0.4%	1.2%	1.5%	1.1%	1.2%
%H		56.5%	6.5%	80.4%	43.5%	37.0%	100.0%
TV room	15	7	2	10	5	5	15
%V	0.4%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%
%H		46.7%	13.3%	66.7%	33.3%	33.3%	100.0%
Conservatory	43	16	12	37	22	15	40
%V	1.0%	0.9%	1.7%	1.2%	1.6%	0.9%	1.1%
%H		37.2%	27.9%	86.0%	51.2%	34.9%	93.0%
Attic or loft room	5	3	0	5	3	1	5
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		60.0%	0.0%	100.0%	60.0%	20.0%	100.0%
No specific location	6	1	1	4	1	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%
%H		16.7%	16.7%	66.7%	16.7%	33.3%	100.0%
Other	27	20	4	22	16	6	26
%V	0.7%	1.1%	0.6%	0.7%	1.2%	0.4%	0.7%
%H		74.1%	14.8%	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

July 2016 - June 2017

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4145	1803	725	2964	1363	1601	3778
%H		43.5%	17.5%	71.5%	32.9%	38.6%	91.1%
PVR	1860	1049	420	1084	661	423	1765
%V	44.9%	58.2%	57.9%	36.6%	48.5%	26.4%	46.7%
%H		56.4%	22.6%	58.3%	35.5%	22.7%	94.9%
DVDR	54	21	11	42	21	21	45
%V	1.3%	1.2%	1.5%	1.4%	1.5%	1.3%	1.2%
%H		38.9%	20.4%	77.8%	38.9%	38.9%	83.3%
VCR	24	11	3	18	7	11	16
%V	0.6%	0.6%	0.4%	0.6%	0.5%	0.7%	0.4%
%H		45.8%	12.5%	75.0%	29.2%	45.8%	66.7%
Any recorder	1895	1059	421	1112	666	446	1785
%V	45.7%	58.7%	58.1%	37.5%	48.9%	27.9%	47.2%
%H		55.9%	22.2%	58.7%	35.1%	23.5%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4145	1803	725	2964	1363	1601	3778
%H		43.5%	17.5%	71.5%	32.9%	38.6%	91.1%
Receives HDTV (via STB or built-in reception)	2264	1009	488	1620	818	802	2135
%V	54.6%	56.0%	67.3%	54.7%	60.0%	50.1%	56.5%
%H		44.6%	21.6%	71.6%	36.1%	35.4%	94.3%
DVD/Blu-ray player or recorder	2168	945	415	1500	704	796	2035
%V	52.3%	52.4%	57.2%	50.6%	51.7%	49.7%	53.9%
%H		43.6%	19.1%	69.2%	32.5%	36.7%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	2064	813	333	1389	500	889	1821
%H		39.4%	16.1%	67.3%	24.2%	43.1%	88.2%
Under 20"	27	3	3	20	2	19	21
%V	1.3%	0.4%	0.9%	1.4%	0.4%	2.1%	1.2%
%H		11.1%	11.1%	74.1%	7.4%	70.4%	77.8%
20" - 29"	202	47	21	150	21	129	139
%V	9.8%	5.8%	6.3%	10.8%	4.2%	14.5%	7.6%
%H		23.3%	10.4%	74.3%	10.4%	63.9%	68.8%
30" - 39"	703	224	104	504	134	370	589
%V	34.1%	27.6%	31.2%	36.3%	26.8%	41.6%	32.3%
%H		31.9%	14.8%	71.7%	19.1%	52.6%	83.8%
40" - 49"	829	382	151	528	241	287	783
%V	40.2%	47.0%	45.3%	38.0%	48.2%	32.3%	43.0%
%H		46.1%	18.2%	63.7%	29.1%	34.6%	94.5%
50" - 59"	252	136	46	155	90	65	246
%V	12.2%	16.7%	13.8%	11.2%	18.0%	7.3%	13.5%
%H		54.0%	18.3%	61.5%	35.7%	25.8%	97.6%
60"+	29	15	6	14	9	5	29
%V	1.4%	1.8%	1.8%	1.0%	1.8%	0.6%	1.6%
%H		51.7%	20.7%	48.3%	31.0%	17.2%	100.0%
Don't know	22	5	1	18	4	14	15
%V	1.1%	0.6%	0.3%	1.3%	0.8%	1.6%	0.8%
%H		22.7%	4.5%	81.8%	18.2%	63.6%	68.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2064	813	333	1389	500	889	1821
%H		39.4%	16.1%	67.3%	24.2%	43.1%	88.2%
PVR	1352	721	292	807	450	357	1274
%V	65.5%	88.7%	87.7%	58.1%	90.0%	40.2%	70.0%
%H		53.3%	21.6%	59.7%	33.3%	26.4%	94.2%
DVDR	41	16	7	31	14	17	33
%V	2.0%	2.0%	2.1%	2.2%	2.8%	1.9%	1.8%
%H		39.0%	17.1%	75.6%	34.1%	41.5%	80.5%
VCR	16	6	3	12	4	7	9
%V	0.8%	0.7%	0.9%	0.9%	0.8%	0.8%	0.5%
%H		37.5%	18.8%	75.0%	25.0%	43.8%	56.3%
Any recorder	1375	727	293	826	452	374	1285
%V	66.6%	89.4%	88.0%	59.5%	90.4%	42.1%	70.6%
%H		52.9%	21.3%	60.1%	32.9%	27.2%	93.5%

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	2064	813	333	1389	500	889	1821
%H		39.4%	16.1%	67.3%	24.2%	43.1%	88.2%
Receives HDTV (via STB or built-in reception)	1430	598	295	979	422	557	1331
%V	69.3%	73.6%	88.6%	70.5%	84.4%	62.7%	73.1%
%H		41.8%	20.6%	68.5%	29.5%	39.0%	93.1%
DVD/Blu-ray player or recorder	1351	555	238	905	361	544	1249
%V	65.5%	68.3%	71.5%	65.2%	72.2%	61.2%	68.6%
%H		41.1%	17.6%	67.0%	26.7%	40.3%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2082	990	393	1574	863	712	1957
%H		47.6%	18.9%	75.6%	41.5%	34.2%	94.0%
Under 20"	367	163	58	307	158	149	332
%V	17.6%	16.5%	14.8%	19.5%	18.3%	20.9%	17.0%
%H		44.4%	15.8%	83.7%	43.1%	40.6%	90.5%
20" - 29"	759	351	135	582	298	284	699
%V	36.5%	35.5%	34.4%	37.0%	34.5%	39.9%	35.7%
%H		46.2%	17.8%	76.7%	39.3%	37.4%	92.1%
30" - 39"	596	284	121	439	248	191	576
%V	28.6%	28.7%	30.8%	27.9%	28.7%	26.8%	29.4%
%H		47.7%	20.3%	73.7%	41.6%	32.0%	96.6%
40" - 49"	292	158	66	195	126	69	286
%V	14.0%	16.0%	16.8%	12.4%	14.6%	9.7%	14.6%
%H		54.1%	22.6%	66.8%	43.2%	23.6%	97.9%
50" - 59"	33	20	8	24	19	5	33
%V	1.6%	2.0%	2.0%	1.5%	2.2%	0.7%	1.7%
%H		60.6%	24.2%	72.7%	57.6%	15.2%	100.0%
60"+	8	6	1	5	4	1	8
%V	0.4%	0.6%	0.3%	0.3%	0.5%	0.1%	0.4%
%H		75.0%	12.5%	62.5%	50.0%	12.5%	100.0%
Don't know	26	9	4	23	9	13	23
%V	1.2%	0.9%	1.0%	1.5%	1.0%	1.8%	1.2%
%H		34.6%	15.4%	88.5%	34.6%	50.0%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2082	990	393	1574	863	712	1957
%H		47.6%	18.9%	75.6%	41.5%	34.2%	94.0%
PVR	508	328	128	278	211	67	491
%V	24.4%	33.1%	32.6%	17.7%	24.4%	9.4%	25.1%
%H		64.6%	25.2%	54.7%	41.5%	13.2%	96.7%
DVDR	13	5	3	10	6	4	12
%V	0.6%	0.5%	0.8%	0.6%	0.7%	0.6%	0.6%
%H		38.5%	23.1%	76.9%	46.2%	30.8%	92.3%
VCR	8	4	0	7	3	4	7
%V	0.4%	0.4%	0.0%	0.4%	0.3%	0.6%	0.4%
%H		50.0%	0.0%	87.5%	37.5%	50.0%	87.5%
Any recorder	520	332	129	287	214	73	501
%V	25.0%	33.5%	32.8%	18.2%	24.8%	10.3%	25.6%
%H		63.8%	24.8%	55.2%	41.2%	14.0%	96.3%

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	2082	990	393	1574	863	712	1957
%H		47.6%	18.9%	75.6%	41.5%	34.2%	94.0%
Receives HDTV (via STB or built-in reception)	835	412	193	641	396	245	804
%V	40.1%	41.6%	49.1%	40.7%	45.9%	34.4%	41.1%
%H		49.3%	23.1%	76.8%	47.4%	29.3%	96.3%
DVD/Blu-ray player or recorder	817	390	176	595	343	252	786
%V	39.2%	39.4%	44.8%	37.8%	39.7%	35.4%	40.2%
%H		47.7%	21.5%	72.8%	42.0%	30.8%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	4978	4815	2091	845	3096	1284	1812	4622
%H		96.7%	42.0%	17.0%	62.2%	25.8%	36.4%	92.8%
Total Children	939	915	454	180	526	255	271	921
%V	18.9%	19.0%	21.7%	21.3%	17.0%	19.9%	15.0%	19.9%
%H		97.4%	48.3%	19.2%	56.0%	27.2%	28.9%	98.1%
0 - 3	252	244	128	41	129	59	70	243
%V	5.1%	5.1%	6.1%	4.9%	4.2%	4.6%	3.9%	5.3%
%H		96.8%	50.8%	16.3%	51.2%	23.4%	27.8%	96.4%
4 - 15	687	671	326	139	397	196	201	678
%V	13.8%	13.9%	15.6%	16.4%	12.8%	15.3%	11.1%	14.7%
%H		97.7%	47.5%	20.2%	57.8%	28.5%	29.3%	98.7%
4 - 9	363	352	166	81	195	93	102	357
%V	7.3%	7.3%	7.9%	9.6%	6.3%	7.2%	5.6%	7.7%
%H		97.0%	45.7%	22.3%	53.7%	25.6%	28.1%	98.3%
10 - 15	324	319	160	58	202	103	99	321
%V	6.5%	6.6%	7.7%	6.9%	6.5%	8.0%	5.5%	6.9%
%H		98.5%	49.4%	17.9%	62.3%	31.8%	30.6%	99.1%

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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DATA PERIOD: ANNUAL

July 2016 - June 2017

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	4978	4815	2091	845	3096	1284	1812	4622
%H		96.7%	42.0%	17.0%	62.2%	25.8%	36.4%	92.8%
Total Adults (16+)	4039	3900	1637	665	2570	1029	1541	3702
%V	81.1%	81.0%	78.3%	78.7%	83.0%	80.1%	85.0%	80.1%
%H		96.6%	40.5%	16.5%	63.6%	25.5%	38.2%	91.7%
16 - 19	192	188	94	33	119	62	57	190
%V	3.9%	3.9%	4.5%	3.9%	3.8%	4.8%	3.1%	4.1%
%H		97.9%	49.0%	17.2%	62.0%	32.3%	29.7%	99.0%
20 - 24	280	255	92	50	143	54	90	274
%V	5.6%	5.3%	4.4%	5.9%	4.6%	4.2%	5.0%	5.9%
%H		91.1%	32.9%	17.9%	51.1%	19.3%	32.1%	97.9%
25 - 34	599	546	244	100	289	108	181	580
%V	12.0%	11.3%	11.7%	11.8%	9.3%	8.4%	10.0%	12.5%
%H		91.2%	40.7%	16.7%	48.2%	18.0%	30.2%	96.8%
35 - 44	641	622	293	121	345	158	187	629
%V	12.9%	12.9%	14.0%	14.3%	11.1%	12.3%	10.3%	13.6%
%H		97.0%	45.7%	18.9%	53.8%	24.6%	29.2%	98.1%
45 - 54	731	721	321	147	485	229	256	709
%V	14.7%	15.0%	15.4%	17.4%	15.7%	17.8%	14.1%	15.3%
%H		98.6%	43.9%	20.1%	66.3%	31.3%	35.0%	97.0%
55 - 64	586	574	246	89	402	164	239	554
%V	11.8%	11.9%	11.8%	10.5%	13.0%	12.8%	13.2%	12.0%
%H		98.0%	42.0%	15.2%	68.6%	28.0%	40.8%	94.5%
65+	1010	994	347	124	786	255	531	764
%V	20.3%	20.6%	16.6%	14.7%	25.4%	19.9%	29.3%	16.5%
%H		98.4%	34.4%	12.3%	77.8%	25.2%	52.6%	75.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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+)	4039	3900	1637	665	2570	1029	1541	3702
%H		96.6%	40.5%	16.5%	63.6%	25.5%	38.2%	91.7%
AB	1346	1310	575	230	838	345	493	1318
%V	33.3%	33.6%	35.1%	34.6%	32.6%	33.5%	32.0%	35.6%
%H		97.3%	42.7%	17.1%	62.3%	25.6%	36.6%	97.9%
C1	1269	1223	498	224	802	329	473	1187
%V	31.4%	31.4%	30.4%	33.7%	31.2%	32.0%	30.7%	32.1%
%H		96.4%	39.2%	17.7%	63.2%	25.9%	37.3%	93.5%
C2	810	789	321	135	541	215	326	729
%V	20.1%	20.2%	19.6%	20.3%	21.1%	20.9%	21.2%	19.7%
%H		97.4%	39.6%	16.7%	66.8%	26.5%	40.2%	90.0%
D	437	411	193	50	259	99	160	359
%V	10.8%	10.5%	11.8%	7.5%	10.1%	9.6%	10.4%	9.7%
%H		94.1%	44.2%	11.4%	59.3%	22.7%	36.6%	82.2%
E	177	166	51	25	129	40	90	109
%V	4.4%	4.3%	3.1%	3.8%	5.0%	3.9%	5.8%	2.9%
%H		93.8%	28.8%	14.1%	72.9%	22.6%	50.8%	61.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017
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+)	4039	3900	1637	665	2570	1029	1541	3702
%H		96.6%	40.5%	16.5%	63.6%	25.5%	38.2%	91.7%
Working full time	1976	1906	862	360	1150	503	646	1938
%V	48.9%	48.9%	52.7%	54.1%	44.7%	48.9%	41.9%	52.4%
%H		96.5%	43.6%	18.2%	58.2%	25.5%	32.7%	98.1%
Working part time	425	414	173	73	291	123	168	401
%V	10.5%	10.6%	10.6%	11.0%	11.3%	12.0%	10.9%	10.8%
%H		97.4%	40.7%	17.2%	68.5%	28.9%	39.5%	94.4%
Not working	1638	1580	602	232	1129	403	726	1363
%V	40.6%	40.5%	36.8%	34.9%	43.9%	39.2%	47.1%	36.8%
%H		96.5%	36.8%	14.2%	68.9%	24.6%	44.3%	83.2%
Housewife/Houseperson	2149	2064	813	333	1390	500	890	1888
%V	53.2%	52.9%	49.7%	50.1%	54.1%	48.6%	57.8%	51.0%
%H		96.0%	37.8%	15.5%	64.7%	23.3%	41.4%	87.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1990	1911	819	338	1235	519	716	1844
%H		96.0%	41.2%	17.0%	62.1%	26.1%	36.0%	92.7%
16 - 19	96	95	51	15	58	32	26	96
%V	4.8%	5.0%	6.2%	4.4%	4.7%	6.2%	3.6%	5.2%
%H		99.0%	53.1%	15.6%	60.4%	33.3%	27.1%	100.0%
20 - 24	147	134	46	26	74	28	46	145
%V	7.4%	7.0%	5.6%	7.7%	6.0%	5.4%	6.4%	7.9%
%H		91.2%	31.3%	17.7%	50.3%	19.0%	31.3%	98.6%
25 - 34	299	269	115	47	143	50	93	289
%V	15.0%	14.1%	14.0%	13.9%	11.6%	9.6%	13.0%	15.7%
%H		90.0%	38.5%	15.7%	47.8%	16.7%	31.1%	96.7%
35 - 44	316	306	142	63	165	77	88	308
%V	15.9%	16.0%	17.3%	18.6%	13.4%	14.8%	12.3%	16.7%
%H		96.8%	44.9%	19.9%	52.2%	24.4%	27.8%	97.5%
45 - 54	368	363	157	79	247	118	129	354
%V	18.5%	19.0%	19.2%	23.4%	20.0%	22.7%	18.0%	19.2%
%H		98.6%	42.7%	21.5%	67.1%	32.1%	35.1%	96.2%
55 - 64	298	288	131	43	197	83	114	279
%V	15.0%	15.1%	16.0%	12.7%	16.0%	16.0%	15.9%	15.1%
%H		96.6%	44.0%	14.4%	66.1%	27.9%	38.3%	93.6%
65+	466	456	177	66	351	132	220	373
%V	23.4%	23.9%	21.6%	19.5%	28.4%	25.4%	30.7%	20.2%
%H		97.9%	38.0%	14.2%	75.3%	28.3%	47.2%	80.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1990	1911	819	338	1235	519	716	1844
%H		96.0%	41.2%	17.0%	62.1%	26.1%	36.0%	92.7%
AB	678	659	296	119	417	179	238	671
%V	34.1%	34.5%	36.1%	35.2%	33.8%	34.5%	33.2%	36.4%
%H		97.2%	43.7%	17.6%	61.5%	26.4%	35.1%	99.0%
C1	593	571	238	110	361	158	203	569
%V	29.8%	29.9%	29.1%	32.5%	29.2%	30.4%	28.4%	30.9%
%H		96.3%	40.1%	18.5%	60.9%	26.6%	34.2%	96.0%
C2	427	414	165	74	283	114	170	383
%V	21.5%	21.7%	20.1%	21.9%	22.9%	22.0%	23.7%	20.8%
%H		97.0%	38.6%	17.3%	66.3%	26.7%	39.8%	89.7%
D	212	195	95	24	116	47	69	175
%V	10.7%	10.2%	11.6%	7.1%	9.4%	9.1%	9.6%	9.5%
%H		92.0%	44.8%	11.3%	54.7%	22.2%	32.5%	82.5%
E	79	73	25	11	57	22	35	45
%V	4.0%	3.8%	3.1%	3.3%	4.6%	4.2%	4.9%	2.4%
%H		92.4%	31.6%	13.9%	72.2%	27.8%	44.3%	57.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1990	1911	819	338	1235	519	716	1844
%H		96.0%	41.2%	17.0%	62.1%	26.1%	36.0%	92.7%
Working full time	1206	1159	522	225	699	312	387	1180
%V	60.6%	60.6%	63.7%	66.6%	56.6%	60.1%	54.1%	64.0%
%H		96.1%	43.3%	18.7%	58.0%	25.9%	32.1%	97.8%
Working part time	96	91	31	16	65	22	43	84
%V	4.8%	4.8%	3.8%	4.7%	5.3%	4.2%	6.0%	4.6%
%H		94.8%	32.3%	16.7%	67.7%	22.9%	44.8%	87.5%
Not working	687	662	266	98	470	185	285	579
%V	34.5%	34.6%	32.5%	29.0%	38.1%	35.6%	39.8%	31.4%
%H		96.4%	38.7%	14.3%	68.4%	26.9%	41.5%	84.3%
Housewife/Houseperson	457	420	151	76	280	99	181	373
%V	23.0%	22.0%	18.4%	22.5%	22.7%	19.1%	25.3%	20.2%
%H		91.9%	33.0%	16.6%	61.3%	21.7%	39.6%	81.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2049	1989	818	326	1335	510	825	1858
%H		97.1%	39.9%	15.9%	65.2%	24.9%	40.3%	90.7%
16 - 19	96	92	43	18	61	30	31	94
%V	4.7%	4.6%	5.3%	5.5%	4.6%	5.9%	3.8%	5.1%
%H		95.8%	44.8%	18.8%	63.5%	31.3%	32.3%	97.9%
20 - 24	134	121	46	24	70	25	44	129
%V	6.5%	6.1%	5.6%	7.4%	5.2%	4.9%	5.3%	6.9%
%H		90.3%	34.3%	17.9%	52.2%	18.7%	32.8%	96.3%
25 - 34	300	278	129	54	146	58	87	291
%V	14.6%	14.0%	15.8%	16.6%	10.9%	11.4%	10.5%	15.7%
%H		92.7%	43.0%	18.0%	48.7%	19.3%	29.0%	97.0%
35 - 44	325	316	151	58	180	81	99	322
%V	15.9%	15.9%	18.5%	17.8%	13.5%	15.9%	12.0%	17.3%
%H		97.2%	46.5%	17.8%	55.4%	24.9%	30.5%	99.1%
45 - 54	362	358	165	68	238	111	127	355
%V	17.7%	18.0%	20.2%	20.9%	17.8%	21.8%	15.4%	19.1%
%H		98.9%	45.6%	18.8%	65.7%	30.7%	35.1%	98.1%
55 - 64	288	286	114	46	205	80	125	275
%V	14.1%	14.4%	13.9%	14.1%	15.4%	15.7%	15.2%	14.8%
%H		99.3%	39.6%	16.0%	71.2%	27.8%	43.4%	95.5%
65+	545	538	170	58	435	124	311	391
%V	26.6%	27.0%	20.8%	17.8%	32.6%	24.3%	37.7%	21.0%
%H		98.7%	31.2%	10.6%	79.8%	22.8%	57.1%	71.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2049	1989	818	326	1335	510	825	1858
%H		97.1%	39.9%	15.9%	65.2%	24.9%	40.3%	90.7%
AB	668	651	279	111	421	166	255	647
%V	32.6%	32.7%	34.1%	34.0%	31.5%	32.5%	30.9%	34.8%
%H		97.5%	41.8%	16.6%	63.0%	24.9%	38.2%	96.9%
C1	676	652	260	114	441	172	270	618
%V	33.0%	32.8%	31.8%	35.0%	33.0%	33.7%	32.7%	33.3%
%H		96.4%	38.5%	16.9%	65.2%	25.4%	39.9%	91.4%
C2	383	375	156	60	258	102	156	346
%V	18.7%	18.9%	19.1%	18.4%	19.3%	20.0%	18.9%	18.6%
%H		97.9%	40.7%	15.7%	67.4%	26.6%	40.7%	90.3%
D	225	217	98	27	143	53	90	183
%V	11.0%	10.9%	12.0%	8.3%	10.7%	10.4%	10.9%	9.8%
%H		96.4%	43.6%	12.0%	63.6%	23.6%	40.0%	81.3%
E	98	94	26	14	72	17	54	64
%V	4.8%	4.7%	3.2%	4.3%	5.4%	3.3%	6.5%	3.4%
%H		95.9%	26.5%	14.3%	73.5%	17.3%	55.1%	65.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2049	1989	818	326	1335	510	825	1858
%H		97.1%	39.9%	15.9%	65.2%	24.9%	40.3%	90.7%
Working full time	769	747	340	135	450	191	259	758
%V	37.5%	37.6%	41.6%	41.4%	33.7%	37.5%	31.4%	40.8%
%H		97.1%	44.2%	17.6%	58.5%	24.8%	33.7%	98.6%
Working part time	329	324	142	57	225	101	125	316
%V	16.1%	16.3%	17.4%	17.5%	16.9%	19.8%	15.2%	17.0%
%H		98.5%	43.2%	17.3%	68.4%	30.7%	38.0%	96.0%
Not working	951	918	336	134	659	218	441	784
%V	46.4%	46.2%	41.1%	41.1%	49.4%	42.7%	53.5%	42.2%
%H		96.5%	35.3%	14.1%	69.3%	22.9%	46.4%	82.4%
Housewife/Houseperson	1693	1644	662	257	1110	402	708	1515
%V	82.6%	82.7%	80.9%	78.8%	83.1%	78.8%	85.8%	81.5%
%H		97.1%	39.1%	15.2%	65.6%	23.7%	41.8%	89.5%

Base: BBC South - 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

July 2016 - June 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	2649	2540	1037	264	1986	783	1203	2190
%H (All HH)		95.9%	39.1%	10.0%	75.0%	29.6%	45.4%	82.7%
%H (TV HH)			40.8%	10.4%	78.2%	30.8%	47.4%	
AB	506	488	209	57	386	166	220	474
%V	19.1%	19.2%	20.2%	21.6%	19.4%	21.2%	18.3%	21.6%
%H (All HH)		96.4%	41.3%	11.3%	76.3%	32.8%	43.5%	93.7%
%H (TV HH)			42.8%	11.7%	79.1%	34.0%	45.1%	
C1	765	733	313	85	560	238	322	691
%V	28.9%	28.9%	30.2%	32.2%	28.2%	30.4%	26.8%	31.6%
%H (All HH)		95.8%	40.9%	11.1%	73.2%	31.1%	42.1%	90.3%
%H (TV HH)			42.7%	11.6%	76.4%	32.5%	43.9%	
C2	577	566	248	56	448	190	258	494
%V	21.8%	22.3%	23.9%	21.2%	22.6%	24.3%	21.4%	22.6%
%H (All HH)		98.1%	43.0%	9.7%	77.6%	32.9%	44.7%	85.6%
%H (TV HH)			43.8%	9.9%	79.2%	33.6%	45.6%	
D	455	433	184	39	325	124	201	347
%V	17.2%	17.0%	17.7%	14.8%	16.4%	15.8%	16.7%	15.8%
%H (All HH)		95.2%	40.4%	8.6%	71.4%	27.3%	44.2%	76.3%
%H (TV HH)			42.5%	9.0%	75.1%	28.6%	46.4%	
E	345	321	82	27	267	65	201	184
%V	13.0%	12.6%	7.9%	10.2%	13.4%	8.3%	16.7%	8.4%
%H (All HH)		93.0%	23.8%	7.8%	77.4%	18.8%	58.3%	53.3%
%H (TV HH)			25.5%	8.4%	83.2%	20.2%	62.6%	

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

%V = percentage of vertical total

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

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

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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	2649	2540	1037	264	1986	783	1203	2190
%H (All HH)		95.9%	39.1%	10.0%	75.0%	29.6%	45.4%	82.7%
%H (TV HH)			40.8%	10.4%	78.2%	30.8%	47.4%	
Under 25	132	108	34	10	80	27	53	127
%V	5.0%	4.3%	3.3%	3.8%	4.0%	3.4%	4.4%	5.8%
%H (All HH)		81.8%	25.8%	7.6%	60.6%	20.5%	40.2%	96.2%
%H (TV HH)			31.5%	9.3%	74.1%	25.0%	49.1%	
25 - 34	402	372	169	36	235	96	139	387
%V	15.2%	14.6%	16.3%	13.6%	11.8%	12.3%	11.6%	17.7%
%H (All HH)		92.5%	42.0%	9.0%	58.5%	23.9%	34.6%	96.3%
%H (TV HH)			45.4%	9.7%	63.2%	25.8%	37.4%	
35 - 44	405	383	193	38	270	124	146	386
%V	15.3%	15.1%	18.6%	14.4%	13.6%	15.8%	12.1%	17.6%
%H (All HH)		94.6%	47.7%	9.4%	66.7%	30.6%	36.0%	95.3%
%H (TV HH)			50.4%	9.9%	70.5%	32.4%	38.1%	
45 - 54	516	505	257	69	400	212	187	485
%V	19.5%	19.9%	24.8%	26.1%	20.1%	27.1%	15.5%	22.1%
%H (All HH)		97.9%	49.8%	13.4%	77.5%	41.1%	36.2%	94.0%
%H (TV HH)			50.9%	13.7%	79.2%	42.0%	37.0%	
55 - 64	455	442	184	55	358	155	202	392
%V	17.2%	17.4%	17.7%	20.8%	18.0%	19.8%	16.8%	17.9%
%H (All HH)		97.1%	40.4%	12.1%	78.7%	34.1%	44.4%	86.2%
%H (TV HH)			41.6%	12.4%	81.0%	35.1%	45.7%	
65 +	740	731	200	56	644	169	475	414
%V	27.9%	28.8%	19.3%	21.2%	32.4%	21.6%	39.5%	18.9%
%H (All HH)		98.8%	27.0%	7.6%	87.0%	22.8%	64.2%	55.9%
%H (TV HH)			27.4%	7.7%	88.1%	23.1%	65.0%	

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

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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	2649	2540	1037	264	1986	783	1203	2190
%H (All HH)		95.9%	39.1%	10.0%	75.0%	29.6%	45.4%	82.7%
%H (TV HH)			40.8%	10.4%	78.2%	30.8%	47.4%	
1	822	761	186	61	640	137	503	493
%V	31.0%	30.0%	17.9%	23.1%	32.2%	17.5%	41.8%	22.5%
%H (All HH)		92.6%	22.6%	7.4%	77.9%	16.7%	61.2%	60.0%
%H (TV HH)			24.4%	8.0%	84.1%	18.0%	66.1%	
2	954	930	388	86	741	305	437	842
%V	36.0%	36.6%	37.4%	32.6%	37.3%	39.0%	36.3%	38.4%
%H (All HH)		97.5%	40.7%	9.0%	77.7%	32.0%	45.8%	88.3%
%H (TV HH)			41.7%	9.2%	79.7%	32.8%	47.0%	
3	396	388	201	53	285	152	133	389
%V	14.9%	15.3%	19.4%	20.1%	14.4%	19.4%	11.1%	17.8%
%H (All HH)		98.0%	50.8%	13.4%	72.0%	38.4%	33.6%	98.2%
%H (TV HH)			51.8%	13.7%	73.5%	39.2%	34.3%	
4	321	315	179	42	228	135	93	316
%V	12.1%	12.4%	17.3%	15.9%	11.5%	17.2%	7.7%	14.4%
%H (All HH)		98.1%	55.8%	13.1%	71.0%	42.1%	29.0%	98.4%
%H (TV HH)			56.8%	13.3%	72.4%	42.9%	29.5%	
5+	156	147	83	23	91	53	38	151
%V	5.9%	5.8%	8.0%	8.7%	4.6%	6.8%	3.2%	6.9%
%H (All HH)		94.2%	53.2%	14.7%	58.3%	34.0%	24.4%	96.8%
%H (TV HH)			56.5%	15.6%	61.9%	36.1%	25.9%	
Average HH size	2.29	2.30	2.64	2.59	2.21	2.60	1.95	2.48

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 8.4: 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	2649	2540	1037	264	1986	783	1203	2190
%H (All HH)		95.9%	39.1%	10.0%	75.0%	29.6%	45.4%	82.7%
%H (TV HH)			40.8%	10.4%	78.2%	30.8%	47.4%	
Without	1985	1893	679	186	1543	542	1000	1544
%V	74.9%	74.5%	65.5%	70.5%	77.7%	69.2%	83.1%	70.5%
%H (All HH)		95.4%	34.2%	9.4%	77.7%	27.3%	50.4%	77.8%
%H (TV HH)			35.9%	9.8%	81.5%	28.6%	52.8%	
With	663	648	358	78	443	241	202	646
%V	25.0%	25.5%	34.5%	29.5%	22.3%	30.8%	16.8%	29.5%
%H (All HH)		97.7%	54.0%	11.8%	66.8%	36.3%	30.5%	97.4%
%H (TV HH)			55.2%	12.0%	68.4%	37.2%	31.2%	
0 - 3	244	235	125	24	148	70	78	234
%V	9.2%	9.3%	12.1%	9.1%	7.5%	8.9%	6.5%	10.7%
%H (All HH)		96.3%	51.2%	9.8%	60.7%	28.7%	32.0%	95.9%
%H (TV HH)			53.2%	10.2%	63.0%	29.8%	33.2%	
4 - 9	343	334	188	40	224	122	102	330
%V	12.9%	13.1%	18.1%	15.2%	11.3%	15.6%	8.5%	15.1%
%H (All HH)		97.4%	54.8%	11.7%	65.3%	35.6%	29.7%	96.2%
%H (TV HH)			56.3%	12.0%	67.1%	36.5%	30.5%	
10 - 15	317	313	190	44	212	133	79	311
%V	12.0%	12.3%	18.3%	16.7%	10.7%	17.0%	6.6%	14.2%
%H (All HH)		98.7%	59.9%	13.9%	66.9%	42.0%	24.9%	98.1%
%H (TV HH)			60.7%	14.1%	67.7%	42.5%	25.2%	

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

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Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2649	2540	1037	264	1986	783	1203	2190
%H (All HH)		95.9%	39.1%	10.0%	75.0%	29.6%	45.4%	82.7%
%H (TV HH)			40.8%	10.4%	78.2%	30.8%	47.4%	
1	965	965	299	75	684	134	550	710
%V	36.4%	38.0%	28.8%	28.4%	34.4%	17.1%	45.7%	32.4%
%H (All HH)		100.0%	31.0%	7.8%	70.9%	13.9%	57.0%	73.6%
%H (TV HH)			31.0%	7.8%	70.9%	13.9%	57.0%	
2	856	856	346	107	688	286	402	710
%V	32.3%	33.7%	33.4%	40.5%	34.6%	36.5%	33.4%	32.4%
%H (All HH)		100.0%	40.4%	12.5%	80.4%	33.4%	47.0%	82.9%
%H (TV HH)			40.4%	12.5%	80.4%	33.4%	47.0%	
3	398	398	204	41	326	174	153	368
%V	15.0%	15.7%	19.7%	15.5%	16.4%	22.2%	12.7%	16.8%
%H (All HH)		100.0%	51.3%	10.3%	81.9%	43.7%	38.4%	92.5%
%H (TV HH)			51.3%	10.3%	81.9%	43.7%	38.4%	
4	213	213	122	24	187	118	69	204
%V	8.0%	8.4%	11.8%	9.1%	9.4%	15.1%	5.7%	9.3%
%H (All HH)		100.0%	57.3%	11.3%	87.8%	55.4%	32.4%	95.8%
%H (TV HH)			57.3%	11.3%	87.8%	55.4%	32.4%	
5+	108	108	66	17	101	72	29	108
%V	4.1%	4.3%	6.4%	6.4%	5.1%	9.2%	2.4%	4.9%
%H (All HH)		100.0%	61.1%	15.7%	93.5%	66.7%	26.9%	100.0%
%H (TV HH)			61.1%	15.7%	93.5%	66.7%	26.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2649	2540	1037	264	1986	783	1203	2190
%V (All HH)		95.9%	39.1%	10.0%	75.0%	29.6%	45.4%	82.7%
%H (TV HH)			40.8%	10.4%	78.2%	30.8%	47.4%	
Under 20"	392	392	162	42	344	157	187	324
%V	14.8%	15.4%	15.6%	15.9%	17.3%	20.1%	15.5%	14.8%
%H (All HH)		100.0%	41.3%	10.7%	87.8%	40.1%	47.7%	82.7%
%H (TV HH)			41.3%	10.7%	87.8%	40.1%	47.7%	
20" - 29"	777	777	314	88	657	284	373	635
%V	29.3%	30.6%	30.3%	33.3%	33.1%	36.3%	31.0%	29.0%
%H (All HH)		100.0%	40.4%	11.3%	84.6%	36.6%	48.0%	81.7%
%H (TV HH)			40.4%	11.3%	84.6%	36.6%	48.0%	
30" - 39"	1209	1209	504	136	970	410	559	1026
%V	45.6%	47.6%	48.6%	51.5%	48.8%	52.4%	46.5%	46.8%
%H (All HH)		100.0%	41.7%	11.2%	80.2%	33.9%	46.2%	84.9%
%H (TV HH)			41.7%	11.2%	80.2%	33.9%	46.2%	
40" - 49"	1192	1192	578	144	908	443	465	1071
%V	45.0%	46.9%	55.7%	54.5%	45.7%	56.6%	38.7%	48.9%
%H (All HH)		100.0%	48.5%	12.1%	76.2%	37.2%	39.0%	89.8%
%H (TV HH)			48.5%	12.1%	76.2%	37.2%	39.0%	
50" - 59"	397	397	244	44	286	177	109	378
%V	15.0%	15.6%	23.5%	16.7%	14.4%	22.6%	9.1%	17.3%
%H (All HH)		100.0%	61.5%	11.1%	72.0%	44.6%	27.5%	95.2%
%H (TV HH)			61.5%	11.1%	72.0%	44.6%	27.5%	
60"+	29	29	18	4	20	12	8	29
%V	1.1%	1.1%	1.7%	1.5%	1.0%	1.5%	0.7%	1.3%
%H (All HH)		100.0%	62.1%	13.8%	69.0%	41.4%	27.6%	100.0%
%H (TV HH)			62.1%	13.8%	69.0%	41.4%	27.6%	

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

%V = percentage of vertical total

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

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

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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	2649	2540	1037	264	1986	783	1203	2190
%H (All HH)		95.9%	39.1%	10.0%	75.0%	29.6%	45.4%	82.7%
%H (TV HH)			40.8%	10.4%	78.2%	30.8%	47.4%	
Main living room	2510	2510	1030	260	1966	779	1187	2078
%V	94.8%	98.8%	99.3%	98.5%	99.0%	99.5%	98.7%	94.9%
%H (All HH)		100.0%	41.0%	10.4%	78.3%	31.0%	47.3%	82.8%
%H (TV HH)			41.0%	10.4%	78.3%	31.0%	47.3%	
Kitchen	325	325	158	25	298	155	143	284
%V	12.3%	12.8%	15.2%	9.5%	15.0%	19.8%	11.9%	13.0%
%H (All HH)		100.0%	48.6%	7.7%	91.7%	47.7%	44.0%	87.4%
%H (TV HH)			48.6%	7.7%	91.7%	47.7%	44.0%	
Adult's bedroom	1172	1172	553	145	978	501	477	1044
%V	44.2%	46.1%	53.3%	54.9%	49.2%	64.0%	39.7%	47.7%
%H (All HH)		100.0%	47.2%	12.4%	83.4%	42.7%	40.7%	89.1%
%H (TV HH)			47.2%	12.4%	83.4%	42.7%	40.7%	
Child's bedroom	265	265	158	33	199	124	75	261
%V	10.0%	10.4%	15.2%	12.5%	10.0%	15.8%	6.2%	11.9%
%H (All HH)		100.0%	59.6%	12.5%	75.1%	46.8%	28.3%	98.5%
%H (TV HH)			59.6%	12.5%	75.1%	46.8%	28.3%	
Other bedroom	197	197	109	26	167	103	64	186
%V	7.4%	7.8%	10.5%	9.8%	8.4%	13.2%	5.3%	8.5%
%H (All HH)		100.0%	55.3%	13.2%	84.8%	52.3%	32.5%	94.4%
%H (TV HH)			55.3%	13.2%	84.8%	52.3%	32.5%	
Second living/dining room	280	280	127	42	229	117	112	245
%V	10.6%	11.0%	12.2%	15.9%	11.5%	14.9%	9.3%	11.2%
%H (All HH)		100.0%	45.4%	15.0%	81.8%	41.8%	40.0%	87.5%
%H (TV HH)			45.4%	15.0%	81.8%	41.8%	40.0%	
Study/office	36	36	20	4	30	18	12	36
%V	1.4%	1.4%	1.9%	1.5%	1.5%	2.3%	1.0%	1.6%
%H (All HH)		100.0%	55.6%	11.1%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			55.6%	11.1%	83.3%	50.0%	33.3%	
TV room	26	26	14	3	20	11	9	25
%V	1.0%	1.0%	1.4%	1.1%	1.0%	1.4%	0.7%	1.1%
%H (All HH)		100.0%	53.8%	11.5%	76.9%	42.3%	34.6%	96.2%
%H (TV HH)			53.8%	11.5%	76.9%	42.3%	34.6%	
Conservatory	91	91	47	12	81	47	34	85
%V	3.4%	3.6%	4.5%	4.5%	4.1%	6.0%	2.8%	3.9%
%H (All HH)		100.0%	51.6%	13.2%	89.0%	51.6%	37.4%	93.4%
%H (TV HH)			51.6%	13.2%	89.0%	51.6%	37.4%	
Attic or loft room	9	9	4	3	7	5	2	9
%V	0.3%	0.4%	0.4%	1.1%	0.4%	0.6%	0.2%	0.4%
%H (All HH)		100.0%	44.4%	33.3%	77.8%	55.6%	22.2%	100.0%
%H (TV HH)			44.4%	33.3%	77.8%	55.6%	22.2%	
No specific location	6	6	3	1	4	2	2	5
%V	0.2%	0.2%	0.3%	0.4%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	16.7%	66.7%	33.3%	33.3%	83.3%
%H (TV HH)			50.0%	16.7%	66.7%	33.3%	33.3%	
Other	19	19	11	1	18	11	7	18
%V	0.7%	0.7%	1.1%	0.4%	0.9%	1.4%	0.6%	0.8%
%H (All HH)		100.0%	57.9%	5.3%	94.7%	57.9%	36.8%	94.7%
%H (TV HH)			57.9%	5.3%	94.7%	57.9%	36.8%	

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

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Table 8.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2649	2540	1037	264	1986	783	1203	2190
%H (All HH)		95.9%	39.1%	10.0%	75.0%	29.6%	45.4%	82.7%
%H (TV HH)			40.8%	10.4%	78.2%	30.8%	47.4%	
Any DSAT provider	1037	1037	1037	18	648	648	0	961
%V	39.1%	40.8%	100.0%	6.8%	32.6%	82.8%	0.0%	43.9%
%H (All HH)			100.0%	1.7%	62.5%	62.5%	0.0%	92.7%
%H (TV HH)			100.0%	1.7%	62.5%	62.5%	0.0%	
Sky with subscription	862	862	862	11	530	530	0	806
%V	32.5%	33.9%	83.1%	4.2%	26.7%	67.7%	0.0%	36.8%
%H (All HH)			100.0%	1.3%	61.5%	61.5%	0.0%	93.5%
%H (TV HH)			100.0%	1.3%	61.5%	61.5%	0.0%	
Sky without subscription	60	60	60	2	41	41	0	55
%V	2.3%	2.4%	5.8%	0.8%	2.1%	5.2%	0.0%	2.5%
%H (All HH)			100.0%	3.3%	68.3%	68.3%	0.0%	91.7%
%H (TV HH)			100.0%	3.3%	68.3%	68.3%	0.0%	
Freesat	124	124	124	4	91	91	0	111
%V	4.7%	4.9%	12.0%	1.5%	4.6%	11.6%	0.0%	5.1%
%H (All HH)			100.0%	3.2%	73.4%	73.4%	0.0%	89.5%
%H (TV HH)			100.0%	3.2%	73.4%	73.4%	0.0%	
Other satellite provider	53	53	53	4	31	31	0	49
%V	2.0%	2.1%	5.1%	1.5%	1.6%	4.0%	0.0%	2.2%
%H (All HH)			100.0%	7.5%	58.5%	58.5%	0.0%	92.5%
%H (TV HH)			100.0%	7.5%	58.5%	58.5%	0.0%	
DCAB	264	264	18	264	146	146	0	247
%V	10.0%	10.4%	1.7%	100.0%	7.4%	18.6%	0.0%	11.3%
%H (All HH)			6.8%	100.0%	55.3%	55.3%	0.0%	93.6%
%H (TV HH)			6.8%	100.0%	55.3%	55.3%	0.0%	
DTT	1986	1986	648	146	1986	783	1203	1586
%V	75.0%	78.2%	62.5%	55.3%	100.0%	100.0%	100.0%	72.4%
%H (All HH)		100.0%	32.6%	7.4%	100.0%	39.4%	60.6%	79.9%
%H (TV HH)			32.6%	7.4%	100.0%	39.4%	60.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

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Table 8.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2649	2540	1037	264	1986	783	1203	2190
%H (All HH)		95.9%	39.1%	10.0%	75.0%	29.6%	45.4%	82.7%
%H (TV HH)			40.8%	10.4%	78.2%	30.8%	47.4%	
PVR	1554	1554	926	229	1115	703	412	1420
%V	58.7%	61.2%	89.3%	86.7%	56.1%	89.8%	34.2%	64.8%
%H (All HH)		100.0%	59.6%	14.7%	71.8%	45.2%	26.5%	91.4%
%H (TV HH)			59.6%	14.7%	71.8%	45.2%	26.5%	
DVDR	36	36	15	2	32	13	20	30
%V	1.4%	1.4%	1.4%	0.8%	1.6%	1.7%	1.7%	1.4%
%H (All HH)		100.0%	41.7%	5.6%	88.9%	36.1%	55.6%	83.3%
%H (TV HH)			41.7%	5.6%	88.9%	36.1%	55.6%	
VCR	39	39	17	4	33	16	17	29
%V	1.5%	1.5%	1.6%	1.5%	1.7%	2.0%	1.4%	1.3%
%H (All HH)		100.0%	43.6%	10.3%	84.6%	41.0%	43.6%	74.4%
%H (TV HH)			43.6%	10.3%	84.6%	41.0%	43.6%	
Any recorder	1580	1580	929	229	1139	704	435	1437
%V	59.6%	62.2%	89.6%	86.7%	57.4%	89.9%	36.2%	65.6%
%H (All HH)		100.0%	58.8%	14.5%	72.1%	44.6%	27.5%	90.9%
%H (TV HH)			58.8%	14.5%	72.1%	44.6%	27.5%	
Receives HDTV (via STB or built-in reception)	1574	1574	789	218	1208	628	580	1441
%V	59.4%	62.0%	76.1%	82.6%	60.8%	80.2%	48.2%	65.8%
%H (All HH)		100.0%	50.1%	13.9%	76.7%	39.9%	36.8%	91.6%
%H (TV HH)			50.1%	13.9%	76.7%	39.9%	36.8%	
DVD/Blu-ray player or recorder	1742	1742	764	195	1368	608	759	1528
%V	65.8%	68.6%	73.7%	73.9%	68.9%	77.7%	63.1%	69.8%
%H (All HH)		100.0%	43.9%	11.2%	78.5%	34.9%	43.6%	87.7%
%H (TV HH)			43.9%	11.2%	78.5%	34.9%	43.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2649	2540	1037	264	1986	783	1203	2190
%H (All HH)		95.9%	39.1%	10.0%	75.0%	29.6%	45.4%	82.7%
%H (TV HH)			40.8%	10.4%	78.2%	30.8%	47.4%	
Has broadband internet	2190	2100	961	247	1586	724	862	2190
%V	82.7%	82.7%	92.7%	93.6%	79.9%	92.5%	71.7%	100.0%
%H (All HH)		95.9%	43.9%	11.3%	72.4%	33.1%	39.4%	100.0%
%H (TV HH)			45.8%	11.8%	75.5%	34.5%	41.0%	
Number of computers (PCs and laptops)								
0	575	546	122	22	478	80	397	136
%V	21.7%	21.5%	11.8%	8.3%	24.1%	10.2%	33.0%	6.2%
%H (All HH)		95.0%	21.2%	3.8%	83.1%	13.9%	69.0%	23.7%
%H (TV HH)			22.3%	4.0%	87.5%	14.7%	72.7%	
1	698	655	246	66	506	173	333	683
%V	26.3%	25.8%	23.7%	25.0%	25.5%	22.1%	27.7%	31.2%
%H (All HH)		93.8%	35.2%	9.5%	72.5%	24.8%	47.7%	97.9%
%H (TV HH)			37.6%	10.1%	77.3%	26.4%	50.8%	
2	616	597	267	73	446	201	245	611
%V	23.3%	23.5%	25.7%	27.7%	22.5%	25.7%	20.4%	27.9%
%H (All HH)		96.9%	43.3%	11.9%	72.4%	32.6%	39.8%	99.2%
%H (TV HH)			44.7%	12.2%	74.7%	33.7%	41.0%	
3	349	341	195	43	259	158	101	349
%V	13.2%	13.4%	18.8%	16.3%	13.0%	20.2%	8.4%	15.9%
%H (All HH)		97.7%	55.9%	12.3%	74.2%	45.3%	28.9%	100.0%
%H (TV HH)			57.2%	12.6%	76.0%	46.3%	29.6%	
4	194	192	103	30	134	76	58	194
%V	7.3%	7.6%	9.9%	11.4%	6.7%	9.7%	4.8%	8.9%
%H (All HH)		99.0%	53.1%	15.5%	69.1%	39.2%	29.9%	100.0%
%H (TV HH)			53.6%	15.6%	69.8%	39.6%	30.2%	
5+	218	209	105	31	163	94	69	218
%V	8.2%	8.2%	10.1%	11.7%	8.2%	12.0%	5.7%	10.0%
%H (All HH)		95.9%	48.2%	14.2%	74.8%	43.1%	31.7%	100.0%
%H (TV HH)			50.2%	14.8%	78.0%	45.0%	33.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 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	2442	602	4314	2077	2237	4620
%H		46.1%	11.4%	81.5%	39.2%	42.3%	87.3%
Under 20"	507	223	57	450	221	229	433
%V	9.6%	9.1%	9.5%	10.4%	10.6%	10.2%	9.4%
%H		44.0%	11.2%	88.8%	43.6%	45.2%	85.4%
20" - 29"	999	414	111	858	381	476	833
%V	18.9%	17.0%	18.4%	19.9%	18.3%	21.3%	18.0%
%H		41.4%	11.1%	85.9%	38.1%	47.6%	83.4%
30" - 39"	1540	687	170	1247	572	674	1336
%V	29.1%	28.1%	28.2%	28.9%	27.5%	30.1%	28.9%
%H		44.6%	11.0%	81.0%	37.1%	43.8%	86.8%
40" - 49"	1406	697	177	1073	545	528	1274
%V	26.6%	28.5%	29.4%	24.9%	26.2%	23.6%	27.6%
%H		49.6%	12.6%	76.3%	38.8%	37.6%	90.6%
50" - 59"	444	276	51	324	205	118	423
%V	8.4%	11.3%	8.5%	7.5%	9.9%	5.3%	9.2%
%H		62.2%	11.5%	73.0%	46.2%	26.6%	95.3%
60"+	29	18	4	21	13	8	29
%V	0.5%	0.7%	0.7%	0.5%	0.6%	0.4%	0.6%
%H		62.1%	13.8%	72.4%	44.8%	27.6%	100.0%
Don't know	369	127	33	342	138	204	291
%V	7.0%	5.2%	5.5%	7.9%	6.6%	9.1%	6.3%
%H		34.4%	8.9%	92.7%	37.4%	55.3%	78.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2442	602	4314	2077	2237	4620
%H		46.1%	11.4%	81.5%	39.2%	42.3%	87.3%
Main living room	2521	1037	260	1976	785	1191	2088
%V	47.6%	42.5%	43.2%	45.8%	37.8%	53.2%	45.2%
%H		41.1%	10.3%	78.4%	31.1%	47.2%	82.8%
Kitchen	326	159	25	298	155	143	285
%V	6.2%	6.5%	4.2%	6.9%	7.5%	6.4%	6.2%
%H		48.8%	7.7%	91.4%	47.5%	43.9%	87.4%
Adult's bedroom	1395	679	171	1178	628	550	1258
%V	26.4%	27.8%	28.4%	27.3%	30.2%	24.6%	27.2%
%H		48.7%	12.3%	84.4%	45.0%	39.4%	90.2%
Child's bedroom	342	205	47	266	170	96	338
%V	6.5%	8.4%	7.8%	6.2%	8.2%	4.3%	7.3%
%H		59.9%	13.7%	77.8%	49.7%	28.1%	98.8%
Other bedroom	233	130	31	198	122	76	220
%V	4.4%	5.3%	5.1%	4.6%	5.9%	3.4%	4.8%
%H		55.8%	13.3%	85.0%	52.4%	32.6%	94.4%
Second living/dining room	287	130	43	235	120	115	250
%V	5.4%	5.3%	7.1%	5.4%	5.8%	5.1%	5.4%
%H		45.3%	15.0%	81.9%	41.8%	40.1%	87.1%
Study/office	36	20	4	31	18	13	36
%V	0.7%	0.8%	0.7%	0.7%	0.9%	0.6%	0.8%
%H		55.6%	11.1%	86.1%	50.0%	36.1%	100.0%
TV room	26	14	3	20	11	9	25
%V	0.5%	0.6%	0.5%	0.5%	0.5%	0.4%	0.5%
%H		53.8%	11.5%	76.9%	42.3%	34.6%	96.2%
Conservatory	91	47	12	81	47	34	85
%V	1.7%	1.9%	2.0%	1.9%	2.3%	1.5%	1.8%
%H		51.6%	13.2%	89.0%	51.6%	37.4%	93.4%
Attic or loft room	9	4	3	7	5	2	9
%V	0.2%	0.2%	0.5%	0.2%	0.2%	0.1%	0.2%
%H		44.4%	33.3%	77.8%	55.6%	22.2%	100.0%
No specific location	6	3	1	4	2	2	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	16.7%	66.7%	33.3%	33.3%	83.3%
Other	21	13	1	20	13	8	20
%V	0.4%	0.5%	0.2%	0.5%	0.6%	0.4%	0.4%
%H		61.9%	4.8%	95.2%	61.9%	38.1%	95.2%

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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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	2442	602	4314	2077	2237	4620
%H		46.1%	11.4%	81.5%	39.2%	42.3%	87.3%
PVR	2122	1372	316	1460	1000	460	1970
%V	40.1%	56.2%	52.5%	33.8%	48.1%	20.6%	42.6%
%H		64.7%	14.9%	68.8%	47.1%	21.7%	92.8%
DVDR	37	15	2	33	13	20	31
%V	0.7%	0.6%	0.3%	0.8%	0.6%	0.9%	0.7%
%H		40.5%	5.4%	89.2%	35.1%	54.1%	83.8%
VCR	40	18	4	35	17	18	30
%V	0.8%	0.7%	0.7%	0.8%	0.8%	0.8%	0.6%
%H		45.0%	10.0%	87.5%	42.5%	45.0%	75.0%
Any recorder	2156	1381	316	1491	1006	485	1993
%V	40.7%	56.6%	52.5%	34.6%	48.4%	21.7%	43.1%
%H		64.1%	14.7%	69.2%	46.7%	22.5%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: 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	2442	602	4314	2077	2237	4620
%H		46.1%	11.4%	81.5%	39.2%	42.3%	87.3%
Receives HDTV (via STB or built-in reception)	2448	1313	342	1904	1077	828	2278
%V	46.2%	53.8%	56.8%	44.1%	51.9%	37.0%	49.3%
%H		53.6%	14.0%	77.8%	44.0%	33.8%	93.1%
DVD/Blu-ray player or recorder	2588	1213	307	2061	1013	1047	2329
%V	48.9%	49.7%	51.0%	47.8%	48.8%	46.8%	50.4%
%H		46.9%	11.9%	79.6%	39.1%	40.5%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

BBC Yorkshire and Lincolnshire

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	2540	1037	264	1985	783	1202	2100
%H		40.8%	10.4%	78.1%	30.8%	47.3%	82.7%
Under 20"	28	3	1	24	2	22	13
%V	1.1%	0.3%	0.4%	1.2%	0.3%	1.8%	0.6%
%H		10.7%	3.6%	85.7%	7.1%	78.6%	46.4%
20" - 29"	201	45	15	163	28	135	122
%V	7.9%	4.3%	5.7%	8.2%	3.6%	11.2%	5.8%
%H		22.4%	7.5%	81.1%	13.9%	67.2%	60.7%
30" - 39"	709	225	72	573	174	399	555
%V	27.9%	21.7%	27.3%	28.9%	22.2%	33.2%	26.4%
%H		31.7%	10.2%	80.8%	24.5%	56.3%	78.3%
40" - 49"	1029	482	123	778	361	418	916
%V	40.5%	46.5%	46.6%	39.2%	46.1%	34.8%	43.6%
%H		46.8%	12.0%	75.6%	35.1%	40.6%	89.0%
50" - 59"	360	219	38	261	160	101	341
%V	14.2%	21.1%	14.4%	13.1%	20.4%	8.4%	16.2%
%H		60.8%	10.6%	72.5%	44.4%	28.1%	94.7%
60"+	25	15	1	18	10	8	25
%V	1.0%	1.4%	0.4%	0.9%	1.3%	0.7%	1.2%
%H		60.0%	4.0%	72.0%	40.0%	32.0%	100.0%
Don't know	189	48	14	168	49	119	129
%V	7.4%	4.6%	5.3%	8.5%	6.3%	9.9%	6.1%
%H		25.4%	7.4%	88.9%	25.9%	63.0%	68.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2540	1037	264	1985	783	1202	2100
%H		40.8%	10.4%	78.1%	30.8%	47.3%	82.7%
PVR	1519	914	226	1080	688	392	1389
%V	59.8%	88.1%	85.6%	54.4%	87.9%	32.6%	66.1%
%H		60.2%	14.9%	71.1%	45.3%	25.8%	91.4%
DVDR	27	10	2	25	9	15	24
%V	1.1%	1.0%	0.8%	1.3%	1.1%	1.2%	1.1%
%H		37.0%	7.4%	92.6%	33.3%	55.6%	88.9%
VCR	32	14	4	27	13	14	24
%V	1.3%	1.4%	1.5%	1.4%	1.7%	1.2%	1.1%
%H		43.8%	12.5%	84.4%	40.6%	43.8%	75.0%
Any recorder	1541	917	226	1100	689	411	1403
%V	60.7%	88.4%	85.6%	55.4%	88.0%	34.2%	66.8%
%H		59.5%	14.7%	71.4%	44.7%	26.7%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: 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	2540	1037	264	1985	783	1202	2100
%H		40.8%	10.4%	78.1%	30.8%	47.3%	82.7%
Receives HDTV (via STB or built-in reception)	1522	771	210	1158	605	553	1396
%V	59.9%	74.3%	79.5%	58.3%	77.3%	46.0%	66.5%
%H		50.7%	13.8%	76.1%	39.8%	36.3%	91.7%
DVD/Blu-ray player or recorder	1539	670	165	1206	525	681	1340
%V	60.6%	64.6%	62.5%	60.8%	67.0%	56.7%	63.8%
%H		43.5%	10.7%	78.4%	34.1%	44.2%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2753	1405	338	2329	1293	1035	2519
%H		51.0%	12.3%	84.6%	47.0%	37.6%	91.5%
Under 20"	479	221	55	425	219	207	420
%V	17.4%	15.7%	16.3%	18.2%	16.9%	20.0%	16.7%
%H		46.1%	11.5%	88.7%	45.7%	43.2%	87.7%
20" - 29"	798	368	97	695	354	342	711
%V	29.0%	26.2%	28.7%	29.8%	27.4%	33.0%	28.2%
%H		46.1%	12.2%	87.1%	44.4%	42.9%	89.1%
30" - 39"	831	462	98	674	398	275	781
%V	30.2%	32.9%	29.0%	28.9%	30.8%	26.6%	31.0%
%H		55.6%	11.8%	81.1%	47.9%	33.1%	94.0%
40" - 49"	377	215	54	295	185	110	359
%V	13.7%	15.3%	16.0%	12.7%	14.3%	10.6%	14.3%
%H		57.0%	14.3%	78.2%	49.1%	29.2%	95.2%
50" - 59"	84	57	12	63	46	17	82
%V	3.1%	4.1%	3.6%	2.7%	3.6%	1.6%	3.3%
%H		67.9%	14.3%	75.0%	54.8%	20.2%	97.6%
60"+	4	3	2	3	3	0	4
%V	0.1%	0.2%	0.6%	0.1%	0.2%	0.0%	0.2%
%H		75.0%	50.0%	75.0%	75.0%	0.0%	100.0%
Don't know	180	79	19	174	89	85	162
%V	6.5%	5.6%	5.6%	7.5%	6.9%	8.2%	6.4%
%H		43.9%	10.6%	96.7%	49.4%	47.2%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2753	1405	338	2329	1293	1035	2519
%H		51.0%	12.3%	84.6%	47.0%	37.6%	91.5%
PVR	603	459	90	380	312	68	581
%V	21.9%	32.7%	26.6%	16.3%	24.1%	6.6%	23.1%
%H		76.1%	14.9%	63.0%	51.7%	11.3%	96.4%
DVDR	10	5	0	8	4	4	8
%V	0.4%	0.4%	0.0%	0.3%	0.3%	0.4%	0.3%
%H		50.0%	0.0%	80.0%	40.0%	40.0%	80.0%
VCR	9	4	1	8	4	4	6
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.2%
%H		44.4%	11.1%	88.9%	44.4%	44.4%	66.7%
Any recorder	615	464	90	391	317	74	590
%V	22.3%	33.0%	26.6%	16.8%	24.5%	7.1%	23.4%
%H		75.4%	14.6%	63.6%	51.5%	12.0%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: 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	1405	338	2329	1293	1035	2519
%H		51.0%	12.3%	84.6%	47.0%	37.6%	91.5%
Receives HDTV (via STB or built-in reception)	926	542	132	746	471	275	883
%V	33.6%	38.6%	39.1%	32.0%	36.4%	26.6%	35.1%
%H		58.5%	14.3%	80.6%	50.9%	29.7%	95.4%
DVD/Blu-ray player or recorder	1050	544	142	855	489	366	989
%V	38.1%	38.7%	42.0%	36.7%	37.8%	35.4%	39.3%
%H		51.8%	13.5%	81.4%	46.6%	34.9%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	6054	5849	2736	683	4386	2037	2349	5433
%H		96.6%	45.2%	11.3%	72.4%	33.6%	38.8%	89.7%
Total Children	1147	1117	633	140	745	416	329	1111
%V	18.9%	19.1%	23.1%	20.5%	17.0%	20.4%	14.0%	20.4%
%H		97.4%	55.2%	12.2%	65.0%	36.3%	28.7%	96.9%
0 - 3	289	280	147	28	179	84	95	276
%V	4.8%	4.8%	5.4%	4.1%	4.1%	4.1%	4.0%	5.1%
%H		96.9%	50.9%	9.7%	61.9%	29.1%	32.9%	95.5%
4 - 15	857	837	486	112	566	332	234	835
%V	14.2%	14.3%	17.8%	16.4%	12.9%	16.3%	10.0%	15.4%
%H		97.7%	56.7%	13.1%	66.0%	38.7%	27.3%	97.4%
4 - 9	455	443	251	53	298	165	133	440
%V	7.5%	7.6%	9.2%	7.8%	6.8%	8.1%	5.7%	8.1%
%H		97.4%	55.2%	11.6%	65.5%	36.3%	29.2%	96.7%
10 - 15	402	394	235	59	268	168	100	395
%V	6.6%	6.7%	8.6%	8.6%	6.1%	8.2%	4.3%	7.3%
%H		98.0%	58.5%	14.7%	66.7%	41.8%	24.9%	98.3%

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	6054	5849	2736	683	4386	2037	2349	5433
%H		96.6%	45.2%	11.3%	72.4%	33.6%	38.8%	89.7%
Total Adults (16+)	4907	4731	2103	543	3641	1621	2019	4322
%V	81.1%	80.9%	76.9%	79.5%	83.0%	79.6%	86.0%	79.6%
%H		96.4%	42.9%	11.1%	74.2%	33.0%	41.1%	88.1%
16 - 19	283	261	124	39	200	111	89	278
%V	4.7%	4.5%	4.5%	5.7%	4.6%	5.4%	3.8%	5.1%
%H		92.2%	43.8%	13.8%	70.7%	39.2%	31.4%	98.2%
20 - 24	399	364	149	49	268	123	145	390
%V	6.6%	6.2%	5.4%	7.2%	6.1%	6.0%	6.2%	7.2%
%H		91.2%	37.3%	12.3%	67.2%	30.8%	36.3%	97.7%
25 - 34	778	734	357	83	468	219	249	757
%V	12.9%	12.5%	13.0%	12.2%	10.7%	10.8%	10.6%	13.9%
%H		94.3%	45.9%	10.7%	60.2%	28.1%	32.0%	97.3%
35 - 44	716	684	363	75	477	237	240	690
%V	11.8%	11.7%	13.3%	11.0%	10.9%	11.6%	10.2%	12.7%
%H		95.5%	50.7%	10.5%	66.6%	33.1%	33.5%	96.4%
45 - 54	849	835	431	115	660	360	300	812
%V	14.0%	14.3%	15.8%	16.8%	15.0%	17.7%	12.8%	14.9%
%H		98.4%	50.8%	13.5%	77.7%	42.4%	35.3%	95.6%
55 - 64	757	741	327	87	596	268	329	679
%V	12.5%	12.7%	12.0%	12.7%	13.6%	13.2%	14.0%	12.5%
%H		97.9%	43.2%	11.5%	78.7%	35.4%	43.5%	89.7%
65+	1125	1113	351	95	972	304	668	716
%V	18.6%	19.0%	12.8%	13.9%	22.2%	14.9%	28.4%	13.2%
%H		98.9%	31.2%	8.4%	86.4%	27.0%	59.4%	63.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)		4907	4731	2103	543	3641	1621	2019	4322
%H			96.4%	42.9%	11.1%	74.2%	33.0%	41.1%	88.1%
AB		1012	978	447	121	771	362	409	968
	%V	20.6%	20.7%	21.3%	22.3%	21.2%	22.3%	20.3%	22.4%
	%H		96.6%	44.2%	12.0%	76.2%	35.8%	40.4%	95.7%
C1		1467	1408	618	179	1075	500	575	1374
	%V	29.9%	29.8%	29.4%	33.0%	29.5%	30.8%	28.5%	31.8%
	%H		96.0%	42.1%	12.2%	73.3%	34.1%	39.2%	93.7%
C2		1123	1107	528	119	863	406	457	1008
	%V	22.9%	23.4%	25.1%	21.9%	23.7%	25.0%	22.6%	23.3%
	%H		98.6%	47.0%	10.6%	76.8%	36.2%	40.7%	89.8%
D		840	806	387	84	578	257	320	699
	%V	17.1%	17.0%	18.4%	15.5%	15.9%	15.9%	15.8%	16.2%
	%H		96.0%	46.1%	10.0%	68.8%	30.6%	38.1%	83.2%
E		465	432	123	40	354	95	259	272
	%V	9.5%	9.1%	5.8%	7.4%	9.7%	5.9%	12.8%	6.3%
	%H		92.9%	26.5%	8.6%	76.1%	20.4%	55.7%	58.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	4907	4731	2103	543	3641	1621	2019	4322
%H		96.4%	42.9%	11.1%	74.2%	33.0%	41.1%	88.1%
Working full time	2192	2129	1097	265	1544	807	737	2141
%V	44.7%	45.0%	52.2%	48.8%	42.4%	49.8%	36.5%	49.5%
%H		97.1%	50.0%	12.1%	70.4%	36.8%	33.6%	97.7%
Working part time	493	485	230	56	383	188	195	475
%V	10.0%	10.3%	10.9%	10.3%	10.5%	11.6%	9.7%	11.0%
%H		98.4%	46.7%	11.4%	77.7%	38.1%	39.6%	96.3%
Not working	2222	2118	776	222	1713	626	1087	1706
%V	45.3%	44.8%	36.9%	40.9%	47.0%	38.6%	53.8%	39.5%
%H		95.3%	34.9%	10.0%	77.1%	28.2%	48.9%	76.8%
Housewife/Houseperson	2649	2540	1037	264	1986	783	1203	2190
%V	54.0%	53.7%	49.3%	48.6%	54.5%	48.3%	59.6%	50.7%
%H		95.9%	39.1%	10.0%	75.0%	29.6%	45.4%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2389	2296	1042	272	1752	806	946	2142
%H		96.1%	43.6%	11.4%	73.3%	33.7%	39.6%	89.7%
16 - 19	147	142	68	23	107	61	47	144
%V	6.2%	6.2%	6.5%	8.5%	6.1%	7.6%	5.0%	6.7%
%H		96.6%	46.3%	15.6%	72.8%	41.5%	32.0%	98.0%
20 - 24	195	182	78	28	130	64	65	191
%V	8.2%	7.9%	7.5%	10.3%	7.4%	7.9%	6.9%	8.9%
%H		93.3%	40.0%	14.4%	66.7%	32.8%	33.3%	97.9%
25 - 34	380	356	173	43	228	111	117	369
%V	15.9%	15.5%	16.6%	15.8%	13.0%	13.8%	12.4%	17.2%
%H		93.7%	45.5%	11.3%	60.0%	29.2%	30.8%	97.1%
35 - 44	357	336	183	37	233	120	113	342
%V	14.9%	14.6%	17.6%	13.6%	13.3%	14.9%	11.9%	16.0%
%H		94.1%	51.3%	10.4%	65.3%	33.6%	31.7%	95.8%
45 - 54	413	401	204	55	314	168	146	392
%V	17.3%	17.5%	19.6%	20.2%	17.9%	20.8%	15.4%	18.3%
%H		97.1%	49.4%	13.3%	76.0%	40.7%	35.4%	94.9%
55 - 64	373	365	158	41	295	129	166	339
%V	15.6%	15.9%	15.2%	15.1%	16.8%	16.0%	17.5%	15.8%
%H		97.9%	42.4%	11.0%	79.1%	34.6%	44.5%	90.9%
65+	523	514	178	44	445	153	292	364
%V	21.9%	22.4%	17.1%	16.2%	25.4%	19.0%	30.9%	17.0%
%H		98.3%	34.0%	8.4%	85.1%	29.3%	55.8%	69.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2389	2296	1042	272	1752	806	946	2142
%H		96.1%	43.6%	11.4%	73.3%	33.7%	39.6%	89.7%
AB	499	481	220	55	382	179	204	479
%V	20.9%	20.9%	21.1%	20.2%	21.8%	22.2%	21.6%	22.4%
%H		96.4%	44.1%	11.0%	76.6%	35.9%	40.9%	96.0%
C1	688	667	299	89	505	245	260	661
%V	28.8%	29.1%	28.7%	32.7%	28.8%	30.4%	27.5%	30.9%
%H		96.9%	43.5%	12.9%	73.4%	35.6%	37.8%	96.1%
C2	602	592	274	66	465	218	247	535
%V	25.2%	25.8%	26.3%	24.3%	26.5%	27.0%	26.1%	25.0%
%H		98.3%	45.5%	11.0%	77.2%	36.2%	41.0%	88.9%
D	409	383	201	42	260	126	134	354
%V	17.1%	16.7%	19.3%	15.4%	14.8%	15.6%	14.2%	16.5%
%H		93.6%	49.1%	10.3%	63.6%	30.8%	32.8%	86.6%
E	191	173	47	20	140	39	101	113
%V	8.0%	7.5%	4.5%	7.4%	8.0%	4.8%	10.7%	5.3%
%H		90.6%	24.6%	10.5%	73.3%	20.4%	52.9%	59.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2389	2296	1042	272	1752	806	946	2142
%H		96.1%	43.6%	11.4%	73.3%	33.7%	39.6%	89.7%
Working full time	1349	1304	682	162	942	503	439	1317
%V	56.5%	56.8%	65.5%	59.6%	53.8%	62.4%	46.4%	61.5%
%H		96.7%	50.6%	12.0%	69.8%	37.3%	32.5%	97.6%
Working part time	96	95	40	10	74	32	42	90
%V	4.0%	4.1%	3.8%	3.7%	4.2%	4.0%	4.4%	4.2%
%H		99.0%	41.7%	10.4%	77.1%	33.3%	43.8%	93.8%
Not working	943	897	320	99	736	272	465	735
%V	39.5%	39.1%	30.7%	36.4%	42.0%	33.7%	49.2%	34.3%
%H		95.1%	33.9%	10.5%	78.0%	28.8%	49.3%	77.9%
Housewife/Houseperson	544	495	157	41	398	114	283	401
%V	22.8%	21.6%	15.1%	15.1%	22.7%	14.1%	29.9%	18.7%
%H		91.0%	28.9%	7.5%	73.2%	21.0%	52.0%	73.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2518	2435	1062	271	1888	815	1073	2180
%H		96.7%	42.2%	10.8%	75.0%	32.4%	42.6%	86.6%
16 - 19	136	119	57	16	93	50	43	134
%V	5.4%	4.9%	5.4%	5.9%	4.9%	6.1%	4.0%	6.1%
%H		87.5%	41.9%	11.8%	68.4%	36.8%	31.6%	98.5%
20 - 24	204	182	71	21	138	58	80	199
%V	8.1%	7.5%	6.7%	7.7%	7.3%	7.1%	7.5%	9.1%
%H		89.2%	34.8%	10.3%	67.6%	28.4%	39.2%	97.5%
25 - 34	398	378	185	40	239	107	132	388
%V	15.8%	15.5%	17.4%	14.8%	12.7%	13.1%	12.3%	17.8%
%H		95.0%	46.5%	10.1%	60.1%	26.9%	33.2%	97.5%
35 - 44	359	347	180	38	244	117	127	348
%V	14.3%	14.3%	16.9%	14.0%	12.9%	14.4%	11.8%	16.0%
%H		96.7%	50.1%	10.6%	68.0%	32.6%	35.4%	96.9%
45 - 54	436	434	227	60	346	192	153	420
%V	17.3%	17.8%	21.4%	22.1%	18.3%	23.6%	14.3%	19.3%
%H		99.5%	52.1%	13.8%	79.4%	44.0%	35.1%	96.3%
55 - 64	384	376	169	46	302	139	162	340
%V	15.3%	15.4%	15.9%	17.0%	16.0%	17.1%	15.1%	15.6%
%H		97.9%	44.0%	12.0%	78.6%	36.2%	42.2%	88.5%
65+	601	599	173	50	527	151	376	352
%V	23.9%	24.6%	16.3%	18.5%	27.9%	18.5%	35.0%	16.1%
%H		99.7%	28.8%	8.3%	87.7%	25.1%	62.6%	58.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2518	2435	1062	271	1888	815	1073	2180
%H		96.7%	42.2%	10.8%	75.0%	32.4%	42.6%	86.6%
AB	512	497	227	66	389	184	205	489
%V	20.3%	20.4%	21.4%	24.4%	20.6%	22.6%	19.1%	22.4%
%H		97.1%	44.3%	12.9%	76.0%	35.9%	40.0%	95.5%
C1	780	741	318	90	569	255	315	713
%V	31.0%	30.4%	29.9%	33.2%	30.1%	31.3%	29.4%	32.7%
%H		95.0%	40.8%	11.5%	72.9%	32.7%	40.4%	91.4%
C2	521	515	254	53	398	189	210	473
%V	20.7%	21.1%	23.9%	19.6%	21.1%	23.2%	19.6%	21.7%
%H		98.8%	48.8%	10.2%	76.4%	36.3%	40.3%	90.8%
D	431	423	187	42	318	131	187	346
%V	17.1%	17.4%	17.6%	15.5%	16.8%	16.1%	17.4%	15.9%
%H		98.1%	43.4%	9.7%	73.8%	30.4%	43.4%	80.3%
E	274	259	75	20	214	57	157	159
%V	10.9%	10.6%	7.1%	7.4%	11.3%	7.0%	14.6%	7.3%
%H		94.5%	27.4%	7.3%	78.1%	20.8%	57.3%	58.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	2518	2435	1062	271	1888	815	1073	2180
%H		96.7%	42.2%	10.8%	75.0%	32.4%	42.6%	86.6%
Working full time	842	824	414	103	602	304	298	824
%V	33.4%	33.8%	39.0%	38.0%	31.9%	37.3%	27.8%	37.8%
%H		97.9%	49.2%	12.2%	71.5%	36.1%	35.4%	97.9%
Working part time	397	390	190	45	310	156	153	385
%V	15.8%	16.0%	17.9%	16.6%	16.4%	19.1%	14.3%	17.7%
%H		98.2%	47.9%	11.3%	78.1%	39.3%	38.5%	97.0%
Not working	1279	1221	457	123	977	354	622	971
%V	50.8%	50.1%	43.0%	45.4%	51.7%	43.4%	58.0%	44.5%
%H		95.5%	35.7%	9.6%	76.4%	27.7%	48.6%	75.9%
Housewife/Houseperson	2105	2045	880	223	1588	669	920	1789
%V	83.6%	84.0%	82.9%	82.3%	84.1%	82.1%	85.7%	82.1%
%H		97.1%	41.8%	10.6%	75.4%	31.8%	43.7%	85.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2016 - June 2017

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	1534	1499	619	200	1098	445	653	1247
%V (All HH)		97.7%	40.4%	13.0%	71.6%	29.0%	42.6%	81.3%
%H (TV HH)			41.3%	13.3%	73.2%	29.7%	43.6%	
AB	361	355	154	53	251	108	144	337
%V	23.5%	23.7%	24.9%	26.5%	22.9%	24.3%	22.1%	27.0%
%H (All HH)		98.3%	42.7%	14.7%	69.5%	29.9%	39.9%	93.4%
%H (TV HH)			43.4%	14.9%	70.7%	30.4%	40.6%	
C1	377	373	172	50	271	128	143	332
%V	24.6%	24.9%	27.8%	25.0%	24.7%	28.8%	21.9%	26.6%
%H (All HH)		98.9%	45.6%	13.3%	71.9%	34.0%	37.9%	88.1%
%H (TV HH)			46.1%	13.4%	72.7%	34.3%	38.3%	
C2	319	310	139	38	230	98	132	266
%V	20.8%	20.7%	22.5%	19.0%	20.9%	22.0%	20.2%	21.3%
%H (All HH)		97.2%	43.6%	11.9%	72.1%	30.7%	41.4%	83.4%
%H (TV HH)			44.8%	12.3%	74.2%	31.6%	42.6%	
D	257	250	86	37	187	67	120	187
%V	16.8%	16.7%	13.9%	18.5%	17.0%	15.1%	18.4%	15.0%
%H (All HH)		97.3%	33.5%	14.4%	72.8%	26.1%	46.7%	72.8%
%H (TV HH)			34.4%	14.8%	74.8%	26.8%	48.0%	
E	219	211	69	21	157	44	113	124
%V	14.3%	14.1%	11.1%	10.5%	14.3%	9.9%	17.3%	9.9%
%H (All HH)		96.3%	31.5%	9.6%	71.7%	20.1%	51.6%	56.6%
%H (TV HH)			32.7%	10.0%	74.4%	20.9%	53.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2016 - June 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	1534	1499	619	200	1098	445	653	1247
%H (All HH)		97.7%	40.4%	13.0%	71.6%	29.0%	42.6%	81.3%
%H (TV HH)			41.3%	13.3%	73.2%	29.7%	43.6%	
Under 25	69	67	27	2	43	13	30	65
%V	4.5%	4.5%	4.4%	1.0%	3.9%	2.9%	4.6%	5.2%
%H (All HH)		97.1%	39.1%	2.9%	62.3%	18.8%	43.5%	94.2%
%H (TV HH)			40.3%	3.0%	64.2%	19.4%	44.8%	
25 - 34	218	208	104	30	118	55	63	210
%V	14.2%	13.9%	16.8%	15.0%	10.7%	12.4%	9.6%	16.8%
%H (All HH)		95.4%	47.7%	13.8%	54.1%	25.2%	28.9%	96.3%
%H (TV HH)			50.0%	14.4%	56.7%	26.4%	30.3%	
35 - 44	216	209	110	26	137	66	70	209
%V	14.1%	13.9%	17.8%	13.0%	12.5%	14.8%	10.7%	16.8%
%H (All HH)		96.8%	50.9%	12.0%	63.4%	30.6%	32.4%	96.8%
%H (TV HH)			52.6%	12.4%	65.6%	31.6%	33.5%	
45 - 54	300	296	131	53	221	115	106	281
%V	19.6%	19.7%	21.2%	26.5%	20.1%	25.8%	16.2%	22.5%
%H (All HH)		98.7%	43.7%	17.7%	73.7%	38.3%	35.3%	93.7%
%H (TV HH)			44.3%	17.9%	74.7%	38.9%	35.8%	
55 - 64	279	272	118	39	209	94	115	231
%V	18.2%	18.1%	19.1%	19.5%	19.0%	21.1%	17.6%	18.5%
%H (All HH)		97.5%	42.3%	14.0%	74.9%	33.7%	41.2%	82.8%
%H (TV HH)			43.4%	14.3%	76.8%	34.6%	42.3%	
65 +	452	447	128	50	371	102	269	250
%V	29.5%	29.8%	20.7%	25.0%	33.8%	22.9%	41.2%	20.0%
%H (All HH)		98.9%	28.3%	11.1%	82.1%	22.6%	59.5%	55.3%
%H (TV HH)			28.6%	11.2%	83.0%	22.8%	60.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1534	1499	619	200	1098	445	653	1247
%H (All HH)		97.7%	40.4%	13.0%	71.6%	29.0%	42.6%	81.3%
%H (TV HH)			41.3%	13.3%	73.2%	29.7%	43.6%	
1	498	483	138	47	377	92	286	291
%V	32.5%	32.2%	22.3%	23.5%	34.3%	20.7%	43.8%	23.3%
%H (All HH)		97.0%	27.7%	9.4%	75.7%	18.5%	57.4%	58.4%
%H (TV HH)			28.6%	9.7%	78.1%	19.0%	59.2%	
2	548	541	232	77	397	170	226	481
%V	35.7%	36.1%	37.5%	38.5%	36.2%	38.2%	34.6%	38.6%
%H (All HH)		98.7%	42.3%	14.1%	72.4%	31.0%	41.2%	87.8%
%H (TV HH)			42.9%	14.2%	73.4%	31.4%	41.8%	
3	256	248	124	38	178	96	83	244
%V	16.7%	16.5%	20.0%	19.0%	16.2%	21.6%	12.7%	19.6%
%H (All HH)		96.9%	48.4%	14.8%	69.5%	37.5%	32.4%	95.3%
%H (TV HH)			50.0%	15.3%	71.8%	38.7%	33.5%	
4	169	166	91	28	106	63	43	168
%V	11.0%	11.1%	14.7%	14.0%	9.7%	14.2%	6.6%	13.5%
%H (All HH)		98.2%	53.8%	16.6%	62.7%	37.3%	25.4%	99.4%
%H (TV HH)			54.8%	16.9%	63.9%	38.0%	25.9%	
5+	63	62	34	10	39	24	15	63
%V	4.1%	4.1%	5.5%	5.0%	3.6%	5.4%	2.3%	5.1%
%H (All HH)		98.4%	54.0%	15.9%	61.9%	38.1%	23.8%	100.0%
%H (TV HH)			54.8%	16.1%	62.9%	38.7%	24.2%	
Average HH size	2.20	2.20	2.45	2.39	2.13	2.46	1.90	2.40

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1534	1499	619	200	1098	445	653	1247
%V (All HH)		97.7%	40.4%	13.0%	71.6%	29.0%	42.6%	81.3%
%H (TV HH)			41.3%	13.3%	73.2%	29.7%	43.6%	
Without	1168	1142	431	147	865	322	543	890
%V	76.1%	76.2%	69.6%	73.5%	78.8%	72.4%	83.2%	71.4%
%H (All HH)		97.8%	36.9%	12.6%	74.1%	27.6%	46.5%	76.2%
%H (TV HH)			37.7%	12.9%	75.7%	28.2%	47.5%	
With	365	357	188	53	233	123	110	356
%V	23.8%	23.8%	30.4%	26.5%	21.2%	27.6%	16.8%	28.5%
%H (All HH)		97.8%	51.5%	14.5%	63.8%	33.7%	30.1%	97.5%
%H (TV HH)			52.7%	14.8%	65.3%	34.5%	30.8%	
0 - 3	133	128	74	14	74	37	37	128
%V	8.7%	8.5%	12.0%	7.0%	6.7%	8.3%	5.7%	10.3%
%H (All HH)		96.2%	55.6%	10.5%	55.6%	27.8%	27.8%	96.2%
%H (TV HH)			57.8%	10.9%	57.8%	28.9%	28.9%	
4 - 9	180	177	92	27	112	56	56	177
%V	11.7%	11.8%	14.9%	13.5%	10.2%	12.6%	8.6%	14.2%
%H (All HH)		98.3%	51.1%	15.0%	62.2%	31.1%	31.1%	98.3%
%H (TV HH)			52.0%	15.3%	63.3%	31.6%	31.6%	
10 - 15	176	174	88	30	116	66	50	172
%V	11.5%	11.6%	14.2%	15.0%	10.6%	14.8%	7.7%	13.8%
%H (All HH)		98.9%	50.0%	17.0%	65.9%	37.5%	28.4%	97.7%
%H (TV HH)			50.6%	17.2%	66.7%	37.9%	28.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1534	1499	619	200	1098	445	653	1247
%H (All HH)		97.7%	40.4%	13.0%	71.6%	29.0%	42.6%	81.3%
%H (TV HH)			41.3%	13.3%	73.2%	29.7%	43.6%	
1	527	527	182	49	329	56	274	383
%V	34.4%	35.2%	29.4%	24.5%	30.0%	12.6%	42.0%	30.7%
%H (All HH)		100.0%	34.5%	9.3%	62.4%	10.6%	52.0%	72.7%
%H (TV HH)			34.5%	9.3%	62.4%	10.6%	52.0%	
2	527	527	211	73	403	164	239	424
%V	34.4%	35.2%	34.1%	36.5%	36.7%	36.9%	36.6%	34.0%
%H (All HH)		100.0%	40.0%	13.9%	76.5%	31.1%	45.4%	80.5%
%H (TV HH)			40.0%	13.9%	76.5%	31.1%	45.4%	
3	274	274	129	46	222	123	99	249
%V	17.9%	18.3%	20.8%	23.0%	20.2%	27.6%	15.2%	20.0%
%H (All HH)		100.0%	47.1%	16.8%	81.0%	44.9%	36.1%	90.9%
%H (TV HH)			47.1%	16.8%	81.0%	44.9%	36.1%	
4	119	119	66	21	98	68	30	114
%V	7.8%	7.9%	10.7%	10.5%	8.9%	15.3%	4.6%	9.1%
%H (All HH)		100.0%	55.5%	17.6%	82.4%	57.1%	25.2%	95.8%
%H (TV HH)			55.5%	17.6%	82.4%	57.1%	25.2%	
5+	53	53	31	11	45	34	12	53
%V	3.5%	3.5%	5.0%	5.5%	4.1%	7.6%	1.8%	4.3%
%H (All HH)		100.0%	58.5%	20.8%	84.9%	64.2%	22.6%	100.0%
%H (TV HH)			58.5%	20.8%	84.9%	64.2%	22.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	1534	1499	619	200	1098	445	653	1247
%V (All HH)		97.7%	40.4%	13.0%	71.6%	29.0%	42.6%	81.3%
%H (TV HH)			41.3%	13.3%	73.2%	29.7%	43.6%	
Under 20"	219	219	81	28	195	88	107	165
%V	14.3%	14.6%	13.1%	14.0%	17.8%	19.8%	16.4%	13.2%
%H (All HH)		100.0%	37.0%	12.8%	89.0%	40.2%	48.9%	75.3%
%H (TV HH)			37.0%	12.8%	89.0%	40.2%	48.9%	
20" - 29"	497	497	194	69	413	182	231	397
%V	32.4%	33.2%	31.3%	34.5%	37.6%	40.9%	35.4%	31.8%
%H (All HH)		100.0%	39.0%	13.9%	83.1%	36.6%	46.5%	79.9%
%H (TV HH)			39.0%	13.9%	83.1%	36.6%	46.5%	
30" - 39"	763	763	312	109	587	252	334	635
%V	49.7%	50.9%	50.4%	54.5%	53.5%	56.6%	51.1%	50.9%
%H (All HH)		100.0%	40.9%	14.3%	76.9%	33.0%	43.8%	83.2%
%H (TV HH)			40.9%	14.3%	76.9%	33.0%	43.8%	
40" - 49"	763	763	361	119	555	280	275	668
%V	49.7%	50.9%	58.3%	59.5%	50.5%	62.9%	42.1%	53.6%
%H (All HH)		100.0%	47.3%	15.6%	72.7%	36.7%	36.0%	87.5%
%H (TV HH)			47.3%	15.6%	72.7%	36.7%	36.0%	
50" - 59"	269	269	144	42	182	107	75	247
%V	17.5%	17.9%	23.3%	21.0%	16.6%	24.0%	11.5%	19.8%
%H (All HH)		100.0%	53.5%	15.6%	67.7%	39.8%	27.9%	91.8%
%H (TV HH)			53.5%	15.6%	67.7%	39.8%	27.9%	
60"+	31	31	18	4	18	11	7	30
%V	2.0%	2.1%	2.9%	2.0%	1.6%	2.5%	1.1%	2.4%
%H (All HH)		100.0%	58.1%	12.9%	58.1%	35.5%	22.6%	96.8%
%H (TV HH)			58.1%	12.9%	58.1%	35.5%	22.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1534	1499	619	200	1098	445	653	1247
%H (All HH)		97.7%	40.4%	13.0%	71.6%	29.0%	42.6%	81.3%
%H (TV HH)			41.3%	13.3%	73.2%	29.7%	43.6%	
Main living room	1484	1484	615	199	1089	443	646	1209
%V	96.7%	99.0%	99.4%	99.5%	99.2%	99.6%	98.9%	97.0%
%H (All HH)		100.0%	41.4%	13.4%	73.4%	29.9%	43.5%	81.5%
%H (TV HH)			41.4%	13.4%	73.4%	29.9%	43.5%	
Kitchen	163	163	82	19	137	75	62	138
%V	10.6%	10.9%	13.2%	9.5%	12.5%	16.9%	9.5%	11.1%
%H (All HH)		100.0%	50.3%	11.7%	84.0%	46.0%	38.0%	84.7%
%H (TV HH)			50.3%	11.7%	84.0%	46.0%	38.0%	
Adult's bedroom	746	746	336	119	592	307	285	651
%V	48.6%	49.8%	54.3%	59.5%	53.9%	69.0%	43.6%	52.2%
%H (All HH)		100.0%	45.0%	16.0%	79.4%	41.2%	38.2%	87.3%
%H (TV HH)			45.0%	16.0%	79.4%	41.2%	38.2%	
Child's bedroom	164	164	86	27	122	73	48	159
%V	10.7%	10.9%	13.9%	13.5%	11.1%	16.4%	7.4%	12.8%
%H (All HH)		100.0%	52.4%	16.5%	74.4%	44.5%	29.3%	97.0%
%H (TV HH)			52.4%	16.5%	74.4%	44.5%	29.3%	
Other bedroom	193	193	97	32	163	99	65	179
%V	12.6%	12.9%	15.7%	16.0%	14.8%	22.2%	10.0%	14.4%
%H (All HH)		100.0%	50.3%	16.6%	84.5%	51.3%	33.7%	92.7%
%H (TV HH)			50.3%	16.6%	84.5%	51.3%	33.7%	
Second living/dining room	130	130	56	26	105	57	49	109
%V	8.5%	8.7%	9.0%	13.0%	9.6%	12.8%	7.5%	8.7%
%H (All HH)		100.0%	43.1%	20.0%	80.8%	43.8%	37.7%	83.8%
%H (TV HH)			43.1%	20.0%	80.8%	43.8%	37.7%	
Study/office	14	14	6	4	11	7	4	14
%V	0.9%	0.9%	1.0%	2.0%	1.0%	1.6%	0.6%	1.1%
%H (All HH)		100.0%	42.9%	28.6%	78.6%	50.0%	28.6%	100.0%
%H (TV HH)			42.9%	28.6%	78.6%	50.0%	28.6%	
TV room	4	4	2	1	3	2	1	4
%V	0.3%	0.3%	0.3%	0.5%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	25.0%	
Conservatory	51	51	29	7	42	27	15	48
%V	3.3%	3.4%	4.7%	3.5%	3.8%	6.1%	2.3%	3.8%
%H (All HH)		100.0%	56.9%	13.7%	82.4%	52.9%	29.4%	94.1%
%H (TV HH)			56.9%	13.7%	82.4%	52.9%	29.4%	
Attic or loft room	5	5	1	1	5	2	3	5
%V	0.3%	0.3%	0.2%	0.5%	0.5%	0.4%	0.5%	0.4%
%H (All HH)		100.0%	20.0%	20.0%	100.0%	40.0%	60.0%	100.0%
%H (TV HH)			20.0%	20.0%	100.0%	40.0%	60.0%	
No specific location	1	1	0	0	1	0	1	0
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	16	16	10	4	14	11	3	15
%V	1.0%	1.1%	1.6%	2.0%	1.3%	2.5%	0.5%	1.2%
%H (All HH)		100.0%	62.5%	25.0%	87.5%	68.8%	18.8%	93.8%
%H (TV HH)			62.5%	25.0%	87.5%	68.8%	18.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC North East & Cumbria

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1534	1499	619	200	1098	445	653	1247
%H (All HH)		97.7%	40.4%	13.0%	71.6%	29.0%	42.6%	81.3%
%H (TV HH)			41.3%	13.3%	73.2%	29.7%	43.6%	
Any DSAT provider	619	619	619	7	330	330	0	564
%V	40.4%	41.3%	100.0%	3.5%	30.1%	74.2%	0.0%	45.2%
%H (All HH)			100.0%	1.1%	53.3%	53.3%	0.0%	91.1%
%H (TV HH)			100.0%	1.1%	53.3%	53.3%	0.0%	
Sky with subscription	527	527	527	2	275	275	0	485
%V	34.4%	35.2%	85.1%	1.0%	25.0%	61.8%	0.0%	38.9%
%H (All HH)			100.0%	0.4%	52.2%	52.2%	0.0%	92.0%
%H (TV HH)			100.0%	0.4%	52.2%	52.2%	0.0%	
Sky without subscription	38	38	38	1	22	22	0	35
%V	2.5%	2.5%	6.1%	0.5%	2.0%	4.9%	0.0%	2.8%
%H (All HH)			100.0%	2.6%	57.9%	57.9%	0.0%	92.1%
%H (TV HH)			100.0%	2.6%	57.9%	57.9%	0.0%	
Freesat	47	47	47	3	29	29	0	39
%V	3.1%	3.1%	7.6%	1.5%	2.6%	6.5%	0.0%	3.1%
%H (All HH)			100.0%	6.4%	61.7%	61.7%	0.0%	83.0%
%H (TV HH)			100.0%	6.4%	61.7%	61.7%	0.0%	
Other satellite provider	29	29	29	1	19	19	0	27
%V	1.9%	1.9%	4.7%	0.5%	1.7%	4.3%	0.0%	2.2%
%H (All HH)			100.0%	3.4%	65.5%	65.5%	0.0%	93.1%
%H (TV HH)			100.0%	3.4%	65.5%	65.5%	0.0%	
DCAB	200	200	7	200	120	120	0	180
%V	13.0%	13.3%	1.1%	100.0%	10.9%	27.0%	0.0%	14.4%
%H (All HH)			3.5%	100.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			3.5%	100.0%	60.0%	60.0%	0.0%	
DTT	1098	1098	330	120	1098	445	653	865
%V	71.6%	73.2%	53.3%	60.0%	100.0%	100.0%	100.0%	69.4%
%H (All HH)		100.0%	30.1%	10.9%	100.0%	40.5%	59.5%	78.8%
%H (TV HH)			30.1%	10.9%	100.0%	40.5%	59.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	1534	1499	619	200	1098	445	653	1247
%H (All HH)		97.7%	40.4%	13.0%	71.6%	29.0%	42.6%	81.3%
%H (TV HH)			41.3%	13.3%	73.2%	29.7%	43.6%	
PVR	964	964	566	182	626	405	221	869
%V	62.8%	64.3%	91.4%	91.0%	57.0%	91.0%	33.8%	69.7%
%H (All HH)		100.0%	58.7%	18.9%	64.9%	42.0%	22.9%	90.1%
%H (TV HH)			58.7%	18.9%	64.9%	42.0%	22.9%	
DVDR	32	32	7	6	28	9	19	29
%V	2.1%	2.1%	1.1%	3.0%	2.6%	2.0%	2.9%	2.3%
%H (All HH)		100.0%	21.9%	18.8%	87.5%	28.1%	59.4%	90.6%
%H (TV HH)			21.9%	18.8%	87.5%	28.1%	59.4%	
VCR	14	14	4	1	14	5	9	9
%V	0.9%	0.9%	0.6%	0.5%	1.3%	1.1%	1.4%	0.7%
%H (All HH)		100.0%	28.6%	7.1%	100.0%	35.7%	64.3%	64.3%
%H (TV HH)			28.6%	7.1%	100.0%	35.7%	64.3%	
Any recorder	986	986	570	182	646	408	238	885
%V	64.3%	65.8%	92.1%	91.0%	58.8%	91.7%	36.4%	71.0%
%H (All HH)		100.0%	57.8%	18.5%	65.5%	41.4%	24.1%	89.8%
%H (TV HH)			57.8%	18.5%	65.5%	41.4%	24.1%	
Receives HDTV (via STB or built-in reception)	930	930	453	178	671	367	304	834
%V	60.6%	62.0%	73.2%	89.0%	61.1%	82.5%	46.6%	66.9%
%H (All HH)		100.0%	48.7%	19.1%	72.2%	39.5%	32.7%	89.7%
%H (TV HH)			48.7%	19.1%	72.2%	39.5%	32.7%	
DVD/Blu-ray player or recorder	1013	1013	425	157	759	347	412	859
%V	66.0%	67.6%	68.7%	78.5%	69.1%	78.0%	63.1%	68.9%
%H (All HH)		100.0%	42.0%	15.5%	74.9%	34.3%	40.7%	84.8%
%H (TV HH)			42.0%	15.5%	74.9%	34.3%	40.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1534	1499	619	200	1098	445	653	1247
%H (All HH)		97.7%	40.4%	13.0%	71.6%	29.0%	42.6%	81.3%
%H (TV HH)			41.3%	13.3%	73.2%	29.7%	43.6%	
Has broadband internet	1247	1222	564	180	865	411	453	1247
%V	81.3%	81.5%	91.1%	90.0%	78.8%	92.4%	69.4%	100.0%
%H (All HH)		98.0%	45.2%	14.4%	69.4%	33.0%	36.3%	100.0%
%H (TV HH)			46.2%	14.7%	70.8%	33.6%	37.1%	
Number of computers (PCs and laptops)								
0	333	320	77	23	261	45	216	64
%V	21.7%	21.3%	12.4%	11.5%	23.8%	10.1%	33.1%	5.1%
%H (All HH)		96.1%	23.1%	6.9%	78.4%	13.5%	64.9%	19.2%
%H (TV HH)			24.1%	7.2%	81.6%	14.1%	67.5%	
1	428	415	170	44	299	108	191	412
%V	27.9%	27.7%	27.5%	22.0%	27.2%	24.3%	29.2%	33.0%
%H (All HH)		97.0%	39.7%	10.3%	69.9%	25.2%	44.6%	96.3%
%H (TV HH)			41.0%	10.6%	72.0%	26.0%	46.0%	
2	315	312	146	50	222	110	112	313
%V	20.5%	20.8%	23.6%	25.0%	20.2%	24.7%	17.2%	25.1%
%H (All HH)		99.0%	46.3%	15.9%	70.5%	34.9%	35.6%	99.4%
%H (TV HH)			46.8%	16.0%	71.2%	35.3%	35.9%	
3	218	217	109	38	149	85	64	218
%V	14.2%	14.5%	17.6%	19.0%	13.6%	19.1%	9.8%	17.5%
%H (All HH)		99.5%	50.0%	17.4%	68.3%	39.0%	29.4%	100.0%
%H (TV HH)			50.2%	17.5%	68.7%	39.2%	29.5%	
4	125	122	53	27	82	41	40	124
%V	8.1%	8.1%	8.6%	13.5%	7.5%	9.2%	6.1%	9.9%
%H (All HH)		97.6%	42.4%	21.6%	65.6%	32.8%	32.0%	99.2%
%H (TV HH)			43.4%	22.1%	67.2%	33.6%	32.8%	
5+	115	114	62	17	85	55	30	115
%V	7.5%	7.6%	10.0%	8.5%	7.7%	12.4%	4.6%	9.2%
%H (All HH)		99.1%	53.9%	14.8%	73.9%	47.8%	26.1%	100.0%
%H (TV HH)			54.4%	14.9%	74.6%	48.2%	26.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 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	3158	1420	475	2431	1204	1227	2711
%H		45.0%	15.0%	77.0%	38.1%	38.9%	85.8%
Under 20"	273	105	37	239	113	126	211
%V	8.6%	7.4%	7.8%	9.8%	9.4%	10.3%	7.8%
%H		38.5%	13.6%	87.5%	41.4%	46.2%	77.3%
20" - 29"	657	271	91	550	260	290	540
%V	20.8%	19.1%	19.2%	22.6%	21.6%	23.6%	19.9%
%H		41.2%	13.9%	83.7%	39.6%	44.1%	82.2%
30" - 39"	955	403	142	731	334	398	817
%V	30.2%	28.4%	29.9%	30.1%	27.7%	32.4%	30.1%
%H		42.2%	14.9%	76.5%	35.0%	41.7%	85.5%
40" - 49"	916	448	149	667	354	313	812
%V	29.0%	31.5%	31.4%	27.4%	29.4%	25.5%	30.0%
%H		48.9%	16.3%	72.8%	38.6%	34.2%	88.6%
50" - 59"	291	155	48	200	120	79	269
%V	9.2%	10.9%	10.1%	8.2%	10.0%	6.4%	9.9%
%H		53.3%	16.5%	68.7%	41.2%	27.1%	92.4%
60"+	31	19	4	19	11	7	30
%V	1.0%	1.3%	0.8%	0.8%	0.9%	0.6%	1.1%
%H		61.3%	12.9%	61.3%	35.5%	22.6%	96.8%
Don't know	35	20	3	26	12	13	32
%V	1.1%	1.4%	0.6%	1.1%	1.0%	1.1%	1.2%
%H		57.1%	8.6%	74.3%	34.3%	37.1%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	3158	1420	475	2431	1204	1227	2711
%H		45.0%	15.0%	77.0%	38.1%	38.9%	85.8%
Main living room	1490	617	200	1093	444	649	1213
%V	47.2%	43.5%	42.1%	45.0%	36.9%	52.9%	44.7%
%H		41.4%	13.4%	73.4%	29.8%	43.6%	81.4%
Kitchen	163	82	19	137	75	62	138
%V	5.2%	5.8%	4.0%	5.6%	6.2%	5.1%	5.1%
%H		50.3%	11.7%	84.0%	46.0%	38.0%	84.7%
Adult's bedroom	842	388	135	671	362	308	742
%V	26.7%	27.3%	28.4%	27.6%	30.1%	25.1%	27.4%
%H		46.1%	16.0%	79.7%	43.0%	36.6%	88.1%
Child's bedroom	217	116	34	157	97	60	210
%V	6.9%	8.2%	7.2%	6.5%	8.1%	4.9%	7.7%
%H		53.5%	15.7%	72.4%	44.7%	27.6%	96.8%
Other bedroom	225	112	41	192	120	73	210
%V	7.1%	7.9%	8.6%	7.9%	10.0%	5.9%	7.7%
%H		49.8%	18.2%	85.3%	53.3%	32.4%	93.3%
Second living/dining room	131	56	27	105	57	49	110
%V	4.1%	3.9%	5.7%	4.3%	4.7%	4.0%	4.1%
%H		42.7%	20.6%	80.2%	43.5%	37.4%	84.0%
Study/office	14	6	4	11	7	4	14
%V	0.4%	0.4%	0.8%	0.5%	0.6%	0.3%	0.5%
%H		42.9%	28.6%	78.6%	50.0%	28.6%	100.0%
TV room	4	2	1	3	2	1	4
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
Conservatory	51	29	7	42	27	15	48
%V	1.6%	2.0%	1.5%	1.7%	2.2%	1.2%	1.8%
%H		56.9%	13.7%	82.4%	52.9%	29.4%	94.1%
Attic or loft room	5	1	1	5	2	3	5
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	100.0%
No specific location	1	0	0	1	0	1	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Other	16	10	4	14	11	3	16
%V	0.5%	0.7%	0.8%	0.6%	0.9%	0.2%	0.6%
%H		62.5%	25.0%	87.5%	68.8%	18.8%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	3158	1420	475	2431	1204	1227	2711
%H		45.0%	15.0%	77.0%	38.1%	38.9%	85.8%
PVR	1341	848	253	837	585	252	1232
%V	42.5%	59.7%	53.3%	34.4%	48.6%	20.5%	45.4%
%H		63.2%	18.9%	62.4%	43.6%	18.8%	91.9%
DVDR	33	7	6	28	10	19	29
%V	1.0%	0.5%	1.3%	1.2%	0.8%	1.5%	1.1%
%H		21.2%	18.2%	84.8%	30.3%	57.6%	87.9%
VCR	14	4	1	14	5	9	9
%V	0.4%	0.3%	0.2%	0.6%	0.4%	0.7%	0.3%
%H		28.6%	7.1%	100.0%	35.7%	64.3%	64.3%
Any recorder	1371	853	256	864	592	272	1253
%V	43.4%	60.1%	53.9%	35.5%	49.2%	22.2%	46.2%
%H		62.2%	18.7%	63.0%	43.2%	19.8%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3158	1420	475	2431	1204	1227	2711
%H		45.0%	15.0%	77.0%	38.1%	38.9%	85.8%
Receives HDTV (via STB or built-in reception)	1449	732	290	1070	630	440	1328
%V	45.9%	51.5%	61.1%	44.0%	52.3%	35.9%	49.0%
%H		50.5%	20.0%	73.8%	43.5%	30.4%	91.6%
DVD/Blu-ray player or recorder	1509	664	254	1143	584	559	1316
%V	47.8%	46.8%	53.5%	47.0%	48.5%	45.6%	48.5%
%H		44.0%	16.8%	75.7%	38.7%	37.0%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	1499	619	200	1097	445	652	1222
%H		41.3%	13.3%	73.2%	29.7%	43.5%	81.5%
Under 20"	16	3	0	12	2	10	8
%V	1.1%	0.5%	0.0%	1.1%	0.4%	1.5%	0.7%
%H		18.8%	0.0%	75.0%	12.5%	62.5%	50.0%
20" - 29"	119	24	8	96	13	83	70
%V	7.9%	3.9%	4.0%	8.8%	2.9%	12.7%	5.7%
%H		20.2%	6.7%	80.7%	10.9%	69.7%	58.8%
30" - 39"	425	139	49	327	97	230	316
%V	28.4%	22.5%	24.5%	29.8%	21.8%	35.3%	25.9%
%H		32.7%	11.5%	76.9%	22.8%	54.1%	74.4%
40" - 49"	649	298	98	469	223	247	561
%V	43.3%	48.1%	49.0%	42.8%	50.1%	37.9%	45.9%
%H		45.9%	15.1%	72.3%	34.4%	38.1%	86.4%
50" - 59"	250	132	40	167	97	70	228
%V	16.7%	21.3%	20.0%	15.2%	21.8%	10.7%	18.7%
%H		52.8%	16.0%	66.8%	38.8%	28.0%	91.2%
60"+	28	17	4	17	11	6	27
%V	1.9%	2.7%	2.0%	1.5%	2.5%	0.9%	2.2%
%H		60.7%	14.3%	60.7%	39.3%	21.4%	96.4%
Don't know	13	6	1	9	3	6	11
%V	0.9%	1.0%	0.5%	0.8%	0.7%	0.9%	0.9%
%H		46.2%	7.7%	69.2%	23.1%	46.2%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	1499	619	200	1097	445	652	1222
%H		41.3%	13.3%	73.2%	29.7%	43.5%	81.5%
PVR	942	560	179	607	398	208	852
%V	62.8%	90.5%	89.5%	55.3%	89.4%	31.9%	69.7%
%H		59.4%	19.0%	64.4%	42.3%	22.1%	90.4%
DVDR	19	4	1	17	4	14	17
%V	1.3%	0.6%	0.5%	1.5%	0.9%	2.1%	1.4%
%H		21.1%	5.3%	89.5%	21.1%	73.7%	89.5%
VCR	11	4	0	10	4	6	7
%V	0.7%	0.6%	0.0%	0.9%	0.9%	0.9%	0.6%
%H		36.4%	0.0%	90.9%	36.4%	54.5%	63.6%
Any recorder	960	563	179	624	400	224	865
%V	64.0%	91.0%	89.5%	56.9%	89.9%	34.4%	70.8%
%H		58.6%	18.6%	65.0%	41.7%	23.3%	90.1%

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	1499	619	200	1097	445	652	1222
%H		41.3%	13.3%	73.2%	29.7%	43.5%	81.5%
Receives HDTV (via STB or built-in reception)	902	441	177	646	355	291	810
%V	60.2%	71.2%	88.5%	58.9%	79.8%	44.6%	66.3%
%H		48.9%	19.6%	71.6%	39.4%	32.3%	89.8%
DVD/Blu-ray player or recorder	871	356	137	644	284	360	734
%V	58.1%	57.5%	68.5%	58.7%	63.8%	55.2%	60.1%
%H		40.9%	15.7%	73.9%	32.6%	41.3%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	1659	801	275	1334	759	575	1490
%H		48.3%	16.6%	80.4%	45.8%	34.7%	89.8%
Under 20"	257	101	37	226	111	116	203
%V	15.5%	12.6%	13.5%	16.9%	14.6%	20.2%	13.6%
%H		39.3%	14.4%	87.9%	43.2%	45.1%	79.0%
20" - 29"	538	247	83	454	247	207	470
%V	32.4%	30.8%	30.2%	34.0%	32.5%	36.0%	31.5%
%H		45.9%	15.4%	84.4%	45.9%	38.5%	87.4%
30" - 39"	530	264	93	405	237	168	501
%V	31.9%	33.0%	33.8%	30.4%	31.2%	29.2%	33.6%
%H		49.8%	17.5%	76.4%	44.7%	31.7%	94.5%
40" - 49"	267	150	51	197	131	67	251
%V	16.1%	18.7%	18.5%	14.8%	17.3%	11.7%	16.8%
%H		56.2%	19.1%	73.8%	49.1%	25.1%	94.0%
50" - 59"	41	23	9	33	23	10	41
%V	2.5%	2.9%	3.3%	2.5%	3.0%	1.7%	2.8%
%H		56.1%	22.0%	80.5%	56.1%	24.4%	100.0%
60"+	3	2	0	2	1	1	3
%V	0.2%	0.2%	0.0%	0.1%	0.1%	0.2%	0.2%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
Don't know	22	13	2	17	10	7	21
%V	1.3%	1.6%	0.7%	1.3%	1.3%	1.2%	1.4%
%H		59.1%	9.1%	77.3%	45.5%	31.8%	95.5%

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	1659	801	275	1334	759	575	1490
%H		48.3%	16.6%	80.4%	45.8%	34.7%	89.8%
PVR	400	288	74	231	187	44	380
%V	24.1%	36.0%	26.9%	17.3%	24.6%	7.7%	25.5%
%H		72.0%	18.5%	57.8%	46.8%	11.0%	95.0%
DVDR	13	3	5	11	6	5	12
%V	0.8%	0.4%	1.8%	0.8%	0.8%	0.9%	0.8%
%H		23.1%	38.5%	84.6%	46.2%	38.5%	92.3%
VCR	4	1	1	4	1	2	2
%V	0.2%	0.1%	0.4%	0.3%	0.1%	0.3%	0.1%
%H		25.0%	25.0%	100.0%	25.0%	50.0%	50.0%
Any recorder	411	291	77	240	191	49	388
%V	24.8%	36.3%	28.0%	18.0%	25.2%	8.5%	26.0%
%H		70.8%	18.7%	58.4%	46.5%	11.9%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1659	801	275	1334	759	575	1490
%H		48.3%	16.6%	80.4%	45.8%	34.7%	89.8%
Receives HDTV (via STB or built-in reception)	546	291	113	424	275	149	519
%V	32.9%	36.3%	41.1%	31.8%	36.2%	25.9%	34.8%
%H		53.3%	20.7%	77.7%	50.4%	27.3%	95.1%
DVD/Blu-ray player or recorder	638	308	117	498	300	199	582
%V	38.5%	38.5%	42.5%	37.3%	39.5%	34.6%	39.1%
%H		48.3%	18.3%	78.1%	47.0%	31.2%	91.2%

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	3372	3303	1517	478	2337	1094	1242	2991
%H		98.0%	45.0%	14.2%	69.3%	32.4%	36.8%	88.7%
Total Children	605	594	313	85	378	196	182	590
%V	17.9%	18.0%	20.6%	17.8%	16.2%	17.9%	14.7%	19.7%
%H		98.2%	51.7%	14.0%	62.5%	32.4%	30.1%	97.5%
0 - 3	150	144	84	14	82	41	42	144
%V	4.4%	4.4%	5.5%	2.9%	3.5%	3.7%	3.4%	4.8%
%H		96.0%	56.0%	9.3%	54.7%	27.3%	28.0%	96.0%
4 - 15	455	450	229	71	296	156	140	446
%V	13.5%	13.6%	15.1%	14.9%	12.7%	14.3%	11.3%	14.9%
%H		98.9%	50.3%	15.6%	65.1%	34.3%	30.8%	98.0%
4 - 9	236	233	118	35	150	74	76	233
%V	7.0%	7.1%	7.8%	7.3%	6.4%	6.8%	6.1%	7.8%
%H		98.7%	50.0%	14.8%	63.6%	31.4%	32.2%	98.7%
10 - 15	219	216	110	36	146	82	64	213
%V	6.5%	6.5%	7.3%	7.5%	6.2%	7.5%	5.2%	7.1%
%H		98.6%	50.2%	16.4%	66.7%	37.4%	29.2%	97.3%

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	3372	3303	1517	478	2337	1094	1242	2991
%H		98.0%	45.0%	14.2%	69.3%	32.4%	36.8%	88.7%
Total Adults (16+)	2767	2709	1204	392	1958	898	1060	2401
%V	82.1%	82.0%	79.4%	82.0%	83.8%	82.1%	85.3%	80.3%
%H		97.9%	43.5%	14.2%	70.8%	32.5%	38.3%	86.8%
16 - 19	140	135	65	23	99	56	43	137
%V	4.2%	4.1%	4.3%	4.8%	4.2%	5.1%	3.5%	4.6%
%H		96.4%	46.4%	16.4%	70.7%	40.0%	30.7%	97.9%
20 - 24	210	206	94	18	138	62	76	204
%V	6.2%	6.2%	6.2%	3.8%	5.9%	5.7%	6.1%	6.8%
%H		98.1%	44.8%	8.6%	65.7%	29.5%	36.2%	97.1%
25 - 34	433	416	220	61	243	129	114	420
%V	12.8%	12.6%	14.5%	12.8%	10.4%	11.8%	9.2%	14.0%
%H		96.1%	50.8%	14.1%	56.1%	29.8%	26.3%	97.0%
35 - 44	374	364	186	54	240	121	119	362
%V	11.1%	11.0%	12.3%	11.3%	10.3%	11.1%	9.6%	12.1%
%H		97.3%	49.7%	14.4%	64.2%	32.4%	31.8%	96.8%
45 - 54	490	483	233	83	352	193	159	467
%V	14.5%	14.6%	15.4%	17.4%	15.1%	17.6%	12.8%	15.6%
%H		98.6%	47.6%	16.9%	71.8%	39.4%	32.4%	95.3%
55 - 64	445	436	195	70	334	162	173	387
%V	13.2%	13.2%	12.9%	14.6%	14.3%	14.8%	13.9%	12.9%
%H		98.0%	43.8%	15.7%	75.1%	36.4%	38.9%	87.0%
65+	674	668	210	83	552	176	376	424
%V	20.0%	20.2%	13.8%	17.4%	23.6%	16.1%	30.3%	14.2%
%H		99.1%	31.2%	12.3%	81.9%	26.1%	55.8%	62.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		2767	2709	1204	392	1958	898	1060	2401
	%H		97.9%	43.5%	14.2%	70.8%	32.5%	38.3%	86.8%
AB		679	670	307	112	462	218	244	647
	%V	24.5%	24.7%	25.5%	28.6%	23.6%	24.3%	23.0%	26.9%
	%H		98.7%	45.2%	16.5%	68.0%	32.1%	35.9%	95.3%
C1		721	712	342	98	520	266	254	666
	%V	26.1%	26.3%	28.4%	25.0%	26.6%	29.6%	24.0%	27.7%
	%H		98.8%	47.4%	13.6%	72.1%	36.9%	35.2%	92.4%
C2		618	602	288	79	443	207	236	542
	%V	22.3%	22.2%	23.9%	20.2%	22.6%	23.1%	22.3%	22.6%
	%H		97.4%	46.6%	12.8%	71.7%	33.5%	38.2%	87.7%
D		456	445	176	70	324	140	184	365
	%V	16.5%	16.4%	14.6%	17.9%	16.5%	15.6%	17.4%	15.2%
	%H		97.6%	38.6%	15.4%	71.1%	30.7%	40.4%	80.0%
E		291	280	92	33	209	67	142	181
	%V	10.5%	10.3%	7.6%	8.4%	10.7%	7.5%	13.4%	7.5%
	%H		96.2%	31.6%	11.3%	71.8%	23.0%	48.8%	62.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2767	2709	1204	392	1958	898	1060	2401
%H		97.9%	43.5%	14.2%	70.8%	32.5%	38.3%	86.8%
Working full time	1202	1182	639	173	782	433	349	1170
%V	43.4%	43.6%	53.1%	44.1%	39.9%	48.2%	32.9%	48.7%
%H		98.3%	53.2%	14.4%	65.1%	36.0%	29.0%	97.3%
Working part time	282	278	123	43	207	97	110	268
%V	10.2%	10.3%	10.2%	11.0%	10.6%	10.8%	10.4%	11.2%
%H		98.6%	43.6%	15.2%	73.4%	34.4%	39.0%	95.0%
Not working	1283	1250	442	176	970	368	602	962
%V	46.4%	46.1%	36.7%	44.9%	49.5%	41.0%	56.8%	40.1%
%H		97.4%	34.5%	13.7%	75.6%	28.7%	46.9%	75.0%
Housewife/Houseperson	1534	1499	619	200	1098	445	653	1247
%V	55.4%	55.3%	51.4%	51.0%	56.1%	49.6%	61.6%	51.9%
%H		97.7%	40.4%	13.0%	71.6%	29.0%	42.6%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1350	1315	588	198	940	442	498	1194
%H		97.4%	43.6%	14.7%	69.6%	32.7%	36.9%	88.4%
16 - 19	74	73	34	14	55	30	25	73
%V	5.5%	5.6%	5.8%	7.1%	5.9%	6.8%	5.0%	6.1%
%H		98.6%	45.9%	18.9%	74.3%	40.5%	33.8%	98.6%
20 - 24	110	107	47	11	69	32	38	107
%V	8.1%	8.1%	8.0%	5.6%	7.3%	7.2%	7.6%	9.0%
%H		97.3%	42.7%	10.0%	62.7%	29.1%	34.5%	97.3%
25 - 34	218	208	111	30	119	67	52	212
%V	16.1%	15.8%	18.9%	15.2%	12.7%	15.2%	10.4%	17.8%
%H		95.4%	50.9%	13.8%	54.6%	30.7%	23.9%	97.2%
35 - 44	177	171	82	28	113	56	57	171
%V	13.1%	13.0%	13.9%	14.1%	12.0%	12.7%	11.4%	14.3%
%H		96.6%	46.3%	15.8%	63.8%	31.6%	32.2%	96.6%
45 - 54	242	236	115	40	172	94	78	229
%V	17.9%	17.9%	19.6%	20.2%	18.3%	21.3%	15.7%	19.2%
%H		97.5%	47.5%	16.5%	71.1%	38.8%	32.2%	94.6%
55 - 64	223	218	95	34	164	74	90	193
%V	16.5%	16.6%	16.2%	17.2%	17.4%	16.7%	18.1%	16.2%
%H		97.8%	42.6%	15.2%	73.5%	33.2%	40.4%	86.5%
65+	306	302	105	40	247	90	157	209
%V	22.7%	23.0%	17.9%	20.2%	26.3%	20.4%	31.5%	17.5%
%H		98.7%	34.3%	13.1%	80.7%	29.4%	51.3%	68.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1350	1315	588	198	940	442	498	1194
%H		97.4%	43.6%	14.7%	69.6%	32.7%	36.9%	88.4%
AB	349	343	157	58	230	108	122	335
%V	25.9%	26.1%	26.7%	29.3%	24.5%	24.4%	24.5%	28.1%
%H		98.3%	45.0%	16.6%	65.9%	30.9%	35.0%	96.0%
C1	336	332	163	47	241	131	111	318
%V	24.9%	25.2%	27.7%	23.7%	25.6%	29.6%	22.3%	26.6%
%H		98.8%	48.5%	14.0%	71.7%	39.0%	33.0%	94.6%
C2	341	331	155	44	240	110	130	292
%V	25.3%	25.2%	26.4%	22.2%	25.5%	24.9%	26.1%	24.5%
%H		97.1%	45.5%	12.9%	70.4%	32.3%	38.1%	85.6%
D	217	213	84	36	153	70	84	181
%V	16.1%	16.2%	14.3%	18.2%	16.3%	15.8%	16.9%	15.2%
%H		98.2%	38.7%	16.6%	70.5%	32.3%	38.7%	83.4%
E	106	98	30	12	74	23	51	68
%V	7.9%	7.5%	5.1%	6.1%	7.9%	5.2%	10.2%	5.7%
%H		92.5%	28.3%	11.3%	69.8%	21.7%	48.1%	64.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1350	1315	588	198	940	442	498	1194
%H		97.4%	43.6%	14.7%	69.6%	32.7%	36.9%	88.4%
Working full time	735	724	384	108	475	261	214	713
%V	54.4%	55.1%	65.3%	54.5%	50.5%	59.0%	43.0%	59.7%
%H		98.5%	52.2%	14.7%	64.6%	35.5%	29.1%	97.0%
Working part time	59	56	18	8	48	19	29	54
%V	4.4%	4.3%	3.1%	4.0%	5.1%	4.3%	5.8%	4.5%
%H		94.9%	30.5%	13.6%	81.4%	32.2%	49.2%	91.5%
Not working	556	536	186	82	417	162	255	428
%V	41.2%	40.8%	31.6%	41.4%	44.4%	36.7%	51.2%	35.8%
%H		96.4%	33.5%	14.7%	75.0%	29.1%	45.9%	77.0%
Housewife/Houseperson	347	332	114	45	240	81	158	262
%V	25.7%	25.2%	19.4%	22.7%	25.5%	18.3%	31.7%	21.9%
%H		95.7%	32.9%	13.0%	69.2%	23.3%	45.5%	75.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1417	1394	616	195	1019	456	563	1206
%H		98.4%	43.5%	13.8%	71.9%	32.2%	39.7%	85.1%
16 - 19	66	62	31	9	44	26	19	64
%V	4.7%	4.4%	5.0%	4.6%	4.3%	5.7%	3.4%	5.3%
%H		93.9%	47.0%	13.6%	66.7%	39.4%	28.8%	97.0%
20 - 24	100	99	47	7	68	30	38	97
%V	7.1%	7.1%	7.6%	3.6%	6.7%	6.6%	6.7%	8.0%
%H		99.0%	47.0%	7.0%	68.0%	30.0%	38.0%	97.0%
25 - 34	215	208	109	32	124	62	62	208
%V	15.2%	14.9%	17.7%	16.4%	12.2%	13.6%	11.0%	17.2%
%H		96.7%	50.7%	14.9%	57.7%	28.8%	28.8%	96.7%
35 - 44	198	193	105	25	127	65	62	191
%V	14.0%	13.8%	17.0%	12.8%	12.5%	14.3%	11.0%	15.8%
%H		97.5%	53.0%	12.6%	64.1%	32.8%	31.3%	96.5%
45 - 54	248	247	118	43	180	98	82	238
%V	17.5%	17.7%	19.2%	22.1%	17.7%	21.5%	14.6%	19.7%
%H		99.6%	47.6%	17.3%	72.6%	39.5%	33.1%	96.0%
55 - 64	223	218	101	36	170	87	82	193
%V	15.7%	15.6%	16.4%	18.5%	16.7%	19.1%	14.6%	16.0%
%H		97.8%	45.3%	16.1%	76.2%	39.0%	36.8%	86.5%
65+	367	367	105	43	305	87	219	215
%V	25.9%	26.3%	17.0%	22.1%	29.9%	19.1%	38.9%	17.8%
%H		100.0%	28.6%	11.7%	83.1%	23.7%	59.7%	58.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1417	1394	616	195	1019	456	563	1206
%H		98.4%	43.5%	13.8%	71.9%	32.2%	39.7%	85.1%
AB	330	327	150	53	232	110	122	312
%V	23.3%	23.5%	24.4%	27.2%	22.8%	24.1%	21.7%	25.9%
%H		99.1%	45.5%	16.1%	70.3%	33.3%	37.0%	94.5%
C1	385	380	179	51	279	135	144	348
%V	27.2%	27.3%	29.1%	26.2%	27.4%	29.6%	25.6%	28.9%
%H		98.7%	46.5%	13.2%	72.5%	35.1%	37.4%	90.4%
C2	277	272	133	35	203	97	106	250
%V	19.5%	19.5%	21.6%	17.9%	19.9%	21.3%	18.8%	20.7%
%H		98.2%	48.0%	12.6%	73.3%	35.0%	38.3%	90.3%
D	239	232	92	34	171	71	100	184
%V	16.9%	16.6%	14.9%	17.4%	16.8%	15.6%	17.8%	15.3%
%H		97.1%	38.5%	14.2%	71.5%	29.7%	41.8%	77.0%
E	186	182	62	21	135	43	91	113
%V	13.1%	13.1%	10.1%	10.8%	13.2%	9.4%	16.2%	9.4%
%H		97.8%	33.3%	11.3%	72.6%	23.1%	48.9%	60.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1417	1394	616	195	1019	456	563	1206
%H		98.4%	43.5%	13.8%	71.9%	32.2%	39.7%	85.1%
Working full time	467	458	255	65	308	173	135	458
%V	33.0%	32.9%	41.4%	33.3%	30.2%	37.9%	24.0%	38.0%
%H		98.1%	54.6%	13.9%	66.0%	37.0%	28.9%	98.1%
Working part time	223	222	104	35	158	77	81	214
%V	15.7%	15.9%	16.9%	17.9%	15.5%	16.9%	14.4%	17.7%
%H		99.6%	46.6%	15.7%	70.9%	34.5%	36.3%	96.0%
Not working	727	714	256	94	553	206	347	534
%V	51.3%	51.2%	41.6%	48.2%	54.3%	45.2%	61.6%	44.3%
%H		98.2%	35.2%	12.9%	76.1%	28.3%	47.7%	73.5%
Housewife/Houseperson	1187	1167	505	155	858	363	495	985
%V	83.8%	83.7%	82.0%	79.5%	84.2%	79.6%	87.9%	81.7%
%H		98.3%	42.5%	13.1%	72.3%	30.6%	41.7%	83.0%

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	3057	2977	1121	531	2117	830	1287	2560
%H (All HH)		97.4%	36.7%	17.4%	69.3%	27.2%	42.1%	83.7%
%H (TV HH)			37.7%	17.8%	71.1%	27.9%	43.2%	
AB	644	637	281	99	467	214	254	618
%V	21.1%	21.4%	25.1%	18.6%	22.1%	25.8%	19.7%	24.1%
%H (All HH)		98.9%	43.6%	15.4%	72.5%	33.2%	39.4%	96.0%
%H (TV HH)			44.1%	15.5%	73.3%	33.6%	39.9%	
C1	839	818	326	159	593	271	322	757
%V	27.4%	27.5%	29.1%	29.9%	28.0%	32.7%	25.0%	29.6%
%H (All HH)		97.5%	38.9%	19.0%	70.7%	32.3%	38.4%	90.2%
%H (TV HH)			39.9%	19.4%	72.5%	33.1%	39.4%	
C2	567	555	219	108	381	159	222	492
%V	18.5%	18.6%	19.5%	20.3%	18.0%	19.2%	17.2%	19.2%
%H (All HH)		97.9%	38.6%	19.0%	67.2%	28.0%	39.2%	86.8%
%H (TV HH)			39.5%	19.5%	68.6%	28.6%	40.0%	
D	534	512	182	91	353	121	231	419
%V	17.5%	17.2%	16.2%	17.1%	16.7%	14.6%	17.9%	16.4%
%H (All HH)		95.9%	34.1%	17.0%	66.1%	22.7%	43.3%	78.5%
%H (TV HH)			35.5%	17.8%	68.9%	23.6%	45.1%	
E	474	455	112	73	324	65	258	274
%V	15.5%	15.3%	10.0%	13.7%	15.3%	7.8%	20.0%	10.7%
%H (All HH)		96.0%	23.6%	15.4%	68.4%	13.7%	54.4%	57.8%
%H (TV HH)			24.6%	16.0%	71.2%	14.3%	56.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC North West

Household level data

Table 10.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3057	2977	1121	531	2117	830	1287	2560
%H (All HH)		97.4%	36.7%	17.4%	69.3%	27.2%	42.1%	83.7%
%H (TV HH)			37.7%	17.8%	71.1%	27.9%	43.2%	
Under 25	130	120	35	18	81	23	58	122
%V	4.3%	4.0%	3.1%	3.4%	3.8%	2.8%	4.5%	4.8%
%H (All HH)		92.3%	26.9%	13.8%	62.3%	17.7%	44.6%	93.8%
%H (TV HH)			29.2%	15.0%	67.5%	19.2%	48.3%	
25 - 34	468	445	182	77	271	107	164	451
%V	15.3%	14.9%	16.2%	14.5%	12.8%	12.9%	12.7%	17.6%
%H (All HH)		95.1%	38.9%	16.5%	57.9%	22.9%	35.0%	96.4%
%H (TV HH)			40.9%	17.3%	60.9%	24.0%	36.9%	
35 - 44	486	470	218	100	293	146	147	453
%V	15.9%	15.8%	19.4%	18.8%	13.8%	17.6%	11.4%	17.7%
%H (All HH)		96.7%	44.9%	20.6%	60.3%	30.0%	30.2%	93.2%
%H (TV HH)			46.4%	21.3%	62.3%	31.1%	31.3%	
45 - 54	597	586	243	122	415	196	218	557
%V	19.5%	19.7%	21.7%	23.0%	19.6%	23.6%	16.9%	21.8%
%H (All HH)		98.2%	40.7%	20.4%	69.5%	32.8%	36.5%	93.3%
%H (TV HH)			41.5%	20.8%	70.8%	33.4%	37.2%	
55 - 64	527	515	204	107	369	165	204	453
%V	17.2%	17.3%	18.2%	20.2%	17.4%	19.9%	15.9%	17.7%
%H (All HH)		97.7%	38.7%	20.3%	70.0%	31.3%	38.7%	86.0%
%H (TV HH)			39.6%	20.8%	71.7%	32.0%	39.6%	
65 +	850	841	239	107	689	193	496	523
%V	27.8%	28.2%	21.3%	20.2%	32.5%	23.3%	38.5%	20.4%
%H (All HH)		98.9%	28.1%	12.6%	81.1%	22.7%	58.4%	61.5%
%H (TV HH)			28.4%	12.7%	81.9%	22.9%	59.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3057	2977	1121	531	2117	830	1287	2560
%H (All HH)		97.4%	36.7%	17.4%	69.3%	27.2%	42.1%	83.7%
%H (TV HH)			37.7%	17.8%	71.1%	27.9%	43.2%	
1	986	943	232	109	724	143	582	617
%V	32.3%	31.7%	20.7%	20.5%	34.2%	17.2%	45.2%	24.1%
%H (All HH)		95.6%	23.5%	11.1%	73.4%	14.5%	59.0%	62.6%
%H (TV HH)			24.6%	11.6%	76.8%	15.2%	61.7%	
2	1067	1047	423	196	746	325	420	959
%V	34.9%	35.2%	37.7%	36.9%	35.2%	39.2%	32.6%	37.5%
%H (All HH)		98.1%	39.6%	18.4%	69.9%	30.5%	39.4%	89.9%
%H (TV HH)			40.4%	18.7%	71.3%	31.0%	40.1%	
3	453	447	197	100	309	163	146	442
%V	14.8%	15.0%	17.6%	18.8%	14.6%	19.6%	11.3%	17.3%
%H (All HH)		98.7%	43.5%	22.1%	68.2%	36.0%	32.2%	97.6%
%H (TV HH)			44.1%	22.4%	69.1%	36.5%	32.7%	
4	377	372	182	89	235	137	97	373
%V	12.3%	12.5%	16.2%	16.8%	11.1%	16.5%	7.5%	14.6%
%H (All HH)		98.7%	48.3%	23.6%	62.3%	36.3%	25.7%	98.9%
%H (TV HH)			48.9%	23.9%	63.2%	36.8%	26.1%	
5+	174	169	87	38	104	62	42	169
%V	5.7%	5.7%	7.8%	7.2%	4.9%	7.5%	3.3%	6.6%
%H (All HH)		97.1%	50.0%	21.8%	59.8%	35.6%	24.1%	97.1%
%H (TV HH)			51.5%	22.5%	61.5%	36.7%	24.9%	
Average HH size	2.27	2.28	2.56	2.55	2.19	2.61	1.93	2.45

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	3057	2977	1121	531	2117	830	1287	2560
%H (All HH)		97.4%	36.7%	17.4%	69.3%	27.2%	42.1%	83.7%
%H (TV HH)			37.7%	17.8%	71.1%	27.9%	43.2%	
Without	2283	2213	769	367	1631	577	1054	1800
%V	74.7%	74.3%	68.6%	69.1%	77.0%	69.5%	81.9%	70.3%
%H (All HH)		96.9%	33.7%	16.1%	71.4%	25.3%	46.2%	78.8%
%H (TV HH)			34.7%	16.6%	73.7%	26.1%	47.6%	
With	774	763	352	165	486	253	233	759
%V	25.3%	25.6%	31.4%	31.1%	23.0%	30.5%	18.1%	29.6%
%H (All HH)		98.6%	45.5%	21.3%	62.8%	32.7%	30.1%	98.1%
%H (TV HH)			46.1%	21.6%	63.7%	33.2%	30.5%	
0 - 3	293	288	132	51	181	85	96	288
%V	9.6%	9.7%	11.8%	9.6%	8.5%	10.2%	7.5%	11.3%
%H (All HH)		98.3%	45.1%	17.4%	61.8%	29.0%	32.8%	98.3%
%H (TV HH)			45.8%	17.7%	62.8%	29.5%	33.3%	
4 - 9	400	393	191	81	247	134	113	392
%V	13.1%	13.2%	17.0%	15.3%	11.7%	16.1%	8.8%	15.3%
%H (All HH)		98.3%	47.8%	20.3%	61.8%	33.5%	28.3%	98.0%
%H (TV HH)			48.6%	20.6%	62.8%	34.1%	28.8%	
10 - 15	367	362	175	90	232	138	93	360
%V	12.0%	12.2%	15.6%	16.9%	11.0%	16.6%	7.2%	14.1%
%H (All HH)		98.6%	47.7%	24.5%	63.2%	37.6%	25.3%	98.1%
%H (TV HH)			48.3%	24.9%	64.1%	38.1%	25.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

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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	3057	2977	1121	531	2117	830	1287	2560
%H (All HH)		97.4%	36.7%	17.4%	69.3%	27.2%	42.1%	83.7%
%H (TV HH)			37.7%	17.8%	71.1%	27.9%	43.2%	
1	1197	1197	347	168	763	112	651	887
%V	39.2%	40.2%	31.0%	31.6%	36.0%	13.5%	50.6%	34.6%
%H (All HH)		100.0%	29.0%	14.0%	63.7%	9.4%	54.4%	74.1%
%H (TV HH)			29.0%	14.0%	63.7%	9.4%	54.4%	
2	1000	1000	386	185	726	310	416	867
%V	32.7%	33.6%	34.4%	34.8%	34.3%	37.3%	32.3%	33.9%
%H (All HH)		100.0%	38.6%	18.5%	72.6%	31.0%	41.6%	86.7%
%H (TV HH)			38.6%	18.5%	72.6%	31.0%	41.6%	
3	480	480	232	95	381	226	156	454
%V	15.7%	16.1%	20.7%	17.9%	18.0%	27.2%	12.1%	17.7%
%H (All HH)		100.0%	48.3%	19.8%	79.4%	47.1%	32.5%	94.6%
%H (TV HH)			48.3%	19.8%	79.4%	47.1%	32.5%	
4	191	191	97	55	153	111	43	189
%V	6.2%	6.4%	8.7%	10.4%	7.2%	13.4%	3.3%	7.4%
%H (All HH)		100.0%	50.8%	28.8%	80.1%	58.1%	22.5%	99.0%
%H (TV HH)			50.8%	28.8%	80.1%	58.1%	22.5%	
5+	108	108	60	28	94	72	22	106
%V	3.5%	3.6%	5.4%	5.3%	4.4%	8.7%	1.7%	4.1%
%H (All HH)		100.0%	55.6%	25.9%	87.0%	66.7%	20.4%	98.1%
%H (TV HH)			55.6%	25.9%	87.0%	66.7%	20.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3057	2977	1121	531	2117	830	1287	2560
%V (All HH)		97.4%	36.7%	17.4%	69.3%	27.2%	42.1%	83.7%
%H (TV HH)			37.7%	17.8%	71.1%	27.9%	43.2%	
Under 20"	341	341	126	69	288	148	140	283
%V	11.2%	11.5%	11.2%	13.0%	13.6%	17.8%	10.9%	11.1%
%H (All HH)		100.0%	37.0%	20.2%	84.5%	43.4%	41.1%	83.0%
%H (TV HH)			37.0%	20.2%	84.5%	43.4%	41.1%	
20" - 29"	838	838	317	154	692	327	364	703
%V	27.4%	28.1%	28.3%	29.0%	32.7%	39.4%	28.3%	27.5%
%H (All HH)		100.0%	37.8%	18.4%	82.6%	39.0%	43.4%	83.9%
%H (TV HH)			37.8%	18.4%	82.6%	39.0%	43.4%	
30" - 39"	1527	1527	589	274	1137	486	651	1284
%V	50.0%	51.3%	52.5%	51.6%	53.7%	58.6%	50.6%	50.2%
%H (All HH)		100.0%	38.6%	17.9%	74.5%	31.8%	42.6%	84.1%
%H (TV HH)			38.6%	17.9%	74.5%	31.8%	42.6%	
40" - 49"	1478	1478	641	300	1039	508	531	1353
%V	48.3%	49.6%	57.2%	56.5%	49.1%	61.2%	41.3%	52.9%
%H (All HH)		100.0%	43.4%	20.3%	70.3%	34.4%	35.9%	91.5%
%H (TV HH)			43.4%	20.3%	70.3%	34.4%	35.9%	
50" - 59"	434	434	221	91	284	168	116	421
%V	14.2%	14.6%	19.7%	17.1%	13.4%	20.2%	9.0%	16.4%
%H (All HH)		100.0%	50.9%	21.0%	65.4%	38.7%	26.7%	97.0%
%H (TV HH)			50.9%	21.0%	65.4%	38.7%	26.7%	
60"+	47	47	22	9	31	17	14	47
%V	1.5%	1.6%	2.0%	1.7%	1.5%	2.0%	1.1%	1.8%
%H (All HH)		100.0%	46.8%	19.1%	66.0%	36.2%	29.8%	100.0%
%H (TV HH)			46.8%	19.1%	66.0%	36.2%	29.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 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	3057	2977	1121	531	2117	830	1287	2560
%H (All HH)		97.4%	36.7%	17.4%	69.3%	27.2%	42.1%	83.7%
%H (TV HH)			37.7%	17.8%	71.1%	27.9%	43.2%	
Main living room	2953	2953	1115	531	2099	826	1273	2484
%V	96.6%	99.2%	99.5%	100.0%	99.1%	99.5%	98.9%	97.0%
%H (All HH)		100.0%	37.8%	18.0%	71.1%	28.0%	43.1%	84.1%
%H (TV HH)			37.8%	18.0%	71.1%	28.0%	43.1%	
Kitchen	257	257	128	47	221	137	84	237
%V	8.4%	8.6%	11.4%	8.9%	10.4%	16.5%	6.5%	9.3%
%H (All HH)		100.0%	49.8%	18.3%	86.0%	53.3%	32.7%	92.2%
%H (TV HH)			49.8%	18.3%	86.0%	53.3%	32.7%	
Adult's bedroom	1374	1374	606	269	1065	570	494	1253
%V	44.9%	46.2%	54.1%	50.7%	50.3%	68.7%	38.4%	48.9%
%H (All HH)		100.0%	44.1%	19.6%	77.5%	41.5%	36.0%	91.2%
%H (TV HH)			44.1%	19.6%	77.5%	41.5%	36.0%	
Child's bedroom	237	237	117	63	172	115	57	231
%V	7.8%	8.0%	10.4%	11.9%	8.1%	13.9%	4.4%	9.0%
%H (All HH)		100.0%	49.4%	26.6%	72.6%	48.5%	24.1%	97.5%
%H (TV HH)			49.4%	26.6%	72.6%	48.5%	24.1%	
Other bedroom	284	284	128	71	220	134	86	272
%V	9.3%	9.5%	11.4%	13.4%	10.4%	16.1%	6.7%	10.6%
%H (All HH)		100.0%	45.1%	25.0%	77.5%	47.2%	30.3%	95.8%
%H (TV HH)			45.1%	25.0%	77.5%	47.2%	30.3%	
Second living/dining room	338	338	163	75	257	154	103	309
%V	11.1%	11.4%	14.5%	14.1%	12.1%	18.6%	8.0%	12.1%
%H (All HH)		100.0%	48.2%	22.2%	76.0%	45.6%	30.5%	91.4%
%H (TV HH)			48.2%	22.2%	76.0%	45.6%	30.5%	
Study/office	33	33	18	5	26	17	9	31
%V	1.1%	1.1%	1.6%	0.9%	1.2%	2.0%	0.7%	1.2%
%H (All HH)		100.0%	54.5%	15.2%	78.8%	51.5%	27.3%	93.9%
%H (TV HH)			54.5%	15.2%	78.8%	51.5%	27.3%	
TV room	23	23	13	5	15	10	5	23
%V	0.8%	0.8%	1.2%	0.9%	0.7%	1.2%	0.4%	0.9%
%H (All HH)		100.0%	56.5%	21.7%	65.2%	43.5%	21.7%	100.0%
%H (TV HH)			56.5%	21.7%	65.2%	43.5%	21.7%	
Conservatory	95	95	49	18	78	48	30	90
%V	3.1%	3.2%	4.4%	3.4%	3.7%	5.8%	2.3%	3.5%
%H (All HH)		100.0%	51.6%	18.9%	82.1%	50.5%	31.6%	94.7%
%H (TV HH)			51.6%	18.9%	82.1%	50.5%	31.6%	
Attic or loft room	10	10	4	3	9	6	4	10
%V	0.3%	0.3%	0.4%	0.6%	0.4%	0.7%	0.3%	0.4%
%H (All HH)		100.0%	40.0%	30.0%	90.0%	60.0%	40.0%	100.0%
%H (TV HH)			40.0%	30.0%	90.0%	60.0%	40.0%	
No specific location	4	4	1	1	4	2	2	4
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			25.0%	25.0%	100.0%	50.0%	50.0%	
Other	29	29	14	5	25	14	11	29
%V	0.9%	1.0%	1.2%	0.9%	1.2%	1.7%	0.9%	1.1%
%H (All HH)		100.0%	48.3%	17.2%	86.2%	48.3%	37.9%	100.0%
%H (TV HH)			48.3%	17.2%	86.2%	48.3%	37.9%	

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

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Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3057	2977	1121	531	2117	830	1287	2560
%H (All HH)		97.4%	36.7%	17.4%	69.3%	27.2%	42.1%	83.7%
%H (TV HH)			37.7%	17.8%	71.1%	27.9%	43.2%	
Any DSAT provider	1121	1121	1121	16	576	576	0	1038
%V	36.7%	37.7%	100.0%	3.0%	27.2%	69.4%	0.0%	40.5%
%H (All HH)			100.0%	1.4%	51.4%	51.4%	0.0%	92.6%
%H (TV HH)			100.0%	1.4%	51.4%	51.4%	0.0%	
Sky with subscription	972	972	972	8	508	508	0	907
%V	31.8%	32.7%	86.7%	1.5%	24.0%	61.2%	0.0%	35.4%
%H (All HH)			100.0%	0.8%	52.3%	52.3%	0.0%	93.3%
%H (TV HH)			100.0%	0.8%	52.3%	52.3%	0.0%	
Sky without subscription	66	66	66	3	27	27	0	56
%V	2.2%	2.2%	5.9%	0.6%	1.3%	3.3%	0.0%	2.2%
%H (All HH)			100.0%	4.5%	40.9%	40.9%	0.0%	84.8%
%H (TV HH)			100.0%	4.5%	40.9%	40.9%	0.0%	
Freesat	69	69	69	2	41	41	0	66
%V	2.3%	2.3%	6.2%	0.4%	1.9%	4.9%	0.0%	2.6%
%H (All HH)			100.0%	2.9%	59.4%	59.4%	0.0%	95.7%
%H (TV HH)			100.0%	2.9%	59.4%	59.4%	0.0%	
Other satellite provider	60	60	60	2	31	31	0	56
%V	2.0%	2.0%	5.4%	0.4%	1.5%	3.7%	0.0%	2.2%
%H (All HH)			100.0%	3.3%	51.7%	51.7%	0.0%	93.3%
%H (TV HH)			100.0%	3.3%	51.7%	51.7%	0.0%	
DCAB	531	531	16	531	261	261	0	500
%V	17.4%	17.8%	1.4%	100.0%	12.3%	31.4%	0.0%	19.5%
%H (All HH)			3.0%	100.0%	49.2%	49.2%	0.0%	94.2%
%H (TV HH)			3.0%	100.0%	49.2%	49.2%	0.0%	
DTT	2117	2117	576	261	2117	830	1287	1716
%V	69.3%	71.1%	51.4%	49.2%	100.0%	100.0%	100.0%	67.0%
%H (All HH)		100.0%	27.2%	12.3%	100.0%	39.2%	60.8%	81.1%
%H (TV HH)			27.2%	12.3%	100.0%	39.2%	60.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

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Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3057	2977	1121	531	2117	830	1287	2560
%H (All HH)		97.4%	36.7%	17.4%	69.3%	27.2%	42.1%	83.7%
%H (TV HH)			37.7%	17.8%	71.1%	27.9%	43.2%	
PVR	1972	1972	1032	493	1233	773	460	1825
%V	64.5%	66.2%	92.1%	92.8%	58.2%	93.1%	35.7%	71.3%
%H (All HH)		100.0%	52.3%	25.0%	62.5%	39.2%	23.3%	92.5%
%H (TV HH)			52.3%	25.0%	62.5%	39.2%	23.3%	
DVDR	47	47	17	9	35	12	22	42
%V	1.5%	1.6%	1.5%	1.7%	1.7%	1.4%	1.7%	1.6%
%H (All HH)		100.0%	36.2%	19.1%	74.5%	25.5%	46.8%	89.4%
%H (TV HH)			36.2%	19.1%	74.5%	25.5%	46.8%	
VCR	24	24	9	3	21	9	12	15
%V	0.8%	0.8%	0.8%	0.6%	1.0%	1.1%	0.9%	0.6%
%H (All HH)		100.0%	37.5%	12.5%	87.5%	37.5%	50.0%	62.5%
%H (TV HH)			37.5%	12.5%	87.5%	37.5%	50.0%	
Any recorder	1997	1997	1035	495	1256	775	480	1841
%V	65.3%	67.1%	92.3%	93.2%	59.3%	93.4%	37.3%	71.9%
%H (All HH)		100.0%	51.8%	24.8%	62.9%	38.8%	24.0%	92.2%
%H (TV HH)			51.8%	24.8%	62.9%	38.8%	24.0%	
Receives HDTV (via STB or built-in reception)	2020	2020	905	443	1400	713	687	1854
%V	66.1%	67.9%	80.7%	83.4%	66.1%	85.9%	53.4%	72.4%
%H (All HH)		100.0%	44.8%	21.9%	69.3%	35.3%	34.0%	91.8%
%H (TV HH)			44.8%	21.9%	69.3%	35.3%	34.0%	
DVD/Blu-ray player or recorder	1965	1965	789	356	1428	630	799	1747
%V	64.3%	66.0%	70.4%	67.0%	67.5%	75.9%	62.1%	68.2%
%H (All HH)		100.0%	40.2%	18.1%	72.7%	32.1%	40.7%	88.9%
%H (TV HH)			40.2%	18.1%	72.7%	32.1%	40.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	3057	2977	1121	531	2117	830	1287	2560
%H (All HH)		97.4%	36.7%	17.4%	69.3%	27.2%	42.1%	83.7%
%H (TV HH)			37.7%	17.8%	71.1%	27.9%	43.2%	
Has broadband internet	2560	2503	1038	500	1716	783	933	2560
%V	83.7%	84.1%	92.6%	94.2%	81.1%	94.3%	72.5%	100.0%
%H (All HH)		97.8%	40.5%	19.5%	67.0%	30.6%	36.4%	100.0%
%H (TV HH)			41.5%	20.0%	68.6%	31.3%	37.3%	
Number of computers (PCs and laptops)								
0	677	646	148	62	508	80	428	214
%V	22.1%	21.7%	13.2%	11.7%	24.0%	9.6%	33.3%	8.4%
%H (All HH)		95.4%	21.9%	9.2%	75.0%	11.8%	63.2%	31.6%
%H (TV HH)			22.9%	9.6%	78.6%	12.4%	66.3%	
1	838	810	272	163	531	172	359	816
%V	27.4%	27.2%	24.3%	30.7%	25.1%	20.7%	27.9%	31.9%
%H (All HH)		96.7%	32.5%	19.5%	63.4%	20.5%	42.8%	97.4%
%H (TV HH)			33.6%	20.1%	65.6%	21.2%	44.3%	
2	709	702	309	125	503	242	261	700
%V	23.2%	23.6%	27.6%	23.5%	23.8%	29.2%	20.3%	27.3%
%H (All HH)		99.0%	43.6%	17.6%	70.9%	34.1%	36.8%	98.7%
%H (TV HH)			44.0%	17.8%	71.7%	34.5%	37.2%	
3	383	377	183	78	254	141	113	382
%V	12.5%	12.7%	16.3%	14.7%	12.0%	17.0%	8.8%	14.9%
%H (All HH)		98.4%	47.8%	20.4%	66.3%	36.8%	29.5%	99.7%
%H (TV HH)			48.5%	20.7%	67.4%	37.4%	30.0%	
4	205	202	95	43	151	92	59	204
%V	6.7%	6.8%	8.5%	8.1%	7.1%	11.1%	4.6%	8.0%
%H (All HH)		98.5%	46.3%	21.0%	73.7%	44.9%	28.8%	99.5%
%H (TV HH)			47.0%	21.3%	74.8%	45.5%	29.2%	
5+	244	239	113	59	169	102	66	244
%V	8.0%	8.0%	10.1%	11.1%	8.0%	12.3%	5.1%	9.5%
%H (All HH)		98.0%	46.3%	24.2%	69.3%	41.8%	27.0%	100.0%
%H (TV HH)			47.3%	24.7%	70.7%	42.7%	27.6%	

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
July 2016 - June 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	5996	2536	1194	4489	2249	2240	5322
%H		42.3%	19.9%	74.9%	37.5%	37.4%	88.8%
Under 20"	412	156	84	352	183	169	349
%V	6.9%	6.2%	7.0%	7.8%	8.1%	7.5%	6.6%
%H		37.9%	20.4%	85.4%	44.4%	41.0%	84.7%
20" - 29"	1103	429	216	923	463	460	945
%V	18.4%	16.9%	18.1%	20.6%	20.6%	20.5%	17.8%
%H		38.9%	19.6%	83.7%	42.0%	41.7%	85.7%
30" - 39"	1934	773	370	1456	676	780	1669
%V	32.3%	30.5%	31.0%	32.4%	30.1%	34.8%	31.4%
%H		40.0%	19.1%	75.3%	35.0%	40.3%	86.3%
40" - 49"	1803	814	369	1273	657	616	1669
%V	30.1%	32.1%	30.9%	28.4%	29.2%	27.5%	31.4%
%H		45.1%	20.5%	70.6%	36.4%	34.2%	92.6%
50" - 59"	487	260	100	314	191	122	473
%V	8.1%	10.3%	8.4%	7.0%	8.5%	5.4%	8.9%
%H		53.4%	20.5%	64.5%	39.2%	25.1%	97.1%
60"+	53	24	10	36	18	18	53
%V	0.9%	0.9%	0.8%	0.8%	0.8%	0.8%	1.0%
%H		45.3%	18.9%	67.9%	34.0%	34.0%	100.0%
Don't know	204	81	45	135	60	75	162
%V	3.4%	3.2%	3.8%	3.0%	2.7%	3.3%	3.0%
%H		39.7%	22.1%	66.2%	29.4%	36.8%	79.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	5996	2536	1194	4489	2249	2240	5322
%H		42.3%	19.9%	74.9%	37.5%	37.4%	88.8%
Main living room	2964	1120	532	2107	831	1276	2493
%V	49.4%	44.2%	44.6%	46.9%	36.9%	57.0%	46.8%
%H		37.8%	17.9%	71.1%	28.0%	43.0%	84.1%
Kitchen	257	128	47	221	137	84	237
%V	4.3%	5.0%	3.9%	4.9%	6.1%	3.8%	4.5%
%H		49.8%	18.3%	86.0%	53.3%	32.7%	92.2%
Adult's bedroom	1588	714	331	1245	703	542	1461
%V	26.5%	28.2%	27.7%	27.7%	31.3%	24.2%	27.5%
%H		45.0%	20.8%	78.4%	44.3%	34.1%	92.0%
Child's bedroom	305	151	89	224	156	67	297
%V	5.1%	6.0%	7.5%	5.0%	6.9%	3.0%	5.6%
%H		49.5%	29.2%	73.4%	51.1%	22.0%	97.4%
Other bedroom	337	154	80	267	162	104	324
%V	5.6%	6.1%	6.7%	5.9%	7.2%	4.6%	6.1%
%H		45.7%	23.7%	79.2%	48.1%	30.9%	96.1%
Second living/dining room	345	166	76	262	157	105	316
%V	5.8%	6.5%	6.4%	5.8%	7.0%	4.7%	5.9%
%H		48.1%	22.0%	75.9%	45.5%	30.4%	91.6%
Study/office	34	18	6	27	18	9	32
%V	0.6%	0.7%	0.5%	0.6%	0.8%	0.4%	0.6%
%H		52.9%	17.6%	79.4%	52.9%	26.5%	94.1%
TV room	23	13	5	15	10	5	23
%V	0.4%	0.5%	0.4%	0.3%	0.4%	0.2%	0.4%
%H		56.5%	21.7%	65.2%	43.5%	21.7%	100.0%
Conservatory	95	49	18	78	48	30	91
%V	1.6%	1.9%	1.5%	1.7%	2.1%	1.3%	1.7%
%H		51.6%	18.9%	82.1%	50.5%	31.6%	95.8%
Attic or loft room	10	4	3	9	6	4	10
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%
%H		40.0%	30.0%	90.0%	60.0%	40.0%	100.0%
No specific location	4	1	1	4	2	2	4
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
Other	33	17	5	30	18	12	33
%V	0.6%	0.7%	0.4%	0.7%	0.8%	0.5%	0.6%
%H		51.5%	15.2%	90.9%	54.5%	36.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	5996	2536	1194	4489	2249	2240	5322
%H		42.3%	19.9%	74.9%	37.5%	37.4%	88.8%
PVR	2824	1591	721	1669	1129	539	2652
%V	47.1%	62.7%	60.4%	37.2%	50.2%	24.1%	49.8%
%H		56.3%	25.5%	59.1%	40.0%	19.1%	93.9%
DVDR	51	17	11	37	13	24	47
%V	0.9%	0.7%	0.9%	0.8%	0.6%	1.1%	0.9%
%H		33.3%	21.6%	72.5%	25.5%	47.1%	92.2%
VCR	24	9	3	21	9	12	15
%V	0.4%	0.4%	0.3%	0.5%	0.4%	0.5%	0.3%
%H		37.5%	12.5%	87.5%	37.5%	50.0%	62.5%
Any recorder	2859	1597	726	1700	1136	564	2678
%V	47.7%	63.0%	60.8%	37.9%	50.5%	25.2%	50.3%
%H		55.9%	25.4%	59.5%	39.7%	19.7%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5996	2536	1194	4489	2249	2240	5322
%H		42.3%	19.9%	74.9%	37.5%	37.4%	88.8%
Receives HDTV (via STB or built-in reception)	3240	1525	740	2264	1259	1004	3027
%V	54.0%	60.1%	62.0%	50.4%	56.0%	44.8%	56.9%
%H		47.1%	22.8%	69.9%	38.9%	31.0%	93.4%
DVD/Blu-ray player or recorder	2847	1202	582	2111	1067	1044	2595
%V	47.5%	47.4%	48.7%	47.0%	47.4%	46.6%	48.8%
%H		42.2%	20.4%	74.1%	37.5%	36.7%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 10.15: 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	2977	1121	531	2117	830	1287	2503
%H		37.7%	17.8%	71.1%	27.9%	43.2%	84.1%
Under 20"	24	2	2	19	1	18	12
%V	0.8%	0.2%	0.4%	0.9%	0.1%	1.4%	0.5%
%H		8.3%	8.3%	79.2%	4.2%	75.0%	50.0%
20" - 29"	187	36	15	157	25	132	107
%V	6.3%	3.2%	2.8%	7.4%	3.0%	10.3%	4.3%
%H		19.3%	8.0%	84.0%	13.4%	70.6%	57.2%
30" - 39"	922	291	144	676	203	472	701
%V	31.0%	26.0%	27.1%	31.9%	24.5%	36.7%	28.0%
%H		31.6%	15.6%	73.3%	22.0%	51.2%	76.0%
40" - 49"	1311	548	263	921	427	494	1189
%V	44.0%	48.9%	49.5%	43.5%	51.4%	38.4%	47.5%
%H		41.8%	20.1%	70.3%	32.6%	37.7%	90.7%
50" - 59"	395	197	83	253	144	109	383
%V	13.3%	17.6%	15.6%	12.0%	17.3%	8.5%	15.3%
%H		49.9%	21.0%	64.1%	36.5%	27.6%	97.0%
60"+	42	20	7	27	14	13	42
%V	1.4%	1.8%	1.3%	1.3%	1.7%	1.0%	1.7%
%H		47.6%	16.7%	64.3%	33.3%	31.0%	100.0%
Don't know	95	27	18	64	15	49	68
%V	3.2%	2.4%	3.4%	3.0%	1.8%	3.8%	2.7%
%H		28.4%	18.9%	67.4%	15.8%	51.6%	71.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 10.16: 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	2977	1121	531	2117	830	1287	2503
%H		37.7%	17.8%	71.1%	27.9%	43.2%	84.1%
PVR	1929	1019	485	1194	757	437	1787
%V	64.8%	90.9%	91.3%	56.4%	91.2%	34.0%	71.4%
%H		52.8%	25.1%	61.9%	39.2%	22.7%	92.6%
DVDR	36	13	6	25	7	18	31
%V	1.2%	1.2%	1.1%	1.2%	0.8%	1.4%	1.2%
%H		36.1%	16.7%	69.4%	19.4%	50.0%	86.1%
VCR	21	8	3	18	8	11	13
%V	0.7%	0.7%	0.6%	0.9%	1.0%	0.9%	0.5%
%H		38.1%	14.3%	85.7%	38.1%	52.4%	61.9%
Any recorder	1952	1022	487	1215	760	455	1801
%V	65.6%	91.2%	91.7%	57.4%	91.6%	35.4%	72.0%
%H		52.4%	24.9%	62.2%	38.9%	23.3%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: 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	2977	1121	531	2117	830	1287	2503
%H		37.7%	17.8%	71.1%	27.9%	43.2%	84.1%
Receives HDTV (via STB or built-in reception)	1963	879	433	1348	685	664	1802
%V	65.9%	78.4%	81.5%	63.7%	82.5%	51.6%	72.0%
%H		44.8%	22.1%	68.7%	34.9%	33.8%	91.8%
DVD/Blu-ray player or recorder	1738	682	307	1253	527	726	1534
%V	58.4%	60.8%	57.8%	59.2%	63.5%	56.4%	61.3%
%H		39.2%	17.7%	72.1%	30.3%	41.8%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 10.18: 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	3019	1415	662	2372	1419	953	2819
%H		46.9%	21.9%	78.6%	47.0%	31.6%	93.4%
Under 20"	388	154	82	333	182	151	337
%V	12.9%	10.9%	12.4%	14.0%	12.8%	15.8%	12.0%
%H		39.7%	21.1%	85.8%	46.9%	38.9%	86.9%
20" - 29"	915	393	202	766	438	328	838
%V	30.3%	27.8%	30.5%	32.3%	30.9%	34.4%	29.7%
%H		43.0%	22.1%	83.7%	47.9%	35.8%	91.6%
30" - 39"	1011	482	226	780	473	308	968
%V	33.5%	34.1%	34.1%	32.9%	33.3%	32.3%	34.3%
%H		47.7%	22.4%	77.2%	46.8%	30.5%	95.7%
40" - 49"	492	266	106	352	230	122	480
%V	16.3%	18.8%	16.0%	14.8%	16.2%	12.8%	17.0%
%H		54.1%	21.5%	71.5%	46.7%	24.8%	97.6%
50" - 59"	93	62	16	60	47	13	90
%V	3.1%	4.4%	2.4%	2.5%	3.3%	1.4%	3.2%
%H		66.7%	17.2%	64.5%	50.5%	14.0%	96.8%
60"+	11	3	3	10	4	6	11
%V	0.4%	0.2%	0.5%	0.4%	0.3%	0.6%	0.4%
%H		27.3%	27.3%	90.9%	36.4%	54.5%	100.0%
Don't know	108	55	27	71	45	26	94
%V	3.6%	3.9%	4.1%	3.0%	3.2%	2.7%	3.3%
%H		50.9%	25.0%	65.7%	41.7%	24.1%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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	3019	1415	662	2372	1419	953	2819
%H		46.9%	21.9%	78.6%	47.0%	31.6%	93.4%
PVR	894	572	235	475	372	103	865
%V	29.6%	40.4%	35.5%	20.0%	26.2%	10.8%	30.7%
%H		64.0%	26.3%	53.1%	41.6%	11.5%	96.8%
DVDR	16	5	5	12	6	6	16
%V	0.5%	0.4%	0.8%	0.5%	0.4%	0.6%	0.6%
%H		31.3%	31.3%	75.0%	37.5%	37.5%	100.0%
VCR	3	1	1	3	2	2	3
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	33.3%	100.0%	66.7%	66.7%	100.0%
Any recorder	907	575	239	485	376	109	877
%V	30.0%	40.6%	36.1%	20.4%	26.5%	11.4%	31.1%
%H		63.4%	26.4%	53.5%	41.5%	12.0%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3019	1415	662	2372	1419	953	2819
%H		46.9%	21.9%	78.6%	47.0%	31.6%	93.4%
Receives HDTV (via STB or built-in reception)	1277	646	307	915	575	340	1225
%V	42.3%	45.7%	46.4%	38.6%	40.5%	35.7%	43.5%
%H		50.6%	24.0%	71.7%	45.0%	26.6%	95.9%
DVD/Blu-ray player or recorder	1109	519	275	858	540	318	1061
%V	36.7%	36.7%	41.5%	36.2%	38.1%	33.4%	37.6%
%H		46.8%	24.8%	77.4%	48.7%	28.7%	95.7%

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	6936	6778	2873	1356	4643	2164	2478	6269
%H		97.7%	41.4%	19.6%	66.9%	31.2%	35.7%	90.4%
Total Children	1335	1311	621	284	827	447	380	1307
%V	19.2%	19.3%	21.6%	20.9%	17.8%	20.7%	15.3%	20.8%
%H		98.2%	46.5%	21.3%	61.9%	33.5%	28.5%	97.9%
0 - 3	336	330	154	55	207	97	110	331
%V	4.8%	4.9%	5.4%	4.1%	4.5%	4.5%	4.4%	5.3%
%H		98.2%	45.8%	16.4%	61.6%	28.9%	32.7%	98.5%
4 - 15	999	980	467	229	619	349	270	976
%V	14.4%	14.5%	16.3%	16.9%	13.3%	16.1%	10.9%	15.6%
%H		98.1%	46.7%	22.9%	62.0%	34.9%	27.0%	97.7%
4 - 9	524	515	246	111	317	172	146	513
%V	7.6%	7.6%	8.6%	8.2%	6.8%	7.9%	5.9%	8.2%
%H		98.3%	46.9%	21.2%	60.5%	32.8%	27.9%	97.9%
10 - 15	475	466	221	118	302	178	124	463
%V	6.8%	6.9%	7.7%	8.7%	6.5%	8.2%	5.0%	7.4%
%H		98.1%	46.5%	24.8%	63.6%	37.5%	26.1%	97.5%

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	6936	6778	2873	1356	4643	2164	2478	6269
%H		97.7%	41.4%	19.6%	66.9%	31.2%	35.7%	90.4%
Total Adults (16+)	5601	5468	2252	1072	3816	1717	2098	4962
%V	80.8%	80.7%	78.4%	79.1%	82.2%	79.3%	84.7%	79.2%
%H		97.6%	40.2%	19.1%	68.1%	30.7%	37.5%	88.6%
16 - 19	310	301	147	74	191	113	78	302
%V	4.5%	4.4%	5.1%	5.5%	4.1%	5.2%	3.1%	4.8%
%H		97.1%	47.4%	23.9%	61.6%	36.5%	25.2%	97.4%
20 - 24	431	411	160	84	281	126	155	413
%V	6.2%	6.1%	5.6%	6.2%	6.1%	5.8%	6.3%	6.6%
%H		95.4%	37.1%	19.5%	65.2%	29.2%	36.0%	95.8%
25 - 34	932	893	382	168	561	249	312	905
%V	13.4%	13.2%	13.3%	12.4%	12.1%	11.5%	12.6%	14.4%
%H		95.8%	41.0%	18.0%	60.2%	26.7%	33.5%	97.1%
35 - 44	840	815	401	182	504	276	228	798
%V	12.1%	12.0%	14.0%	13.4%	10.9%	12.8%	9.2%	12.7%
%H		97.0%	47.7%	21.7%	60.0%	32.9%	27.1%	95.0%
45 - 54	993	977	427	209	683	344	339	937
%V	14.3%	14.4%	14.9%	15.4%	14.7%	15.9%	13.7%	14.9%
%H		98.4%	43.0%	21.0%	68.8%	34.6%	34.1%	94.4%
55 - 64	844	829	346	176	590	281	308	757
%V	12.2%	12.2%	12.0%	13.0%	12.7%	13.0%	12.4%	12.1%
%H		98.2%	41.0%	20.9%	69.9%	33.3%	36.5%	89.7%
65+	1252	1242	389	178	1006	328	678	849
%V	18.1%	18.3%	13.5%	13.1%	21.7%	15.2%	27.4%	13.5%
%H		99.2%	31.1%	14.2%	80.4%	26.2%	54.2%	67.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5601	5468	2252	1072	3816	1717	2098	4962
%H		97.6%	40.2%	19.1%	68.1%	30.7%	37.5%	88.6%
AB	1263	1252	580	212	912	451	461	1229
%V	22.5%	22.9%	25.8%	19.8%	23.9%	26.3%	22.0%	24.8%
%H		99.1%	45.9%	16.8%	72.2%	35.7%	36.5%	97.3%
C1	1611	1574	682	329	1121	574	547	1500
%V	28.8%	28.8%	30.3%	30.7%	29.4%	33.4%	26.1%	30.2%
%H		97.7%	42.3%	20.4%	69.6%	35.6%	34.0%	93.1%
C2	1102	1082	455	239	725	342	383	1000
%V	19.7%	19.8%	20.2%	22.3%	19.0%	19.9%	18.3%	20.2%
%H		98.2%	41.3%	21.7%	65.8%	31.0%	34.8%	90.7%
D	971	933	364	181	628	251	377	820
%V	17.3%	17.1%	16.2%	16.9%	16.5%	14.6%	18.0%	16.5%
%H		96.1%	37.5%	18.6%	64.7%	25.8%	38.8%	84.4%
E	655	626	171	110	430	100	330	412
%V	11.7%	11.4%	7.6%	10.3%	11.3%	5.8%	15.7%	8.3%
%H		95.6%	26.1%	16.8%	65.6%	15.3%	50.4%	62.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	5601	5468	2252	1072	3816	1717	2098	4962
%H		97.6%	40.2%	19.1%	68.1%	30.7%	37.5%	88.6%
Working full time	2709	2656	1197	578	1766	912	854	2627
%V	48.4%	48.6%	53.2%	53.9%	46.3%	53.1%	40.7%	52.9%
%H		98.0%	44.2%	21.3%	65.2%	33.7%	31.5%	97.0%
Working part time	464	455	198	101	326	169	157	446
%V	8.3%	8.3%	8.8%	9.4%	8.5%	9.8%	7.5%	9.0%
%H		98.1%	42.7%	21.8%	70.3%	36.4%	33.8%	96.1%
Not working	2427	2356	857	394	1724	637	1087	1889
%V	43.3%	43.1%	38.1%	36.8%	45.2%	37.1%	51.8%	38.1%
%H		97.1%	35.3%	16.2%	71.0%	26.2%	44.8%	77.8%
Housewife/Houseperson	3057	2977	1121	531	2117	830	1287	2560
%V	54.6%	54.4%	49.8%	49.5%	55.5%	48.3%	61.3%	51.6%
%H		97.4%	36.7%	17.4%	69.3%	27.2%	42.1%	83.7%

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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DATA PERIOD: ANNUAL

July 2016 - June 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+)	2738	2661	1110	524	1846	843	1002	2441
%H		97.2%	40.5%	19.1%	67.4%	30.8%	36.6%	89.2%
16 - 19	169	167	78	42	113	65	47	163
%V	6.2%	6.3%	7.0%	8.0%	6.1%	7.7%	4.7%	6.7%
%H		98.8%	46.2%	24.9%	66.9%	38.5%	27.8%	96.4%
20 - 24	205	197	86	42	129	63	67	198
%V	7.5%	7.4%	7.7%	8.0%	7.0%	7.5%	6.7%	8.1%
%H		96.1%	42.0%	20.5%	62.9%	30.7%	32.7%	96.6%
25 - 34	467	442	175	84	283	121	162	453
%V	17.1%	16.6%	15.8%	16.0%	15.3%	14.4%	16.2%	18.6%
%H		94.6%	37.5%	18.0%	60.6%	25.9%	34.7%	97.0%
35 - 44	415	399	195	86	241	125	116	389
%V	15.2%	15.0%	17.6%	16.4%	13.1%	14.8%	11.6%	15.9%
%H		96.1%	47.0%	20.7%	58.1%	30.1%	28.0%	93.7%
45 - 54	487	476	206	100	335	167	168	456
%V	17.8%	17.9%	18.6%	19.1%	18.1%	19.8%	16.8%	18.7%
%H		97.7%	42.3%	20.5%	68.8%	34.3%	34.5%	93.6%
55 - 64	416	407	171	83	288	134	155	364
%V	15.2%	15.3%	15.4%	15.8%	15.6%	15.9%	15.5%	14.9%
%H		97.8%	41.1%	20.0%	69.2%	32.2%	37.3%	87.5%
65+	579	572	199	87	457	169	288	417
%V	21.1%	21.5%	17.9%	16.6%	24.8%	20.0%	28.7%	17.1%
%H		98.8%	34.4%	15.0%	78.9%	29.2%	49.7%	72.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2738	2661	1110	524	1846	843	1002	2441
%H		97.2%	40.5%	19.1%	67.4%	30.8%	36.6%	89.2%
AB	624	617	289	104	447	221	225	609
%V	22.8%	23.2%	26.0%	19.8%	24.2%	26.2%	22.5%	24.9%
%H		98.9%	46.3%	16.7%	71.6%	35.4%	36.1%	97.6%
C1	769	750	336	157	528	281	247	726
%V	28.1%	28.2%	30.3%	30.0%	28.6%	33.3%	24.7%	29.7%
%H		97.5%	43.7%	20.4%	68.7%	36.5%	32.1%	94.4%
C2	587	574	237	123	391	181	209	524
%V	21.4%	21.6%	21.4%	23.5%	21.2%	21.5%	20.9%	21.5%
%H		97.8%	40.4%	21.0%	66.6%	30.8%	35.6%	89.3%
D	470	449	176	89	299	120	179	403
%V	17.2%	16.9%	15.9%	17.0%	16.2%	14.2%	17.9%	16.5%
%H		95.5%	37.4%	18.9%	63.6%	25.5%	38.1%	85.7%
E	288	272	72	50	181	39	142	177
%V	10.5%	10.2%	6.5%	9.5%	9.8%	4.6%	14.2%	7.3%
%H		94.4%	25.0%	17.4%	62.8%	13.5%	49.3%	61.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2738	2661	1110	524	1846	843	1002	2441
%H		97.2%	40.5%	19.1%	67.4%	30.8%	36.6%	89.2%
Working full time	1581	1544	694	327	1026	521	505	1523
%V	57.7%	58.0%	62.5%	62.4%	55.6%	61.8%	50.4%	62.4%
%H		97.7%	43.9%	20.7%	64.9%	33.0%	31.9%	96.3%
Working part time	109	106	46	20	81	41	40	104
%V	4.0%	4.0%	4.1%	3.8%	4.4%	4.9%	4.0%	4.3%
%H		97.2%	42.2%	18.3%	74.3%	37.6%	36.7%	95.4%
Not working	1047	1011	370	177	739	282	457	814
%V	38.2%	38.0%	33.3%	33.8%	40.0%	33.5%	45.6%	33.3%
%H		96.6%	35.3%	16.9%	70.6%	26.9%	43.6%	77.7%
Housewife/Houseperson	728	685	225	95	492	144	348	545
%V	26.6%	25.7%	20.3%	18.1%	26.7%	17.1%	34.7%	22.3%
%H		94.1%	30.9%	13.0%	67.6%	19.8%	47.8%	74.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2863	2806	1141	548	1970	874	1096	2521
%H		98.0%	39.9%	19.1%	68.8%	30.5%	38.3%	88.1%
16 - 19	141	134	70	32	79	48	31	139
%V	4.9%	4.8%	6.1%	5.8%	4.0%	5.5%	2.8%	5.5%
%H		95.0%	49.6%	22.7%	56.0%	34.0%	22.0%	98.6%
20 - 24	226	214	74	42	152	63	89	215
%V	7.9%	7.6%	6.5%	7.7%	7.7%	7.2%	8.1%	8.5%
%H		94.7%	32.7%	18.6%	67.3%	27.9%	39.4%	95.1%
25 - 34	465	451	206	84	279	129	150	452
%V	16.2%	16.1%	18.1%	15.3%	14.2%	14.8%	13.7%	17.9%
%H		97.0%	44.3%	18.1%	60.0%	27.7%	32.3%	97.2%
35 - 44	425	416	205	96	264	151	113	409
%V	14.8%	14.8%	18.0%	17.5%	13.4%	17.3%	10.3%	16.2%
%H		97.9%	48.2%	22.6%	62.1%	35.5%	26.6%	96.2%
45 - 54	506	501	221	109	347	177	171	481
%V	17.7%	17.9%	19.4%	19.9%	17.6%	20.3%	15.6%	19.1%
%H		99.0%	43.7%	21.5%	68.6%	35.0%	33.8%	95.1%
55 - 64	428	421	175	94	301	148	154	393
%V	14.9%	15.0%	15.3%	17.2%	15.3%	16.9%	14.1%	15.6%
%H		98.4%	40.9%	22.0%	70.3%	34.6%	36.0%	91.8%
65+	672	669	190	91	549	159	389	431
%V	23.5%	23.8%	16.7%	16.6%	27.9%	18.2%	35.5%	17.1%
%H		99.6%	28.3%	13.5%	81.7%	23.7%	57.9%	64.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2863	2806	1141	548	1970	874	1096	2521
%H		98.0%	39.9%	19.1%	68.8%	30.5%	38.3%	88.1%
AB	638	635	291	108	465	229	236	620
%V	22.3%	22.6%	25.5%	19.7%	23.6%	26.2%	21.5%	24.6%
%H		99.5%	45.6%	16.9%	72.9%	35.9%	37.0%	97.2%
C1	842	824	346	172	593	293	300	774
%V	29.4%	29.4%	30.3%	31.4%	30.1%	33.5%	27.4%	30.7%
%H		97.9%	41.1%	20.4%	70.4%	34.8%	35.6%	91.9%
C2	515	508	218	116	334	160	173	476
%V	18.0%	18.1%	19.1%	21.2%	17.0%	18.3%	15.8%	18.9%
%H		98.6%	42.3%	22.5%	64.9%	31.1%	33.6%	92.4%
D	502	484	188	92	329	130	199	417
%V	17.5%	17.2%	16.5%	16.8%	16.7%	14.9%	18.2%	16.5%
%H		96.4%	37.5%	18.3%	65.5%	25.9%	39.6%	83.1%
E	367	355	99	60	249	60	189	235
%V	12.8%	12.7%	8.7%	10.9%	12.6%	6.9%	17.2%	9.3%
%H		96.7%	27.0%	16.3%	67.8%	16.3%	51.5%	64.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2863	2806	1141	548	1970	874	1096	2521
%H		98.0%	39.9%	19.1%	68.8%	30.5%	38.3%	88.1%
Working full time	1128	1112	503	251	740	391	349	1104
%V	39.4%	39.6%	44.1%	45.8%	37.6%	44.7%	31.8%	43.8%
%H		98.6%	44.6%	22.3%	65.6%	34.7%	30.9%	97.9%
Working part time	355	349	152	80	245	128	117	342
%V	12.4%	12.4%	13.3%	14.6%	12.4%	14.6%	10.7%	13.6%
%H		98.3%	42.8%	22.5%	69.0%	36.1%	33.0%	96.3%
Not working	1380	1345	487	217	986	356	630	1075
%V	48.2%	47.9%	42.7%	39.6%	50.1%	40.7%	57.5%	42.6%
%H		97.5%	35.3%	15.7%	71.4%	25.8%	45.7%	77.9%
Housewife/Houseperson	2329	2291	896	437	1625	686	939	2014
%V	81.3%	81.6%	78.5%	79.7%	82.5%	78.5%	85.7%	79.9%
%H		98.4%	38.5%	18.8%	69.8%	29.5%	40.3%	86.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2016 - June 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	2465	2336	993	382	1616	720	896	2065
%V (All HH)		94.8%	40.3%	15.5%	65.6%	29.2%	36.3%	83.8%
%H (TV HH)			42.5%	16.4%	69.2%	30.8%	38.4%	
AB	591	570	258	105	387	189	198	558
%V	24.0%	24.4%	26.0%	27.5%	23.9%	26.3%	22.1%	27.0%
%H (All HH)		96.4%	43.7%	17.8%	65.5%	32.0%	33.5%	94.4%
%H (TV HH)			45.3%	18.4%	67.9%	33.2%	34.7%	
C1	670	622	263	114	414	192	221	603
%V	27.2%	26.6%	26.5%	29.8%	25.6%	26.7%	24.7%	29.2%
%H (All HH)		92.8%	39.3%	17.0%	61.8%	28.7%	33.0%	90.0%
%H (TV HH)			42.3%	18.3%	66.6%	30.9%	35.5%	
C2	477	459	220	74	318	167	151	417
%V	19.4%	19.6%	22.2%	19.4%	19.7%	23.2%	16.9%	20.2%
%H (All HH)		96.2%	46.1%	15.5%	66.7%	35.0%	31.7%	87.4%
%H (TV HH)			47.9%	16.1%	69.3%	36.4%	32.9%	
D	447	425	170	60	303	119	185	341
%V	18.1%	18.2%	17.1%	15.7%	18.8%	16.5%	20.6%	16.5%
%H (All HH)		95.1%	38.0%	13.4%	67.8%	26.6%	41.4%	76.3%
%H (TV HH)			40.0%	14.1%	71.3%	28.0%	43.5%	
E	281	260	82	31	194	53	141	146
%V	11.4%	11.1%	8.3%	8.1%	12.0%	7.4%	15.7%	7.1%
%H (All HH)		92.5%	29.2%	11.0%	69.0%	18.9%	50.2%	52.0%
%H (TV HH)			31.5%	11.9%	74.6%	20.4%	54.2%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2016 - June 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	2465	2336	993	382	1616	720	896	2065
%H (All HH)		94.8%	40.3%	15.5%	65.6%	29.2%	36.3%	83.8%
%H (TV HH)			42.5%	16.4%	69.2%	30.8%	38.4%	
Under 25	119	91	34	11	53	21	32	111
%V	4.8%	3.9%	3.4%	2.9%	3.3%	2.9%	3.6%	5.4%
%H (All HH)		76.5%	28.6%	9.2%	44.5%	17.6%	26.9%	93.3%
%H (TV HH)			37.4%	12.1%	58.2%	23.1%	35.2%	
25 - 34	377	336	153	47	187	89	99	365
%V	15.3%	14.4%	15.4%	12.3%	11.6%	12.4%	11.0%	17.7%
%H (All HH)		89.1%	40.6%	12.5%	49.6%	23.6%	26.3%	96.8%
%H (TV HH)			45.5%	14.0%	55.7%	26.5%	29.5%	
35 - 44	372	355	172	62	224	115	109	354
%V	15.1%	15.2%	17.3%	16.2%	13.9%	16.0%	12.2%	17.1%
%H (All HH)		95.4%	46.2%	16.7%	60.2%	30.9%	29.3%	95.2%
%H (TV HH)			48.5%	17.5%	63.1%	32.4%	30.7%	
45 - 54	475	454	222	86	304	160	144	445
%V	19.3%	19.4%	22.4%	22.5%	18.8%	22.2%	16.1%	21.5%
%H (All HH)		95.6%	46.7%	18.1%	64.0%	33.7%	30.3%	93.7%
%H (TV HH)			48.9%	18.9%	67.0%	35.2%	31.7%	
55 - 64	439	431	188	79	319	157	163	387
%V	17.8%	18.5%	18.9%	20.7%	19.7%	21.8%	18.2%	18.7%
%H (All HH)		98.2%	42.8%	18.0%	72.7%	35.8%	37.1%	88.2%
%H (TV HH)			43.6%	18.3%	74.0%	36.4%	37.8%	
65 +	684	670	225	97	528	180	349	403
%V	27.7%	28.7%	22.7%	25.4%	32.7%	25.0%	39.0%	19.5%
%H (All HH)		98.0%	32.9%	14.2%	77.2%	26.3%	51.0%	58.9%
%H (TV HH)			33.6%	14.5%	78.8%	26.9%	52.1%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2465	2336	993	382	1616	720	896	2065
%H (All HH)		94.8%	40.3%	15.5%	65.6%	29.2%	36.3%	83.8%
%H (TV HH)			42.5%	16.4%	69.2%	30.8%	38.4%	
1	893	825	244	117	607	167	440	574
%V	36.2%	35.3%	24.6%	30.6%	37.6%	23.2%	49.1%	27.8%
%H (All HH)		92.4%	27.3%	13.1%	68.0%	18.7%	49.3%	64.3%
%H (TV HH)			29.6%	14.2%	73.6%	20.2%	53.3%	
2	834	804	368	132	554	275	278	765
%V	33.8%	34.4%	37.1%	34.6%	34.3%	38.2%	31.0%	37.0%
%H (All HH)		96.4%	44.1%	15.8%	66.4%	33.0%	33.3%	91.7%
%H (TV HH)			45.8%	16.4%	68.9%	34.2%	34.6%	
3	355	335	176	61	217	127	90	345
%V	14.4%	14.3%	17.7%	16.0%	13.4%	17.6%	10.0%	16.7%
%H (All HH)		94.4%	49.6%	17.2%	61.1%	35.8%	25.4%	97.2%
%H (TV HH)			52.5%	18.2%	64.8%	37.9%	26.9%	
4	279	272	148	53	172	110	62	276
%V	11.3%	11.6%	14.9%	13.9%	10.6%	15.3%	6.9%	13.4%
%H (All HH)		97.5%	53.0%	19.0%	61.6%	39.4%	22.2%	98.9%
%H (TV HH)			54.4%	19.5%	63.2%	40.4%	22.8%	
5+	105	100	56	18	67	41	25	105
%V	4.3%	4.3%	5.6%	4.7%	4.1%	5.7%	2.8%	5.1%
%H (All HH)		95.2%	53.3%	17.1%	63.8%	39.0%	23.8%	100.0%
%H (TV HH)			56.0%	18.0%	67.0%	41.0%	25.0%	
Average HH size	2.15	2.17	2.42	2.28	2.11	2.44	1.84	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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2465	2336	993	382	1616	720	896	2065
%H (All HH)		94.8%	40.3%	15.5%	65.6%	29.2%	36.3%	83.8%
%H (TV HH)			42.5%	16.4%	69.2%	30.8%	38.4%	
Without	1918	1805	708	292	1283	527	756	1528
%V	77.8%	77.3%	71.3%	76.4%	79.4%	73.2%	84.4%	74.0%
%H (All HH)		94.1%	36.9%	15.2%	66.9%	27.5%	39.4%	79.7%
%H (TV HH)			39.2%	16.2%	71.1%	29.2%	41.9%	
With	548	531	285	91	333	193	140	537
%V	22.2%	22.7%	28.7%	23.8%	20.6%	26.8%	15.6%	26.0%
%H (All HH)		96.9%	52.0%	16.6%	60.8%	35.2%	25.5%	98.0%
%H (TV HH)			53.7%	17.1%	62.7%	36.3%	26.4%	
0 - 3	194	184	100	24	111	59	52	188
%V	7.9%	7.9%	10.1%	6.3%	6.9%	8.2%	5.8%	9.1%
%H (All HH)		94.8%	51.5%	12.4%	57.2%	30.4%	26.8%	96.9%
%H (TV HH)			54.3%	13.0%	60.3%	32.1%	28.3%	
4 - 9	283	277	147	50	171	100	72	279
%V	11.5%	11.9%	14.8%	13.1%	10.6%	13.9%	8.0%	13.5%
%H (All HH)		97.9%	51.9%	17.7%	60.4%	35.3%	25.4%	98.6%
%H (TV HH)			53.1%	18.1%	61.7%	36.1%	26.0%	
10 - 15	258	253	139	45	168	103	65	255
%V	10.5%	10.8%	14.0%	11.8%	10.4%	14.3%	7.3%	12.3%
%H (All HH)		98.1%	53.9%	17.4%	65.1%	39.9%	25.2%	98.8%
%H (TV HH)			54.9%	17.8%	66.4%	40.7%	25.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2465	2336	993	382	1616	720	896	2065
%H (All HH)		94.8%	40.3%	15.5%	65.6%	29.2%	36.3%	83.8%
%H (TV HH)			42.5%	16.4%	69.2%	30.8%	38.4%	
1	863	863	263	114	522	97	424	655
%V	35.0%	36.9%	26.5%	29.8%	32.3%	13.5%	47.3%	31.7%
%H (All HH)		100.0%	30.5%	13.2%	60.5%	11.2%	49.1%	75.9%
%H (TV HH)			30.5%	13.2%	60.5%	11.2%	49.1%	
2	791	791	344	141	570	269	301	662
%V	32.1%	33.9%	34.6%	36.9%	35.3%	37.4%	33.6%	32.1%
%H (All HH)		100.0%	43.5%	17.8%	72.1%	34.0%	38.1%	83.7%
%H (TV HH)			43.5%	17.8%	72.1%	34.0%	38.1%	
3	415	415	222	74	318	199	119	384
%V	16.8%	17.8%	22.4%	19.4%	19.7%	27.6%	13.3%	18.6%
%H (All HH)		100.0%	53.5%	17.8%	76.6%	48.0%	28.7%	92.5%
%H (TV HH)			53.5%	17.8%	76.6%	48.0%	28.7%	
4	175	175	105	35	131	95	36	172
%V	7.1%	7.5%	10.6%	9.2%	8.1%	13.2%	4.0%	8.3%
%H (All HH)		100.0%	60.0%	20.0%	74.9%	54.3%	20.6%	98.3%
%H (TV HH)			60.0%	20.0%	74.9%	54.3%	20.6%	
5+	92	92	59	18	75	60	15	91
%V	3.7%	3.9%	5.9%	4.7%	4.6%	8.3%	1.7%	4.4%
%H (All HH)		100.0%	64.1%	19.6%	81.5%	65.2%	16.3%	98.9%
%H (TV HH)			64.1%	19.6%	81.5%	65.2%	16.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2465	2336	993	382	1616	720	896	2065
%H (All HH)		94.8%	40.3%	15.5%	65.6%	29.2%	36.3%	83.8%
%H (TV HH)			42.5%	16.4%	69.2%	30.8%	38.4%	
Under 20"	313	313	143	47	240	120	120	263
%V	12.7%	13.4%	14.4%	12.3%	14.9%	16.7%	13.4%	12.7%
%H (All HH)		100.0%	45.7%	15.0%	76.7%	38.3%	38.3%	84.0%
%H (TV HH)			45.7%	15.0%	76.7%	38.3%	38.3%	
20" - 29"	730	730	320	121	564	284	281	592
%V	29.6%	31.3%	32.2%	31.7%	34.9%	39.4%	31.4%	28.7%
%H (All HH)		100.0%	43.8%	16.6%	77.3%	38.9%	38.5%	81.1%
%H (TV HH)			43.8%	16.6%	77.3%	38.9%	38.5%	
30" - 39"	1204	1204	520	194	878	412	466	1014
%V	48.8%	51.5%	52.4%	50.8%	54.3%	57.2%	52.0%	49.1%
%H (All HH)		100.0%	43.2%	16.1%	72.9%	34.2%	38.7%	84.2%
%H (TV HH)			43.2%	16.1%	72.9%	34.2%	38.7%	
40" - 49"	1145	1145	565	213	787	439	348	1041
%V	46.5%	49.0%	56.9%	55.8%	48.7%	61.0%	38.8%	50.4%
%H (All HH)		100.0%	49.3%	18.6%	68.7%	38.3%	30.4%	90.9%
%H (TV HH)			49.3%	18.6%	68.7%	38.3%	30.4%	
50" - 59"	396	396	219	73	274	173	100	377
%V	16.1%	17.0%	22.1%	19.1%	17.0%	24.0%	11.2%	18.3%
%H (All HH)		100.0%	55.3%	18.4%	69.2%	43.7%	25.3%	95.2%
%H (TV HH)			55.3%	18.4%	69.2%	43.7%	25.3%	
60"+	41	41	27	6	25	18	7	40
%V	1.7%	1.8%	2.7%	1.6%	1.5%	2.5%	0.8%	1.9%
%H (All HH)		100.0%	65.9%	14.6%	61.0%	43.9%	17.1%	97.6%
%H (TV HH)			65.9%	14.6%	61.0%	43.9%	17.1%	

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 11.7: 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	2465	2336	993	382	1616	720	896	2065
%H (All HH)		94.8%	40.3%	15.5%	65.6%	29.2%	36.3%	83.8%
%H (TV HH)			42.5%	16.4%	69.2%	30.8%	38.4%	
Main living room	2303	2303	981	380	1597	714	882	1935
%V	93.4%	98.6%	98.8%	99.5%	98.8%	99.2%	98.4%	93.7%
%H (All HH)		100.0%	42.6%	16.5%	69.3%	31.0%	38.3%	84.0%
%H (TV HH)			42.6%	16.5%	69.3%	31.0%	38.3%	
Kitchen	280	280	148	40	224	129	95	255
%V	11.4%	12.0%	14.9%	10.5%	13.9%	17.9%	10.6%	12.3%
%H (All HH)		100.0%	52.9%	14.3%	80.0%	46.1%	33.9%	91.1%
%H (TV HH)			52.9%	14.3%	80.0%	46.1%	33.9%	
Adult's bedroom	1134	1134	561	212	852	497	356	1005
%V	46.0%	48.5%	56.5%	55.5%	52.7%	69.0%	39.7%	48.7%
%H (All HH)		100.0%	49.5%	18.7%	75.1%	43.8%	31.4%	88.6%
%H (TV HH)			49.5%	18.7%	75.1%	43.8%	31.4%	
Child's bedroom	253	253	149	48	168	114	54	250
%V	10.3%	10.8%	15.0%	12.6%	10.4%	15.8%	6.0%	12.1%
%H (All HH)		100.0%	58.9%	19.0%	66.4%	45.1%	21.3%	98.8%
%H (TV HH)			58.9%	19.0%	66.4%	45.1%	21.3%	
Other bedroom	171	171	90	28	135	82	53	156
%V	6.9%	7.3%	9.1%	7.3%	8.4%	11.4%	5.9%	7.6%
%H (All HH)		100.0%	52.6%	16.4%	78.9%	48.0%	31.0%	91.2%
%H (TV HH)			52.6%	16.4%	78.9%	48.0%	31.0%	
Second living/dining room	188	188	108	31	149	99	50	178
%V	7.6%	8.0%	10.9%	8.1%	9.2%	13.8%	5.6%	8.6%
%H (All HH)		100.0%	57.4%	16.5%	79.3%	52.7%	26.6%	94.7%
%H (TV HH)			57.4%	16.5%	79.3%	52.7%	26.6%	
Study/office	34	34	18	5	28	18	10	34
%V	1.4%	1.5%	1.8%	1.3%	1.7%	2.5%	1.1%	1.6%
%H (All HH)		100.0%	52.9%	14.7%	82.4%	52.9%	29.4%	100.0%
%H (TV HH)			52.9%	14.7%	82.4%	52.9%	29.4%	
TV room	40	40	25	6	29	19	10	38
%V	1.6%	1.7%	2.5%	1.6%	1.8%	2.6%	1.1%	1.8%
%H (All HH)		100.0%	62.5%	15.0%	72.5%	47.5%	25.0%	95.0%
%H (TV HH)			62.5%	15.0%	72.5%	47.5%	25.0%	
Conservatory	54	54	32	8	41	28	13	49
%V	2.2%	2.3%	3.2%	2.1%	2.5%	3.9%	1.5%	2.4%
%H (All HH)		100.0%	59.3%	14.8%	75.9%	51.9%	24.1%	90.7%
%H (TV HH)			59.3%	14.8%	75.9%	51.9%	24.1%	
Attic or loft room	4	4	3	0	2	1	1	4
%V	0.2%	0.2%	0.3%	0.0%	0.1%	0.1%	0.1%	0.2%
%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%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	21	21	15	5	18	15	3	21
%V	0.9%	0.9%	1.5%	1.3%	1.1%	2.1%	0.3%	1.0%
%H (All HH)		100.0%	71.4%	23.8%	85.7%	71.4%	14.3%	100.0%
%H (TV HH)			71.4%	23.8%	85.7%	71.4%	14.3%	

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

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BBC Scotland

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2465	2336	993	382	1616	720	896	2065
%H (All HH)		94.8%	40.3%	15.5%	65.6%	29.2%	36.3%	83.8%
%H (TV HH)			42.5%	16.4%	69.2%	30.8%	38.4%	
Any DSAT provider	993	993	993	10	530	530	0	916
%V	40.3%	42.5%	100.0%	2.6%	32.8%	73.6%	0.0%	44.4%
%H (All HH)			100.0%	1.0%	53.4%	53.4%	0.0%	92.2%
%H (TV HH)			100.0%	1.0%	53.4%	53.4%	0.0%	
Sky with subscription	825	825	825	4	451	451	0	774
%V	33.5%	35.3%	83.1%	1.0%	27.9%	62.6%	0.0%	37.5%
%H (All HH)			100.0%	0.5%	54.7%	54.7%	0.0%	93.8%
%H (TV HH)			100.0%	0.5%	54.7%	54.7%	0.0%	
Sky without subscription	62	62	62	3	29	29	0	53
%V	2.5%	2.7%	6.2%	0.8%	1.8%	4.0%	0.0%	2.6%
%H (All HH)			100.0%	4.8%	46.8%	46.8%	0.0%	85.5%
%H (TV HH)			100.0%	4.8%	46.8%	46.8%	0.0%	
Freesat	113	113	113	2	52	52	0	99
%V	4.6%	4.8%	11.4%	0.5%	3.2%	7.2%	0.0%	4.8%
%H (All HH)			100.0%	1.8%	46.0%	46.0%	0.0%	87.6%
%H (TV HH)			100.0%	1.8%	46.0%	46.0%	0.0%	
Other satellite provider	56	56	56	3	26	26	0	51
%V	2.3%	2.4%	5.6%	0.8%	1.6%	3.6%	0.0%	2.5%
%H (All HH)			100.0%	5.4%	46.4%	46.4%	0.0%	91.1%
%H (TV HH)			100.0%	5.4%	46.4%	46.4%	0.0%	
DCAB	382	382	10	382	196	196	0	358
%V	15.5%	16.4%	1.0%	100.0%	12.1%	27.2%	0.0%	17.3%
%H (All HH)			2.6%	100.0%	51.3%	51.3%	0.0%	93.7%
%H (TV HH)			2.6%	100.0%	51.3%	51.3%	0.0%	
DTT	1616	1616	530	196	1616	720	896	1307
%V	65.6%	69.2%	53.4%	51.3%	100.0%	100.0%	100.0%	63.3%
%H (All HH)		100.0%	32.8%	12.1%	100.0%	44.6%	55.4%	80.9%
%H (TV HH)			32.8%	12.1%	100.0%	44.6%	55.4%	

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

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BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2465	2336	993	382	1616	720	896	2065
%H (All HH)		94.8%	40.3%	15.5%	65.6%	29.2%	36.3%	83.8%
%H (TV HH)			42.5%	16.4%	69.2%	30.8%	38.4%	
PVR	1511	1511	888	352	941	661	281	1401
%V	61.3%	64.7%	89.4%	92.1%	58.2%	91.8%	31.4%	67.8%
%H (All HH)		100.0%	58.8%	23.3%	62.3%	43.7%	18.6%	92.7%
%H (TV HH)			58.8%	23.3%	62.3%	43.7%	18.6%	
DVDR	28	28	15	3	21	11	9	24
%V	1.1%	1.2%	1.5%	0.8%	1.3%	1.5%	1.0%	1.2%
%H (All HH)		100.0%	53.6%	10.7%	75.0%	39.3%	32.1%	85.7%
%H (TV HH)			53.6%	10.7%	75.0%	39.3%	32.1%	
VCR	20	20	8	4	15	7	8	13
%V	0.8%	0.9%	0.8%	1.0%	0.9%	1.0%	0.9%	0.6%
%H (All HH)		100.0%	40.0%	20.0%	75.0%	35.0%	40.0%	65.0%
%H (TV HH)			40.0%	20.0%	75.0%	35.0%	40.0%	
Any recorder	1523	1523	891	352	952	662	290	1408
%V	61.8%	65.2%	89.7%	92.1%	58.9%	91.9%	32.4%	68.2%
%H (All HH)		100.0%	58.5%	23.1%	62.5%	43.5%	19.0%	92.4%
%H (TV HH)			58.5%	23.1%	62.5%	43.5%	19.0%	
Receives HDTV (via STB or built-in reception)	1579	1579	804	329	1071	614	457	1437
%V	64.1%	67.6%	81.0%	86.1%	66.3%	85.3%	51.0%	69.6%
%H (All HH)		100.0%	50.9%	20.8%	67.8%	38.9%	28.9%	91.0%
%H (TV HH)			50.9%	20.8%	67.8%	38.9%	28.9%	
DVD/Blu-ray player or recorder	1680	1680	749	294	1169	572	597	1463
%V	68.2%	71.9%	75.4%	77.0%	72.3%	79.4%	66.6%	70.8%
%H (All HH)		100.0%	44.6%	17.5%	69.6%	34.0%	35.5%	87.1%
%H (TV HH)			44.6%	17.5%	69.6%	34.0%	35.5%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	2465	2336	993	382	1616	720	896	2065
%H (All HH)		94.8%	40.3%	15.5%	65.6%	29.2%	36.3%	83.8%
%H (TV HH)			42.5%	16.4%	69.2%	30.8%	38.4%	
Has broadband internet	2065	1963	916	358	1307	676	631	2065
%V	83.8%	84.0%	92.2%	93.7%	80.9%	93.9%	70.4%	100.0%
%H (All HH)		95.1%	44.4%	17.3%	63.3%	32.7%	30.6%	100.0%
%H (TV HH)			46.7%	18.2%	66.6%	34.4%	32.1%	
Number of computers (PCs and laptops)								
0	500	467	118	40	374	77	297	125
%V	20.3%	20.0%	11.9%	10.5%	23.1%	10.7%	33.1%	6.1%
%H (All HH)		93.4%	23.6%	8.0%	74.8%	15.4%	59.4%	25.0%
%H (TV HH)			25.3%	8.6%	80.1%	16.5%	63.6%	
1	630	588	242	97	392	160	232	611
%V	25.6%	25.2%	24.4%	25.4%	24.3%	22.2%	25.9%	29.6%
%H (All HH)		93.3%	38.4%	15.4%	62.2%	25.4%	36.8%	97.0%
%H (TV HH)			41.2%	16.5%	66.7%	27.2%	39.5%	
2	577	555	263	100	375	198	178	573
%V	23.4%	23.8%	26.5%	26.2%	23.2%	27.5%	19.9%	27.7%
%H (All HH)		96.2%	45.6%	17.3%	65.0%	34.3%	30.8%	99.3%
%H (TV HH)			47.4%	18.0%	67.6%	35.7%	32.1%	
3	350	332	164	63	222	130	92	349
%V	14.2%	14.2%	16.5%	16.5%	13.7%	18.1%	10.3%	16.9%
%H (All HH)		94.9%	46.9%	18.0%	63.4%	37.1%	26.3%	99.7%
%H (TV HH)			49.4%	19.0%	66.9%	39.2%	27.7%	
4	195	190	97	39	122	70	51	195
%V	7.9%	8.1%	9.8%	10.2%	7.5%	9.7%	5.7%	9.4%
%H (All HH)		97.4%	49.7%	20.0%	62.6%	35.9%	26.2%	100.0%
%H (TV HH)			51.1%	20.5%	64.2%	36.8%	26.8%	
5+	212	203	109	43	131	85	47	212
%V	8.6%	8.7%	11.0%	11.3%	8.1%	11.8%	5.2%	10.3%
%H (All HH)		95.8%	51.4%	20.3%	61.8%	40.1%	22.2%	100.0%
%H (TV HH)			53.7%	21.2%	64.5%	41.9%	23.2%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 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	4885	2360	855	3546	1939	1607	4310
%H		48.3%	17.5%	72.6%	39.7%	32.9%	88.2%
Under 20"	381	176	58	293	148	145	325
%V	7.8%	7.5%	6.8%	8.3%	7.6%	9.0%	7.5%
%H		46.2%	15.2%	76.9%	38.8%	38.1%	85.3%
20" - 29"	942	432	160	738	393	345	782
%V	19.3%	18.3%	18.7%	20.8%	20.3%	21.5%	18.1%
%H		45.9%	17.0%	78.3%	41.7%	36.6%	83.0%
30" - 39"	1529	696	255	1126	573	552	1322
%V	31.3%	29.5%	29.8%	31.8%	29.6%	34.3%	30.7%
%H		45.5%	16.7%	73.6%	37.5%	36.1%	86.5%
40" - 49"	1394	712	263	972	571	401	1285
%V	28.5%	30.2%	30.8%	27.4%	29.4%	25.0%	29.8%
%H		51.1%	18.9%	69.7%	41.0%	28.8%	92.2%
50" - 59"	436	242	83	303	195	108	415
%V	8.9%	10.3%	9.7%	8.5%	10.1%	6.7%	9.6%
%H		55.5%	19.0%	69.5%	44.7%	24.8%	95.2%
60"+	44	29	7	27	20	7	42
%V	0.9%	1.2%	0.8%	0.8%	1.0%	0.4%	1.0%
%H		65.9%	15.9%	61.4%	45.5%	15.9%	95.5%
Don't know	158	73	30	87	39	48	138
%V	3.2%	3.1%	3.5%	2.5%	2.0%	3.0%	3.2%
%H		46.2%	19.0%	55.1%	24.7%	30.4%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	4885	2360	855	3546	1939	1607	4310
%H		48.3%	17.5%	72.6%	39.7%	32.9%	88.2%
Main living room	2317	987	384	1609	723	886	1948
%V	47.4%	41.8%	44.9%	45.4%	37.3%	55.1%	45.2%
%H		42.6%	16.6%	69.4%	31.2%	38.2%	84.1%
Kitchen	280	148	40	225	129	95	255
%V	5.7%	6.3%	4.7%	6.3%	6.7%	5.9%	5.9%
%H		52.9%	14.3%	80.4%	46.1%	33.9%	91.1%
Adult's bedroom	1411	714	278	1064	651	413	1268
%V	28.9%	30.3%	32.5%	30.0%	33.6%	25.7%	29.4%
%H		50.6%	19.7%	75.4%	46.1%	29.3%	89.9%
Child's bedroom	325	195	64	214	149	64	322
%V	6.7%	8.3%	7.5%	6.0%	7.7%	4.0%	7.5%
%H		60.0%	19.7%	65.8%	45.8%	19.7%	99.1%
Other bedroom	200	108	31	159	100	59	184
%V	4.1%	4.6%	3.6%	4.5%	5.2%	3.7%	4.3%
%H		54.0%	15.5%	79.5%	50.0%	29.5%	92.0%
Second living/dining room	191	110	31	151	100	51	181
%V	3.9%	4.7%	3.6%	4.3%	5.2%	3.2%	4.2%
%H		57.6%	16.2%	79.1%	52.4%	26.7%	94.8%
Study/office	35	19	5	29	19	10	34
%V	0.7%	0.8%	0.6%	0.8%	1.0%	0.6%	0.8%
%H		54.3%	14.3%	82.9%	54.3%	28.6%	97.1%
TV room	40	25	6	29	19	10	38
%V	0.8%	1.1%	0.7%	0.8%	1.0%	0.6%	0.9%
%H		62.5%	15.0%	72.5%	47.5%	25.0%	95.0%
Conservatory	54	33	8	42	28	13	49
%V	1.1%	1.4%	0.9%	1.2%	1.4%	0.8%	1.1%
%H		61.1%	14.8%	77.8%	51.9%	24.1%	90.7%
Attic or loft room	4	3	0	3	2	1	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	24	17	6	20	17	3	24
%V	0.5%	0.7%	0.7%	0.6%	0.9%	0.2%	0.6%
%H		70.8%	25.0%	83.3%	70.8%	12.5%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	4885	2360	855	3546	1939	1607	4310
%H		48.3%	17.5%	72.6%	39.7%	32.9%	88.2%
PVR	2126	1340	493	1268	954	315	1996
%V	43.5%	56.8%	57.7%	35.8%	49.2%	19.6%	46.3%
%H		63.0%	23.2%	59.6%	44.9%	14.8%	93.9%
DVDR	30	16	3	23	12	10	26
%V	0.6%	0.7%	0.4%	0.6%	0.6%	0.6%	0.6%
%H		53.3%	10.0%	76.7%	40.0%	33.3%	86.7%
VCR	23	9	4	18	8	10	15
%V	0.5%	0.4%	0.5%	0.5%	0.4%	0.6%	0.3%
%H		39.1%	17.4%	78.3%	34.8%	43.5%	65.2%
Any recorder	2145	1346	494	1285	958	327	2007
%V	43.9%	57.0%	57.8%	36.2%	49.4%	20.3%	46.6%
%H		62.8%	23.0%	59.9%	44.7%	15.2%	93.6%

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	4885	2360	855	3546	1939	1607	4310
%H		48.3%	17.5%	72.6%	39.7%	32.9%	88.2%
Receives HDTV (via STB or built-in reception)	2528	1336	547	1775	1108	667	2329
%V	51.8%	56.6%	64.0%	50.1%	57.1%	41.5%	54.0%
%H		52.8%	21.6%	70.2%	43.8%	26.4%	92.1%
DVD/Blu-ray player or recorder	2528	1218	458	1791	978	813	2271
%V	51.8%	51.6%	53.6%	50.5%	50.4%	50.6%	52.7%
%H		48.2%	18.1%	70.8%	38.7%	32.2%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2335	993	382	1616	720	896	1962
%H		42.5%	16.4%	69.2%	30.8%	38.4%	84.0%
Under 20"	21	3	1	15	1	14	15
%V	0.9%	0.3%	0.3%	0.9%	0.1%	1.6%	0.8%
%H		14.3%	4.8%	71.4%	4.8%	66.7%	71.4%
20" - 29"	191	46	21	144	29	115	120
%V	8.2%	4.6%	5.5%	8.9%	4.0%	12.8%	6.1%
%H		24.1%	11.0%	75.4%	15.2%	60.2%	62.8%
30" - 39"	675	227	94	491	159	332	511
%V	28.9%	22.9%	24.6%	30.4%	22.1%	37.1%	26.0%
%H		33.6%	13.9%	72.7%	23.6%	49.2%	75.7%
40" - 49"	979	472	180	663	356	307	881
%V	41.9%	47.5%	47.1%	41.0%	49.4%	34.3%	44.9%
%H		48.2%	18.4%	67.7%	36.4%	31.4%	90.0%
50" - 59"	353	192	66	245	153	92	335
%V	15.1%	19.3%	17.3%	15.2%	21.3%	10.3%	17.1%
%H		54.4%	18.7%	69.4%	43.3%	26.1%	94.9%
60"+	37	24	6	22	15	7	35
%V	1.6%	2.4%	1.6%	1.4%	2.1%	0.8%	1.8%
%H		64.9%	16.2%	59.5%	40.5%	18.9%	94.6%
Don't know	79	29	13	36	7	29	65
%V	3.4%	2.9%	3.4%	2.2%	1.0%	3.2%	3.3%
%H		36.7%	16.5%	45.6%	8.9%	36.7%	82.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2335	993	382	1616	720	896	1962
%H		42.5%	16.4%	69.2%	30.8%	38.4%	84.0%
PVR	1472	869	346	909	642	267	1367
%V	63.0%	87.5%	90.6%	56.3%	89.2%	29.8%	69.7%
%H		59.0%	23.5%	61.8%	43.6%	18.1%	92.9%
DVDR	22	11	3	17	8	8	18
%V	0.9%	1.1%	0.8%	1.1%	1.1%	0.9%	0.9%
%H		50.0%	13.6%	77.3%	36.4%	36.4%	81.8%
VCR	16	6	4	12	5	7	10
%V	0.7%	0.6%	1.0%	0.7%	0.7%	0.8%	0.5%
%H		37.5%	25.0%	75.0%	31.3%	43.8%	62.5%
Any recorder	1485	873	346	919	643	276	1373
%V	63.6%	87.9%	90.6%	56.9%	89.3%	30.8%	70.0%
%H		58.8%	23.3%	61.9%	43.3%	18.6%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2335	993	382	1616	720	896	1962
%H		42.5%	16.4%	69.2%	30.8%	38.4%	84.0%
Receives HDTV (via STB or built-in reception)	1523	779	321	1022	589	432	1389
%V	65.2%	78.4%	84.0%	63.2%	81.8%	48.2%	70.8%
%H		51.1%	21.1%	67.1%	38.7%	28.4%	91.2%
DVD/Blu-ray player or recorder	1447	622	253	1002	466	536	1247
%V	62.0%	62.6%	66.2%	62.0%	64.7%	59.8%	63.6%
%H		43.0%	17.5%	69.2%	32.2%	37.0%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2550	1367	473	1930	1219	711	2347
%H		53.6%	18.5%	75.7%	47.8%	27.9%	92.0%
Under 20"	360	173	56	278	147	131	310
%V	14.1%	12.7%	11.8%	14.4%	12.1%	18.4%	13.2%
%H		48.1%	15.6%	77.2%	40.8%	36.4%	86.1%
20" - 29"	751	386	138	595	364	230	662
%V	29.5%	28.2%	29.2%	30.8%	29.9%	32.3%	28.2%
%H		51.4%	18.4%	79.2%	48.5%	30.6%	88.1%
30" - 39"	854	469	161	635	414	220	812
%V	33.5%	34.3%	34.0%	32.9%	34.0%	30.9%	34.6%
%H		54.9%	18.9%	74.4%	48.5%	25.8%	95.1%
40" - 49"	415	240	83	309	215	94	404
%V	16.3%	17.6%	17.5%	16.0%	17.6%	13.2%	17.2%
%H		57.8%	20.0%	74.5%	51.8%	22.7%	97.3%
50" - 59"	83	50	16	58	42	16	80
%V	3.3%	3.7%	3.4%	3.0%	3.4%	2.3%	3.4%
%H		60.2%	19.3%	69.9%	50.6%	19.3%	96.4%
60"+	7	6	1	5	4	0	7
%V	0.3%	0.4%	0.2%	0.3%	0.3%	0.0%	0.3%
%H		85.7%	14.3%	71.4%	57.1%	0.0%	100.0%
Don't know	80	43	17	51	32	19	72
%V	3.1%	3.1%	3.6%	2.6%	2.6%	2.7%	3.1%
%H		53.8%	21.3%	63.8%	40.0%	23.8%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2550	1367	473	1930	1219	711	2347
%H		53.6%	18.5%	75.7%	47.8%	27.9%	92.0%
PVR	654	470	148	360	312	48	629
%V	25.6%	34.4%	31.3%	18.7%	25.6%	6.8%	26.8%
%H		71.9%	22.6%	55.0%	47.7%	7.3%	96.2%
DVDR	8	5	0	6	4	2	7
%V	0.3%	0.4%	0.0%	0.3%	0.3%	0.3%	0.3%
%H		62.5%	0.0%	75.0%	50.0%	25.0%	87.5%
VCR	7	3	0	6	3	3	5
%V	0.3%	0.2%	0.0%	0.3%	0.2%	0.4%	0.2%
%H		42.9%	0.0%	85.7%	42.9%	42.9%	71.4%
Any recorder	661	474	148	366	315	51	634
%V	25.9%	34.7%	31.3%	19.0%	25.8%	7.2%	27.0%
%H		71.7%	22.4%	55.4%	47.7%	7.7%	95.9%

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	2550	1367	473	1930	1219	711	2347
%H		53.6%	18.5%	75.7%	47.8%	27.9%	92.0%
Receives HDTV (via STB or built-in reception)	1005	557	227	753	519	234	940
%V	39.4%	40.7%	48.0%	39.0%	42.6%	32.9%	40.1%
%H		55.4%	22.6%	74.9%	51.6%	23.3%	93.5%
DVD/Blu-ray player or recorder	1081	596	205	789	513	277	1024
%V	42.4%	43.6%	43.3%	40.9%	42.1%	39.0%	43.6%
%H		55.1%	19.0%	73.0%	47.5%	25.6%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	5310	5061	2407	874	3405	1757	1648	4811
%H		95.3%	45.3%	16.5%	64.1%	33.1%	31.0%	90.6%
Total Children	905	879	480	151	552	326	226	889
%V	17.0%	17.4%	19.9%	17.3%	16.2%	18.6%	13.7%	18.5%
%H		97.1%	53.0%	16.7%	61.0%	36.0%	25.0%	98.2%
0 - 3	217	206	110	28	122	64	58	211
%V	4.1%	4.1%	4.6%	3.2%	3.6%	3.6%	3.5%	4.4%
%H		94.9%	50.7%	12.9%	56.2%	29.5%	26.7%	97.2%
4 - 15	688	673	369	123	430	262	168	678
%V	13.0%	13.3%	15.3%	14.1%	12.6%	14.9%	10.2%	14.1%
%H		97.8%	53.6%	17.9%	62.5%	38.1%	24.4%	98.5%
4 - 9	366	358	192	69	217	129	88	360
%V	6.9%	7.1%	8.0%	7.9%	6.4%	7.3%	5.3%	7.5%
%H		97.8%	52.5%	18.9%	59.3%	35.2%	24.0%	98.4%
10 - 15	322	315	177	54	213	133	80	318
%V	6.1%	6.2%	7.4%	6.2%	6.3%	7.6%	4.9%	6.6%
%H		97.8%	55.0%	16.8%	66.1%	41.3%	24.8%	98.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	5310	5061	2407	874	3405	1757	1648	4811
%H		95.3%	45.3%	16.5%	64.1%	33.1%	31.0%	90.6%
Total Adults (16+)	4405	4182	1928	722	2853	1432	1422	3922
%V	83.0%	82.6%	80.1%	82.6%	83.8%	81.5%	86.3%	81.5%
%H		94.9%	43.8%	16.4%	64.8%	32.5%	32.3%	89.0%
16 - 19	234	211	102	39	142	82	60	230
%V	4.4%	4.2%	4.2%	4.5%	4.2%	4.7%	3.6%	4.8%
%H		90.2%	43.6%	16.7%	60.7%	35.0%	25.6%	98.3%
20 - 24	333	277	123	55	165	91	74	321
%V	6.3%	5.5%	5.1%	6.3%	4.8%	5.2%	4.5%	6.7%
%H		83.2%	36.9%	16.5%	49.5%	27.3%	22.2%	96.4%
25 - 34	718	649	310	97	384	196	188	701
%V	13.5%	12.8%	12.9%	11.1%	11.3%	11.2%	11.4%	14.6%
%H		90.4%	43.2%	13.5%	53.5%	27.3%	26.2%	97.6%
35 - 44	655	631	315	115	395	213	181	631
%V	12.3%	12.5%	13.1%	13.2%	11.6%	12.1%	11.0%	13.1%
%H		96.3%	48.1%	17.6%	60.3%	32.5%	27.6%	96.3%
45 - 54	787	763	397	145	506	289	217	748
%V	14.8%	15.1%	16.5%	16.6%	14.9%	16.4%	13.2%	15.5%
%H		97.0%	50.4%	18.4%	64.3%	36.7%	27.6%	95.0%
55 - 64	703	692	328	130	506	270	236	646
%V	13.2%	13.7%	13.6%	14.9%	14.9%	15.4%	14.3%	13.4%
%H		98.4%	46.7%	18.5%	72.0%	38.4%	33.6%	91.9%
65+	975	959	352	142	756	290	466	645
%V	18.4%	18.9%	14.6%	16.2%	22.2%	16.5%	28.3%	13.4%
%H		98.4%	36.1%	14.6%	77.5%	29.7%	47.8%	66.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)		4405	4182	1928	722	2853	1432	1422	3922
	%H		94.9%	43.8%	16.4%	64.8%	32.5%	32.3%	89.0%
AB		1119	1087	524	202	732	385	348	1076
	%V	25.4%	26.0%	27.2%	28.0%	25.7%	26.9%	24.5%	27.4%
	%H		97.1%	46.8%	18.1%	65.4%	34.4%	31.1%	96.2%
C1		1256	1152	520	216	760	391	368	1177
	%V	28.5%	27.5%	27.0%	29.9%	26.6%	27.3%	25.9%	30.0%
	%H		91.7%	41.4%	17.2%	60.5%	31.1%	29.3%	93.7%
C2		905	877	446	150	605	346	259	823
	%V	20.5%	21.0%	23.1%	20.8%	21.2%	24.2%	18.2%	21.0%
	%H		96.9%	49.3%	16.6%	66.9%	38.2%	28.6%	90.9%
D		771	735	327	113	511	234	277	642
	%V	17.5%	17.6%	17.0%	15.7%	17.9%	16.3%	19.5%	16.4%
	%H		95.3%	42.4%	14.7%	66.3%	30.4%	35.9%	83.3%
E		354	331	112	42	245	76	170	203
	%V	8.0%	7.9%	5.8%	5.8%	8.6%	5.3%	12.0%	5.2%
	%H		93.5%	31.6%	11.9%	69.2%	21.5%	48.0%	57.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	4405	4182	1928	722	2853	1432	1422	3922
%H		94.9%	43.8%	16.4%	64.8%	32.5%	32.3%	89.0%
Working full time	2079	2002	1011	364	1288	723	565	2023
%V	47.2%	47.9%	52.4%	50.4%	45.1%	50.5%	39.7%	51.6%
%H		96.3%	48.6%	17.5%	62.0%	34.8%	27.2%	97.3%
Working part time	433	420	214	76	274	149	125	418
%V	9.8%	10.0%	11.1%	10.5%	9.6%	10.4%	8.8%	10.7%
%H		97.0%	49.4%	17.6%	63.3%	34.4%	28.9%	96.5%
Not working	1894	1760	703	282	1291	559	731	1481
%V	43.0%	42.1%	36.5%	39.1%	45.3%	39.0%	51.4%	37.8%
%H		92.9%	37.1%	14.9%	68.2%	29.5%	38.6%	78.2%
Housewife/Houseperson	2465	2336	993	382	1616	720	896	2065
%V	56.0%	55.9%	51.5%	52.9%	56.6%	50.3%	63.0%	52.7%
%H		94.8%	40.3%	15.5%	65.6%	29.2%	36.3%	83.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2123	2005	954	340	1347	700	646	1918
%H		94.4%	44.9%	16.0%	63.4%	33.0%	30.4%	90.3%
16 - 19	118	108	54	20	70	42	28	116
%V	5.6%	5.4%	5.7%	5.9%	5.2%	6.0%	4.3%	6.0%
%H		91.5%	45.8%	16.9%	59.3%	35.6%	23.7%	98.3%
20 - 24	170	144	64	28	83	45	37	163
%V	8.0%	7.2%	6.7%	8.2%	6.2%	6.4%	5.7%	8.5%
%H		84.7%	37.6%	16.5%	48.8%	26.5%	21.8%	95.9%
25 - 34	353	316	151	46	185	95	90	345
%V	16.6%	15.8%	15.8%	13.5%	13.7%	13.6%	13.9%	18.0%
%H		89.5%	42.8%	13.0%	52.4%	26.9%	25.5%	97.7%
35 - 44	319	305	152	57	186	104	82	305
%V	15.0%	15.2%	15.9%	16.8%	13.8%	14.9%	12.7%	15.9%
%H		95.6%	47.6%	17.9%	58.3%	32.6%	25.7%	95.6%
45 - 54	379	366	193	65	243	139	103	359
%V	17.9%	18.3%	20.2%	19.1%	18.0%	19.9%	15.9%	18.7%
%H		96.6%	50.9%	17.2%	64.1%	36.7%	27.2%	94.7%
55 - 64	342	335	165	61	245	133	111	310
%V	16.1%	16.7%	17.3%	17.9%	18.2%	19.0%	17.2%	16.2%
%H		98.0%	48.2%	17.8%	71.6%	38.9%	32.5%	90.6%
65+	441	431	175	63	335	142	193	319
%V	20.8%	21.5%	18.3%	18.5%	24.9%	20.3%	29.9%	16.6%
%H		97.7%	39.7%	14.3%	76.0%	32.2%	43.8%	72.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2123	2005	954	340	1347	700	646	1918
%H		94.4%	44.9%	16.0%	63.4%	33.0%	30.4%	90.3%
AB	559	537	268	99	356	194	162	543
%V	26.3%	26.8%	28.1%	29.1%	26.4%	27.7%	25.1%	28.3%
%H		96.1%	47.9%	17.7%	63.7%	34.7%	29.0%	97.1%
C1	573	525	241	97	340	182	159	549
%V	27.0%	26.2%	25.3%	28.5%	25.2%	26.0%	24.6%	28.6%
%H		91.6%	42.1%	16.9%	59.3%	31.8%	27.7%	95.8%
C2	486	469	241	79	324	187	138	437
%V	22.9%	23.4%	25.3%	23.2%	24.1%	26.7%	21.4%	22.8%
%H		96.5%	49.6%	16.3%	66.7%	38.5%	28.4%	89.9%
D	356	335	152	50	228	107	121	303
%V	16.8%	16.7%	15.9%	14.7%	16.9%	15.3%	18.7%	15.8%
%H		94.1%	42.7%	14.0%	64.0%	30.1%	34.0%	85.1%
E	149	138	52	15	98	32	66	86
%V	7.0%	6.9%	5.5%	4.4%	7.3%	4.6%	10.2%	4.5%
%H		92.6%	34.9%	10.1%	65.8%	21.5%	44.3%	57.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2123	2005	954	340	1347	700	646	1918
%H		94.4%	44.9%	16.0%	63.4%	33.0%	30.4%	90.3%
Working full time	1236	1185	621	209	758	439	318	1206
%V	58.2%	59.1%	65.1%	61.5%	56.3%	62.7%	49.2%	62.9%
%H		95.9%	50.2%	16.9%	61.3%	35.5%	25.7%	97.6%
Working part time	74	69	32	11	44	21	23	71
%V	3.5%	3.4%	3.4%	3.2%	3.3%	3.0%	3.6%	3.7%
%H		93.2%	43.2%	14.9%	59.5%	28.4%	31.1%	95.9%
Not working	813	751	301	120	545	241	304	641
%V	38.3%	37.5%	31.6%	35.3%	40.5%	34.4%	47.1%	33.4%
%H		92.4%	37.0%	14.8%	67.0%	29.6%	37.4%	78.8%
Housewife/Houseperson	562	504	185	71	340	122	218	423
%V	26.5%	25.1%	19.4%	20.9%	25.2%	17.4%	33.7%	22.1%
%H		89.7%	32.9%	12.6%	60.5%	21.7%	38.8%	75.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2282	2176	974	383	1507	731	775	2004
%H		95.4%	42.7%	16.8%	66.0%	32.0%	34.0%	87.8%
16 - 19	115	103	48	19	72	40	32	113
%V	5.0%	4.7%	4.9%	5.0%	4.8%	5.5%	4.1%	5.6%
%H		89.6%	41.7%	16.5%	62.6%	34.8%	27.8%	98.3%
20 - 24	163	133	58	27	82	45	36	159
%V	7.1%	6.1%	6.0%	7.0%	5.4%	6.2%	4.6%	7.9%
%H		81.6%	35.6%	16.6%	50.3%	27.6%	22.1%	97.5%
25 - 34	365	333	160	50	199	102	97	356
%V	16.0%	15.3%	16.4%	13.1%	13.2%	14.0%	12.5%	17.8%
%H		91.2%	43.8%	13.7%	54.5%	27.9%	26.6%	97.5%
35 - 44	336	326	163	59	208	109	99	325
%V	14.7%	15.0%	16.7%	15.4%	13.8%	14.9%	12.8%	16.2%
%H		97.0%	48.5%	17.6%	61.9%	32.4%	29.5%	96.7%
45 - 54	407	397	204	80	263	150	113	389
%V	17.8%	18.2%	20.9%	20.9%	17.5%	20.5%	14.6%	19.4%
%H		97.5%	50.1%	19.7%	64.6%	36.9%	27.8%	95.6%
55 - 64	361	357	164	69	261	137	125	336
%V	15.8%	16.4%	16.8%	18.0%	17.3%	18.7%	16.1%	16.8%
%H		98.9%	45.4%	19.1%	72.3%	38.0%	34.6%	93.1%
65+	534	528	177	79	421	148	273	326
%V	23.4%	24.3%	18.2%	20.6%	27.9%	20.2%	35.2%	16.3%
%H		98.9%	33.1%	14.8%	78.8%	27.7%	51.1%	61.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)		2282	2176	974	383	1507	731	775	2004
	%H		95.4%	42.7%	16.8%	66.0%	32.0%	34.0%	87.8%
AB		560	550	256	103	376	191	185	533
	%V	24.5%	25.3%	26.3%	26.9%	25.0%	26.1%	23.9%	26.6%
	%H		98.2%	45.7%	18.4%	67.1%	34.1%	33.0%	95.2%
C1		683	626	278	118	419	210	209	628
	%V	29.9%	28.8%	28.5%	30.8%	27.8%	28.7%	27.0%	31.3%
	%H		91.7%	40.7%	17.3%	61.3%	30.7%	30.6%	91.9%
C2		419	408	205	72	281	160	121	386
	%V	18.4%	18.8%	21.0%	18.8%	18.6%	21.9%	15.6%	19.3%
	%H		97.4%	48.9%	17.2%	67.1%	38.2%	28.9%	92.1%
D		415	399	175	63	283	127	156	339
	%V	18.2%	18.3%	18.0%	16.4%	18.8%	17.4%	20.1%	16.9%
	%H		96.1%	42.2%	15.2%	68.2%	30.6%	37.6%	81.7%
E		205	193	60	27	147	44	103	117
	%V	9.0%	8.9%	6.2%	7.0%	9.8%	6.0%	13.3%	5.8%
	%H		94.1%	29.3%	13.2%	71.7%	21.5%	50.2%	57.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2282	2176	974	383	1507	731	775	2004
%H		95.4%	42.7%	16.8%	66.0%	32.0%	34.0%	87.8%
Working full time	843	817	390	156	531	284	247	817
%V	36.9%	37.5%	40.0%	40.7%	35.2%	38.9%	31.9%	40.8%
%H		96.9%	46.3%	18.5%	63.0%	33.7%	29.3%	96.9%
Working part time	359	352	181	65	230	128	102	347
%V	15.7%	16.2%	18.6%	17.0%	15.3%	17.5%	13.2%	17.3%
%H		98.1%	50.4%	18.1%	64.1%	35.7%	28.4%	96.7%
Not working	1080	1008	402	162	746	319	427	840
%V	47.3%	46.3%	41.3%	42.3%	49.5%	43.6%	55.1%	41.9%
%H		93.3%	37.2%	15.0%	69.1%	29.5%	39.5%	77.8%
Housewife/Houseperson	1904	1832	808	311	1276	599	677	1642
%V	83.4%	84.2%	83.0%	81.2%	84.7%	81.9%	87.4%	81.9%
%H		96.2%	42.4%	16.3%	67.0%	31.5%	35.6%	86.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	731	713	332	67	549	245	304	600
%H (All HH)		97.5%	45.4%	9.2%	75.1%	33.5%	41.6%	82.1%
%H (TV HH)			46.6%	9.4%	77.0%	34.4%	42.6%	
AB	167	164	85	20	123	66	58	160
%V	22.8%	23.0%	25.6%	29.9%	22.4%	26.9%	19.1%	26.7%
%H (All HH)		98.2%	50.9%	12.0%	73.7%	39.5%	34.7%	95.8%
%H (TV HH)			51.8%	12.2%	75.0%	40.2%	35.4%	
C1	188	182	87	19	140	68	72	167
%V	25.7%	25.5%	26.2%	28.4%	25.5%	27.8%	23.7%	27.8%
%H (All HH)		96.8%	46.3%	10.1%	74.5%	36.2%	38.3%	88.8%
%H (TV HH)			47.8%	10.4%	76.9%	37.4%	39.6%	
C2	141	138	68	11	111	53	58	124
%V	19.3%	19.4%	20.5%	16.4%	20.2%	21.6%	19.1%	20.7%
%H (All HH)		97.9%	48.2%	7.8%	78.7%	37.6%	41.1%	87.9%
%H (TV HH)			49.3%	8.0%	80.4%	38.4%	42.0%	
D	116	112	48	11	84	33	51	87
%V	15.9%	15.7%	14.5%	16.4%	15.3%	13.5%	16.8%	14.5%
%H (All HH)		96.6%	41.4%	9.5%	72.4%	28.4%	44.0%	75.0%
%H (TV HH)			42.9%	9.8%	75.0%	29.5%	45.5%	
E	120	117	43	7	91	26	65	63
%V	16.4%	16.4%	13.0%	10.4%	16.6%	10.6%	21.4%	10.5%
%H (All HH)		97.5%	35.8%	5.8%	75.8%	21.7%	54.2%	52.5%
%H (TV HH)			36.8%	6.0%	77.8%	22.2%	55.6%	

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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Household level data

Table 12.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	731	713	332	67	549	245	304	600
%H (All HH)		97.5%	45.4%	9.2%	75.1%	33.5%	41.6%	82.1%
%H (TV HH)			46.6%	9.4%	77.0%	34.4%	42.6%	
Under 25	21	18	8	0	12	5	7	19
%V	2.9%	2.5%	2.4%	0.0%	2.2%	2.0%	2.3%	3.2%
%H (All HH)		85.7%	38.1%	0.0%	57.1%	23.8%	33.3%	90.5%
%H (TV HH)			44.4%	0.0%	66.7%	27.8%	38.9%	
25 - 34	108	105	54	12	73	38	35	103
%V	14.8%	14.7%	16.3%	17.9%	13.3%	15.5%	11.5%	17.2%
%H (All HH)		97.2%	50.0%	11.1%	67.6%	35.2%	32.4%	95.4%
%H (TV HH)			51.4%	11.4%	69.5%	36.2%	33.3%	
35 - 44	129	125	70	10	89	47	42	123
%V	17.6%	17.5%	21.1%	14.9%	16.2%	19.2%	13.8%	20.5%
%H (All HH)		96.9%	54.3%	7.8%	69.0%	36.4%	32.6%	95.3%
%H (TV HH)			56.0%	8.0%	71.2%	37.6%	33.6%	
45 - 54	153	150	79	15	115	59	56	139
%V	20.9%	21.0%	23.8%	22.4%	20.9%	24.1%	18.4%	23.2%
%H (All HH)		98.0%	51.6%	9.8%	75.2%	38.6%	36.6%	90.8%
%H (TV HH)			52.7%	10.0%	76.7%	39.3%	37.3%	
55 - 64	129	126	55	16	100	45	55	110
%V	17.6%	17.7%	16.6%	23.9%	18.2%	18.4%	18.1%	18.3%
%H (All HH)		97.7%	42.6%	12.4%	77.5%	34.9%	42.6%	85.3%
%H (TV HH)			43.7%	12.7%	79.4%	35.7%	43.7%	
65 +	191	190	66	14	160	50	110	106
%V	26.1%	26.6%	19.9%	20.9%	29.1%	20.4%	36.2%	17.7%
%H (All HH)		99.5%	34.6%	7.3%	83.8%	26.2%	57.6%	55.5%
%H (TV HH)			34.7%	7.4%	84.2%	26.3%	57.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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July 2016 - June 2017

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	713	332	67	549	245	304	600
%H (All HH)		97.5%	45.4%	9.2%	75.1%	33.5%	41.6%	82.1%
%H (TV HH)			46.6%	9.4%	77.0%	34.4%	42.6%	
1	208	201	63	17	162	43	118	116
%V	28.5%	28.2%	19.0%	25.4%	29.5%	17.6%	38.8%	19.3%
%H (All HH)		96.6%	30.3%	8.2%	77.9%	20.7%	56.7%	55.8%
%H (TV HH)			31.3%	8.5%	80.6%	21.4%	58.7%	
2	215	210	102	19	164	77	87	184
%V	29.4%	29.5%	30.7%	28.4%	29.9%	31.4%	28.6%	30.7%
%H (All HH)		97.7%	47.4%	8.8%	76.3%	35.8%	40.5%	85.6%
%H (TV HH)			48.6%	9.0%	78.1%	36.7%	41.4%	
3	122	119	63	14	90	49	40	116
%V	16.7%	16.7%	19.0%	20.9%	16.4%	20.0%	13.2%	19.3%
%H (All HH)		97.5%	51.6%	11.5%	73.8%	40.2%	32.8%	95.1%
%H (TV HH)			52.9%	11.8%	75.6%	41.2%	33.6%	
4	112	108	64	10	78	47	31	110
%V	15.3%	15.1%	19.3%	14.9%	14.2%	19.2%	10.2%	18.3%
%H (All HH)		96.4%	57.1%	8.9%	69.6%	42.0%	27.7%	98.2%
%H (TV HH)			59.3%	9.3%	72.2%	43.5%	28.7%	
5+	76	74	39	8	55	27	28	74
%V	10.4%	10.4%	11.7%	11.9%	10.0%	11.0%	9.2%	12.3%
%H (All HH)		97.4%	51.3%	10.5%	72.4%	35.5%	36.8%	97.4%
%H (TV HH)			52.7%	10.8%	74.3%	36.5%	37.8%	
Average HH size	2.53	2.54	2.79	2.65	2.49	2.78	2.25	2.78

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	731	713	332	67	549	245	304	600
%H (All HH)		97.5%	45.4%	9.2%	75.1%	33.5%	41.6%	82.1%
%H (TV HH)			46.6%	9.4%	77.0%	34.4%	42.6%	
Without	518	503	213	43	399	159	240	393
%V	70.9%	70.5%	64.2%	64.2%	72.7%	64.9%	78.9%	65.5%
%H (All HH)		97.1%	41.1%	8.3%	77.0%	30.7%	46.3%	75.9%
%H (TV HH)			42.3%	8.5%	79.3%	31.6%	47.7%	
With	213	210	119	24	149	86	64	207
%V	29.1%	29.5%	35.8%	35.8%	27.1%	35.1%	21.1%	34.5%
%H (All HH)		98.6%	55.9%	11.3%	70.0%	40.4%	30.0%	97.2%
%H (TV HH)			56.7%	11.4%	71.0%	41.0%	30.5%	
0 - 3	81	80	45	7	54	29	25	78
%V	11.1%	11.2%	13.6%	10.4%	9.8%	11.8%	8.2%	13.0%
%H (All HH)		98.8%	55.6%	8.6%	66.7%	35.8%	30.9%	96.3%
%H (TV HH)			56.3%	8.8%	67.5%	36.3%	31.3%	
4 - 9	112	110	61	12	77	42	35	109
%V	15.3%	15.4%	18.4%	17.9%	14.0%	17.1%	11.5%	18.2%
%H (All HH)		98.2%	54.5%	10.7%	68.8%	37.5%	31.3%	97.3%
%H (TV HH)			55.5%	10.9%	70.0%	38.2%	31.8%	
10 - 15	107	106	63	13	77	47	30	105
%V	14.6%	14.9%	19.0%	19.4%	14.0%	19.2%	9.9%	17.5%
%H (All HH)		99.1%	58.9%	12.1%	72.0%	43.9%	28.0%	98.1%
%H (TV HH)			59.4%	12.3%	72.6%	44.3%	28.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	713	332	67	549	245	304	600
%H (All HH)		97.5%	45.4%	9.2%	75.1%	33.5%	41.6%	82.1%
%H (TV HH)			46.6%	9.4%	77.0%	34.4%	42.6%	
1	242	242	89	19	166	38	128	165
%V	33.1%	33.9%	26.8%	28.4%	30.2%	15.5%	42.1%	27.5%
%H (All HH)		100.0%	36.8%	7.9%	68.6%	15.7%	52.9%	68.2%
%H (TV HH)			36.8%	7.9%	68.6%	15.7%	52.9%	
2	254	254	114	25	203	91	112	215
%V	34.7%	35.6%	34.3%	37.3%	37.0%	37.1%	36.8%	35.8%
%H (All HH)		100.0%	44.9%	9.8%	79.9%	35.8%	44.1%	84.6%
%H (TV HH)			44.9%	9.8%	79.9%	35.8%	44.1%	
3	127	127	70	14	105	63	43	120
%V	17.4%	17.8%	21.1%	20.9%	19.1%	25.7%	14.1%	20.0%
%H (All HH)		100.0%	55.1%	11.0%	82.7%	49.6%	33.9%	94.5%
%H (TV HH)			55.1%	11.0%	82.7%	49.6%	33.9%	
4	57	57	38	5	49	34	15	56
%V	7.8%	8.0%	11.4%	7.5%	8.9%	13.9%	4.9%	9.3%
%H (All HH)		100.0%	66.7%	8.8%	86.0%	59.6%	26.3%	98.2%
%H (TV HH)			66.7%	8.8%	86.0%	59.6%	26.3%	
5+	32	32	21	5	26	19	7	32
%V	4.4%	4.5%	6.3%	7.5%	4.7%	7.8%	2.3%	5.3%
%H (All HH)		100.0%	65.6%	15.6%	81.3%	59.4%	21.9%	100.0%
%H (TV HH)			65.6%	15.6%	81.3%	59.4%	21.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	713	332	67	549	245	304	600
%V (All HH)		97.5%	45.4%	9.2%	75.1%	33.5%	41.6%	82.1%
%H (TV HH)			46.6%	9.4%	77.0%	34.4%	42.6%	
Under 20"	84	84	39	6	73	34	39	72
%V	11.5%	11.8%	11.7%	9.0%	13.3%	13.9%	12.8%	12.0%
%H (All HH)		100.0%	46.4%	7.1%	86.9%	40.5%	46.4%	85.7%
%H (TV HH)			46.4%	7.1%	86.9%	40.5%	46.4%	
20" - 29"	234	234	109	20	195	92	103	193
%V	32.0%	32.8%	32.8%	29.9%	35.5%	37.6%	33.9%	32.2%
%H (All HH)		100.0%	46.6%	8.5%	83.3%	39.3%	44.0%	82.5%
%H (TV HH)			46.6%	8.5%	83.3%	39.3%	44.0%	
30" - 39"	372	372	176	33	295	134	161	307
%V	50.9%	52.2%	53.0%	49.3%	53.7%	54.7%	53.0%	51.2%
%H (All HH)		100.0%	47.3%	8.9%	79.3%	36.0%	43.3%	82.5%
%H (TV HH)			47.3%	8.9%	79.3%	36.0%	43.3%	
40" - 49"	360	360	197	38	277	155	122	331
%V	49.2%	50.5%	59.3%	56.7%	50.5%	63.3%	40.1%	55.2%
%H (All HH)		100.0%	54.7%	10.6%	76.9%	43.1%	33.9%	91.9%
%H (TV HH)			54.7%	10.6%	76.9%	43.1%	33.9%	
50" - 59"	109	109	68	12	79	51	28	105
%V	14.9%	15.3%	20.5%	17.9%	14.4%	20.8%	9.2%	17.5%
%H (All HH)		100.0%	62.4%	11.0%	72.5%	46.8%	25.7%	96.3%
%H (TV HH)			62.4%	11.0%	72.5%	46.8%	25.7%	
60"+	7	7	5	1	5	4	1	7
%V	1.0%	1.0%	1.5%	1.5%	0.9%	1.6%	0.3%	1.2%
%H (All HH)		100.0%	71.4%	14.3%	71.4%	57.1%	14.3%	100.0%
%H (TV HH)			71.4%	14.3%	71.4%	57.1%	14.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	713	332	67	549	245	304	600
%H (All HH)		97.5%	45.4%	9.2%	75.1%	33.5%	41.6%	82.1%
%H (TV HH)			46.6%	9.4%	77.0%	34.4%	42.6%	
Main living room	701	701	327	67	540	241	298	578
%V	95.9%	98.3%	98.5%	100.0%	98.4%	98.4%	98.0%	96.3%
%H (All HH)		100.0%	46.6%	9.6%	77.0%	34.4%	42.5%	82.5%
%H (TV HH)			46.6%	9.6%	77.0%	34.4%	42.5%	
Kitchen	193	193	100	11	168	87	81	170
%V	26.4%	27.1%	30.1%	16.4%	30.6%	35.5%	26.6%	28.3%
%H (All HH)		100.0%	51.8%	5.7%	87.0%	45.1%	42.0%	88.1%
%H (TV HH)			51.8%	5.7%	87.0%	45.1%	42.0%	
Adult's bedroom	285	285	156	34	230	137	92	260
%V	39.0%	40.0%	47.0%	50.7%	41.9%	55.9%	30.3%	43.3%
%H (All HH)		100.0%	54.7%	11.9%	80.7%	48.1%	32.3%	91.2%
%H (TV HH)			54.7%	11.9%	80.7%	48.1%	32.3%	
Child's bedroom	65	65	40	9	50	34	16	65
%V	8.9%	9.1%	12.0%	13.4%	9.1%	13.9%	5.3%	10.8%
%H (All HH)		100.0%	61.5%	13.8%	76.9%	52.3%	24.6%	100.0%
%H (TV HH)			61.5%	13.8%	76.9%	52.3%	24.6%	
Other bedroom	37	37	22	5	30	20	10	35
%V	5.1%	5.2%	6.6%	7.5%	5.5%	8.2%	3.3%	5.8%
%H (All HH)		100.0%	59.5%	13.5%	81.1%	54.1%	27.0%	94.6%
%H (TV HH)			59.5%	13.5%	81.1%	54.1%	27.0%	
Second living/dining room	113	113	60	14	90	51	39	106
%V	15.5%	15.8%	18.1%	20.9%	16.4%	20.8%	12.8%	17.7%
%H (All HH)		100.0%	53.1%	12.4%	79.6%	45.1%	34.5%	93.8%
%H (TV HH)			53.1%	12.4%	79.6%	45.1%	34.5%	
Study/office	11	11	6	1	8	5	4	10
%V	1.5%	1.5%	1.8%	1.5%	1.5%	2.0%	1.3%	1.7%
%H (All HH)		100.0%	54.5%	9.1%	72.7%	45.5%	36.4%	90.9%
%H (TV HH)			54.5%	9.1%	72.7%	45.5%	36.4%	
TV room	7	7	4	1	6	3	3	7
%V	1.0%	1.0%	1.2%	1.5%	1.1%	1.2%	1.0%	1.2%
%H (All HH)		100.0%	57.1%	14.3%	85.7%	42.9%	42.9%	100.0%
%H (TV HH)			57.1%	14.3%	85.7%	42.9%	42.9%	
Conservatory	20	20	12	2	17	10	6	19
%V	2.7%	2.8%	3.6%	3.0%	3.1%	4.1%	2.0%	3.2%
%H (All HH)		100.0%	60.0%	10.0%	85.0%	50.0%	30.0%	95.0%
%H (TV HH)			60.0%	10.0%	85.0%	50.0%	30.0%	
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	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%	
Other	10	10	7	1	8	5	3	10
%V	1.4%	1.4%	2.1%	1.5%	1.5%	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%	

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 12.8: 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	731	713	332	67	549	245	304	600
%H (All HH)		97.5%	45.4%	9.2%	75.1%	33.5%	41.6%	82.1%
%H (TV HH)			46.6%	9.4%	77.0%	34.4%	42.6%	
Any DSAT provider	332	332	332	3	208	208	0	304
%V	45.4%	46.6%	100.0%	4.5%	37.9%	84.9%	0.0%	50.7%
%H (All HH)			100.0%	0.9%	62.7%	62.7%	0.0%	91.6%
%H (TV HH)			100.0%	0.9%	62.7%	62.7%	0.0%	
Sky with subscription	277	277	277	2	175	175	0	257
%V	37.9%	38.8%	83.4%	3.0%	31.9%	71.4%	0.0%	42.8%
%H (All HH)			100.0%	0.7%	63.2%	63.2%	0.0%	92.8%
%H (TV HH)			100.0%	0.7%	63.2%	63.2%	0.0%	
Sky without subscription	23	23	23	0	14	14	0	19
%V	3.1%	3.2%	6.9%	0.0%	2.6%	5.7%	0.0%	3.2%
%H (All HH)			100.0%	0.0%	60.9%	60.9%	0.0%	82.6%
%H (TV HH)			100.0%	0.0%	60.9%	60.9%	0.0%	
Freesat	33	33	33	0	26	26	0	29
%V	4.5%	4.6%	9.9%	0.0%	4.7%	10.6%	0.0%	4.8%
%H (All HH)			100.0%	0.0%	78.8%	78.8%	0.0%	87.9%
%H (TV HH)			100.0%	0.0%	78.8%	78.8%	0.0%	
Other satellite provider	39	39	39	1	22	22	0	38
%V	5.3%	5.5%	11.7%	1.5%	4.0%	9.0%	0.0%	6.3%
%H (All HH)			100.0%	2.6%	56.4%	56.4%	0.0%	97.4%
%H (TV HH)			100.0%	2.6%	56.4%	56.4%	0.0%	
DCAB	67	67	3	67	38	38	0	64
%V	9.2%	9.4%	0.9%	100.0%	6.9%	15.5%	0.0%	10.7%
%H (All HH)			4.5%	100.0%	56.7%	56.7%	0.0%	95.5%
%H (TV HH)			4.5%	100.0%	56.7%	56.7%	0.0%	
DTT	549	549	208	38	549	245	304	439
%V	75.1%	77.0%	62.7%	56.7%	100.0%	100.0%	100.0%	73.2%
%H (All HH)		100.0%	37.9%	6.9%	100.0%	44.6%	55.4%	80.0%
%H (TV HH)			37.9%	6.9%	100.0%	44.6%	55.4%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

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	731	713	332	67	549	245	304	600
%H (All HH)		97.5%	45.4%	9.2%	75.1%	33.5%	41.6%	82.1%
%H (TV HH)			46.6%	9.4%	77.0%	34.4%	42.6%	
PVR	411	411	287	58	283	215	68	381
%V	56.2%	57.6%	86.4%	86.6%	51.5%	87.8%	22.4%	63.5%
%H (All HH)		100.0%	69.8%	14.1%	68.9%	52.3%	16.5%	92.7%
%H (TV HH)			69.8%	14.1%	68.9%	52.3%	16.5%	
DVDR	8	8	4	1	6	3	3	6
%V	1.1%	1.1%	1.2%	1.5%	1.1%	1.2%	1.0%	1.0%
%H (All HH)		100.0%	50.0%	12.5%	75.0%	37.5%	37.5%	75.0%
%H (TV HH)			50.0%	12.5%	75.0%	37.5%	37.5%	
VCR	6	6	1	0	5	1	4	3
%V	0.8%	0.8%	0.3%	0.0%	0.9%	0.4%	1.3%	0.5%
%H (All HH)		100.0%	16.7%	0.0%	83.3%	16.7%	66.7%	50.0%
%H (TV HH)			16.7%	0.0%	83.3%	16.7%	66.7%	
Any recorder	416	416	288	58	288	216	72	383
%V	56.9%	58.3%	86.7%	86.6%	52.5%	88.2%	23.7%	63.8%
%H (All HH)		100.0%	69.2%	13.9%	69.2%	51.9%	17.3%	92.1%
%H (TV HH)			69.2%	13.9%	69.2%	51.9%	17.3%	
Receives HDTV (via STB or built-in reception)	479	479	247	53	380	199	181	425
%V	65.5%	67.2%	74.4%	79.1%	69.2%	81.2%	59.5%	70.8%
%H (All HH)		100.0%	51.6%	11.1%	79.3%	41.5%	37.8%	88.7%
%H (TV HH)			51.6%	11.1%	79.3%	41.5%	37.8%	
DVD/Blu-ray player or recorder	432	432	220	40	337	169	168	379
%V	59.1%	60.6%	66.3%	59.7%	61.4%	69.0%	55.3%	63.2%
%H (All HH)		100.0%	50.9%	9.3%	78.0%	39.1%	38.9%	87.7%
%H (TV HH)			50.9%	9.3%	78.0%	39.1%	38.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	731	713	332	67	549	245	304	600
%H (All HH)		97.5%	45.4%	9.2%	75.1%	33.5%	41.6%	82.1%
%H (TV HH)			46.6%	9.4%	77.0%	34.4%	42.6%	
Has broadband internet	600	587	304	64	439	229	210	600
%V	82.1%	82.3%	91.6%	95.5%	80.0%	93.5%	69.1%	100.0%
%H (All HH)		97.8%	50.7%	10.7%	73.2%	38.2%	35.0%	100.0%
%H (TV HH)			51.8%	10.9%	74.8%	39.0%	35.8%	
Number of computers (PCs and laptops)								
0	156	151	40	6	129	24	105	35
%V	21.3%	21.2%	12.0%	9.0%	23.5%	9.8%	34.5%	5.8%
%H (All HH)		96.8%	25.6%	3.8%	82.7%	15.4%	67.3%	22.4%
%H (TV HH)			26.5%	4.0%	85.4%	15.9%	69.5%	
1	184	178	78	16	132	53	79	175
%V	25.2%	25.0%	23.5%	23.9%	24.0%	21.6%	26.0%	29.2%
%H (All HH)		96.7%	42.4%	8.7%	71.7%	28.8%	42.9%	95.1%
%H (TV HH)			43.8%	9.0%	74.2%	29.8%	44.4%	
2	173	168	91	20	128	72	56	171
%V	23.7%	23.6%	27.4%	29.9%	23.3%	29.4%	18.4%	28.5%
%H (All HH)		97.1%	52.6%	11.6%	74.0%	41.6%	32.4%	98.8%
%H (TV HH)			54.2%	11.9%	76.2%	42.9%	33.3%	
3	106	105	58	12	77	44	33	106
%V	14.5%	14.7%	17.5%	17.9%	14.0%	18.0%	10.9%	17.7%
%H (All HH)		99.1%	54.7%	11.3%	72.6%	41.5%	31.1%	100.0%
%H (TV HH)			55.2%	11.4%	73.3%	41.9%	31.4%	
4	56	55	32	7	42	25	16	56
%V	7.7%	7.7%	9.6%	10.4%	7.7%	10.2%	5.3%	9.3%
%H (All HH)		98.2%	57.1%	12.5%	75.0%	44.6%	28.6%	100.0%
%H (TV HH)			58.2%	12.7%	76.4%	45.5%	29.1%	
5+	56	55	33	6	40	26	15	56
%V	7.7%	7.7%	9.9%	9.0%	7.3%	10.6%	4.9%	9.3%
%H (All HH)		98.2%	58.9%	10.7%	71.4%	46.4%	26.8%	100.0%
%H (TV HH)			60.0%	10.9%	72.7%	47.3%	27.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1537	792	155	1223	646	577	1350
%H		51.5%	10.1%	79.6%	42.0%	37.5%	87.8%
Under 20"	103	49	7	90	44	46	89
%V	6.7%	6.2%	4.5%	7.4%	6.8%	8.0%	6.6%
%H		47.6%	6.8%	87.4%	42.7%	44.7%	86.4%
20" - 29"	308	144	28	257	124	133	258
%V	20.0%	18.2%	18.1%	21.0%	19.2%	23.1%	19.1%
%H		46.8%	9.1%	83.4%	40.3%	43.2%	83.8%
30" - 39"	481	240	45	381	187	194	412
%V	31.3%	30.3%	29.0%	31.2%	28.9%	33.6%	30.5%
%H		49.9%	9.4%	79.2%	38.9%	40.3%	85.7%
40" - 49"	443	250	47	344	202	142	412
%V	28.8%	31.6%	30.3%	28.1%	31.3%	24.6%	30.5%
%H		56.4%	10.6%	77.7%	45.6%	32.1%	93.0%
50" - 59"	121	74	14	87	56	31	117
%V	7.9%	9.3%	9.0%	7.1%	8.7%	5.4%	8.7%
%H		61.2%	11.6%	71.9%	46.3%	25.6%	96.7%
60"+	7	5	1	5	5	1	7
%V	0.5%	0.6%	0.6%	0.4%	0.8%	0.2%	0.5%
%H		71.4%	14.3%	71.4%	71.4%	14.3%	100.0%
Don't know	74	30	13	58	28	30	55
%V	4.8%	3.8%	8.4%	4.7%	4.3%	5.2%	4.1%
%H		40.5%	17.6%	78.4%	37.8%	40.5%	74.3%

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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BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1537	792	155	1223	646	577	1350
%H		51.5%	10.1%	79.6%	42.0%	37.5%	87.8%
Main living room	705	329	67	542	242	300	581
%V	45.9%	41.5%	43.2%	44.3%	37.5%	52.0%	43.0%
%H		46.7%	9.5%	76.9%	34.3%	42.6%	82.4%
Kitchen	194	100	11	168	87	81	171
%V	12.6%	12.6%	7.1%	13.7%	13.5%	14.0%	12.7%
%H		51.5%	5.7%	86.6%	44.8%	41.8%	88.1%
Adult's bedroom	342	190	41	279	171	108	314
%V	22.3%	24.0%	26.5%	22.8%	26.5%	18.7%	23.3%
%H		55.6%	12.0%	81.6%	50.0%	31.6%	91.8%
Child's bedroom	82	52	10	61	42	20	82
%V	5.3%	6.6%	6.5%	5.0%	6.5%	3.5%	6.1%
%H		63.4%	12.2%	74.4%	51.2%	24.4%	100.0%
Other bedroom	46	29	6	37	26	11	44
%V	3.0%	3.7%	3.9%	3.0%	4.0%	1.9%	3.3%
%H		63.0%	13.0%	80.4%	56.5%	23.9%	95.7%
Second living/dining room	117	61	15	93	52	41	109
%V	7.6%	7.7%	9.7%	7.6%	8.0%	7.1%	8.1%
%H		52.1%	12.8%	79.5%	44.4%	35.0%	93.2%
Study/office	11	6	1	8	5	4	10
%V	0.7%	0.8%	0.6%	0.7%	0.8%	0.7%	0.7%
%H		54.5%	9.1%	72.7%	45.5%	36.4%	90.9%
TV room	7	4	1	6	3	3	7
%V	0.5%	0.5%	0.6%	0.5%	0.5%	0.5%	0.5%
%H		57.1%	14.3%	85.7%	42.9%	42.9%	100.0%
Conservatory	20	12	2	17	10	6	19
%V	1.3%	1.5%	1.3%	1.4%	1.5%	1.0%	1.4%
%H		60.0%	10.0%	85.0%	50.0%	30.0%	95.0%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	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%
Other	10	7	1	9	6	3	10
%V	0.7%	0.9%	0.6%	0.7%	0.9%	0.5%	0.7%
%H		70.0%	10.0%	90.0%	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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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	1537	792	155	1223	646	577	1350
%H		51.5%	10.1%	79.6%	42.0%	37.5%	87.8%
PVR	580	431	77	386	310	76	546
%V	37.7%	54.4%	49.7%	31.6%	48.0%	13.2%	40.4%
%H		74.3%	13.3%	66.6%	53.4%	13.1%	94.1%
DVDR	8	4	1	6	3	4	6
%V	0.5%	0.5%	0.6%	0.5%	0.5%	0.7%	0.4%
%H		50.0%	12.5%	75.0%	37.5%	50.0%	75.0%
VCR	6	1	0	5	1	4	3
%V	0.4%	0.1%	0.0%	0.4%	0.2%	0.7%	0.2%
%H		16.7%	0.0%	83.3%	16.7%	66.7%	50.0%
Any recorder	587	432	77	392	311	80	551
%V	38.2%	54.5%	49.7%	32.1%	48.1%	13.9%	40.8%
%H		73.6%	13.1%	66.8%	53.0%	13.6%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1537	792	155	1223	646	577	1350
%H		51.5%	10.1%	79.6%	42.0%	37.5%	87.8%
Receives HDTV (via STB or built-in reception)	811	430	98	661	373	289	743
%V	52.8%	54.3%	63.2%	54.0%	57.7%	50.1%	55.0%
%H		53.0%	12.1%	81.5%	46.0%	35.6%	91.6%
DVD/Blu-ray player or recorder	606	324	57	474	255	219	545
%V	39.4%	40.9%	36.8%	38.8%	39.5%	38.0%	40.4%
%H		53.5%	9.4%	78.2%	42.1%	36.1%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	713	332	67	548	244	304	587
%H		46.6%	9.4%	76.9%	34.2%	42.6%	82.3%
Under 20"	6	1	1	4	1	4	3
%V	0.8%	0.3%	1.5%	0.7%	0.4%	1.3%	0.5%
%H		16.7%	16.7%	66.7%	16.7%	66.7%	50.0%
20" - 29"	52	11	3	45	8	37	29
%V	7.3%	3.3%	4.5%	8.2%	3.3%	12.2%	4.9%
%H		21.2%	5.8%	86.5%	15.4%	71.2%	55.8%
30" - 39"	212	82	14	167	53	114	155
%V	29.7%	24.7%	20.9%	30.5%	21.7%	37.5%	26.4%
%H		38.7%	6.6%	78.8%	25.0%	53.8%	73.1%
40" - 49"	309	165	32	233	126	108	281
%V	43.3%	49.7%	47.8%	42.5%	51.6%	35.5%	47.9%
%H		53.4%	10.4%	75.4%	40.8%	35.0%	90.9%
50" - 59"	93	57	10	68	43	25	90
%V	13.0%	17.2%	14.9%	12.4%	17.6%	8.2%	15.3%
%H		61.3%	10.8%	73.1%	46.2%	26.9%	96.8%
60"+	7	5	1	5	4	1	7
%V	1.0%	1.5%	1.5%	0.9%	1.6%	0.3%	1.2%
%H		71.4%	14.3%	71.4%	57.1%	14.3%	100.0%
Don't know	34	11	6	25	9	16	22
%V	4.8%	3.3%	9.0%	4.6%	3.7%	5.3%	3.7%
%H		32.4%	17.6%	73.5%	26.5%	47.1%	64.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	713	332	67	548	244	304	587
%H		46.6%	9.4%	76.9%	34.2%	42.6%	82.3%
PVR	394	279	57	267	209	59	365
%V	55.3%	84.0%	85.1%	48.7%	85.7%	19.4%	62.2%
%H		70.8%	14.5%	67.8%	53.0%	15.0%	92.6%
DVDR	6	3	0	4	1	3	4
%V	0.8%	0.9%	0.0%	0.7%	0.4%	1.0%	0.7%
%H		50.0%	0.0%	66.7%	16.7%	50.0%	66.7%
VCR	5	1	0	5	1	4	3
%V	0.7%	0.3%	0.0%	0.9%	0.4%	1.3%	0.5%
%H		20.0%	0.0%	100.0%	20.0%	80.0%	60.0%
Any recorder	400	281	57	272	209	63	368
%V	56.1%	84.6%	85.1%	49.6%	85.7%	20.7%	62.7%
%H		70.3%	14.3%	68.0%	52.3%	15.8%	92.0%

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	713	332	67	548	244	304	587
%H		46.6%	9.4%	76.9%	34.2%	42.6%	82.3%
Receives HDTV (via STB or built-in reception)	453	236	51	356	187	169	402
%V	63.5%	71.1%	76.1%	65.0%	76.6%	55.6%	68.5%
%H		52.1%	11.3%	78.6%	41.3%	37.3%	88.7%
DVD/Blu-ray player or recorder	366	181	33	284	135	149	316
%V	51.3%	54.5%	49.3%	51.8%	55.3%	49.0%	53.8%
%H		49.5%	9.0%	77.6%	36.9%	40.7%	86.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	824	460	88	675	402	273	762
%H		55.8%	10.7%	81.9%	48.8%	33.1%	92.5%
Under 20"	97	48	7	86	43	42	85
%V	11.8%	10.4%	8.0%	12.7%	10.7%	15.4%	11.2%
%H		49.5%	7.2%	88.7%	44.3%	43.3%	87.6%
20" - 29"	256	133	25	212	116	96	229
%V	31.1%	28.9%	28.4%	31.4%	28.9%	35.2%	30.1%
%H		52.0%	9.8%	82.8%	45.3%	37.5%	89.5%
30" - 39"	269	158	31	214	134	80	257
%V	32.6%	34.3%	35.2%	31.7%	33.3%	29.3%	33.7%
%H		58.7%	11.5%	79.6%	49.8%	29.7%	95.5%
40" - 49"	134	85	15	111	76	35	130
%V	16.3%	18.5%	17.0%	16.4%	18.9%	12.8%	17.1%
%H		63.4%	11.2%	82.8%	56.7%	26.1%	97.0%
50" - 59"	28	18	4	19	13	6	27
%V	3.4%	3.9%	4.5%	2.8%	3.2%	2.2%	3.5%
%H		64.3%	14.3%	67.9%	46.4%	21.4%	96.4%
60"+	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Don't know	40	19	7	33	19	14	33
%V	4.9%	4.1%	8.0%	4.9%	4.7%	5.1%	4.3%
%H		47.5%	17.5%	82.5%	47.5%	35.0%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	824	460	88	675	402	273	762
%H		55.8%	10.7%	81.9%	48.8%	33.1%	92.5%
PVR	186	151	20	119	102	17	181
%V	22.6%	32.8%	22.7%	17.6%	25.4%	6.2%	23.8%
%H		81.2%	10.8%	64.0%	54.8%	9.1%	97.3%
DVDR	3	2	0	2	1	1	3
%V	0.4%	0.4%	0.0%	0.3%	0.2%	0.4%	0.4%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	187	152	20	119	102	17	183
%V	22.7%	33.0%	22.7%	17.6%	25.4%	6.2%	24.0%
%H		81.3%	10.7%	63.6%	54.5%	9.1%	97.9%

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	824	460	88	675	402	273	762
%H		55.8%	10.7%	81.9%	48.8%	33.1%	92.5%
Receives HDTV (via STB or built-in reception)	358	194	47	305	185	120	340
%V	43.4%	42.2%	53.4%	45.2%	46.0%	44.0%	44.6%
%H		54.2%	13.1%	85.2%	51.7%	33.5%	95.0%
DVD/Blu-ray player or recorder	239	143	24	190	120	70	228
%V	29.0%	31.1%	27.3%	28.1%	29.9%	25.6%	29.9%
%H		59.8%	10.0%	79.5%	50.2%	29.3%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	1853	1811	925	178	1365	680	684	1670
%H		97.7%	49.9%	9.6%	73.7%	36.7%	36.9%	90.1%
Total Children	393	387	214	42	276	149	126	383
%V	21.2%	21.4%	23.1%	23.6%	20.2%	21.9%	18.4%	22.9%
%H		98.5%	54.5%	10.7%	70.2%	37.9%	32.1%	97.5%
0 - 3	100	98	53	9	67	34	33	96
%V	5.4%	5.4%	5.7%	5.1%	4.9%	5.0%	4.8%	5.7%
%H		98.0%	53.0%	9.0%	67.0%	34.0%	33.0%	96.0%
4 - 15	293	289	161	33	208	115	93	287
%V	15.8%	16.0%	17.4%	18.5%	15.2%	16.9%	13.6%	17.2%
%H		98.6%	54.9%	11.3%	71.0%	39.2%	31.7%	98.0%
4 - 9	152	150	81	17	106	55	51	149
%V	8.2%	8.3%	8.8%	9.6%	7.8%	8.1%	7.5%	8.9%
%H		98.7%	53.3%	11.2%	69.7%	36.2%	33.6%	98.0%
10 - 15	141	140	80	16	103	60	43	138
%V	7.6%	7.7%	8.6%	9.0%	7.5%	8.8%	6.3%	8.3%
%H		99.3%	56.7%	11.3%	73.0%	42.6%	30.5%	97.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	1853	1811	925	178	1365	680	684	1670
%H		97.7%	49.9%	9.6%	73.7%	36.7%	36.9%	90.1%
Total Adults (16+)	1461	1424	711	136	1089	531	558	1288
%V	78.8%	78.6%	76.9%	76.4%	79.8%	78.1%	81.6%	77.1%
%H		97.5%	48.7%	9.3%	74.5%	36.3%	38.2%	88.2%
16 - 19	96	92	53	10	68	40	28	94
%V	5.2%	5.1%	5.7%	5.6%	5.0%	5.9%	4.1%	5.6%
%H		95.8%	55.2%	10.4%	70.8%	41.7%	29.2%	97.9%
20 - 24	110	103	52	8	77	41	36	106
%V	5.9%	5.7%	5.6%	4.5%	5.6%	6.0%	5.3%	6.3%
%H		93.6%	47.3%	7.3%	70.0%	37.3%	32.7%	96.4%
25 - 34	247	238	125	25	169	88	82	237
%V	13.3%	13.1%	13.5%	14.0%	12.4%	12.9%	12.0%	14.2%
%H		96.4%	50.6%	10.1%	68.4%	35.6%	33.2%	96.0%
35 - 44	237	230	129	20	165	88	77	226
%V	12.8%	12.7%	13.9%	11.2%	12.1%	12.9%	11.3%	13.5%
%H		97.0%	54.4%	8.4%	69.6%	37.1%	32.5%	95.4%
45 - 54	260	256	140	25	196	106	90	243
%V	14.0%	14.1%	15.1%	14.0%	14.4%	15.6%	13.2%	14.6%
%H		98.5%	53.8%	9.6%	75.4%	40.8%	34.6%	93.5%
55 - 64	218	214	99	26	168	80	89	194
%V	11.8%	11.8%	10.7%	14.6%	12.3%	11.8%	13.0%	11.6%
%H		98.2%	45.4%	11.9%	77.1%	36.7%	40.8%	89.0%
65+	293	291	114	21	246	90	156	187
%V	15.8%	16.1%	12.3%	11.8%	18.0%	13.2%	22.8%	11.2%
%H		99.3%	38.9%	7.2%	84.0%	30.7%	53.2%	63.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1461	1424	711	136	1089	531	558	1288
%H		97.5%	48.7%	9.3%	74.5%	36.3%	38.2%	88.2%
AB	358	350	187	41	263	142	121	348
%V	24.5%	24.6%	26.3%	30.1%	24.2%	26.7%	21.7%	27.0%
%H		97.8%	52.2%	11.5%	73.5%	39.7%	33.8%	97.2%
C1	395	381	197	38	295	157	138	366
%V	27.0%	26.8%	27.7%	27.9%	27.1%	29.6%	24.7%	28.4%
%H		96.5%	49.9%	9.6%	74.7%	39.7%	34.9%	92.7%
C2	310	305	155	24	242	119	123	284
%V	21.2%	21.4%	21.8%	17.6%	22.2%	22.4%	22.0%	22.0%
%H		98.4%	50.0%	7.7%	78.1%	38.4%	39.7%	91.6%
D	219	212	99	22	157	68	89	181
%V	15.0%	14.9%	13.9%	16.2%	14.4%	12.8%	15.9%	14.1%
%H		96.8%	45.2%	10.0%	71.7%	31.1%	40.6%	82.6%
E	180	176	73	12	132	44	88	109
%V	12.3%	12.4%	10.3%	8.8%	12.1%	8.3%	15.8%	8.5%
%H		97.8%	40.6%	6.7%	73.3%	24.4%	48.9%	60.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1461	1424	711	136	1089	531	558	1288
%H		97.5%	48.7%	9.3%	74.5%	36.3%	38.2%	88.2%
Working full time	665	649	347	65	487	259	228	636
%V	45.5%	45.6%	48.8%	47.8%	44.7%	48.8%	40.9%	49.4%
%H		97.6%	52.2%	9.8%	73.2%	38.9%	34.3%	95.6%
Working part time	144	141	74	15	106	55	51	137
%V	9.9%	9.9%	10.4%	11.0%	9.7%	10.4%	9.1%	10.6%
%H		97.9%	51.4%	10.4%	73.6%	38.2%	35.4%	95.1%
Not working	652	634	291	56	496	217	279	515
%V	44.6%	44.5%	40.9%	41.2%	45.5%	40.9%	50.0%	40.0%
%H		97.2%	44.6%	8.6%	76.1%	33.3%	42.8%	79.0%
Housewife/Houseperson	731	713	332	67	549	245	304	600
%V	50.0%	50.1%	46.7%	49.3%	50.4%	46.1%	54.5%	46.6%
%H		97.5%	45.4%	9.2%	75.1%	33.5%	41.6%	82.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	710	693	347	65	524	256	268	630
%H		97.6%	48.9%	9.2%	73.8%	36.1%	37.7%	88.7%
16 - 19	50	49	27	5	36	21	15	49
%V	7.0%	7.1%	7.8%	7.7%	6.9%	8.2%	5.6%	7.8%
%H		98.0%	54.0%	10.0%	72.0%	42.0%	30.0%	98.0%
20 - 24	55	52	27	4	39	21	18	53
%V	7.7%	7.5%	7.8%	6.2%	7.4%	8.2%	6.7%	8.4%
%H		94.5%	49.1%	7.3%	70.9%	38.2%	32.7%	96.4%
25 - 34	122	117	59	12	81	39	42	117
%V	17.2%	16.9%	17.0%	18.5%	15.5%	15.2%	15.7%	18.6%
%H		95.9%	48.4%	9.8%	66.4%	32.0%	34.4%	95.9%
35 - 44	115	111	60	11	80	41	38	108
%V	16.2%	16.0%	17.3%	16.9%	15.3%	16.0%	14.2%	17.1%
%H		96.5%	52.2%	9.6%	69.6%	35.7%	33.0%	93.9%
45 - 54	127	125	69	12	95	51	44	119
%V	17.9%	18.0%	19.9%	18.5%	18.1%	19.9%	16.4%	18.9%
%H		98.4%	54.3%	9.4%	74.8%	40.2%	34.6%	93.7%
55 - 64	107	106	49	12	84	39	45	95
%V	15.1%	15.3%	14.1%	18.5%	16.0%	15.2%	16.8%	15.1%
%H		99.1%	45.8%	11.2%	78.5%	36.4%	42.1%	88.8%
65+	133	133	56	9	110	43	67	90
%V	18.7%	19.2%	16.1%	13.8%	21.0%	16.8%	25.0%	14.3%
%H		100.0%	42.1%	6.8%	82.7%	32.3%	50.4%	67.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	710	693	347	65	524	256	268	630
%H		97.6%	48.9%	9.2%	73.8%	36.1%	37.7%	88.7%
AB	177	173	91	20	128	68	60	172
%V	24.9%	25.0%	26.2%	30.8%	24.4%	26.6%	22.4%	27.3%
%H		97.7%	51.4%	11.3%	72.3%	38.4%	33.9%	97.2%
C1	190	185	96	18	141	76	65	178
%V	26.8%	26.7%	27.7%	27.7%	26.9%	29.7%	24.3%	28.3%
%H		97.4%	50.5%	9.5%	74.2%	40.0%	34.2%	93.7%
C2	163	160	80	13	126	61	65	147
%V	23.0%	23.1%	23.1%	20.0%	24.0%	23.8%	24.3%	23.3%
%H		98.2%	49.1%	8.0%	77.3%	37.4%	39.9%	90.2%
D	101	98	47	10	73	33	40	87
%V	14.2%	14.1%	13.5%	15.4%	13.9%	12.9%	14.9%	13.8%
%H		97.0%	46.5%	9.9%	72.3%	32.7%	39.6%	86.1%
E	79	77	33	4	56	18	38	47
%V	11.1%	11.1%	9.5%	6.2%	10.7%	7.0%	14.2%	7.5%
%H		97.5%	41.8%	5.1%	70.9%	22.8%	48.1%	59.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	710	693	347	65	524	256	268	630
%H		97.6%	48.9%	9.2%	73.8%	36.1%	37.7%	88.7%
Working full time	403	394	207	38	295	151	143	385
%V	56.8%	56.9%	59.7%	58.5%	56.3%	59.0%	53.4%	61.1%
%H		97.8%	51.4%	9.4%	73.2%	37.5%	35.5%	95.5%
Working part time	31	31	15	4	22	12	11	29
%V	4.4%	4.5%	4.3%	6.2%	4.2%	4.7%	4.1%	4.6%
%H		100.0%	48.4%	12.9%	71.0%	38.7%	35.5%	93.5%
Not working	275	268	126	23	207	93	114	216
%V	38.7%	38.7%	36.3%	35.4%	39.5%	36.3%	42.5%	34.3%
%H		97.5%	45.8%	8.4%	75.3%	33.8%	41.5%	78.5%
Housewife/Houseperson	141	135	51	12	99	33	66	96
%V	19.9%	19.5%	14.7%	18.5%	18.9%	12.9%	24.6%	15.2%
%H		95.7%	36.2%	8.5%	70.2%	23.4%	46.8%	68.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	751	731	364	71	565	275	290	658
%H		97.3%	48.5%	9.5%	75.2%	36.6%	38.6%	87.6%
16 - 19	46	43	26	5	33	20	13	45
%V	6.1%	5.9%	7.1%	7.0%	5.8%	7.3%	4.5%	6.8%
%H		93.5%	56.5%	10.9%	71.7%	43.5%	28.3%	97.8%
20 - 24	55	50	25	4	37	19	18	54
%V	7.3%	6.8%	6.9%	5.6%	6.5%	6.9%	6.2%	8.2%
%H		90.9%	45.5%	7.3%	67.3%	34.5%	32.7%	98.2%
25 - 34	125	121	65	14	88	48	40	120
%V	16.6%	16.6%	17.9%	19.7%	15.6%	17.5%	13.8%	18.2%
%H		96.8%	52.0%	11.2%	70.4%	38.4%	32.0%	96.0%
35 - 44	122	119	69	10	85	46	38	118
%V	16.2%	16.3%	19.0%	14.1%	15.0%	16.7%	13.1%	17.9%
%H		97.5%	56.6%	8.2%	69.7%	37.7%	31.1%	96.7%
45 - 54	133	131	71	13	101	55	47	124
%V	17.7%	17.9%	19.5%	18.3%	17.9%	20.0%	16.2%	18.8%
%H		98.5%	53.4%	9.8%	75.9%	41.4%	35.3%	93.2%
55 - 64	110	108	50	14	84	40	44	99
%V	14.6%	14.8%	13.7%	19.7%	14.9%	14.5%	15.2%	15.0%
%H		98.2%	45.5%	12.7%	76.4%	36.4%	40.0%	90.0%
65+	160	158	57	12	136	46	89	96
%V	21.3%	21.6%	15.7%	16.9%	24.1%	16.7%	30.7%	14.6%
%H		98.8%	35.6%	7.5%	85.0%	28.8%	55.6%	60.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	751	731	364	71	565	275	290	658
%H		97.3%	48.5%	9.5%	75.2%	36.6%	38.6%	87.6%
AB	181	177	95	21	135	74	61	176
%V	24.1%	24.2%	26.1%	29.6%	23.9%	26.9%	21.0%	26.7%
%H		97.8%	52.5%	11.6%	74.6%	40.9%	33.7%	97.2%
C1	205	195	100	20	154	81	73	188
%V	27.3%	26.7%	27.5%	28.2%	27.3%	29.5%	25.2%	28.6%
%H		95.1%	48.8%	9.8%	75.1%	39.5%	35.6%	91.7%
C2	147	145	75	11	116	58	57	137
%V	19.6%	19.8%	20.6%	15.5%	20.5%	21.1%	19.7%	20.8%
%H		98.6%	51.0%	7.5%	78.9%	39.5%	38.8%	93.2%
D	117	114	52	12	84	36	49	95
%V	15.6%	15.6%	14.3%	16.9%	14.9%	13.1%	16.9%	14.4%
%H		97.4%	44.4%	10.3%	71.8%	30.8%	41.9%	81.2%
E	101	99	40	8	76	26	50	63
%V	13.4%	13.5%	11.0%	11.3%	13.5%	9.5%	17.2%	9.6%
%H		98.0%	39.6%	7.9%	75.2%	25.7%	49.5%	62.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	751	731	364	71	565	275	290	658
%H		97.3%	48.5%	9.5%	75.2%	36.6%	38.6%	87.6%
Working full time	262	255	140	27	193	108	85	251
%V	34.9%	34.9%	38.5%	38.0%	34.2%	39.3%	29.3%	38.1%
%H		97.3%	53.4%	10.3%	73.7%	41.2%	32.4%	95.8%
Working part time	112	110	59	11	83	43	40	108
%V	14.9%	15.0%	16.2%	15.5%	14.7%	15.6%	13.8%	16.4%
%H		98.2%	52.7%	9.8%	74.1%	38.4%	35.7%	96.4%
Not working	377	365	165	33	289	124	165	299
%V	50.2%	49.9%	45.3%	46.5%	51.2%	45.1%	56.9%	45.4%
%H		96.8%	43.8%	8.8%	76.7%	32.9%	43.8%	79.3%
Housewife/Houseperson	591	578	281	55	449	212	238	504
%V	78.7%	79.1%	77.2%	77.5%	79.5%	77.1%	82.1%	76.6%
%H		97.8%	47.5%	9.3%	76.0%	35.9%	40.3%	85.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1346	1307	695	117	824	353	471	1104
%V		97.1%	51.6%	8.7%	61.2%	26.2%	35.0%	82.0%
%H (TV HH)			53.2%	9.0%	63.0%	27.0%	36.0%	
AB	289	282	151	28	184	84	100	270
%V	21.5%	21.6%	21.7%	23.9%	22.3%	23.8%	21.2%	24.5%
%H (All HH)		97.6%	52.2%	9.7%	63.7%	29.1%	34.6%	93.4%
%H (TV HH)			53.5%	9.9%	65.2%	29.8%	35.5%	
C1	356	343	184	34	214	96	117	316
%V	26.4%	26.2%	26.5%	29.1%	26.0%	27.2%	24.8%	28.6%
%H (All HH)		96.3%	51.7%	9.6%	60.1%	27.0%	32.9%	88.8%
%H (TV HH)			53.6%	9.9%	62.4%	28.0%	34.1%	
C2	293	290	161	28	182	85	98	248
%V	21.8%	22.2%	23.2%	23.9%	22.1%	24.1%	20.8%	22.5%
%H (All HH)		99.0%	54.9%	9.6%	62.1%	29.0%	33.4%	84.6%
%H (TV HH)			55.5%	9.7%	62.8%	29.3%	33.8%	
D	239	232	123	20	138	55	83	178
%V	17.8%	17.8%	17.7%	17.1%	16.7%	15.6%	17.6%	16.1%
%H (All HH)		97.1%	51.5%	8.4%	57.7%	23.0%	34.7%	74.5%
%H (TV HH)			53.0%	8.6%	59.5%	23.7%	35.8%	
E	169	160	77	7	106	33	73	92
%V	12.6%	12.2%	11.1%	6.0%	12.9%	9.3%	15.5%	8.3%
%H (All HH)		94.7%	45.6%	4.1%	62.7%	19.5%	43.2%	54.4%
%H (TV HH)			48.1%	4.4%	66.3%	20.6%	45.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Wales

Household level data

Table 13.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1346	1307	695	117	824	353	471	1104
%H (All HH)		97.1%	51.6%	8.7%	61.2%	26.2%	35.0%	82.0%
%H (TV HH)			53.2%	9.0%	63.0%	27.0%	36.0%	
Under 25	58	50	22	4	25	8	17	54
%V	4.3%	3.8%	3.2%	3.4%	3.0%	2.3%	3.6%	4.9%
%H (All HH)		86.2%	37.9%	6.9%	43.1%	13.8%	29.3%	93.1%
%H (TV HH)			44.0%	8.0%	50.0%	16.0%	34.0%	
25 - 34	192	184	100	17	100	43	57	184
%V	14.3%	14.1%	14.4%	14.5%	12.1%	12.2%	12.1%	16.7%
%H (All HH)		95.8%	52.1%	8.9%	52.1%	22.4%	29.7%	95.8%
%H (TV HH)			54.3%	9.2%	54.3%	23.4%	31.0%	
35 - 44	194	189	118	17	101	51	50	186
%V	14.4%	14.5%	17.0%	14.5%	12.3%	14.4%	10.6%	16.8%
%H (All HH)		97.4%	60.8%	8.8%	52.1%	26.3%	25.8%	95.9%
%H (TV HH)			62.4%	9.0%	53.4%	27.0%	26.5%	
45 - 54	250	243	138	26	155	78	77	234
%V	18.6%	18.6%	19.9%	22.2%	18.8%	22.1%	16.3%	21.2%
%H (All HH)		97.2%	55.2%	10.4%	62.0%	31.2%	30.8%	93.6%
%H (TV HH)			56.8%	10.7%	63.8%	32.1%	31.7%	
55 - 64	240	233	130	24	152	74	78	210
%V	17.8%	17.8%	18.7%	20.5%	18.4%	21.0%	16.6%	19.0%
%H (All HH)		97.1%	54.2%	10.0%	63.3%	30.8%	32.5%	87.5%
%H (TV HH)			55.8%	10.3%	65.2%	31.8%	33.5%	
65 +	412	408	187	28	290	98	192	237
%V	30.6%	31.2%	26.9%	23.9%	35.2%	27.8%	40.8%	21.5%
%H (All HH)		99.0%	45.4%	6.8%	70.4%	23.8%	46.6%	57.5%
%H (TV HH)			45.8%	6.9%	71.1%	24.0%	47.1%	

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

July 2016 - June 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	1307	695	117	824	353	471	1104
%H (All HH)		97.1%	51.6%	8.7%	61.2%	26.2%	35.0%	82.0%
%H (TV HH)			53.2%	9.0%	63.0%	27.0%	36.0%	
1	430	404	165	30	272	71	201	253
%V	31.9%	30.9%	23.7%	25.6%	33.0%	20.1%	42.7%	22.9%
%H (All HH)		94.0%	38.4%	7.0%	63.3%	16.5%	46.7%	58.8%
%H (TV HH)			40.8%	7.4%	67.3%	17.6%	49.8%	
2	470	462	255	41	295	137	158	415
%V	34.9%	35.3%	36.7%	35.0%	35.8%	38.8%	33.5%	37.6%
%H (All HH)		98.3%	54.3%	8.7%	62.8%	29.1%	33.6%	88.3%
%H (TV HH)			55.2%	8.9%	63.9%	29.7%	34.2%	
3	203	202	121	19	122	63	59	197
%V	15.1%	15.5%	17.4%	16.2%	14.8%	17.8%	12.5%	17.8%
%H (All HH)		99.5%	59.6%	9.4%	60.1%	31.0%	29.1%	97.0%
%H (TV HH)			59.9%	9.4%	60.4%	31.2%	29.2%	
4	162	160	99	20	94	56	38	159
%V	12.0%	12.2%	14.2%	17.1%	11.4%	15.9%	8.1%	14.4%
%H (All HH)		98.8%	61.1%	12.3%	58.0%	34.6%	23.5%	98.1%
%H (TV HH)			61.9%	12.5%	58.8%	35.0%	23.8%	
5+	81	80	55	7	42	26	15	80
%V	6.0%	6.1%	7.9%	6.0%	5.1%	7.4%	3.2%	7.2%
%H (All HH)		98.8%	67.9%	8.6%	51.9%	32.1%	18.5%	98.8%
%H (TV HH)			68.8%	8.8%	52.5%	32.5%	18.8%	
Average HH size	2.28	2.30	2.49	2.48	2.22	2.54	1.97	2.49

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1346	1307	695	117	824	353	471	1104
%H (All HH)		97.1%	51.6%	8.7%	61.2%	26.2%	35.0%	82.0%
%H (TV HH)			53.2%	9.0%	63.0%	27.0%	36.0%	
Without	1028	991	499	86	647	257	390	795
%V	76.4%	75.8%	71.8%	73.5%	78.5%	72.8%	82.8%	72.0%
%H (All HH)		96.4%	48.5%	8.4%	62.9%	25.0%	37.9%	77.3%
%H (TV HH)			50.4%	8.7%	65.3%	25.9%	39.4%	
With	318	316	196	31	177	96	81	309
%V	23.6%	24.2%	28.2%	26.5%	21.5%	27.2%	17.2%	28.0%
%H (All HH)		99.4%	61.6%	9.7%	55.7%	30.2%	25.5%	97.2%
%H (TV HH)			62.0%	9.8%	56.0%	30.4%	25.6%	
0 - 3	116	115	69	10	62	30	32	110
%V	8.6%	8.8%	9.9%	8.5%	7.5%	8.5%	6.8%	10.0%
%H (All HH)		99.1%	59.5%	8.6%	53.4%	25.9%	27.6%	94.8%
%H (TV HH)			60.0%	8.7%	53.9%	26.1%	27.8%	
4 - 9	171	169	106	15	92	49	44	167
%V	12.7%	12.9%	15.3%	12.8%	11.2%	13.9%	9.3%	15.1%
%H (All HH)		98.8%	62.0%	8.8%	53.8%	28.7%	25.7%	97.7%
%H (TV HH)			62.7%	8.9%	54.4%	29.0%	26.0%	
10 - 15	155	155	102	16	88	54	34	153
%V	11.5%	11.9%	14.7%	13.7%	10.7%	15.3%	7.2%	13.9%
%H (All HH)		100.0%	65.8%	10.3%	56.8%	34.8%	21.9%	98.7%
%H (TV HH)			65.8%	10.3%	56.8%	34.8%	21.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1307	695	117	824	353	471	1104
%H (All HH)		97.1%	51.6%	8.7%	61.2%	26.2%	35.0%	82.0%
%H (TV HH)			53.2%	9.0%	63.0%	27.0%	36.0%	
1	471	471	194	41	249	32	217	335
%V	35.0%	36.0%	27.9%	35.0%	30.2%	9.1%	46.1%	30.3%
%H (All HH)		100.0%	41.2%	8.7%	52.9%	6.8%	46.1%	71.1%
%H (TV HH)			41.2%	8.7%	52.9%	6.8%	46.1%	
2	465	465	260	43	301	144	157	390
%V	34.5%	35.6%	37.4%	36.8%	36.5%	40.8%	33.3%	35.3%
%H (All HH)		100.0%	55.9%	9.2%	64.7%	31.0%	33.8%	83.9%
%H (TV HH)			55.9%	9.2%	64.7%	31.0%	33.8%	
3	227	227	140	23	165	101	64	212
%V	16.9%	17.4%	20.1%	19.7%	20.0%	28.6%	13.6%	19.2%
%H (All HH)		100.0%	61.7%	10.1%	72.7%	44.5%	28.2%	93.4%
%H (TV HH)			61.7%	10.1%	72.7%	44.5%	28.2%	
4	97	97	66	6	72	47	25	92
%V	7.2%	7.4%	9.5%	5.1%	8.7%	13.3%	5.3%	8.3%
%H (All HH)		100.0%	68.0%	6.2%	74.2%	48.5%	25.8%	94.8%
%H (TV HH)			68.0%	6.2%	74.2%	48.5%	25.8%	
5+	48	48	36	4	37	29	8	47
%V	3.6%	3.7%	5.2%	3.4%	4.5%	8.2%	1.7%	4.3%
%H (All HH)		100.0%	75.0%	8.3%	77.1%	60.4%	16.7%	97.9%
%H (TV HH)			75.0%	8.3%	77.1%	60.4%	16.7%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1346	1307	695	117	824	353	471	1104
%V (All HH)		97.1%	51.6%	8.7%	61.2%	26.2%	35.0%	82.0%
%H (TV HH)			53.2%	9.0%	63.0%	27.0%	36.0%	
Under 20"	189	189	105	12	147	76	71	159
%V	14.0%	14.5%	15.1%	10.3%	17.8%	21.5%	15.1%	14.4%
%H (All HH)		100.0%	55.6%	6.3%	77.8%	40.2%	37.6%	84.1%
%H (TV HH)			55.6%	6.3%	77.8%	40.2%	37.6%	
20" - 29"	439	439	229	37	319	151	169	358
%V	32.6%	33.6%	32.9%	31.6%	38.7%	42.8%	35.9%	32.4%
%H (All HH)		100.0%	52.2%	8.4%	72.7%	34.4%	38.5%	81.5%
%H (TV HH)			52.2%	8.4%	72.7%	34.4%	38.5%	
30" - 39"	713	713	392	65	456	211	245	587
%V	53.0%	54.6%	56.4%	55.6%	55.3%	59.8%	52.0%	53.2%
%H (All HH)		100.0%	55.0%	9.1%	64.0%	29.6%	34.4%	82.3%
%H (TV HH)			55.0%	9.1%	64.0%	29.6%	34.4%	
40" - 49"	642	642	387	67	398	217	181	581
%V	47.7%	49.1%	55.7%	57.3%	48.3%	61.5%	38.4%	52.6%
%H (All HH)		100.0%	60.3%	10.4%	62.0%	33.8%	28.2%	90.5%
%H (TV HH)			60.3%	10.4%	62.0%	33.8%	28.2%	
50" - 59"	176	176	119	17	100	62	39	169
%V	13.1%	13.5%	17.1%	14.5%	12.1%	17.6%	8.3%	15.3%
%H (All HH)		100.0%	67.6%	9.7%	56.8%	35.2%	22.2%	96.0%
%H (TV HH)			67.6%	9.7%	56.8%	35.2%	22.2%	
60"+	11	11	9	0	7	5	2	11
%V	0.8%	0.8%	1.3%	0.0%	0.8%	1.4%	0.4%	1.0%
%H (All HH)		100.0%	81.8%	0.0%	63.6%	45.5%	18.2%	100.0%
%H (TV HH)			81.8%	0.0%	63.6%	45.5%	18.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1307	695	117	824	353	471	1104
%H (All HH)		97.1%	51.6%	8.7%	61.2%	26.2%	35.0%	82.0%
%H (TV HH)			53.2%	9.0%	63.0%	27.0%	36.0%	
Main living room	1294	1294	691	116	816	350	465	1064
%V	96.1%	99.0%	99.4%	99.1%	99.0%	99.2%	98.7%	96.4%
%H (All HH)		100.0%	53.4%	9.0%	63.1%	27.0%	35.9%	82.2%
%H (TV HH)			53.4%	9.0%	63.1%	27.0%	35.9%	
Kitchen	177	177	104	12	140	78	62	155
%V	13.2%	13.5%	15.0%	10.3%	17.0%	22.1%	13.2%	14.0%
%H (All HH)		100.0%	58.8%	6.8%	79.1%	44.1%	35.0%	87.6%
%H (TV HH)			58.8%	6.8%	79.1%	44.1%	35.0%	
Adult's bedroom	607	607	367	56	424	244	180	543
%V	45.1%	46.4%	52.8%	47.9%	51.5%	69.1%	38.2%	49.2%
%H (All HH)		100.0%	60.5%	9.2%	69.9%	40.2%	29.7%	89.5%
%H (TV HH)			60.5%	9.2%	69.9%	40.2%	29.7%	
Child's bedroom	134	134	90	14	85	55	30	133
%V	10.0%	10.3%	12.9%	12.0%	10.3%	15.6%	6.4%	12.0%
%H (All HH)		100.0%	67.2%	10.4%	63.4%	41.0%	22.4%	99.3%
%H (TV HH)			67.2%	10.4%	63.4%	41.0%	22.4%	
Other bedroom	87	87	59	6	63	40	22	79
%V	6.5%	6.7%	8.5%	5.1%	7.6%	11.3%	4.7%	7.2%
%H (All HH)		100.0%	67.8%	6.9%	72.4%	46.0%	25.3%	90.8%
%H (TV HH)			67.8%	6.9%	72.4%	46.0%	25.3%	
Second living/dining room	169	169	101	18	122	71	51	150
%V	12.6%	12.9%	14.5%	15.4%	14.8%	20.1%	10.8%	13.6%
%H (All HH)		100.0%	59.8%	10.7%	72.2%	42.0%	30.2%	88.8%
%H (TV HH)			59.8%	10.7%	72.2%	42.0%	30.2%	
Study/office	17	17	12	1	13	9	4	16
%V	1.3%	1.3%	1.7%	0.9%	1.6%	2.5%	0.8%	1.4%
%H (All HH)		100.0%	70.6%	5.9%	76.5%	52.9%	23.5%	94.1%
%H (TV HH)			70.6%	5.9%	76.5%	52.9%	23.5%	
TV room	11	11	7	1	7	4	2	10
%V	0.8%	0.8%	1.0%	0.9%	0.8%	1.1%	0.4%	0.9%
%H (All HH)		100.0%	63.6%	9.1%	63.6%	36.4%	18.2%	90.9%
%H (TV HH)			63.6%	9.1%	63.6%	36.4%	18.2%	
Conservatory	30	30	22	1	24	17	6	27
%V	2.2%	2.3%	3.2%	0.9%	2.9%	4.8%	1.3%	2.4%
%H (All HH)		100.0%	73.3%	3.3%	80.0%	56.7%	20.0%	90.0%
%H (TV HH)			73.3%	3.3%	80.0%	56.7%	20.0%	
Attic or loft room	5	5	3	0	4	2	1	5
%V	0.4%	0.4%	0.4%	0.0%	0.5%	0.6%	0.2%	0.5%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	40.0%	20.0%	100.0%
%H (TV HH)			60.0%	0.0%	80.0%	40.0%	20.0%	
No specific location	2	2	1	0	1	1	1	2
%V	0.1%	0.2%	0.1%	0.0%	0.1%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	50.0%	
Other	8	8	4	1	6	3	3	8
%V	0.6%	0.6%	0.6%	0.9%	0.7%	0.8%	0.6%	0.7%
%H (All HH)		100.0%	50.0%	12.5%	75.0%	37.5%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	75.0%	37.5%	37.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 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	1307	695	117	824	353	471	1104
%H (All HH)		97.1%	51.6%	8.7%	61.2%	26.2%	35.0%	82.0%
%H (TV HH)			53.2%	9.0%	63.0%	27.0%	36.0%	
Any DSAT provider	695	695	695	3	308	308	0	610
%V	51.6%	53.2%	100.0%	2.6%	37.4%	87.3%	0.0%	55.3%
%H (All HH)			100.0%	0.4%	44.3%	44.3%	0.0%	87.8%
%H (TV HH)			100.0%	0.4%	44.3%	44.3%	0.0%	
Sky with subscription	551	551	551	2	242	242	0	496
%V	40.9%	42.2%	79.3%	1.7%	29.4%	68.6%	0.0%	44.9%
%H (All HH)			100.0%	0.4%	43.9%	43.9%	0.0%	90.0%
%H (TV HH)			100.0%	0.4%	43.9%	43.9%	0.0%	
Sky without subscription	72	72	72	1	32	32	0	51
%V	5.3%	5.5%	10.4%	0.9%	3.9%	9.1%	0.0%	4.6%
%H (All HH)			100.0%	1.4%	44.4%	44.4%	0.0%	70.8%
%H (TV HH)			100.0%	1.4%	44.4%	44.4%	0.0%	
Freesat	66	66	66	0	30	30	0	58
%V	4.9%	5.0%	9.5%	0.0%	3.6%	8.5%	0.0%	5.3%
%H (All HH)			100.0%	0.0%	45.5%	45.5%	0.0%	87.9%
%H (TV HH)			100.0%	0.0%	45.5%	45.5%	0.0%	
Other satellite provider	32	32	32	0	17	17	0	29
%V	2.4%	2.4%	4.6%	0.0%	2.1%	4.8%	0.0%	2.6%
%H (All HH)			100.0%	0.0%	53.1%	53.1%	0.0%	90.6%
%H (TV HH)			100.0%	0.0%	53.1%	53.1%	0.0%	
DCAB	117	117	3	117	47	47	0	108
%V	8.7%	9.0%	0.4%	100.0%	5.7%	13.3%	0.0%	9.8%
%H (All HH)			2.6%	100.0%	40.2%	40.2%	0.0%	92.3%
%H (TV HH)			2.6%	100.0%	40.2%	40.2%	0.0%	
DTT	824	824	308	47	824	353	471	657
%V	61.2%	63.0%	44.3%	40.2%	100.0%	100.0%	100.0%	59.5%
%H (All HH)		100.0%	37.4%	5.7%	100.0%	42.8%	57.2%	79.7%
%H (TV HH)			37.4%	5.7%	100.0%	42.8%	57.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1307	695	117	824	353	471	1104
%H (All HH)		97.1%	51.6%	8.7%	61.2%	26.2%	35.0%	82.0%
%H (TV HH)			53.2%	9.0%	63.0%	27.0%	36.0%	
PVR	853	853	591	110	467	312	155	768
%V	63.4%	65.3%	85.0%	94.0%	56.7%	88.4%	32.9%	69.6%
%H (All HH)		100.0%	69.3%	12.9%	54.7%	36.6%	18.2%	90.0%
%H (TV HH)			69.3%	12.9%	54.7%	36.6%	18.2%	
DVDR	19	19	10	1	13	5	8	16
%V	1.4%	1.5%	1.4%	0.9%	1.6%	1.4%	1.7%	1.4%
%H (All HH)		100.0%	52.6%	5.3%	68.4%	26.3%	42.1%	84.2%
%H (TV HH)			52.6%	5.3%	68.4%	26.3%	42.1%	
VCR	8	8	4	0	6	2	4	5
%V	0.6%	0.6%	0.6%	0.0%	0.7%	0.6%	0.8%	0.5%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	25.0%	50.0%	62.5%
%H (TV HH)			50.0%	0.0%	75.0%	25.0%	50.0%	
Any recorder	861	861	593	110	474	313	161	772
%V	64.0%	65.9%	85.3%	94.0%	57.5%	88.7%	34.2%	69.9%
%H (All HH)		100.0%	68.9%	12.8%	55.1%	36.4%	18.7%	89.7%
%H (TV HH)			68.9%	12.8%	55.1%	36.4%	18.7%	
Receives HDTV (via STB or built-in reception)	797	797	465	103	494	261	232	715
%V	59.2%	61.0%	66.9%	88.0%	60.0%	73.9%	49.3%	64.8%
%H (All HH)		100.0%	58.3%	12.9%	62.0%	32.7%	29.1%	89.7%
%H (TV HH)			58.3%	12.9%	62.0%	32.7%	29.1%	
DVD/Blu-ray player or recorder	964	964	543	87	608	293	315	829
%V	71.6%	73.8%	78.1%	74.4%	73.8%	83.0%	66.9%	75.1%
%H (All HH)		100.0%	56.3%	9.0%	63.1%	30.4%	32.7%	86.0%
%H (TV HH)			56.3%	9.0%	63.1%	30.4%	32.7%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	1307	695	117	824	353	471	1104
%H (All HH)		97.1%	51.6%	8.7%	61.2%	26.2%	35.0%	82.0%
%H (TV HH)			53.2%	9.0%	63.0%	27.0%	36.0%	
Has broadband internet	1104	1076	610	108	657	320	336	1104
%V	82.0%	82.3%	87.8%	92.3%	79.7%	90.7%	71.3%	100.0%
%H (All HH)		97.5%	55.3%	9.8%	59.5%	29.0%	30.4%	100.0%
%H (TV HH)			56.7%	10.0%	61.1%	29.7%	31.2%	
Number of computers (PCs and laptops)								
0	290	277	109	13	192	41	151	59
%V	21.5%	21.2%	15.7%	11.1%	23.3%	11.6%	32.1%	5.3%
%H (All HH)		95.5%	37.6%	4.5%	66.2%	14.1%	52.1%	20.3%
%H (TV HH)			39.4%	4.7%	69.3%	14.8%	54.5%	
1	357	342	179	29	210	83	127	347
%V	26.5%	26.2%	25.8%	24.8%	25.5%	23.5%	27.0%	31.4%
%H (All HH)		95.8%	50.1%	8.1%	58.8%	23.2%	35.6%	97.2%
%H (TV HH)			52.3%	8.5%	61.4%	24.3%	37.1%	
2	313	308	171	32	191	93	98	312
%V	23.3%	23.6%	24.6%	27.4%	23.2%	26.3%	20.8%	28.3%
%H (All HH)		98.4%	54.6%	10.2%	61.0%	29.7%	31.3%	99.7%
%H (TV HH)			55.5%	10.4%	62.0%	30.2%	31.8%	
3	180	177	106	21	106	58	48	179
%V	13.4%	13.5%	15.3%	17.9%	12.9%	16.4%	10.2%	16.2%
%H (All HH)		98.3%	58.9%	11.7%	58.9%	32.2%	26.7%	99.4%
%H (TV HH)			59.9%	11.9%	59.9%	32.8%	27.1%	
4	99	97	59	11	60	36	24	99
%V	7.4%	7.4%	8.5%	9.4%	7.3%	10.2%	5.1%	9.0%
%H (All HH)		98.0%	59.6%	11.1%	60.6%	36.4%	24.2%	100.0%
%H (TV HH)			60.8%	11.3%	61.9%	37.1%	24.7%	
5+	108	107	70	11	66	43	23	108
%V	8.0%	8.2%	10.1%	9.4%	8.0%	12.2%	4.9%	9.8%
%H (All HH)		99.1%	64.8%	10.2%	61.1%	39.8%	21.3%	100.0%
%H (TV HH)			65.4%	10.3%	61.7%	40.2%	21.5%	

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
July 2016 - June 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	2723	1589	241	1828	964	864	2369
%H		58.4%	8.9%	67.1%	35.4%	31.7%	87.0%
Under 20"	226	129	14	178	95	83	192
%V	8.3%	8.1%	5.8%	9.7%	9.9%	9.6%	8.1%
%H		57.1%	6.2%	78.8%	42.0%	36.7%	85.0%
20" - 29"	572	308	47	428	216	212	475
%V	21.0%	19.4%	19.5%	23.4%	22.4%	24.5%	20.1%
%H		53.8%	8.2%	74.8%	37.8%	37.1%	83.0%
30" - 39"	912	525	80	593	298	295	769
%V	33.5%	33.0%	33.2%	32.4%	30.9%	34.1%	32.5%
%H		57.6%	8.8%	65.0%	32.7%	32.3%	84.3%
40" - 49"	773	472	80	484	271	213	707
%V	28.4%	29.7%	33.2%	26.5%	28.1%	24.7%	29.8%
%H		61.1%	10.3%	62.6%	35.1%	27.6%	91.5%
50" - 59"	192	129	19	110	68	42	185
%V	7.1%	8.1%	7.9%	6.0%	7.1%	4.9%	7.8%
%H		67.2%	9.9%	57.3%	35.4%	21.9%	96.4%
60"+	12	9	0	7	5	2	12
%V	0.4%	0.6%	0.0%	0.4%	0.5%	0.2%	0.5%
%H		75.0%	0.0%	58.3%	41.7%	16.7%	100.0%
Don't know	36	16	2	28	12	17	30
%V	1.3%	1.0%	0.8%	1.5%	1.2%	2.0%	1.3%
%H		44.4%	5.6%	77.8%	33.3%	47.2%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2723	1589	241	1828	964	864	2369
%H		58.4%	8.9%	67.1%	35.4%	31.7%	87.0%
Main living room	1298	695	116	819	353	466	1067
%V	47.7%	43.7%	48.1%	44.8%	36.6%	53.9%	45.0%
%H		53.5%	8.9%	63.1%	27.2%	35.9%	82.2%
Kitchen	177	104	12	140	78	62	156
%V	6.5%	6.5%	5.0%	7.7%	8.1%	7.2%	6.6%
%H		58.8%	6.8%	79.1%	44.1%	35.0%	88.1%
Adult's bedroom	706	436	64	497	297	200	639
%V	25.9%	27.4%	26.6%	27.2%	30.8%	23.1%	27.0%
%H		61.8%	9.1%	70.4%	42.1%	28.3%	90.5%
Child's bedroom	183	124	17	114	74	40	181
%V	6.7%	7.8%	7.1%	6.2%	7.7%	4.6%	7.6%
%H		67.8%	9.3%	62.3%	40.4%	21.9%	98.9%
Other bedroom	112	78	7	80	53	26	103
%V	4.1%	4.9%	2.9%	4.4%	5.5%	3.0%	4.3%
%H		69.6%	6.3%	71.4%	47.3%	23.2%	92.0%
Second living/dining room	173	103	18	124	73	52	153
%V	6.4%	6.5%	7.5%	6.8%	7.6%	6.0%	6.5%
%H		59.5%	10.4%	71.7%	42.2%	30.1%	88.4%
Study/office	17	12	1	13	9	4	16
%V	0.6%	0.8%	0.4%	0.7%	0.9%	0.5%	0.7%
%H		70.6%	5.9%	76.5%	52.9%	23.5%	94.1%
TV room	11	7	1	7	4	2	10
%V	0.4%	0.4%	0.4%	0.4%	0.4%	0.2%	0.4%
%H		63.6%	9.1%	63.6%	36.4%	18.2%	90.9%
Conservatory	30	22	1	24	17	6	27
%V	1.1%	1.4%	0.4%	1.3%	1.8%	0.7%	1.1%
%H		73.3%	3.3%	80.0%	56.7%	20.0%	90.0%
Attic or loft room	5	3	0	4	2	1	5
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.1%	0.2%
%H		60.0%	0.0%	80.0%	40.0%	20.0%	100.0%
No specific location	2	1	0	1	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
Other	10	4	2	7	3	4	10
%V	0.4%	0.3%	0.8%	0.4%	0.3%	0.5%	0.4%
%H		40.0%	20.0%	70.0%	30.0%	40.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2723	1589	241	1828	964	864	2369
%H		58.4%	8.9%	67.1%	35.4%	31.7%	87.0%
PVR	1193	876	147	618	444	174	1095
%V	43.8%	55.1%	61.0%	33.8%	46.1%	20.1%	46.2%
%H		73.4%	12.3%	51.8%	37.2%	14.6%	91.8%
DVDR	21	11	2	15	6	8	18
%V	0.8%	0.7%	0.8%	0.8%	0.6%	0.9%	0.8%
%H		52.4%	9.5%	71.4%	28.6%	38.1%	85.7%
VCR	9	4	0	7	2	5	5
%V	0.3%	0.3%	0.0%	0.4%	0.2%	0.6%	0.2%
%H		44.4%	0.0%	77.8%	22.2%	55.6%	55.6%
Any recorder	1207	882	148	629	447	182	1104
%V	44.3%	55.5%	61.4%	34.4%	46.4%	21.1%	46.6%
%H		73.1%	12.3%	52.1%	37.0%	15.1%	91.5%

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	2723	1589	241	1828	964	864	2369
%H		58.4%	8.9%	67.1%	35.4%	31.7%	87.0%
Receives HDTV (via STB or built-in reception)	1208	739	157	767	447	319	1106
%V	44.4%	46.5%	65.1%	42.0%	46.4%	36.9%	46.7%
%H		61.2%	13.0%	63.5%	37.0%	26.4%	91.6%
DVD/Blu-ray player or recorder	1451	852	133	941	500	442	1294
%V	53.3%	53.6%	55.2%	51.5%	51.9%	51.2%	54.6%
%H		58.7%	9.2%	64.9%	34.5%	30.5%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	1306	695	117	823	353	471	1075
%H		53.2%	9.0%	63.0%	27.0%	36.1%	82.3%
Under 20"	15	4	1	12	2	10	10
%V	1.1%	0.6%	0.9%	1.5%	0.6%	2.1%	0.9%
%H		26.7%	6.7%	80.0%	13.3%	66.7%	66.7%
20" - 29"	110	37	4	80	14	66	65
%V	8.4%	5.3%	3.4%	9.7%	4.0%	14.0%	6.0%
%H		33.6%	3.6%	72.7%	12.7%	60.0%	59.1%
30" - 39"	436	200	37	277	88	189	323
%V	33.4%	28.8%	31.6%	33.7%	24.9%	40.1%	30.0%
%H		45.9%	8.5%	63.5%	20.2%	43.3%	74.1%
40" - 49"	565	334	60	351	188	164	507
%V	43.3%	48.1%	51.3%	42.6%	53.3%	34.8%	47.2%
%H		59.1%	10.6%	62.1%	33.3%	29.0%	89.7%
50" - 59"	162	110	15	91	56	35	155
%V	12.4%	15.8%	12.8%	11.1%	15.9%	7.4%	14.4%
%H		67.9%	9.3%	56.2%	34.6%	21.6%	95.7%
60"+	9	7	0	5	4	2	9
%V	0.7%	1.0%	0.0%	0.6%	1.1%	0.4%	0.8%
%H		77.8%	0.0%	55.6%	44.4%	22.2%	100.0%
Don't know	10	2	1	7	2	6	7
%V	0.8%	0.3%	0.9%	0.9%	0.6%	1.3%	0.7%
%H		20.0%	10.0%	70.0%	20.0%	60.0%	70.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	1306	695	117	823	353	471	1075
%H		53.2%	9.0%	63.0%	27.0%	36.1%	82.3%
PVR	834	581	108	451	304	147	750
%V	63.9%	83.6%	92.3%	54.8%	86.1%	31.2%	69.8%
%H		69.7%	12.9%	54.1%	36.5%	17.6%	89.9%
DVDR	15	7	1	11	4	7	13
%V	1.1%	1.0%	0.9%	1.3%	1.1%	1.5%	1.2%
%H		46.7%	6.7%	73.3%	26.7%	46.7%	86.7%
VCR	7	3	0	5	1	4	4
%V	0.5%	0.4%	0.0%	0.6%	0.3%	0.8%	0.4%
%H		42.9%	0.0%	71.4%	14.3%	57.1%	57.1%
Any recorder	842	583	108	459	305	154	756
%V	64.5%	83.9%	92.3%	55.8%	86.4%	32.7%	70.3%
%H		69.2%	12.8%	54.5%	36.2%	18.3%	89.8%

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	1306	695	117	823	353	471	1075
%H		53.2%	9.0%	63.0%	27.0%	36.1%	82.3%
Receives HDTV (via STB or built-in reception)	766	446	100	467	244	223	686
%V	58.7%	64.2%	85.5%	56.7%	69.1%	47.3%	63.8%
%H		58.2%	13.1%	61.0%	31.9%	29.1%	89.6%
DVD/Blu-ray player or recorder	858	480	77	536	253	283	732
%V	65.7%	69.1%	65.8%	65.1%	71.7%	60.1%	68.1%
%H		55.9%	9.0%	62.5%	29.5%	33.0%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	1417	895	124	1004	611	393	1294
%H		63.2%	8.8%	70.9%	43.1%	27.7%	91.3%
Under 20"	212	125	13	166	93	73	182
%V	15.0%	14.0%	10.5%	16.5%	15.2%	18.6%	14.1%
%H		59.0%	6.1%	78.3%	43.9%	34.4%	85.8%
20" - 29"	461	271	43	349	202	147	410
%V	32.5%	30.3%	34.7%	34.8%	33.1%	37.4%	31.7%
%H		58.8%	9.3%	75.7%	43.8%	31.9%	88.9%
30" - 39"	477	326	43	316	210	106	446
%V	33.7%	36.4%	34.7%	31.5%	34.4%	27.0%	34.5%
%H		68.3%	9.0%	66.2%	44.0%	22.2%	93.5%
40" - 49"	208	138	20	133	83	50	200
%V	14.7%	15.4%	16.1%	13.2%	13.6%	12.7%	15.5%
%H		66.3%	9.6%	63.9%	39.9%	24.0%	96.2%
50" - 59"	30	19	4	19	12	7	30
%V	2.1%	2.1%	3.2%	1.9%	2.0%	1.8%	2.3%
%H		63.3%	13.3%	63.3%	40.0%	23.3%	100.0%
60"+	3	2	0	1	1	0	3
%V	0.2%	0.2%	0.0%	0.1%	0.2%	0.0%	0.2%
%H		66.7%	0.0%	33.3%	33.3%	0.0%	100.0%
Don't know	27	14	1	21	10	11	23
%V	1.9%	1.6%	0.8%	2.1%	1.6%	2.8%	1.8%
%H		51.9%	3.7%	77.8%	37.0%	40.7%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	1417	895	124	1004	611	393	1294
%H		63.2%	8.8%	70.9%	43.1%	27.7%	91.3%
PVR	359	295	39	167	140	27	344
%V	25.3%	33.0%	31.5%	16.6%	22.9%	6.9%	26.6%
%H		82.2%	10.9%	46.5%	39.0%	7.5%	95.8%
DVDR	6	4	1	4	2	1	5
%V	0.4%	0.4%	0.8%	0.4%	0.3%	0.3%	0.4%
%H		66.7%	16.7%	66.7%	33.3%	16.7%	83.3%
VCR	3	1	0	2	1	1	1
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.3%	0.1%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	33.3%
Any recorder	365	299	39	170	142	28	348
%V	25.8%	33.4%	31.5%	16.9%	23.2%	7.1%	26.9%
%H		81.9%	10.7%	46.6%	38.9%	7.7%	95.3%

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	1417	895	124	1004	611	393	1294
%H		63.2%	8.8%	70.9%	43.1%	27.7%	91.3%
Receives HDTV (via STB or built-in reception)	442	292	56	299	203	96	420
%V	31.2%	32.6%	45.2%	29.8%	33.2%	24.4%	32.5%
%H		66.1%	12.7%	67.6%	45.9%	21.7%	95.0%
DVD/Blu-ray player or recorder	593	373	56	405	247	158	562
%V	41.8%	41.7%	45.2%	40.3%	40.4%	40.2%	43.4%
%H		62.9%	9.4%	68.3%	41.7%	26.6%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	3065	3007	1730	291	1826	897	929	2746
%H		98.1%	56.4%	9.5%	59.6%	29.3%	30.3%	89.6%
Total Children	561	558	352	53	310	172	138	548
%V	18.3%	18.6%	20.3%	18.2%	17.0%	19.2%	14.9%	20.0%
%H		99.5%	62.7%	9.4%	55.3%	30.7%	24.6%	97.7%
0 - 3	133	132	81	12	70	34	36	127
%V	4.3%	4.4%	4.7%	4.1%	3.8%	3.8%	3.9%	4.6%
%H		99.2%	60.9%	9.0%	52.6%	25.6%	27.1%	95.5%
4 - 15	428	426	272	41	240	138	102	421
%V	14.0%	14.2%	15.7%	14.1%	13.1%	15.4%	11.0%	15.3%
%H		99.5%	63.6%	9.6%	56.1%	32.2%	23.8%	98.4%
4 - 9	222	220	134	20	122	64	58	217
%V	7.2%	7.3%	7.7%	6.9%	6.7%	7.1%	6.2%	7.9%
%H		99.1%	60.4%	9.0%	55.0%	28.8%	26.1%	97.7%
10 - 15	207	206	138	21	118	74	43	204
%V	6.8%	6.9%	8.0%	7.2%	6.5%	8.2%	4.6%	7.4%
%H		99.5%	66.7%	10.1%	57.0%	35.7%	20.8%	98.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	3065	3007	1730	291	1826	897	929	2746
%H		98.1%	56.4%	9.5%	59.6%	29.3%	30.3%	89.6%
Total Adults (16+)	2503	2449	1377	238	1517	725	791	2198
%V	81.7%	81.4%	79.6%	81.8%	83.1%	80.8%	85.1%	80.0%
%H		97.8%	55.0%	9.5%	60.6%	29.0%	31.6%	87.8%
16 - 19	138	136	86	14	78	46	32	136
%V	4.5%	4.5%	5.0%	4.8%	4.3%	5.1%	3.4%	5.0%
%H		98.6%	62.3%	10.1%	56.5%	33.3%	23.2%	98.6%
20 - 24	191	178	96	20	95	46	49	185
%V	6.2%	5.9%	5.5%	6.9%	5.2%	5.1%	5.3%	6.7%
%H		93.2%	50.3%	10.5%	49.7%	24.1%	25.7%	96.9%
25 - 34	383	371	208	38	205	94	111	372
%V	12.5%	12.3%	12.0%	13.1%	11.2%	10.5%	11.9%	13.5%
%H		96.9%	54.3%	9.9%	53.5%	24.5%	29.0%	97.1%
35 - 44	348	341	210	34	189	98	91	335
%V	11.4%	11.3%	12.1%	11.7%	10.4%	10.9%	9.8%	12.2%
%H		98.0%	60.3%	9.8%	54.3%	28.2%	26.1%	96.3%
45 - 54	428	420	249	43	266	141	124	407
%V	14.0%	14.0%	14.4%	14.8%	14.6%	15.7%	13.3%	14.8%
%H		98.1%	58.2%	10.0%	62.1%	32.9%	29.0%	95.1%
55 - 64	390	382	220	42	248	130	118	354
%V	12.7%	12.7%	12.7%	14.4%	13.6%	14.5%	12.7%	12.9%
%H		97.9%	56.4%	10.8%	63.6%	33.3%	30.3%	90.8%
65+	625	621	308	46	436	169	267	409
%V	20.4%	20.7%	17.8%	15.8%	23.9%	18.8%	28.7%	14.9%
%H		99.4%	49.3%	7.4%	69.8%	27.0%	42.7%	65.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2503	2449	1377	238	1517	725	791	2198
%H		97.8%	55.0%	9.5%	60.6%	29.0%	31.6%	87.8%
AB	579	569	320	59	370	185	185	554
%V	23.1%	23.2%	23.2%	24.8%	24.4%	25.5%	23.4%	25.2%
%H		98.3%	55.3%	10.2%	63.9%	32.0%	32.0%	95.7%
C1	674	654	367	66	394	193	201	622
%V	26.9%	26.7%	26.7%	27.7%	26.0%	26.6%	25.4%	28.3%
%H		97.0%	54.5%	9.8%	58.5%	28.6%	29.8%	92.3%
C2	590	585	342	61	362	185	177	525
%V	23.6%	23.9%	24.8%	25.6%	23.9%	25.5%	22.4%	23.9%
%H		99.2%	58.0%	10.3%	61.4%	31.4%	30.0%	89.0%
D	428	417	233	42	244	111	133	351
%V	17.1%	17.0%	16.9%	17.6%	16.1%	15.3%	16.8%	16.0%
%H		97.4%	54.4%	9.8%	57.0%	25.9%	31.1%	82.0%
E	234	224	116	9	146	51	95	147
%V	9.3%	9.1%	8.4%	3.8%	9.6%	7.0%	12.0%	6.7%
%H		95.7%	49.6%	3.8%	62.4%	21.8%	40.6%	62.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2503	2449	1377	238	1517	725	791	2198
%H		97.8%	55.0%	9.5%	60.6%	29.0%	31.6%	87.8%
Working full time	1128	1108	667	117	647	339	307	1091
%V	45.1%	45.2%	48.4%	49.2%	42.6%	46.8%	38.8%	49.6%
%H		98.2%	59.1%	10.4%	57.4%	30.1%	27.2%	96.7%
Working part time	221	219	121	26	137	68	69	211
%V	8.8%	8.9%	8.8%	10.9%	9.0%	9.4%	8.7%	9.6%
%H		99.1%	54.8%	11.8%	62.0%	30.8%	31.2%	95.5%
Not working	1154	1122	589	96	732	318	415	896
%V	46.1%	45.8%	42.8%	40.3%	48.3%	43.9%	52.5%	40.8%
%H		97.2%	51.0%	8.3%	63.4%	27.6%	36.0%	77.6%
Housewife/Houseperson	1346	1307	695	117	824	353	471	1104
%V	53.8%	53.4%	50.5%	49.2%	54.3%	48.7%	59.5%	50.2%
%H		97.1%	51.6%	8.7%	61.2%	26.2%	35.0%	82.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1224	1194	677	122	732	360	372	1087
%H		97.5%	55.3%	10.0%	59.8%	29.4%	30.4%	88.8%
16 - 19	74	73	44	10	41	25	16	73
%V	6.0%	6.1%	6.5%	8.2%	5.6%	6.9%	4.3%	6.7%
%H		98.6%	59.5%	13.5%	55.4%	33.8%	21.6%	98.6%
20 - 24	96	89	48	12	45	22	22	94
%V	7.8%	7.5%	7.1%	9.8%	6.1%	6.1%	5.9%	8.6%
%H		92.7%	50.0%	12.5%	46.9%	22.9%	22.9%	97.9%
25 - 34	193	187	106	19	102	48	54	187
%V	15.8%	15.7%	15.7%	15.6%	13.9%	13.3%	14.5%	17.2%
%H		96.9%	54.9%	9.8%	52.8%	24.9%	28.0%	96.9%
35 - 44	171	168	99	17	96	48	48	163
%V	14.0%	14.1%	14.6%	13.9%	13.1%	13.3%	12.9%	15.0%
%H		98.2%	57.9%	9.9%	56.1%	28.1%	28.1%	95.3%
45 - 54	209	204	123	21	128	70	58	197
%V	17.1%	17.1%	18.2%	17.2%	17.5%	19.4%	15.6%	18.1%
%H		97.6%	58.9%	10.0%	61.2%	33.5%	27.8%	94.3%
55 - 64	190	186	105	21	122	62	60	169
%V	15.5%	15.6%	15.5%	17.2%	16.7%	17.2%	16.1%	15.5%
%H		97.9%	55.3%	11.1%	64.2%	32.6%	31.6%	88.9%
65+	290	287	152	23	198	85	113	204
%V	23.7%	24.0%	22.5%	18.9%	27.0%	23.6%	30.4%	18.8%
%H		99.0%	52.4%	7.9%	68.3%	29.3%	39.0%	70.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1224	1194	677	122	732	360	372	1087
%H		97.5%	55.3%	10.0%	59.8%	29.4%	30.4%	88.8%
AB	293	288	164	30	186	94	92	282
%V	23.9%	24.1%	24.2%	24.6%	25.4%	26.1%	24.7%	25.9%
%H		98.3%	56.0%	10.2%	63.5%	32.1%	31.4%	96.2%
C1	313	303	170	33	179	90	89	294
%V	25.6%	25.4%	25.1%	27.0%	24.5%	25.0%	23.9%	27.0%
%H		96.8%	54.3%	10.5%	57.2%	28.8%	28.4%	93.9%
C2	317	314	182	35	194	99	95	278
%V	25.9%	26.3%	26.9%	28.7%	26.5%	27.5%	25.5%	25.6%
%H		99.1%	57.4%	11.0%	61.2%	31.2%	30.0%	87.7%
D	204	197	114	22	113	57	57	169
%V	16.7%	16.5%	16.8%	18.0%	15.4%	15.8%	15.3%	15.5%
%H		96.6%	55.9%	10.8%	55.4%	27.9%	27.9%	82.8%
E	96	91	47	3	60	21	39	64
%V	7.8%	7.6%	6.9%	2.5%	8.2%	5.8%	10.5%	5.9%
%H		94.8%	49.0%	3.1%	62.5%	21.9%	40.6%	66.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 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+)	1224	1194	677	122	732	360	372	1087
%H		97.5%	55.3%	10.0%	59.8%	29.4%	30.4%	88.8%
Working full time	666	654	393	72	382	205	178	640
%V	54.4%	54.8%	58.1%	59.0%	52.2%	56.9%	47.8%	58.9%
%H		98.2%	59.0%	10.8%	57.4%	30.8%	26.7%	96.1%
Working part time	49	48	22	5	32	12	20	46
%V	4.0%	4.0%	3.2%	4.1%	4.4%	3.3%	5.4%	4.2%
%H		98.0%	44.9%	10.2%	65.3%	24.5%	40.8%	93.9%
Not working	509	492	262	45	318	143	174	400
%V	41.6%	41.2%	38.7%	36.9%	43.4%	39.7%	46.8%	36.8%
%H		96.7%	51.5%	8.8%	62.5%	28.1%	34.2%	78.6%
Housewife/Houseperson	278	261	121	22	164	54	110	195
%V	22.7%	21.9%	17.9%	18.0%	22.4%	15.0%	29.6%	17.9%
%H		93.9%	43.5%	7.9%	59.0%	19.4%	39.6%	70.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1279	1255	700	116	785	365	420	1111
%H		98.1%	54.7%	9.1%	61.4%	28.5%	32.8%	86.9%
16 - 19	65	63	42	4	36	21	15	63
%V	5.1%	5.0%	6.0%	3.4%	4.6%	5.8%	3.6%	5.7%
%H		96.9%	64.6%	6.2%	55.4%	32.3%	23.1%	96.9%
20 - 24	95	88	48	8	50	24	26	91
%V	7.4%	7.0%	6.9%	6.9%	6.4%	6.6%	6.2%	8.2%
%H		92.6%	50.5%	8.4%	52.6%	25.3%	27.4%	95.8%
25 - 34	190	184	102	20	103	46	56	184
%V	14.9%	14.7%	14.6%	17.2%	13.1%	12.6%	13.3%	16.6%
%H		96.8%	53.7%	10.5%	54.2%	24.2%	29.5%	96.8%
35 - 44	177	174	111	17	93	50	43	173
%V	13.8%	13.9%	15.9%	14.7%	11.8%	13.7%	10.2%	15.6%
%H		98.3%	62.7%	9.6%	52.5%	28.2%	24.3%	97.7%
45 - 54	219	216	126	22	138	71	66	210
%V	17.1%	17.2%	18.0%	19.0%	17.6%	19.5%	15.7%	18.9%
%H		98.6%	57.5%	10.0%	63.0%	32.4%	30.1%	95.9%
55 - 64	200	196	116	21	126	67	59	185
%V	15.6%	15.6%	16.6%	18.1%	16.1%	18.4%	14.0%	16.7%
%H		98.0%	58.0%	10.5%	63.0%	33.5%	29.5%	92.5%
65+	335	333	156	24	238	84	154	205
%V	26.2%	26.5%	22.3%	20.7%	30.3%	23.0%	36.7%	18.5%
%H		99.4%	46.6%	7.2%	71.0%	25.1%	46.0%	61.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1279	1255	700	116	785	365	420	1111
%H		98.1%	54.7%	9.1%	61.4%	28.5%	32.8%	86.9%
AB	285	281	156	29	184	91	93	272
%V	22.3%	22.4%	22.3%	25.0%	23.4%	24.9%	22.1%	24.5%
%H		98.6%	54.7%	10.2%	64.6%	31.9%	32.6%	95.4%
C1	360	351	197	34	215	103	112	328
%V	28.1%	28.0%	28.1%	29.3%	27.4%	28.2%	26.7%	29.5%
%H		97.5%	54.7%	9.4%	59.7%	28.6%	31.1%	91.1%
C2	272	271	160	27	169	86	82	247
%V	21.3%	21.6%	22.9%	23.3%	21.5%	23.6%	19.5%	22.2%
%H		99.6%	58.8%	9.9%	62.1%	31.6%	30.1%	90.8%
D	223	220	119	20	131	55	76	182
%V	17.4%	17.5%	17.0%	17.2%	16.7%	15.1%	18.1%	16.4%
%H		98.7%	53.4%	9.0%	58.7%	24.7%	34.1%	81.6%
E	138	133	69	6	86	30	56	83
%V	10.8%	10.6%	9.9%	5.2%	11.0%	8.2%	13.3%	7.5%
%H		96.4%	50.0%	4.3%	62.3%	21.7%	40.6%	60.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	1279	1255	700	116	785	365	420	1111
%H		98.1%	54.7%	9.1%	61.4%	28.5%	32.8%	86.9%
Working full time	462	454	273	45	265	135	130	451
%V	36.1%	36.2%	39.0%	38.8%	33.8%	37.0%	31.0%	40.6%
%H		98.3%	59.1%	9.7%	57.4%	29.2%	28.1%	97.6%
Working part time	172	171	99	20	105	56	49	165
%V	13.4%	13.6%	14.1%	17.2%	13.4%	15.3%	11.7%	14.9%
%H		99.4%	57.6%	11.6%	61.0%	32.6%	28.5%	95.9%
Not working	645	630	328	51	415	174	240	495
%V	50.4%	50.2%	46.9%	44.0%	52.9%	47.7%	57.1%	44.6%
%H		97.7%	50.9%	7.9%	64.3%	27.0%	37.2%	76.7%
Housewife/Houseperson	1067	1047	575	95	659	298	361	909
%V	83.4%	83.4%	82.1%	81.9%	83.9%	81.6%	86.0%	81.8%
%H		98.1%	53.9%	8.9%	61.8%	27.9%	33.8%	85.2%

Base: BBC Wales - 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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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	2715	2620	974	449	2013	841	1172	2221
%H (All HH)		96.5%	35.9%	16.5%	74.1%	31.0%	43.2%	81.8%
%H (TV HH)			37.2%	17.1%	76.8%	32.1%	44.7%	
AB	615	603	249	99	460	209	251	587
%V	22.7%	23.0%	25.6%	22.0%	22.9%	24.9%	21.4%	26.4%
%H (All HH)		98.0%	40.5%	16.1%	74.8%	34.0%	40.8%	95.4%
%H (TV HH)			41.3%	16.4%	76.3%	34.7%	41.6%	
C1	724	699	288	135	520	253	267	630
%V	26.7%	26.7%	29.6%	30.1%	25.8%	30.1%	22.8%	28.4%
%H (All HH)		96.5%	39.8%	18.6%	71.8%	34.9%	36.9%	87.0%
%H (TV HH)			41.2%	19.3%	74.4%	36.2%	38.2%	
C2	552	534	187	102	425	184	241	467
%V	20.3%	20.4%	19.2%	22.7%	21.1%	21.9%	20.6%	21.0%
%H (All HH)		96.7%	33.9%	18.5%	77.0%	33.3%	43.7%	84.6%
%H (TV HH)			35.0%	19.1%	79.6%	34.5%	45.1%	
D	482	460	163	76	347	126	221	347
%V	17.8%	17.6%	16.7%	16.9%	17.2%	15.0%	18.9%	15.6%
%H (All HH)		95.4%	33.8%	15.8%	72.0%	26.1%	45.9%	72.0%
%H (TV HH)			35.4%	16.5%	75.4%	27.4%	48.0%	
E	342	324	87	37	261	69	192	190
%V	12.6%	12.4%	8.9%	8.2%	13.0%	8.2%	16.4%	8.6%
%H (All HH)		94.7%	25.4%	10.8%	76.3%	20.2%	56.1%	55.6%
%H (TV HH)			26.9%	11.4%	80.6%	21.3%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Midlands West

Household level data

Table 14.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2715	2620	974	449	2013	841	1172	2221
%H (All HH)		96.5%	35.9%	16.5%	74.1%	31.0%	43.2%	81.8%
%H (TV HH)			37.2%	17.1%	76.8%	32.1%	44.7%	
Under 25	100	86	29	15	56	21	35	92
%V	3.7%	3.3%	3.0%	3.3%	2.8%	2.5%	3.0%	4.1%
%H (All HH)		86.0%	29.0%	15.0%	56.0%	21.0%	35.0%	92.0%
%H (TV HH)			33.7%	17.4%	65.1%	24.4%	40.7%	
25 - 34	418	390	149	68	255	100	156	393
%V	15.4%	14.9%	15.3%	15.1%	12.7%	11.9%	13.3%	17.7%
%H (All HH)		93.3%	35.6%	16.3%	61.0%	23.9%	37.3%	94.0%
%H (TV HH)			38.2%	17.4%	65.4%	25.6%	40.0%	
35 - 44	434	413	199	77	298	168	131	412
%V	16.0%	15.8%	20.4%	17.1%	14.8%	20.0%	11.2%	18.6%
%H (All HH)		95.2%	45.9%	17.7%	68.7%	38.7%	30.2%	94.9%
%H (TV HH)			48.2%	18.6%	72.2%	40.7%	31.7%	
45 - 54	534	519	228	106	395	206	189	497
%V	19.7%	19.8%	23.4%	23.6%	19.6%	24.5%	16.1%	22.4%
%H (All HH)		97.2%	42.7%	19.9%	74.0%	38.6%	35.4%	93.1%
%H (TV HH)			43.9%	20.4%	76.1%	39.7%	36.4%	
55 - 64	462	456	166	87	364	160	204	407
%V	17.0%	17.4%	17.0%	19.4%	18.1%	19.0%	17.4%	18.3%
%H (All HH)		98.7%	35.9%	18.8%	78.8%	34.6%	44.2%	88.1%
%H (TV HH)			36.4%	19.1%	79.8%	35.1%	44.7%	
65 +	766	755	202	96	645	187	457	420
%V	28.2%	28.8%	20.7%	21.4%	32.0%	22.2%	39.0%	18.9%
%H (All HH)		98.6%	26.4%	12.5%	84.2%	24.4%	59.7%	54.8%
%H (TV HH)			26.8%	12.7%	85.4%	24.8%	60.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	2715	2620	974	449	2013	841	1172	2221
%H (All HH)		96.5%	35.9%	16.5%	74.1%	31.0%	43.2%	81.8%
%H (TV HH)			37.2%	17.1%	76.8%	32.1%	44.7%	
1	813	768	187	84	636	150	485	476
%V	29.9%	29.3%	19.2%	18.7%	31.6%	17.8%	41.4%	21.4%
%H (All HH)		94.5%	23.0%	10.3%	78.2%	18.5%	59.7%	58.5%
%H (TV HH)			24.3%	10.9%	82.8%	19.5%	63.2%	
2	921	897	331	159	701	302	399	799
%V	33.9%	34.2%	34.0%	35.4%	34.8%	35.9%	34.0%	36.0%
%H (All HH)		97.4%	35.9%	17.3%	76.1%	32.8%	43.3%	86.8%
%H (TV HH)			36.9%	17.7%	78.1%	33.7%	44.5%	
3	426	413	186	83	300	159	141	404
%V	15.7%	15.8%	19.1%	18.5%	14.9%	18.9%	12.0%	18.2%
%H (All HH)		96.9%	43.7%	19.5%	70.4%	37.3%	33.1%	94.8%
%H (TV HH)			45.0%	20.1%	72.6%	38.5%	34.1%	
4	357	349	164	80	245	144	101	350
%V	13.1%	13.3%	16.8%	17.8%	12.2%	17.1%	8.6%	15.8%
%H (All HH)		97.8%	45.9%	22.4%	68.6%	40.3%	28.3%	98.0%
%H (TV HH)			47.0%	22.9%	70.2%	41.3%	28.9%	
5+	198	193	106	42	132	86	46	192
%V	7.3%	7.4%	10.9%	9.4%	6.6%	10.2%	3.9%	8.6%
%H (All HH)		97.5%	53.5%	21.2%	66.7%	43.4%	23.2%	97.0%
%H (TV HH)			54.9%	21.8%	68.4%	44.6%	23.8%	
Average HH size	2.38	2.39	2.73	2.70	2.31	2.72	2.01	2.59

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	2715	2620	974	449	2013	841	1172	2221
%H (All HH)		96.5%	35.9%	16.5%	74.1%	31.0%	43.2%	81.8%
%H (TV HH)			37.2%	17.1%	76.8%	32.1%	44.7%	
Without	1994	1918	641	303	1535	577	958	1524
%V	73.4%	73.2%	65.8%	67.5%	76.3%	68.6%	81.7%	68.6%
%H (All HH)		96.2%	32.1%	15.2%	77.0%	28.9%	48.0%	76.4%
%H (TV HH)			33.4%	15.8%	80.0%	30.1%	49.9%	
With	721	702	333	146	478	265	213	697
%V	26.6%	26.8%	34.2%	32.5%	23.7%	31.5%	18.2%	31.4%
%H (All HH)		97.4%	46.2%	20.2%	66.3%	36.8%	29.5%	96.7%
%H (TV HH)			47.4%	20.8%	68.1%	37.7%	30.3%	
0 - 3	259	249	115	51	160	83	77	247
%V	9.5%	9.5%	11.8%	11.4%	7.9%	9.9%	6.6%	11.1%
%H (All HH)		96.1%	44.4%	19.7%	61.8%	32.0%	29.7%	95.4%
%H (TV HH)			46.2%	20.5%	64.3%	33.3%	30.9%	
4 - 9	376	369	175	74	243	128	115	364
%V	13.8%	14.1%	18.0%	16.5%	12.1%	15.2%	9.8%	16.4%
%H (All HH)		98.1%	46.5%	19.7%	64.6%	34.0%	30.6%	96.8%
%H (TV HH)			47.4%	20.1%	65.9%	34.7%	31.2%	
10 - 15	349	344	168	75	245	143	101	340
%V	12.9%	13.1%	17.2%	16.7%	12.2%	17.0%	8.6%	15.3%
%H (All HH)		98.6%	48.1%	21.5%	70.2%	41.0%	28.9%	97.4%
%H (TV HH)			48.8%	21.8%	71.2%	41.6%	29.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	2715	2620	974	449	2013	841	1172	2221
%H (All HH)		96.5%	35.9%	16.5%	74.1%	31.0%	43.2%	81.8%
%H (TV HH)			37.2%	17.1%	76.8%	32.1%	44.7%	
1	1004	1004	289	133	714	165	550	728
%V	37.0%	38.3%	29.7%	29.6%	35.5%	19.6%	46.9%	32.8%
%H (All HH)		100.0%	28.8%	13.2%	71.1%	16.4%	54.8%	72.5%
%H (TV HH)			28.8%	13.2%	71.1%	16.4%	54.8%	
2	873	873	329	156	690	304	387	721
%V	32.2%	33.3%	33.8%	34.7%	34.3%	36.1%	33.0%	32.5%
%H (All HH)		100.0%	37.7%	17.9%	79.0%	34.8%	44.3%	82.6%
%H (TV HH)			37.7%	17.9%	79.0%	34.8%	44.3%	
3	442	442	203	91	354	205	150	411
%V	16.3%	16.9%	20.8%	20.3%	17.6%	24.4%	12.8%	18.5%
%H (All HH)		100.0%	45.9%	20.6%	80.1%	46.4%	33.9%	93.0%
%H (TV HH)			45.9%	20.6%	80.1%	46.4%	33.9%	
4	200	200	100	43	165	105	60	197
%V	7.4%	7.6%	10.3%	9.6%	8.2%	12.5%	5.1%	8.9%
%H (All HH)		100.0%	50.0%	21.5%	82.5%	52.5%	30.0%	98.5%
%H (TV HH)			50.0%	21.5%	82.5%	52.5%	30.0%	
5+	100	100	52	26	89	64	25	100
%V	3.7%	3.8%	5.3%	5.8%	4.4%	7.6%	2.1%	4.5%
%H (All HH)		100.0%	52.0%	26.0%	89.0%	64.0%	25.0%	100.0%
%H (TV HH)			52.0%	26.0%	89.0%	64.0%	25.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	2715	2620	974	449	2013	841	1172	2221
%H (All HH)		96.5%	35.9%	16.5%	74.1%	31.0%	43.2%	81.8%
%H (TV HH)			37.2%	17.1%	76.8%	32.1%	44.7%	
Under 20"	416	416	136	71	356	148	208	341
%V	15.3%	15.9%	14.0%	15.8%	17.7%	17.6%	17.7%	15.4%
%H (All HH)		100.0%	32.7%	17.1%	85.6%	35.6%	50.0%	82.0%
%H (TV HH)			32.7%	17.1%	85.6%	35.6%	50.0%	
20" - 29"	846	846	319	145	711	327	384	688
%V	31.2%	32.3%	32.8%	32.3%	35.3%	38.9%	32.8%	31.0%
%H (All HH)		100.0%	37.7%	17.1%	84.0%	38.7%	45.4%	81.3%
%H (TV HH)			37.7%	17.1%	84.0%	38.7%	45.4%	
30" - 39"	1347	1347	508	241	1078	481	596	1126
%V	49.6%	51.4%	52.2%	53.7%	53.6%	57.2%	50.9%	50.7%
%H (All HH)		100.0%	37.7%	17.9%	80.0%	35.7%	44.2%	83.6%
%H (TV HH)			37.7%	17.9%	80.0%	35.7%	44.2%	
40" - 49"	1257	1257	543	272	938	497	441	1140
%V	46.3%	48.0%	55.7%	60.6%	46.6%	59.1%	37.6%	51.3%
%H (All HH)		100.0%	43.2%	21.6%	74.6%	39.5%	35.1%	90.7%
%H (TV HH)			43.2%	21.6%	74.6%	39.5%	35.1%	
50" - 59"	342	342	175	76	238	148	90	331
%V	12.6%	13.1%	18.0%	16.9%	11.8%	17.6%	7.7%	14.9%
%H (All HH)		100.0%	51.2%	22.2%	69.6%	43.3%	26.3%	96.8%
%H (TV HH)			51.2%	22.2%	69.6%	43.3%	26.3%	
60"+	26	26	17	3	19	12	7	25
%V	1.0%	1.0%	1.7%	0.7%	0.9%	1.4%	0.6%	1.1%
%H (All HH)		100.0%	65.4%	11.5%	73.1%	46.2%	26.9%	96.2%
%H (TV HH)			65.4%	11.5%	73.1%	46.2%	26.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	2715	2620	974	449	2013	841	1172	2221
%H (All HH)		96.5%	35.9%	16.5%	74.1%	31.0%	43.2%	81.8%
%H (TV HH)			37.2%	17.1%	76.8%	32.1%	44.7%	
Main living room	2599	2599	968	446	2000	839	1161	2141
%V	95.7%	99.2%	99.4%	99.3%	99.4%	99.8%	99.1%	96.4%
%H (All HH)		100.0%	37.2%	17.2%	77.0%	32.3%	44.7%	82.4%
%H (TV HH)			37.2%	17.2%	77.0%	32.3%	44.7%	
Kitchen	314	314	135	53	271	142	129	274
%V	11.6%	12.0%	13.9%	11.8%	13.5%	16.9%	11.0%	12.3%
%H (All HH)		100.0%	43.0%	16.9%	86.3%	45.2%	41.1%	87.3%
%H (TV HH)			43.0%	16.9%	86.3%	45.2%	41.1%	
Adult's bedroom	1226	1226	532	241	993	532	461	1096
%V	45.2%	46.8%	54.6%	53.7%	49.3%	63.3%	39.3%	49.3%
%H (All HH)		100.0%	43.4%	19.7%	81.0%	43.4%	37.6%	89.4%
%H (TV HH)			43.4%	19.7%	81.0%	43.4%	37.6%	
Child's bedroom	265	265	133	58	199	125	74	260
%V	9.8%	10.1%	13.7%	12.9%	9.9%	14.9%	6.3%	11.7%
%H (All HH)		100.0%	50.2%	21.9%	75.1%	47.2%	27.9%	98.1%
%H (TV HH)			50.2%	21.9%	75.1%	47.2%	27.9%	
Other bedroom	174	174	85	34	142	84	57	164
%V	6.4%	6.6%	8.7%	7.6%	7.1%	10.0%	4.9%	7.4%
%H (All HH)		100.0%	48.9%	19.5%	81.6%	48.3%	32.8%	94.3%
%H (TV HH)			48.9%	19.5%	81.6%	48.3%	32.8%	
Second living/dining room	286	286	126	67	232	132	100	258
%V	10.5%	10.9%	12.9%	14.9%	11.5%	15.7%	8.5%	11.6%
%H (All HH)		100.0%	44.1%	23.4%	81.1%	46.2%	35.0%	90.2%
%H (TV HH)			44.1%	23.4%	81.1%	46.2%	35.0%	
Study/office	41	41	20	7	33	18	15	39
%V	1.5%	1.6%	2.1%	1.6%	1.6%	2.1%	1.3%	1.8%
%H (All HH)		100.0%	48.8%	17.1%	80.5%	43.9%	36.6%	95.1%
%H (TV HH)			48.8%	17.1%	80.5%	43.9%	36.6%	
TV room	15	15	11	1	10	8	2	15
%V	0.6%	0.6%	1.1%	0.2%	0.5%	1.0%	0.2%	0.7%
%H (All HH)		100.0%	73.3%	6.7%	66.7%	53.3%	13.3%	100.0%
%H (TV HH)			73.3%	6.7%	66.7%	53.3%	13.3%	
Conservatory	74	74	30	16	61	32	29	69
%V	2.7%	2.8%	3.1%	3.6%	3.0%	3.8%	2.5%	3.1%
%H (All HH)		100.0%	40.5%	21.6%	82.4%	43.2%	39.2%	93.2%
%H (TV HH)			40.5%	21.6%	82.4%	43.2%	39.2%	
Attic or loft room	3	3	2	1	2	2	1	3
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	66.7%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	66.7%	66.7%	33.3%	
No specific location	6	6	2	2	5	2	2	5
%V	0.2%	0.2%	0.2%	0.4%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	83.3%	33.3%	33.3%	83.3%
%H (TV HH)			33.3%	33.3%	83.3%	33.3%	33.3%	
Other	22	22	11	4	19	13	6	21
%V	0.8%	0.8%	1.1%	0.9%	0.9%	1.5%	0.5%	0.9%
%H (All HH)		100.0%	50.0%	18.2%	86.4%	59.1%	27.3%	95.5%
%H (TV HH)			50.0%	18.2%	86.4%	59.1%	27.3%	

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

July 2016 - June 2017

BBC Midlands West

Household level data

Table 14.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2715	2620	974	449	2013	841	1172	2221
%H (All HH)		96.5%	35.9%	16.5%	74.1%	31.0%	43.2%	81.8%
%H (TV HH)			37.2%	17.1%	76.8%	32.1%	44.7%	
Any DSAT provider	974	974	974	21	569	569	0	892
%V	35.9%	37.2%	100.0%	4.7%	28.3%	67.7%	0.0%	40.2%
%H (All HH)			100.0%	2.2%	58.4%	58.4%	0.0%	91.6%
%H (TV HH)			100.0%	2.2%	58.4%	58.4%	0.0%	
Sky with subscription	781	781	781	10	462	462	0	731
%V	28.8%	29.8%	80.2%	2.2%	23.0%	54.9%	0.0%	32.9%
%H (All HH)			100.0%	1.3%	59.2%	59.2%	0.0%	93.6%
%H (TV HH)			100.0%	1.3%	59.2%	59.2%	0.0%	
Sky without subscription	65	65	65	3	35	35	0	52
%V	2.4%	2.5%	6.7%	0.7%	1.7%	4.2%	0.0%	2.3%
%H (All HH)			100.0%	4.6%	53.8%	53.8%	0.0%	80.0%
%H (TV HH)			100.0%	4.6%	53.8%	53.8%	0.0%	
Freesat	105	105	105	7	68	68	0	93
%V	3.9%	4.0%	10.8%	1.6%	3.4%	8.1%	0.0%	4.2%
%H (All HH)			100.0%	6.7%	64.8%	64.8%	0.0%	88.6%
%H (TV HH)			100.0%	6.7%	64.8%	64.8%	0.0%	
Other satellite provider	57	57	57	1	27	27	0	51
%V	2.1%	2.2%	5.9%	0.2%	1.3%	3.2%	0.0%	2.3%
%H (All HH)			100.0%	1.8%	47.4%	47.4%	0.0%	89.5%
%H (TV HH)			100.0%	1.8%	47.4%	47.4%	0.0%	
DCAB	449	449	21	449	282	282	0	417
%V	16.5%	17.1%	2.2%	100.0%	14.0%	33.5%	0.0%	18.8%
%H (All HH)			4.7%	100.0%	62.8%	62.8%	0.0%	92.9%
%H (TV HH)			4.7%	100.0%	62.8%	62.8%	0.0%	
DTT	2013	2013	569	282	2013	841	1172	1612
%V	74.1%	76.8%	58.4%	62.8%	100.0%	100.0%	100.0%	72.6%
%H (All HH)		100.0%	28.3%	14.0%	100.0%	41.8%	58.2%	80.1%
%H (TV HH)			28.3%	14.0%	100.0%	41.8%	58.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands West

Household level data

Table 14.9: 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	2715	2620	974	449	2013	841	1172	2221
%H (All HH)		96.5%	35.9%	16.5%	74.1%	31.0%	43.2%	81.8%
%H (TV HH)			37.2%	17.1%	76.8%	32.1%	44.7%	
PVR	1592	1592	846	408	1120	764	356	1470
%V	58.6%	60.8%	86.9%	90.9%	55.6%	90.8%	30.4%	66.2%
%H (All HH)		100.0%	53.1%	25.6%	70.4%	48.0%	22.4%	92.3%
%H (TV HH)			53.1%	25.6%	70.4%	48.0%	22.4%	
DVDR	48	48	17	9	41	19	22	43
%V	1.8%	1.8%	1.7%	2.0%	2.0%	2.3%	1.9%	1.9%
%H (All HH)		100.0%	35.4%	18.8%	85.4%	39.6%	45.8%	89.6%
%H (TV HH)			35.4%	18.8%	85.4%	39.6%	45.8%	
VCR	20	20	6	2	18	6	12	11
%V	0.7%	0.8%	0.6%	0.4%	0.9%	0.7%	1.0%	0.5%
%H (All HH)		100.0%	30.0%	10.0%	90.0%	30.0%	60.0%	55.0%
%H (TV HH)			30.0%	10.0%	90.0%	30.0%	60.0%	
Any recorder	1619	1619	849	411	1146	768	378	1488
%V	59.6%	61.8%	87.2%	91.5%	56.9%	91.3%	32.3%	67.0%
%H (All HH)		100.0%	52.4%	25.4%	70.8%	47.4%	23.3%	91.9%
%H (TV HH)			52.4%	25.4%	70.8%	47.4%	23.3%	
Receives HDTV (via STB or built-in reception)	1746	1746	731	394	1351	710	640	1594
%V	64.3%	66.6%	75.1%	87.8%	67.1%	84.4%	54.6%	71.8%
%H (All HH)		100.0%	41.9%	22.6%	77.4%	40.7%	36.7%	91.3%
%H (TV HH)			41.9%	22.6%	77.4%	40.7%	36.7%	
DVD/Blu-ray player or recorder	1780	1780	713	315	1373	631	742	1557
%V	65.6%	67.9%	73.2%	70.2%	68.2%	75.0%	63.3%	70.1%
%H (All HH)		100.0%	40.1%	17.7%	77.1%	35.4%	41.7%	87.5%
%H (TV HH)			40.1%	17.7%	77.1%	35.4%	41.7%	

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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BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2715	2620	974	449	2013	841	1172	2221
%H (All HH)		96.5%	35.9%	16.5%	74.1%	31.0%	43.2%	81.8%
%H (TV HH)			37.2%	17.1%	76.8%	32.1%	44.7%	
Has broadband internet	2221	2156	892	417	1612	785	827	2221
%V	81.8%	82.3%	91.6%	92.9%	80.1%	93.3%	70.6%	100.0%
%H (All HH)		97.1%	40.2%	18.8%	72.6%	35.3%	37.2%	100.0%
%H (TV HH)			41.4%	19.3%	74.8%	36.4%	38.4%	
Number of computers (PCs and laptops)								
0	604	569	115	50	481	84	397	145
%V	22.2%	21.7%	11.8%	11.1%	23.9%	10.0%	33.9%	6.5%
%H (All HH)		94.2%	19.0%	8.3%	79.6%	13.9%	65.7%	24.0%
%H (TV HH)			20.2%	8.8%	84.5%	14.8%	69.8%	
1	726	695	248	121	520	208	312	694
%V	26.7%	26.5%	25.5%	26.9%	25.8%	24.7%	26.6%	31.2%
%H (All HH)		95.7%	34.2%	16.7%	71.6%	28.7%	43.0%	95.6%
%H (TV HH)			35.7%	17.4%	74.8%	29.9%	44.9%	
2	585	567	244	96	438	215	223	583
%V	21.5%	21.6%	25.1%	21.4%	21.8%	25.6%	19.0%	26.2%
%H (All HH)		96.9%	41.7%	16.4%	74.9%	36.8%	38.1%	99.7%
%H (TV HH)			43.0%	16.9%	77.2%	37.9%	39.3%	
3	341	335	144	75	248	137	111	340
%V	12.6%	12.8%	14.8%	16.7%	12.3%	16.3%	9.5%	15.3%
%H (All HH)		98.2%	42.2%	22.0%	72.7%	40.2%	32.6%	99.7%
%H (TV HH)			43.0%	22.4%	74.0%	40.9%	33.1%	
4	217	216	90	54	163	91	72	216
%V	8.0%	8.2%	9.2%	12.0%	8.1%	10.8%	6.1%	9.7%
%H (All HH)		99.5%	41.5%	24.9%	75.1%	41.9%	33.2%	99.5%
%H (TV HH)			41.7%	25.0%	75.5%	42.1%	33.3%	
5+	243	239	133	52	163	106	57	243
%V	9.0%	9.1%	13.7%	11.6%	8.1%	12.6%	4.9%	10.9%
%H (All HH)		98.4%	54.7%	21.4%	67.1%	43.6%	23.5%	100.0%
%H (TV HH)			55.6%	21.8%	68.2%	44.4%	23.8%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 2017

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5417	2247	1027	4298	2150	2147	4728
%H		41.5%	19.0%	79.3%	39.7%	39.6%	87.3%
Under 20"	516	169	88	446	189	258	433
%V	9.5%	7.5%	8.6%	10.4%	8.8%	12.0%	9.2%
%H		32.8%	17.1%	86.4%	36.6%	50.0%	83.9%
20" - 29"	1100	431	187	933	446	487	921
%V	20.3%	19.2%	18.2%	21.7%	20.7%	22.7%	19.5%
%H		39.2%	17.0%	84.8%	40.5%	44.3%	83.7%
30" - 39"	1713	695	321	1367	664	703	1473
%V	31.6%	30.9%	31.3%	31.8%	30.9%	32.7%	31.2%
%H		40.6%	18.7%	79.8%	38.8%	41.0%	86.0%
40" - 49"	1498	674	324	1115	616	499	1374
%V	27.7%	30.0%	31.5%	25.9%	28.7%	23.2%	29.1%
%H		45.0%	21.6%	74.4%	41.1%	33.3%	91.7%
50" - 59"	369	193	80	260	165	95	358
%V	6.8%	8.6%	7.8%	6.0%	7.7%	4.4%	7.6%
%H		52.3%	21.7%	70.5%	44.7%	25.7%	97.0%
60"+	26	17	3	19	12	7	25
%V	0.5%	0.8%	0.3%	0.4%	0.6%	0.3%	0.5%
%H		65.4%	11.5%	73.1%	46.2%	26.9%	96.2%
Don't know	196	69	25	156	58	98	145
%V	3.6%	3.1%	2.4%	3.6%	2.7%	4.6%	3.1%
%H		35.2%	12.8%	79.6%	29.6%	50.0%	74.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5417	2247	1027	4298	2150	2147	4728
%H		41.5%	19.0%	79.3%	39.7%	39.6%	87.3%
Main living room	2614	975	450	2011	846	1165	2155
%V	48.3%	43.4%	43.8%	46.8%	39.3%	54.3%	45.6%
%H		37.3%	17.2%	76.9%	32.4%	44.6%	82.4%
Kitchen	314	135	54	271	143	129	274
%V	5.8%	6.0%	5.3%	6.3%	6.7%	6.0%	5.8%
%H		43.0%	17.2%	86.3%	45.5%	41.1%	87.3%
Adult's bedroom	1463	644	303	1198	669	529	1328
%V	27.0%	28.7%	29.5%	27.9%	31.1%	24.6%	28.1%
%H		44.0%	20.7%	81.9%	45.7%	36.2%	90.8%
Child's bedroom	362	183	80	276	178	98	356
%V	6.7%	8.1%	7.8%	6.4%	8.3%	4.6%	7.5%
%H		50.6%	22.1%	76.2%	49.2%	27.1%	98.3%
Other bedroom	214	108	43	176	106	70	203
%V	4.0%	4.8%	4.2%	4.1%	4.9%	3.3%	4.3%
%H		50.5%	20.1%	82.2%	49.5%	32.7%	94.9%
Second living/dining room	288	126	67	233	133	101	259
%V	5.3%	5.6%	6.5%	5.4%	6.2%	4.7%	5.5%
%H		43.8%	23.3%	80.9%	46.2%	35.1%	89.9%
Study/office	41	20	7	33	18	15	39
%V	0.8%	0.9%	0.7%	0.8%	0.8%	0.7%	0.8%
%H		48.8%	17.1%	80.5%	43.9%	36.6%	95.1%
TV room	15	11	1	10	8	2	15
%V	0.3%	0.5%	0.1%	0.2%	0.4%	0.1%	0.3%
%H		73.3%	6.7%	66.7%	53.3%	13.3%	100.0%
Conservatory	74	30	16	61	32	29	69
%V	1.4%	1.3%	1.6%	1.4%	1.5%	1.4%	1.5%
%H		40.5%	21.6%	82.4%	43.2%	39.2%	93.2%
Attic or loft room	3	2	1	2	2	1	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%
%H		66.7%	33.3%	66.7%	66.7%	33.3%	100.0%
No specific location	6	2	2	5	2	2	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	83.3%	33.3%	33.3%	83.3%
Other	23	12	4	20	14	6	22
%V	0.4%	0.5%	0.4%	0.5%	0.7%	0.3%	0.5%
%H		52.2%	17.4%	87.0%	60.9%	26.1%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5417	2247	1027	4298	2150	2147	4728
%H		41.5%	19.0%	79.3%	39.7%	39.6%	87.3%
PVR	2200	1260	568	1474	1067	407	2060
%V	40.6%	56.1%	55.3%	34.3%	49.6%	19.0%	43.6%
%H		57.3%	25.8%	67.0%	48.5%	18.5%	93.6%
DVDR	51	19	10	44	22	22	47
%V	0.9%	0.8%	1.0%	1.0%	1.0%	1.0%	1.0%
%H		37.3%	19.6%	86.3%	43.1%	43.1%	92.2%
VCR	21	7	2	19	7	12	13
%V	0.4%	0.3%	0.2%	0.4%	0.3%	0.6%	0.3%
%H		33.3%	9.5%	90.5%	33.3%	57.1%	61.9%
Any recorder	2234	1266	571	1506	1073	433	2085
%V	41.2%	56.3%	55.6%	35.0%	49.9%	20.2%	44.1%
%H		56.7%	25.6%	67.4%	48.0%	19.4%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5417	2247	1027	4298	2150	2147	4728
%H		41.5%	19.0%	79.3%	39.7%	39.6%	87.3%
Receives HDTV (via STB or built-in reception)	2788	1234	650	2190	1248	941	2597
%V	51.5%	54.9%	63.3%	51.0%	58.0%	43.8%	54.9%
%H		44.3%	23.3%	78.6%	44.8%	33.8%	93.1%
DVD/Blu-ray player or recorder	2630	1122	493	2042	1026	1017	2370
%V	48.6%	49.9%	48.0%	47.5%	47.7%	47.4%	50.1%
%H		42.7%	18.7%	77.6%	39.0%	38.7%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Midlands West

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	2620	974	449	2013	841	1172	2156
%H		37.2%	17.1%	76.8%	32.1%	44.7%	82.3%
Under 20"	21	3	1	18	2	16	15
%V	0.8%	0.3%	0.2%	0.9%	0.2%	1.4%	0.7%
%H		14.3%	4.8%	85.7%	9.5%	76.2%	71.4%
20" - 29"	231	44	19	199	36	163	129
%V	8.8%	4.5%	4.2%	9.9%	4.3%	13.9%	6.0%
%H		19.0%	8.2%	86.1%	15.6%	70.6%	55.8%
30" - 39"	819	256	115	653	214	440	622
%V	31.3%	26.3%	25.6%	32.4%	25.4%	37.5%	28.8%
%H		31.3%	14.0%	79.7%	26.1%	53.7%	75.9%
40" - 49"	1119	466	234	840	426	414	1008
%V	42.7%	47.8%	52.1%	41.7%	50.7%	35.3%	46.8%
%H		41.6%	20.9%	75.1%	38.1%	37.0%	90.1%
50" - 59"	312	163	68	216	136	79	302
%V	11.9%	16.7%	15.1%	10.7%	16.2%	6.7%	14.0%
%H		52.2%	21.8%	69.2%	43.6%	25.3%	96.8%
60"+	22	15	3	16	11	5	21
%V	0.8%	1.5%	0.7%	0.8%	1.3%	0.4%	1.0%
%H		68.2%	13.6%	72.7%	50.0%	22.7%	95.5%
Don't know	96	26	9	72	16	56	60
%V	3.7%	2.7%	2.0%	3.6%	1.9%	4.8%	2.8%
%H		27.1%	9.4%	75.0%	16.7%	58.3%	62.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	2620	974	449	2013	841	1172	2156
%H		37.2%	17.1%	76.8%	32.1%	44.7%	82.3%
PVR	1561	833	402	1096	753	343	1442
%V	59.6%	85.5%	89.5%	54.4%	89.5%	29.3%	66.9%
%H		53.4%	25.8%	70.2%	48.2%	22.0%	92.4%
DVDR	42	15	8	36	17	20	38
%V	1.6%	1.5%	1.8%	1.8%	2.0%	1.7%	1.8%
%H		35.7%	19.0%	85.7%	40.5%	47.6%	90.5%
VCR	16	4	2	15	5	10	9
%V	0.6%	0.4%	0.4%	0.7%	0.6%	0.9%	0.4%
%H		25.0%	12.5%	93.8%	31.3%	62.5%	56.3%
Any recorder	1588	835	405	1121	757	364	1461
%V	60.6%	85.7%	90.2%	55.7%	90.0%	31.1%	67.8%
%H		52.6%	25.5%	70.6%	47.7%	22.9%	92.0%

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	2620	974	449	2013	841	1172	2156
%H		37.2%	17.1%	76.8%	32.1%	44.7%	82.3%
Receives HDTV (via STB or built-in reception)	1689	706	385	1301	684	617	1547
%V	64.5%	72.5%	85.7%	64.6%	81.3%	52.6%	71.8%
%H		41.8%	22.8%	77.0%	40.5%	36.5%	91.6%
DVD/Blu-ray player or recorder	1578	617	273	1218	544	675	1373
%V	60.2%	63.3%	60.8%	60.5%	64.7%	57.6%	63.7%
%H		39.1%	17.3%	77.2%	34.5%	42.8%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 14.18: 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	2798	1273	578	2284	1309	976	2572
%H		45.5%	20.7%	81.6%	46.8%	34.9%	91.9%
Under 20"	495	165	87	429	187	242	419
%V	17.7%	13.0%	15.1%	18.8%	14.3%	24.8%	16.3%
%H		33.3%	17.6%	86.7%	37.8%	48.9%	84.6%
20" - 29"	869	387	168	735	410	325	792
%V	31.1%	30.4%	29.1%	32.2%	31.3%	33.3%	30.8%
%H		44.5%	19.3%	84.6%	47.2%	37.4%	91.1%
30" - 39"	893	438	206	714	450	263	851
%V	31.9%	34.4%	35.6%	31.3%	34.4%	26.9%	33.1%
%H		49.0%	23.1%	80.0%	50.4%	29.5%	95.3%
40" - 49"	380	208	90	276	190	85	366
%V	13.6%	16.3%	15.6%	12.1%	14.5%	8.7%	14.2%
%H		54.7%	23.7%	72.6%	50.0%	22.4%	96.3%
50" - 59"	57	30	12	45	29	16	56
%V	2.0%	2.4%	2.1%	2.0%	2.2%	1.6%	2.2%
%H		52.6%	21.1%	78.9%	50.9%	28.1%	98.2%
60"+	4	2	0	3	1	2	4
%V	0.1%	0.2%	0.0%	0.1%	0.1%	0.2%	0.2%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	100.0%
Don't know	101	43	16	84	42	42	85
%V	3.6%	3.4%	2.8%	3.7%	3.2%	4.3%	3.3%
%H		42.6%	15.8%	83.2%	41.6%	41.6%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	2798	1273	578	2284	1309	976	2572
%H		45.5%	20.7%	81.6%	46.8%	34.9%	91.9%
PVR	639	427	166	378	314	64	618
%V	22.8%	33.5%	28.7%	16.5%	24.0%	6.6%	24.0%
%H		66.8%	26.0%	59.2%	49.1%	10.0%	96.7%
DVDR	9	5	2	7	5	2	9
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%	0.3%
%H		55.6%	22.2%	77.8%	55.6%	22.2%	100.0%
VCR	5	3	0	5	2	3	4
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		60.0%	0.0%	100.0%	40.0%	60.0%	80.0%
Any recorder	647	430	166	385	316	69	625
%V	23.1%	33.8%	28.7%	16.9%	24.1%	7.1%	24.3%
%H		66.5%	25.7%	59.5%	48.8%	10.7%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: 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	2798	1273	578	2284	1309	976	2572
%H		45.5%	20.7%	81.6%	46.8%	34.9%	91.9%
Receives HDTV (via STB or built-in reception)	1099	528	265	889	565	324	1051
%V	39.3%	41.5%	45.8%	38.9%	43.2%	33.2%	40.9%
%H		48.0%	24.1%	80.9%	51.4%	29.5%	95.6%
DVD/Blu-ray player or recorder	1052	505	221	824	482	342	997
%V	37.6%	39.7%	38.2%	36.1%	36.8%	35.0%	38.8%
%H		48.0%	21.0%	78.3%	45.8%	32.5%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

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	6459	6263	2654	1211	4641	2285	2356	5752
%H		97.0%	41.1%	18.7%	71.9%	35.4%	36.5%	89.1%
Total Children	1297	1267	604	264	848	467	381	1252
%V	20.1%	20.2%	22.8%	21.8%	18.3%	20.4%	16.2%	21.8%
%H		97.7%	46.6%	20.4%	65.4%	36.0%	29.4%	96.5%
0 - 3	312	298	138	61	191	97	94	299
%V	4.8%	4.8%	5.2%	5.0%	4.1%	4.2%	4.0%	5.2%
%H		95.5%	44.2%	19.6%	61.2%	31.1%	30.1%	95.8%
4 - 15	985	969	466	203	658	371	287	953
%V	15.3%	15.5%	17.6%	16.8%	14.2%	16.2%	12.2%	16.6%
%H		98.4%	47.3%	20.6%	66.8%	37.7%	29.1%	96.8%
4 - 9	512	503	239	104	328	179	149	494
%V	7.9%	8.0%	9.0%	8.6%	7.1%	7.8%	6.3%	8.6%
%H		98.2%	46.7%	20.3%	64.1%	35.0%	29.1%	96.5%
10 - 15	473	467	227	100	330	191	138	459
%V	7.3%	7.5%	8.6%	8.3%	7.1%	8.4%	5.9%	8.0%
%H		98.7%	48.0%	21.1%	69.8%	40.4%	29.2%	97.0%

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	6459	6263	2654	1211	4641	2285	2356	5752
%H		97.0%	41.1%	18.7%	71.9%	35.4%	36.5%	89.1%
Total Adults (16+)	5161	4997	2049	947	3793	1818	1975	4500
%V	79.9%	79.8%	77.2%	78.2%	81.7%	79.6%	83.8%	78.2%
%H		96.8%	39.7%	18.3%	73.5%	35.2%	38.3%	87.2%
16 - 19	301	297	153	63	224	144	80	296
%V	4.7%	4.7%	5.8%	5.2%	4.8%	6.3%	3.4%	5.1%
%H		98.7%	50.8%	20.9%	74.4%	47.8%	26.6%	98.3%
20 - 24	376	342	146	82	244	136	108	359
%V	5.8%	5.5%	5.5%	6.8%	5.3%	6.0%	4.6%	6.2%
%H		91.0%	38.8%	21.8%	64.9%	36.2%	28.7%	95.5%
25 - 34	856	803	331	168	535	255	280	816
%V	13.3%	12.8%	12.5%	13.9%	11.5%	11.2%	11.9%	14.2%
%H		93.8%	38.7%	19.6%	62.5%	29.8%	32.7%	95.3%
35 - 44	790	760	374	138	540	302	238	756
%V	12.2%	12.1%	14.1%	11.4%	11.6%	13.2%	10.1%	13.1%
%H		96.2%	47.3%	17.5%	68.4%	38.2%	30.1%	95.7%
45 - 54	912	893	402	194	682	376	306	864
%V	14.1%	14.3%	15.1%	16.0%	14.7%	16.5%	13.0%	15.0%
%H		97.9%	44.1%	21.3%	74.8%	41.2%	33.6%	94.7%
55 - 64	755	745	295	138	587	274	314	678
%V	11.7%	11.9%	11.1%	11.4%	12.6%	12.0%	13.3%	11.8%
%H		98.7%	39.1%	18.3%	77.7%	36.3%	41.6%	89.8%
65+	1171	1158	349	164	982	333	649	731
%V	18.1%	18.5%	13.1%	13.5%	21.2%	14.6%	27.5%	12.7%
%H		98.9%	29.8%	14.0%	83.9%	28.4%	55.4%	62.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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+)	5161	4997	2049	947	3793	1818	1975	4500
%H		96.8%	39.7%	18.3%	73.5%	35.2%	38.3%	87.2%
AB	1272	1250	551	223	947	473	473	1233
%V	24.6%	25.0%	26.9%	23.5%	25.0%	26.0%	23.9%	27.4%
%H		98.3%	43.3%	17.5%	74.4%	37.2%	37.2%	96.9%
C1	1403	1354	609	284	1004	555	449	1278
%V	27.2%	27.1%	29.7%	30.0%	26.5%	30.5%	22.7%	28.4%
%H		96.5%	43.4%	20.2%	71.6%	39.6%	32.0%	91.1%
C2	1094	1063	390	220	846	397	449	963
%V	21.2%	21.3%	19.0%	23.2%	22.3%	21.8%	22.7%	21.4%
%H		97.2%	35.6%	20.1%	77.3%	36.3%	41.0%	88.0%
D	908	868	362	154	629	273	356	727
%V	17.6%	17.4%	17.7%	16.3%	16.6%	15.0%	18.0%	16.2%
%H		95.6%	39.9%	17.0%	69.3%	30.1%	39.2%	80.1%
E	484	460	137	65	367	119	248	300
%V	9.4%	9.2%	6.7%	6.9%	9.7%	6.5%	12.6%	6.7%
%H		95.0%	28.3%	13.4%	75.8%	24.6%	51.2%	62.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	5161	4997	2049	947	3793	1818	1975	4500
%H		96.8%	39.7%	18.3%	73.5%	35.2%	38.3%	87.2%
Working full time	2422	2340	1066	474	1701	920	781	2331
%V	46.9%	46.8%	52.0%	50.1%	44.8%	50.6%	39.5%	51.8%
%H		96.6%	44.0%	19.6%	70.2%	38.0%	32.2%	96.2%
Working part time	451	441	183	96	327	166	162	425
%V	8.7%	8.8%	8.9%	10.1%	8.6%	9.1%	8.2%	9.4%
%H		97.8%	40.6%	21.3%	72.5%	36.8%	35.9%	94.2%
Not working	2289	2215	800	376	1765	732	1033	1744
%V	44.4%	44.3%	39.0%	39.7%	46.5%	40.3%	52.3%	38.8%
%H		96.8%	34.9%	16.4%	77.1%	32.0%	45.1%	76.2%
Housewife/Houseperson	2715	2620	974	449	2013	841	1172	2221
%V	52.6%	52.4%	47.5%	47.4%	53.1%	46.3%	59.3%	49.4%
%H		96.5%	35.9%	16.5%	74.1%	31.0%	43.2%	81.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2540	2431	1011	481	1832	905	927	2248
%H		95.7%	39.8%	18.9%	72.1%	35.6%	36.5%	88.5%
16 - 19	161	157	85	37	114	78	36	158
%V	6.3%	6.5%	8.4%	7.7%	6.2%	8.6%	3.9%	7.0%
%H		97.5%	52.8%	23.0%	70.8%	48.4%	22.4%	98.1%
20 - 24	197	172	73	47	123	72	51	190
%V	7.8%	7.1%	7.2%	9.8%	6.7%	8.0%	5.5%	8.5%
%H		87.3%	37.1%	23.9%	62.4%	36.5%	25.9%	96.4%
25 - 34	433	402	161	87	272	130	141	409
%V	17.0%	16.5%	15.9%	18.1%	14.8%	14.4%	15.2%	18.2%
%H		92.8%	37.2%	20.1%	62.8%	30.0%	32.6%	94.5%
35 - 44	387	366	173	66	259	136	123	369
%V	15.2%	15.1%	17.1%	13.7%	14.1%	15.0%	13.3%	16.4%
%H		94.6%	44.7%	17.1%	66.9%	35.1%	31.8%	95.3%
45 - 54	454	441	195	99	337	189	149	426
%V	17.9%	18.1%	19.3%	20.6%	18.4%	20.9%	16.1%	19.0%
%H		97.1%	43.0%	21.8%	74.2%	41.6%	32.8%	93.8%
55 - 64	371	364	149	64	286	134	152	332
%V	14.6%	15.0%	14.7%	13.3%	15.6%	14.8%	16.4%	14.8%
%H		98.1%	40.2%	17.3%	77.1%	36.1%	41.0%	89.5%
65+	537	530	175	81	441	165	276	364
%V	21.1%	21.8%	17.3%	16.8%	24.1%	18.2%	29.8%	16.2%
%H		98.7%	32.6%	15.1%	82.1%	30.7%	51.4%	67.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2540	2431	1011	481	1832	905	927	2248
%H		95.7%	39.8%	18.9%	72.1%	35.6%	36.5%	88.5%
AB	655	642	285	122	482	250	232	640
%V	25.8%	26.4%	28.2%	25.4%	26.3%	27.6%	25.0%	28.5%
%H		98.0%	43.5%	18.6%	73.6%	38.2%	35.4%	97.7%
C1	670	634	293	143	457	266	191	623
%V	26.4%	26.1%	29.0%	29.7%	24.9%	29.4%	20.6%	27.7%
%H		94.6%	43.7%	21.3%	68.2%	39.7%	28.5%	93.0%
C2	587	565	202	111	454	204	250	508
%V	23.1%	23.2%	20.0%	23.1%	24.8%	22.5%	27.0%	22.6%
%H		96.3%	34.4%	18.9%	77.3%	34.8%	42.6%	86.5%
D	431	406	172	74	294	131	163	353
%V	17.0%	16.7%	17.0%	15.4%	16.0%	14.5%	17.6%	15.7%
%H		94.2%	39.9%	17.2%	68.2%	30.4%	37.8%	81.9%
E	196	184	59	30	145	54	91	125
%V	7.7%	7.6%	5.8%	6.2%	7.9%	6.0%	9.8%	5.6%
%H		93.9%	30.1%	15.3%	74.0%	27.6%	46.4%	63.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2540	2431	1011	481	1832	905	927	2248
%H		95.7%	39.8%	18.9%	72.1%	35.6%	36.5%	88.5%
Working full time	1478	1416	635	293	1029	553	476	1412
%V	58.2%	58.2%	62.8%	60.9%	56.2%	61.1%	51.3%	62.8%
%H		95.8%	43.0%	19.8%	69.6%	37.4%	32.2%	95.5%
Working part time	96	90	36	14	69	30	39	88
%V	3.8%	3.7%	3.6%	2.9%	3.8%	3.3%	4.2%	3.9%
%H		93.8%	37.5%	14.6%	71.9%	31.3%	40.6%	91.7%
Not working	965	925	340	174	734	322	412	748
%V	38.0%	38.1%	33.6%	36.2%	40.1%	35.6%	44.4%	33.3%
%H		95.9%	35.2%	18.0%	76.1%	33.4%	42.7%	77.5%
Housewife/Houseperson	556	511	164	75	395	133	262	407
%V	21.9%	21.0%	16.2%	15.6%	21.6%	14.7%	28.3%	18.1%
%H		91.9%	29.5%	13.5%	71.0%	23.9%	47.1%	73.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2621	2565	1039	465	1961	913	1048	2252
%H		97.9%	39.6%	17.7%	74.8%	34.8%	40.0%	85.9%
16 - 19	140	140	68	26	110	66	44	137
%V	5.3%	5.5%	6.5%	5.6%	5.6%	7.2%	4.2%	6.1%
%H		100.0%	48.6%	18.6%	78.6%	47.1%	31.4%	97.9%
20 - 24	179	170	73	35	121	63	58	169
%V	6.8%	6.6%	7.0%	7.5%	6.2%	6.9%	5.5%	7.5%
%H		95.0%	40.8%	19.6%	67.6%	35.2%	32.4%	94.4%
25 - 34	423	401	170	81	263	124	139	407
%V	16.1%	15.6%	16.4%	17.4%	13.4%	13.6%	13.3%	18.1%
%H		94.8%	40.2%	19.1%	62.2%	29.3%	32.9%	96.2%
35 - 44	403	394	200	72	281	166	115	387
%V	15.4%	15.4%	19.2%	15.5%	14.3%	18.2%	11.0%	17.2%
%H		97.8%	49.6%	17.9%	69.7%	41.2%	28.5%	96.0%
45 - 54	458	452	207	95	345	188	157	438
%V	17.5%	17.6%	19.9%	20.4%	17.6%	20.6%	15.0%	19.4%
%H		98.7%	45.2%	20.7%	75.3%	41.0%	34.3%	95.6%
55 - 64	384	381	146	74	301	139	162	346
%V	14.7%	14.9%	14.1%	15.9%	15.3%	15.2%	15.5%	15.4%
%H		99.2%	38.0%	19.3%	78.4%	36.2%	42.2%	90.1%
65+	634	628	174	83	540	167	373	368
%V	24.2%	24.5%	16.7%	17.8%	27.5%	18.3%	35.6%	16.3%
%H		99.1%	27.4%	13.1%	85.2%	26.3%	58.8%	58.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2621	2565	1039	465	1961	913	1048	2252
%H		97.9%	39.6%	17.7%	74.8%	34.8%	40.0%	85.9%
AB	617	609	266	101	465	224	241	593
%V	23.5%	23.7%	25.6%	21.7%	23.7%	24.5%	23.0%	26.3%
%H		98.7%	43.1%	16.4%	75.4%	36.3%	39.1%	96.1%
C1	732	721	316	141	547	289	259	655
%V	27.9%	28.1%	30.4%	30.3%	27.9%	31.7%	24.7%	29.1%
%H		98.5%	43.2%	19.3%	74.7%	39.5%	35.4%	89.5%
C2	507	498	188	109	392	193	199	455
%V	19.3%	19.4%	18.1%	23.4%	20.0%	21.1%	19.0%	20.2%
%H		98.2%	37.1%	21.5%	77.3%	38.1%	39.3%	89.7%
D	477	462	190	80	335	142	193	374
%V	18.2%	18.0%	18.3%	17.2%	17.1%	15.6%	18.4%	16.6%
%H		96.9%	39.8%	16.8%	70.2%	29.8%	40.5%	78.4%
E	288	276	78	35	222	65	157	175
%V	11.0%	10.8%	7.5%	7.5%	11.3%	7.1%	15.0%	7.8%
%H		95.8%	27.1%	12.2%	77.1%	22.6%	54.5%	60.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	2621	2565	1039	465	1961	913	1048	2252
%H		97.9%	39.6%	17.7%	74.8%	34.8%	40.0%	85.9%
Working full time	943	924	431	181	672	367	305	920
%V	36.0%	36.0%	41.5%	38.9%	34.3%	40.2%	29.1%	40.9%
%H		98.0%	45.7%	19.2%	71.3%	38.9%	32.3%	97.6%
Working part time	355	351	148	82	258	135	123	337
%V	13.5%	13.7%	14.2%	17.6%	13.2%	14.8%	11.7%	15.0%
%H		98.9%	41.7%	23.1%	72.7%	38.0%	34.6%	94.9%
Not working	1323	1291	460	202	1031	411	621	996
%V	50.5%	50.3%	44.3%	43.4%	52.6%	45.0%	59.3%	44.2%
%H		97.6%	34.8%	15.3%	77.9%	31.1%	46.9%	75.3%
Housewife/Houseperson	2158	2109	810	374	1618	708	910	1813
%V	82.3%	82.2%	78.0%	80.4%	82.5%	77.5%	86.8%	80.5%
%H		97.7%	37.5%	17.3%	75.0%	32.8%	42.2%	84.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	987	943	311	186	714	284	430	822
%H (All HH)		95.5%	31.5%	18.8%	72.3%	28.8%	43.6%	83.3%
%H (TV HH)			33.0%	19.7%	75.7%	30.1%	45.6%	
AB	203	196	73	40	142	65	77	195
%V	20.6%	20.8%	23.5%	21.5%	19.9%	22.9%	17.9%	23.7%
%H (All HH)		96.6%	36.0%	19.7%	70.0%	32.0%	37.9%	96.1%
%H (TV HH)			37.2%	20.4%	72.4%	33.2%	39.3%	
C1	254	240	82	47	186	78	107	231
%V	25.7%	25.5%	26.4%	25.3%	26.1%	27.5%	24.9%	28.1%
%H (All HH)		94.5%	32.3%	18.5%	73.2%	30.7%	42.1%	90.9%
%H (TV HH)			34.2%	19.6%	77.5%	32.5%	44.6%	
C2	210	204	73	45	155	72	83	183
%V	21.3%	21.6%	23.5%	24.2%	21.7%	25.4%	19.3%	22.3%
%H (All HH)		97.1%	34.8%	21.4%	73.8%	34.3%	39.5%	87.1%
%H (TV HH)			35.8%	22.1%	76.0%	35.3%	40.7%	
D	188	177	57	32	130	45	85	141
%V	19.0%	18.8%	18.3%	17.2%	18.2%	15.8%	19.8%	17.2%
%H (All HH)		94.1%	30.3%	17.0%	69.1%	23.9%	45.2%	75.0%
%H (TV HH)			32.2%	18.1%	73.4%	25.4%	48.0%	
E	132	126	26	22	101	24	77	72
%V	13.4%	13.4%	8.4%	11.8%	14.1%	8.5%	17.9%	8.8%
%H (All HH)		95.5%	19.7%	16.7%	76.5%	18.2%	58.3%	54.5%
%H (TV HH)			20.6%	17.5%	80.2%	19.0%	61.1%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Midlands East

Household level data

Table 15.2: Housewife Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	987	943	311	186	714	284	430	822
%H (All HH)		95.5%	31.5%	18.8%	72.3%	28.8%	43.6%	83.3%
%H (TV HH)			33.0%	19.7%	75.7%	30.1%	45.6%	
Under 25	48	40	7	6	29	7	22	47
%V	4.9%	4.2%	2.3%	3.2%	4.1%	2.5%	5.1%	5.7%
%H (All HH)		83.3%	14.6%	12.5%	60.4%	14.6%	45.8%	97.9%
%H (TV HH)			17.5%	15.0%	72.5%	17.5%	55.0%	
25 - 34	163	148	58	27	94	38	56	154
%V	16.5%	15.7%	18.6%	14.5%	13.2%	13.4%	13.0%	18.7%
%H (All HH)		90.8%	35.6%	16.6%	57.7%	23.3%	34.4%	94.5%
%H (TV HH)			39.2%	18.2%	63.5%	25.7%	37.8%	
35 - 44	166	156	68	35	107	57	50	160
%V	16.8%	16.5%	21.9%	18.8%	15.0%	20.1%	11.6%	19.5%
%H (All HH)		94.0%	41.0%	21.1%	64.5%	34.3%	30.1%	96.4%
%H (TV HH)			43.6%	22.4%	68.6%	36.5%	32.1%	
45 - 54	188	185	66	41	140	65	74	179
%V	19.0%	19.6%	21.2%	22.0%	19.6%	22.9%	17.2%	21.8%
%H (All HH)		98.4%	35.1%	21.8%	74.5%	34.6%	39.4%	95.2%
%H (TV HH)			35.7%	22.2%	75.7%	35.1%	40.0%	
55 - 64	158	153	49	34	124	53	71	132
%V	16.0%	16.2%	15.8%	18.3%	17.4%	18.7%	16.5%	16.1%
%H (All HH)		96.8%	31.0%	21.5%	78.5%	33.5%	44.9%	83.5%
%H (TV HH)			32.0%	22.2%	81.0%	34.6%	46.4%	
65 +	264	261	63	43	222	64	157	149
%V	26.7%	27.7%	20.3%	23.1%	31.1%	22.5%	36.5%	18.1%
%H (All HH)		98.9%	23.9%	16.3%	84.1%	24.2%	59.5%	56.4%
%H (TV HH)			24.1%	16.5%	85.1%	24.5%	60.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	987	943	311	186	714	284	430	822
%H (All HH)		95.5%	31.5%	18.8%	72.3%	28.8%	43.6%	83.3%
%H (TV HH)			33.0%	19.7%	75.7%	30.1%	45.6%	
1	297	280	53	38	227	42	185	182
%V	30.1%	29.7%	17.0%	20.4%	31.8%	14.8%	43.0%	22.1%
%H (All HH)		94.3%	17.8%	12.8%	76.4%	14.1%	62.3%	61.3%
%H (TV HH)			18.9%	13.6%	81.1%	15.0%	66.1%	
2	337	326	108	68	257	113	144	299
%V	34.1%	34.6%	34.7%	36.6%	36.0%	39.8%	33.5%	36.4%
%H (All HH)		96.7%	32.0%	20.2%	76.3%	33.5%	42.7%	88.7%
%H (TV HH)			33.1%	20.9%	78.8%	34.7%	44.2%	
3	151	147	64	32	108	61	47	143
%V	15.3%	15.6%	20.6%	17.2%	15.1%	21.5%	10.9%	17.4%
%H (All HH)		97.4%	42.4%	21.2%	71.5%	40.4%	31.1%	94.7%
%H (TV HH)			43.5%	21.8%	73.5%	41.5%	32.0%	
4	121	114	52	27	77	44	33	119
%V	12.3%	12.1%	16.7%	14.5%	10.8%	15.5%	7.7%	14.5%
%H (All HH)		94.2%	43.0%	22.3%	63.6%	36.4%	27.3%	98.3%
%H (TV HH)			45.6%	23.7%	67.5%	38.6%	28.9%	
5+	81	76	33	21	44	25	20	79
%V	8.2%	8.1%	10.6%	11.3%	6.2%	8.8%	4.7%	9.6%
%H (All HH)		93.8%	40.7%	25.9%	54.3%	30.9%	24.7%	97.5%
%H (TV HH)			43.4%	27.6%	57.9%	32.9%	26.3%	
Average HH size	2.37	2.37	2.74	2.63	2.26	2.67	1.99	2.57

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 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	987	943	311	186	714	284	430	822
%H (All HH)		95.5%	31.5%	18.8%	72.3%	28.8%	43.6%	83.3%
%H (TV HH)			33.0%	19.7%	75.7%	30.1%	45.6%	
Without	724	689	191	131	552	195	357	567
%V	73.4%	73.1%	61.4%	70.4%	77.3%	68.7%	83.0%	69.0%
%H (All HH)		95.2%	26.4%	18.1%	76.2%	26.9%	49.3%	78.3%
%H (TV HH)			27.7%	19.0%	80.1%	28.3%	51.8%	
With	263	254	121	55	162	89	73	256
%V	26.6%	26.9%	38.9%	29.6%	22.7%	31.3%	17.0%	31.1%
%H (All HH)		96.6%	46.0%	20.9%	61.6%	33.8%	27.8%	97.3%
%H (TV HH)			47.6%	21.7%	63.8%	35.0%	28.7%	
0 - 3	96	91	43	18	56	30	26	94
%V	9.7%	9.7%	13.8%	9.7%	7.8%	10.6%	6.0%	11.4%
%H (All HH)		94.8%	44.8%	18.8%	58.3%	31.3%	27.1%	97.9%
%H (TV HH)			47.3%	19.8%	61.5%	33.0%	28.6%	
4 - 9	144	138	67	27	85	43	42	139
%V	14.6%	14.6%	21.5%	14.5%	11.9%	15.1%	9.8%	16.9%
%H (All HH)		95.8%	46.5%	18.8%	59.0%	29.9%	29.2%	96.5%
%H (TV HH)			48.6%	19.6%	61.6%	31.2%	30.4%	
10 - 15	122	119	58	29	78	47	31	120
%V	12.4%	12.6%	18.6%	15.6%	10.9%	16.5%	7.2%	14.6%
%H (All HH)		97.5%	47.5%	23.8%	63.9%	38.5%	25.4%	98.4%
%H (TV HH)			48.7%	24.4%	65.5%	39.5%	26.1%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	987	943	311	186	714	284	430	822
%H (All HH)		95.5%	31.5%	18.8%	72.3%	28.8%	43.6%	83.3%
%H (TV HH)			33.0%	19.7%	75.7%	30.1%	45.6%	
1	406	406	94	63	288	55	232	303
%V	41.1%	43.1%	30.2%	33.9%	40.3%	19.4%	54.0%	36.9%
%H (All HH)		100.0%	23.2%	15.5%	70.9%	13.5%	57.1%	74.6%
%H (TV HH)			23.2%	15.5%	70.9%	13.5%	57.1%	
2	309	309	107	69	238	107	131	267
%V	31.3%	32.8%	34.4%	37.1%	33.3%	37.7%	30.5%	32.5%
%H (All HH)		100.0%	34.6%	22.3%	77.0%	34.6%	42.4%	86.4%
%H (TV HH)			34.6%	22.3%	77.0%	34.6%	42.4%	
3	146	146	68	33	118	73	46	138
%V	14.8%	15.5%	21.9%	17.7%	16.5%	25.7%	10.7%	16.8%
%H (All HH)		100.0%	46.6%	22.6%	80.8%	50.0%	31.5%	94.5%
%H (TV HH)			46.6%	22.6%	80.8%	50.0%	31.5%	
4	53	53	25	13	46	31	15	52
%V	5.4%	5.6%	8.0%	7.0%	6.4%	10.9%	3.5%	6.3%
%H (All HH)		100.0%	47.2%	24.5%	86.8%	58.5%	28.3%	98.1%
%H (TV HH)			47.2%	24.5%	86.8%	58.5%	28.3%	
5+	29	29	17	6	25	18	6	28
%V	2.9%	3.1%	5.5%	3.2%	3.5%	6.3%	1.4%	3.4%
%H (All HH)		100.0%	58.6%	20.7%	86.2%	62.1%	20.7%	96.6%
%H (TV HH)			58.6%	20.7%	86.2%	62.1%	20.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	987	943	311	186	714	284	430	822
%H (All HH)		95.5%	31.5%	18.8%	72.3%	28.8%	43.6%	83.3%
%H (TV HH)			33.0%	19.7%	75.7%	30.1%	45.6%	
Under 20"	125	125	39	26	112	51	60	107
%V	12.7%	13.3%	12.5%	14.0%	15.7%	18.0%	14.0%	13.0%
%H (All HH)		100.0%	31.2%	20.8%	89.6%	40.8%	48.0%	85.6%
%H (TV HH)			31.2%	20.8%	89.6%	40.8%	48.0%	
20" - 29"	295	295	106	55	240	106	133	247
%V	29.9%	31.3%	34.1%	29.6%	33.6%	37.3%	30.9%	30.0%
%H (All HH)		100.0%	35.9%	18.6%	81.4%	35.9%	45.1%	83.7%
%H (TV HH)			35.9%	18.6%	81.4%	35.9%	45.1%	
30" - 39"	480	480	153	103	379	161	217	398
%V	48.6%	50.9%	49.2%	55.4%	53.1%	56.7%	50.5%	48.4%
%H (All HH)		100.0%	31.9%	21.5%	79.0%	33.5%	45.2%	82.9%
%H (TV HH)			31.9%	21.5%	79.0%	33.5%	45.2%	
40" - 49"	453	453	187	97	332	167	164	413
%V	45.9%	48.0%	60.1%	52.2%	46.5%	58.8%	38.1%	50.2%
%H (All HH)		100.0%	41.3%	21.4%	73.3%	36.9%	36.2%	91.2%
%H (TV HH)			41.3%	21.4%	73.3%	36.9%	36.2%	
50" - 59"	120	120	58	25	85	48	37	115
%V	12.2%	12.7%	18.6%	13.4%	11.9%	16.9%	8.6%	14.0%
%H (All HH)		100.0%	48.3%	20.8%	70.8%	40.0%	30.8%	95.8%
%H (TV HH)			48.3%	20.8%	70.8%	40.0%	30.8%	
60"+	9	9	4	2	4	2	3	7
%V	0.9%	1.0%	1.3%	1.1%	0.6%	0.7%	0.7%	0.9%
%H (All HH)		100.0%	44.4%	22.2%	44.4%	22.2%	33.3%	77.8%
%H (TV HH)			44.4%	22.2%	44.4%	22.2%	33.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	987	943	311	186	714	284	430	822
%H (All HH)		95.5%	31.5%	18.8%	72.3%	28.8%	43.6%	83.3%
%H (TV HH)			33.0%	19.7%	75.7%	30.1%	45.6%	
Main living room	937	937	309	184	710	284	427	783
%V	94.9%	99.4%	99.4%	98.9%	99.4%	100.0%	99.3%	95.3%
%H (All HH)		100.0%	33.0%	19.6%	75.8%	30.3%	45.6%	83.6%
%H (TV HH)			33.0%	19.6%	75.8%	30.3%	45.6%	
Kitchen	95	95	38	22	81	45	36	82
%V	9.6%	10.1%	12.2%	11.8%	11.3%	15.8%	8.4%	10.0%
%H (All HH)		100.0%	40.0%	23.2%	85.3%	47.4%	37.9%	86.3%
%H (TV HH)			40.0%	23.2%	85.3%	47.4%	37.9%	
Adult's bedroom	403	403	165	91	328	182	147	368
%V	40.8%	42.7%	53.1%	48.9%	45.9%	64.1%	34.2%	44.8%
%H (All HH)		100.0%	40.9%	22.6%	81.4%	45.2%	36.5%	91.3%
%H (TV HH)			40.9%	22.6%	81.4%	45.2%	36.5%	
Child's bedroom	80	80	41	18	56	36	21	77
%V	8.1%	8.5%	13.2%	9.7%	7.8%	12.7%	4.9%	9.4%
%H (All HH)		100.0%	51.3%	22.5%	70.0%	45.0%	26.3%	96.3%
%H (TV HH)			51.3%	22.5%	70.0%	45.0%	26.3%	
Other bedroom	68	68	30	17	55	34	21	64
%V	6.9%	7.2%	9.6%	9.1%	7.7%	12.0%	4.9%	7.8%
%H (All HH)		100.0%	44.1%	25.0%	80.9%	50.0%	30.9%	94.1%
%H (TV HH)			44.1%	25.0%	80.9%	50.0%	30.9%	
Second living/dining room	96	96	43	22	74	43	32	88
%V	9.7%	10.2%	13.8%	11.8%	10.4%	15.1%	7.4%	10.7%
%H (All HH)		100.0%	44.8%	22.9%	77.1%	44.8%	33.3%	91.7%
%H (TV HH)			44.8%	22.9%	77.1%	44.8%	33.3%	
Study/office	14	14	6	2	12	7	5	13
%V	1.4%	1.5%	1.9%	1.1%	1.7%	2.5%	1.2%	1.6%
%H (All HH)		100.0%	42.9%	14.3%	85.7%	50.0%	35.7%	92.9%
%H (TV HH)			42.9%	14.3%	85.7%	50.0%	35.7%	
TV room	6	6	1	2	5	2	3	6
%V	0.6%	0.6%	0.3%	1.1%	0.7%	0.7%	0.7%	0.7%
%H (All HH)		100.0%	16.7%	33.3%	83.3%	33.3%	50.0%	100.0%
%H (TV HH)			16.7%	33.3%	83.3%	33.3%	50.0%	
Conservatory	19	19	8	6	16	10	5	18
%V	1.9%	2.0%	2.6%	3.2%	2.2%	3.5%	1.2%	2.2%
%H (All HH)		100.0%	42.1%	31.6%	84.2%	52.6%	26.3%	94.7%
%H (TV HH)			42.1%	31.6%	84.2%	52.6%	26.3%	
Attic or loft room	2	2	0	1	1	1	0	2
%V	0.2%	0.2%	0.0%	0.5%	0.1%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	50.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			0.0%	50.0%	50.0%	50.0%	0.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	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	7	7	5	1	7	5	2	7
%V	0.7%	0.7%	1.6%	0.5%	1.0%	1.8%	0.5%	0.9%
%H (All HH)		100.0%	71.4%	14.3%	100.0%	71.4%	28.6%	100.0%
%H (TV HH)			71.4%	14.3%	100.0%	71.4%	28.6%	

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

July 2016 - June 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	987	943	311	186	714	284	430	822
%H (All HH)		95.5%	31.5%	18.8%	72.3%	28.8%	43.6%	83.3%
%H (TV HH)			33.0%	19.7%	75.7%	30.1%	45.6%	
Any DSAT provider	311	311	311	6	182	182	0	288
%V	31.5%	33.0%	100.0%	3.2%	25.5%	64.1%	0.0%	35.0%
%H (All HH)			100.0%	1.9%	58.5%	58.5%	0.0%	92.6%
%H (TV HH)			100.0%	1.9%	58.5%	58.5%	0.0%	
Sky with subscription	254	254	254	1	147	147	0	239
%V	25.7%	26.9%	81.7%	0.5%	20.6%	51.8%	0.0%	29.1%
%H (All HH)			100.0%	0.4%	57.9%	57.9%	0.0%	94.1%
%H (TV HH)			100.0%	0.4%	57.9%	57.9%	0.0%	
Sky without subscription	12	12	12	1	7	7	0	10
%V	1.2%	1.3%	3.9%	0.5%	1.0%	2.5%	0.0%	1.2%
%H (All HH)			100.0%	8.3%	58.3%	58.3%	0.0%	83.3%
%H (TV HH)			100.0%	8.3%	58.3%	58.3%	0.0%	
Freesat	33	33	33	2	21	21	0	29
%V	3.3%	3.5%	10.6%	1.1%	2.9%	7.4%	0.0%	3.5%
%H (All HH)			100.0%	6.1%	63.6%	63.6%	0.0%	87.9%
%H (TV HH)			100.0%	6.1%	63.6%	63.6%	0.0%	
Other satellite provider	22	22	22	1	15	15	0	20
%V	2.2%	2.3%	7.1%	0.5%	2.1%	5.3%	0.0%	2.4%
%H (All HH)			100.0%	4.5%	68.2%	68.2%	0.0%	90.9%
%H (TV HH)			100.0%	4.5%	68.2%	68.2%	0.0%	
DCAB	186	186	6	186	105	105	0	170
%V	18.8%	19.7%	1.9%	100.0%	14.7%	37.0%	0.0%	20.7%
%H (All HH)			3.2%	100.0%	56.5%	56.5%	0.0%	91.4%
%H (TV HH)			3.2%	100.0%	56.5%	56.5%	0.0%	
DTT	714	714	182	105	714	284	430	581
%V	72.3%	75.7%	58.5%	56.5%	100.0%	100.0%	100.0%	70.7%
%H (All HH)		100.0%	25.5%	14.7%	100.0%	39.8%	60.2%	81.4%
%H (TV HH)			25.5%	14.7%	100.0%	39.8%	60.2%	

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

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BBC Midlands East

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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	987	943	311	186	714	284	430	822
%H (All HH)		95.5%	31.5%	18.8%	72.3%	28.8%	43.6%	83.3%
%H (TV HH)			33.0%	19.7%	75.7%	30.1%	45.6%	
PVR	559	559	275	156	388	257	131	517
%V	56.6%	59.3%	88.4%	83.9%	54.3%	90.5%	30.5%	62.9%
%H (All HH)		100.0%	49.2%	27.9%	69.4%	46.0%	23.4%	92.5%
%H (TV HH)			49.2%	27.9%	69.4%	46.0%	23.4%	
DVDR	16	16	4	3	15	4	10	12
%V	1.6%	1.7%	1.3%	1.6%	2.1%	1.4%	2.3%	1.5%
%H (All HH)		100.0%	25.0%	18.8%	93.8%	25.0%	62.5%	75.0%
%H (TV HH)			25.0%	18.8%	93.8%	25.0%	62.5%	
VCR	6	6	0	0	6	1	5	4
%V	0.6%	0.6%	0.0%	0.0%	0.8%	0.4%	1.2%	0.5%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	16.7%	83.3%	66.7%
%H (TV HH)			0.0%	0.0%	100.0%	16.7%	83.3%	
Any recorder	570	570	276	157	398	257	141	523
%V	57.8%	60.4%	88.7%	84.4%	55.7%	90.5%	32.8%	63.6%
%H (All HH)		100.0%	48.4%	27.5%	69.8%	45.1%	24.7%	91.8%
%H (TV HH)			48.4%	27.5%	69.8%	45.1%	24.7%	
Receives HDTV (via STB or built-in reception)	648	648	246	153	491	238	253	582
%V	65.7%	68.7%	79.1%	82.3%	68.8%	83.8%	58.8%	70.8%
%H (All HH)		100.0%	38.0%	23.6%	75.8%	36.7%	39.0%	89.8%
%H (TV HH)			38.0%	23.6%	75.8%	36.7%	39.0%	
DVD/Blu-ray player or recorder	658	658	232	139	499	222	277	576
%V	66.7%	69.8%	74.6%	74.7%	69.9%	78.2%	64.4%	70.1%
%H (All HH)		100.0%	35.3%	21.1%	75.8%	33.7%	42.1%	87.5%
%H (TV HH)			35.3%	21.1%	75.8%	33.7%	42.1%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	987	943	311	186	714	284	430	822
%H (All HH)		95.5%	31.5%	18.8%	72.3%	28.8%	43.6%	83.3%
%H (TV HH)			33.0%	19.7%	75.7%	30.1%	45.6%	
Has broadband internet	822	789	288	170	581	267	314	822
%V	83.3%	83.7%	92.6%	91.4%	81.4%	94.0%	73.0%	100.0%
%H (All HH)		96.0%	35.0%	20.7%	70.7%	32.5%	38.2%	100.0%
%H (TV HH)			36.5%	21.5%	73.6%	33.8%	39.8%	
Number of computers (PCs and laptops)								
0	204	191	37	22	158	28	130	50
%V	20.7%	20.3%	11.9%	11.8%	22.1%	9.9%	30.2%	6.1%
%H (All HH)		93.6%	18.1%	10.8%	77.5%	13.7%	63.7%	24.5%
%H (TV HH)			19.4%	11.5%	82.7%	14.7%	68.1%	
1	273	263	83	49	203	75	128	265
%V	27.7%	27.9%	26.7%	26.3%	28.4%	26.4%	29.8%	32.2%
%H (All HH)		96.3%	30.4%	17.9%	74.4%	27.5%	46.9%	97.1%
%H (TV HH)			31.6%	18.6%	77.2%	28.5%	48.7%	
2	221	211	73	46	153	67	87	220
%V	22.4%	22.4%	23.5%	24.7%	21.4%	23.6%	20.2%	26.8%
%H (All HH)		95.5%	33.0%	20.8%	69.2%	30.3%	39.4%	99.5%
%H (TV HH)			34.6%	21.8%	72.5%	31.8%	41.2%	
3	130	124	51	29	93	52	41	129
%V	13.2%	13.1%	16.4%	15.6%	13.0%	18.3%	9.5%	15.7%
%H (All HH)		95.4%	39.2%	22.3%	71.5%	40.0%	31.5%	99.2%
%H (TV HH)			41.1%	23.4%	75.0%	41.9%	33.1%	
4	71	68	32	16	49	28	21	71
%V	7.2%	7.2%	10.3%	8.6%	6.9%	9.9%	4.9%	8.6%
%H (All HH)		95.8%	45.1%	22.5%	69.0%	39.4%	29.6%	100.0%
%H (TV HH)			47.1%	23.5%	72.1%	41.2%	30.9%	
5+	88	85	35	23	57	34	24	88
%V	8.9%	9.0%	11.3%	12.4%	8.0%	12.0%	5.6%	10.7%
%H (All HH)		96.6%	39.8%	26.1%	64.8%	38.6%	27.3%	100.0%
%H (TV HH)			41.2%	27.1%	67.1%	40.0%	28.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
July 2016 - June 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	1833	705	389	1433	708	725	1611
%H		38.5%	21.2%	78.2%	38.6%	39.6%	87.9%
Under 20"	158	52	32	141	67	74	135
%V	8.6%	7.4%	8.2%	9.8%	9.5%	10.2%	8.4%
%H		32.9%	20.3%	89.2%	42.4%	46.8%	85.4%
20" - 29"	372	132	72	306	139	167	315
%V	20.3%	18.7%	18.5%	21.4%	19.6%	23.0%	19.6%
%H		35.5%	19.4%	82.3%	37.4%	44.9%	84.7%
30" - 39"	590	204	131	466	219	247	501
%V	32.2%	28.9%	33.7%	32.5%	30.9%	34.1%	31.1%
%H		34.6%	22.2%	79.0%	37.1%	41.9%	84.9%
40" - 49"	527	231	111	385	203	182	486
%V	28.8%	32.8%	28.5%	26.9%	28.7%	25.1%	30.2%
%H		43.8%	21.1%	73.1%	38.5%	34.5%	92.2%
50" - 59"	133	67	27	96	57	39	129
%V	7.3%	9.5%	6.9%	6.7%	8.1%	5.4%	8.0%
%H		50.4%	20.3%	72.2%	42.9%	29.3%	97.0%
60"+	9	4	2	5	2	3	8
%V	0.5%	0.6%	0.5%	0.3%	0.3%	0.4%	0.5%
%H		44.4%	22.2%	55.6%	22.2%	33.3%	88.9%
Don't know	43	15	14	34	21	12	38
%V	2.3%	2.1%	3.6%	2.4%	3.0%	1.7%	2.4%
%H		34.9%	32.6%	79.1%	48.8%	27.9%	88.4%

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 15.12: 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	1833	705	389	1433	708	725	1611
%H		38.5%	21.2%	78.2%	38.6%	39.6%	87.9%
Main living room	941	310	185	714	285	429	787
%V	51.3%	44.0%	47.6%	49.8%	40.3%	59.2%	48.9%
%H		32.9%	19.7%	75.9%	30.3%	45.6%	83.6%
Kitchen	95	38	22	81	45	36	82
%V	5.2%	5.4%	5.7%	5.7%	6.4%	5.0%	5.1%
%H		40.0%	23.2%	85.3%	47.4%	37.9%	86.3%
Adult's bedroom	466	201	106	382	222	160	430
%V	25.4%	28.5%	27.2%	26.7%	31.4%	22.1%	26.7%
%H		43.1%	22.7%	82.0%	47.6%	34.3%	92.3%
Child's bedroom	105	54	23	75	48	28	102
%V	5.7%	7.7%	5.9%	5.2%	6.8%	3.9%	6.3%
%H		51.4%	21.9%	71.4%	45.7%	26.7%	97.1%
Other bedroom	81	37	19	66	39	26	76
%V	4.4%	5.2%	4.9%	4.6%	5.5%	3.6%	4.7%
%H		45.7%	23.5%	81.5%	48.1%	32.1%	93.8%
Second living/dining room	97	44	22	75	43	32	89
%V	5.3%	6.2%	5.7%	5.2%	6.1%	4.4%	5.5%
%H		45.4%	22.7%	77.3%	44.3%	33.0%	91.8%
Study/office	14	6	2	12	7	5	13
%V	0.8%	0.9%	0.5%	0.8%	1.0%	0.7%	0.8%
%H		42.9%	14.3%	85.7%	50.0%	35.7%	92.9%
TV room	6	1	2	5	2	3	6
%V	0.3%	0.1%	0.5%	0.3%	0.3%	0.4%	0.4%
%H		16.7%	33.3%	83.3%	33.3%	50.0%	100.0%
Conservatory	19	8	6	16	10	5	18
%V	1.0%	1.1%	1.5%	1.1%	1.4%	0.7%	1.1%
%H		42.1%	31.6%	84.2%	52.6%	26.3%	94.7%
Attic or loft room	2	0	1	1	1	0	2
%V	0.1%	0.0%	0.3%	0.1%	0.1%	0.0%	0.1%
%H		0.0%	50.0%	50.0%	50.0%	0.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	7	5	1	7	5	2	7
%V	0.4%	0.7%	0.3%	0.5%	0.7%	0.3%	0.4%
%H		71.4%	14.3%	100.0%	71.4%	28.6%	100.0%

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 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1833	705	389	1433	708	725	1611
%H		38.5%	21.2%	78.2%	38.6%	39.6%	87.9%
PVR	742	398	207	494	350	144	695
%V	40.5%	56.5%	53.2%	34.5%	49.4%	19.9%	43.1%
%H		53.6%	27.9%	66.6%	47.2%	19.4%	93.7%
DVDR	16	4	3	15	4	10	12
%V	0.9%	0.6%	0.8%	1.0%	0.6%	1.4%	0.7%
%H		25.0%	18.8%	93.8%	25.0%	62.5%	75.0%
VCR	6	0	0	6	1	5	4
%V	0.3%	0.0%	0.0%	0.4%	0.1%	0.7%	0.2%
%H		0.0%	0.0%	100.0%	16.7%	83.3%	66.7%
Any recorder	754	400	208	506	352	154	703
%V	41.1%	56.7%	53.5%	35.3%	49.7%	21.2%	43.6%
%H		53.1%	27.6%	67.1%	46.7%	20.4%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1833	705	389	1433	708	725	1611
%H		38.5%	21.2%	78.2%	38.6%	39.6%	87.9%
Receives HDTV (via STB or built-in reception)	978	407	240	753	413	340	899
%V	53.4%	57.7%	61.7%	52.5%	58.3%	46.9%	55.8%
%H		41.6%	24.5%	77.0%	42.2%	34.8%	91.9%
DVD/Blu-ray player or recorder	970	374	223	746	380	366	868
%V	52.9%	53.0%	57.3%	52.1%	53.7%	50.5%	53.9%
%H		38.6%	23.0%	76.9%	39.2%	37.7%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	943	311	186	714	284	430	789
%H		33.0%	19.7%	75.7%	30.1%	45.6%	83.7%
Under 20"	11	0	1	10	1	9	8
%V	1.2%	0.0%	0.5%	1.4%	0.4%	2.1%	1.0%
%H		0.0%	9.1%	90.9%	9.1%	81.8%	72.7%
20" - 29"	86	15	13	72	17	55	58
%V	9.1%	4.8%	7.0%	10.1%	6.0%	12.8%	7.4%
%H		17.4%	15.1%	83.7%	19.8%	64.0%	67.4%
30" - 39"	299	66	56	238	68	170	224
%V	31.7%	21.2%	30.1%	33.3%	23.9%	39.5%	28.4%
%H		22.1%	18.7%	79.6%	22.7%	56.9%	74.9%
40" - 49"	412	166	88	300	146	154	373
%V	43.7%	53.4%	47.3%	42.0%	51.4%	35.8%	47.3%
%H		40.3%	21.4%	72.8%	35.4%	37.4%	90.5%
50" - 59"	109	54	20	77	43	34	105
%V	11.6%	17.4%	10.8%	10.8%	15.1%	7.9%	13.3%
%H		49.5%	18.3%	70.6%	39.4%	31.2%	96.3%
60"+	8	4	2	3	1	2	6
%V	0.8%	1.3%	1.1%	0.4%	0.4%	0.5%	0.8%
%H		50.0%	25.0%	37.5%	12.5%	25.0%	75.0%
Don't know	18	7	4	13	7	7	14
%V	1.9%	2.3%	2.2%	1.8%	2.5%	1.6%	1.8%
%H		38.9%	22.2%	72.2%	38.9%	38.9%	77.8%

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 15.16: 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	943	311	186	714	284	430	789
%H		33.0%	19.7%	75.7%	30.1%	45.6%	83.7%
PVR	548	272	154	379	253	126	507
%V	58.1%	87.5%	82.8%	53.1%	89.1%	29.3%	64.3%
%H		49.6%	28.1%	69.2%	46.2%	23.0%	92.5%
DVDR	14	2	2	12	3	10	9
%V	1.5%	0.6%	1.1%	1.7%	1.1%	2.3%	1.1%
%H		14.3%	14.3%	85.7%	21.4%	71.4%	64.3%
VCR	5	0	0	5	1	5	4
%V	0.5%	0.0%	0.0%	0.7%	0.4%	1.2%	0.5%
%H		0.0%	0.0%	100.0%	20.0%	100.0%	80.0%
Any recorder	559	273	154	389	254	135	513
%V	59.3%	87.8%	82.8%	54.5%	89.4%	31.4%	65.0%
%H		48.8%	27.5%	69.6%	45.4%	24.2%	91.8%

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	943	311	186	714	284	430	789
%H		33.0%	19.7%	75.7%	30.1%	45.6%	83.7%
Receives HDTV (via STB or built-in reception)	627	242	150	472	233	240	565
%V	66.5%	77.8%	80.6%	66.1%	82.0%	55.8%	71.6%
%H		38.6%	23.9%	75.3%	37.2%	38.3%	90.1%
DVD/Blu-ray player or recorder	592	206	124	450	198	253	515
%V	62.8%	66.2%	66.7%	63.0%	69.7%	58.8%	65.3%
%H		34.8%	20.9%	76.0%	33.4%	42.7%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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	890	394	203	719	424	295	822
%H		44.3%	22.8%	80.8%	47.6%	33.1%	92.4%
Under 20"	147	52	30	131	66	65	126
%V	16.5%	13.2%	14.8%	18.2%	15.6%	22.0%	15.3%
%H		35.4%	20.4%	89.1%	44.9%	44.2%	85.7%
20" - 29"	286	117	59	235	122	113	257
%V	32.1%	29.7%	29.1%	32.7%	28.8%	38.3%	31.3%
%H		40.9%	20.6%	82.2%	42.7%	39.5%	89.9%
30" - 39"	291	138	75	228	151	77	277
%V	32.7%	35.0%	36.9%	31.7%	35.6%	26.1%	33.7%
%H		47.4%	25.8%	78.4%	51.9%	26.5%	95.2%
40" - 49"	115	64	23	84	56	28	113
%V	12.9%	16.2%	11.3%	11.7%	13.2%	9.5%	13.7%
%H		55.7%	20.0%	73.0%	48.7%	24.3%	98.3%
50" - 59"	24	14	7	19	14	5	24
%V	2.7%	3.6%	3.4%	2.6%	3.3%	1.7%	2.9%
%H		58.3%	29.2%	79.2%	58.3%	20.8%	100.0%
60"+	2	0	0	2	0	1	2
%V	0.2%	0.0%	0.0%	0.3%	0.0%	0.3%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	50.0%	100.0%
Don't know	25	9	10	21	15	6	24
%V	2.8%	2.3%	4.9%	2.9%	3.5%	2.0%	2.9%
%H		36.0%	40.0%	84.0%	60.0%	24.0%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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	890	394	203	719	424	295	822
%H		44.3%	22.8%	80.8%	47.6%	33.1%	92.4%
PVR	194	126	53	115	97	18	188
%V	21.8%	32.0%	26.1%	16.0%	22.9%	6.1%	22.9%
%H		64.9%	27.3%	59.3%	50.0%	9.3%	96.9%
DVDR	3	1	1	2	2	1	3
%V	0.3%	0.3%	0.5%	0.3%	0.5%	0.3%	0.4%
%H		33.3%	33.3%	66.7%	66.7%	33.3%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	195	127	53	117	98	18	189
%V	21.9%	32.2%	26.1%	16.3%	23.1%	6.1%	23.0%
%H		65.1%	27.2%	60.0%	50.3%	9.2%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	890	394	203	719	424	295	822
%H		44.3%	22.8%	80.8%	47.6%	33.1%	92.4%
Receives HDTV (via STB or built-in reception)	351	165	91	281	181	100	334
%V	39.4%	41.9%	44.8%	39.1%	42.7%	33.9%	40.6%
%H		47.0%	25.9%	80.1%	51.6%	28.5%	95.2%
DVD/Blu-ray player or recorder	377	168	98	296	183	113	353
%V	42.4%	42.6%	48.3%	41.2%	43.2%	38.3%	42.9%
%H		44.6%	26.0%	78.5%	48.5%	30.0%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2342	2239	852	489	1613	757	855	2113
%H		95.6%	36.4%	20.9%	68.9%	32.3%	36.5%	90.2%
Total Children	470	452	215	100	280	151	129	458
%V	20.1%	20.2%	25.2%	20.4%	17.4%	19.9%	15.1%	21.7%
%H		96.2%	45.7%	21.3%	59.6%	32.1%	27.4%	97.4%
0 - 3	110	103	47	21	66	35	31	106
%V	4.7%	4.6%	5.5%	4.3%	4.1%	4.6%	3.6%	5.0%
%H		93.6%	42.7%	19.1%	60.0%	31.8%	28.2%	96.4%
4 - 15	360	349	168	79	214	116	99	352
%V	15.4%	15.6%	19.7%	16.2%	13.3%	15.3%	11.6%	16.7%
%H		96.9%	46.7%	21.9%	59.4%	32.2%	27.5%	97.8%
4 - 9	191	183	88	36	109	54	56	185
%V	8.2%	8.2%	10.3%	7.4%	6.8%	7.1%	6.5%	8.8%
%H		95.8%	46.1%	18.8%	57.1%	28.3%	29.3%	96.9%
10 - 15	169	166	80	43	105	62	43	167
%V	7.2%	7.4%	9.4%	8.8%	6.5%	8.2%	5.0%	7.9%
%H		98.2%	47.3%	25.4%	62.1%	36.7%	25.4%	98.8%

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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DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2342	2239	852	489	1613	757	855	2113
%H		95.6%	36.4%	20.9%	68.9%	32.3%	36.5%	90.2%
Total Adults (16+)	1872	1787	637	389	1332	606	726	1654
%V	79.9%	79.8%	74.8%	79.6%	82.6%	80.1%	84.9%	78.3%
%H		95.5%	34.0%	20.8%	71.2%	32.4%	38.8%	88.4%
16 - 19	113	101	45	27	70	41	29	112
%V	4.8%	4.5%	5.3%	5.5%	4.3%	5.4%	3.4%	5.3%
%H		89.4%	39.8%	23.9%	61.9%	36.3%	25.7%	99.1%
20 - 24	168	151	35	36	107	44	63	165
%V	7.2%	6.7%	4.1%	7.4%	6.6%	5.8%	7.4%	7.8%
%H		89.9%	20.8%	21.4%	63.7%	26.2%	37.5%	98.2%
25 - 34	314	288	116	60	192	91	100	299
%V	13.4%	12.9%	13.6%	12.3%	11.9%	12.0%	11.7%	14.2%
%H		91.7%	36.9%	19.1%	61.1%	29.0%	31.8%	95.2%
35 - 44	292	276	123	59	183	96	88	281
%V	12.5%	12.3%	14.4%	12.1%	11.3%	12.7%	10.3%	13.3%
%H		94.5%	42.1%	20.2%	62.7%	32.9%	30.1%	96.2%
45 - 54	316	312	118	74	238	123	115	303
%V	13.5%	13.9%	13.8%	15.1%	14.8%	16.2%	13.5%	14.3%
%H		98.7%	37.3%	23.4%	75.3%	38.9%	36.4%	95.9%
55 - 64	265	259	92	60	206	96	110	236
%V	11.3%	11.6%	10.8%	12.3%	12.8%	12.7%	12.9%	11.2%
%H		97.7%	34.7%	22.6%	77.7%	36.2%	41.5%	89.1%
65+	403	399	107	73	336	115	222	258
%V	17.2%	17.8%	12.6%	14.9%	20.8%	15.2%	26.0%	12.2%
%H		99.0%	26.6%	18.1%	83.4%	28.5%	55.1%	64.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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+)		1872	1787	637	389	1332	606	726	1654
	%H		95.5%	34.0%	20.8%	71.2%	32.4%	38.8%	88.4%
AB		409	398	153	89	288	141	147	400
	%V	21.8%	22.3%	24.0%	22.9%	21.6%	23.3%	20.2%	24.2%
	%H		97.3%	37.4%	21.8%	70.4%	34.5%	35.9%	97.8%
C1		509	471	164	101	356	162	194	481
	%V	27.2%	26.4%	25.7%	26.0%	26.7%	26.7%	26.7%	29.1%
	%H		92.5%	32.2%	19.8%	69.9%	31.8%	38.1%	94.5%
C2		430	420	163	99	318	165	153	389
	%V	23.0%	23.5%	25.6%	25.4%	23.9%	27.2%	21.1%	23.5%
	%H		97.7%	37.9%	23.0%	74.0%	38.4%	35.6%	90.5%
D		337	317	114	63	232	95	136	272
	%V	18.0%	17.7%	17.9%	16.2%	17.4%	15.7%	18.7%	16.4%
	%H		94.1%	33.8%	18.7%	68.8%	28.2%	40.4%	80.7%
E		185	180	43	38	138	42	96	112
	%V	9.9%	10.1%	6.8%	9.8%	10.4%	6.9%	13.2%	6.8%
	%H		97.3%	23.2%	20.5%	74.6%	22.7%	51.9%	60.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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+)	1872	1787	637	389	1332	606	726	1654
%H		95.5%	34.0%	20.8%	71.2%	32.4%	38.8%	88.4%
Working full time	842	813	336	175	593	311	282	815
%V	45.0%	45.5%	52.7%	45.0%	44.5%	51.3%	38.8%	49.3%
%H		96.6%	39.9%	20.8%	70.4%	36.9%	33.5%	96.8%
Working part time	210	202	73	54	148	75	74	198
%V	11.2%	11.3%	11.5%	13.9%	11.1%	12.4%	10.2%	12.0%
%H		96.2%	34.8%	25.7%	70.5%	35.7%	35.2%	94.3%
Not working	820	773	228	159	590	221	370	642
%V	43.8%	43.3%	35.8%	40.9%	44.3%	36.5%	51.0%	38.8%
%H		94.3%	27.8%	19.4%	72.0%	27.0%	45.1%	78.3%
Housewife/Houseperson	987	943	311	186	714	284	430	822
%V	52.7%	52.8%	48.8%	47.8%	53.6%	46.9%	59.2%	49.7%
%H		95.5%	31.5%	18.8%	72.3%	28.8%	43.6%	83.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	919	872	314	191	646	298	348	819
%H		94.9%	34.2%	20.8%	70.3%	32.4%	37.9%	89.1%
16 - 19	60	56	26	13	38	23	16	59
%V	6.5%	6.4%	8.3%	6.8%	5.9%	7.7%	4.6%	7.2%
%H		93.3%	43.3%	21.7%	63.3%	38.3%	26.7%	98.3%
20 - 24	82	75	18	19	51	22	29	80
%V	8.9%	8.6%	5.7%	9.9%	7.9%	7.4%	8.3%	9.8%
%H		91.5%	22.0%	23.2%	62.2%	26.8%	35.4%	97.6%
25 - 34	161	144	54	34	99	50	49	155
%V	17.5%	16.5%	17.2%	17.8%	15.3%	16.8%	14.1%	18.9%
%H		89.4%	33.5%	21.1%	61.5%	31.1%	30.4%	96.3%
35 - 44	147	138	59	25	92	42	50	139
%V	16.0%	15.8%	18.8%	13.1%	14.2%	14.1%	14.4%	17.0%
%H		93.9%	40.1%	17.0%	62.6%	28.6%	34.0%	94.6%
45 - 54	153	151	57	37	114	59	55	145
%V	16.6%	17.3%	18.2%	19.4%	17.6%	19.8%	15.8%	17.7%
%H		98.7%	37.3%	24.2%	74.5%	38.6%	35.9%	94.8%
55 - 64	133	130	45	30	104	47	57	116
%V	14.5%	14.9%	14.3%	15.7%	16.1%	15.8%	16.4%	14.2%
%H		97.7%	33.8%	22.6%	78.2%	35.3%	42.9%	87.2%
65+	182	180	55	34	148	56	92	124
%V	19.8%	20.6%	17.5%	17.8%	22.9%	18.8%	26.4%	15.1%
%H		98.9%	30.2%	18.7%	81.3%	30.8%	50.5%	68.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 2017

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+)	919	872	314	191	646	298	348	819
%H		94.9%	34.2%	20.8%	70.3%	32.4%	37.9%	89.1%
AB	204	198	74	46	142	69	72	200
%V	22.2%	22.7%	23.6%	24.1%	22.0%	23.2%	20.7%	24.4%
%H		97.1%	36.3%	22.5%	69.6%	33.8%	35.3%	98.0%
C1	237	222	77	47	167	77	90	225
%V	25.8%	25.5%	24.5%	24.6%	25.9%	25.8%	25.9%	27.5%
%H		93.7%	32.5%	19.8%	70.5%	32.5%	38.0%	94.9%
C2	227	219	86	49	163	83	81	205
%V	24.7%	25.1%	27.4%	25.7%	25.2%	27.9%	23.3%	25.0%
%H		96.5%	37.9%	21.6%	71.8%	36.6%	35.7%	90.3%
D	164	150	55	30	111	47	64	138
%V	17.8%	17.2%	17.5%	15.7%	17.2%	15.8%	18.4%	16.8%
%H		91.5%	33.5%	18.3%	67.7%	28.7%	39.0%	84.1%
E	87	84	21	19	64	22	42	51
%V	9.5%	9.6%	6.7%	9.9%	9.9%	7.4%	12.1%	6.2%
%H		96.6%	24.1%	21.8%	73.6%	25.3%	48.3%	58.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	919	872	314	191	646	298	348	819
%H		94.9%	34.2%	20.8%	70.3%	32.4%	37.9%	89.1%
Working full time	528	506	201	114	367	187	180	508
%V	57.5%	58.0%	64.0%	59.7%	56.8%	62.8%	51.7%	62.0%
%H		95.8%	38.1%	21.6%	69.5%	35.4%	34.1%	96.2%
Working part time	45	41	13	9	32	14	18	40
%V	4.9%	4.7%	4.1%	4.7%	5.0%	4.7%	5.2%	4.9%
%H		91.1%	28.9%	20.0%	71.1%	31.1%	40.0%	88.9%
Not working	346	326	100	68	248	97	150	271
%V	37.6%	37.4%	31.8%	35.6%	38.4%	32.6%	43.1%	33.1%
%H		94.2%	28.9%	19.7%	71.7%	28.0%	43.4%	78.3%
Housewife/Houseperson	219	203	49	35	156	42	114	163
%V	23.8%	23.3%	15.6%	18.3%	24.1%	14.1%	32.8%	19.9%
%H		92.7%	22.4%	16.0%	71.2%	19.2%	52.1%	74.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	953	914	323	198	686	308	378	836
%H		95.9%	33.9%	20.8%	72.0%	32.3%	39.7%	87.7%
16 - 19	52	46	19	14	32	19	13	52
%V	5.5%	5.0%	5.9%	7.1%	4.7%	6.2%	3.4%	6.2%
%H		88.5%	36.5%	26.9%	61.5%	36.5%	25.0%	100.0%
20 - 24	87	76	17	17	56	22	34	85
%V	9.1%	8.3%	5.3%	8.6%	8.2%	7.1%	9.0%	10.2%
%H		87.4%	19.5%	19.5%	64.4%	25.3%	39.1%	97.7%
25 - 34	154	144	62	26	92	41	51	145
%V	16.2%	15.8%	19.2%	13.1%	13.4%	13.3%	13.5%	17.3%
%H		93.5%	40.3%	16.9%	59.7%	26.6%	33.1%	94.2%
35 - 44	145	139	65	34	92	54	38	141
%V	15.2%	15.2%	20.1%	17.2%	13.4%	17.5%	10.1%	16.9%
%H		95.9%	44.8%	23.4%	63.4%	37.2%	26.2%	97.2%
45 - 54	163	161	62	38	124	64	60	158
%V	17.1%	17.6%	19.2%	19.2%	18.1%	20.8%	15.9%	18.9%
%H		98.8%	38.0%	23.3%	76.1%	39.3%	36.8%	96.9%
55 - 64	132	129	46	31	102	50	53	121
%V	13.9%	14.1%	14.2%	15.7%	14.9%	16.2%	14.0%	14.5%
%H		97.7%	34.8%	23.5%	77.3%	37.9%	40.2%	91.7%
65+	221	219	52	39	188	59	130	134
%V	23.2%	24.0%	16.1%	19.7%	27.4%	19.2%	34.4%	16.0%
%H		99.1%	23.5%	17.6%	85.1%	26.7%	58.8%	60.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	953	914	323	198	686	308	378	836
%H		95.9%	33.9%	20.8%	72.0%	32.3%	39.7%	87.7%
AB	205	201	79	43	147	72	75	201
%V	21.5%	22.0%	24.5%	21.7%	21.4%	23.4%	19.8%	24.0%
%H		98.0%	38.5%	21.0%	71.7%	35.1%	36.6%	98.0%
C1	273	249	87	53	189	85	104	256
%V	28.6%	27.2%	26.9%	26.8%	27.6%	27.6%	27.5%	30.6%
%H		91.2%	31.9%	19.4%	69.2%	31.1%	38.1%	93.8%
C2	204	201	77	50	155	83	72	184
%V	21.4%	22.0%	23.8%	25.3%	22.6%	26.9%	19.0%	22.0%
%H		98.5%	37.7%	24.5%	76.0%	40.7%	35.3%	90.2%
D	173	168	58	33	121	49	72	134
%V	18.2%	18.4%	18.0%	16.7%	17.6%	15.9%	19.0%	16.0%
%H		97.1%	33.5%	19.1%	69.9%	28.3%	41.6%	77.5%
E	98	95	21	19	74	20	55	61
%V	10.3%	10.4%	6.5%	9.6%	10.8%	6.5%	14.6%	7.3%
%H		96.9%	21.4%	19.4%	75.5%	20.4%	56.1%	62.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

July 2016 - June 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+)	953	914	323	198	686	308	378	836
%H		95.9%	33.9%	20.8%	72.0%	32.3%	39.7%	87.7%
Working full time	315	306	134	61	227	125	102	306
%V	33.1%	33.5%	41.5%	30.8%	33.1%	40.6%	27.0%	36.6%
%H		97.1%	42.5%	19.4%	72.1%	39.7%	32.4%	97.1%
Working part time	165	161	61	45	116	61	56	158
%V	17.3%	17.6%	18.9%	22.7%	16.9%	19.8%	14.8%	18.9%
%H		97.6%	37.0%	27.3%	70.3%	37.0%	33.9%	95.8%
Not working	474	447	128	92	343	123	220	371
%V	49.7%	48.9%	39.6%	46.5%	50.0%	39.9%	58.2%	44.4%
%H		94.3%	27.0%	19.4%	72.4%	25.9%	46.4%	78.3%
Housewife/Houseperson	767	740	262	151	559	242	317	659
%V	80.5%	81.0%	81.1%	76.3%	81.5%	78.6%	83.9%	78.8%
%H		96.5%	34.2%	19.7%	72.9%	31.6%	41.3%	85.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total