BARB Establishment Survey

Annual Data Report: Volume 3

ITV Areas

July 2016 to June 2017

Ipsos Connect

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

Contents Page

Introduction 2

Annual Data Tables: Volume 3 - ITV areas

ITV London 3
ITV Midlands 31
ITV North West 59
ITV Yorkshire 87
ITV North East 115
ITV Central Scotland 143
ITV North Scotland 171
ITV South, South East and Channel Islands 199
ITV East of England 227
ITV South West 255
ITV Ulster 283
ITV Border 311
ITV HTV West 339
ITV HTV Wales 367
ITV Channel Islands 395
ITV Scotland 423
ITV Wales and West 451
ITV West Macro 479
ITV MidWest 507
ITV South and South East 535
ITV South East Macro 563
ITV North Macro 591
ITV Yorkshire / North East Macro 619
ITV North West / Border Macro 647
S4C 675
C4/Five - South Macro Region 703
C4/Five - North Macro Region 731
C4/Five - Scotland Macro Region 759

See also
Volume 1 - Total Network and Appendices
Volume 2 - BBC areas

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2006 and with the Ipsos MORI Terms and Conditions which can be found at http://www.ipsos-mori.com/terms

Introduction

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.

Contents Page

Household

Table 1.1: Social Grade 4
Table 1.2: Housewife Age 5
Table 1.3: Size of Household 6
Table 1.4: Presence of Children 7
Table 1.5: Number of TV sets in household 8
Table 1.6: Screen size 9
Table 1.7: Location of ANY set in household 10
Table 1.8: Platform Provider 11
Table 1.9: Recorders and other equipment 12
Table 1.10: Computers and Internet 13

Sets

Table 1.11: Screen Size 14
Table 1.12: Location of set 15
Table 1.13: Recorders 16
Table 1.14: Other TV equipment 16
Table 1.15: Main Set Screen Size 17
Table 1.16: Main Set Recorders 18
Table 1.17: Main Set - Other TV equipment 18
Table 1.18: Other Sets (non-Main Set) Screen Size 19
Table 1.19: Other Set (non-Main Set) Recorders 20
Table 1.20: Other Set (non-Main Set) - Other TV equipment 20

Individuals

Table 1.21: Age of Children 21
Table 1.22: Adults - Age 22
Table 1.23: Social Grade (Adults 16+) 23
Table 1.24: Working Status (Adults 16+) 24
Table 1.25: Males - Age 25
Table 1.26: Social Grade (Males 16+) 26
Table 1.27: Working Status (Males 16+) 27
Table 1.28: Females - Age 28
Table 1.29: Social Grade (Females 16+) 29
Table 1.30: Working Status (Females 16+) 30

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Household level data

Table 1.1: 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	5507	5058	1874	984	3378	1290	2088	4877
%H (All HH)		*91.8%*	*34.0%*	*17.9%*	*61.3%*	*23.4%*	*37.9%*	*88.6%*
%H (TV HH)			*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	
AB	1628	1505	551	348	996	417	579	1582
%V	*29.6%*	*29.8%*	*29.4%*	*35.4%*	*29.5%*	*32.3%*	*27.7%*	*32.4%*
%H (All HH)		*92.4%*	*33.8%*	*21.4%*	*61.2%*	*25.6%*	*35.6%*	*97.2%*
%H (TV HH)			*36.6%*	*23.1%*	*66.2%*	*27.7%*	*38.5%*	
C1	1664	1511	578	304	1004	409	595	1528
%V	*30.2%*	*29.9%*	*30.8%*	*30.9%*	*29.7%*	*31.7%*	*28.5%*	*31.3%*
%H (All HH)		*90.8%*	*34.7%*	*18.3%*	*60.3%*	*24.6%*	*35.8%*	*91.8%*
%H (TV HH)			*38.3%*	*20.1%*	*66.4%*	*27.1%*	*39.4%*	
C2	899	843	330	154	572	230	342	796
%V	*16.3%*	*16.7%*	*17.6%*	*15.7%*	*16.9%*	*17.8%*	*16.4%*	*16.3%*
%H (All HH)		*93.8%*	*36.7%*	*17.1%*	*63.6%*	*25.6%*	*38.0%*	*88.5%*
%H (TV HH)			*39.1%*	*18.3%*	*67.9%*	*27.3%*	*40.6%*	
D	833	755	286	119	479	157	322	686
%V	*15.1%*	*14.9%*	*15.3%*	*12.1%*	*14.2%*	*12.2%*	*15.4%*	*14.1%*
%H (All HH)		*90.6%*	*34.3%*	*14.3%*	*57.5%*	*18.8%*	*38.7%*	*82.4%*
%H (TV HH)			*37.9%*	*15.8%*	*63.4%*	*20.8%*	*42.6%*	
E	483	445	129	59	327	77	250	285
%V	*8.8%*	*8.8%*	*6.9%*	*6.0%*	*9.7%*	*6.0%*	*12.0%*	*5.8%*
%H (All HH)		*92.1%*	*26.7%*	*12.2%*	*67.7%*	*15.9%*	*51.8%*	*59.0%*
%H (TV HH)			*29.0%*	*13.3%*	*73.5%*	*17.3%*	*56.2%*	

Base: ITV 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

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Household level data

Table 1.2: 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	5507	5058	1874	984	3378	1290	2088	4877
%H (All HH)		*91.8%*	*34.0%*	*17.9%*	*61.3%*	*23.4%*	*37.9%*	*88.6%*
%H (TV HH)			*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	
Under 25	230	147	52	19	87	28	59	219
%V	*4.2%*	*2.9%*	*2.8%*	*1.9%*	*2.6%*	*2.2%*	*2.8%*	*4.5%*
%H (All HH)		*63.9%*	*22.6%*	*8.3%*	*37.8%*	*12.2%*	*25.7%*	*95.2%*
%H (TV HH)			*35.4%*	*12.9%*	*59.2%*	*19.0%*	*40.1%*	
25 - 34	1074	920	362	159	530	191	339	1050
%V	*19.5%*	*18.2%*	*19.3%*	*16.2%*	*15.7%*	*14.8%*	*16.2%*	*21.5%*
%H (All HH)		*85.7%*	*33.7%*	*14.8%*	*49.3%*	*17.8%*	*31.6%*	*97.8%*
%H (TV HH)			*39.3%*	*17.3%*	*57.6%*	*20.8%*	*36.8%*	
35 - 44	1117	1015	436	212	612	273	339	1089
%V	*20.3%*	*20.1%*	*23.3%*	*21.5%*	*18.1%*	*21.2%*	*16.2%*	*22.3%*
%H (All HH)		*90.9%*	*39.0%*	*19.0%*	*54.8%*	*24.4%*	*30.3%*	*97.5%*
%H (TV HH)			*43.0%*	*20.9%*	*60.3%*	*26.9%*	*33.4%*	
45 - 54	1058	1009	406	254	645	302	342	1015
%V	*19.2%*	*19.9%*	*21.7%*	*25.8%*	*19.1%*	*23.4%*	*16.4%*	*20.8%*
%H (All HH)		*95.4%*	*38.4%*	*24.0%*	*61.0%*	*28.5%*	*32.3%*	*95.9%*
%H (TV HH)			*40.2%*	*25.2%*	*63.9%*	*29.9%*	*33.9%*	
55 - 64	838	809	287	170	597	245	352	759
%V	*15.2%*	*16.0%*	*15.3%*	*17.3%*	*17.7%*	*19.0%*	*16.9%*	*15.6%*
%H (All HH)		*96.5%*	*34.2%*	*20.3%*	*71.2%*	*29.2%*	*42.0%*	*90.6%*
%H (TV HH)			*35.5%*	*21.0%*	*73.8%*	*30.3%*	*43.5%*	
65 +	1190	1158	331	170	908	252	656	745
%V	*21.6%*	*22.9%*	*17.7%*	*17.3%*	*26.9%*	*19.5%*	*31.4%*	*15.3%*
%H (All HH)		*97.3%*	*27.8%*	*14.3%*	*76.3%*	*21.2%*	*55.1%*	*62.6%*
%H (TV HH)			*28.6%*	*14.7%*	*78.4%*	*21.8%*	*56.6%*	

Base: ITV 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

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Household level data

Table 1.3: 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	5507	5058	1874	984	3378	1290	2088	4877
%H (All HH)		*91.8%*	*34.0%*	*17.9%*	*61.3%*	*23.4%*	*37.9%*	*88.6%*
%H (TV HH)			*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	
1	1651	1435	358	201	1075	238	838	1196
%V	*30.0%*	*28.4%*	*19.1%*	*20.4%*	*31.8%*	*18.4%*	*40.1%*	*24.5%*
%H (All HH)		*86.9%*	*21.7%*	*12.2%*	*65.1%*	*14.4%*	*50.8%*	*72.4%*
%H (TV HH)			*24.9%*	*14.0%*	*74.9%*	*16.6%*	*58.4%*	
2	1684	1579	553	322	1089	416	673	1549
%V	*30.6%*	*31.2%*	*29.5%*	*32.7%*	*32.2%*	*32.2%*	*32.2%*	*31.8%*
%H (All HH)		*93.8%*	*32.8%*	*19.1%*	*64.7%*	*24.7%*	*40.0%*	*92.0%*
%H (TV HH)			*35.0%*	*20.4%*	*69.0%*	*26.3%*	*42.6%*	
3	928	863	384	184	529	260	269	905
%V	*16.9%*	*17.1%*	*20.5%*	*18.7%*	*15.7%*	*20.2%*	*12.9%*	*18.6%*
%H (All HH)		*93.0%*	*41.4%*	*19.8%*	*57.0%*	*28.0%*	*29.0%*	*97.5%*
%H (TV HH)			*44.5%*	*21.3%*	*61.3%*	*30.1%*	*31.2%*	
4	846	809	390	196	473	261	212	838
%V	*15.4%*	*16.0%*	*20.8%*	*19.9%*	*14.0%*	*20.2%*	*10.2%*	*17.2%*
%H (All HH)		*95.6%*	*46.1%*	*23.2%*	*55.9%*	*30.9%*	*25.1%*	*99.1%*
%H (TV HH)			*48.2%*	*24.2%*	*58.5%*	*32.3%*	*26.2%*	
5+	398	373	189	81	211	115	96	389
%V	*7.2%*	*7.4%*	*10.1%*	*8.2%*	*6.2%*	*8.9%*	*4.6%*	*8.0%*
%H (All HH)		*93.7%*	*47.5%*	*20.4%*	*53.0%*	*28.9%*	*24.1%*	*97.7%*
%H (TV HH)			*50.7%*	*21.7%*	*56.6%*	*30.8%*	*25.7%*	
Average HH size	2.42	2.46	2.77	2.66	2.33	2.72	2.09	2.56

Base: ITV 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

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Household level data

Table 1.4: 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	5507	5058	1874	984	3378	1290	2088	4877
%H (All HH)		*91.8%*	*34.0%*	*17.9%*	*61.3%*	*23.4%*	*37.9%*	*88.6%*
%H (TV HH)			*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	
Without	3943	3569	1182	665	2516	874	1642	3343
%V	*71.6%*	*70.6%*	*63.1%*	*67.6%*	*74.5%*	*67.8%*	*78.6%*	*68.5%*
%H (All HH)		*90.5%*	*30.0%*	*16.9%*	*63.8%*	*22.2%*	*41.6%*	*84.8%*
%H (TV HH)			*33.1%*	*18.6%*	*70.5%*	*24.5%*	*46.0%*	
With	1564	1489	691	319	862	416	446	1533
%V	*28.4%*	*29.4%*	*36.9%*	*32.4%*	*25.5%*	*32.2%*	*21.4%*	*31.4%*
%H (All HH)		*95.2%*	*44.2%*	*20.4%*	*55.1%*	*26.6%*	*28.5%*	*98.0%*
%H (TV HH)			*46.4%*	*21.4%*	*57.9%*	*27.9%*	*30.0%*	
0 - 3	605	568	284	104	319	154	165	587
%V	*11.0%*	*11.2%*	*15.2%*	*10.6%*	*9.4%*	*11.9%*	*7.9%*	*12.0%*
%H (All HH)		*93.9%*	*46.9%*	*17.2%*	*52.7%*	*25.5%*	*27.3%*	*97.0%*
%H (TV HH)			*50.0%*	*18.3%*	*56.2%*	*27.1%*	*29.0%*	
4 - 9	835	790	369	170	448	216	232	818
%V	*15.2%*	*15.6%*	*19.7%*	*17.3%*	*13.3%*	*16.7%*	*11.1%*	*16.8%*
%H (All HH)		*94.6%*	*44.2%*	*20.4%*	*53.7%*	*25.9%*	*27.8%*	*98.0%*
%H (TV HH)			*46.7%*	*21.5%*	*56.7%*	*27.3%*	*29.4%*	
10 - 15	684	661	314	156	390	207	183	673
%V	*12.4%*	*13.1%*	*16.8%*	*15.9%*	*11.5%*	*16.0%*	*8.8%*	*13.8%*
%H (All HH)		*96.6%*	*45.9%*	*22.8%*	*57.0%*	*30.3%*	*26.8%*	*98.4%*
%H (TV HH)			*47.5%*	*23.6%*	*59.0%*	*31.3%*	*27.7%*	

Base: ITV 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

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Household level data

Table 1.5: 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	5507	5058	1874	984	3378	1290	2088	4877
%H (All HH)		*91.8%*	*34.0%*	*17.9%*	*61.3%*	*23.4%*	*37.9%*	*88.6%*
%H (TV HH)			*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	
1	2625	2625	809	406	1608	322	1285	2227
%V	*47.7%*	*51.9%*	*43.2%*	*41.3%*	*47.6%*	*25.0%*	*61.5%*	*45.7%*
%H (All HH)		*100.0%*	*30.8%*	*15.5%*	*61.3%*	*12.3%*	*49.0%*	*84.8%*
%H (TV HH)			*30.8%*	*15.5%*	*61.3%*	*12.3%*	*49.0%*	
2	1498	1498	613	332	1036	484	551	1354
%V	*27.2%*	*29.6%*	*32.7%*	*33.7%*	*30.7%*	*37.5%*	*26.4%*	*27.8%*
%H (All HH)		*100.0%*	*40.9%*	*22.2%*	*69.2%*	*32.3%*	*36.8%*	*90.4%*
%H (TV HH)			*40.9%*	*22.2%*	*69.2%*	*32.3%*	*36.8%*	
3	612	612	286	155	479	302	177	588
%V	*11.1%*	*12.1%*	*15.3%*	*15.8%*	*14.2%*	*23.4%*	*8.5%*	*12.1%*
%H (All HH)		*100.0%*	*46.7%*	*25.3%*	*78.3%*	*49.3%*	*28.9%*	*96.1%*
%H (TV HH)			*46.7%*	*25.3%*	*78.3%*	*49.3%*	*28.9%*	
4	215	215	105	64	170	119	52	210
%V	*3.9%*	*4.3%*	*5.6%*	*6.5%*	*5.0%*	*9.2%*	*2.5%*	*4.3%*
%H (All HH)		*100.0%*	*48.8%*	*29.8%*	*79.1%*	*55.3%*	*24.2%*	*97.7%*
%H (TV HH)			*48.8%*	*29.8%*	*79.1%*	*55.3%*	*24.2%*	
5+	107	107	61	28	86	63	23	107
%V	*1.9%*	*2.1%*	*3.3%*	*2.8%*	*2.5%*	*4.9%*	*1.1%*	*2.2%*
%H (All HH)		*100.0%*	*57.0%*	*26.2%*	*80.4%*	*58.9%*	*21.5%*	*100.0%*
%H (TV HH)			*57.0%*	*26.2%*	*80.4%*	*58.9%*	*21.5%*	

Base: ITV 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

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Household level data

Table 1.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5507	5058	1874	984	3378	1290	2088	4877
%H (All HH)		*91.8%*	*34.0%*	*17.9%*	*61.3%*	*23.4%*	*37.9%*	*88.6%*
%H (TV HH)			*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	
Under 20"	545	545	178	119	452	206	246	477
%V	*9.9%*	*10.8%*	*9.5%*	*12.1%*	*13.4%*	*16.0%*	*11.8%*	*9.8%*
%H (All HH)		*100.0%*	*32.7%*	*21.8%*	*82.9%*	*37.8%*	*45.1%*	*87.5%*
%H (TV HH)			*32.7%*	*21.8%*	*82.9%*	*37.8%*	*45.1%*	
20" - 29"	1283	1283	441	269	996	434	562	1107
%V	*23.3%*	*25.4%*	*23.5%*	*27.3%*	*29.5%*	*33.6%*	*26.9%*	*22.7%*
%H (All HH)		*100.0%*	*34.4%*	*21.0%*	*77.6%*	*33.8%*	*43.8%*	*86.3%*
%H (TV HH)			*34.4%*	*21.0%*	*77.6%*	*33.8%*	*43.8%*	
30" - 39"	2234	2234	797	469	1576	642	934	1989
%V	*40.6%*	*44.2%*	*42.5%*	*47.7%*	*46.7%*	*49.8%*	*44.7%*	*40.8%*
%H (All HH)		*100.0%*	*35.7%*	*21.0%*	*70.5%*	*28.7%*	*41.8%*	*89.0%*
%H (TV HH)			*35.7%*	*21.0%*	*70.5%*	*28.7%*	*41.8%*	
40" - 49"	2370	2370	1061	497	1555	766	789	2231
%V	*43.0%*	*46.9%*	*56.6%*	*50.5%*	*46.0%*	*59.4%*	*37.8%*	*45.7%*
%H (All HH)		*100.0%*	*44.8%*	*21.0%*	*65.6%*	*32.3%*	*33.3%*	*94.1%*
%H (TV HH)			*44.8%*	*21.0%*	*65.6%*	*32.3%*	*33.3%*	
50" - 59"	677	677	356	148	385	225	160	657
%V	*12.3%*	*13.4%*	*19.0%*	*15.0%*	*11.4%*	*17.4%*	*7.7%*	*13.5%*
%H (All HH)		*100.0%*	*52.6%*	*21.9%*	*56.9%*	*33.2%*	*23.6%*	*97.0%*
%H (TV HH)			*52.6%*	*21.9%*	*56.9%*	*33.2%*	*23.6%*	
60"+	91	91	47	24	49	30	19	91
%V	*1.7%*	*1.8%*	*2.5%*	*2.4%*	*1.5%*	*2.3%*	*0.9%*	*1.9%*
%H (All HH)		*100.0%*	*51.6%*	*26.4%*	*53.8%*	*33.0%*	*20.9%*	*100.0%*
%H (TV HH)			*51.6%*	*26.4%*	*53.8%*	*33.0%*	*20.9%*	

Base: ITV 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

ITV London

Household level data

Table 1.7: 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	5507	5058	1874	984	3378	1290	2088	4877
%H (All HH)		*91.8%*	*34.0%*	*17.9%*	*61.3%*	*23.4%*	*37.9%*	*88.6%*
%H (TV HH)			*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	
Main living room	4965	4965	1853	973	3316	1276	2040	4408
%V	*90.2%*	*98.2%*	*98.9%*	*98.9%*	*98.2%*	*98.9%*	*97.7%*	*90.4%*
%H (All HH)		*100.0%*	*37.3%*	*19.6%*	*66.8%*	*25.7%*	*41.1%*	*88.8%*
%H (TV HH)			*37.3%*	*19.6%*	*66.8%*	*25.7%*	*41.1%*	
Kitchen	431	431	187	90	360	201	159	394
%V	*7.8%*	*8.5%*	*10.0%*	*9.1%*	*10.7%*	*15.6%*	*7.6%*	*8.1%*
%H (All HH)		*100.0%*	*43.4%*	*20.9%*	*83.5%*	*46.6%*	*36.9%*	*91.4%*
%H (TV HH)			*43.4%*	*20.9%*	*83.5%*	*46.6%*	*36.9%*	
Adult's bedroom	1953	1953	860	464	1427	796	632	1818
%V	*35.5%*	*38.6%*	*45.9%*	*47.2%*	*42.2%*	*61.7%*	*30.3%*	*37.3%*
%H (All HH)		*100.0%*	*44.0%*	*23.8%*	*73.1%*	*40.8%*	*32.4%*	*93.1%*
%H (TV HH)			*44.0%*	*23.8%*	*73.1%*	*40.8%*	*32.4%*	
Child's bedroom	229	229	116	64	153	104	50	225
%V	*4.2%*	*4.5%*	*6.2%*	*6.5%*	*4.5%*	*8.1%*	*2.4%*	*4.6%*
%H (All HH)		*100.0%*	*50.7%*	*27.9%*	*66.8%*	*45.4%*	*21.8%*	*98.3%*
%H (TV HH)			*50.7%*	*27.9%*	*66.8%*	*45.4%*	*21.8%*	
Other bedroom	188	188	83	49	154	95	60	180
%V	*3.4%*	*3.7%*	*4.4%*	*5.0%*	*4.6%*	*7.4%*	*2.9%*	*3.7%*
%H (All HH)		*100.0%*	*44.1%*	*26.1%*	*81.9%*	*50.5%*	*31.9%*	*95.7%*
%H (TV HH)			*44.1%*	*26.1%*	*81.9%*	*50.5%*	*31.9%*	
Second living/dining room	326	326	148	81	247	147	100	308
%V	*5.9%*	*6.4%*	*7.9%*	*8.2%*	*7.3%*	*11.4%*	*4.8%*	*6.3%*
%H (All HH)		*100.0%*	*45.4%*	*24.8%*	*75.8%*	*45.1%*	*30.7%*	*94.5%*
%H (TV HH)			*45.4%*	*24.8%*	*75.8%*	*45.1%*	*30.7%*	
Study/office	68	68	30	16	54	30	24	67
%V	*1.2%*	*1.3%*	*1.6%*	*1.6%*	*1.6%*	*2.3%*	*1.1%*	*1.4%*
%H (All HH)		*100.0%*	*44.1%*	*23.5%*	*79.4%*	*44.1%*	*35.3%*	*98.5%*
%H (TV HH)			*44.1%*	*23.5%*	*79.4%*	*44.1%*	*35.3%*	
TV room	38	38	21	11	26	20	7	38
%V	*0.7%*	*0.8%*	*1.1%*	*1.1%*	*0.8%*	*1.6%*	*0.3%*	*0.8%*
%H (All HH)		*100.0%*	*55.3%*	*28.9%*	*68.4%*	*52.6%*	*18.4%*	*100.0%*
%H (TV HH)			*55.3%*	*28.9%*	*68.4%*	*52.6%*	*18.4%*	
Conservatory	48	48	23	12	35	22	13	46
%V	*0.9%*	*0.9%*	*1.2%*	*1.2%*	*1.0%*	*1.7%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*47.9%*	*25.0%*	*72.9%*	*45.8%*	*27.1%*	*95.8%*
%H (TV HH)			*47.9%*	*25.0%*	*72.9%*	*45.8%*	*27.1%*	
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	9	40	24	17	52
%V	*1.0%*	*1.0%*	*1.4%*	*0.9%*	*1.2%*	*1.9%*	*0.8%*	*1.1%*
%H (All HH)		*100.0%*	*50.9%*	*17.0%*	*75.5%*	*45.3%*	*32.1%*	*98.1%*
%H (TV HH)			*50.9%*	*17.0%*	*75.5%*	*45.3%*	*32.1%*	

Base: ITV 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

ITV London

Household level data

Table 1.8: 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	5507	5058	1874	984	3378	1290	2088	4877
%H (All HH)		*91.8%*	*34.0%*	*17.9%*	*61.3%*	*23.4%*	*37.9%*	*88.6%*
%H (TV HH)			*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	
Any DSAT provider	1874	1874	1874	54	857	857	0	1767
%V	*34.0%*	*37.1%*	*100.0%*	*5.5%*	*25.4%*	*66.4%*	*0.0%*	*36.2%*
%H (All HH)			*100.0%*	*2.9%*	*45.7%*	*45.7%*	*0.0%*	*94.3%*
%H (TV HH)			*100.0%*	*2.9%*	*45.7%*	*45.7%*	*0.0%*	
Sky with subcription	1544	1544	1544	29	713	713	0	1474
%V	*28.0%*	*30.5%*	*82.4%*	*2.9%*	*21.1%*	*55.3%*	*0.0%*	*30.2%*
%H (All HH)			*100.0%*	*1.9%*	*46.2%*	*46.2%*	*0.0%*	*95.5%*
%H (TV HH)			*100.0%*	*1.9%*	*46.2%*	*46.2%*	*0.0%*	
Sky without subscription	114	114	114	9	41	41	0	96
%V	*2.1%*	*2.3%*	*6.1%*	*0.9%*	*1.2%*	*3.2%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*7.9%*	*36.0%*	*36.0%*	*0.0%*	*84.2%*
%H (TV HH)			*100.0%*	*7.9%*	*36.0%*	*36.0%*	*0.0%*	
Freesat	140	140	140	8	69	69	0	127
%V	*2.5%*	*2.8%*	*7.5%*	*0.8%*	*2.0%*	*5.3%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*5.7%*	*49.3%*	*49.3%*	*0.0%*	*90.7%*
%H (TV HH)			*100.0%*	*5.7%*	*49.3%*	*49.3%*	*0.0%*	
Other satellite provider	142	142	142	11	71	71	0	136
%V	*2.6%*	*2.8%*	*7.6%*	*1.1%*	*2.1%*	*5.5%*	*0.0%*	*2.8%*
%H (All HH)			*100.0%*	*7.7%*	*50.0%*	*50.0%*	*0.0%*	*95.8%*
%H (TV HH)			*100.0%*	*7.7%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	984	984	54	984	458	458	0	947
%V	*17.9%*	*19.5%*	*2.9%*	*100.0%*	*13.6%*	*35.5%*	*0.0%*	*19.4%*
%H (All HH)			*5.5%*	*100.0%*	*46.5%*	*46.5%*	*0.0%*	*96.2%*
%H (TV HH)			*5.5%*	*100.0%*	*46.5%*	*46.5%*	*0.0%*	
DTT	3378	3378	857	458	3378	1290	2088	2903
%V	*61.3%*	*66.8%*	*45.7%*	*46.5%*	*100.0%*	*100.0%*	*100.0%*	*59.5%*
%H (All HH)		*100.0%*	*25.4%*	*13.6%*	*100.0%*	*38.2%*	*61.8%*	*85.9%*
%H (TV HH)			*25.4%*	*13.6%*	*100.0%*	*38.2%*	*61.8%*	

Base: ITV 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

ITV London

Household level data

Table 1.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5507	5058	1874	984	3378	1290	2088	4877
%H (All HH)		*91.8%*	*34.0%*	*17.9%*	*61.3%*	*23.4%*	*37.9%*	*88.6%*
%H (TV HH)			*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	
PVR	3060	3060	1627	864	1766	1157	608	2902
%V	*55.6%*	*60.5%*	*86.8%*	*87.8%*	*52.3%*	*89.7%*	*29.1%*	*59.5%*
%H (All HH)		*100.0%*	*53.2%*	*28.2%*	*57.7%*	*37.8%*	*19.9%*	*94.8%*
%H (TV HH)			*53.2%*	*28.2%*	*57.7%*	*37.8%*	*19.9%*	
DVDR	84	84	26	16	71	29	42	73
%V	*1.5%*	*1.7%*	*1.4%*	*1.6%*	*2.1%*	*2.2%*	*2.0%*	*1.5%*
%H (All HH)		*100.0%*	*31.0%*	*19.0%*	*84.5%*	*34.5%*	*50.0%*	*86.9%*
%H (TV HH)			*31.0%*	*19.0%*	*84.5%*	*34.5%*	*50.0%*	
VCR	51	51	12	6	46	13	33	27
%V	*0.9%*	*1.0%*	*0.6%*	*0.6%*	*1.4%*	*1.0%*	*1.6%*	*0.6%*
%H (All HH)		*100.0%*	*23.5%*	*11.8%*	*90.2%*	*25.5%*	*64.7%*	*52.9%*
%H (TV HH)			*23.5%*	*11.8%*	*90.2%*	*25.5%*	*64.7%*	
Any recorder	3116	3116	1633	867	1817	1161	656	2933
%V	*56.6%*	*61.6%*	*87.1%*	*88.1%*	*53.8%*	*90.0%*	*31.4%*	*60.1%*
%H (All HH)		*100.0%*	*52.4%*	*27.8%*	*58.3%*	*37.3%*	*21.1%*	*94.1%*
%H (TV HH)			*52.4%*	*27.8%*	*58.3%*	*37.3%*	*21.1%*	
Receives HDTV (via STB or built-in reception)	3373	3373	1378	841	2299	1096	1202	3165
%V	*61.2%*	*66.7%*	*73.5%*	*85.5%*	*68.1%*	*85.0%*	*57.6%*	*64.9%*
%H (All HH)		*100.0%*	*40.9%*	*24.9%*	*68.2%*	*32.5%*	*35.6%*	*93.8%*
%H (TV HH)			*40.9%*	*24.9%*	*68.2%*	*32.5%*	*35.6%*	
DVD/Blu-ray player or recorder	3206	3206	1230	694	2199	955	1244	2940
%V	*58.2%*	*63.4%*	*65.6%*	*70.5%*	*65.1%*	*74.0%*	*59.6%*	*60.3%*
%H (All HH)		*100.0%*	*38.4%*	*21.6%*	*68.6%*	*29.8%*	*38.8%*	*91.7%*
%H (TV HH)			*38.4%*	*21.6%*	*68.6%*	*29.8%*	*38.8%*	

Base: ITV 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

ITV London

Household level data

Table 1.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5507	5058	1874	984	3378	1290	2088	4877
%H (All HH)		*91.8%*	*34.0%*	*17.9%*	*61.3%*	*23.4%*	*37.9%*	*88.6%*
%H (TV HH)			*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	
Has broadband internet	4877	4487	1767	947	2903	1238	1666	4877
%V	*88.6%*	*88.7%*	*94.3%*	*96.2%*	*85.9%*	*96.0%*	*79.8%*	*100.0%*
%H (All HH)		*92.0%*	*36.2%*	*19.4%*	*59.5%*	*25.4%*	*34.2%*	*100.0%*
%H (TV HH)			*39.4%*	*21.1%*	*64.7%*	*27.6%*	*37.1%*	
Number of computers (PCs and laptops)								
0	821	731	159	66	583	84	499	240
%V	*14.9%*	*14.5%*	*8.5%*	*6.7%*	*17.3%*	*6.5%*	*23.9%*	*4.9%*
%H (All HH)		*89.0%*	*19.4%*	*8.0%*	*71.0%*	*10.2%*	*60.8%*	*29.2%*
%H (TV HH)			*21.8%*	*9.0%*	*79.8%*	*11.5%*	*68.3%*	
1	1585	1414	516	232	931	299	632	1544
%V	*28.8%*	*28.0%*	*27.5%*	*23.6%*	*27.6%*	*23.2%*	*30.3%*	*31.7%*
%H (All HH)		*89.2%*	*32.6%*	*14.6%*	*58.7%*	*18.9%*	*39.9%*	*97.4%*
%H (TV HH)			*36.5%*	*16.4%*	*65.8%*	*21.1%*	*44.7%*	
2	1447	1356	547	283	878	379	498	1441
%V	*26.3%*	*26.8%*	*29.2%*	*28.8%*	*26.0%*	*29.4%*	*23.9%*	*29.5%*
%H (All HH)		*93.7%*	*37.8%*	*19.6%*	*60.7%*	*26.2%*	*34.4%*	*99.6%*
%H (TV HH)			*40.3%*	*20.9%*	*64.7%*	*27.9%*	*36.7%*	
3	731	682	279	157	430	205	225	729
%V	*13.3%*	*13.5%*	*14.9%*	*16.0%*	*12.7%*	*15.9%*	*10.8%*	*14.9%*
%H (All HH)		*93.3%*	*38.2%*	*21.5%*	*58.8%*	*28.0%*	*30.8%*	*99.7%*
%H (TV HH)			*40.9%*	*23.0%*	*63.0%*	*30.1%*	*33.0%*	
4	446	418	176	114	258	145	113	445
%V	*8.1%*	*8.3%*	*9.4%*	*11.6%*	*7.6%*	*11.2%*	*5.4%*	*9.1%*
%H (All HH)		*93.7%*	*39.5%*	*25.6%*	*57.8%*	*32.5%*	*25.3%*	*99.8%*
%H (TV HH)			*42.1%*	*27.3%*	*61.7%*	*34.7%*	*27.0%*	
5+	478	457	196	133	298	178	120	478
%V	*8.7%*	*9.0%*	*10.5%*	*13.5%*	*8.8%*	*13.8%*	*5.7%*	*9.8%*
%H (All HH)		*95.6%*	*41.0%*	*27.8%*	*62.3%*	*37.2%*	*25.1%*	*100.0%*
%H (TV HH)			*42.9%*	*29.1%*	*65.2%*	*38.9%*	*26.3%*	

Base: ITV 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

ITV London

Set level data

Table 1.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8896	3642	1939	6260	3017	3243	8115
%H		*40.9%*	*21.8%*	*70.4%*	*33.9%*	*36.5%*	*91.2%*
Under 20"	673	230	150	562	268	295	596
%V	*7.6%*	*6.3%*	*7.7%*	*9.0%*	*8.9%*	*9.1%*	*7.3%*
%H		*34.2%*	*22.3%*	*83.5%*	*39.8%*	*43.8%*	*88.6%*
20" - 29"	1580	561	342	1255	583	672	1378
%V	*17.8%*	*15.4%*	*17.6%*	*20.0%*	*19.3%*	*20.7%*	*17.0%*
%H		*35.5%*	*21.6%*	*79.4%*	*36.9%*	*42.5%*	*87.2%*
30" - 39"	2664	994	585	1895	841	1054	2401
%V	*29.9%*	*27.3%*	*30.2%*	*30.3%*	*27.9%*	*32.5%*	*29.6%*
%H		*37.3%*	*22.0%*	*71.1%*	*31.6%*	*39.6%*	*90.1%*
40" - 49"	2726	1253	591	1797	931	865	2578
%V	*30.6%*	*34.4%*	*30.5%*	*28.7%*	*30.9%*	*26.7%*	*31.8%*
%H		*46.0%*	*21.7%*	*65.9%*	*34.2%*	*31.7%*	*94.6%*
50" - 59"	734	389	163	422	252	170	713
%V	*8.3%*	*10.7%*	*8.4%*	*6.7%*	*8.4%*	*5.2%*	*8.8%*
%H		*53.0%*	*22.2%*	*57.5%*	*34.3%*	*23.2%*	*97.1%*
60"+	94	49	24	49	30	19	93
%V	*1.1%*	*1.3%*	*1.2%*	*0.8%*	*1.0%*	*0.6%*	*1.1%*
%H		*52.1%*	*25.5%*	*52.1%*	*31.9%*	*20.2%*	*98.9%*
Don't know	426	166	84	280	112	168	356
%V	*4.8%*	*4.6%*	*4.3%*	*4.5%*	*3.7%*	*5.2%*	*4.4%*
%H		*39.0%*	*19.7%*	*65.7%*	*26.3%*	*39.4%*	*83.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Set level data

Table 1.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8896	3642	1939	6260	3017	3243	8115
%H		*40.9%*	*21.8%*	*70.4%*	*33.9%*	*36.5%*	*91.2%*
Main living room	4987	1863	978	3331	1284	2047	4428
%V	*56.1%*	*51.2%*	*50.4%*	*53.2%*	*42.6%*	*63.1%*	*54.6%*
%H		*37.4%*	*19.6%*	*66.8%*	*25.7%*	*41.0%*	*88.8%*
Kitchen	432	187	90	361	201	160	395
%V	*4.9%*	*5.1%*	*4.6%*	*5.8%*	*6.7%*	*4.9%*	*4.9%*
%H		*43.3%*	*20.8%*	*83.6%*	*46.5%*	*37.0%*	*91.4%*
Adult's bedroom	2409	1088	591	1773	1030	743	2261
%V	*27.1%*	*29.9%*	*30.5%*	*28.3%*	*34.1%*	*22.9%*	*27.9%*
%H		*45.2%*	*24.5%*	*73.6%*	*42.8%*	*30.8%*	*93.9%*
Child's bedroom	288	144	83	192	131	61	284
%V	*3.2%*	*4.0%*	*4.3%*	*3.1%*	*4.3%*	*1.9%*	*3.5%*
%H		*50.0%*	*28.8%*	*66.7%*	*45.5%*	*21.2%*	*98.6%*
Other bedroom	220	96	61	182	115	67	211
%V	*2.5%*	*2.6%*	*3.1%*	*2.9%*	*3.8%*	*2.1%*	*2.6%*
%H		*43.6%*	*27.7%*	*82.7%*	*52.3%*	*30.5%*	*95.9%*
Second living/dining room	330	151	81	251	150	101	311
%V	*3.7%*	*4.1%*	*4.2%*	*4.0%*	*5.0%*	*3.1%*	*3.8%*
%H		*45.8%*	*24.5%*	*76.1%*	*45.5%*	*30.6%*	*94.2%*
Study/office	69	31	16	54	31	24	68
%V	*0.8%*	*0.9%*	*0.8%*	*0.9%*	*1.0%*	*0.7%*	*0.8%*
%H		*44.9%*	*23.2%*	*78.3%*	*44.9%*	*34.8%*	*98.6%*
TV room	38	21	11	26	20	7	38
%V	*0.4%*	*0.6%*	*0.6%*	*0.4%*	*0.7%*	*0.2%*	*0.5%*
%H		*55.3%*	*28.9%*	*68.4%*	*52.6%*	*18.4%*	*100.0%*
Conservatory	48	23	12	35	22	13	46
%V	*0.5%*	*0.6%*	*0.6%*	*0.6%*	*0.7%*	*0.4%*	*0.6%*
%H		*47.9%*	*25.0%*	*72.9%*	*45.8%*	*27.1%*	*95.8%*
Attic or loft room	12	6	4	7	5	1	12
%V	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*50.0%*	*33.3%*	*58.3%*	*41.7%*	*8.3%*	*100.0%*
No specific location	8	4	1	6	3	3	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*12.5%*	*75.0%*	*37.5%*	*37.5%*	*87.5%*
Other	56	28	10	42	25	17	55
%V	*0.6%*	*0.8%*	*0.5%*	*0.7%*	*0.8%*	*0.5%*	*0.7%*
%H		*50.0%*	*17.9%*	*75.0%*	*44.6%*	*30.4%*	*98.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Set level data

Table 1.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8896	3642	1939	6260	3017	3243	8115
%H		*40.9%*	*21.8%*	*70.4%*	*33.9%*	*36.5%*	*91.2%*
PVR	4051	2272	1177	2228	1556	673	3867
%V	*45.5%*	*62.4%*	*60.7%*	*35.6%*	*51.6%*	*20.8%*	*47.7%*
%H		*56.1%*	*29.1%*	*55.0%*	*38.4%*	*16.6%*	*95.5%*
DVDR	90	28	17	76	32	44	77
%V	*1.0%*	*0.8%*	*0.9%*	*1.2%*	*1.1%*	*1.4%*	*0.9%*
%H		*31.1%*	*18.9%*	*84.4%*	*35.6%*	*48.9%*	*85.6%*
VCR	54	13	6	48	14	34	28
%V	*0.6%*	*0.4%*	*0.3%*	*0.8%*	*0.5%*	*1.0%*	*0.3%*
%H		*24.1%*	*11.1%*	*88.9%*	*25.9%*	*63.0%*	*51.9%*
Any recorder	4124	2285	1183	2294	1569	725	3913
%V	*46.4%*	*62.7%*	*61.0%*	*36.6%*	*52.0%*	*22.4%*	*48.2%*
%H		*55.4%*	*28.7%*	*55.6%*	*38.0%*	*17.6%*	*94.9%*

Base: ITV 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8896	3642	1939	6260	3017	3243	8115
%H		*40.9%*	*21.8%*	*70.4%*	*33.9%*	*36.5%*	*91.2%*
Receives HDTV (via STB or built-in reception)	4962	2150	1305	3446	1861	1585	4705
%V	*55.8%*	*59.0%*	*67.3%*	*55.0%*	*61.7%*	*48.9%*	*58.0%*
%H		*43.3%*	*26.3%*	*69.4%*	*37.5%*	*31.9%*	*94.8%*
DVD/Blu-ray player or recorder	4262	1726	998	2971	1456	1514	3973
%V	*47.9%*	*47.4%*	*51.5%*	*47.5%*	*48.3%*	*46.7%*	*49.0%*
%H		*40.5%*	*23.4%*	*69.7%*	*34.2%*	*35.5%*	*93.2%*

Base: ITV London - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5057	1874	984	3378	1290	2088	4486
%H		*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	*88.7%*
Under 20"	77	12	9	57	5	52	54
%V	*1.5%*	*0.6%*	*0.9%*	*1.7%*	*0.4%*	*2.5%*	*1.2%*
%H		*15.6%*	*11.7%*	*74.0%*	*6.5%*	*67.5%*	*70.1%*
20" - 29"	454	81	61	351	56	295	332
%V	*9.0%*	*4.3%*	*6.2%*	*10.4%*	*4.3%*	*14.1%*	*7.4%*
%H		*17.8%*	*13.4%*	*77.3%*	*12.3%*	*65.0%*	*73.1%*
30" - 39"	1484	411	283	1051	304	747	1259
%V	*29.3%*	*21.9%*	*28.8%*	*31.1%*	*23.6%*	*35.8%*	*28.1%*
%H		*27.7%*	*19.1%*	*70.8%*	*20.5%*	*50.3%*	*84.8%*
40" - 49"	2124	927	441	1393	662	730	1991
%V	*42.0%*	*49.5%*	*44.8%*	*41.2%*	*51.3%*	*35.0%*	*44.4%*
%H		*43.6%*	*20.8%*	*65.6%*	*31.2%*	*34.4%*	*93.7%*
50" - 59"	633	330	138	360	207	152	613
%V	*12.5%*	*17.6%*	*14.0%*	*10.7%*	*16.0%*	*7.3%*	*13.7%*
%H		*52.1%*	*21.8%*	*56.9%*	*32.7%*	*24.0%*	*96.8%*
60"+	82	43	21	41	26	16	81
%V	*1.6%*	*2.3%*	*2.1%*	*1.2%*	*2.0%*	*0.8%*	*1.8%*
%H		*52.4%*	*25.6%*	*50.0%*	*31.7%*	*19.5%*	*98.8%*
Don't know	204	70	30	125	31	95	156
%V	*4.0%*	*3.7%*	*3.0%*	*3.7%*	*2.4%*	*4.5%*	*3.5%*
%H		*34.3%*	*14.7%*	*61.3%*	*15.2%*	*46.6%*	*76.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Set level data

Table 1.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5057	1874	984	3378	1290	2088	4486
%H		*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	*88.7%*
PVR	3014	1616	852	1725	1140	585	2859
%V	*59.6%*	*86.2%*	*86.6%*	*51.1%*	*88.4%*	*28.0%*	*63.7%*
%H		*53.6%*	*28.3%*	*57.2%*	*37.8%*	*19.4%*	*94.9%*
DVDR	70	20	12	60	22	38	59
%V	*1.4%*	*1.1%*	*1.2%*	*1.8%*	*1.7%*	*1.8%*	*1.3%*
%H		*28.6%*	*17.1%*	*85.7%*	*31.4%*	*54.3%*	*84.3%*
VCR	45	10	4	40	9	31	23
%V	*0.9%*	*0.5%*	*0.4%*	*1.2%*	*0.7%*	*1.5%*	*0.5%*
%H		*22.2%*	*8.9%*	*88.9%*	*20.0%*	*68.9%*	*51.1%*
Any recorder	3069	1622	855	1775	1144	631	2889
%V	*60.7%*	*86.6%*	*86.9%*	*52.5%*	*88.7%*	*30.2%*	*64.4%*
%H		*52.9%*	*27.9%*	*57.8%*	*37.3%*	*20.6%*	*94.1%*

Base: ITV 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5057	1874	984	3378	1290	2088	4486
%H		*37.1%*	*19.5%*	*66.8%*	*25.5%*	*41.3%*	*88.7%*
Receives HDTV (via STB or built-in reception)	3280	1335	820	2217	1048	1169	3074
%V	*64.9%*	*71.2%*	*83.3%*	*65.6%*	*81.2%*	*56.0%*	*68.5%*
%H		*40.7%*	*25.0%*	*67.6%*	*32.0%*	*35.6%*	*93.7%*
DVD/Blu-ray player or recorder	2931	1097	628	2006	842	1164	2682
%V	*58.0%*	*58.5%*	*63.8%*	*59.4%*	*65.3%*	*55.7%*	*59.8%*
%H		*37.4%*	*21.4%*	*68.4%*	*28.7%*	*39.7%*	*91.5%*

Base: ITV London - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 1.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3839	1768	955	2882	1727	1155	3629
%H		*46.1%*	*24.9%*	*75.1%*	*45.0%*	*30.1%*	*94.5%*
Under 20"	596	218	142	505	263	242	542
%V	*15.5%*	*12.3%*	*14.9%*	*17.5%*	*15.2%*	*21.0%*	*14.9%*
%H		*36.6%*	*23.8%*	*84.7%*	*44.1%*	*40.6%*	*90.9%*
20" - 29"	1126	481	280	904	527	376	1047
%V	*29.3%*	*27.2%*	*29.3%*	*31.4%*	*30.5%*	*32.6%*	*28.9%*
%H		*42.7%*	*24.9%*	*80.3%*	*46.8%*	*33.4%*	*93.0%*
30" - 39"	1180	583	301	844	537	307	1141
%V	*30.7%*	*33.0%*	*31.5%*	*29.3%*	*31.1%*	*26.6%*	*31.4%*
%H		*49.4%*	*25.5%*	*71.5%*	*45.5%*	*26.0%*	*96.7%*
40" - 49"	602	326	150	404	269	135	587
%V	*15.7%*	*18.4%*	*15.7%*	*14.0%*	*15.6%*	*11.7%*	*16.2%*
%H		*54.2%*	*24.9%*	*67.1%*	*44.7%*	*22.4%*	*97.5%*
50" - 59"	101	59	25	63	45	18	99
%V	*2.6%*	*3.3%*	*2.6%*	*2.2%*	*2.6%*	*1.6%*	*2.7%*
%H		*58.4%*	*24.8%*	*62.4%*	*44.6%*	*17.8%*	*98.0%*
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	221	96	55	155	81	74	200
%V	*5.8%*	*5.4%*	*5.8%*	*5.4%*	*4.7%*	*6.4%*	*5.5%*
%H		*43.4%*	*24.9%*	*70.1%*	*36.7%*	*33.5%*	*90.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3839	1768	955	2882	1727	1155	3629
%H		*46.1%*	*24.9%*	*75.1%*	*45.0%*	*30.1%*	*94.5%*
PVR	1037	656	325	503	416	88	1008
%V	*27.0%*	*37.1%*	*34.0%*	*17.5%*	*24.1%*	*7.6%*	*27.8%*
%H		*63.3%*	*31.3%*	*48.5%*	*40.1%*	*8.5%*	*97.2%*
DVDR	19	8	5	16	10	6	18
%V	*0.5%*	*0.5%*	*0.5%*	*0.6%*	*0.6%*	*0.5%*	*0.5%*
%H		*42.1%*	*26.3%*	*84.2%*	*52.6%*	*31.6%*	*94.7%*
VCR	9	3	2	8	5	3	5
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.1%*
%H		*33.3%*	*22.2%*	*88.9%*	*55.6%*	*33.3%*	*55.6%*
Any recorder	1056	664	329	519	425	94	1024
%V	*27.5%*	*37.6%*	*34.5%*	*18.0%*	*24.6%*	*8.1%*	*28.2%*
%H		*62.9%*	*31.2%*	*49.1%*	*40.2%*	*8.9%*	*97.0%*

Base: ITV 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3839	1768	955	2882	1727	1155	3629
%H		*46.1%*	*24.9%*	*75.1%*	*45.0%*	*30.1%*	*94.5%*
Receives HDTV (via STB or built-in reception)	1682	815	485	1229	813	416	1631
%V	*43.8%*	*46.1%*	*50.8%*	*42.6%*	*47.1%*	*36.0%*	*44.9%*
%H		*48.5%*	*28.8%*	*73.1%*	*48.3%*	*24.7%*	*97.0%*
DVD/Blu-ray player or recorder	1331	629	371	964	614	350	1291
%V	*34.7%*	*35.6%*	*38.8%*	*33.4%*	*35.6%*	*30.3%*	*35.6%*
%H		*47.3%*	*27.9%*	*72.4%*	*46.1%*	*26.3%*	*97.0%*

Base: ITV London - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 1.21: Age 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 Inds	13337	12418	5193	2613	7864	3508	4356	12458
%H		*93.1%*	*38.9%*	*19.6%*	*59.0%*	*26.3%*	*32.7%*	*93.4%*
Total Children	2732	2593	1228	562	1485	737	748	2671
%V	*20.5%*	*20.9%*	*23.6%*	*21.5%*	*18.9%*	*21.0%*	*17.2%*	*21.4%*
%H		*94.9%*	*44.9%*	*20.6%*	*54.4%*	*27.0%*	*27.4%*	*97.8%*
0 - 3	713	668	334	121	376	180	196	691
%V	*5.3%*	*5.4%*	*6.4%*	*4.6%*	*4.8%*	*5.1%*	*4.5%*	*5.5%*
%H		*93.7%*	*46.8%*	*17.0%*	*52.7%*	*25.2%*	*27.5%*	*96.9%*
4 - 15	2019	1925	894	441	1109	558	552	1981
%V	*15.1%*	*15.5%*	*17.2%*	*16.9%*	*14.1%*	*15.9%*	*12.7%*	*15.9%*
%H		*95.3%*	*44.3%*	*21.8%*	*54.9%*	*27.6%*	*27.3%*	*98.1%*
4 - 9	1122	1059	490	235	598	292	306	1097
%V	*8.4%*	*8.5%*	*9.4%*	*9.0%*	*7.6%*	*8.3%*	*7.0%*	*8.8%*
%H		*94.4%*	*43.7%*	*20.9%*	*53.3%*	*26.0%*	*27.3%*	*97.8%*
10 - 15	897	866	404	206	511	266	245	884
%V	*6.7%*	*7.0%*	*7.8%*	*7.9%*	*6.5%*	*7.6%*	*5.6%*	*7.1%*
%H		*96.5%*	*45.0%*	*23.0%*	*57.0%*	*29.7%*	*27.3%*	*98.6%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Individual level data

Table 1.22: Adults - 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 Inds	13337	12418	5193	2613	7864	3508	4356	12458
%H		*93.1%*	*38.9%*	*19.6%*	*59.0%*	*26.3%*	*32.7%*	*93.4%*
Total Adults (16+)	10605	9825	3965	2051	6379	2770	3608	9786
%V	*79.5%*	*79.1%*	*76.4%*	*78.5%*	*81.1%*	*79.0%*	*82.8%*	*78.6%*
%H		*92.6%*	*37.4%*	*19.3%*	*60.2%*	*26.1%*	*34.0%*	*92.3%*
16 - 19	508	476	223	119	299	167	131	500
%V	*3.8%*	*3.8%*	*4.3%*	*4.6%*	*3.8%*	*4.8%*	*3.0%*	*4.0%*
%H		*93.7%*	*43.9%*	*23.4%*	*58.9%*	*32.9%*	*25.8%*	*98.4%*
20 - 24	838	676	290	142	402	196	206	815
%V	*6.3%*	*5.4%*	*5.6%*	*5.4%*	*5.1%*	*5.6%*	*4.7%*	*6.5%*
%H		*80.7%*	*34.6%*	*16.9%*	*48.0%*	*23.4%*	*24.6%*	*97.3%*
25 - 34	2274	2005	831	367	1182	488	695	2229
%V	*17.1%*	*16.1%*	*16.0%*	*14.0%*	*15.0%*	*13.9%*	*16.0%*	*17.9%*
%H		*88.2%*	*36.5%*	*16.1%*	*52.0%*	*21.5%*	*30.6%*	*98.0%*
35 - 44	2037	1871	819	402	1113	508	605	1988
%V	*15.3%*	*15.1%*	*15.8%*	*15.4%*	*14.2%*	*14.5%*	*13.9%*	*16.0%*
%H		*91.9%*	*40.2%*	*19.7%*	*54.6%*	*24.9%*	*29.7%*	*97.6%*
45 - 54	1809	1732	737	438	1100	549	551	1748
%V	*13.6%*	*13.9%*	*14.2%*	*16.8%*	*14.0%*	*15.6%*	*12.6%*	*14.0%*
%H		*95.7%*	*40.7%*	*24.2%*	*60.8%*	*30.3%*	*30.5%*	*96.6%*
55 - 64	1359	1323	512	299	934	422	512	1261
%V	*10.2%*	*10.7%*	*9.9%*	*11.4%*	*11.9%*	*12.0%*	*11.8%*	*10.1%*
%H		*97.4%*	*37.7%*	*22.0%*	*68.7%*	*31.1%*	*37.7%*	*92.8%*
65+	1780	1741	553	285	1348	439	909	1244
%V	*13.3%*	*14.0%*	*10.6%*	*10.9%*	*17.1%*	*12.5%*	*20.9%*	*10.0%*
%H		*97.8%*	*31.1%*	*16.0%*	*75.7%*	*24.7%*	*51.1%*	*69.9%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	10605	9825	3965	2051	6379	2770	3608	9786
%H		*92.6%*	*37.4%*	*19.3%*	*60.2%*	*26.1%*	*34.0%*	*92.3%*
AB	3279	3076	1207	737	2011	923	1088	3214
%V	*30.9%*	*31.3%*	*30.4%*	*35.9%*	*31.5%*	*33.3%*	*30.2%*	*32.8%*
%H		*93.8%*	*36.8%*	*22.5%*	*61.3%*	*28.1%*	*33.2%*	*98.0%*
C1	3215	2944	1215	629	1923	881	1042	3037
%V	*30.3%*	*30.0%*	*30.6%*	*30.7%*	*30.1%*	*31.8%*	*28.9%*	*31.0%*
%H		*91.6%*	*37.8%*	*19.6%*	*59.8%*	*27.4%*	*32.4%*	*94.5%*
C2	1863	1755	741	362	1154	533	621	1720
%V	*17.6%*	*17.9%*	*18.7%*	*17.6%*	*18.1%*	*19.2%*	*17.2%*	*17.6%*
%H		*94.2%*	*39.8%*	*19.4%*	*61.9%*	*28.6%*	*33.3%*	*92.3%*
D	1587	1437	602	237	864	325	539	1390
%V	*15.0%*	*14.6%*	*15.2%*	*11.6%*	*13.5%*	*11.7%*	*14.9%*	*14.2%*
%H		*90.5%*	*37.9%*	*14.9%*	*54.4%*	*20.5%*	*34.0%*	*87.6%*
E	661	614	199	87	426	109	317	426
%V	*6.2%*	*6.2%*	*5.0%*	*4.2%*	*6.7%*	*3.9%*	*8.8%*	*4.4%*
%H		*92.9%*	*30.1%*	*13.2%*	*64.4%*	*16.5%*	*48.0%*	*64.4%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	10605	9825	3965	2051	6379	2770	3608	9786
%H		*92.6%*	*37.4%*	*19.3%*	*60.2%*	*26.1%*	*34.0%*	*92.3%*
Working full time	5701	5269	2183	1176	3255	1498	1757	5583
%V	*53.8%*	*53.6%*	*55.1%*	*57.3%*	*51.0%*	*54.1%*	*48.7%*	*57.1%*
%H		*92.4%*	*38.3%*	*20.6%*	*57.1%*	*26.3%*	*30.8%*	*97.9%*
Working part time	988	921	387	204	622	309	313	949
%V	*9.3%*	*9.4%*	*9.8%*	*9.9%*	*9.8%*	*11.2%*	*8.7%*	*9.7%*
%H		*93.2%*	*39.2%*	*20.6%*	*63.0%*	*31.3%*	*31.7%*	*96.1%*
Not working	3916	3635	1395	671	2501	963	1538	3254
%V	*36.9%*	*37.0%*	*35.2%*	*32.7%*	*39.2%*	*34.8%*	*42.6%*	*33.3%*
%H		*92.8%*	*35.6%*	*17.1%*	*63.9%*	*24.6%*	*39.3%*	*83.1%*
Housewife/Houseperson	5507	5058	1874	984	3378	1290	2088	4877
%V	*51.9%*	*51.5%*	*47.3%*	*48.0%*	*53.0%*	*46.6%*	*57.9%*	*49.8%*
%H		*91.8%*	*34.0%*	*17.9%*	*61.3%*	*23.4%*	*37.9%*	*88.6%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV London

Individual level data

Table 1.25: Males - 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 Males (16+)	5206	4767	1930	1022	3063	1365	1698	4849
%H		*91.6%*	*37.1%*	*19.6%*	*58.8%*	*26.2%*	*32.6%*	*93.1%*
16 - 19	270	252	117	67	160	92	67	267
%V	*5.2%*	*5.3%*	*6.1%*	*6.6%*	*5.2%*	*6.7%*	*3.9%*	*5.5%*
%H		*93.3%*	*43.3%*	*24.8%*	*59.3%*	*34.1%*	*24.8%*	*98.9%*
20 - 24	413	339	145	80	193	98	95	401
%V	*7.9%*	*7.1%*	*7.5%*	*7.8%*	*6.3%*	*7.2%*	*5.6%*	*8.3%*
%H		*82.1%*	*35.1%*	*19.4%*	*46.7%*	*23.7%*	*23.0%*	*97.1%*
25 - 34	1133	978	402	182	578	250	329	1108
%V	*21.8%*	*20.5%*	*20.8%*	*17.8%*	*18.9%*	*18.3%*	*19.4%*	*22.9%*
%H		*86.3%*	*35.5%*	*16.1%*	*51.0%*	*22.1%*	*29.0%*	*97.8%*
35 - 44	1030	925	396	191	547	238	310	1002
%V	*19.8%*	*19.4%*	*20.5%*	*18.7%*	*17.9%*	*17.4%*	*18.3%*	*20.7%*
%H		*89.8%*	*38.4%*	*18.5%*	*53.1%*	*23.1%*	*30.1%*	*97.3%*
45 - 54	894	848	358	210	540	264	276	860
%V	*17.2%*	*17.8%*	*18.5%*	*20.5%*	*17.6%*	*19.3%*	*16.3%*	*17.7%*
%H		*94.9%*	*40.0%*	*23.5%*	*60.4%*	*29.5%*	*30.9%*	*96.2%*
55 - 64	664	645	250	149	450	207	243	616
%V	*12.8%*	*13.5%*	*13.0%*	*14.6%*	*14.7%*	*15.2%*	*14.3%*	*12.7%*
%H		*97.1%*	*37.7%*	*22.4%*	*67.8%*	*31.2%*	*36.6%*	*92.8%*
65+	803	780	262	143	594	216	378	596
%V	*15.4%*	*16.4%*	*13.6%*	*14.0%*	*19.4%*	*15.8%*	*22.3%*	*12.3%*
%H		*97.1%*	*32.6%*	*17.8%*	*74.0%*	*26.9%*	*47.1%*	*74.2%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5206	4767	1930	1022	3063	1365	1698	4849
%H		*91.6%*	*37.1%*	*19.6%*	*58.8%*	*26.2%*	*32.6%*	*93.1%*
AB	1661	1556	624	371	1014	478	536	1634
%V	*31.9%*	*32.6%*	*32.3%*	*36.3%*	*33.1%*	*35.0%*	*31.6%*	*33.7%*
%H		*93.7%*	*37.6%*	*22.3%*	*61.0%*	*28.8%*	*32.3%*	*98.4%*
C1	1497	1355	567	309	865	420	445	1440
%V	*28.8%*	*28.4%*	*29.4%*	*30.2%*	*28.2%*	*30.8%*	*26.2%*	*29.7%*
%H		*90.5%*	*37.9%*	*20.6%*	*57.8%*	*28.1%*	*29.7%*	*96.2%*
C2	992	925	377	193	608	273	335	905
%V	*19.1%*	*19.4%*	*19.5%*	*18.9%*	*19.8%*	*20.0%*	*19.7%*	*18.7%*
%H		*93.2%*	*38.0%*	*19.5%*	*61.3%*	*27.5%*	*33.8%*	*91.2%*
D	789	692	287	117	412	156	256	699
%V	*15.2%*	*14.5%*	*14.9%*	*11.4%*	*13.5%*	*11.4%*	*15.1%*	*14.4%*
%H		*87.7%*	*36.4%*	*14.8%*	*52.2%*	*19.8%*	*32.4%*	*88.6%*
E	267	238	74	33	165	39	126	172
%V	*5.1%*	*5.0%*	*3.8%*	*3.2%*	*5.4%*	*2.9%*	*7.4%*	*3.5%*
%H		*89.1%*	*27.7%*	*12.4%*	*61.8%*	*14.6%*	*47.2%*	*64.4%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5206	4767	1930	1022	3063	1365	1698	4849
%H		*91.6%*	*37.1%*	*19.6%*	*58.8%*	*26.2%*	*32.6%*	*93.1%*
Working full time	3432	3155	1323	705	1929	899	1029	3353
%V	*65.9%*	*66.2%*	*68.5%*	*69.0%*	*63.0%*	*65.9%*	*60.6%*	*69.1%*
%H		*91.9%*	*38.5%*	*20.5%*	*56.2%*	*26.2%*	*30.0%*	*97.7%*
Working part time	260	226	86	47	159	73	86	246
%V	*5.0%*	*4.7%*	*4.5%*	*4.6%*	*5.2%*	*5.3%*	*5.1%*	*5.1%*
%H		*86.9%*	*33.1%*	*18.1%*	*61.2%*	*28.1%*	*33.1%*	*94.6%*
Not working	1513	1386	521	270	975	393	583	1251
%V	*29.1%*	*29.1%*	*27.0%*	*26.4%*	*31.8%*	*28.8%*	*34.3%*	*25.8%*
%H		*91.6%*	*34.4%*	*17.8%*	*64.4%*	*26.0%*	*38.5%*	*82.7%*
Housewife/Houseperson	1312	1116	346	192	775	245	530	1101
%V	*25.2%*	*23.4%*	*17.9%*	*18.8%*	*25.3%*	*17.9%*	*31.2%*	*22.7%*
%H		*85.1%*	*26.4%*	*14.6%*	*59.1%*	*18.7%*	*40.4%*	*83.9%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.28: Females - 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 Females (16+)	5399	5058	2035	1028	3316	1405	1911	4937
%H		*93.7%*	*37.7%*	*19.0%*	*61.4%*	*26.0%*	*35.4%*	*91.4%*
16 - 19	238	224	106	52	139	75	64	234
%V	*4.4%*	*4.4%*	*5.2%*	*5.1%*	*4.2%*	*5.3%*	*3.3%*	*4.7%*
%H		*94.1%*	*44.5%*	*21.8%*	*58.4%*	*31.5%*	*26.9%*	*98.3%*
20 - 24	425	337	145	61	210	98	111	413
%V	*7.9%*	*6.7%*	*7.1%*	*5.9%*	*6.3%*	*7.0%*	*5.8%*	*8.4%*
%H		*79.3%*	*34.1%*	*14.4%*	*49.4%*	*23.1%*	*26.1%*	*97.2%*
25 - 34	1142	1026	429	185	604	238	366	1121
%V	*21.2%*	*20.3%*	*21.1%*	*18.0%*	*18.2%*	*16.9%*	*19.2%*	*22.7%*
%H		*89.8%*	*37.6%*	*16.2%*	*52.9%*	*20.8%*	*32.0%*	*98.2%*
35 - 44	1007	946	423	211	566	271	295	987
%V	*18.7%*	*18.7%*	*20.8%*	*20.5%*	*17.1%*	*19.3%*	*15.4%*	*20.0%*
%H		*93.9%*	*42.0%*	*21.0%*	*56.2%*	*26.9%*	*29.3%*	*98.0%*
45 - 54	916	885	379	229	560	285	275	888
%V	*17.0%*	*17.5%*	*18.6%*	*22.3%*	*16.9%*	*20.3%*	*14.4%*	*18.0%*
%H		*96.6%*	*41.4%*	*25.0%*	*61.1%*	*31.1%*	*30.0%*	*96.9%*
55 - 64	695	678	262	150	484	215	269	645
%V	*12.9%*	*13.4%*	*12.9%*	*14.6%*	*14.6%*	*15.3%*	*14.1%*	*13.1%*
%H		*97.6%*	*37.7%*	*21.6%*	*69.6%*	*30.9%*	*38.7%*	*92.8%*
65+	977	961	291	141	754	223	531	648
%V	*18.1%*	*19.0%*	*14.3%*	*13.7%*	*22.7%*	*15.9%*	*27.8%*	*13.1%*
%H		*98.4%*	*29.8%*	*14.4%*	*77.2%*	*22.8%*	*54.4%*	*66.3%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5399	5058	2035	1028	3316	1405	1911	4937
%H		*93.7%*	*37.7%*	*19.0%*	*61.4%*	*26.0%*	*35.4%*	*91.4%*
AB	1617	1520	583	366	997	445	552	1580
%V	*29.9%*	*30.1%*	*28.6%*	*35.6%*	*30.1%*	*31.7%*	*28.9%*	*32.0%*
%H		*94.0%*	*36.1%*	*22.6%*	*61.7%*	*27.5%*	*34.1%*	*97.7%*
C1	1718	1588	648	320	1058	461	597	1597
%V	*31.8%*	*31.4%*	*31.8%*	*31.1%*	*31.9%*	*32.8%*	*31.2%*	*32.3%*
%H		*92.4%*	*37.7%*	*18.6%*	*61.6%*	*26.8%*	*34.7%*	*93.0%*
C2	872	830	363	169	547	260	287	815
%V	*16.2%*	*16.4%*	*17.8%*	*16.4%*	*16.5%*	*18.5%*	*15.0%*	*16.5%*
%H		*95.2%*	*41.6%*	*19.4%*	*62.7%*	*29.8%*	*32.9%*	*93.5%*
D	798	744	315	119	452	169	283	691
%V	*14.8%*	*14.7%*	*15.5%*	*11.6%*	*13.6%*	*12.0%*	*14.8%*	*14.0%*
%H		*93.2%*	*39.5%*	*14.9%*	*56.6%*	*21.2%*	*35.5%*	*86.6%*
E	394	375	125	54	261	70	191	253
%V	*7.3%*	*7.4%*	*6.1%*	*5.3%*	*7.9%*	*5.0%*	*10.0%*	*5.1%*
%H		*95.2%*	*31.7%*	*13.7%*	*66.2%*	*17.8%*	*48.5%*	*64.2%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5399	5058	2035	1028	3316	1405	1911	4937
%H		*93.7%*	*37.7%*	*19.0%*	*61.4%*	*26.0%*	*35.4%*	*91.4%*
Working full time	2269	2114	860	471	1326	598	728	2230
%V	*42.0%*	*41.8%*	*42.3%*	*45.8%*	*40.0%*	*42.6%*	*38.1%*	*45.2%*
%H		*93.2%*	*37.9%*	*20.8%*	*58.4%*	*26.4%*	*32.1%*	*98.3%*
Working part time	728	695	301	156	463	236	228	704
%V	*13.5%*	*13.7%*	*14.8%*	*15.2%*	*14.0%*	*16.8%*	*11.9%*	*14.3%*
%H		*95.5%*	*41.3%*	*21.4%*	*63.6%*	*32.4%*	*31.3%*	*96.7%*
Not working	2403	2249	874	401	1526	571	955	2004
%V	*44.5%*	*44.5%*	*42.9%*	*39.0%*	*46.0%*	*40.6%*	*50.0%*	*40.6%*
%H		*93.6%*	*36.4%*	*16.7%*	*63.5%*	*23.8%*	*39.7%*	*83.4%*
Housewife/Houseperson	4196	3942	1528	792	2604	1045	1558	3776
%V	*77.7%*	*77.9%*	*75.1%*	*77.0%*	*78.5%*	*74.4%*	*81.5%*	*76.5%*
%H		*93.9%*	*36.4%*	*18.9%*	*62.1%*	*24.9%*	*37.1%*	*90.0%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Midlands

Contents Page

Household
- Table 2.1: Social Grade 32
- Table 2.2: Housewife Age 33
- Table 2.3: Size of Household 34
- Table 2.4: Presence of Children 35
- Table 2.5: Number of TV sets in household 36
- Table 2.6: Screen size 37
- Table 2.7: Location of ANY set in household 38
- Table 2.8: Platform Provider 39
- Table 2.9: Recorders and other equipment 40
- Table 2.10: Computers and Internet 41

Sets
- Table 2.11: Screen Size 42
- Table 2.12: Location of set 43
- Table 2.13: Recorders 44
- Table 2.14: Other TV equipment 44
- Table 2.15: Main Set Screen Size 45
- Table 2.16: Main Set Recorders 46
- Table 2.17: Main Set - Other TV equipment 46
- Table 2.18: Other Sets (non-Main Set) Screen Size 47
- Table 2.19: Other Set (non-Main Set) Recorders 48
- Table 2.20: Other Set (non-Main Set) - Other TV equipment 48

Individuals
- Table 2.21: Age of Children 49
- Table 2.22: Adults - Age 50
- Table 2.23: Social Grade (Adults 16+) 51
- Table 2.24: Working Status (Adults 16+) 52
- Table 2.25: Males - Age 53
- Table 2.26: Social Grade (Males 16+) 54
- Table 2.27: Working Status (Males 16+) 55
- Table 2.28: Females - Age 56
- Table 2.29: Social Grade (Females 16+) 57
- Table 2.30: Working Status (Females 16+) 58

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Midlands

Household level data

Table 2.1: 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	3706	3567	1295	640	2723	1131	1592	3050
%H (All HH)		*96.2%*	*34.9%*	*17.3%*	*73.5%*	*30.5%*	*43.0%*	*82.3%*
%H (TV HH)			*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	
AB	827	808	327	140	608	278	331	791
%V	*22.3%*	*22.7%*	*25.3%*	*21.9%*	*22.3%*	*24.6%*	*20.8%*	*25.9%*
%H (All HH)		*97.7%*	*39.5%*	*16.9%*	*73.5%*	*33.6%*	*40.0%*	*95.6%*
%H (TV HH)			*40.5%*	*17.3%*	*75.2%*	*34.4%*	*41.0%*	
C1	979	940	373	184	705	333	372	863
%V	*26.4%*	*26.4%*	*28.8%*	*28.8%*	*25.9%*	*29.4%*	*23.4%*	*28.3%*
%H (All HH)		*96.0%*	*38.1%*	*18.8%*	*72.0%*	*34.0%*	*38.0%*	*88.2%*
%H (TV HH)			*39.7%*	*19.6%*	*75.0%*	*35.4%*	*39.6%*	
C2	761	738	261	149	577	257	321	649
%V	*20.5%*	*20.7%*	*20.2%*	*23.3%*	*21.2%*	*22.7%*	*20.2%*	*21.3%*
%H (All HH)		*97.0%*	*34.3%*	*19.6%*	*75.8%*	*33.8%*	*42.2%*	*85.3%*
%H (TV HH)			*35.4%*	*20.2%*	*78.2%*	*34.8%*	*43.5%*	
D	672	639	222	109	479	172	306	489
%V	*18.1%*	*17.9%*	*17.1%*	*17.0%*	*17.6%*	*15.2%*	*19.2%*	*16.0%*
%H (All HH)		*95.1%*	*33.0%*	*16.2%*	*71.3%*	*25.6%*	*45.5%*	*72.8%*
%H (TV HH)			*34.7%*	*17.1%*	*75.0%*	*26.9%*	*47.9%*	
E	465	442	112	58	354	91	262	257
%V	*12.5%*	*12.4%*	*8.6%*	*9.1%*	*13.0%*	*8.0%*	*16.5%*	*8.4%*
%H (All HH)		*95.1%*	*24.1%*	*12.5%*	*76.1%*	*19.6%*	*56.3%*	*55.3%*
%H (TV HH)			*25.3%*	*13.1%*	*80.1%*	*20.6%*	*59.3%*	

Base: ITV 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

ITV Midlands

Household level data

Table 2.2: 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	3706	3567	1295	640	2723	1131	1592	3050
%H (All HH)		*96.2%*	*34.9%*	*17.3%*	*73.5%*	*30.5%*	*43.0%*	*82.3%*
%H (TV HH)			*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	
Under 25	145	123	36	21	84	29	55	136
%V	*3.9%*	*3.4%*	*2.8%*	*3.3%*	*3.1%*	*2.6%*	*3.5%*	*4.5%*
%H (All HH)		*84.8%*	*24.8%*	*14.5%*	*57.9%*	*20.0%*	*37.9%*	*93.8%*
%H (TV HH)			*29.3%*	*17.1%*	*68.3%*	*23.6%*	*44.7%*	
25 - 34	587	544	209	96	354	140	214	554
%V	*15.8%*	*15.3%*	*16.1%*	*15.0%*	*13.0%*	*12.4%*	*13.4%*	*18.2%*
%H (All HH)		*92.7%*	*35.6%*	*16.4%*	*60.3%*	*23.9%*	*36.5%*	*94.4%*
%H (TV HH)			*38.4%*	*17.6%*	*65.1%*	*25.7%*	*39.3%*	
35 - 44	599	568	268	111	401	223	179	571
%V	*16.2%*	*15.9%*	*20.7%*	*17.3%*	*14.7%*	*19.7%*	*11.2%*	*18.7%*
%H (All HH)		*94.8%*	*44.7%*	*18.5%*	*66.9%*	*37.2%*	*29.9%*	*95.3%*
%H (TV HH)			*47.2%*	*19.5%*	*70.6%*	*39.3%*	*31.5%*	
45 - 54	719	702	296	151	529	272	258	674
%V	*19.4%*	*19.7%*	*22.9%*	*23.6%*	*19.4%*	*24.0%*	*16.2%*	*22.1%*
%H (All HH)		*97.6%*	*41.2%*	*21.0%*	*73.6%*	*37.8%*	*35.9%*	*93.7%*
%H (TV HH)			*42.2%*	*21.5%*	*75.4%*	*38.7%*	*36.8%*	
55 - 64	627	615	219	122	491	215	276	546
%V	*16.9%*	*17.2%*	*16.9%*	*19.1%*	*18.0%*	*19.0%*	*17.3%*	*17.9%*
%H (All HH)		*98.1%*	*34.9%*	*19.5%*	*78.3%*	*34.3%*	*44.0%*	*87.1%*
%H (TV HH)			*35.6%*	*19.8%*	*79.8%*	*35.0%*	*44.9%*	
65 +	1028	1014	267	139	864	253	610	570
%V	*27.7%*	*28.4%*	*20.6%*	*21.7%*	*31.7%*	*22.4%*	*38.3%*	*18.7%*
%H (All HH)		*98.6%*	*26.0%*	*13.5%*	*84.0%*	*24.6%*	*59.3%*	*55.4%*
%H (TV HH)			*26.3%*	*13.7%*	*85.2%*	*25.0%*	*60.2%*	

Base: ITV 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

ITV Midlands

Household level data

Table 2.3: 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	3706	3567	1295	640	2723	1131	1592	3050
%H (All HH)		*96.2%*	*34.9%*	*17.3%*	*73.5%*	*30.5%*	*43.0%*	*82.3%*
%H (TV HH)			*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	
1	1111	1050	244	124	859	192	666	661
%V	*30.0%*	*29.4%*	*18.8%*	*19.4%*	*31.5%*	*17.0%*	*41.8%*	*21.7%*
%H (All HH)		*94.5%*	*22.0%*	*11.2%*	*77.3%*	*17.3%*	*59.9%*	*59.5%*
%H (TV HH)			*23.2%*	*11.8%*	*81.8%*	*18.3%*	*63.4%*	
2	1257	1221	442	230	955	417	538	1097
%V	*33.9%*	*34.2%*	*34.1%*	*35.9%*	*35.1%*	*36.9%*	*33.8%*	*36.0%*
%H (All HH)		*97.1%*	*35.2%*	*18.3%*	*76.0%*	*33.2%*	*42.8%*	*87.3%*
%H (TV HH)			*36.2%*	*18.8%*	*78.2%*	*34.2%*	*44.1%*	
3	582	566	253	117	412	223	189	552
%V	*15.7%*	*15.9%*	*19.5%*	*18.3%*	*15.1%*	*19.7%*	*11.9%*	*18.1%*
%H (All HH)		*97.3%*	*43.5%*	*20.1%*	*70.8%*	*38.3%*	*32.5%*	*94.8%*
%H (TV HH)			*44.7%*	*20.7%*	*72.8%*	*39.4%*	*33.4%*	
4	476	461	217	106	321	188	133	467
%V	*12.8%*	*12.9%*	*16.8%*	*16.6%*	*11.8%*	*16.6%*	*8.4%*	*15.3%*
%H (All HH)		*96.8%*	*45.6%*	*22.3%*	*67.4%*	*39.5%*	*27.9%*	*98.1%*
%H (TV HH)			*47.1%*	*23.0%*	*69.6%*	*40.8%*	*28.9%*	
5+	279	269	139	63	177	111	66	272
%V	*7.5%*	*7.5%*	*10.7%*	*9.8%*	*6.5%*	*9.8%*	*4.1%*	*8.9%*
%H (All HH)		*96.4%*	*49.8%*	*22.6%*	*63.4%*	*39.8%*	*23.7%*	*97.5%*
%H (TV HH)			*51.7%*	*23.4%*	*65.8%*	*41.3%*	*24.5%*	
Average HH size	2.38	2.39	2.73	2.67	2.30	2.71	2.01	2.58

Base: ITV 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

Table 2.4: 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	3706	3567	1295	640	2723	1131	1592	3050
%H (All HH)		*96.2%*	*34.9%*	*17.3%*	*73.5%*	*30.5%*	*43.0%*	*82.3%*
%H (TV HH)			*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	
Without	2723	2613	842	438	2083	776	1308	2099
%V	*73.5%*	*73.3%*	*65.0%*	*68.4%*	*76.5%*	*68.6%*	*82.2%*	*68.8%*
%H (All HH)		*96.0%*	*30.9%*	*16.1%*	*76.5%*	*28.5%*	*48.0%*	*77.1%*
%H (TV HH)			*32.2%*	*16.8%*	*79.7%*	*29.7%*	*50.1%*	
With	982	954	454	202	640	355	284	950
%V	*26.5%*	*26.7%*	*35.1%*	*31.6%*	*23.5%*	*31.4%*	*17.8%*	*31.1%*
%H (All HH)		*97.1%*	*46.2%*	*20.6%*	*65.2%*	*36.2%*	*28.9%*	*96.7%*
%H (TV HH)			*47.6%*	*21.2%*	*67.1%*	*37.2%*	*29.8%*	
0 - 3	357	341	161	68	219	116	103	342
%V	*9.6%*	*9.6%*	*12.4%*	*10.6%*	*8.0%*	*10.3%*	*6.5%*	*11.2%*
%H (All HH)		*95.5%*	*45.1%*	*19.0%*	*61.3%*	*32.5%*	*28.9%*	*95.8%*
%H (TV HH)			*47.2%*	*19.9%*	*64.2%*	*34.0%*	*30.2%*	
4 - 9	519	507	243	101	327	172	155	502
%V	*14.0%*	*14.2%*	*18.8%*	*15.8%*	*12.0%*	*15.2%*	*9.7%*	*16.5%*
%H (All HH)		*97.7%*	*46.8%*	*19.5%*	*63.0%*	*33.1%*	*29.9%*	*96.7%*
%H (TV HH)			*47.9%*	*19.9%*	*64.5%*	*33.9%*	*30.6%*	
10 - 15	471	464	225	106	322	190	132	460
%V	*12.7%*	*13.0%*	*17.4%*	*16.6%*	*11.8%*	*16.8%*	*8.3%*	*15.1%*
%H (All HH)		*98.5%*	*47.8%*	*22.5%*	*68.4%*	*40.3%*	*28.0%*	*97.7%*
%H (TV HH)			*48.5%*	*22.8%*	*69.4%*	*40.9%*	*28.4%*	

Base: ITV 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

ITV Midlands

Household level data

Table 2.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3706	3567	1295	640	2723	1131	1592	3050
%H (All HH)		*96.2%*	*34.9%*	*17.3%*	*73.5%*	*30.5%*	*43.0%*	*82.3%*
%H (TV HH)			*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	
1	1410	1410	389	198	998	222	776	1032
%V	*38.0%*	*39.5%*	*30.0%*	*30.9%*	*36.7%*	*19.6%*	*48.7%*	*33.8%*
%H (All HH)		*100.0%*	*27.6%*	*14.0%*	*70.8%*	*15.7%*	*55.0%*	*73.2%*
%H (TV HH)			*27.6%*	*14.0%*	*70.8%*	*15.7%*	*55.0%*	
2	1186	1186	439	228	929	412	517	993
%V	*32.0%*	*33.2%*	*33.9%*	*35.6%*	*34.1%*	*36.4%*	*32.5%*	*32.6%*
%H (All HH)		*100.0%*	*37.0%*	*19.2%*	*78.3%*	*34.7%*	*43.6%*	*83.7%*
%H (TV HH)			*37.0%*	*19.2%*	*78.3%*	*34.7%*	*43.6%*	
3	587	587	272	126	471	279	192	549
%V	*15.8%*	*16.5%*	*21.0%*	*19.7%*	*17.3%*	*24.7%*	*12.1%*	*18.0%*
%H (All HH)		*100.0%*	*46.3%*	*21.5%*	*80.2%*	*47.5%*	*32.7%*	*93.5%*
%H (TV HH)			*46.3%*	*21.5%*	*80.2%*	*47.5%*	*32.7%*	
4	254	254	127	55	211	135	76	249
%V	*6.9%*	*7.1%*	*9.8%*	*8.6%*	*7.7%*	*11.9%*	*4.8%*	*8.2%*
%H (All HH)		*100.0%*	*50.0%*	*21.7%*	*83.1%*	*53.1%*	*29.9%*	*98.0%*
%H (TV HH)			*50.0%*	*21.7%*	*83.1%*	*53.1%*	*29.9%*	
5+	130	130	68	33	115	83	32	128
%V	*3.5%*	*3.6%*	*5.3%*	*5.2%*	*4.2%*	*7.3%*	*2.0%*	*4.2%*
%H (All HH)		*100.0%*	*52.3%*	*25.4%*	*88.5%*	*63.8%*	*24.6%*	*98.5%*
%H (TV HH)			*52.3%*	*25.4%*	*88.5%*	*63.8%*	*24.6%*	

Base: ITV 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

Table 2.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3706	3567	1295	640	2723	1131	1592	3050
%H (All HH)		*96.2%*	*34.9%*	*17.3%*	*73.5%*	*30.5%*	*43.0%*	*82.3%*
%H (TV HH)			*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	
Under 20"	544	544	177	98	469	203	266	451
%V	*14.7%*	*15.3%*	*13.7%*	*15.3%*	*17.2%*	*17.9%*	*16.7%*	*14.8%*
%H (All HH)		*100.0%*	*32.5%*	*18.0%*	*86.2%*	*37.3%*	*48.9%*	*82.9%*
%H (TV HH)			*32.5%*	*18.0%*	*86.2%*	*37.3%*	*48.9%*	
20" - 29"	1140	1140	428	202	946	435	511	934
%V	*30.8%*	*32.0%*	*33.1%*	*31.6%*	*34.7%*	*38.5%*	*32.1%*	*30.6%*
%H (All HH)		*100.0%*	*37.5%*	*17.7%*	*83.0%*	*38.2%*	*44.8%*	*81.9%*
%H (TV HH)			*37.5%*	*17.7%*	*83.0%*	*38.2%*	*44.8%*	
30" - 39"	1834	1834	664	350	1457	644	813	1531
%V	*49.5%*	*51.4%*	*51.3%*	*54.7%*	*53.5%*	*56.9%*	*51.1%*	*50.2%*
%H (All HH)		*100.0%*	*36.2%*	*19.1%*	*79.4%*	*35.1%*	*44.3%*	*83.5%*
%H (TV HH)			*36.2%*	*19.1%*	*79.4%*	*35.1%*	*44.3%*	
40" - 49"	1707	1707	734	369	1265	666	599	1551
%V	*46.1%*	*47.9%*	*56.7%*	*57.7%*	*46.5%*	*58.9%*	*37.6%*	*50.9%*
%H (All HH)		*100.0%*	*43.0%*	*21.6%*	*74.1%*	*39.0%*	*35.1%*	*90.9%*
%H (TV HH)			*43.0%*	*21.6%*	*74.1%*	*39.0%*	*35.1%*	
50" - 59"	464	464	237	100	324	198	126	448
%V	*12.5%*	*13.0%*	*18.3%*	*15.6%*	*11.9%*	*17.5%*	*7.9%*	*14.7%*
%H (All HH)		*100.0%*	*51.1%*	*21.6%*	*69.8%*	*42.7%*	*27.2%*	*96.6%*
%H (TV HH)			*51.1%*	*21.6%*	*69.8%*	*42.7%*	*27.2%*	
60"+	34	34	20	5	23	14	9	32
%V	*0.9%*	*1.0%*	*1.5%*	*0.8%*	*0.8%*	*1.2%*	*0.6%*	*1.0%*
%H (All HH)		*100.0%*	*58.8%*	*14.7%*	*67.6%*	*41.2%*	*26.5%*	*94.1%*
%H (TV HH)			*58.8%*	*14.7%*	*67.6%*	*41.2%*	*26.5%*	

Base: ITV 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

ITV Midlands

Household level data

Table 2.7: 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	3706	3567	1295	640	2723	1131	1592	3050
%H (All HH)		*96.2%*	*34.9%*	*17.3%*	*73.5%*	*30.5%*	*43.0%*	*82.3%*
%H (TV HH)			*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	
Main living room	3539	3539	1287	634	2705	1128	1578	2929
%V	*95.5%*	*99.2%*	*99.4%*	*99.1%*	*99.3%*	*99.7%*	*99.1%*	*96.0%*
%H (All HH)		*100.0%*	*36.4%*	*17.9%*	*76.4%*	*31.9%*	*44.6%*	*82.8%*
%H (TV HH)			*36.4%*	*17.9%*	*76.4%*	*31.9%*	*44.6%*	
Kitchen	408	408	175	76	352	190	162	356
%V	*11.0%*	*11.4%*	*13.5%*	*11.9%*	*12.9%*	*16.8%*	*10.2%*	*11.7%*
%H (All HH)		*100.0%*	*42.9%*	*18.6%*	*86.3%*	*46.6%*	*39.7%*	*87.3%*
%H (TV HH)			*42.9%*	*18.6%*	*86.3%*	*46.6%*	*39.7%*	
Adult's bedroom	1638	1638	702	337	1325	718	607	1475
%V	*44.2%*	*45.9%*	*54.2%*	*52.7%*	*48.7%*	*63.5%*	*38.1%*	*48.4%*
%H (All HH)		*100.0%*	*42.9%*	*20.6%*	*80.9%*	*43.8%*	*37.1%*	*90.0%*
%H (TV HH)			*42.9%*	*20.6%*	*80.9%*	*43.8%*	*37.1%*	
Child's bedroom	344	344	172	76	255	161	93	336
%V	*9.3%*	*9.6%*	*13.3%*	*11.9%*	*9.4%*	*14.2%*	*5.8%*	*11.0%*
%H (All HH)		*100.0%*	*50.0%*	*22.1%*	*74.1%*	*46.8%*	*27.0%*	*97.7%*
%H (TV HH)			*50.0%*	*22.1%*	*74.1%*	*46.8%*	*27.0%*	
Other bedroom	239	239	113	50	195	115	79	225
%V	*6.4%*	*6.7%*	*8.7%*	*7.8%*	*7.2%*	*10.2%*	*5.0%*	*7.4%*
%H (All HH)		*100.0%*	*47.3%*	*20.9%*	*81.6%*	*48.1%*	*33.1%*	*94.1%*
%H (TV HH)			*47.3%*	*20.9%*	*81.6%*	*48.1%*	*33.1%*	
Second living/dining room	378	378	168	86	303	172	131	341
%V	*10.2%*	*10.6%*	*13.0%*	*13.4%*	*11.1%*	*15.2%*	*8.2%*	*11.2%*
%H (All HH)		*100.0%*	*44.4%*	*22.8%*	*80.2%*	*45.5%*	*34.7%*	*90.2%*
%H (TV HH)			*44.4%*	*22.8%*	*80.2%*	*45.5%*	*34.7%*	
Study/office	55	55	26	10	45	25	20	52
%V	*1.5%*	*1.5%*	*2.0%*	*1.6%*	*1.7%*	*2.2%*	*1.3%*	*1.7%*
%H (All HH)		*100.0%*	*47.3%*	*18.2%*	*81.8%*	*45.5%*	*36.4%*	*94.5%*
%H (TV HH)			*47.3%*	*18.2%*	*81.8%*	*45.5%*	*36.4%*	
TV room	20	20	12	3	14	10	4	20
%V	*0.5%*	*0.6%*	*0.9%*	*0.5%*	*0.5%*	*0.9%*	*0.3%*	*0.7%*
%H (All HH)		*100.0%*	*60.0%*	*15.0%*	*70.0%*	*50.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*15.0%*	*70.0%*	*50.0%*	*20.0%*	
Conservatory	92	92	37	23	76	42	34	86
%V	*2.5%*	*2.6%*	*2.9%*	*3.6%*	*2.8%*	*3.7%*	*2.1%*	*2.8%*
%H (All HH)		*100.0%*	*40.2%*	*25.0%*	*82.6%*	*45.7%*	*37.0%*	*93.5%*
%H (TV HH)			*40.2%*	*25.0%*	*82.6%*	*45.7%*	*37.0%*	
Attic or loft room	5	5	3	2	4	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%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*40.0%*	*80.0%*	*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	30	30	17	5	26	18	8	29
%V	*0.8%*	*0.8%*	*1.3%*	*0.8%*	*1.0%*	*1.6%*	*0.5%*	*1.0%*
%H (All HH)		*100.0%*	*56.7%*	*16.7%*	*86.7%*	*60.0%*	*26.7%*	*96.7%*
%H (TV HH)			*56.7%*	*16.7%*	*86.7%*	*60.0%*	*26.7%*	

Base: ITV 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

Table 2.8: 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	3706	3567	1295	640	2723	1131	1592	3050
%H (All HH)		*96.2%*	*34.9%*	*17.3%*	*73.5%*	*30.5%*	*43.0%*	*82.3%*
%H (TV HH)			*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	
Any DSAT provider	1295	1295	1295	26	756	756	0	1192
%V	*34.9%*	*36.3%*	*100.0%*	*4.1%*	*27.8%*	*66.8%*	*0.0%*	*39.1%*
%H (All HH)			*100.0%*	*2.0%*	*58.4%*	*58.4%*	*0.0%*	*92.0%*
%H (TV HH)			*100.0%*	*2.0%*	*58.4%*	*58.4%*	*0.0%*	
Sky with subcription	1046	1046	1046	11	614	614	0	980
%V	*28.2%*	*29.3%*	*80.8%*	*1.7%*	*22.5%*	*54.3%*	*0.0%*	*32.1%*
%H (All HH)			*100.0%*	*1.1%*	*58.7%*	*58.7%*	*0.0%*	*93.7%*
%H (TV HH)			*100.0%*	*1.1%*	*58.7%*	*58.7%*	*0.0%*	
Sky without subscription	76	76	76	4	41	41	0	61
%V	*2.1%*	*2.1%*	*5.9%*	*0.6%*	*1.5%*	*3.6%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*5.3%*	*53.9%*	*53.9%*	*0.0%*	*80.3%*
%H (TV HH)			*100.0%*	*5.3%*	*53.9%*	*53.9%*	*0.0%*	
Freesat	139	139	139	10	90	90	0	123
%V	*3.8%*	*3.9%*	*10.7%*	*1.6%*	*3.3%*	*8.0%*	*0.0%*	*4.0%*
%H (All HH)			*100.0%*	*7.2%*	*64.7%*	*64.7%*	*0.0%*	*88.5%*
%H (TV HH)			*100.0%*	*7.2%*	*64.7%*	*64.7%*	*0.0%*	
Other satellite provider	79	79	79	2	43	43	0	72
%V	*2.1%*	*2.2%*	*6.1%*	*0.3%*	*1.6%*	*3.8%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*2.5%*	*54.4%*	*54.4%*	*0.0%*	*91.1%*
%H (TV HH)			*100.0%*	*2.5%*	*54.4%*	*54.4%*	*0.0%*	
DCAB	640	640	26	640	388	388	0	592
%V	*17.3%*	*17.9%*	*2.0%*	*100.0%*	*14.2%*	*34.3%*	*0.0%*	*19.4%*
%H (All HH)			*4.1%*	*100.0%*	*60.6%*	*60.6%*	*0.0%*	*92.5%*
%H (TV HH)			*4.1%*	*100.0%*	*60.6%*	*60.6%*	*0.0%*	
DTT	2723	2723	756	388	2723	1131	1592	2191
%V	*73.5%*	*76.3%*	*58.4%*	*60.6%*	*100.0%*	*100.0%*	*100.0%*	*71.8%*
%H (All HH)		*100.0%*	*27.8%*	*14.2%*	*100.0%*	*41.5%*	*58.5%*	*80.5%*
%H (TV HH)			*27.8%*	*14.2%*	*100.0%*	*41.5%*	*58.5%*	

Base: ITV 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

ITV Midlands

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	3706	3567	1295	640	2723	1131	1592	3050
%H (All HH)		*96.2%*	*34.9%*	*17.3%*	*73.5%*	*30.5%*	*43.0%*	*82.3%*
%H (TV HH)			*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	
PVR	2162	2162	1128	569	1511	1024	487	1998
%V	*58.3%*	*60.6%*	*87.1%*	*88.9%*	*55.5%*	*90.5%*	*30.6%*	*65.5%*
%H (All HH)		*100.0%*	*52.2%*	*26.3%*	*69.9%*	*47.4%*	*22.5%*	*92.4%*
%H (TV HH)			*52.2%*	*26.3%*	*69.9%*	*47.4%*	*22.5%*	
DVDR	66	66	22	13	56	25	32	57
%V	*1.8%*	*1.9%*	*1.7%*	*2.0%*	*2.1%*	*2.2%*	*2.0%*	*1.9%*
%H (All HH)		*100.0%*	*33.3%*	*19.7%*	*84.8%*	*37.9%*	*48.5%*	*86.4%*
%H (TV HH)			*33.3%*	*19.7%*	*84.8%*	*37.9%*	*48.5%*	
VCR	26	26	7	3	24	8	16	15
%V	*0.7%*	*0.7%*	*0.5%*	*0.5%*	*0.9%*	*0.7%*	*1.0%*	*0.5%*
%H (All HH)		*100.0%*	*26.9%*	*11.5%*	*92.3%*	*30.8%*	*61.5%*	*57.7%*
%H (TV HH)			*26.9%*	*11.5%*	*92.3%*	*30.8%*	*61.5%*	
Any recorder	2199	2199	1133	572	1545	1029	516	2022
%V	*59.3%*	*61.6%*	*87.5%*	*89.4%*	*56.7%*	*91.0%*	*32.4%*	*66.3%*
%H (All HH)		*100.0%*	*51.5%*	*26.0%*	*70.3%*	*46.8%*	*23.5%*	*92.0%*
%H (TV HH)			*51.5%*	*26.0%*	*70.3%*	*46.8%*	*23.5%*	
Receives HDTV (via STB or built-in reception)	2397	2397	985	550	1838	951	886	2182
%V	*64.7%*	*67.2%*	*76.1%*	*85.9%*	*67.5%*	*84.1%*	*55.7%*	*71.5%*
%H (All HH)		*100.0%*	*41.1%*	*22.9%*	*76.7%*	*39.7%*	*37.0%*	*91.0%*
%H (TV HH)			*41.1%*	*22.9%*	*76.7%*	*39.7%*	*37.0%*	
DVD/Blu-ray player or recorder	2441	2441	954	457	1868	857	1011	2137
%V	*65.9%*	*68.4%*	*73.7%*	*71.4%*	*68.6%*	*75.8%*	*63.5%*	*70.1%*
%H (All HH)		*100.0%*	*39.1%*	*18.7%*	*76.5%*	*35.1%*	*41.4%*	*87.5%*
%H (TV HH)			*39.1%*	*18.7%*	*76.5%*	*35.1%*	*41.4%*	

Base: ITV 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

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	3706	3567	1295	640	2723	1131	1592	3050
%H (All HH)		*96.2%*	*34.9%*	*17.3%*	*73.5%*	*30.5%*	*43.0%*	*82.3%*
%H (TV HH)			*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	
Has broadband internet	3050	2951	1192	592	2191	1058	1133	3050
%V	*82.3%*	*82.7%*	*92.0%*	*92.5%*	*80.5%*	*93.5%*	*71.2%*	*100.0%*
%H (All HH)		*96.8%*	*39.1%*	*19.4%*	*71.8%*	*34.7%*	*37.1%*	*100.0%*
%H (TV HH)			*40.4%*	*20.1%*	*74.2%*	*35.9%*	*38.4%*	
Number of computers (PCs and laptops)								
0	807	759	152	73	639	113	526	194
%V	*21.8%*	*21.3%*	*11.7%*	*11.4%*	*23.5%*	*10.0%*	*33.0%*	*6.4%*
%H (All HH)		*94.1%*	*18.8%*	*9.0%*	*79.2%*	*14.0%*	*65.2%*	*24.0%*
%H (TV HH)			*20.0%*	*9.6%*	*84.2%*	*14.9%*	*69.3%*	
1	999	959	335	172	718	283	435	960
%V	*27.0%*	*26.9%*	*25.9%*	*26.9%*	*26.4%*	*25.0%*	*27.3%*	*31.5%*
%H (All HH)		*96.0%*	*33.5%*	*17.2%*	*71.9%*	*28.3%*	*43.5%*	*96.1%*
%H (TV HH)			*34.9%*	*17.9%*	*74.9%*	*29.5%*	*45.4%*	
2	804	776	317	145	586	281	305	802
%V	*21.7%*	*21.8%*	*24.5%*	*22.7%*	*21.5%*	*24.8%*	*19.2%*	*26.3%*
%H (All HH)		*96.5%*	*39.4%*	*18.0%*	*72.9%*	*35.0%*	*37.9%*	*99.8%*
%H (TV HH)			*40.9%*	*18.7%*	*75.5%*	*36.2%*	*39.3%*	
3	475	463	198	104	345	192	153	473
%V	*12.8%*	*13.0%*	*15.3%*	*16.3%*	*12.7%*	*17.0%*	*9.6%*	*15.5%*
%H (All HH)		*97.5%*	*41.7%*	*21.9%*	*72.6%*	*40.4%*	*32.2%*	*99.6%*
%H (TV HH)			*42.8%*	*22.5%*	*74.5%*	*41.5%*	*33.0%*	
4	290	286	123	72	214	121	93	289
%V	*7.8%*	*8.0%*	*9.5%*	*11.3%*	*7.9%*	*10.7%*	*5.8%*	*9.5%*
%H (All HH)		*98.6%*	*42.4%*	*24.8%*	*73.8%*	*41.7%*	*32.1%*	*99.7%*
%H (TV HH)			*43.0%*	*25.2%*	*74.8%*	*42.3%*	*32.5%*	
5+	331	325	169	75	221	141	80	331
%V	*8.9%*	*9.1%*	*13.1%*	*11.7%*	*8.1%*	*12.5%*	*5.0%*	*10.9%*
%H (All HH)		*98.2%*	*51.1%*	*22.7%*	*66.8%*	*42.6%*	*24.2%*	*100.0%*
%H (TV HH)			*52.0%*	*23.1%*	*68.0%*	*43.4%*	*24.6%*	

Base: ITV 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

Table 2.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7258	2966	1426	5727	2870	2857	6350
%H		*40.9%*	*19.6%*	*78.9%*	*39.5%*	*39.4%*	*87.5%*
Under 20"	680	224	123	592	261	331	574
%V	*9.4%*	*7.6%*	*8.6%*	*10.3%*	*9.1%*	*11.6%*	*9.0%*
%H		*32.9%*	*18.1%*	*87.1%*	*38.4%*	*48.7%*	*84.4%*
20" - 29"	1469	567	262	1233	588	645	1236
%V	*20.2%*	*19.1%*	*18.4%*	*21.5%*	*20.5%*	*22.6%*	*19.5%*
%H		*38.6%*	*17.8%*	*83.9%*	*40.0%*	*43.9%*	*84.1%*
30" - 39"	2308	898	458	1835	885	950	1979
%V	*31.8%*	*30.3%*	*32.1%*	*32.0%*	*30.8%*	*33.3%*	*31.2%*
%H		*38.9%*	*19.8%*	*79.5%*	*38.3%*	*41.2%*	*85.7%*
40" - 49"	2022	906	435	1494	818	676	1856
%V	*27.9%*	*30.5%*	*30.5%*	*26.1%*	*28.5%*	*23.7%*	*29.2%*
%H		*44.8%*	*21.5%*	*73.9%*	*40.5%*	*33.4%*	*91.8%*
50" - 59"	505	265	106	359	226	133	489
%V	*7.0%*	*8.9%*	*7.4%*	*6.3%*	*7.9%*	*4.7%*	*7.7%*
%H		*52.5%*	*21.0%*	*71.1%*	*44.8%*	*26.3%*	*96.8%*
60"+	35	20	5	24	14	10	33
%V	*0.5%*	*0.7%*	*0.4%*	*0.4%*	*0.5%*	*0.4%*	*0.5%*
%H		*57.1%*	*14.3%*	*68.6%*	*40.0%*	*28.6%*	*94.3%*
Don't know	239	86	37	190	78	112	184
%V	*3.3%*	*2.9%*	*2.6%*	*3.3%*	*2.7%*	*3.9%*	*2.9%*
%H		*36.0%*	*15.5%*	*79.5%*	*32.6%*	*46.9%*	*77.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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	7258	2966	1426	5727	2870	2857	6350
%H		*40.9%*	*19.6%*	*78.9%*	*39.5%*	*39.4%*	*87.5%*
Main living room	3559	1296	640	2721	1137	1584	2948
%V	*49.0%*	*43.7%*	*44.9%*	*47.5%*	*39.6%*	*55.4%*	*46.4%*
%H		*36.4%*	*18.0%*	*76.5%*	*31.9%*	*44.5%*	*82.8%*
Kitchen	409	175	76	352	191	162	356
%V	*5.6%*	*5.9%*	*5.3%*	*6.1%*	*6.7%*	*5.7%*	*5.6%*
%H		*42.8%*	*18.6%*	*86.1%*	*46.7%*	*39.6%*	*87.0%*
Adult's bedroom	1940	849	415	1584	896	689	1770
%V	*26.7%*	*28.6%*	*29.1%*	*27.7%*	*31.2%*	*24.1%*	*27.9%*
%H		*43.8%*	*21.4%*	*81.6%*	*46.2%*	*35.5%*	*91.2%*
Child's bedroom	468	237	105	353	228	125	459
%V	*6.4%*	*8.0%*	*7.4%*	*6.2%*	*7.9%*	*4.4%*	*7.2%*
%H		*50.6%*	*22.4%*	*75.4%*	*48.7%*	*26.7%*	*98.1%*
Other bedroom	293	142	60	240	143	97	276
%V	*4.0%*	*4.8%*	*4.2%*	*4.2%*	*5.0%*	*3.4%*	*4.3%*
%H		*48.5%*	*20.5%*	*81.9%*	*48.8%*	*33.1%*	*94.2%*
Second living/dining room	380	169	86	305	173	132	342
%V	*5.2%*	*5.7%*	*6.0%*	*5.3%*	*6.0%*	*4.6%*	*5.4%*
%H		*44.5%*	*22.6%*	*80.3%*	*45.5%*	*34.7%*	*90.0%*
Study/office	55	26	10	45	25	20	52
%V	*0.8%*	*0.9%*	*0.7%*	*0.8%*	*0.9%*	*0.7%*	*0.8%*
%H		*47.3%*	*18.2%*	*81.8%*	*45.5%*	*36.4%*	*94.5%*
TV room	20	12	3	14	10	4	20
%V	*0.3%*	*0.4%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.3%*
%H		*60.0%*	*15.0%*	*70.0%*	*50.0%*	*20.0%*	*100.0%*
Conservatory	92	37	23	76	42	34	86
%V	*1.3%*	*1.2%*	*1.6%*	*1.3%*	*1.5%*	*1.2%*	*1.4%*
%H		*40.2%*	*25.0%*	*82.6%*	*45.7%*	*37.0%*	*93.5%*
Attic or loft room	5	3	2	4	3	1	5
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*60.0%*	*40.0%*	*80.0%*	*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	31	18	5	27	20	8	30
%V	*0.4%*	*0.6%*	*0.4%*	*0.5%*	*0.7%*	*0.3%*	*0.5%*
%H		*58.1%*	*16.1%*	*87.1%*	*64.5%*	*25.8%*	*96.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Midlands

Set level data

Table 2.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7258	2966	1426	5727	2870	2857	6350
%H		*40.9%*	*19.6%*	*78.9%*	*39.5%*	*39.4%*	*87.5%*
PVR	2957	1668	782	1972	1422	549	2771
%V	*40.7%*	*56.2%*	*54.8%*	*34.4%*	*49.5%*	*19.2%*	*43.6%*
%H		*56.4%*	*26.4%*	*66.7%*	*48.1%*	*18.6%*	*93.7%*
DVDR	69	24	13	60	27	32	61
%V	*1.0%*	*0.8%*	*0.9%*	*1.0%*	*0.9%*	*1.1%*	*1.0%*
%H		*34.8%*	*18.8%*	*87.0%*	*39.1%*	*46.4%*	*88.4%*
VCR	27	8	3	25	9	16	17
%V	*0.4%*	*0.3%*	*0.2%*	*0.4%*	*0.3%*	*0.6%*	*0.3%*
%H		*29.6%*	*11.1%*	*92.6%*	*33.3%*	*59.3%*	*63.0%*
Any recorder	3004	1677	785	2016	1431	584	2804
%V	*41.4%*	*56.5%*	*55.0%*	*35.2%*	*49.9%*	*20.4%*	*44.2%*
%H		*55.8%*	*26.1%*	*67.1%*	*47.6%*	*19.4%*	*93.3%*

Base: ITV Midlands - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7258	2966	1426	5727	2870	2857	6350
%H		*40.9%*	*19.6%*	*78.9%*	*39.5%*	*39.4%*	*87.5%*
Receives HDTV (via STB or built-in reception)	3772	1646	896	2938	1662	1276	3507
%V	*52.0%*	*55.5%*	*62.8%*	*51.3%*	*57.9%*	*44.7%*	*55.2%*
%H		*43.6%*	*23.8%*	*77.9%*	*44.1%*	*33.8%*	*93.0%*
DVD/Blu-ray player or recorder	3598	1503	720	2778	1408	1370	3236
%V	*49.6%*	*50.7%*	*50.5%*	*48.5%*	*49.1%*	*48.0%*	*51.0%*
%H		*41.8%*	*20.0%*	*77.2%*	*39.1%*	*38.1%*	*89.9%*

Base: ITV Midlands - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3567	1295	640	2723	1131	1592	2951
%H		*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	*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"	312	60	33	264	52	212	184
%V	*8.7%*	*4.6%*	*5.2%*	*9.7%*	*4.6%*	*13.3%*	*6.2%*
%H		*19.2%*	*10.6%*	*84.6%*	*16.7%*	*67.9%*	*59.0%*
30" - 39"	1128	327	176	897	287	610	856
%V	*31.6%*	*25.3%*	*27.5%*	*32.9%*	*25.4%*	*38.3%*	*29.0%*
%H		*29.0%*	*15.6%*	*79.5%*	*25.4%*	*54.1%*	*75.9%*
40" - 49"	1527	634	323	1134	573	562	1377
%V	*42.8%*	*49.0%*	*50.5%*	*41.6%*	*50.7%*	*35.3%*	*46.7%*
%H		*41.5%*	*21.2%*	*74.3%*	*37.5%*	*36.8%*	*90.2%*
50" - 59"	422	219	88	294	181	112	408
%V	*11.8%*	*16.9%*	*13.8%*	*10.8%*	*16.0%*	*7.0%*	*13.8%*
%H		*51.9%*	*20.9%*	*69.7%*	*42.9%*	*26.5%*	*96.7%*
60"+	29	18	5	19	12	7	27
%V	*0.8%*	*1.4%*	*0.8%*	*0.7%*	*1.1%*	*0.4%*	*0.9%*
%H		*62.1%*	*17.2%*	*65.5%*	*41.4%*	*24.1%*	*93.1%*
Don't know	116	33	14	87	23	64	76
%V	*3.3%*	*2.5%*	*2.2%*	*3.2%*	*2.0%*	*4.0%*	*2.6%*
%H		*28.4%*	*12.1%*	*75.0%*	*19.8%*	*55.2%*	*65.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3567	1295	640	2723	1131	1592	2951
%H		*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	*82.7%*
PVR	2121	1113	560	1477	1009	468	1961
%V	*59.5%*	*85.9%*	*87.5%*	*54.2%*	*89.2%*	*29.4%*	*66.5%*
%H		*52.5%*	*26.4%*	*69.6%*	*47.6%*	*22.1%*	*92.5%*
DVDR	58	18	11	50	20	29	49
%V	*1.6%*	*1.4%*	*1.7%*	*1.8%*	*1.8%*	*1.8%*	*1.7%*
%H		*31.0%*	*19.0%*	*86.2%*	*34.5%*	*50.0%*	*84.5%*
VCR	21	5	3	19	6	13	12
%V	*0.6%*	*0.4%*	*0.5%*	*0.7%*	*0.5%*	*0.8%*	*0.4%*
%H		*23.8%*	*14.3%*	*90.5%*	*28.6%*	*61.9%*	*57.1%*
Any recorder	2158	1118	563	1512	1015	497	1985
%V	*60.5%*	*86.3%*	*88.0%*	*55.5%*	*89.7%*	*31.2%*	*67.3%*
%H		*51.8%*	*26.1%*	*70.1%*	*47.0%*	*23.0%*	*92.0%*

Base: ITV Midlands - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3567	1295	640	2723	1131	1592	2951
%H		*36.3%*	*17.9%*	*76.3%*	*31.7%*	*44.6%*	*82.7%*
Receives HDTV (via STB or built-in reception)	2320	955	538	1769	918	851	2119
%V	*65.0%*	*73.7%*	*84.1%*	*65.0%*	*81.2%*	*53.5%*	*71.8%*
%H		*41.2%*	*23.2%*	*76.3%*	*39.6%*	*36.7%*	*91.3%*
DVD/Blu-ray player or recorder	2173	831	399	1663	743	920	1891
%V	*60.9%*	*64.2%*	*62.3%*	*61.1%*	*65.7%*	*57.8%*	*64.1%*
%H		*38.2%*	*18.4%*	*76.5%*	*34.2%*	*42.3%*	*87.0%*

Base: ITV Midlands - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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	3692	1671	787	3004	1739	1265	3399
%H		*45.3%*	*21.3%*	*81.4%*	*47.1%*	*34.3%*	*92.1%*
Under 20"	647	220	121	564	258	306	552
%V	*17.5%*	*13.2%*	*15.4%*	*18.8%*	*14.8%*	*24.2%*	*16.2%*
%H		*34.0%*	*18.7%*	*87.2%*	*39.9%*	*47.3%*	*85.3%*
20" - 29"	1157	508	229	969	535	434	1051
%V	*31.3%*	*30.4%*	*29.1%*	*32.3%*	*30.8%*	*34.3%*	*30.9%*
%H		*43.9%*	*19.8%*	*83.8%*	*46.2%*	*37.5%*	*90.8%*
30" - 39"	1180	571	283	938	598	340	1122
%V	*32.0%*	*34.2%*	*36.0%*	*31.2%*	*34.4%*	*26.9%*	*33.0%*
%H		*48.4%*	*24.0%*	*79.5%*	*50.7%*	*28.8%*	*95.1%*
40" - 49"	495	272	112	360	246	114	479
%V	*13.4%*	*16.3%*	*14.2%*	*12.0%*	*14.1%*	*9.0%*	*14.1%*
%H		*54.9%*	*22.6%*	*72.7%*	*49.7%*	*23.0%*	*96.8%*
50" - 59"	83	46	18	65	45	21	81
%V	*2.2%*	*2.8%*	*2.3%*	*2.2%*	*2.6%*	*1.7%*	*2.4%*
%H		*55.4%*	*21.7%*	*78.3%*	*54.2%*	*25.3%*	*97.6%*
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	124	53	23	103	56	48	108
%V	*3.4%*	*3.2%*	*2.9%*	*3.4%*	*3.2%*	*3.8%*	*3.2%*
%H		*42.7%*	*18.5%*	*83.1%*	*45.2%*	*38.7%*	*87.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3692	1671	787	3004	1739	1265	3399
%H		*45.3%*	*21.3%*	*81.4%*	*47.1%*	*34.3%*	*92.1%*
PVR	836	555	221	494	413	81	810
%V	*22.6%*	*33.2%*	*28.1%*	*16.4%*	*23.7%*	*6.4%*	*23.8%*
%H		*66.4%*	*26.4%*	*59.1%*	*49.4%*	*9.7%*	*96.9%*
DVDR	12	6	3	10	7	3	12
%V	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H		*50.0%*	*25.0%*	*83.3%*	*58.3%*	*25.0%*	*100.0%*
VCR	7	3	0	6	2	3	5
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*
%H		*42.9%*	*0.0%*	*85.7%*	*28.6%*	*42.9%*	*71.4%*
Any recorder	846	560	222	504	417	87	819
%V	*22.9%*	*33.5%*	*28.2%*	*16.8%*	*24.0%*	*6.9%*	*24.1%*
%H		*66.2%*	*26.2%*	*59.6%*	*49.3%*	*10.3%*	*96.8%*

Base: ITV Midlands - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3692	1671	787	3004	1739	1265	3399
%H		*45.3%*	*21.3%*	*81.4%*	*47.1%*	*34.3%*	*92.1%*
Receives HDTV (via STB or built-in reception)	1452	692	359	1169	744	425	1388
%V	*39.3%*	*41.4%*	*45.6%*	*38.9%*	*42.8%*	*33.6%*	*40.8%*
%H		*47.7%*	*24.7%*	*80.5%*	*51.2%*	*29.3%*	*95.6%*
DVD/Blu-ray player or recorder	1426	672	320	1115	666	450	1345
%V	*38.6%*	*40.2%*	*40.7%*	*37.1%*	*38.3%*	*35.6%*	*39.6%*
%H		*47.1%*	*22.4%*	*78.2%*	*46.7%*	*31.6%*	*94.3%*

Base: ITV Midlands - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 2.21: Age 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 Inds	8812	8514	3527	1707	6254	3059	3195	7878
%H		*96.6%*	*40.0%*	*19.4%*	*71.0%*	*34.7%*	*36.3%*	*89.4%*
Total Children	1771	1723	824	363	1132	622	510	1712
%V	*20.1%*	*20.2%*	*23.4%*	*21.3%*	*18.1%*	*20.3%*	*16.0%*	*21.7%*
%H		*97.3%*	*46.5%*	*20.5%*	*63.9%*	*35.1%*	*28.8%*	*96.7%*
0 - 3	425	404	188	81	260	134	126	407
%V	*4.8%*	*4.7%*	*5.3%*	*4.7%*	*4.2%*	*4.4%*	*3.9%*	*5.2%*
%H		*95.1%*	*44.2%*	*19.1%*	*61.2%*	*31.5%*	*29.6%*	*95.8%*
4 - 15	1347	1320	636	283	871	488	384	1305
%V	*15.3%*	*15.5%*	*18.0%*	*16.6%*	*13.9%*	*16.0%*	*12.0%*	*16.6%*
%H		*98.0%*	*47.2%*	*21.0%*	*64.7%*	*36.2%*	*28.5%*	*96.9%*
4 - 9	704	686	330	140	437	235	203	679
%V	*8.0%*	*8.1%*	*9.4%*	*8.2%*	*7.0%*	*7.7%*	*6.4%*	*8.6%*
%H		*97.4%*	*46.9%*	*19.9%*	*62.1%*	*33.4%*	*28.8%*	*96.4%*
10 - 15	643	633	306	143	434	253	181	626
%V	*7.3%*	*7.4%*	*8.7%*	*8.4%*	*6.9%*	*8.3%*	*5.7%*	*7.9%*
%H		*98.4%*	*47.6%*	*22.2%*	*67.5%*	*39.3%*	*28.1%*	*97.4%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.22: Adults - 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 Inds	8812	8514	3527	1707	6254	3059	3195	7878
%H		*96.6%*	*40.0%*	*19.4%*	*71.0%*	*34.7%*	*36.3%*	*89.4%*
Total Adults (16+)	7041	6790	2703	1344	5122	2437	2686	6166
%V	*79.9%*	*79.8%*	*76.6%*	*78.7%*	*81.9%*	*79.7%*	*84.1%*	*78.3%*
%H		*96.4%*	*38.4%*	*19.1%*	*72.7%*	*34.6%*	*38.1%*	*87.6%*
16 - 19	411	396	197	89	291	184	107	405
%V	*4.7%*	*4.7%*	*5.6%*	*5.2%*	*4.7%*	*6.0%*	*3.3%*	*5.1%*
%H		*96.4%*	*47.9%*	*21.7%*	*70.8%*	*44.8%*	*26.0%*	*98.5%*
20 - 24	541	490	180	120	352	182	171	522
%V	*6.1%*	*5.8%*	*5.1%*	*7.0%*	*5.6%*	*5.9%*	*5.4%*	*6.6%*
%H		*90.6%*	*33.3%*	*22.2%*	*65.1%*	*33.6%*	*31.6%*	*96.5%*
25 - 34	1181	1100	455	228	733	352	382	1126
%V	*13.4%*	*12.9%*	*12.9%*	*13.4%*	*11.7%*	*11.5%*	*12.0%*	*14.3%*
%H		*93.1%*	*38.5%*	*19.3%*	*62.1%*	*29.8%*	*32.3%*	*95.3%*
35 - 44	1084	1038	499	196	720	395	326	1038
%V	*12.3%*	*12.2%*	*14.1%*	*11.5%*	*11.5%*	*12.9%*	*10.2%*	*13.2%*
%H		*95.8%*	*46.0%*	*18.1%*	*66.4%*	*36.4%*	*30.1%*	*95.8%*
45 - 54	1225	1202	521	274	914	503	411	1165
%V	*13.9%*	*14.1%*	*14.8%*	*16.1%*	*14.6%*	*16.4%*	*12.9%*	*14.8%*
%H		*98.1%*	*42.5%*	*22.4%*	*74.6%*	*41.1%*	*33.6%*	*95.1%*
55 - 64	1028	1012	391	201	797	371	426	922
%V	*11.7%*	*11.9%*	*11.1%*	*11.8%*	*12.7%*	*12.1%*	*13.3%*	*11.7%*
%H		*98.4%*	*38.0%*	*19.6%*	*77.5%*	*36.1%*	*41.4%*	*89.7%*
65+	1570	1553	460	236	1314	450	864	990
%V	*17.8%*	*18.2%*	*13.0%*	*13.8%*	*21.0%*	*14.7%*	*27.0%*	*12.6%*
%H		*98.9%*	*29.3%*	*15.0%*	*83.7%*	*28.7%*	*55.0%*	*63.1%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7041	6790	2703	1344	5122	2437	2686	6166
%H		*96.4%*	*38.4%*	*19.1%*	*72.7%*	*34.6%*	*38.1%*	*87.6%*
AB	1699	1665	717	314	1247	624	623	1649
%V	*24.1%*	*24.5%*	*26.5%*	*23.4%*	*24.3%*	*25.6%*	*23.2%*	*26.7%*
%H		*98.0%*	*42.2%*	*18.5%*	*73.4%*	*36.7%*	*36.7%*	*97.1%*
C1	1910	1824	776	387	1358	719	639	1760
%V	*27.1%*	*26.9%*	*28.7%*	*28.8%*	*26.5%*	*29.5%*	*23.8%*	*28.5%*
%H		*95.5%*	*40.6%*	*20.3%*	*71.1%*	*37.6%*	*33.5%*	*92.1%*
C2	1524	1483	554	322	1163	567	596	1350
%V	*21.6%*	*21.8%*	*20.5%*	*24.0%*	*22.7%*	*23.3%*	*22.2%*	*21.9%*
%H		*97.3%*	*36.4%*	*21.1%*	*76.3%*	*37.2%*	*39.1%*	*88.6%*
D	1249	1189	478	218	861	368	493	1002
%V	*17.7%*	*17.5%*	*17.7%*	*16.2%*	*16.8%*	*15.1%*	*18.4%*	*16.3%*
%H		*95.2%*	*38.3%*	*17.5%*	*68.9%*	*29.5%*	*39.5%*	*80.2%*
E	659	630	178	103	494	158	335	406
%V	*9.4%*	*9.3%*	*6.6%*	*7.7%*	*9.6%*	*6.5%*	*12.5%*	*6.6%*
%H		*95.6%*	*27.0%*	*15.6%*	*75.0%*	*24.0%*	*50.8%*	*61.6%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7041	6790	2703	1344	5122	2437	2686	6166
%H		*96.4%*	*38.4%*	*19.1%*	*72.7%*	*34.6%*	*38.1%*	*87.6%*
Working full time	3278	3167	1411	658	2302	1240	1061	3160
%V	*46.6%*	*46.6%*	*52.2%*	*49.0%*	*44.9%*	*50.9%*	*39.5%*	*51.2%*
%H		*96.6%*	*43.0%*	*20.1%*	*70.2%*	*37.8%*	*32.4%*	*96.4%*
Working part time	659	641	258	149	474	240	234	621
%V	*9.4%*	*9.4%*	*9.5%*	*11.1%*	*9.3%*	*9.8%*	*8.7%*	*10.1%*
%H		*97.3%*	*39.2%*	*22.6%*	*71.9%*	*36.4%*	*35.5%*	*94.2%*
Not working	3103	2983	1034	537	2347	956	1390	2385
%V	*44.1%*	*43.9%*	*38.3%*	*40.0%*	*45.8%*	*39.2%*	*51.7%*	*38.7%*
%H		*96.1%*	*33.3%*	*17.3%*	*75.6%*	*30.8%*	*44.8%*	*76.9%*
Housewife/Houseperson	3706	3567	1295	640	2723	1131	1592	3050
%V	*52.6%*	*52.5%*	*47.9%*	*47.6%*	*53.2%*	*46.4%*	*59.3%*	*49.5%*
%H		*96.2%*	*34.9%*	*17.3%*	*73.5%*	*30.5%*	*43.0%*	*82.3%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.25: Males - 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 Males (16+)	3464	3308	1334	676	2477	1209	1268	3075
%H		*95.5%*	*38.5%*	*19.5%*	*71.5%*	*34.9%*	*36.6%*	*88.8%*
16 - 19	221	212	109	50	151	100	52	217
%V	*6.4%*	*6.4%*	*8.2%*	*7.4%*	*6.1%*	*8.3%*	*4.1%*	*7.1%*
%H		*95.9%*	*49.3%*	*22.6%*	*68.3%*	*45.2%*	*23.5%*	*98.2%*
20 - 24	280	248	91	68	177	96	81	270
%V	*8.1%*	*7.5%*	*6.8%*	*10.1%*	*7.1%*	*7.9%*	*6.4%*	*8.8%*
%H		*88.6%*	*32.5%*	*24.3%*	*63.2%*	*34.3%*	*28.9%*	*96.4%*
25 - 34	598	549	220	122	373	184	190	569
%V	*17.3%*	*16.6%*	*16.5%*	*18.0%*	*15.1%*	*15.2%*	*15.0%*	*18.5%*
%H		*91.8%*	*36.8%*	*20.4%*	*62.4%*	*30.8%*	*31.8%*	*95.2%*
35 - 44	536	505	234	91	350	176	174	510
%V	*15.5%*	*15.3%*	*17.5%*	*13.5%*	*14.1%*	*14.6%*	*13.7%*	*16.6%*
%H		*94.2%*	*43.7%*	*17.0%*	*65.3%*	*32.8%*	*32.5%*	*95.1%*
45 - 54	608	592	254	138	450	251	199	572
%V	*17.6%*	*17.9%*	*19.0%*	*20.4%*	*18.2%*	*20.8%*	*15.7%*	*18.6%*
%H		*97.4%*	*41.8%*	*22.7%*	*74.0%*	*41.3%*	*32.7%*	*94.1%*
55 - 64	506	496	195	94	390	181	209	449
%V	*14.6%*	*15.0%*	*14.6%*	*13.9%*	*15.7%*	*15.0%*	*16.5%*	*14.6%*
%H		*98.0%*	*38.5%*	*18.6%*	*77.1%*	*35.8%*	*41.3%*	*88.7%*
65+	715	706	231	114	585	222	363	487
%V	*20.6%*	*21.3%*	*17.3%*	*16.9%*	*23.6%*	*18.4%*	*28.6%*	*15.8%*
%H		*98.7%*	*32.3%*	*15.9%*	*81.8%*	*31.0%*	*50.8%*	*68.1%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3464	3308	1334	676	2477	1209	1268	3075
%H		*95.5%*	*38.5%*	*19.5%*	*71.5%*	*34.9%*	*36.6%*	*88.8%*
AB	867	847	367	169	629	324	305	847
%V	*25.0%*	*25.6%*	*27.5%*	*25.0%*	*25.4%*	*26.8%*	*24.1%*	*27.5%*
%H		*97.7%*	*42.3%*	*19.5%*	*72.5%*	*37.4%*	*35.2%*	*97.7%*
C1	906	854	372	191	622	344	278	849
%V	*26.2%*	*25.8%*	*27.9%*	*28.3%*	*25.1%*	*28.5%*	*21.9%*	*27.6%*
%H		*94.3%*	*41.1%*	*21.1%*	*68.7%*	*38.0%*	*30.7%*	*93.7%*
C2	815	784	288	162	617	290	327	712
%V	*23.5%*	*23.7%*	*21.6%*	*24.0%*	*24.9%*	*24.0%*	*25.8%*	*23.2%*
%H		*96.2%*	*35.3%*	*19.9%*	*75.7%*	*35.6%*	*40.1%*	*87.4%*
D	597	558	228	105	405	177	228	492
%V	*17.2%*	*16.9%*	*17.1%*	*15.5%*	*16.4%*	*14.6%*	*18.0%*	*16.0%*
%H		*93.5%*	*38.2%*	*17.6%*	*67.8%*	*29.6%*	*38.2%*	*82.4%*
E	280	265	79	49	204	74	130	174
%V	*8.1%*	*8.0%*	*5.9%*	*7.2%*	*8.2%*	*6.1%*	*10.3%*	*5.7%*
%H		*94.6%*	*28.2%*	*17.5%*	*72.9%*	*26.4%*	*46.4%*	*62.1%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3464	3308	1334	676	2477	1209	1268	3075
%H		*95.5%*	*38.5%*	*19.5%*	*71.5%*	*34.9%*	*36.6%*	*88.8%*
Working full time	2016	1932	844	412	1401	746	655	1929
%V	*58.2%*	*58.4%*	*63.3%*	*60.9%*	*56.6%*	*61.7%*	*51.7%*	*62.7%*
%H		*95.8%*	*41.9%*	*20.4%*	*69.5%*	*37.0%*	*32.5%*	*95.7%*
Working part time	138	128	48	23	99	44	55	125
%V	*4.0%*	*3.9%*	*3.6%*	*3.4%*	*4.0%*	*3.6%*	*4.3%*	*4.1%*
%H		*92.8%*	*34.8%*	*16.7%*	*71.7%*	*31.9%*	*39.9%*	*90.6%*
Not working	1309	1248	442	242	977	419	558	1021
%V	*37.8%*	*37.7%*	*33.1%*	*35.8%*	*39.4%*	*34.7%*	*44.0%*	*33.2%*
%H		*95.3%*	*33.8%*	*18.5%*	*74.6%*	*32.0%*	*42.6%*	*78.0%*
Housewife/Houseperson	777	715	218	110	547	175	372	573
%V	*22.4%*	*21.6%*	*16.3%*	*16.3%*	*22.1%*	*14.5%*	*29.3%*	*18.6%*
%H		*92.0%*	*28.1%*	*14.2%*	*70.4%*	*22.5%*	*47.9%*	*73.7%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.28: Females - 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 Females (16+)	3577	3482	1369	668	2645	1227	1418	3092
%H		*97.3%*	*38.3%*	*18.7%*	*73.9%*	*34.3%*	*39.6%*	*86.4%*
16 - 19	191	184	88	40	140	85	55	188
%V	*5.3%*	*5.3%*	*6.4%*	*6.0%*	*5.3%*	*6.9%*	*3.9%*	*6.1%*
%H		*96.3%*	*46.1%*	*20.9%*	*73.3%*	*44.5%*	*28.8%*	*98.4%*
20 - 24	262	243	88	52	175	85	90	251
%V	*7.3%*	*7.0%*	*6.4%*	*7.8%*	*6.6%*	*6.9%*	*6.3%*	*8.1%*
%H		*92.7%*	*33.6%*	*19.8%*	*66.8%*	*32.4%*	*34.4%*	*95.8%*
25 - 34	583	551	235	106	360	168	192	557
%V	*16.3%*	*15.8%*	*17.2%*	*15.9%*	*13.6%*	*13.7%*	*13.5%*	*18.0%*
%H		*94.5%*	*40.3%*	*18.2%*	*61.7%*	*28.8%*	*32.9%*	*95.5%*
35 - 44	548	533	266	106	370	218	152	528
%V	*15.3%*	*15.3%*	*19.4%*	*15.9%*	*14.0%*	*17.8%*	*10.7%*	*17.1%*
%H		*97.3%*	*48.5%*	*19.3%*	*67.5%*	*39.8%*	*27.7%*	*96.4%*
45 - 54	617	609	267	136	464	252	212	593
%V	*17.2%*	*17.5%*	*19.5%*	*20.4%*	*17.5%*	*20.5%*	*15.0%*	*19.2%*
%H		*98.7%*	*43.3%*	*22.0%*	*75.2%*	*40.8%*	*34.4%*	*96.1%*
55 - 64	522	516	196	106	407	191	216	473
%V	*14.6%*	*14.8%*	*14.3%*	*15.9%*	*15.4%*	*15.6%*	*15.2%*	*15.3%*
%H		*98.9%*	*37.5%*	*20.3%*	*78.0%*	*36.6%*	*41.4%*	*90.6%*
65+	855	847	229	122	729	228	501	502
%V	*23.9%*	*24.3%*	*16.7%*	*18.3%*	*27.6%*	*18.6%*	*35.3%*	*16.2%*
%H		*99.1%*	*26.8%*	*14.3%*	*85.3%*	*26.7%*	*58.6%*	*58.7%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3577	3482	1369	668	2645	1227	1418	3092
%H		*97.3%*	*38.3%*	*18.7%*	*73.9%*	*34.3%*	*39.6%*	*86.4%*
AB	832	819	350	145	618	300	318	802
%V	*23.3%*	*23.5%*	*25.6%*	*21.7%*	*23.4%*	*24.4%*	*22.4%*	*25.9%*
%H		*98.4%*	*42.1%*	*17.4%*	*74.3%*	*36.1%*	*38.2%*	*96.4%*
C1	1004	969	404	196	735	375	360	911
%V	*28.1%*	*27.8%*	*29.5%*	*29.3%*	*27.8%*	*30.6%*	*25.4%*	*29.5%*
%H		*96.5%*	*40.2%*	*19.5%*	*73.2%*	*37.4%*	*35.9%*	*90.7%*
C2	710	699	266	159	546	277	269	638
%V	*19.8%*	*20.1%*	*19.4%*	*23.8%*	*20.6%*	*22.6%*	*19.0%*	*20.6%*
%H		*98.5%*	*37.5%*	*22.4%*	*76.9%*	*39.0%*	*37.9%*	*89.9%*
D	652	631	250	113	456	191	265	510
%V	*18.2%*	*18.1%*	*18.3%*	*16.9%*	*17.2%*	*15.6%*	*18.7%*	*16.5%*
%H		*96.8%*	*38.3%*	*17.3%*	*69.9%*	*29.3%*	*40.6%*	*78.2%*
E	380	365	99	54	290	84	206	232
%V	*10.6%*	*10.5%*	*7.2%*	*8.1%*	*11.0%*	*6.8%*	*14.5%*	*7.5%*
%H		*96.1%*	*26.1%*	*14.2%*	*76.3%*	*22.1%*	*54.2%*	*61.1%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3577	3482	1369	668	2645	1227	1418	3092
%H		*97.3%*	*38.3%*	*18.7%*	*73.9%*	*34.3%*	*39.6%*	*86.4%*
Working full time	1262	1234	567	246	900	494	406	1231
%V	*35.3%*	*35.4%*	*41.4%*	*36.8%*	*34.0%*	*40.3%*	*28.6%*	*39.8%*
%H		*97.8%*	*44.9%*	*19.5%*	*71.3%*	*39.1%*	*32.2%*	*97.5%*
Working part time	521	513	210	126	375	196	179	496
%V	*14.6%*	*14.7%*	*15.3%*	*18.9%*	*14.2%*	*16.0%*	*12.6%*	*16.0%*
%H		*98.5%*	*40.3%*	*24.2%*	*72.0%*	*37.6%*	*34.4%*	*95.2%*
Not working	1794	1735	592	295	1370	538	833	1365
%V	*50.2%*	*49.8%*	*43.2%*	*44.2%*	*51.8%*	*43.8%*	*58.7%*	*44.1%*
%H		*96.7%*	*33.0%*	*16.4%*	*76.4%*	*30.0%*	*46.4%*	*76.1%*
Housewife/Houseperson	2929	2852	1077	530	2176	956	1220	2477
%V	*81.9%*	*81.9%*	*78.7%*	*79.3%*	*82.3%*	*77.9%*	*86.0%*	*80.1%*
%H		*97.4%*	*36.8%*	*18.1%*	*74.3%*	*32.6%*	*41.7%*	*84.6%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents Page

Household
- Table 3.1: Social Grade 60
- Table 3.2: Housewife Age 61
- Table 3.3: Size of Household 62
- Table 3.4: Presence of Children 63
- Table 3.5: Number of TV sets in household 64
- Table 3.6: Screen size 65
- Table 3.7: Location of ANY set in household 66
- Table 3.8: Platform Provider 67
- Table 3.9: Recorders and other equipment 68
- Table 3.10: Computers and Internet 69

Sets
- Table 3.11: Screen Size 70
- Table 3.12: Location of set 71
- Table 3.13: Recorders 72
- Table 3.14: Other TV equipment 72
- Table 3.15: Main Set Screen Size 73
- Table 3.16: Main Set Recorders 74
- Table 3.17: Main Set - Other TV equipment 74
- Table 3.18: Other Sets (non-Main Set) Screen Size 75
- Table 3.19: Other Set (non-Main Set) Recorders 76
- Table 3.20: Other Set (non-Main Set) - Other TV equipment 76

Individuals
- Table 3.21: Age of Children 77
- Table 3.22: Adults - Age 78
- Table 3.23: Social Grade (Adults 16+) 79
- Table 3.24: Working Status (Adults 16+) 80
- Table 3.25: Males - Age 81
- Table 3.26: Social Grade (Males 16+) 82
- Table 3.27: Working Status (Males 16+) 83
- Table 3.28: Females - Age 84
- Table 3.29: Social Grade (Females 16+) 85
- Table 3.30: Working Status (Females 16+) 86

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North West

Household level data

Table 3.1: 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	3076	2995	1129	531	2133	836	1297	2577
%H (All HH)		*97.4%*	*36.7%*	*17.3%*	*69.3%*	*27.2%*	*42.2%*	*83.8%*
%H (TV HH)			*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	
AB	650	641	282	99	470	213	257	624
%V	*21.1%*	*21.4%*	*25.0%*	*18.6%*	*22.0%*	*25.5%*	*19.8%*	*24.2%*
%H (All HH)		*98.6%*	*43.4%*	*15.2%*	*72.3%*	*32.8%*	*39.5%*	*96.0%*
%H (TV HH)			*44.0%*	*15.4%*	*73.3%*	*33.2%*	*40.1%*	
C1	844	823	329	160	596	272	324	762
%V	*27.4%*	*27.5%*	*29.1%*	*30.1%*	*27.9%*	*32.5%*	*25.0%*	*29.6%*
%H (All HH)		*97.5%*	*39.0%*	*19.0%*	*70.6%*	*32.2%*	*38.4%*	*90.3%*
%H (TV HH)			*40.0%*	*19.4%*	*72.4%*	*33.0%*	*39.4%*	
C2	569	557	221	108	385	161	223	495
%V	*18.5%*	*18.6%*	*19.6%*	*20.3%*	*18.0%*	*19.3%*	*17.2%*	*19.2%*
%H (All HH)		*97.9%*	*38.8%*	*19.0%*	*67.7%*	*28.3%*	*39.2%*	*87.0%*
%H (TV HH)			*39.7%*	*19.4%*	*69.1%*	*28.9%*	*40.0%*	
D	536	515	184	91	355	123	232	420
%V	*17.4%*	*17.2%*	*16.3%*	*17.1%*	*16.6%*	*14.7%*	*17.9%*	*16.3%*
%H (All HH)		*96.1%*	*34.3%*	*17.0%*	*66.2%*	*22.9%*	*43.3%*	*78.4%*
%H (TV HH)			*35.7%*	*17.7%*	*68.9%*	*23.9%*	*45.0%*	
E	478	459	113	73	327	66	261	275
%V	*15.5%*	*15.3%*	*10.0%*	*13.7%*	*15.3%*	*7.9%*	*20.1%*	*10.7%*
%H (All HH)		*96.0%*	*23.6%*	*15.3%*	*68.4%*	*13.8%*	*54.6%*	*57.5%*
%H (TV HH)			*24.6%*	*15.9%*	*71.2%*	*14.4%*	*56.9%*	

Base: ITV 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

ITV North West

Household level data

Table 3.2: 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	3076	2995	1129	531	2133	836	1297	2577
%H (All HH)		*97.4%*	*36.7%*	*17.3%*	*69.3%*	*27.2%*	*42.2%*	*83.8%*
%H (TV HH)			*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	
Under 25	131	121	36	18	81	22	59	122
%V	*4.3%*	*4.0%*	*3.2%*	*3.4%*	*3.8%*	*2.6%*	*4.5%*	*4.7%*
%H (All HH)		*92.4%*	*27.5%*	*13.7%*	*61.8%*	*16.8%*	*45.0%*	*93.1%*
%H (TV HH)			*29.8%*	*14.9%*	*66.9%*	*18.2%*	*48.8%*	
25 - 34	470	447	183	77	273	108	165	453
%V	*15.3%*	*14.9%*	*16.2%*	*14.5%*	*12.8%*	*12.9%*	*12.7%*	*17.6%*
%H (All HH)		*95.1%*	*38.9%*	*16.4%*	*58.1%*	*23.0%*	*35.1%*	*96.4%*
%H (TV HH)			*40.9%*	*17.2%*	*61.1%*	*24.2%*	*36.9%*	
35 - 44	489	473	218	100	296	146	151	457
%V	*15.9%*	*15.8%*	*19.3%*	*18.8%*	*13.9%*	*17.5%*	*11.6%*	*17.7%*
%H (All HH)		*96.7%*	*44.6%*	*20.4%*	*60.5%*	*29.9%*	*30.9%*	*93.5%*
%H (TV HH)			*46.1%*	*21.1%*	*62.6%*	*30.9%*	*31.9%*	
45 - 54	602	592	247	122	419	198	220	564
%V	*19.6%*	*19.8%*	*21.9%*	*23.0%*	*19.6%*	*23.7%*	*17.0%*	*21.9%*
%H (All HH)		*98.3%*	*41.0%*	*20.3%*	*69.6%*	*32.9%*	*36.5%*	*93.7%*
%H (TV HH)			*41.7%*	*20.6%*	*70.8%*	*33.4%*	*37.2%*	
55 - 64	532	518	205	108	372	166	206	459
%V	*17.3%*	*17.3%*	*18.2%*	*20.3%*	*17.4%*	*19.9%*	*15.9%*	*17.8%*
%H (All HH)		*97.4%*	*38.5%*	*20.3%*	*69.9%*	*31.2%*	*38.7%*	*86.3%*
%H (TV HH)			*39.6%*	*20.8%*	*71.8%*	*32.0%*	*39.8%*	
65 +	852	843	240	107	692	195	497	523
%V	*27.7%*	*28.1%*	*21.3%*	*20.2%*	*32.4%*	*23.3%*	*38.3%*	*20.3%*
%H (All HH)		*98.9%*	*28.2%*	*12.6%*	*81.2%*	*22.9%*	*58.3%*	*61.4%*
%H (TV HH)			*28.5%*	*12.7%*	*82.1%*	*23.1%*	*59.0%*	

Base: ITV 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

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	3076	2995	1129	531	2133	836	1297	2577
%H (All HH)		*97.4%*	*36.7%*	*17.3%*	*69.3%*	*27.2%*	*42.2%*	*83.8%*
%H (TV HH)			*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	
1	990	946	233	109	727	144	584	620
%V	*32.2%*	*31.6%*	*20.6%*	*20.5%*	*34.1%*	*17.2%*	*45.0%*	*24.1%*
%H (All HH)		*95.6%*	*23.5%*	*11.0%*	*73.4%*	*14.5%*	*59.0%*	*62.6%*
%H (TV HH)			*24.6%*	*11.5%*	*76.8%*	*15.2%*	*61.7%*	
2	1078	1058	428	196	754	328	426	969
%V	*35.0%*	*35.3%*	*37.9%*	*36.9%*	*35.3%*	*39.2%*	*32.8%*	*37.6%*
%H (All HH)		*98.1%*	*39.7%*	*18.2%*	*69.9%*	*30.4%*	*39.5%*	*89.9%*
%H (TV HH)			*40.5%*	*18.5%*	*71.3%*	*31.0%*	*40.3%*	
3	455	448	198	100	310	164	146	443
%V	*14.8%*	*15.0%*	*17.5%*	*18.8%*	*14.5%*	*19.6%*	*11.3%*	*17.2%*
%H (All HH)		*98.5%*	*43.5%*	*22.0%*	*68.1%*	*36.0%*	*32.1%*	*97.4%*
%H (TV HH)			*44.2%*	*22.3%*	*69.2%*	*36.6%*	*32.6%*	
4	378	373	182	89	237	138	98	374
%V	*12.3%*	*12.5%*	*16.1%*	*16.8%*	*11.1%*	*16.5%*	*7.6%*	*14.5%*
%H (All HH)		*98.7%*	*48.1%*	*23.5%*	*62.7%*	*36.5%*	*25.9%*	*98.9%*
%H (TV HH)			*48.8%*	*23.9%*	*63.5%*	*37.0%*	*26.3%*	
5+	175	170	87	38	105	62	43	171
%V	*5.7%*	*5.7%*	*7.7%*	*7.2%*	*4.9%*	*7.4%*	*3.3%*	*6.6%*
%H (All HH)		*97.1%*	*49.7%*	*21.7%*	*60.0%*	*35.4%*	*24.6%*	*97.7%*
%H (TV HH)			*51.2%*	*22.4%*	*61.8%*	*36.5%*	*25.3%*	
Average HH size	2.27	2.28	2.56	2.55	2.19	2.61	1.93	2.45

Base: ITV 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

Table 3.4: 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	3076	2995	1129	531	2133	836	1297	2577
%H (All HH)		*97.4%*	*36.7%*	*17.3%*	*69.3%*	*27.2%*	*42.2%*	*83.8%*
%H (TV HH)			*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	
Without	2300	2230	776	367	1644	582	1062	1815
%V	*74.8%*	*74.5%*	*68.7%*	*69.1%*	*77.1%*	*69.6%*	*81.9%*	*70.4%*
%H (All HH)		*97.0%*	*33.7%*	*16.0%*	*71.5%*	*25.3%*	*46.2%*	*78.9%*
%H (TV HH)			*34.8%*	*16.5%*	*73.7%*	*26.1%*	*47.6%*	
With	776	765	353	164	489	254	235	762
%V	*25.2%*	*25.5%*	*31.3%*	*30.9%*	*22.9%*	*30.4%*	*18.1%*	*29.6%*
%H (All HH)		*98.6%*	*45.5%*	*21.1%*	*63.0%*	*32.7%*	*30.3%*	*98.2%*
%H (TV HH)			*46.1%*	*21.4%*	*63.9%*	*33.2%*	*30.7%*	
0 - 3	294	289	132	51	182	85	97	289
%V	*9.6%*	*9.6%*	*11.7%*	*9.6%*	*8.5%*	*10.2%*	*7.5%*	*11.2%*
%H (All HH)		*98.3%*	*44.9%*	*17.3%*	*61.9%*	*28.9%*	*33.0%*	*98.3%*
%H (TV HH)			*45.7%*	*17.6%*	*63.0%*	*29.4%*	*33.6%*	
4 - 9	400	394	190	81	249	135	114	392
%V	*13.0%*	*13.2%*	*16.8%*	*15.3%*	*11.7%*	*16.1%*	*8.8%*	*15.2%*
%H (All HH)		*98.5%*	*47.5%*	*20.3%*	*62.3%*	*33.8%*	*28.5%*	*98.0%*
%H (TV HH)			*48.2%*	*20.6%*	*63.2%*	*34.3%*	*28.9%*	
10 - 15	368	363	176	90	233	139	94	361
%V	*12.0%*	*12.1%*	*15.6%*	*16.9%*	*10.9%*	*16.6%*	*7.2%*	*14.0%*
%H (All HH)		*98.6%*	*47.8%*	*24.5%*	*63.3%*	*37.8%*	*25.5%*	*98.1%*
%H (TV HH)			*48.5%*	*24.8%*	*64.2%*	*38.3%*	*25.9%*	

Base: ITV 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

ITV North West

Household level data

Table 3.5: 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	3076	2995	1129	531	2133	836	1297	2577
%H (All HH)		*97.4%*	*36.7%*	*17.3%*	*69.3%*	*27.2%*	*42.2%*	*83.8%*
%H (TV HH)			*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	
1	1197	1197	344	168	763	111	652	887
%V	*38.9%*	*40.0%*	*30.5%*	*31.6%*	*35.8%*	*13.3%*	*50.3%*	*34.4%*
%H (All HH)		*100.0%*	*28.7%*	*14.0%*	*63.7%*	*9.3%*	*54.5%*	*74.1%*
%H (TV HH)			*28.7%*	*14.0%*	*63.7%*	*9.3%*	*54.5%*	
2	1011	1011	392	186	735	315	421	875
%V	*32.9%*	*33.8%*	*34.7%*	*35.0%*	*34.5%*	*37.7%*	*32.5%*	*34.0%*
%H (All HH)		*100.0%*	*38.8%*	*18.4%*	*72.7%*	*31.2%*	*41.6%*	*86.5%*
%H (TV HH)			*38.8%*	*18.4%*	*72.7%*	*31.2%*	*41.6%*	
3	484	484	234	95	384	227	158	458
%V	*15.7%*	*16.2%*	*20.7%*	*17.9%*	*18.0%*	*27.2%*	*12.2%*	*17.8%*
%H (All HH)		*100.0%*	*48.3%*	*19.6%*	*79.3%*	*46.9%*	*32.6%*	*94.6%*
%H (TV HH)			*48.3%*	*19.6%*	*79.3%*	*46.9%*	*32.6%*	
4	195	195	99	55	156	111	45	193
%V	*6.3%*	*6.5%*	*8.8%*	*10.4%*	*7.3%*	*13.3%*	*3.5%*	*7.5%*
%H (All HH)		*100.0%*	*50.8%*	*28.2%*	*80.0%*	*56.9%*	*23.1%*	*99.0%*
%H (TV HH)			*50.8%*	*28.2%*	*80.0%*	*56.9%*	*23.1%*	
5+	108	108	60	28	94	72	22	106
%V	*3.5%*	*3.6%*	*5.3%*	*5.3%*	*4.4%*	*8.6%*	*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: ITV 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

Table 3.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3076	2995	1129	531	2133	836	1297	2577
%H (All HH)		*97.4%*	*36.7%*	*17.3%*	*69.3%*	*27.2%*	*42.2%*	*83.8%*
%H (TV HH)			*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	
Under 20"	345	345	128	69	292	150	142	287
%V	*11.2%*	*11.5%*	*11.3%*	*13.0%*	*13.7%*	*17.9%*	*10.9%*	*11.1%*
%H (All HH)		*100.0%*	*37.1%*	*20.0%*	*84.6%*	*43.5%*	*41.2%*	*83.2%*
%H (TV HH)			*37.1%*	*20.0%*	*84.6%*	*43.5%*	*41.2%*	
20" - 29"	846	846	319	154	700	329	371	710
%V	*27.5%*	*28.2%*	*28.3%*	*29.0%*	*32.8%*	*39.4%*	*28.6%*	*27.6%*
%H (All HH)		*100.0%*	*37.7%*	*18.2%*	*82.7%*	*38.9%*	*43.9%*	*83.9%*
%H (TV HH)			*37.7%*	*18.2%*	*82.7%*	*38.9%*	*43.9%*	
30" - 39"	1535	1535	592	274	1145	489	656	1292
%V	*49.9%*	*51.3%*	*52.4%*	*51.6%*	*53.7%*	*58.5%*	*50.6%*	*50.1%*
%H (All HH)		*100.0%*	*38.6%*	*17.9%*	*74.6%*	*31.9%*	*42.7%*	*84.2%*
%H (TV HH)			*38.6%*	*17.9%*	*74.6%*	*31.9%*	*42.7%*	
40" - 49"	1489	1489	646	300	1049	513	536	1361
%V	*48.4%*	*49.7%*	*57.2%*	*56.5%*	*49.2%*	*61.4%*	*41.3%*	*52.8%*
%H (All HH)		*100.0%*	*43.4%*	*20.1%*	*70.4%*	*34.5%*	*36.0%*	*91.4%*
%H (TV HH)			*43.4%*	*20.1%*	*70.4%*	*34.5%*	*36.0%*	
50" - 59"	439	439	225	92	286	169	117	427
%V	*14.3%*	*14.7%*	*19.9%*	*17.3%*	*13.4%*	*20.2%*	*9.0%*	*16.6%*
%H (All HH)		*100.0%*	*51.3%*	*21.0%*	*65.1%*	*38.5%*	*26.7%*	*97.3%*
%H (TV HH)			*51.3%*	*21.0%*	*65.1%*	*38.5%*	*26.7%*	
60"+	47	47	22	9	31	17	14	47
%V	*1.5%*	*1.6%*	*1.9%*	*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: ITV 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

ITV North West

Household level data

Table 3.7: 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	3076	2995	1129	531	2133	836	1297	2577
%H (All HH)		*97.4%*	*36.7%*	*17.3%*	*69.3%*	*27.2%*	*42.2%*	*83.8%*
%H (TV HH)			*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	
Main living room	2972	2972	1123	530	2114	832	1282	2501
%V	*96.6%*	*99.2%*	*99.5%*	*99.8%*	*99.1%*	*99.5%*	*98.8%*	*97.1%*
%H (All HH)		*100.0%*	*37.8%*	*17.8%*	*71.1%*	*28.0%*	*43.1%*	*84.2%*
%H (TV HH)			*37.8%*	*17.8%*	*71.1%*	*28.0%*	*43.1%*	
Kitchen	260	260	129	47	223	138	86	240
%V	*8.5%*	*8.7%*	*11.4%*	*8.9%*	*10.5%*	*16.5%*	*6.6%*	*9.3%*
%H (All HH)		*100.0%*	*49.6%*	*18.1%*	*85.8%*	*53.1%*	*33.1%*	*92.3%*
%H (TV HH)			*49.6%*	*18.1%*	*85.8%*	*53.1%*	*33.1%*	
Adult's bedroom	1388	1388	612	269	1075	574	502	1265
%V	*45.1%*	*46.3%*	*54.2%*	*50.7%*	*50.4%*	*68.7%*	*38.7%*	*49.1%*
%H (All HH)		*100.0%*	*44.1%*	*19.4%*	*77.4%*	*41.4%*	*36.2%*	*91.1%*
%H (TV HH)			*44.1%*	*19.4%*	*77.4%*	*41.4%*	*36.2%*	
Child's bedroom	240	240	119	63	174	116	58	234
%V	*7.8%*	*8.0%*	*10.5%*	*11.9%*	*8.2%*	*13.9%*	*4.5%*	*9.1%*
%H (All HH)		*100.0%*	*49.6%*	*26.3%*	*72.5%*	*48.3%*	*24.2%*	*97.5%*
%H (TV HH)			*49.6%*	*26.3%*	*72.5%*	*48.3%*	*24.2%*	
Other bedroom	286	286	130	71	222	136	87	274
%V	*9.3%*	*9.5%*	*11.5%*	*13.4%*	*10.4%*	*16.3%*	*6.7%*	*10.6%*
%H (All HH)		*100.0%*	*45.5%*	*24.8%*	*77.6%*	*47.6%*	*30.4%*	*95.8%*
%H (TV HH)			*45.5%*	*24.8%*	*77.6%*	*47.6%*	*30.4%*	
Second living/dining room	341	341	165	75	258	154	104	311
%V	*11.1%*	*11.4%*	*14.6%*	*14.1%*	*12.1%*	*18.4%*	*8.0%*	*12.1%*
%H (All HH)		*100.0%*	*48.4%*	*22.0%*	*75.7%*	*45.2%*	*30.5%*	*91.2%*
%H (TV HH)			*48.4%*	*22.0%*	*75.7%*	*45.2%*	*30.5%*	
Study/office	33	33	19	5	26	17	9	31
%V	*1.1%*	*1.1%*	*1.7%*	*0.9%*	*1.2%*	*2.0%*	*0.7%*	*1.2%*
%H (All HH)		*100.0%*	*57.6%*	*15.2%*	*78.8%*	*51.5%*	*27.3%*	*93.9%*
%H (TV HH)			*57.6%*	*15.2%*	*78.8%*	*51.5%*	*27.3%*	
TV room	23	23	13	5	15	10	5	23
%V	*0.7%*	*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	96	96	49	18	80	49	31	92
%V	*3.1%*	*3.2%*	*4.3%*	*3.4%*	*3.8%*	*5.9%*	*2.4%*	*3.6%*
%H (All HH)		*100.0%*	*51.0%*	*18.8%*	*83.3%*	*51.0%*	*32.3%*	*95.8%*
%H (TV HH)			*51.0%*	*18.8%*	*83.3%*	*51.0%*	*32.3%*	
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	30	30	14	5	26	14	12	30
%V	*1.0%*	*1.0%*	*1.2%*	*0.9%*	*1.2%*	*1.7%*	*0.9%*	*1.2%*
%H (All HH)		*100.0%*	*46.7%*	*16.7%*	*86.7%*	*46.7%*	*40.0%*	*100.0%*
%H (TV HH)			*46.7%*	*16.7%*	*86.7%*	*46.7%*	*40.0%*	

Base: ITV 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

ITV North West

Household level data

Table 3.8: 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	3076	2995	1129	531	2133	836	1297	2577
%H (All HH)		*97.4%*	*36.7%*	*17.3%*	*69.3%*	*27.2%*	*42.2%*	*83.8%*
%H (TV HH)			*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	
Any DSAT provider	1129	1129	1129	16	582	582	0	1045
%V	*36.7%*	*37.7%*	*100.0%*	*3.0%*	*27.3%*	*69.6%*	*0.0%*	*40.6%*
%H (All HH)			*100.0%*	*1.4%*	*51.6%*	*51.6%*	*0.0%*	*92.6%*
%H (TV HH)			*100.0%*	*1.4%*	*51.6%*	*51.6%*	*0.0%*	
Sky with subcription	978	978	978	8	513	513	0	912
%V	*31.8%*	*32.7%*	*86.6%*	*1.5%*	*24.1%*	*61.4%*	*0.0%*	*35.4%*
%H (All HH)			*100.0%*	*0.8%*	*52.5%*	*52.5%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*0.8%*	*52.5%*	*52.5%*	*0.0%*	
Sky without subscription	65	65	65	3	27	27	0	56
%V	*2.1%*	*2.2%*	*5.8%*	*0.6%*	*1.3%*	*3.2%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*4.6%*	*41.5%*	*41.5%*	*0.0%*	*86.2%*
%H (TV HH)			*100.0%*	*4.6%*	*41.5%*	*41.5%*	*0.0%*	
Freesat	71	71	71	2	42	42	0	67
%V	*2.3%*	*2.4%*	*6.3%*	*0.4%*	*2.0%*	*5.0%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*2.8%*	*59.2%*	*59.2%*	*0.0%*	*94.4%*
%H (TV HH)			*100.0%*	*2.8%*	*59.2%*	*59.2%*	*0.0%*	
Other satellite provider	62	62	62	2	31	31	0	57
%V	*2.0%*	*2.1%*	*5.5%*	*0.4%*	*1.5%*	*3.7%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*3.2%*	*50.0%*	*50.0%*	*0.0%*	*91.9%*
%H (TV HH)			*100.0%*	*3.2%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	531	531	16	531	261	261	0	500
%V	*17.3%*	*17.7%*	*1.4%*	*100.0%*	*12.2%*	*31.2%*	*0.0%*	*19.4%*
%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	2133	2133	582	261	2133	836	1297	1729
%V	*69.3%*	*71.2%*	*51.6%*	*49.2%*	*100.0%*	*100.0%*	*100.0%*	*67.1%*
%H (All HH)		*100.0%*	*27.3%*	*12.2%*	*100.0%*	*39.2%*	*60.8%*	*81.1%*
%H (TV HH)			*27.3%*	*12.2%*	*100.0%*	*39.2%*	*60.8%*	

Base: ITV 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

ITV North West

Household level data

Table 3.9: 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	3076	2995	1129	531	2133	836	1297	2577
%H (All HH)		*97.4%*	*36.7%*	*17.3%*	*69.3%*	*27.2%*	*42.2%*	*83.8%*
%H (TV HH)			*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	
PVR	1981	1981	1037	493	1242	779	463	1833
%V	*64.4%*	*66.1%*	*91.9%*	*92.8%*	*58.2%*	*93.2%*	*35.7%*	*71.1%*
%H (All HH)		*100.0%*	*52.3%*	*24.9%*	*62.7%*	*39.3%*	*23.4%*	*92.5%*
%H (TV HH)			*52.3%*	*24.9%*	*62.7%*	*39.3%*	*23.4%*	
DVDR	46	46	17	9	34	12	22	42
%V	*1.5%*	*1.5%*	*1.5%*	*1.7%*	*1.6%*	*1.4%*	*1.7%*	*1.6%*
%H (All HH)		*100.0%*	*37.0%*	*19.6%*	*73.9%*	*26.1%*	*47.8%*	*91.3%*
%H (TV HH)			*37.0%*	*19.6%*	*73.9%*	*26.1%*	*47.8%*	
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	2006	2006	1041	495	1264	781	483	1849
%V	*65.2%*	*67.0%*	*92.2%*	*93.2%*	*59.3%*	*93.4%*	*37.2%*	*71.8%*
%H (All HH)		*100.0%*	*51.9%*	*24.7%*	*63.0%*	*38.9%*	*24.1%*	*92.2%*
%H (TV HH)			*51.9%*	*24.7%*	*63.0%*	*38.9%*	*24.1%*	
Receives HDTV (via STB or built-in reception)	2036	2036	914	443	1413	720	693	1868
%V	*66.2%*	*68.0%*	*81.0%*	*83.4%*	*66.2%*	*86.1%*	*53.4%*	*72.5%*
%H (All HH)		*100.0%*	*44.9%*	*21.8%*	*69.4%*	*35.4%*	*34.0%*	*91.7%*
%H (TV HH)			*44.9%*	*21.8%*	*69.4%*	*35.4%*	*34.0%*	
DVD/Blu-ray player or recorder	1983	1983	796	356	1445	636	809	1763
%V	*64.5%*	*66.2%*	*70.5%*	*67.0%*	*67.7%*	*76.1%*	*62.4%*	*68.4%*
%H (All HH)		*100.0%*	*40.1%*	*18.0%*	*72.9%*	*32.1%*	*40.8%*	*88.9%*
%H (TV HH)			*40.1%*	*18.0%*	*72.9%*	*32.1%*	*40.8%*	

Base: ITV 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

Table 3.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3076	2995	1129	531	2133	836	1297	2577
%H (All HH)		*97.4%*	*36.7%*	*17.3%*	*69.3%*	*27.2%*	*42.2%*	*83.8%*
%H (TV HH)			*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	
Has broadband internet	2577	2520	1045	500	1729	787	941	2577
%V	*83.8%*	*84.1%*	*92.6%*	*94.2%*	*81.1%*	*94.1%*	*72.6%*	*100.0%*
%H (All HH)		*97.8%*	*40.6%*	*19.4%*	*67.1%*	*30.5%*	*36.5%*	*100.0%*
%H (TV HH)			*41.5%*	*19.8%*	*68.6%*	*31.2%*	*37.3%*	
Number of computers (PCs and laptops)								
0	680	650	150	62	512	81	431	216
%V	*22.1%*	*21.7%*	*13.3%*	*11.7%*	*24.0%*	*9.7%*	*33.2%*	*8.4%*
%H (All HH)		*95.6%*	*22.1%*	*9.1%*	*75.3%*	*11.9%*	*63.4%*	*31.8%*
%H (TV HH)			*23.1%*	*9.5%*	*78.8%*	*12.5%*	*66.3%*	
1	844	816	274	164	537	175	362	820
%V	*27.4%*	*27.2%*	*24.3%*	*30.9%*	*25.2%*	*20.9%*	*27.9%*	*31.8%*
%H (All HH)		*96.7%*	*32.5%*	*19.4%*	*63.6%*	*20.7%*	*42.9%*	*97.2%*
%H (TV HH)			*33.6%*	*20.1%*	*65.8%*	*21.4%*	*44.4%*	
2	715	708	312	125	509	245	264	706
%V	*23.2%*	*23.6%*	*27.6%*	*23.5%*	*23.9%*	*29.3%*	*20.4%*	*27.4%*
%H (All HH)		*99.0%*	*43.6%*	*17.5%*	*71.2%*	*34.3%*	*36.9%*	*98.7%*
%H (TV HH)			*44.1%*	*17.7%*	*71.9%*	*34.6%*	*37.3%*	
3	383	376	183	78	253	140	113	382
%V	*12.5%*	*12.6%*	*16.2%*	*14.7%*	*11.9%*	*16.7%*	*8.7%*	*14.8%*
%H (All HH)		*98.2%*	*47.8%*	*20.4%*	*66.1%*	*36.6%*	*29.5%*	*99.7%*
%H (TV HH)			*48.7%*	*20.7%*	*67.3%*	*37.2%*	*30.1%*	
4	207	204	97	43	152	92	59	206
%V	*6.7%*	*6.8%*	*8.6%*	*8.1%*	*7.1%*	*11.0%*	*4.5%*	*8.0%*
%H (All HH)		*98.6%*	*46.9%*	*20.8%*	*73.4%*	*44.4%*	*28.5%*	*99.5%*
%H (TV HH)			*47.5%*	*21.1%*	*74.5%*	*45.1%*	*28.9%*	
5+	247	241	113	59	170	103	68	247
%V	*8.0%*	*8.0%*	*10.0%*	*11.1%*	*8.0%*	*12.3%*	*5.2%*	*9.6%*
%H (All HH)		*97.6%*	*45.7%*	*23.9%*	*68.8%*	*41.7%*	*27.5%*	*100.0%*
%H (TV HH)			*46.9%*	*24.5%*	*70.5%*	*42.7%*	*28.2%*	

Base: ITV 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

Table 3.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6048	2561	1194	4532	2265	2266	5370
%H		*42.3%*	*19.7%*	*74.9%*	*37.5%*	*37.5%*	*88.8%*
Under 20"	419	159	84	357	186	172	355
%V	*6.9%*	*6.2%*	*7.0%*	*7.9%*	*8.2%*	*7.6%*	*6.6%*
%H		*37.9%*	*20.0%*	*85.2%*	*44.4%*	*41.1%*	*84.7%*
20" - 29"	1114	431	216	934	465	469	955
%V	*18.4%*	*16.8%*	*18.1%*	*20.6%*	*20.5%*	*20.7%*	*17.8%*
%H		*38.7%*	*19.4%*	*83.8%*	*41.7%*	*42.1%*	*85.7%*
30" - 39"	1948	780	370	1469	682	787	1683
%V	*32.2%*	*30.5%*	*31.0%*	*32.4%*	*30.1%*	*34.7%*	*31.3%*
%H		*40.0%*	*19.0%*	*75.4%*	*35.0%*	*40.4%*	*86.4%*
40" - 49"	1816	821	369	1284	663	621	1681
%V	*30.0%*	*32.1%*	*30.9%*	*28.3%*	*29.3%*	*27.4%*	*31.3%*
%H		*45.2%*	*20.3%*	*70.7%*	*36.5%*	*34.2%*	*92.6%*
50" - 59"	494	265	100	316	192	124	480
%V	*8.2%*	*10.3%*	*8.4%*	*7.0%*	*8.5%*	*5.5%*	*8.9%*
%H		*53.6%*	*20.2%*	*64.0%*	*38.9%*	*25.1%*	*97.2%*
60"+	53	24	10	37	18	18	53
%V	*0.9%*	*0.9%*	*0.8%*	*0.8%*	*0.8%*	*0.8%*	*1.0%*
%H		*45.3%*	*18.9%*	*69.8%*	*34.0%*	*34.0%*	*100.0%*
Don't know	204	82	45	135	60	75	162
%V	*3.4%*	*3.2%*	*3.8%*	*3.0%*	*2.6%*	*3.3%*	*3.0%*
%H		*40.2%*	*22.1%*	*66.2%*	*29.4%*	*36.8%*	*79.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North West

Set level data

Table 3.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6048	2561	1194	4532	2265	2266	5370
%H		*42.3%*	*19.7%*	*74.9%*	*37.5%*	*37.5%*	*88.8%*
Main living room	2983	1129	532	2124	838	1286	2510
%V	*49.3%*	*44.1%*	*44.6%*	*46.9%*	*37.0%*	*56.8%*	*46.7%*
%H		*37.8%*	*17.8%*	*71.2%*	*28.1%*	*43.1%*	*84.1%*
Kitchen	260	129	47	223	138	86	240
%V	*4.3%*	*5.0%*	*3.9%*	*4.9%*	*6.1%*	*3.8%*	*4.5%*
%H		*49.6%*	*18.1%*	*85.8%*	*53.1%*	*33.1%*	*92.3%*
Adult's bedroom	1606	723	331	1259	708	552	1478
%V	*26.6%*	*28.2%*	*27.7%*	*27.8%*	*31.3%*	*24.4%*	*27.5%*
%H		*45.0%*	*20.6%*	*78.4%*	*44.1%*	*34.4%*	*92.0%*
Child's bedroom	309	153	89	227	158	69	301
%V	*5.1%*	*6.0%*	*7.5%*	*5.0%*	*7.0%*	*3.0%*	*5.6%*
%H		*49.5%*	*28.8%*	*73.5%*	*51.1%*	*22.3%*	*97.4%*
Other bedroom	339	155	80	269	164	105	326
%V	*5.6%*	*6.1%*	*6.7%*	*5.9%*	*7.2%*	*4.6%*	*6.1%*
%H		*45.7%*	*23.6%*	*79.4%*	*48.4%*	*31.0%*	*96.2%*
Second living/dining room	348	168	77	264	158	106	319
%V	*5.8%*	*6.6%*	*6.4%*	*5.8%*	*7.0%*	*4.7%*	*5.9%*
%H		*48.3%*	*22.1%*	*75.9%*	*45.4%*	*30.5%*	*91.7%*
Study/office	34	19	6	28	18	9	32
%V	*0.6%*	*0.7%*	*0.5%*	*0.6%*	*0.8%*	*0.4%*	*0.6%*
%H		*55.9%*	*17.6%*	*82.4%*	*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	97	50	18	80	49	31	92
%V	*1.6%*	*2.0%*	*1.5%*	*1.8%*	*2.2%*	*1.4%*	*1.7%*
%H		*51.5%*	*18.6%*	*82.5%*	*50.5%*	*32.0%*	*94.8%*
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	34	17	5	30	18	13	34
%V	*0.6%*	*0.7%*	*0.4%*	*0.7%*	*0.8%*	*0.6%*	*0.6%*
%H		*50.0%*	*14.7%*	*88.2%*	*52.9%*	*38.2%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North West

Set level data

Table 3.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6048	2561	1194	4532	2265	2266	5370
%H		*42.3%*	*19.7%*	*74.9%*	*37.5%*	*37.5%*	*88.8%*
PVR	2841	1604	721	1681	1137	544	2667
%V	*47.0%*	*62.6%*	*60.4%*	*37.1%*	*50.2%*	*24.0%*	*49.7%*
%H		*56.5%*	*25.4%*	*59.2%*	*40.0%*	*19.1%*	*93.9%*
DVDR	51	17	11	37	13	24	46
%V	*0.8%*	*0.7%*	*0.9%*	*0.8%*	*0.6%*	*1.1%*	*0.9%*
%H		*33.3%*	*21.6%*	*72.5%*	*25.5%*	*47.1%*	*90.2%*
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	2876	1609	726	1712	1144	568	2693
%V	*47.6%*	*62.8%*	*60.8%*	*37.8%*	*50.5%*	*25.1%*	*50.1%*
%H		*55.9%*	*25.2%*	*59.5%*	*39.8%*	*19.7%*	*93.6%*

Base: ITV North West - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6048	2561	1194	4532	2265	2266	5370
%H		*42.3%*	*19.7%*	*74.9%*	*37.5%*	*37.5%*	*88.8%*
Receives HDTV (via STB or built-in reception)	3267	1544	741	2282	1269	1013	3051
%V	*54.0%*	*60.3%*	*62.1%*	*50.4%*	*56.0%*	*44.7%*	*56.8%*
%H		*47.3%*	*22.7%*	*69.9%*	*38.8%*	*31.0%*	*93.4%*
DVD/Blu-ray player or recorder	2875	1215	583	2137	1079	1057	2620
%V	*47.5%*	*47.4%*	*48.8%*	*47.2%*	*47.6%*	*46.6%*	*48.8%*
%H		*42.3%*	*20.3%*	*74.3%*	*37.5%*	*36.8%*	*91.1%*

Base: ITV North West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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	2995	1129	531	2133	836	1297	2520
%H		*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	*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"	189	35	15	159	24	135	108
%V	*6.3%*	*3.1%*	*2.8%*	*7.5%*	*2.9%*	*10.4%*	*4.3%*
%H		*18.5%*	*7.9%*	*84.1%*	*12.7%*	*71.4%*	*57.1%*
30" - 39"	926	292	144	680	205	475	705
%V	*30.9%*	*25.9%*	*27.1%*	*31.9%*	*24.5%*	*36.6%*	*28.0%*
%H		*31.5%*	*15.6%*	*73.4%*	*22.1%*	*51.3%*	*76.1%*
40" - 49"	1319	551	262	929	430	498	1195
%V	*44.0%*	*48.8%*	*49.3%*	*43.6%*	*51.4%*	*38.4%*	*47.4%*
%H		*41.8%*	*19.9%*	*70.4%*	*32.6%*	*37.8%*	*90.6%*
50" - 59"	400	201	84	255	145	110	388
%V	*13.4%*	*17.8%*	*15.8%*	*12.0%*	*17.3%*	*8.5%*	*15.4%*
%H		*50.3%*	*21.0%*	*63.8%*	*36.3%*	*27.5%*	*97.0%*
60"+	42	20	7	27	15	13	42
%V	*1.4%*	*1.8%*	*1.3%*	*1.3%*	*1.8%*	*1.0%*	*1.7%*
%H		*47.6%*	*16.7%*	*64.3%*	*35.7%*	*31.0%*	*100.0%*
Don't know	96	27	18	64	15	49	68
%V	*3.2%*	*2.4%*	*3.4%*	*3.0%*	*1.8%*	*3.8%*	*2.7%*
%H		*28.1%*	*18.8%*	*66.7%*	*15.6%*	*51.0%*	*70.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North West

Set level data

Table 3.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2995	1129	531	2133	836	1297	2520
%H		*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	*84.1%*
PVR	1939	1025	486	1202	763	439	1795
%V	*64.7%*	*90.8%*	*91.5%*	*56.4%*	*91.3%*	*33.8%*	*71.2%*
%H		*52.9%*	*25.1%*	*62.0%*	*39.4%*	*22.6%*	*92.6%*
DVDR	35	13	6	25	7	18	31
%V	*1.2%*	*1.2%*	*1.1%*	*1.2%*	*0.8%*	*1.4%*	*1.2%*
%H		*37.1%*	*17.1%*	*71.4%*	*20.0%*	*51.4%*	*88.6%*
VCR	21	8	3	18	8	10	12
%V	*0.7%*	*0.7%*	*0.6%*	*0.8%*	*1.0%*	*0.8%*	*0.5%*
%H		*38.1%*	*14.3%*	*85.7%*	*38.1%*	*47.6%*	*57.1%*
Any recorder	1961	1028	487	1223	766	458	1809
%V	*65.5%*	*91.1%*	*91.7%*	*57.3%*	*91.6%*	*35.3%*	*71.8%*
%H		*52.4%*	*24.8%*	*62.4%*	*39.1%*	*23.4%*	*92.2%*

Base: ITV North West - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2995	1129	531	2133	836	1297	2520
%H		*37.7%*	*17.7%*	*71.2%*	*27.9%*	*43.3%*	*84.1%*
Receives HDTV (via STB or built-in reception)	1978	889	433	1361	691	669	1815
%V	*66.0%*	*78.7%*	*81.5%*	*63.8%*	*82.7%*	*51.6%*	*72.0%*
%H		*44.9%*	*21.9%*	*68.8%*	*34.9%*	*33.8%*	*91.8%*
DVD/Blu-ray player or recorder	1756	689	307	1268	533	736	1550
%V	*58.6%*	*61.0%*	*57.8%*	*59.4%*	*63.8%*	*56.7%*	*61.5%*
%H		*39.2%*	*17.5%*	*72.2%*	*30.4%*	*41.9%*	*88.3%*

Base: ITV North West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 3.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3053	1432	663	2399	1429	969	2850
%H		*46.9%*	*21.7%*	*78.6%*	*46.8%*	*31.7%*	*93.4%*
Under 20"	395	157	82	339	185	154	343
%V	*12.9%*	*11.0%*	*12.4%*	*14.1%*	*12.9%*	*15.9%*	*12.0%*
%H		*39.7%*	*20.8%*	*85.8%*	*46.8%*	*39.0%*	*86.8%*
20" - 29"	925	396	202	775	441	334	846
%V	*30.3%*	*27.7%*	*30.5%*	*32.3%*	*30.9%*	*34.5%*	*29.7%*
%H		*42.8%*	*21.8%*	*83.8%*	*47.7%*	*36.1%*	*91.5%*
30" - 39"	1022	488	226	788	476	312	978
%V	*33.5%*	*34.1%*	*34.1%*	*32.8%*	*33.3%*	*32.2%*	*34.3%*
%H		*47.7%*	*22.1%*	*77.1%*	*46.6%*	*30.5%*	*95.7%*
40" - 49"	498	270	107	355	232	123	486
%V	*16.3%*	*18.9%*	*16.1%*	*14.8%*	*16.2%*	*12.7%*	*17.1%*
%H		*54.2%*	*21.5%*	*71.3%*	*46.6%*	*24.7%*	*97.6%*
50" - 59"	95	64	16	61	47	14	92
%V	*3.1%*	*4.5%*	*2.4%*	*2.5%*	*3.3%*	*1.4%*	*3.2%*
%H		*67.4%*	*16.8%*	*64.2%*	*49.5%*	*14.7%*	*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	54	27	71	45	26	94
%V	*3.5%*	*3.8%*	*4.1%*	*3.0%*	*3.1%*	*2.7%*	*3.3%*
%H		*50.0%*	*25.0%*	*65.7%*	*41.7%*	*24.1%*	*87.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3053	1432	663	2399	1429	969	2850
%H		*46.9%*	*21.7%*	*78.6%*	*46.8%*	*31.7%*	*93.4%*
PVR	902	579	235	479	375	104	872
%V	*29.5%*	*40.4%*	*35.4%*	*20.0%*	*26.2%*	*10.7%*	*30.6%*
%H		*64.2%*	*26.1%*	*53.1%*	*41.6%*	*11.5%*	*96.7%*
DVDR	16	5	5	12	6	6	15
%V	*0.5%*	*0.3%*	*0.8%*	*0.5%*	*0.4%*	*0.6%*	*0.5%*
%H		*31.3%*	*31.3%*	*75.0%*	*37.5%*	*37.5%*	*93.8%*
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	914	581	239	489	378	110	884
%V	*29.9%*	*40.6%*	*36.0%*	*20.4%*	*26.5%*	*11.4%*	*31.0%*
%H		*63.6%*	*26.1%*	*53.5%*	*41.4%*	*12.0%*	*96.7%*

Base: ITV North West - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3053	1432	663	2399	1429	969	2850
%H		*46.9%*	*21.7%*	*78.6%*	*46.8%*	*31.7%*	*93.4%*
Receives HDTV (via STB or built-in reception)	1288	655	308	921	578	343	1236
%V	*42.2%*	*45.7%*	*46.5%*	*38.4%*	*40.4%*	*35.4%*	*43.4%*
%H		*50.9%*	*23.9%*	*71.5%*	*44.9%*	*26.6%*	*96.0%*
DVD/Blu-ray player or recorder	1120	526	276	868	546	322	1070
%V	*36.7%*	*36.7%*	*41.6%*	*36.2%*	*38.2%*	*33.2%*	*37.5%*
%H		*47.0%*	*24.6%*	*77.5%*	*48.8%*	*28.8%*	*95.5%*

Base: ITV North West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 3.21: Age 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 Inds	6977	6821	2889	1356	4681	2178	2502	6309
%H		*97.8%*	*41.4%*	*19.4%*	*67.1%*	*31.2%*	*35.9%*	*90.4%*
Total Children	1339	1315	622	284	832	449	383	1312
%V	*19.2%*	*19.3%*	*21.5%*	*20.9%*	*17.8%*	*20.6%*	*15.3%*	*20.8%*
%H		*98.2%*	*46.5%*	*21.2%*	*62.1%*	*33.5%*	*28.6%*	*98.0%*
0 - 3	337	331	154	55	208	97	111	332
%V	*4.8%*	*4.9%*	*5.3%*	*4.1%*	*4.4%*	*4.5%*	*4.4%*	*5.3%*
%H		*98.2%*	*45.7%*	*16.3%*	*61.7%*	*28.8%*	*32.9%*	*98.5%*
4 - 15	1002	984	468	229	624	352	272	980
%V	*14.4%*	*14.4%*	*16.2%*	*16.9%*	*13.3%*	*16.2%*	*10.9%*	*15.5%*
%H		*98.2%*	*46.7%*	*22.9%*	*62.3%*	*35.1%*	*27.1%*	*97.8%*
4 - 9	526	517	246	111	320	173	147	515
%V	*7.5%*	*7.6%*	*8.5%*	*8.2%*	*6.8%*	*7.9%*	*5.9%*	*8.2%*
%H		*98.3%*	*46.8%*	*21.1%*	*60.8%*	*32.9%*	*27.9%*	*97.9%*
10 - 15	476	467	221	118	304	179	125	465
%V	*6.8%*	*6.8%*	*7.6%*	*8.7%*	*6.5%*	*8.2%*	*5.0%*	*7.4%*
%H		*98.1%*	*46.4%*	*24.8%*	*63.9%*	*37.6%*	*26.3%*	*97.7%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.22: Adults - 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 Inds	6977	6821	2889	1356	4681	2178	2502	6309
%H		*97.8%*	*41.4%*	*19.4%*	*67.1%*	*31.2%*	*35.9%*	*90.4%*
Total Adults (16+)	5638	5506	2267	1072	3849	1730	2119	4997
%V	*80.8%*	*80.7%*	*78.5%*	*79.1%*	*82.2%*	*79.4%*	*84.7%*	*79.2%*
%H		*97.7%*	*40.2%*	*19.0%*	*68.3%*	*30.7%*	*37.6%*	*88.6%*
16 - 19	314	305	149	74	194	114	80	306
%V	*4.5%*	*4.5%*	*5.2%*	*5.5%*	*4.1%*	*5.2%*	*3.2%*	*4.9%*
%H		*97.1%*	*47.5%*	*23.6%*	*61.8%*	*36.3%*	*25.5%*	*97.5%*
20 - 24	434	415	162	84	284	127	157	417
%V	*6.2%*	*6.1%*	*5.6%*	*6.2%*	*6.1%*	*5.8%*	*6.3%*	*6.6%*
%H		*95.6%*	*37.3%*	*19.4%*	*65.4%*	*29.3%*	*36.2%*	*96.1%*
25 - 34	937	898	383	168	564	249	315	910
%V	*13.4%*	*13.2%*	*13.3%*	*12.4%*	*12.0%*	*11.4%*	*12.6%*	*14.4%*
%H		*95.8%*	*40.9%*	*17.9%*	*60.2%*	*26.6%*	*33.6%*	*97.1%*
35 - 44	843	819	400	182	509	276	233	801
%V	*12.1%*	*12.0%*	*13.8%*	*13.4%*	*10.9%*	*12.7%*	*9.3%*	*12.7%*
%H		*97.2%*	*47.4%*	*21.6%*	*60.4%*	*32.7%*	*27.6%*	*95.0%*
45 - 54	1000	986	433	209	689	348	341	946
%V	*14.3%*	*14.5%*	*15.0%*	*15.4%*	*14.7%*	*16.0%*	*13.6%*	*15.0%*
%H		*98.6%*	*43.3%*	*20.9%*	*68.9%*	*34.8%*	*34.1%*	*94.6%*
55 - 64	854	838	350	177	598	284	313	768
%V	*12.2%*	*12.3%*	*12.1%*	*13.1%*	*12.8%*	*13.0%*	*12.5%*	*12.2%*
%H		*98.1%*	*41.0%*	*20.7%*	*70.0%*	*33.3%*	*36.7%*	*89.9%*
65+	1256	1246	390	178	1011	331	680	850
%V	*18.0%*	*18.3%*	*13.5%*	*13.1%*	*21.6%*	*15.2%*	*27.2%*	*13.5%*
%H		*99.2%*	*31.1%*	*14.2%*	*80.5%*	*26.4%*	*54.1%*	*67.7%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5638	5506	2267	1072	3849	1730	2119	4997
%H		*97.7%*	*40.2%*	*19.0%*	*68.3%*	*30.7%*	*37.6%*	*88.6%*
AB	1274	1263	581	212	919	450	469	1241
%V	*22.6%*	*22.9%*	*25.6%*	*19.8%*	*23.9%*	*26.0%*	*22.1%*	*24.8%*
%H		*99.1%*	*45.6%*	*16.6%*	*72.1%*	*35.3%*	*36.8%*	*97.4%*
C1	1619	1583	686	330	1127	577	549	1510
%V	*28.7%*	*28.8%*	*30.3%*	*30.8%*	*29.3%*	*33.4%*	*25.9%*	*30.2%*
%H		*97.8%*	*42.4%*	*20.4%*	*69.6%*	*35.6%*	*33.9%*	*93.3%*
C2	1110	1090	461	239	733	348	386	1009
%V	*19.7%*	*19.8%*	*20.3%*	*22.3%*	*19.0%*	*20.1%*	*18.2%*	*20.2%*
%H		*98.2%*	*41.5%*	*21.5%*	*66.0%*	*31.4%*	*34.8%*	*90.9%*
D	975	938	367	181	633	253	381	824
%V	*17.3%*	*17.0%*	*16.2%*	*16.9%*	*16.4%*	*14.6%*	*18.0%*	*16.5%*
%H		*96.2%*	*37.6%*	*18.6%*	*64.9%*	*25.9%*	*39.1%*	*84.5%*
E	660	632	173	110	436	102	334	414
%V	*11.7%*	*11.5%*	*7.6%*	*10.3%*	*11.3%*	*5.9%*	*15.8%*	*8.3%*
%H		*95.8%*	*26.2%*	*16.7%*	*66.1%*	*15.5%*	*50.6%*	*62.7%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North West

Individual level data

Table 3.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5638	5506	2267	1072	3849	1730	2119	4997
%H		*97.7%*	*40.2%*	*19.0%*	*68.3%*	*30.7%*	*37.6%*	*88.6%*
Working full time	2729	2677	1205	577	1780	915	865	2649
%V	*48.4%*	*48.6%*	*53.2%*	*53.8%*	*46.2%*	*52.9%*	*40.8%*	*53.0%*
%H		*98.1%*	*44.2%*	*21.1%*	*65.2%*	*33.5%*	*31.7%*	*97.1%*
Working part time	466	457	198	101	328	170	158	448
%V	*8.3%*	*8.3%*	*8.7%*	*9.4%*	*8.5%*	*9.8%*	*7.5%*	*9.0%*
%H		*98.1%*	*42.5%*	*21.7%*	*70.4%*	*36.5%*	*33.9%*	*96.1%*
Not working	2443	2372	864	394	1740	645	1095	1900
%V	*43.3%*	*43.1%*	*38.1%*	*36.8%*	*45.2%*	*37.3%*	*51.7%*	*38.0%*
%H		*97.1%*	*35.4%*	*16.1%*	*71.2%*	*26.4%*	*44.8%*	*77.8%*
Housewife/Houseperson	3076	2995	1129	531	2133	836	1297	2577
%V	*54.6%*	*54.4%*	*49.8%*	*49.5%*	*55.4%*	*48.3%*	*61.2%*	*51.6%*
%H		*97.4%*	*36.7%*	*17.3%*	*69.3%*	*27.2%*	*42.2%*	*83.8%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North West

Individual level data

Table 3.25: Males - 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 Males (16+)	2758	2682	1120	524	1860	849	1011	2461
%H		*97.2%*	*40.6%*	*19.0%*	*67.4%*	*30.8%*	*36.7%*	*89.2%*
16 - 19	171	169	80	42	114	67	47	165
%V	*6.2%*	*6.3%*	*7.1%*	*8.0%*	*6.1%*	*7.9%*	*4.6%*	*6.7%*
%H		*98.8%*	*46.8%*	*24.6%*	*66.7%*	*39.2%*	*27.5%*	*96.5%*
20 - 24	207	199	87	42	130	63	67	200
%V	*7.5%*	*7.4%*	*7.8%*	*8.0%*	*7.0%*	*7.4%*	*6.6%*	*8.1%*
%H		*96.1%*	*42.0%*	*20.3%*	*62.8%*	*30.4%*	*32.4%*	*96.6%*
25 - 34	470	445	177	83	283	120	163	456
%V	*17.0%*	*16.6%*	*15.8%*	*15.8%*	*15.2%*	*14.1%*	*16.1%*	*18.5%*
%H		*94.7%*	*37.7%*	*17.7%*	*60.2%*	*25.5%*	*34.7%*	*97.0%*
35 - 44	416	400	194	86	242	125	118	389
%V	*15.1%*	*14.9%*	*17.3%*	*16.4%*	*13.0%*	*14.7%*	*11.7%*	*15.8%*
%H		*96.2%*	*46.6%*	*20.7%*	*58.2%*	*30.0%*	*28.4%*	*93.5%*
45 - 54	491	480	210	100	337	169	168	460
%V	*17.8%*	*17.9%*	*18.8%*	*19.1%*	*18.1%*	*19.9%*	*16.6%*	*18.7%*
%H		*97.8%*	*42.8%*	*20.4%*	*68.6%*	*34.4%*	*34.2%*	*93.7%*
55 - 64	422	412	173	83	293	136	157	371
%V	*15.3%*	*15.4%*	*15.4%*	*15.8%*	*15.8%*	*16.0%*	*15.5%*	*15.1%*
%H		*97.6%*	*41.0%*	*19.7%*	*69.4%*	*32.2%*	*37.2%*	*87.9%*
65+	582	575	200	87	460	170	290	420
%V	*21.1%*	*21.4%*	*17.9%*	*16.6%*	*24.7%*	*20.0%*	*28.7%*	*17.1%*
%H		*98.8%*	*34.4%*	*14.9%*	*79.0%*	*29.2%*	*49.8%*	*72.2%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2758	2682	1120	524	1860	849	1011	2461
%H		*97.2%*	*40.6%*	*19.0%*	*67.4%*	*30.8%*	*36.7%*	*89.2%*
AB	631	623	289	104	450	221	229	616
%V	*22.9%*	*23.2%*	*25.8%*	*19.8%*	*24.2%*	*26.0%*	*22.7%*	*25.0%*
%H		*98.7%*	*45.8%*	*16.5%*	*71.3%*	*35.0%*	*36.3%*	*97.6%*
C1	774	756	341	158	530	283	247	733
%V	*28.1%*	*28.2%*	*30.4%*	*30.2%*	*28.5%*	*33.3%*	*24.4%*	*29.8%*
%H		*97.7%*	*44.1%*	*20.4%*	*68.5%*	*36.6%*	*31.9%*	*94.7%*
C2	591	577	240	123	395	184	211	528
%V	*21.4%*	*21.5%*	*21.4%*	*23.5%*	*21.2%*	*21.7%*	*20.9%*	*21.5%*
%H		*97.6%*	*40.6%*	*20.8%*	*66.8%*	*31.1%*	*35.7%*	*89.3%*
D	471	451	177	89	301	121	180	405
%V	*17.1%*	*16.8%*	*15.8%*	*17.0%*	*16.2%*	*14.3%*	*17.8%*	*16.5%*
%H		*95.8%*	*37.6%*	*18.9%*	*63.9%*	*25.7%*	*38.2%*	*86.0%*
E	291	275	73	50	184	40	144	179
%V	*10.6%*	*10.3%*	*6.5%*	*9.5%*	*9.9%*	*4.7%*	*14.2%*	*7.3%*
%H		*94.5%*	*25.1%*	*17.2%*	*63.2%*	*13.7%*	*49.5%*	*61.5%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2758	2682	1120	524	1860	849	1011	2461
%H		*97.2%*	*40.6%*	*19.0%*	*67.4%*	*30.8%*	*36.7%*	*89.2%*
Working full time	1593	1555	700	327	1032	523	509	1536
%V	*57.8%*	*58.0%*	*62.5%*	*62.4%*	*55.5%*	*61.6%*	*50.3%*	*62.4%*
%H		*97.6%*	*43.9%*	*20.5%*	*64.8%*	*32.8%*	*32.0%*	*96.4%*
Working part time	109	106	46	21	81	41	40	104
%V	*4.0%*	*4.0%*	*4.1%*	*4.0%*	*4.4%*	*4.8%*	*4.0%*	*4.2%*
%H		*97.2%*	*42.2%*	*19.3%*	*74.3%*	*37.6%*	*36.7%*	*95.4%*
Not working	1056	1020	374	177	746	285	461	821
%V	*38.3%*	*38.0%*	*33.4%*	*33.8%*	*40.1%*	*33.6%*	*45.6%*	*33.4%*
%H		*96.6%*	*35.4%*	*16.8%*	*70.6%*	*27.0%*	*43.7%*	*77.7%*
Housewife/Houseperson	734	689	227	95	494	145	349	551
%V	*26.6%*	*25.7%*	*20.3%*	*18.1%*	*26.6%*	*17.1%*	*34.5%*	*22.4%*
%H		*93.9%*	*30.9%*	*12.9%*	*67.3%*	*19.8%*	*47.5%*	*75.1%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.28: Females - 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 Females (16+)	2880	2825	1147	548	1989	881	1108	2536
%H		*98.1%*	*39.8%*	*19.0%*	*69.1%*	*30.6%*	*38.5%*	*88.1%*
16 - 19	142	136	69	32	80	48	32	141
%V	*4.9%*	*4.8%*	*6.0%*	*5.8%*	*4.0%*	*5.4%*	*2.9%*	*5.6%*
%H		*95.8%*	*48.6%*	*22.5%*	*56.3%*	*33.8%*	*22.5%*	*99.3%*
20 - 24	228	215	75	42	154	64	90	217
%V	*7.9%*	*7.6%*	*6.5%*	*7.7%*	*7.7%*	*7.3%*	*8.1%*	*8.6%*
%H		*94.3%*	*32.9%*	*18.4%*	*67.5%*	*28.1%*	*39.5%*	*95.2%*
25 - 34	468	454	207	84	281	129	152	454
%V	*16.3%*	*16.1%*	*18.0%*	*15.3%*	*14.1%*	*14.6%*	*13.7%*	*17.9%*
%H		*97.0%*	*44.2%*	*17.9%*	*60.0%*	*27.6%*	*32.5%*	*97.0%*
35 - 44	427	419	206	95	267	151	115	411
%V	*14.8%*	*14.8%*	*18.0%*	*17.3%*	*13.4%*	*17.1%*	*10.4%*	*16.2%*
%H		*98.1%*	*48.2%*	*22.2%*	*62.5%*	*35.4%*	*26.9%*	*96.3%*
45 - 54	510	505	223	109	351	178	173	485
%V	*17.7%*	*17.9%*	*19.4%*	*19.9%*	*17.6%*	*20.2%*	*15.6%*	*19.1%*
%H		*99.0%*	*43.7%*	*21.4%*	*68.8%*	*34.9%*	*33.9%*	*95.1%*
55 - 64	432	426	176	94	305	149	156	397
%V	*15.0%*	*15.1%*	*15.3%*	*17.2%*	*15.3%*	*16.9%*	*14.1%*	*15.7%*
%H		*98.6%*	*40.7%*	*21.8%*	*70.6%*	*34.5%*	*36.1%*	*91.9%*
65+	673	671	191	91	551	161	390	431
%V	*23.4%*	*23.8%*	*16.7%*	*16.6%*	*27.7%*	*18.3%*	*35.2%*	*17.0%*
%H		*99.7%*	*28.4%*	*13.5%*	*81.9%*	*23.9%*	*57.9%*	*64.0%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2880	2825	1147	548	1989	881	1108	2536
%H		*98.1%*	*39.8%*	*19.0%*	*69.1%*	*30.6%*	*38.5%*	*88.1%*
AB	643	640	291	108	469	229	240	625
%V	*22.3%*	*22.7%*	*25.4%*	*19.7%*	*23.6%*	*26.0%*	*21.7%*	*24.6%*
%H		*99.5%*	*45.3%*	*16.8%*	*72.9%*	*35.6%*	*37.3%*	*97.2%*
C1	845	827	345	172	597	294	303	777
%V	*29.3%*	*29.3%*	*30.1%*	*31.4%*	*30.0%*	*33.4%*	*27.3%*	*30.6%*
%H		*97.9%*	*40.8%*	*20.4%*	*70.7%*	*34.8%*	*35.9%*	*92.0%*
C2	519	513	221	116	339	164	175	481
%V	*18.0%*	*18.2%*	*19.3%*	*21.2%*	*17.0%*	*18.6%*	*15.8%*	*19.0%*
%H		*98.8%*	*42.6%*	*22.4%*	*65.3%*	*31.6%*	*33.7%*	*92.7%*
D	504	487	190	91	333	132	201	418
%V	*17.5%*	*17.2%*	*16.6%*	*16.6%*	*16.7%*	*15.0%*	*18.1%*	*16.5%*
%H		*96.6%*	*37.7%*	*18.1%*	*66.1%*	*26.2%*	*39.9%*	*82.9%*
E	369	358	100	60	252	62	190	236
%V	*12.8%*	*12.7%*	*8.7%*	*10.9%*	*12.7%*	*7.0%*	*17.1%*	*9.3%*
%H		*97.0%*	*27.1%*	*16.3%*	*68.3%*	*16.8%*	*51.5%*	*64.0%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North West

Individual level data

Table 3.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2880	2825	1147	548	1989	881	1108	2536
%H		*98.1%*	*39.8%*	*19.0%*	*69.1%*	*30.6%*	*38.5%*	*88.1%*
Working full time	1136	1121	505	250	748	392	356	1113
%V	*39.4%*	*39.7%*	*44.0%*	*45.6%*	*37.6%*	*44.5%*	*32.1%*	*43.9%*
%H		*98.7%*	*44.5%*	*22.0%*	*65.8%*	*34.5%*	*31.3%*	*98.0%*
Working part time	357	351	152	81	248	129	119	344
%V	*12.4%*	*12.4%*	*13.3%*	*14.8%*	*12.5%*	*14.6%*	*10.7%*	*13.6%*
%H		*98.3%*	*42.6%*	*22.7%*	*69.5%*	*36.1%*	*33.3%*	*96.4%*
Not working	1387	1352	490	217	993	360	634	1080
%V	*48.2%*	*47.9%*	*42.7%*	*39.6%*	*49.9%*	*40.9%*	*57.2%*	*42.6%*
%H		*97.5%*	*35.3%*	*15.6%*	*71.6%*	*26.0%*	*45.7%*	*77.9%*
Housewife/Houseperson	2343	2306	901	436	1639	691	948	2026
%V	*81.4%*	*81.6%*	*78.6%*	*79.6%*	*82.4%*	*78.4%*	*85.6%*	*79.9%*
%H		*98.4%*	*38.5%*	*18.6%*	*70.0%*	*29.5%*	*40.5%*	*86.5%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents Page

Household
- Table 4.1: Social Grade 88
- Table 4.2: Housewife Age 89
- Table 4.3: Size of Household 90
- Table 4.4: Presence of Children 91
- Table 4.5: Number of TV sets in household 92
- Table 4.6: Screen size 93
- Table 4.7: Location of ANY set in household 94
- Table 4.8: Platform Provider 95
- Table 4.9: Recorders and other equipment 96
- Table 4.10: Computers and Internet 97

Sets
- Table 4.11: Screen Size 98
- Table 4.12: Location of set 99
- Table 4.13: Recorders 100
- Table 4.14: Other TV equipment 100
- Table 4.15: Main Set Screen Size 101
- Table 4.16: Main Set Recorders 102
- Table 4.17: Main Set - Other TV equipment 102
- Table 4.18: Other Sets (non-Main Set) Screen Size 103
- Table 4.19: Other Set (non-Main Set) Recorders 104
- Table 4.20: Other Set (non-Main Set) - Other TV equipment 104

Individuals
- Table 4.21: Age of Children 105
- Table 4.22: Adults - Age 106
- Table 4.23: Social Grade (Adults 16+) 107
- Table 4.24: Working Status (Adults 16+) 108
- Table 4.25: Males - Age 109
- Table 4.26: Social Grade (Males 16+) 110
- Table 4.27: Working Status (Males 16+) 111
- Table 4.28: Females - Age 112
- Table 4.29: Social Grade (Females 16+) 113
- Table 4.30: Working Status (Females 16+) 114

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Yorkshire

Household level data

Table 4.1: 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	2779	2669	1074	270	2092	809	1283	2295
%H (All HH)		*96.0%*	*38.6%*	*9.7%*	*75.3%*	*29.1%*	*46.2%*	*82.6%*
%H (TV HH)			*40.2%*	*10.1%*	*78.4%*	*30.3%*	*48.1%*	
AB	539	522	224	60	411	174	236	505
%V	*19.4%*	*19.6%*	*20.9%*	*22.2%*	*19.6%*	*21.5%*	*18.4%*	*22.0%*
%H (All HH)		*96.8%*	*41.6%*	*11.1%*	*76.3%*	*32.3%*	*43.8%*	*93.7%*
%H (TV HH)			*42.9%*	*11.5%*	*78.7%*	*33.3%*	*45.2%*	
C1	795	763	320	86	589	246	343	715
%V	*28.6%*	*28.6%*	*29.8%*	*31.9%*	*28.2%*	*30.4%*	*26.7%*	*31.2%*
%H (All HH)		*96.0%*	*40.3%*	*10.8%*	*74.1%*	*30.9%*	*43.1%*	*89.9%*
%H (TV HH)			*41.9%*	*11.3%*	*77.2%*	*32.2%*	*45.0%*	
C2	614	601	260	55	479	196	283	525
%V	*22.1%*	*22.5%*	*24.2%*	*20.4%*	*22.9%*	*24.2%*	*22.1%*	*22.9%*
%H (All HH)		*97.9%*	*42.3%*	*9.0%*	*78.0%*	*31.9%*	*46.1%*	*85.5%*
%H (TV HH)			*43.3%*	*9.2%*	*79.7%*	*32.6%*	*47.1%*	
D	474	449	186	41	338	126	212	359
%V	*17.1%*	*16.8%*	*17.3%*	*15.2%*	*16.2%*	*15.6%*	*16.5%*	*15.6%*
%H (All HH)		*94.7%*	*39.2%*	*8.6%*	*71.3%*	*26.6%*	*44.7%*	*75.7%*
%H (TV HH)			*41.4%*	*9.1%*	*75.3%*	*28.1%*	*47.2%*	
E	358	333	85	27	277	67	210	190
%V	*12.9%*	*12.5%*	*7.9%*	*10.0%*	*13.2%*	*8.3%*	*16.4%*	*8.3%*
%H (All HH)		*93.0%*	*23.7%*	*7.5%*	*77.4%*	*18.7%*	*58.7%*	*53.1%*
%H (TV HH)			*25.5%*	*8.1%*	*83.2%*	*20.1%*	*63.1%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

Table 4.2: 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	2779	2669	1074	270	2092	809	1283	2295
%H (All HH)		*96.0%*	*38.6%*	*9.7%*	*75.3%*	*29.1%*	*46.2%*	*82.6%*
%H (TV HH)			*40.2%*	*10.1%*	*78.4%*	*30.3%*	*48.1%*	
Under 25	137	114	35	10	83	27	57	133
%V	*4.9%*	*4.3%*	*3.3%*	*3.7%*	*4.0%*	*3.3%*	*4.4%*	*5.8%*
%H (All HH)		*83.2%*	*25.5%*	*7.3%*	*60.6%*	*19.7%*	*41.6%*	*97.1%*
%H (TV HH)			*30.7%*	*8.8%*	*72.8%*	*23.7%*	*50.0%*	
25 - 34	415	384	175	36	243	99	144	399
%V	*14.9%*	*14.4%*	*16.3%*	*13.3%*	*11.6%*	*12.2%*	*11.2%*	*17.4%*
%H (All HH)		*92.5%*	*42.2%*	*8.7%*	*58.6%*	*23.9%*	*34.7%*	*96.1%*
%H (TV HH)			*45.6%*	*9.4%*	*63.3%*	*25.8%*	*37.5%*	
35 - 44	418	396	198	39	281	128	153	399
%V	*15.0%*	*14.8%*	*18.4%*	*14.4%*	*13.4%*	*15.8%*	*11.9%*	*17.4%*
%H (All HH)		*94.7%*	*47.4%*	*9.3%*	*67.2%*	*30.6%*	*36.6%*	*95.5%*
%H (TV HH)			*50.0%*	*9.8%*	*71.0%*	*32.3%*	*38.6%*	
45 - 54	545	532	268	70	422	221	202	513
%V	*19.6%*	*19.9%*	*25.0%*	*25.9%*	*20.2%*	*27.3%*	*15.7%*	*22.4%*
%H (All HH)		*97.6%*	*49.2%*	*12.8%*	*77.4%*	*40.6%*	*37.1%*	*94.1%*
%H (TV HH)			*50.4%*	*13.2%*	*79.3%*	*41.5%*	*38.0%*	
55 - 64	470	457	192	56	370	161	209	402
%V	*16.9%*	*17.1%*	*17.9%*	*20.7%*	*17.7%*	*19.9%*	*16.3%*	*17.5%*
%H (All HH)		*97.2%*	*40.9%*	*11.9%*	*78.7%*	*34.3%*	*44.5%*	*85.5%*
%H (TV HH)			*42.0%*	*12.3%*	*81.0%*	*35.2%*	*45.7%*	
65 +	795	786	207	58	693	173	520	449
%V	*28.6%*	*29.4%*	*19.3%*	*21.5%*	*33.1%*	*21.4%*	*40.5%*	*19.6%*
%H (All HH)		*98.9%*	*26.0%*	*7.3%*	*87.2%*	*21.8%*	*65.4%*	*56.5%*
%H (TV HH)			*26.3%*	*7.4%*	*88.2%*	*22.0%*	*66.2%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

Table 4.3: 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	2779	2669	1074	270	2092	809	1283	2295
%H (All HH)		*96.0%*	*38.6%*	*9.7%*	*75.3%*	*29.1%*	*46.2%*	*82.6%*
%H (TV HH)			*40.2%*	*10.1%*	*78.4%*	*30.3%*	*48.1%*	
1	861	801	192	60	683	146	537	517
%V	*31.0%*	*30.0%*	*17.9%*	*22.2%*	*32.6%*	*18.0%*	*41.9%*	*22.5%*
%H (All HH)		*93.0%*	*22.3%*	*7.0%*	*79.3%*	*17.0%*	*62.4%*	*60.0%*
%H (TV HH)			*24.0%*	*7.5%*	*85.3%*	*18.2%*	*67.0%*	
2	1005	979	402	89	780	314	466	882
%V	*36.2%*	*36.7%*	*37.4%*	*33.0%*	*37.3%*	*38.8%*	*36.3%*	*38.4%*
%H (All HH)		*97.4%*	*40.0%*	*8.9%*	*77.6%*	*31.2%*	*46.4%*	*87.8%*
%H (TV HH)			*41.1%*	*9.1%*	*79.7%*	*32.1%*	*47.6%*	
3	413	404	206	53	297	155	142	407
%V	*14.9%*	*15.1%*	*19.2%*	*19.6%*	*14.2%*	*19.2%*	*11.1%*	*17.7%*
%H (All HH)		*97.8%*	*49.9%*	*12.8%*	*71.9%*	*37.5%*	*34.4%*	*98.5%*
%H (TV HH)			*51.0%*	*13.1%*	*73.5%*	*38.4%*	*35.1%*	
4	339	333	187	44	238	139	100	334
%V	*12.2%*	*12.5%*	*17.4%*	*16.3%*	*11.4%*	*17.2%*	*7.8%*	*14.6%*
%H (All HH)		*98.2%*	*55.2%*	*13.0%*	*70.2%*	*41.0%*	*29.5%*	*98.5%*
%H (TV HH)			*56.2%*	*13.2%*	*71.5%*	*41.7%*	*30.0%*	
5+	161	152	87	23	94	56	38	156
%V	*5.8%*	*5.7%*	*8.1%*	*8.5%*	*4.5%*	*6.9%*	*3.0%*	*6.8%*
%H (All HH)		*94.4%*	*54.0%*	*14.3%*	*58.4%*	*34.8%*	*23.6%*	*96.9%*
%H (TV HH)			*57.2%*	*15.1%*	*61.8%*	*36.8%*	*25.0%*	
Average HH size	2.28	2.30	2.64	2.59	2.20	2.59	1.95	2.48

Base: ITV Yorkshire - Households (000s)

%V = percentage 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

ITV Yorkshire

Household level data

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	2779	2669	1074	270	2092	809	1283	2295
%H (All HH)		*96.0%*	*38.6%*	*9.7%*	*75.3%*	*29.1%*	*46.2%*	*82.6%*
%H (TV HH)			*40.2%*	*10.1%*	*78.4%*	*30.3%*	*48.1%*	
Without	2081	1988	703	189	1627	561	1066	1614
%V	*74.9%*	*74.5%*	*65.5%*	*70.0%*	*77.8%*	*69.3%*	*83.1%*	*70.3%*
%H (All HH)		*95.5%*	*33.8%*	*9.1%*	*78.2%*	*27.0%*	*51.2%*	*77.6%*
%H (TV HH)			*35.4%*	*9.5%*	*81.8%*	*28.2%*	*53.6%*	
With	698	681	372	80	465	248	218	681
%V	*25.1%*	*25.5%*	*34.6%*	*29.6%*	*22.2%*	*30.7%*	*17.0%*	*29.7%*
%H (All HH)		*97.6%*	*53.3%*	*11.5%*	*66.6%*	*35.5%*	*31.2%*	*97.6%*
%H (TV HH)			*54.6%*	*11.7%*	*68.3%*	*36.4%*	*32.0%*	
0 - 3	253	243	128	26	152	70	82	244
%V	*9.1%*	*9.1%*	*11.9%*	*9.6%*	*7.3%*	*8.7%*	*6.4%*	*10.6%*
%H (All HH)		*96.0%*	*50.6%*	*10.3%*	*60.1%*	*27.7%*	*32.4%*	*96.4%*
%H (TV HH)			*52.7%*	*10.7%*	*62.6%*	*28.8%*	*33.7%*	
4 - 9	361	353	195	42	236	125	111	350
%V	*13.0%*	*13.2%*	*18.2%*	*15.6%*	*11.3%*	*15.5%*	*8.7%*	*15.3%*
%H (All HH)		*97.8%*	*54.0%*	*11.6%*	*65.4%*	*34.6%*	*30.7%*	*97.0%*
%H (TV HH)			*55.2%*	*11.9%*	*66.9%*	*35.4%*	*31.4%*	
10 - 15	333	328	197	44	223	137	86	327
%V	*12.0%*	*12.3%*	*18.3%*	*16.3%*	*10.7%*	*16.9%*	*6.7%*	*14.2%*
%H (All HH)		*98.5%*	*59.2%*	*13.2%*	*67.0%*	*41.1%*	*25.8%*	*98.2%*
%H (TV HH)			*60.1%*	*13.4%*	*68.0%*	*41.8%*	*26.2%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage 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

ITV Yorkshire

Household level data

Table 4.5: 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	2779	2669	1074	270	2092	809	1283	2295
%H (All HH)		*96.0%*	*38.6%*	*9.7%*	*75.3%*	*29.1%*	*46.2%*	*82.6%*
%H (TV HH)			*40.2%*	*10.1%*	*78.4%*	*30.3%*	*48.1%*	
1	1016	1016	310	76	721	136	585	750
%V	*36.6%*	*38.1%*	*28.9%*	*28.1%*	*34.5%*	*16.8%*	*45.6%*	*32.7%*
%H (All HH)		*100.0%*	*30.5%*	*7.5%*	*71.0%*	*13.4%*	*57.6%*	*73.8%*
%H (TV HH)			*30.5%*	*7.5%*	*71.0%*	*13.4%*	*57.6%*	
2	898	898	358	108	725	296	429	741
%V	*32.3%*	*33.6%*	*33.3%*	*40.0%*	*34.7%*	*36.6%*	*33.4%*	*32.3%*
%H (All HH)		*100.0%*	*39.9%*	*12.0%*	*80.7%*	*33.0%*	*47.8%*	*82.5%*
%H (TV HH)			*39.9%*	*12.0%*	*80.7%*	*33.0%*	*47.8%*	
3	419	419	210	41	347	179	168	388
%V	*15.1%*	*15.7%*	*19.6%*	*15.2%*	*16.6%*	*22.1%*	*13.1%*	*16.9%*
%H (All HH)		*100.0%*	*50.1%*	*9.8%*	*82.8%*	*42.7%*	*40.1%*	*92.6%*
%H (TV HH)			*50.1%*	*9.8%*	*82.8%*	*42.7%*	*40.1%*	
4	223	223	126	27	195	123	72	214
%V	*8.0%*	*8.4%*	*11.7%*	*10.0%*	*9.3%*	*15.2%*	*5.6%*	*9.3%*
%H (All HH)		*100.0%*	*56.5%*	*12.1%*	*87.4%*	*55.2%*	*32.3%*	*96.0%*
%H (TV HH)			*56.5%*	*12.1%*	*87.4%*	*55.2%*	*32.3%*	
5+	112	112	70	17	104	74	30	112
%V	*4.0%*	*4.2%*	*6.5%*	*6.3%*	*5.0%*	*9.1%*	*2.3%*	*4.9%*
%H (All HH)		*100.0%*	*62.5%*	*15.2%*	*92.9%*	*66.1%*	*26.8%*	*100.0%*
%H (TV HH)			*62.5%*	*15.2%*	*92.9%*	*66.1%*	*26.8%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage 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

ITV Yorkshire

Household level data

Table 4.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2779	2669	1074	270	2092	809	1283	2295
%H (All HH)		*96.0%*	*38.6%*	*9.7%*	*75.3%*	*29.1%*	*46.2%*	*82.6%*
%H (TV HH)			*40.2%*	*10.1%*	*78.4%*	*30.3%*	*48.1%*	
Under 20"	414	414	168	41	367	161	206	344
%V	*14.9%*	*15.5%*	*15.6%*	*15.2%*	*17.5%*	*19.9%*	*16.1%*	*15.0%*
%H (All HH)		*100.0%*	*40.6%*	*9.9%*	*88.6%*	*38.9%*	*49.8%*	*83.1%*
%H (TV HH)			*40.6%*	*9.9%*	*88.6%*	*38.9%*	*49.8%*	
20" - 29"	836	836	331	92	708	298	410	685
%V	*30.1%*	*31.3%*	*30.8%*	*34.1%*	*33.8%*	*36.8%*	*32.0%*	*29.8%*
%H (All HH)		*100.0%*	*39.6%*	*11.0%*	*84.7%*	*35.6%*	*49.0%*	*81.9%*
%H (TV HH)			*39.6%*	*11.0%*	*84.7%*	*35.6%*	*49.0%*	
30" - 39"	1276	1276	522	138	1028	424	604	1080
%V	*45.9%*	*47.8%*	*48.6%*	*51.1%*	*49.1%*	*52.4%*	*47.1%*	*47.1%*
%H (All HH)		*100.0%*	*40.9%*	*10.8%*	*80.6%*	*33.2%*	*47.3%*	*84.6%*
%H (TV HH)			*40.9%*	*10.8%*	*80.6%*	*33.2%*	*47.3%*	
40" - 49"	1254	1254	606	149	954	460	494	1127
%V	*45.1%*	*47.0%*	*56.4%*	*55.2%*	*45.6%*	*56.9%*	*38.5%*	*49.1%*
%H (All HH)		*100.0%*	*48.3%*	*11.9%*	*76.1%*	*36.7%*	*39.4%*	*89.9%*
%H (TV HH)			*48.3%*	*11.9%*	*76.1%*	*36.7%*	*39.4%*	
50" - 59"	405	405	245	45	293	180	113	385
%V	*14.6%*	*15.2%*	*22.8%*	*16.7%*	*14.0%*	*22.2%*	*8.8%*	*16.8%*
%H (All HH)		*100.0%*	*60.5%*	*11.1%*	*72.3%*	*44.4%*	*27.9%*	*95.1%*
%H (TV HH)			*60.5%*	*11.1%*	*72.3%*	*44.4%*	*27.9%*	
60"+	31	31	20	4	20	12	8	31
%V	*1.1%*	*1.2%*	*1.9%*	*1.5%*	*1.0%*	*1.5%*	*0.6%*	*1.4%*
%H (All HH)		*100.0%*	*64.5%*	*12.9%*	*64.5%*	*38.7%*	*25.8%*	*100.0%*
%H (TV HH)			*64.5%*	*12.9%*	*64.5%*	*38.7%*	*25.8%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage 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

ITV Yorkshire

Household level data

Table 4.7: 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	2779	2669	1074	270	2092	809	1283	2295
%H (All HH)		*96.0%*	*38.6%*	*9.7%*	*75.3%*	*29.1%*	*46.2%*	*82.6%*
%H (TV HH)			*40.2%*	*10.1%*	*78.4%*	*30.3%*	*48.1%*	
Main living room	2638	2638	1067	267	2072	804	1268	2182
%V	*94.9%*	*98.8%*	*99.3%*	*98.9%*	*99.0%*	*99.4%*	*98.8%*	*95.1%*
%H (All HH)		*100.0%*	*40.4%*	*10.1%*	*78.5%*	*30.5%*	*48.1%*	*82.7%*
%H (TV HH)			*40.4%*	*10.1%*	*78.5%*	*30.5%*	*48.1%*	
Kitchen	342	342	162	27	314	160	154	299
%V	*12.3%*	*12.8%*	*15.1%*	*10.0%*	*15.0%*	*19.8%*	*12.0%*	*13.0%*
%H (All HH)		*100.0%*	*47.4%*	*7.9%*	*91.8%*	*46.8%*	*45.0%*	*87.4%*
%H (TV HH)			*47.4%*	*7.9%*	*91.8%*	*46.8%*	*45.0%*	
Adult's bedroom	1222	1222	572	145	1023	517	506	1087
%V	*44.0%*	*45.8%*	*53.3%*	*53.7%*	*48.9%*	*63.9%*	*39.4%*	*47.4%*
%H (All HH)		*100.0%*	*46.8%*	*11.9%*	*83.7%*	*42.3%*	*41.4%*	*89.0%*
%H (TV HH)			*46.8%*	*11.9%*	*83.7%*	*42.3%*	*41.4%*	
Child's bedroom	278	278	164	33	211	128	83	272
%V	*10.0%*	*10.4%*	*15.3%*	*12.2%*	*10.1%*	*15.8%*	*6.5%*	*11.9%*
%H (All HH)		*100.0%*	*59.0%*	*11.9%*	*75.9%*	*46.0%*	*29.9%*	*97.8%*
%H (TV HH)			*59.0%*	*11.9%*	*75.9%*	*46.0%*	*29.9%*	
Other bedroom	216	216	116	30	183	112	71	204
%V	*7.8%*	*8.1%*	*10.8%*	*11.1%*	*8.7%*	*13.8%*	*5.5%*	*8.9%*
%H (All HH)		*100.0%*	*53.7%*	*13.9%*	*84.7%*	*51.9%*	*32.9%*	*94.4%*
%H (TV HH)			*53.7%*	*13.9%*	*84.7%*	*51.9%*	*32.9%*	
Second living/dining room	304	304	137	47	249	127	123	266
%V	*10.9%*	*11.4%*	*12.8%*	*17.4%*	*11.9%*	*15.7%*	*9.6%*	*11.6%*
%H (All HH)		*100.0%*	*45.1%*	*15.5%*	*81.9%*	*41.8%*	*40.5%*	*87.5%*
%H (TV HH)			*45.1%*	*15.5%*	*81.9%*	*41.8%*	*40.5%*	
Study/office	39	39	21	4	32	18	14	39
%V	*1.4%*	*1.5%*	*2.0%*	*1.5%*	*1.5%*	*2.2%*	*1.1%*	*1.7%*
%H (All HH)		*100.0%*	*53.8%*	*10.3%*	*82.1%*	*46.2%*	*35.9%*	*100.0%*
%H (TV HH)			*53.8%*	*10.3%*	*82.1%*	*46.2%*	*35.9%*	
TV room	27	27	14	3	21	11	10	26
%V	*1.0%*	*1.0%*	*1.3%*	*1.1%*	*1.0%*	*1.4%*	*0.8%*	*1.1%*
%H (All HH)		*100.0%*	*51.9%*	*11.1%*	*77.8%*	*40.7%*	*37.0%*	*96.3%*
%H (TV HH)			*51.9%*	*11.1%*	*77.8%*	*40.7%*	*37.0%*	
Conservatory	96	96	51	12	87	51	36	90
%V	*3.5%*	*3.6%*	*4.7%*	*4.4%*	*4.2%*	*6.3%*	*2.8%*	*3.9%*
%H (All HH)		*100.0%*	*53.1%*	*12.5%*	*90.6%*	*53.1%*	*37.5%*	*93.8%*
%H (TV HH)			*53.1%*	*12.5%*	*90.6%*	*53.1%*	*37.5%*	
Attic or loft room	9	9	4	3	7	5	2	9
%V	*0.3%*	*0.3%*	*0.4%*	*1.1%*	*0.3%*	*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%*	*0.2%*	*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	12	1	17	11	6	18
%V	*0.7%*	*0.7%*	*1.1%*	*0.4%*	*0.8%*	*1.4%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*63.2%*	*5.3%*	*89.5%*	*57.9%*	*31.6%*	*94.7%*
%H (TV HH)			*63.2%*	*5.3%*	*89.5%*	*57.9%*	*31.6%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage 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

ITV Yorkshire

Household level data

Table 4.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2779	2669	1074	270	2092	809	1283	2295
%H (All HH)		*96.0%*	*38.6%*	*9.7%*	*75.3%*	*29.1%*	*46.2%*	*82.6%*
%H (TV HH)			*40.2%*	*10.1%*	*78.4%*	*30.3%*	*48.1%*	
Any DSAT provider	1074	1074	1074	18	669	669	0	997
%V	*38.6%*	*40.2%*	*100.0%*	*6.7%*	*32.0%*	*82.7%*	*0.0%*	*43.4%*
%H (All HH)			*100.0%*	*1.7%*	*62.3%*	*62.3%*	*0.0%*	*92.8%*
%H (TV HH)			*100.0%*	*1.7%*	*62.3%*	*62.3%*	*0.0%*	
Sky with subcription	896	896	896	11	547	547	0	840
%V	*32.2%*	*33.6%*	*83.4%*	*4.1%*	*26.1%*	*67.6%*	*0.0%*	*36.6%*
%H (All HH)			*100.0%*	*1.2%*	*61.0%*	*61.0%*	*0.0%*	*93.8%*
%H (TV HH)			*100.0%*	*1.2%*	*61.0%*	*61.0%*	*0.0%*	
Sky without subscription	60	60	60	2	40	40	0	54
%V	*2.2%*	*2.2%*	*5.6%*	*0.7%*	*1.9%*	*4.9%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*3.3%*	*66.7%*	*66.7%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*3.3%*	*66.7%*	*66.7%*	*0.0%*	
Freesat	127	127	127	4	93	93	0	113
%V	*4.6%*	*4.8%*	*11.8%*	*1.5%*	*4.4%*	*11.5%*	*0.0%*	*4.9%*
%H (All HH)			*100.0%*	*3.1%*	*73.2%*	*73.2%*	*0.0%*	*89.0%*
%H (TV HH)			*100.0%*	*3.1%*	*73.2%*	*73.2%*	*0.0%*	
Other satellite provider	53	53	53	4	32	32	0	48
%V	*1.9%*	*2.0%*	*4.9%*	*1.5%*	*1.5%*	*4.0%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*7.5%*	*60.4%*	*60.4%*	*0.0%*	*90.6%*
%H (TV HH)			*100.0%*	*7.5%*	*60.4%*	*60.4%*	*0.0%*	
DCAB	270	270	18	270	151	151	0	252
%V	*9.7%*	*10.1%*	*1.7%*	*100.0%*	*7.2%*	*18.7%*	*0.0%*	*11.0%*
%H (All HH)			*6.7%*	*100.0%*	*55.9%*	*55.9%*	*0.0%*	*93.3%*
%H (TV HH)			*6.7%*	*100.0%*	*55.9%*	*55.9%*	*0.0%*	
DTT	2092	2092	669	151	2092	809	1283	1670
%V	*75.3%*	*78.4%*	*62.3%*	*55.9%*	*100.0%*	*100.0%*	*100.0%*	*72.8%*
%H (All HH)		*100.0%*	*32.0%*	*7.2%*	*100.0%*	*38.7%*	*61.3%*	*79.8%*
%H (TV HH)			*32.0%*	*7.2%*	*100.0%*	*38.7%*	*61.3%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage 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

ITV Yorkshire

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	2779	2669	1074	270	2092	809	1283	2295
%H (All HH)		*96.0%*	*38.6%*	*9.7%*	*75.3%*	*29.1%*	*46.2%*	*82.6%*
%H (TV HH)			*40.2%*	*10.1%*	*78.4%*	*30.3%*	*48.1%*	
PVR	1626	1626	960	236	1167	723	444	1485
%V	*58.5%*	*60.9%*	*89.4%*	*87.4%*	*55.8%*	*89.4%*	*34.6%*	*64.7%*
%H (All HH)		*100.0%*	*59.0%*	*14.5%*	*71.8%*	*44.5%*	*27.3%*	*91.3%*
%H (TV HH)			*59.0%*	*14.5%*	*71.8%*	*44.5%*	*27.3%*	
DVDR	42	42	14	2	38	12	26	35
%V	*1.5%*	*1.6%*	*1.3%*	*0.7%*	*1.8%*	*1.5%*	*2.0%*	*1.5%*
%H (All HH)		*100.0%*	*33.3%*	*4.8%*	*90.5%*	*28.6%*	*61.9%*	*83.3%*
%H (TV HH)			*33.3%*	*4.8%*	*90.5%*	*28.6%*	*61.9%*	
VCR	43	43	18	4	37	17	20	31
%V	*1.5%*	*1.6%*	*1.7%*	*1.5%*	*1.8%*	*2.1%*	*1.6%*	*1.4%*
%H (All HH)		*100.0%*	*41.9%*	*9.3%*	*86.0%*	*39.5%*	*46.5%*	*72.1%*
%H (TV HH)			*41.9%*	*9.3%*	*86.0%*	*39.5%*	*46.5%*	
Any recorder	1660	1660	964	236	1199	725	474	1508
%V	*59.7%*	*62.2%*	*89.8%*	*87.4%*	*57.3%*	*89.6%*	*36.9%*	*65.7%*
%H (All HH)		*100.0%*	*58.1%*	*14.2%*	*72.2%*	*43.7%*	*28.6%*	*90.8%*
%H (TV HH)			*58.1%*	*14.2%*	*72.2%*	*43.7%*	*28.6%*	
Receives HDTV (via STB or built-in reception)	1662	1662	817	224	1284	650	634	1515
%V	*59.8%*	*62.3%*	*76.1%*	*83.0%*	*61.4%*	*80.3%*	*49.4%*	*66.0%*
%H (All HH)		*100.0%*	*49.2%*	*13.5%*	*77.3%*	*39.1%*	*38.1%*	*91.2%*
%H (TV HH)			*49.2%*	*13.5%*	*77.3%*	*39.1%*	*38.1%*	
DVD/Blu-ray player or recorder	1807	1807	780	201	1420	622	798	1587
%V	*65.0%*	*67.7%*	*72.6%*	*74.4%*	*67.9%*	*76.9%*	*62.2%*	*69.2%*
%H (All HH)		*100.0%*	*43.2%*	*11.1%*	*78.6%*	*34.4%*	*44.2%*	*87.8%*
%H (TV HH)			*43.2%*	*11.1%*	*78.6%*	*34.4%*	*44.2%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

Table 4.10: 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	2779	2669	1074	270	2092	809	1283	2295
%H (All HH)		*96.0%*	*38.6%*	*9.7%*	*75.3%*	*29.1%*	*46.2%*	*82.6%*
%H (TV HH)			*40.2%*	*10.1%*	*78.4%*	*30.3%*	*48.1%*	
Has broadband internet	2295	2205	997	252	1670	748	922	2295
%V	*82.6%*	*82.6%*	*92.8%*	*93.3%*	*79.8%*	*92.5%*	*71.9%*	*100.0%*
%H (All HH)		*96.1%*	*43.4%*	*11.0%*	*72.8%*	*32.6%*	*40.2%*	*100.0%*
%H (TV HH)			*45.2%*	*11.4%*	*75.7%*	*33.9%*	*41.8%*	
Number of computers (PCs and laptops)								
0	604	574	124	23	503	83	420	142
%V	*21.7%*	*21.5%*	*11.5%*	*8.5%*	*24.0%*	*10.3%*	*32.7%*	*6.2%*
%H (All HH)		*95.0%*	*20.5%*	*3.8%*	*83.3%*	*13.7%*	*69.5%*	*23.5%*
%H (TV HH)			*21.6%*	*4.0%*	*87.6%*	*14.5%*	*73.2%*	
1	736	692	256	66	537	179	358	719
%V	*26.5%*	*25.9%*	*23.8%*	*24.4%*	*25.7%*	*22.1%*	*27.9%*	*31.3%*
%H (All HH)		*94.0%*	*34.8%*	*9.0%*	*73.0%*	*24.3%*	*48.6%*	*97.7%*
%H (TV HH)			*37.0%*	*9.5%*	*77.6%*	*25.9%*	*51.7%*	
2	638	619	278	71	465	210	255	632
%V	*23.0%*	*23.2%*	*25.9%*	*26.3%*	*22.2%*	*26.0%*	*19.9%*	*27.5%*
%H (All HH)		*97.0%*	*43.6%*	*11.1%*	*72.9%*	*32.9%*	*40.0%*	*99.1%*
%H (TV HH)			*44.9%*	*11.5%*	*75.1%*	*33.9%*	*41.2%*	
3	377	369	202	46	279	163	116	377
%V	*13.6%*	*13.8%*	*18.8%*	*17.0%*	*13.3%*	*20.1%*	*9.0%*	*16.4%*
%H (All HH)		*97.9%*	*53.6%*	*12.2%*	*74.0%*	*43.2%*	*30.8%*	*100.0%*
%H (TV HH)			*54.7%*	*12.5%*	*75.6%*	*44.2%*	*31.4%*	
4	203	201	106	31	141	77	64	203
%V	*7.3%*	*7.5%*	*9.9%*	*11.5%*	*6.7%*	*9.5%*	*5.0%*	*8.8%*
%H (All HH)		*99.0%*	*52.2%*	*15.3%*	*69.5%*	*37.9%*	*31.5%*	*100.0%*
%H (TV HH)			*52.7%*	*15.4%*	*70.1%*	*38.3%*	*31.8%*	
5+	222	214	108	32	167	97	70	222
%V	*8.0%*	*8.0%*	*10.1%*	*11.9%*	*8.0%*	*12.0%*	*5.5%*	*9.7%*
%H (All HH)		*96.4%*	*48.6%*	*14.4%*	*75.2%*	*43.7%*	*31.5%*	*100.0%*
%H (TV HH)			*50.5%*	*15.0%*	*78.0%*	*45.3%*	*32.7%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

Table 4.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5557	2531	619	4540	2152	2388	4845
%H		*45.5%*	*11.1%*	*81.7%*	*38.7%*	*43.0%*	*87.2%*
Under 20"	533	232	56	475	227	248	456
%V	*9.6%*	*9.2%*	*9.0%*	*10.5%*	*10.5%*	*10.4%*	*9.4%*
%H		*43.5%*	*10.5%*	*89.1%*	*42.6%*	*46.5%*	*85.6%*
20" - 29"	1077	437	117	927	404	524	898
%V	*19.4%*	*17.3%*	*18.9%*	*20.4%*	*18.8%*	*21.9%*	*18.5%*
%H		*40.6%*	*10.9%*	*86.1%*	*37.5%*	*48.7%*	*83.4%*
30" - 39"	1626	714	173	1319	593	726	1408
%V	*29.3%*	*28.2%*	*27.9%*	*29.1%*	*27.6%*	*30.4%*	*29.1%*
%H		*43.9%*	*10.6%*	*81.1%*	*36.5%*	*44.6%*	*86.6%*
40" - 49"	1470	726	183	1122	566	556	1331
%V	*26.5%*	*28.7%*	*29.6%*	*24.7%*	*26.3%*	*23.3%*	*27.5%*
%H		*49.4%*	*12.4%*	*76.3%*	*38.5%*	*37.8%*	*90.5%*
50" - 59"	449	274	52	331	208	123	428
%V	*8.1%*	*10.8%*	*8.4%*	*7.3%*	*9.7%*	*5.2%*	*8.8%*
%H		*61.0%*	*11.6%*	*73.7%*	*46.3%*	*27.4%*	*95.3%*
60"+	31	20	4	21	13	8	31
%V	*0.6%*	*0.8%*	*0.6%*	*0.5%*	*0.6%*	*0.3%*	*0.6%*
%H		*64.5%*	*12.9%*	*67.7%*	*41.9%*	*25.8%*	*100.0%*
Don't know	371	127	35	344	141	203	292
%V	*6.7%*	*5.0%*	*5.7%*	*7.6%*	*6.6%*	*8.5%*	*6.0%*
%H		*34.2%*	*9.4%*	*92.7%*	*38.0%*	*54.7%*	*78.7%*

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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	5557	2531	619	4540	2152	2388	4845
%H		*45.5%*	*11.1%*	*81.7%*	*38.7%*	*43.0%*	*87.2%*
Main living room	2650	1074	267	2081	810	1271	2193
%V	*47.7%*	*42.4%*	*43.1%*	*45.8%*	*37.6%*	*53.2%*	*45.3%*
%H		*40.5%*	*10.1%*	*78.5%*	*30.6%*	*48.0%*	*82.8%*
Kitchen	342	163	27	314	160	154	300
%V	*6.2%*	*6.4%*	*4.4%*	*6.9%*	*7.4%*	*6.4%*	*6.2%*
%H		*47.7%*	*7.9%*	*91.8%*	*46.8%*	*45.0%*	*87.7%*
Adult's bedroom	1444	698	169	1224	644	579	1299
%V	*26.0%*	*27.6%*	*27.3%*	*27.0%*	*29.9%*	*24.2%*	*26.8%*
%H		*48.3%*	*11.7%*	*84.8%*	*44.6%*	*40.1%*	*90.0%*
Child's bedroom	355	211	46	278	175	103	349
%V	*6.4%*	*8.3%*	*7.4%*	*6.1%*	*8.1%*	*4.3%*	*7.2%*
%H		*59.4%*	*13.0%*	*78.3%*	*49.3%*	*29.0%*	*98.3%*
Other bedroom	256	140	38	217	135	82	243
%V	*4.6%*	*5.5%*	*6.1%*	*4.8%*	*6.3%*	*3.4%*	*5.0%*
%H		*54.7%*	*14.8%*	*84.8%*	*52.7%*	*32.0%*	*94.9%*
Second living/dining room	311	139	47	255	129	126	271
%V	*5.6%*	*5.5%*	*7.6%*	*5.6%*	*6.0%*	*5.3%*	*5.6%*
%H		*44.7%*	*15.1%*	*82.0%*	*41.5%*	*40.5%*	*87.1%*
Study/office	40	21	4	33	18	15	40
%V	*0.7%*	*0.8%*	*0.6%*	*0.7%*	*0.8%*	*0.6%*	*0.8%*
%H		*52.5%*	*10.0%*	*82.5%*	*45.0%*	*37.5%*	*100.0%*
TV room	27	14	3	21	11	10	26
%V	*0.5%*	*0.6%*	*0.5%*	*0.5%*	*0.5%*	*0.4%*	*0.5%*
%H		*51.9%*	*11.1%*	*77.8%*	*40.7%*	*37.0%*	*96.3%*
Conservatory	96	51	12	87	51	36	90
%V	*1.7%*	*2.0%*	*1.9%*	*1.9%*	*2.4%*	*1.5%*	*1.9%*
%H		*53.1%*	*12.5%*	*90.6%*	*53.1%*	*37.5%*	*93.8%*
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	19	12	7	20
%V	*0.4%*	*0.5%*	*0.2%*	*0.4%*	*0.6%*	*0.3%*	*0.4%*
%H		*61.9%*	*4.8%*	*90.5%*	*57.1%*	*33.3%*	*95.2%*

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5557	2531	619	4540	2152	2388	4845
%H		*45.5%*	*11.1%*	*81.7%*	*38.7%*	*43.0%*	*87.2%*
PVR	2218	1425	322	1527	1030	497	2057
%V	*39.9%*	*56.3%*	*52.0%*	*33.6%*	*47.9%*	*20.8%*	*42.5%*
%H		*64.2%*	*14.5%*	*68.8%*	*46.4%*	*22.4%*	*92.7%*
DVDR	43	15	2	39	13	26	36
%V	*0.8%*	*0.6%*	*0.3%*	*0.9%*	*0.6%*	*1.1%*	*0.7%*
%H		*34.9%*	*4.7%*	*90.7%*	*30.2%*	*60.5%*	*83.7%*
VCR	44	20	4	39	18	21	33
%V	*0.8%*	*0.8%*	*0.6%*	*0.9%*	*0.8%*	*0.9%*	*0.7%*
%H		*45.5%*	*9.1%*	*88.6%*	*40.9%*	*47.7%*	*75.0%*
Any recorder	2261	1434	322	1567	1037	531	2086
%V	*40.7%*	*56.7%*	*52.0%*	*34.5%*	*48.2%*	*22.2%*	*43.1%*
%H		*63.4%*	*14.2%*	*69.3%*	*45.9%*	*23.5%*	*92.3%*

Base: ITV Yorkshire - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5557	2531	619	4540	2152	2388	4845
%H		*45.5%*	*11.1%*	*81.7%*	*38.7%*	*43.0%*	*87.2%*
Receives HDTV (via STB or built-in reception)	2586	1365	353	2026	1122	904	2401
%V	*46.5%*	*53.9%*	*57.0%*	*44.6%*	*52.1%*	*37.9%*	*49.6%*
%H		*52.8%*	*13.7%*	*78.3%*	*43.4%*	*35.0%*	*92.8%*
DVD/Blu-ray player or recorder	2693	1244	321	2147	1044	1103	2427
%V	*48.5%*	*49.2%*	*51.9%*	*47.3%*	*48.5%*	*46.2%*	*50.1%*
%H		*46.2%*	*11.9%*	*79.7%*	*38.8%*	*41.0%*	*90.1%*

Base: ITV Yorkshire - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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	2669	1074	270	2091	809	1283	2205
%H		*40.2%*	*10.1%*	*78.3%*	*30.3%*	*48.1%*	*82.6%*
Under 20"	30	4	1	27	4	23	15
%V	*1.1%*	*0.4%*	*0.4%*	*1.3%*	*0.5%*	*1.8%*	*0.7%*
%H		*13.3%*	*3.3%*	*90.0%*	*13.3%*	*76.7%*	*50.0%*
20" - 29"	225	48	15	186	31	155	140
%V	*8.4%*	*4.5%*	*5.6%*	*8.9%*	*3.8%*	*12.1%*	*6.3%*
%H		*21.3%*	*6.7%*	*82.7%*	*13.8%*	*68.9%*	*62.2%*
30" - 39"	744	227	71	605	177	428	579
%V	*27.9%*	*21.1%*	*26.3%*	*28.9%*	*21.9%*	*33.4%*	*26.3%*
%H		*30.5%*	*9.5%*	*81.3%*	*23.8%*	*57.5%*	*77.8%*
40" - 49"	1088	511	128	820	376	444	969
%V	*40.8%*	*47.6%*	*47.4%*	*39.2%*	*46.5%*	*34.6%*	*43.9%*
%H		*47.0%*	*11.8%*	*75.4%*	*34.6%*	*40.8%*	*89.1%*
50" - 59"	367	220	39	268	163	105	348
%V	*13.8%*	*20.5%*	*14.4%*	*12.8%*	*20.1%*	*8.2%*	*15.8%*
%H		*59.9%*	*10.6%*	*73.0%*	*44.4%*	*28.6%*	*94.8%*
60"+	27	17	1	18	10	8	27
%V	*1.0%*	*1.6%*	*0.4%*	*0.9%*	*1.2%*	*0.6%*	*1.2%*
%H		*63.0%*	*3.7%*	*66.7%*	*37.0%*	*29.6%*	*100.0%*
Don't know	187	47	14	167	49	118	127
%V	*7.0%*	*4.4%*	*5.2%*	*8.0%*	*6.1%*	*9.2%*	*5.8%*
%H		*25.1%*	*7.5%*	*89.3%*	*26.2%*	*63.1%*	*67.9%*

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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	2669	1074	270	2091	809	1283	2205
%H		*40.2%*	*10.1%*	*78.3%*	*30.3%*	*48.1%*	*82.6%*
PVR	1586	946	233	1129	707	422	1449
%V	*59.4%*	*88.1%*	*86.3%*	*54.0%*	*87.4%*	*32.9%*	*65.7%*
%H		*59.6%*	*14.7%*	*71.2%*	*44.6%*	*26.6%*	*91.4%*
DVDR	32	9	2	30	9	21	27
%V	*1.2%*	*0.8%*	*0.7%*	*1.4%*	*1.1%*	*1.6%*	*1.2%*
%H		*28.1%*	*6.3%*	*93.8%*	*28.1%*	*65.6%*	*84.4%*
VCR	34	15	3	30	14	16	27
%V	*1.3%*	*1.4%*	*1.1%*	*1.4%*	*1.7%*	*1.2%*	*1.2%*
%H		*44.1%*	*8.8%*	*88.2%*	*41.2%*	*47.1%*	*79.4%*
Any recorder	1616	950	233	1157	709	447	1470
%V	*60.5%*	*88.5%*	*86.3%*	*55.3%*	*87.6%*	*34.8%*	*66.7%*
%H		*58.8%*	*14.4%*	*71.6%*	*43.9%*	*27.7%*	*91.0%*

Base: ITV Yorkshire - 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	2669	1074	270	2091	809	1283	2205
%H		*40.2%*	*10.1%*	*78.3%*	*30.3%*	*48.1%*	*82.6%*
Receives HDTV (via STB or built-in reception)	1606	797	217	1231	625	605	1467
%V	*60.2%*	*74.2%*	*80.4%*	*58.9%*	*77.3%*	*47.2%*	*66.5%*
%H		*49.6%*	*13.5%*	*76.7%*	*38.9%*	*37.7%*	*91.3%*
DVD/Blu-ray player or recorder	1597	682	171	1253	536	717	1394
%V	*59.8%*	*63.5%*	*63.3%*	*59.9%*	*66.3%*	*55.9%*	*63.2%*
%H		*42.7%*	*10.7%*	*78.5%*	*33.6%*	*44.9%*	*87.3%*

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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	2888	1456	349	2448	1343	1105	2640
%H		*50.4%*	*12.1%*	*84.8%*	*46.5%*	*38.3%*	*91.4%*
Under 20"	503	228	54	448	224	225	441
%V	*17.4%*	*15.7%*	*15.5%*	*18.3%*	*16.7%*	*20.4%*	*16.7%*
%H		*45.3%*	*10.7%*	*89.1%*	*44.5%*	*44.7%*	*87.7%*
20" - 29"	852	389	102	741	373	368	759
%V	*29.5%*	*26.7%*	*29.2%*	*30.3%*	*27.8%*	*33.3%*	*28.8%*
%H		*45.7%*	*12.0%*	*87.0%*	*43.8%*	*43.2%*	*89.1%*
30" - 39"	882	486	102	714	416	298	829
%V	*30.5%*	*33.4%*	*29.2%*	*29.2%*	*31.0%*	*27.0%*	*31.4%*
%H		*55.1%*	*11.6%*	*81.0%*	*47.2%*	*33.8%*	*94.0%*
40" - 49"	381	216	55	302	190	112	362
%V	*13.2%*	*14.8%*	*15.8%*	*12.3%*	*14.1%*	*10.1%*	*13.7%*
%H		*56.7%*	*14.4%*	*79.3%*	*49.9%*	*29.4%*	*95.0%*
50" - 59"	82	54	12	63	45	18	80
%V	*2.8%*	*3.7%*	*3.4%*	*2.6%*	*3.4%*	*1.6%*	*3.0%*
%H		*65.9%*	*14.6%*	*76.8%*	*54.9%*	*22.0%*	*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	183	80	21	177	92	85	165
%V	*6.3%*	*5.5%*	*6.0%*	*7.2%*	*6.9%*	*7.7%*	*6.3%*
%H		*43.7%*	*11.5%*	*96.7%*	*50.3%*	*46.4%*	*90.2%*

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Yorkshire

Set level data

Table 4.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2888	1456	349	2448	1343	1105	2640
%H		*50.4%*	*12.1%*	*84.8%*	*46.5%*	*38.3%*	*91.4%*
PVR	632	479	90	398	323	76	608
%V	*21.9%*	*32.9%*	*25.8%*	*16.3%*	*24.1%*	*6.9%*	*23.0%*
%H		*75.8%*	*14.2%*	*63.0%*	*51.1%*	*12.0%*	*96.2%*
DVDR	11	5	0	9	4	5	8
%V	*0.4%*	*0.3%*	*0.0%*	*0.4%*	*0.3%*	*0.5%*	*0.3%*
%H		*45.5%*	*0.0%*	*81.8%*	*36.4%*	*45.5%*	*72.7%*
VCR	10	4	1	9	4	5	6
%V	*0.3%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.5%*	*0.2%*
%H		*40.0%*	*10.0%*	*90.0%*	*40.0%*	*50.0%*	*60.0%*
Any recorder	645	485	90	411	327	83	617
%V	*22.3%*	*33.3%*	*25.8%*	*16.8%*	*24.3%*	*7.5%*	*23.4%*
%H		*75.2%*	*14.0%*	*63.7%*	*50.7%*	*12.9%*	*95.7%*

Base: ITV Yorkshire - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2888	1456	349	2448	1343	1105	2640
%H		*50.4%*	*12.1%*	*84.8%*	*46.5%*	*38.3%*	*91.4%*
Receives HDTV (via STB or built-in reception)	980	568	136	795	497	298	934
%V	*33.9%*	*39.0%*	*39.0%*	*32.5%*	*37.0%*	*27.0%*	*35.4%*
%H		*58.0%*	*13.9%*	*81.1%*	*50.7%*	*30.4%*	*95.3%*
DVD/Blu-ray player or recorder	1096	562	150	894	509	386	1033
%V	*38.0%*	*38.6%*	*43.0%*	*36.5%*	*37.9%*	*34.9%*	*39.1%*
%H		*51.3%*	*13.7%*	*81.6%*	*46.4%*	*35.2%*	*94.3%*

Base: ITV Yorkshire - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 4.21: Age 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 Inds	6344	6134	2836	699	4594	2096	2498	5690
%H		*96.7%*	*44.7%*	*11.0%*	*72.4%*	*33.0%*	*39.4%*	*89.7%*
Total Children	1200	1170	653	145	778	426	352	1167
%V	*18.9%*	*19.1%*	*23.0%*	*20.7%*	*16.9%*	*20.3%*	*14.1%*	*20.5%*
%H		*97.5%*	*54.4%*	*12.1%*	*64.8%*	*35.5%*	*29.3%*	*97.3%*
0 - 3	299	289	151	29	183	84	99	287
%V	*4.7%*	*4.7%*	*5.3%*	*4.1%*	*4.0%*	*4.0%*	*4.0%*	*5.0%*
%H		*96.7%*	*50.5%*	*9.7%*	*61.2%*	*28.1%*	*33.1%*	*96.0%*
4 - 15	901	880	502	116	595	342	253	879
%V	*14.2%*	*14.3%*	*17.7%*	*16.6%*	*13.0%*	*16.3%*	*10.1%*	*15.4%*
%H		*97.7%*	*55.7%*	*12.9%*	*66.0%*	*38.0%*	*28.1%*	*97.6%*
4 - 9	478	466	258	54	314	168	146	464
%V	*7.5%*	*7.6%*	*9.1%*	*7.7%*	*6.8%*	*8.0%*	*5.8%*	*8.2%*
%H		*97.5%*	*54.0%*	*11.3%*	*65.7%*	*35.1%*	*30.5%*	*97.1%*
10 - 15	422	414	244	62	281	175	107	416
%V	*6.7%*	*6.7%*	*8.6%*	*8.9%*	*6.1%*	*8.3%*	*4.3%*	*7.3%*
%H		*98.1%*	*57.8%*	*14.7%*	*66.6%*	*41.5%*	*25.4%*	*98.6%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.22: Adults - 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 Inds	6344	6134	2836	699	4594	2096	2498	5690
%H		*96.7%*	*44.7%*	*11.0%*	*72.4%*	*33.0%*	*39.4%*	*89.7%*
Total Adults (16+)	5143	4964	2183	554	3815	1670	2146	4523
%V	*81.1%*	*80.9%*	*77.0%*	*79.3%*	*83.0%*	*79.7%*	*85.9%*	*79.5%*
%H		*96.5%*	*42.4%*	*10.8%*	*74.2%*	*32.5%*	*41.7%*	*87.9%*
16 - 19	296	274	132	40	206	113	93	291
%V	*4.7%*	*4.5%*	*4.7%*	*5.7%*	*4.5%*	*5.4%*	*3.7%*	*5.1%*
%H		*92.6%*	*44.6%*	*13.5%*	*69.6%*	*38.2%*	*31.4%*	*98.3%*
20 - 24	411	376	156	48	275	127	148	402
%V	*6.5%*	*6.1%*	*5.5%*	*6.9%*	*6.0%*	*6.1%*	*5.9%*	*7.1%*
%H		*91.5%*	*38.0%*	*11.7%*	*66.9%*	*30.9%*	*36.0%*	*97.8%*
25 - 34	810	764	368	84	485	226	259	786
%V	*12.8%*	*12.5%*	*13.0%*	*12.0%*	*10.6%*	*10.8%*	*10.4%*	*13.8%*
%H		*94.3%*	*45.4%*	*10.4%*	*59.9%*	*27.9%*	*32.0%*	*97.0%*
35 - 44	738	706	371	76	495	243	252	712
%V	*11.6%*	*11.5%*	*13.1%*	*10.9%*	*10.8%*	*11.6%*	*10.1%*	*12.5%*
%H		*95.7%*	*50.3%*	*10.3%*	*67.1%*	*32.9%*	*34.1%*	*96.5%*
45 - 54	895	879	449	116	694	371	323	857
%V	*14.1%*	*14.3%*	*15.8%*	*16.6%*	*15.1%*	*17.7%*	*12.9%*	*15.1%*
%H		*98.2%*	*50.2%*	*13.0%*	*77.5%*	*41.5%*	*36.1%*	*95.8%*
55 - 64	785	768	342	89	615	277	338	701
%V	*12.4%*	*12.5%*	*12.1%*	*12.7%*	*13.4%*	*13.2%*	*13.5%*	*12.3%*
%H		*97.8%*	*43.6%*	*11.3%*	*78.3%*	*35.3%*	*43.1%*	*89.3%*
65+	1209	1197	365	101	1046	314	733	774
%V	*19.1%*	*19.5%*	*12.9%*	*14.4%*	*22.8%*	*15.0%*	*29.3%*	*13.6%*
%H		*99.0%*	*30.2%*	*8.4%*	*86.5%*	*26.0%*	*60.6%*	*64.0%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5143	4964	2183	554	3815	1670	2146	4523
%H		*96.5%*	*42.4%*	*10.8%*	*74.2%*	*32.5%*	*41.7%*	*87.9%*
AB	1075	1043	478	127	811	377	434	1028
%V	*20.9%*	*21.0%*	*21.9%*	*22.9%*	*21.3%*	*22.6%*	*20.2%*	*22.7%*
%H		*97.0%*	*44.5%*	*11.8%*	*75.4%*	*35.1%*	*40.4%*	*95.6%*
C1	1525	1466	635	182	1127	519	608	1423
%V	*29.7%*	*29.5%*	*29.1%*	*32.9%*	*29.5%*	*31.1%*	*28.3%*	*31.5%*
%H		*96.1%*	*41.6%*	*11.9%*	*73.9%*	*34.0%*	*39.9%*	*93.3%*
C2	1187	1169	548	118	914	413	500	1065
%V	*23.1%*	*23.5%*	*25.1%*	*21.3%*	*24.0%*	*24.7%*	*23.3%*	*23.5%*
%H		*98.5%*	*46.2%*	*9.9%*	*77.0%*	*34.8%*	*42.1%*	*89.7%*
D	875	839	397	88	598	263	334	726
%V	*17.0%*	*16.9%*	*18.2%*	*15.9%*	*15.7%*	*15.7%*	*15.6%*	*16.1%*
%H		*95.9%*	*45.4%*	*10.1%*	*68.3%*	*30.1%*	*38.2%*	*83.0%*
E	480	447	125	40	366	96	270	279
%V	*9.3%*	*9.0%*	*5.7%*	*7.2%*	*9.6%*	*5.7%*	*12.6%*	*6.2%*
%H		*93.1%*	*26.0%*	*8.3%*	*76.3%*	*20.0%*	*56.3%*	*58.1%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5143	4964	2183	554	3815	1670	2146	4523
%H		*96.5%*	*42.4%*	*10.8%*	*74.2%*	*32.5%*	*41.7%*	*87.9%*
Working full time	2276	2213	1144	264	1598	834	764	2226
%V	*44.3%*	*44.6%*	*52.4%*	*47.7%*	*41.9%*	*49.9%*	*35.6%*	*49.2%*
%H		*97.2%*	*50.3%*	*11.6%*	*70.2%*	*36.6%*	*33.6%*	*97.8%*
Working part time	530	522	243	61	408	194	214	512
%V	*10.3%*	*10.5%*	*11.1%*	*11.0%*	*10.7%*	*11.6%*	*10.0%*	*11.3%*
%H		*98.5%*	*45.8%*	*11.5%*	*77.0%*	*36.6%*	*40.4%*	*96.6%*
Not working	2337	2230	796	230	1810	642	1168	1785
%V	*45.4%*	*44.9%*	*36.5%*	*41.5%*	*47.4%*	*38.4%*	*54.4%*	*39.5%*
%H		*95.4%*	*34.1%*	*9.8%*	*77.4%*	*27.5%*	*50.0%*	*76.4%*
Housewife/Houseperson	2779	2669	1074	270	2092	809	1283	2295
%V	*54.0%*	*53.8%*	*49.2%*	*48.7%*	*54.8%*	*48.4%*	*59.8%*	*50.7%*
%H		*96.0%*	*38.6%*	*9.7%*	*75.3%*	*29.1%*	*46.2%*	*82.6%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.25: Males - 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 Males (16+)	2507	2413	1082	276	1838	830	1007	2244
%H		*96.3%*	*43.2%*	*11.0%*	*73.3%*	*33.1%*	*40.2%*	*89.5%*
16 - 19	155	150	73	23	111	62	49	152
%V	*6.2%*	*6.2%*	*6.7%*	*8.3%*	*6.0%*	*7.5%*	*4.9%*	*6.8%*
%H		*96.8%*	*47.1%*	*14.8%*	*71.6%*	*40.0%*	*31.6%*	*98.1%*
20 - 24	202	188	82	28	133	67	66	198
%V	*8.1%*	*7.8%*	*7.6%*	*10.1%*	*7.2%*	*8.1%*	*6.6%*	*8.8%*
%H		*93.1%*	*40.6%*	*13.9%*	*65.8%*	*33.2%*	*32.7%*	*98.0%*
25 - 34	398	374	177	42	238	114	123	385
%V	*15.9%*	*15.5%*	*16.4%*	*15.2%*	*12.9%*	*13.7%*	*12.2%*	*17.2%*
%H		*94.0%*	*44.5%*	*10.6%*	*59.8%*	*28.6%*	*30.9%*	*96.7%*
35 - 44	367	346	186	38	241	123	118	352
%V	*14.6%*	*14.3%*	*17.2%*	*13.8%*	*13.1%*	*14.8%*	*11.7%*	*15.7%*
%H		*94.3%*	*50.7%*	*10.4%*	*65.7%*	*33.5%*	*32.2%*	*95.9%*
45 - 54	434	421	209	54	331	170	161	413
%V	*17.3%*	*17.4%*	*19.3%*	*19.6%*	*18.0%*	*20.5%*	*16.0%*	*18.4%*
%H		*97.0%*	*48.2%*	*12.4%*	*76.3%*	*39.2%*	*37.1%*	*95.2%*
55 - 64	392	385	170	42	308	134	174	357
%V	*15.6%*	*16.0%*	*15.7%*	*15.2%*	*16.8%*	*16.1%*	*17.3%*	*15.9%*
%H		*98.2%*	*43.4%*	*10.7%*	*78.6%*	*34.2%*	*44.4%*	*91.1%*
65+	558	548	185	48	475	159	316	388
%V	*22.3%*	*22.7%*	*17.1%*	*17.4%*	*25.8%*	*19.2%*	*31.4%*	*17.3%*
%H		*98.2%*	*33.2%*	*8.6%*	*85.1%*	*28.5%*	*56.6%*	*69.5%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2507	2413	1082	276	1838	830	1007	2244
%H		*96.3%*	*43.2%*	*11.0%*	*73.3%*	*33.1%*	*40.2%*	*89.5%*
AB	529	512	235	58	399	184	215	508
%V	*21.1%*	*21.2%*	*21.7%*	*21.0%*	*21.7%*	*22.2%*	*21.4%*	*22.6%*
%H		*96.8%*	*44.4%*	*11.0%*	*75.4%*	*34.8%*	*40.6%*	*96.0%*
C1	713	692	305	91	531	256	276	683
%V	*28.4%*	*28.7%*	*28.2%*	*33.0%*	*28.9%*	*30.8%*	*27.4%*	*30.4%*
%H		*97.1%*	*42.8%*	*12.8%*	*74.5%*	*35.9%*	*38.7%*	*95.8%*
C2	637	626	287	64	493	221	271	567
%V	*25.4%*	*25.9%*	*26.5%*	*23.2%*	*26.8%*	*26.6%*	*26.9%*	*25.3%*
%H		*98.3%*	*45.1%*	*10.0%*	*77.4%*	*34.7%*	*42.5%*	*89.0%*
D	430	403	207	43	271	131	140	372
%V	*17.2%*	*16.7%*	*19.1%*	*15.6%*	*14.7%*	*15.8%*	*13.9%*	*16.6%*
%H		*93.7%*	*48.1%*	*10.0%*	*63.0%*	*30.5%*	*32.6%*	*86.5%*
E	197	179	48	20	144	39	105	114
%V	*7.9%*	*7.4%*	*4.4%*	*7.2%*	*7.8%*	*4.7%*	*10.4%*	*5.1%*
%H		*90.9%*	*24.4%*	*10.2%*	*73.1%*	*19.8%*	*53.3%*	*57.9%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2507	2413	1082	276	1838	830	1007	2244
%H		*96.3%*	*43.2%*	*11.0%*	*73.3%*	*33.1%*	*40.2%*	*89.5%*
Working full time	1408	1364	712	163	981	520	461	1376
%V	*56.2%*	*56.5%*	*65.8%*	*59.1%*	*53.4%*	*62.7%*	*45.8%*	*61.3%*
%H		*96.9%*	*50.6%*	*11.6%*	*69.7%*	*36.9%*	*32.7%*	*97.7%*
Working part time	108	107	42	11	82	33	50	102
%V	*4.3%*	*4.4%*	*3.9%*	*4.0%*	*4.5%*	*4.0%*	*5.0%*	*4.5%*
%H		*99.1%*	*38.9%*	*10.2%*	*75.9%*	*30.6%*	*46.3%*	*94.4%*
Not working	990	942	329	102	775	278	496	766
%V	*39.5%*	*39.0%*	*30.4%*	*37.0%*	*42.2%*	*33.5%*	*49.3%*	*34.1%*
%H		*95.2%*	*33.2%*	*10.3%*	*78.3%*	*28.1%*	*50.1%*	*77.4%*
Housewife/Houseperson	568	519	159	41	422	117	305	418
%V	*22.7%*	*21.5%*	*14.7%*	*14.9%*	*23.0%*	*14.1%*	*30.3%*	*18.6%*
%H		*91.4%*	*28.0%*	*7.2%*	*74.3%*	*20.6%*	*53.7%*	*73.6%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.28: Females - 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 Females (16+)	2637	2551	1101	279	1978	839	1139	2279
%H		*96.7%*	*41.8%*	*10.6%*	*75.0%*	*31.8%*	*43.2%*	*86.4%*
16 - 19	141	124	59	17	95	51	44	139
%V	*5.3%*	*4.9%*	*5.4%*	*6.1%*	*4.8%*	*6.1%*	*3.9%*	*6.1%*
%H		*87.9%*	*41.8%*	*12.1%*	*67.4%*	*36.2%*	*31.2%*	*98.6%*
20 - 24	209	188	73	21	141	60	82	204
%V	*7.9%*	*7.4%*	*6.6%*	*7.5%*	*7.1%*	*7.2%*	*7.2%*	*9.0%*
%H		*90.0%*	*34.9%*	*10.0%*	*67.5%*	*28.7%*	*39.2%*	*97.6%*
25 - 34	412	391	191	42	247	111	135	401
%V	*15.6%*	*15.3%*	*17.3%*	*15.1%*	*12.5%*	*13.2%*	*11.9%*	*17.6%*
%H		*94.9%*	*46.4%*	*10.2%*	*60.0%*	*26.9%*	*32.8%*	*97.3%*
35 - 44	371	359	185	38	253	120	133	360
%V	*14.1%*	*14.1%*	*16.8%*	*13.6%*	*12.8%*	*14.3%*	*11.7%*	*15.8%*
%H		*96.8%*	*49.9%*	*10.2%*	*68.2%*	*32.3%*	*35.8%*	*97.0%*
45 - 54	460	458	241	61	362	200	162	444
%V	*17.4%*	*18.0%*	*21.9%*	*21.9%*	*18.3%*	*23.8%*	*14.2%*	*19.5%*
%H		*99.6%*	*52.4%*	*13.3%*	*78.7%*	*43.5%*	*35.2%*	*96.5%*
55 - 64	393	384	172	47	307	142	165	345
%V	*14.9%*	*15.1%*	*15.6%*	*16.8%*	*15.5%*	*16.9%*	*14.5%*	*15.1%*
%H		*97.7%*	*43.8%*	*12.0%*	*78.1%*	*36.1%*	*42.0%*	*87.8%*
65+	651	649	180	53	572	155	417	385
%V	*24.7%*	*25.4%*	*16.3%*	*19.0%*	*28.9%*	*18.5%*	*36.6%*	*16.9%*
%H		*99.7%*	*27.6%*	*8.1%*	*87.9%*	*23.8%*	*64.1%*	*59.1%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2637	2551	1101	279	1978	839	1139	2279
%H		*96.7%*	*41.8%*	*10.6%*	*75.0%*	*31.8%*	*43.2%*	*86.4%*
AB	546	531	243	69	412	194	218	520
%V	*20.7%*	*20.8%*	*22.1%*	*24.7%*	*20.8%*	*23.1%*	*19.1%*	*22.8%*
%H		*97.3%*	*44.5%*	*12.6%*	*75.5%*	*35.5%*	*39.9%*	*95.2%*
C1	812	773	329	92	596	264	332	740
%V	*30.8%*	*30.3%*	*29.9%*	*33.0%*	*30.1%*	*31.5%*	*29.1%*	*32.5%*
%H		*95.2%*	*40.5%*	*11.3%*	*73.4%*	*32.5%*	*40.9%*	*91.1%*
C2	549	543	261	54	421	192	229	498
%V	*20.8%*	*21.3%*	*23.7%*	*19.4%*	*21.3%*	*22.9%*	*20.1%*	*21.9%*
%H		*98.9%*	*47.5%*	*9.8%*	*76.7%*	*35.0%*	*41.7%*	*90.7%*
D	446	436	190	45	327	133	194	355
%V	*16.9%*	*17.1%*	*17.3%*	*16.1%*	*16.5%*	*15.9%*	*17.0%*	*15.6%*
%H		*97.8%*	*42.6%*	*10.1%*	*73.3%*	*29.8%*	*43.5%*	*79.6%*
E	283	268	77	20	222	57	165	165
%V	*10.7%*	*10.5%*	*7.0%*	*7.2%*	*11.2%*	*6.8%*	*14.5%*	*7.2%*
%H		*94.7%*	*27.2%*	*7.1%*	*78.4%*	*20.1%*	*58.3%*	*58.3%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2637	2551	1101	279	1978	839	1139	2279
%H		*96.7%*	*41.8%*	*10.6%*	*75.0%*	*31.8%*	*43.2%*	*86.4%*
Working full time	868	849	432	101	617	314	303	850
%V	*32.9%*	*33.3%*	*39.2%*	*36.2%*	*31.2%*	*37.4%*	*26.6%*	*37.3%*
%H		*97.8%*	*49.8%*	*11.6%*	*71.1%*	*36.2%*	*34.9%*	*97.9%*
Working part time	422	415	201	49	325	162	164	410
%V	*16.0%*	*16.3%*	*18.3%*	*17.6%*	*16.4%*	*19.3%*	*14.4%*	*18.0%*
%H		*98.3%*	*47.6%*	*11.6%*	*77.0%*	*38.4%*	*38.9%*	*97.2%*
Not working	1347	1287	467	128	1035	363	672	1019
%V	*51.1%*	*50.5%*	*42.4%*	*45.9%*	*52.3%*	*43.3%*	*59.0%*	*44.7%*
%H		*95.5%*	*34.7%*	*9.5%*	*76.8%*	*26.9%*	*49.9%*	*75.6%*
Housewife/Houseperson	2211	2150	916	229	1670	692	978	1877
%V	*83.8%*	*84.3%*	*83.2%*	*82.1%*	*84.4%*	*82.5%*	*85.9%*	*82.4%*
%H		*97.2%*	*41.4%*	*10.4%*	*75.5%*	*31.3%*	*44.2%*	*84.9%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North East

Contents Page

Household
- Table 5.1: Social Grade 116
- Table 5.2: Housewife Age 117
- Table 5.3: Size of Household 118
- Table 5.4: Presence of Children 119
- Table 5.5: Number of TV sets in household 120
- Table 5.6: Screen size 121
- Table 5.7: Location of ANY set in household 122
- Table 5.8: Platform Provider 123
- Table 5.9: Recorders and other equipment 124
- Table 5.10: Computers and Internet 125

Sets
- Table 5.11: Screen Size 126
- Table 5.12: Location of set 127
- Table 5.13: Recorders 128
- Table 5.14: Other TV equipment 128
- Table 5.15: Main Set Screen Size 129
- Table 5.16: Main Set Recorders 130
- Table 5.17: Main Set - Other TV equipment 130
- Table 5.18: Other Sets (non-Main Set) Screen Size 131
- Table 5.19: Other Set (non-Main Set) Recorders 132
- Table 5.20: Other Set (non-Main Set) - Other TV equipment 132

Individuals
- Table 5.21: Age of Children 133
- Table 5.22: Adults - Age 134
- Table 5.23: Social Grade (Adults 16+) 135
- Table 5.24: Working Status (Adults 16+) 136
- Table 5.25: Males - Age 137
- Table 5.26: Social Grade (Males 16+) 138
- Table 5.27: Working Status (Males 16+) 139
- Table 5.28: Females - Age 140
- Table 5.29: Social Grade (Females 16+) 141
- Table 5.30: Working Status (Females 16+) 142

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North East

Household level data

Table 5.1: 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	1241	1212	493	187	887	377	510	1010
%H (All HH)		*97.7%*	*39.7%*	*15.1%*	*71.5%*	*30.4%*	*41.1%*	*81.4%*
%H (TV HH)			*40.7%*	*15.4%*	*73.2%*	*31.1%*	*42.1%*	
AB	286	281	122	49	200	92	107	268
%V	*23.0%*	*23.2%*	*24.7%*	*26.2%*	*22.5%*	*24.4%*	*21.0%*	*26.5%*
%H (All HH)		*98.3%*	*42.7%*	*17.1%*	*69.9%*	*32.2%*	*37.4%*	*93.7%*
%H (TV HH)			*43.4%*	*17.4%*	*71.2%*	*32.7%*	*38.1%*	
C1	307	303	141	46	217	107	110	273
%V	*24.7%*	*25.0%*	*28.6%*	*24.6%*	*24.5%*	*28.4%*	*21.6%*	*27.0%*
%H (All HH)		*98.7%*	*45.9%*	*15.0%*	*70.7%*	*34.9%*	*35.8%*	*88.9%*
%H (TV HH)			*46.5%*	*15.2%*	*71.6%*	*35.3%*	*36.3%*	
C2	244	237	102	36	177	79	98	204
%V	*19.7%*	*19.6%*	*20.7%*	*19.3%*	*20.0%*	*21.0%*	*19.2%*	*20.2%*
%H (All HH)		*97.1%*	*41.8%*	*14.8%*	*72.5%*	*32.4%*	*40.2%*	*83.6%*
%H (TV HH)			*43.0%*	*15.2%*	*74.7%*	*33.3%*	*41.4%*	
D	208	202	68	35	153	58	95	153
%V	*16.8%*	*16.7%*	*13.8%*	*18.7%*	*17.2%*	*15.4%*	*18.6%*	*15.1%*
%H (All HH)		*97.1%*	*32.7%*	*16.8%*	*73.6%*	*27.9%*	*45.7%*	*73.6%*
%H (TV HH)			*33.7%*	*17.3%*	*75.7%*	*28.7%*	*47.0%*	
E	196	188	60	21	141	41	100	113
%V	*15.8%*	*15.5%*	*12.2%*	*11.2%*	*15.9%*	*10.9%*	*19.6%*	*11.2%*
%H (All HH)		*95.9%*	*30.6%*	*10.7%*	*71.9%*	*20.9%*	*51.0%*	*57.7%*
%H (TV HH)			*31.9%*	*11.2%*	*75.0%*	*21.8%*	*53.2%*	

Base: ITV North 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

ITV North East

Household level data

Table 5.2: 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	1241	1212	493	187	887	377	510	1010
%H (All HH)		*97.7%*	*39.7%*	*15.1%*	*71.5%*	*30.4%*	*41.1%*	*81.4%*
%H (TV HH)			*40.7%*	*15.4%*	*73.2%*	*31.1%*	*42.1%*	
Under 25	61	58	22	2	37	10	27	56
%V	*4.9%*	*4.8%*	*4.5%*	*1.1%*	*4.2%*	*2.7%*	*5.3%*	*5.5%*
%H (All HH)		*95.1%*	*36.1%*	*3.3%*	*60.7%*	*16.4%*	*44.3%*	*91.8%*
%H (TV HH)			*37.9%*	*3.4%*	*63.8%*	*17.2%*	*46.6%*	
25 - 34	180	173	86	27	96	45	51	174
%V	*14.5%*	*14.3%*	*17.4%*	*14.4%*	*10.8%*	*11.9%*	*10.0%*	*17.2%*
%H (All HH)		*96.1%*	*47.8%*	*15.0%*	*53.3%*	*25.0%*	*28.3%*	*96.7%*
%H (TV HH)			*49.7%*	*15.6%*	*55.5%*	*26.0%*	*29.5%*	
35 - 44	181	174	92	25	113	58	55	175
%V	*14.6%*	*14.4%*	*18.7%*	*13.4%*	*12.7%*	*15.4%*	*10.8%*	*17.3%*
%H (All HH)		*96.1%*	*50.8%*	*13.8%*	*62.4%*	*32.0%*	*30.4%*	*96.7%*
%H (TV HH)			*52.9%*	*14.4%*	*64.9%*	*33.3%*	*31.6%*	
45 - 54	241	239	102	49	182	98	84	224
%V	*19.4%*	*19.7%*	*20.7%*	*26.2%*	*20.5%*	*26.0%*	*16.5%*	*22.2%*
%H (All HH)		*99.2%*	*42.3%*	*20.3%*	*75.5%*	*40.7%*	*34.9%*	*92.9%*
%H (TV HH)			*42.7%*	*20.5%*	*76.2%*	*41.0%*	*35.1%*	
55 - 64	226	220	93	36	170	78	92	189
%V	*18.2%*	*18.2%*	*18.9%*	*19.3%*	*19.2%*	*20.7%*	*18.0%*	*18.7%*
%H (All HH)		*97.3%*	*41.2%*	*15.9%*	*75.2%*	*34.5%*	*40.7%*	*83.6%*
%H (TV HH)			*42.3%*	*16.4%*	*77.3%*	*35.5%*	*41.8%*	
65 +	353	348	98	48	290	88	202	191
%V	*28.4%*	*28.7%*	*19.9%*	*25.7%*	*32.7%*	*23.3%*	*39.6%*	*18.9%*
%H (All HH)		*98.6%*	*27.8%*	*13.6%*	*82.2%*	*24.9%*	*57.2%*	*54.1%*
%H (TV HH)			*28.2%*	*13.8%*	*83.3%*	*25.3%*	*58.0%*	

Base: ITV North 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

ITV North East

Household level data

Table 5.3: 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	1241	1212	493	187	887	377	510	1010
%H (All HH)		*97.7%*	*39.7%*	*15.1%*	*71.5%*	*30.4%*	*41.1%*	*81.4%*
%H (TV HH)			*40.7%*	*15.4%*	*73.2%*	*31.1%*	*42.1%*	
1	404	391	109	46	303	78	225	233
%V	*32.6%*	*32.3%*	*22.1%*	*24.6%*	*34.2%*	*20.7%*	*44.1%*	*23.1%*
%H (All HH)		*96.8%*	*27.0%*	*11.4%*	*75.0%*	*19.3%*	*55.7%*	*57.7%*
%H (TV HH)			*27.9%*	*11.8%*	*77.5%*	*19.9%*	*57.5%*	
2	436	431	184	71	318	144	173	388
%V	*35.1%*	*35.6%*	*37.3%*	*38.0%*	*35.9%*	*38.2%*	*33.9%*	*38.4%*
%H (All HH)		*98.9%*	*42.2%*	*16.3%*	*72.9%*	*33.0%*	*39.7%*	*89.0%*
%H (TV HH)			*42.7%*	*16.5%*	*73.8%*	*33.4%*	*40.1%*	
3	212	205	103	35	147	82	65	202
%V	*17.1%*	*16.9%*	*20.9%*	*18.7%*	*16.6%*	*21.8%*	*12.7%*	*20.0%*
%H (All HH)		*96.7%*	*48.6%*	*16.5%*	*69.3%*	*38.7%*	*30.7%*	*95.3%*
%H (TV HH)			*50.2%*	*17.1%*	*71.7%*	*40.0%*	*31.7%*	
4	135	132	69	26	87	52	35	134
%V	*10.9%*	*10.9%*	*14.0%*	*13.9%*	*9.8%*	*13.8%*	*6.9%*	*13.3%*
%H (All HH)		*97.8%*	*51.1%*	*19.3%*	*64.4%*	*38.5%*	*25.9%*	*99.3%*
%H (TV HH)			*52.3%*	*19.7%*	*65.9%*	*39.4%*	*26.5%*	
5+	54	53	28	10	32	20	12	54
%V	*4.4%*	*4.4%*	*5.7%*	*5.3%*	*3.6%*	*5.3%*	*2.4%*	*5.3%*
%H (All HH)		*98.1%*	*51.9%*	*18.5%*	*59.3%*	*37.0%*	*22.2%*	*100.0%*
%H (TV HH)			*52.8%*	*18.9%*	*60.4%*	*37.7%*	*22.6%*	
Average HH size	2.21	2.21	2.45	2.38	2.14	2.46	1.91	2.41

Base: ITV North 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

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1241	1212	493	187	887	377	510	1010
%H (All HH)		*97.7%*	*39.7%*	*15.1%*	*71.5%*	*30.4%*	*41.1%*	*81.4%*
%H (TV HH)			*40.7%*	*15.4%*	*73.2%*	*31.1%*	*42.1%*	
Without	943	921	340	138	701	275	426	721
%V	*76.0%*	*76.0%*	*69.0%*	*73.8%*	*79.0%*	*72.9%*	*83.5%*	*71.4%*
%H (All HH)		*97.7%*	*36.1%*	*14.6%*	*74.3%*	*29.2%*	*45.2%*	*76.5%*
%H (TV HH)			*36.9%*	*15.0%*	*76.1%*	*29.9%*	*46.3%*	
With	298	291	153	48	186	102	84	290
%V	*24.0%*	*24.0%*	*31.0%*	*25.7%*	*21.0%*	*27.1%*	*16.5%*	*28.7%*
%H (All HH)		*97.7%*	*51.3%*	*16.1%*	*62.4%*	*34.2%*	*28.2%*	*97.3%*
%H (TV HH)			*52.6%*	*16.5%*	*63.9%*	*35.1%*	*28.9%*	
0 - 3	109	104	60	13	58	30	28	104
%V	*8.8%*	*8.6%*	*12.2%*	*7.0%*	*6.5%*	*8.0%*	*5.5%*	*10.3%*
%H (All HH)		*95.4%*	*55.0%*	*11.9%*	*53.2%*	*27.5%*	*25.7%*	*95.4%*
%H (TV HH)			*57.7%*	*12.5%*	*55.8%*	*28.8%*	*26.9%*	
4 - 9	146	143	73	25	90	47	43	143
%V	*11.8%*	*11.8%*	*14.8%*	*13.4%*	*10.1%*	*12.5%*	*8.4%*	*14.2%*
%H (All HH)		*97.9%*	*50.0%*	*17.1%*	*61.6%*	*32.2%*	*29.5%*	*97.9%*
%H (TV HH)			*51.0%*	*17.5%*	*62.9%*	*32.9%*	*30.1%*	
10 - 15	145	143	72	28	94	56	38	141
%V	*11.7%*	*11.8%*	*14.6%*	*15.0%*	*10.6%*	*14.9%*	*7.5%*	*14.0%*
%H (All HH)		*98.6%*	*49.7%*	*19.3%*	*64.8%*	*38.6%*	*26.2%*	*97.2%*
%H (TV HH)			*50.3%*	*19.6%*	*65.7%*	*39.2%*	*26.6%*	

Base: ITV North 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

ITV North East

Household level data

Table 5.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1241	1212	493	187	887	377	510	1010
%H (All HH)		*97.7%*	*39.7%*	*15.1%*	*71.5%*	*30.4%*	*41.1%*	*81.4%*
%H (TV HH)			*40.7%*	*15.4%*	*73.2%*	*31.1%*	*42.1%*	
1	411	411	140	45	254	45	209	297
%V	*33.1%*	*33.9%*	*28.4%*	*24.1%*	*28.6%*	*11.9%*	*41.0%*	*29.4%*
%H (All HH)		*100.0%*	*34.1%*	*10.9%*	*61.8%*	*10.9%*	*50.9%*	*72.3%*
%H (TV HH)			*34.1%*	*10.9%*	*61.8%*	*10.9%*	*50.9%*	
2	426	426	166	69	324	137	187	345
%V	*34.3%*	*35.1%*	*33.7%*	*36.9%*	*36.5%*	*36.3%*	*36.7%*	*34.2%*
%H (All HH)		*100.0%*	*39.0%*	*16.2%*	*76.1%*	*32.2%*	*43.9%*	*81.0%*
%H (TV HH)			*39.0%*	*16.2%*	*76.1%*	*32.2%*	*43.9%*	
3	234	234	109	44	189	109	80	211
%V	*18.9%*	*19.3%*	*22.1%*	*23.5%*	*21.3%*	*28.9%*	*15.7%*	*20.9%*
%H (All HH)		*100.0%*	*46.6%*	*18.8%*	*80.8%*	*46.6%*	*34.2%*	*90.2%*
%H (TV HH)			*46.6%*	*18.8%*	*80.8%*	*46.6%*	*34.2%*	
4	95	95	51	20	80	57	23	91
%V	*7.7%*	*7.8%*	*10.3%*	*10.7%*	*9.0%*	*15.1%*	*4.5%*	*9.0%*
%H (All HH)		*100.0%*	*53.7%*	*21.1%*	*84.2%*	*60.0%*	*24.2%*	*95.8%*
%H (TV HH)			*53.7%*	*21.1%*	*84.2%*	*60.0%*	*24.2%*	
5+	46	46	27	9	39	29	10	46
%V	*3.7%*	*3.8%*	*5.5%*	*4.8%*	*4.4%*	*7.7%*	*2.0%*	*4.6%*
%H (All HH)		*100.0%*	*58.7%*	*19.6%*	*84.8%*	*63.0%*	*21.7%*	*100.0%*
%H (TV HH)			*58.7%*	*19.6%*	*84.8%*	*63.0%*	*21.7%*	

Base: ITV North 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

ITV North East

Household level data

Table 5.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1241	1212	493	187	887	377	510	1010
%H (All HH)		*97.7%*	*39.7%*	*15.1%*	*71.5%*	*30.4%*	*41.1%*	*81.4%*
%H (TV HH)			*40.7%*	*15.4%*	*73.2%*	*31.1%*	*42.1%*	
Under 20"	173	173	61	26	153	71	82	125
%V	*13.9%*	*14.3%*	*12.4%*	*13.9%*	*17.2%*	*18.8%*	*16.1%*	*12.4%*
%H (All HH)		*100.0%*	*35.3%*	*15.0%*	*88.4%*	*41.0%*	*47.4%*	*72.3%*
%H (TV HH)			*35.3%*	*15.0%*	*88.4%*	*41.0%*	*47.4%*	
20" - 29"	389	389	152	62	325	152	172	308
%V	*31.3%*	*32.1%*	*30.8%*	*33.2%*	*36.6%*	*40.3%*	*33.7%*	*30.5%*
%H (All HH)		*100.0%*	*39.1%*	*15.9%*	*83.5%*	*39.1%*	*44.2%*	*79.2%*
%H (TV HH)			*39.1%*	*15.9%*	*83.5%*	*39.1%*	*44.2%*	
30" - 39"	613	613	249	100	471	215	256	513
%V	*49.4%*	*50.6%*	*50.5%*	*53.5%*	*53.1%*	*57.0%*	*50.2%*	*50.8%*
%H (All HH)		*100.0%*	*40.6%*	*16.3%*	*76.8%*	*35.1%*	*41.8%*	*83.7%*
%H (TV HH)			*40.6%*	*16.3%*	*76.8%*	*35.1%*	*41.8%*	
40" - 49"	627	627	285	112	462	240	221	551
%V	*50.5%*	*51.7%*	*57.8%*	*59.9%*	*52.1%*	*63.7%*	*43.3%*	*54.6%*
%H (All HH)		*100.0%*	*45.5%*	*17.9%*	*73.7%*	*38.3%*	*35.2%*	*87.9%*
%H (TV HH)			*45.5%*	*17.9%*	*73.7%*	*38.3%*	*35.2%*	
50" - 59"	239	239	127	41	160	96	65	219
%V	*19.3%*	*19.7%*	*25.8%*	*21.9%*	*18.0%*	*25.5%*	*12.7%*	*21.7%*
%H (All HH)		*100.0%*	*53.1%*	*17.2%*	*66.9%*	*40.2%*	*27.2%*	*91.6%*
%H (TV HH)			*53.1%*	*17.2%*	*66.9%*	*40.2%*	*27.2%*	
60"+	27	27	15	4	17	10	7	26
%V	*2.2%*	*2.2%*	*3.0%*	*2.1%*	*1.9%*	*2.7%*	*1.4%*	*2.6%*
%H (All HH)		*100.0%*	*55.6%*	*14.8%*	*63.0%*	*37.0%*	*25.9%*	*96.3%*
%H (TV HH)			*55.6%*	*14.8%*	*63.0%*	*37.0%*	*25.9%*	

Base: ITV North 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

ITV North East

Household level data

Table 5.7: 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	1241	1212	493	187	887	377	510	1010
%H (All HH)		*97.7%*	*39.7%*	*15.1%*	*71.5%*	*30.4%*	*41.1%*	*81.4%*
%H (TV HH)			*40.7%*	*15.4%*	*73.2%*	*31.1%*	*42.1%*	
Main living room	1199	1199	489	186	879	375	504	979
%V	*96.6%*	*98.9%*	*99.2%*	*99.5%*	*99.1%*	*99.5%*	*98.8%*	*96.9%*
%H (All HH)		*100.0%*	*40.8%*	*15.5%*	*73.3%*	*31.3%*	*42.0%*	*81.7%*
%H (TV HH)			*40.8%*	*15.5%*	*73.3%*	*31.3%*	*42.0%*	
Kitchen	120	120	64	17	100	60	40	103
%V	*9.7%*	*9.9%*	*13.0%*	*9.1%*	*11.3%*	*15.9%*	*7.8%*	*10.2%*
%H (All HH)		*100.0%*	*53.3%*	*14.2%*	*83.3%*	*50.0%*	*33.3%*	*85.8%*
%H (TV HH)			*53.3%*	*14.2%*	*83.3%*	*50.0%*	*33.3%*	
Adult's bedroom	624	624	273	113	498	263	235	544
%V	*50.3%*	*51.5%*	*55.4%*	*60.4%*	*56.1%*	*69.8%*	*46.1%*	*53.9%*
%H (All HH)		*100.0%*	*43.8%*	*18.1%*	*79.8%*	*42.1%*	*37.7%*	*87.2%*
%H (TV HH)			*43.8%*	*18.1%*	*79.8%*	*42.1%*	*37.7%*	
Child's bedroom	139	139	71	26	100	62	38	135
%V	*11.2%*	*11.5%*	*14.4%*	*13.9%*	*11.3%*	*16.4%*	*7.5%*	*13.4%*
%H (All HH)		*100.0%*	*51.1%*	*18.7%*	*71.9%*	*44.6%*	*27.3%*	*97.1%*
%H (TV HH)			*51.1%*	*18.7%*	*71.9%*	*44.6%*	*27.3%*	
Other bedroom	171	171	87	30	145	90	55	158
%V	*13.8%*	*14.1%*	*17.6%*	*16.0%*	*16.3%*	*23.9%*	*10.8%*	*15.6%*
%H (All HH)		*100.0%*	*50.9%*	*17.5%*	*84.8%*	*52.6%*	*32.2%*	*92.4%*
%H (TV HH)			*50.9%*	*17.5%*	*84.8%*	*52.6%*	*32.2%*	
Second living/dining room	99	99	40	23	82	46	36	82
%V	*8.0%*	*8.2%*	*8.1%*	*12.3%*	*9.2%*	*12.2%*	*7.1%*	*8.1%*
%H (All HH)		*100.0%*	*40.4%*	*23.2%*	*82.8%*	*46.5%*	*36.4%*	*82.8%*
%H (TV HH)			*40.4%*	*23.2%*	*82.8%*	*46.5%*	*36.4%*	
Study/office	10	10	5	4	8	7	2	10
%V	*0.8%*	*0.8%*	*1.0%*	*2.1%*	*0.9%*	*1.9%*	*0.4%*	*1.0%*
%H (All HH)		*100.0%*	*50.0%*	*40.0%*	*80.0%*	*70.0%*	*20.0%*	*100.0%*
%H (TV HH)			*50.0%*	*40.0%*	*80.0%*	*70.0%*	*20.0%*	
TV room	4	4	2	1	2	2	1	4
%V	*0.3%*	*0.3%*	*0.4%*	*0.5%*	*0.2%*	*0.5%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*50.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*50.0%*	*25.0%*	*50.0%*	*50.0%*	*25.0%*	
Conservatory	41	41	24	6	33	22	12	39
%V	*3.3%*	*3.4%*	*4.9%*	*3.2%*	*3.7%*	*5.8%*	*2.4%*	*3.9%*
%H (All HH)		*100.0%*	*58.5%*	*14.6%*	*80.5%*	*53.7%*	*29.3%*	*95.1%*
%H (TV HH)			*58.5%*	*14.6%*	*80.5%*	*53.7%*	*29.3%*	
Attic or loft room	4	4	0	1	4	1	3	4
%V	*0.3%*	*0.3%*	*0.0%*	*0.5%*	*0.5%*	*0.3%*	*0.6%*	*0.4%*
%H (All HH)		*100.0%*	*0.0%*	*25.0%*	*100.0%*	*25.0%*	*75.0%*	*100.0%*
%H (TV HH)			*0.0%*	*25.0%*	*100.0%*	*25.0%*	*75.0%*	
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	15	15	8	4	14	11	3	14
%V	*1.2%*	*1.2%*	*1.6%*	*2.1%*	*1.6%*	*2.9%*	*0.6%*	*1.4%*
%H (All HH)		*100.0%*	*53.3%*	*26.7%*	*93.3%*	*73.3%*	*20.0%*	*93.3%*
%H (TV HH)			*53.3%*	*26.7%*	*93.3%*	*73.3%*	*20.0%*	

Base: ITV North 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

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	1241	1212	493	187	887	377	510	1010
%H (All HH)		*97.7%*	*39.7%*	*15.1%*	*71.5%*	*30.4%*	*41.1%*	*81.4%*
%H (TV HH)			*40.7%*	*15.4%*	*73.2%*	*31.1%*	*42.1%*	
Any DSAT provider	493	493	493	5	269	269	0	451
%V	*39.7%*	*40.7%*	*100.0%*	*2.7%*	*30.3%*	*71.4%*	*0.0%*	*44.7%*
%H (All HH)			*100.0%*	*1.0%*	*54.6%*	*54.6%*	*0.0%*	*91.5%*
%H (TV HH)			*100.0%*	*1.0%*	*54.6%*	*54.6%*	*0.0%*	
Sky with subcription	419	419	419	1	225	225	0	386
%V	*33.8%*	*34.6%*	*85.0%*	*0.5%*	*25.4%*	*59.7%*	*0.0%*	*38.2%*
%H (All HH)			*100.0%*	*0.2%*	*53.7%*	*53.7%*	*0.0%*	*92.1%*
%H (TV HH)			*100.0%*	*0.2%*	*53.7%*	*53.7%*	*0.0%*	
Sky without subscription	34	34	34	1	20	20	0	32
%V	*2.7%*	*2.8%*	*6.9%*	*0.5%*	*2.3%*	*5.3%*	*0.0%*	*3.2%*
%H (All HH)			*100.0%*	*2.9%*	*58.8%*	*58.8%*	*0.0%*	*94.1%*
%H (TV HH)			*100.0%*	*2.9%*	*58.8%*	*58.8%*	*0.0%*	
Freesat	37	37	37	2	22	22	0	31
%V	*3.0%*	*3.1%*	*7.5%*	*1.1%*	*2.5%*	*5.8%*	*0.0%*	*3.1%*
%H (All HH)			*100.0%*	*5.4%*	*59.5%*	*59.5%*	*0.0%*	*83.8%*
%H (TV HH)			*100.0%*	*5.4%*	*59.5%*	*59.5%*	*0.0%*	
Other satellite provider	23	23	23	1	15	15	0	21
%V	*1.9%*	*1.9%*	*4.7%*	*0.5%*	*1.7%*	*4.0%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*4.3%*	*65.2%*	*65.2%*	*0.0%*	*91.3%*
%H (TV HH)			*100.0%*	*4.3%*	*65.2%*	*65.2%*	*0.0%*	
DCAB	187	187	5	187	112	112	0	168
%V	*15.1%*	*15.4%*	*1.0%*	*100.0%*	*12.6%*	*29.7%*	*0.0%*	*16.6%*
%H (All HH)			*2.7%*	*100.0%*	*59.9%*	*59.9%*	*0.0%*	*89.8%*
%H (TV HH)			*2.7%*	*100.0%*	*59.9%*	*59.9%*	*0.0%*	
DTT	887	887	269	112	887	377	510	700
%V	*71.5%*	*73.2%*	*54.6%*	*59.9%*	*100.0%*	*100.0%*	*100.0%*	*69.3%*
%H (All HH)		*100.0%*	*30.3%*	*12.6%*	*100.0%*	*42.5%*	*57.5%*	*78.9%*
%H (TV HH)			*30.3%*	*12.6%*	*100.0%*	*42.5%*	*57.5%*	

Base: ITV North 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

ITV North East

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	1241	1212	493	187	887	377	510	1010
%H (All HH)		*97.7%*	*39.7%*	*15.1%*	*71.5%*	*30.4%*	*41.1%*	*81.4%*
%H (TV HH)			*40.7%*	*15.4%*	*73.2%*	*31.1%*	*42.1%*	
PVR	781	781	453	169	507	346	161	706
%V	*62.9%*	*64.4%*	*91.9%*	*90.4%*	*57.2%*	*91.8%*	*31.6%*	*69.9%*
%H (All HH)		*100.0%*	*58.0%*	*21.6%*	*64.9%*	*44.3%*	*20.6%*	*90.4%*
%H (TV HH)			*58.0%*	*21.6%*	*64.9%*	*44.3%*	*20.6%*	
DVDR	24	24	6	6	20	9	11	21
%V	*1.9%*	*2.0%*	*1.2%*	*3.2%*	*2.3%*	*2.4%*	*2.2%*	*2.1%*
%H (All HH)		*100.0%*	*25.0%*	*25.0%*	*83.3%*	*37.5%*	*45.8%*	*87.5%*
%H (TV HH)			*25.0%*	*25.0%*	*83.3%*	*37.5%*	*45.8%*	
VCR	10	10	3	1	10	4	6	7
%V	*0.8%*	*0.8%*	*0.6%*	*0.5%*	*1.1%*	*1.1%*	*1.2%*	*0.7%*
%H (All HH)		*100.0%*	*30.0%*	*10.0%*	*100.0%*	*40.0%*	*60.0%*	*70.0%*
%H (TV HH)			*30.0%*	*10.0%*	*100.0%*	*40.0%*	*60.0%*	
Any recorder	795	795	456	169	519	347	172	716
%V	*64.1%*	*65.6%*	*92.5%*	*90.4%*	*58.5%*	*92.0%*	*33.7%*	*70.9%*
%H (All HH)		*100.0%*	*57.4%*	*21.3%*	*65.3%*	*43.6%*	*21.6%*	*90.1%*
%H (TV HH)			*57.4%*	*21.3%*	*65.3%*	*43.6%*	*21.6%*	
Receives HDTV (via STB or built-in reception)	765	765	372	167	547	316	231	687
%V	*61.6%*	*63.1%*	*75.5%*	*89.3%*	*61.7%*	*83.8%*	*45.3%*	*68.0%*
%H (All HH)		*100.0%*	*48.6%*	*21.8%*	*71.5%*	*41.3%*	*30.2%*	*89.8%*
%H (TV HH)			*48.6%*	*21.8%*	*71.5%*	*41.3%*	*30.2%*	
DVD/Blu-ray player or recorder	833	833	342	146	628	298	330	706
%V	*67.1%*	*68.7%*	*69.4%*	*78.1%*	*70.8%*	*79.0%*	*64.7%*	*69.9%*
%H (All HH)		*100.0%*	*41.1%*	*17.5%*	*75.4%*	*35.8%*	*39.6%*	*84.8%*
%H (TV HH)			*41.1%*	*17.5%*	*75.4%*	*35.8%*	*39.6%*	

Base: ITV North 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

Table 5.10: 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	1241	1212	493	187	887	377	510	1010
%H (All HH)		*97.7%*	*39.7%*	*15.1%*	*71.5%*	*30.4%*	*41.1%*	*81.4%*
%H (TV HH)			*40.7%*	*15.4%*	*73.2%*	*31.1%*	*42.1%*	
Has broadband internet	1010	990	451	168	700	350	350	1010
%V	*81.4%*	*81.7%*	*91.5%*	*89.8%*	*78.9%*	*92.8%*	*68.6%*	*100.0%*
%H (All HH)		*98.0%*	*44.7%*	*16.6%*	*69.3%*	*34.7%*	*34.7%*	*100.0%*
%H (TV HH)			*45.6%*	*17.0%*	*70.7%*	*35.4%*	*35.4%*	
Number of computers (PCs and laptops)								
0	269	257	60	22	211	37	173	51
%V	*21.7%*	*21.2%*	*12.2%*	*11.8%*	*23.8%*	*9.8%*	*33.9%*	*5.0%*
%H (All HH)		*95.5%*	*22.3%*	*8.2%*	*78.4%*	*13.8%*	*64.3%*	*19.0%*
%H (TV HH)			*23.3%*	*8.6%*	*82.1%*	*14.4%*	*67.3%*	
1	343	334	135	42	242	94	148	331
%V	*27.6%*	*27.6%*	*27.4%*	*22.5%*	*27.3%*	*24.9%*	*29.0%*	*32.8%*
%H (All HH)		*97.4%*	*39.4%*	*12.2%*	*70.6%*	*27.4%*	*43.1%*	*96.5%*
%H (TV HH)			*40.4%*	*12.6%*	*72.5%*	*28.1%*	*44.3%*	
2	257	254	113	48	178	88	90	256
%V	*20.7%*	*21.0%*	*22.9%*	*25.7%*	*20.1%*	*23.3%*	*17.6%*	*25.3%*
%H (All HH)		*98.8%*	*44.0%*	*18.7%*	*69.3%*	*34.2%*	*35.0%*	*99.6%*
%H (TV HH)			*44.5%*	*18.9%*	*70.1%*	*34.6%*	*35.4%*	
3	170	168	89	35	116	73	42	170
%V	*13.7%*	*13.9%*	*18.1%*	*18.7%*	*13.1%*	*19.4%*	*8.2%*	*16.8%*
%H (All HH)		*98.8%*	*52.4%*	*20.6%*	*68.2%*	*42.9%*	*24.7%*	*100.0%*
%H (TV HH)			*53.0%*	*20.8%*	*69.0%*	*43.5%*	*25.0%*	
4	103	99	44	25	66	37	30	102
%V	*8.3%*	*8.2%*	*8.9%*	*13.4%*	*7.4%*	*9.8%*	*5.9%*	*10.1%*
%H (All HH)		*96.1%*	*42.7%*	*24.3%*	*64.1%*	*35.9%*	*29.1%*	*99.0%*
%H (TV HH)			*44.4%*	*25.3%*	*66.7%*	*37.4%*	*30.3%*	
5+	100	99	52	16	75	48	27	100
%V	*8.1%*	*8.2%*	*10.5%*	*8.6%*	*8.5%*	*12.7%*	*5.3%*	*9.9%*
%H (All HH)		*99.0%*	*52.0%*	*16.0%*	*75.0%*	*48.0%*	*27.0%*	*100.0%*
%H (TV HH)			*52.5%*	*16.2%*	*75.8%*	*48.5%*	*27.3%*	

Base: ITV North 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

ITV North East

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	2588	1145	442	1994	1025	969	2225
%H		*44.2%*	*17.1%*	*77.0%*	*39.6%*	*37.4%*	*86.0%*
Under 20"	216	77	34	188	90	99	160
%V	*8.3%*	*6.7%*	*7.7%*	*9.4%*	*8.8%*	*10.2%*	*7.2%*
%H		*35.6%*	*15.7%*	*87.0%*	*41.7%*	*45.8%*	*74.1%*
20" - 29"	517	211	84	434	214	220	424
%V	*20.0%*	*18.4%*	*19.0%*	*21.8%*	*20.9%*	*22.7%*	*19.1%*
%H		*40.8%*	*16.2%*	*83.9%*	*41.4%*	*42.6%*	*82.0%*
30" - 39"	770	323	132	590	285	305	664
%V	*29.8%*	*28.2%*	*29.9%*	*29.6%*	*27.8%*	*31.5%*	*29.8%*
%H		*41.9%*	*17.1%*	*76.6%*	*37.0%*	*39.6%*	*86.2%*
40" - 49"	764	362	139	563	307	256	680
%V	*29.5%*	*31.6%*	*31.4%*	*28.2%*	*30.0%*	*26.4%*	*30.6%*
%H		*47.4%*	*18.2%*	*73.7%*	*40.2%*	*33.5%*	*89.0%*
50" - 59"	260	138	47	177	108	69	240
%V	*10.0%*	*12.1%*	*10.6%*	*8.9%*	*10.5%*	*7.1%*	*10.8%*
%H		*53.1%*	*18.1%*	*68.1%*	*41.5%*	*26.5%*	*92.3%*
60"+	27	15	4	17	11	7	27
%V	*1.0%*	*1.3%*	*0.9%*	*0.9%*	*1.1%*	*0.7%*	*1.2%*
%H		*55.6%*	*14.8%*	*63.0%*	*40.7%*	*25.9%*	*100.0%*
Don't know	34	19	3	24	11	13	31
%V	*1.3%*	*1.7%*	*0.7%*	*1.2%*	*1.1%*	*1.3%*	*1.4%*
%H		*55.9%*	*8.8%*	*70.6%*	*32.4%*	*38.2%*	*91.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North East

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	2588	1145	442	1994	1025	969	2225
%H		*44.2%*	*17.1%*	*77.0%*	*39.6%*	*37.4%*	*86.0%*
Main living room	1204	489	187	883	376	507	981
%V	*46.5%*	*42.7%*	*42.3%*	*44.3%*	*36.7%*	*52.3%*	*44.1%*
%H		*40.6%*	*15.5%*	*73.3%*	*31.2%*	*42.1%*	*81.5%*
Kitchen	120	64	17	100	60	40	103
%V	*4.6%*	*5.6%*	*3.8%*	*5.0%*	*5.9%*	*4.1%*	*4.6%*
%H		*53.3%*	*14.2%*	*83.3%*	*50.0%*	*33.3%*	*85.8%*
Adult's bedroom	707	317	129	567	313	254	623
%V	*27.3%*	*27.7%*	*29.2%*	*28.4%*	*30.5%*	*26.2%*	*28.0%*
%H		*44.8%*	*18.2%*	*80.2%*	*44.3%*	*35.9%*	*88.1%*
Child's bedroom	184	95	33	129	81	49	179
%V	*7.1%*	*8.3%*	*7.5%*	*6.5%*	*7.9%*	*5.1%*	*8.0%*
%H		*51.6%*	*17.9%*	*70.1%*	*44.0%*	*26.6%*	*97.3%*
Other bedroom	199	101	36	170	107	63	185
%V	*7.7%*	*8.8%*	*8.1%*	*8.5%*	*10.4%*	*6.5%*	*8.3%*
%H		*50.8%*	*18.1%*	*85.4%*	*53.8%*	*31.7%*	*93.0%*
Second living/dining room	99	40	24	82	46	36	82
%V	*3.8%*	*3.5%*	*5.4%*	*4.1%*	*4.5%*	*3.7%*	*3.7%*
%H		*40.4%*	*24.2%*	*82.8%*	*46.5%*	*36.4%*	*82.8%*
Study/office	10	5	4	8	7	2	10
%V	*0.4%*	*0.4%*	*0.9%*	*0.4%*	*0.7%*	*0.2%*	*0.4%*
%H		*50.0%*	*40.0%*	*80.0%*	*70.0%*	*20.0%*	*100.0%*
TV room	4	2	1	2	2	1	4
%V	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*50.0%*	*25.0%*	*50.0%*	*50.0%*	*25.0%*	*100.0%*
Conservatory	41	24	6	33	22	12	39
%V	*1.6%*	*2.1%*	*1.4%*	*1.7%*	*2.1%*	*1.2%*	*1.8%*
%H		*58.5%*	*14.6%*	*80.5%*	*53.7%*	*29.3%*	*95.1%*
Attic or loft room	4	0	1	4	1	3	4
%V	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*
%H		*0.0%*	*25.0%*	*100.0%*	*25.0%*	*75.0%*	*100.0%*
No specific location	1	0	0	1	0	1	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*0.0%*
Other	15	9	4	14	11	3	15
%V	*0.6%*	*0.8%*	*0.9%*	*0.7%*	*1.1%*	*0.3%*	*0.7%*
%H		*60.0%*	*26.7%*	*93.3%*	*73.3%*	*20.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North East

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2588	1145	442	1994	1025	969	2225
%H		*44.2%*	*17.1%*	*77.0%*	*39.6%*	*37.4%*	*86.0%*
PVR	1094	683	234	683	499	184	1008
%V	*42.3%*	*59.7%*	*52.9%*	*34.3%*	*48.7%*	*19.0%*	*45.3%*
%H		*62.4%*	*21.4%*	*62.4%*	*45.6%*	*16.8%*	*92.1%*
DVDR	24	6	6	21	10	11	22
%V	*0.9%*	*0.5%*	*1.4%*	*1.1%*	*1.0%*	*1.1%*	*1.0%*
%H		*25.0%*	*25.0%*	*87.5%*	*41.7%*	*45.8%*	*91.7%*
VCR	10	3	1	10	4	6	7
%V	*0.4%*	*0.3%*	*0.2%*	*0.5%*	*0.4%*	*0.6%*	*0.3%*
%H		*30.0%*	*10.0%*	*100.0%*	*40.0%*	*60.0%*	*70.0%*
Any recorder	1115	687	237	701	504	197	1024
%V	*43.1%*	*60.0%*	*53.6%*	*35.2%*	*49.2%*	*20.3%*	*46.0%*
%H		*61.6%*	*21.3%*	*62.9%*	*45.2%*	*17.7%*	*91.8%*

Base: ITV North East - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2588	1145	442	1994	1025	969	2225
%H		*44.2%*	*17.1%*	*77.0%*	*39.6%*	*37.4%*	*86.0%*
Receives HDTV (via STB or built-in reception)	1204	607	270	885	547	338	1104
%V	*46.5%*	*53.0%*	*61.1%*	*44.4%*	*53.4%*	*34.9%*	*49.6%*
%H		*50.4%*	*22.4%*	*73.5%*	*45.4%*	*28.1%*	*91.7%*
DVD/Blu-ray player or recorder	1259	545	233	955	501	453	1096
%V	*48.6%*	*47.6%*	*52.7%*	*47.9%*	*48.9%*	*46.7%*	*49.3%*
%H		*43.3%*	*18.5%*	*75.9%*	*39.8%*	*36.0%*	*87.1%*

Base: ITV North East - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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	1212	493	187	886	377	510	989
%H		*40.7%*	*15.4%*	*73.1%*	*31.1%*	*42.1%*	*81.6%*
Under 20"	13	2	0	9	1	9	5
%V	*1.1%*	*0.4%*	*0.0%*	*1.0%*	*0.3%*	*1.8%*	*0.5%*
%H		*15.4%*	*0.0%*	*69.2%*	*7.7%*	*69.2%*	*38.5%*
20" - 29"	84	18	7	67	10	57	45
%V	*6.9%*	*3.7%*	*3.7%*	*7.6%*	*2.7%*	*11.2%*	*4.6%*
%H		*21.4%*	*8.3%*	*79.8%*	*11.9%*	*67.9%*	*53.6%*
30" - 39"	330	106	46	253	78	175	246
%V	*27.2%*	*21.5%*	*24.6%*	*28.6%*	*20.7%*	*34.3%*	*24.9%*
%H		*32.1%*	*13.9%*	*76.7%*	*23.6%*	*53.0%*	*74.5%*
40" - 49"	526	230	92	387	190	197	456
%V	*43.4%*	*46.7%*	*49.2%*	*43.7%*	*50.4%*	*38.6%*	*46.1%*
%H		*43.7%*	*17.5%*	*73.6%*	*36.1%*	*37.5%*	*86.7%*
50" - 59"	222	117	38	146	86	61	202
%V	*18.3%*	*23.7%*	*20.3%*	*16.5%*	*22.8%*	*12.0%*	*20.4%*
%H		*52.7%*	*17.1%*	*65.8%*	*38.7%*	*27.5%*	*91.0%*
60"+	24	14	4	16	10	6	24
%V	*2.0%*	*2.8%*	*2.1%*	*1.8%*	*2.7%*	*1.2%*	*2.4%*
%H		*58.3%*	*16.7%*	*66.7%*	*41.7%*	*25.0%*	*100.0%*
Don't know	13	6	1	9	3	6	11
%V	*1.1%*	*1.2%*	*0.5%*	*1.0%*	*0.8%*	*1.2%*	*1.1%*
%H		*46.2%*	*7.7%*	*69.2%*	*23.1%*	*46.2%*	*84.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1212	493	187	886	377	510	989
%H		*40.7%*	*15.4%*	*73.1%*	*31.1%*	*42.1%*	*81.6%*
PVR	765	450	166	493	341	152	695
%V	*63.1%*	*91.3%*	*88.8%*	*55.6%*	*90.5%*	*29.8%*	*70.3%*
%H		*58.8%*	*21.7%*	*64.4%*	*44.6%*	*19.9%*	*90.8%*
DVDR	12	3	1	11	4	7	11
%V	*1.0%*	*0.6%*	*0.5%*	*1.2%*	*1.1%*	*1.4%*	*1.1%*
%H		*25.0%*	*8.3%*	*91.7%*	*33.3%*	*58.3%*	*91.7%*
VCR	7	2	0	7	3	5	5
%V	*0.6%*	*0.4%*	*0.0%*	*0.8%*	*0.8%*	*1.0%*	*0.5%*
%H		*28.6%*	*0.0%*	*100.0%*	*42.9%*	*71.4%*	*71.4%*
Any recorder	775	451	166	503	341	161	702
%V	*63.9%*	*91.5%*	*88.8%*	*56.8%*	*90.5%*	*31.6%*	*71.0%*
%H		*58.2%*	*21.4%*	*64.9%*	*44.0%*	*20.8%*	*90.6%*

Base: ITV North East - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1212	493	187	886	377	510	989
%H		*40.7%*	*15.4%*	*73.1%*	*31.1%*	*42.1%*	*81.6%*
Receives HDTV (via STB or built-in reception)	744	364	166	527	308	219	668
%V	*61.4%*	*73.8%*	*88.8%*	*59.5%*	*81.7%*	*42.9%*	*67.5%*
%H		*48.9%*	*22.3%*	*70.8%*	*41.4%*	*29.4%*	*89.8%*
DVD/Blu-ray player or recorder	708	285	126	525	242	283	595
%V	*58.4%*	*57.8%*	*67.4%*	*59.3%*	*64.2%*	*55.5%*	*60.2%*
%H		*40.3%*	*17.8%*	*74.2%*	*34.2%*	*40.0%*	*84.0%*

Base: ITV North East - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1376	652	255	1108	649	459	1236
%H		*47.4%*	*18.5%*	*80.5%*	*47.2%*	*33.4%*	*89.8%*
Under 20"	203	75	34	179	89	90	155
%V	*14.8%*	*11.5%*	*13.3%*	*16.2%*	*13.7%*	*19.6%*	*12.5%*
%H		*36.9%*	*16.7%*	*88.2%*	*43.8%*	*44.3%*	*76.4%*
20" - 29"	433	194	77	367	204	163	378
%V	*31.5%*	*29.8%*	*30.2%*	*33.1%*	*31.4%*	*35.5%*	*30.6%*
%H		*44.8%*	*17.8%*	*84.8%*	*47.1%*	*37.6%*	*87.3%*
30" - 39"	440	217	86	338	207	131	418
%V	*32.0%*	*33.3%*	*33.7%*	*30.5%*	*31.9%*	*28.5%*	*33.8%*
%H		*49.3%*	*19.5%*	*76.8%*	*47.0%*	*29.8%*	*95.0%*
40" - 49"	239	131	48	176	117	59	224
%V	*17.4%*	*20.1%*	*18.8%*	*15.9%*	*18.0%*	*12.9%*	*18.1%*
%H		*54.8%*	*20.1%*	*73.6%*	*49.0%*	*24.7%*	*93.7%*
50" - 59"	38	21	9	31	23	8	38
%V	*2.8%*	*3.2%*	*3.5%*	*2.8%*	*3.5%*	*1.7%*	*3.1%*
%H		*55.3%*	*23.7%*	*81.6%*	*60.5%*	*21.1%*	*100.0%*
60"+	3	2	0	2	1	1	3
%V	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
Don't know	21	12	2	16	9	7	20
%V	*1.5%*	*1.8%*	*0.8%*	*1.4%*	*1.4%*	*1.5%*	*1.6%*
%H		*57.1%*	*9.5%*	*76.2%*	*42.9%*	*33.3%*	*95.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North East

Set level data

Table 5.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1376	652	255	1108	649	459	1236
%H		*47.4%*	*18.5%*	*80.5%*	*47.2%*	*33.4%*	*89.8%*
PVR	329	234	69	190	158	32	314
%V	*23.9%*	*35.9%*	*27.1%*	*17.1%*	*24.3%*	*7.0%*	*25.4%*
%H		*71.1%*	*21.0%*	*57.8%*	*48.0%*	*9.7%*	*95.4%*
DVDR	12	3	5	10	6	4	11
%V	*0.9%*	*0.5%*	*2.0%*	*0.9%*	*0.9%*	*0.9%*	*0.9%*
%H		*25.0%*	*41.7%*	*83.3%*	*50.0%*	*33.3%*	*91.7%*
VCR	3	1	1	3	1	1	2
%V	*0.2%*	*0.2%*	*0.4%*	*0.3%*	*0.2%*	*0.2%*	*0.2%*
%H		*33.3%*	*33.3%*	*100.0%*	*33.3%*	*33.3%*	*66.7%*
Any recorder	339	236	72	198	163	35	322
%V	*24.6%*	*36.2%*	*28.2%*	*17.9%*	*25.1%*	*7.6%*	*26.1%*
%H		*69.6%*	*21.2%*	*58.4%*	*48.1%*	*10.3%*	*95.0%*

Base: ITV North East - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1376	652	255	1108	649	459	1236
%H		*47.4%*	*18.5%*	*80.5%*	*47.2%*	*33.4%*	*89.8%*
Receives HDTV (via STB or built-in reception)	460	243	104	358	239	119	436
%V	*33.4%*	*37.3%*	*40.8%*	*32.3%*	*36.8%*	*25.9%*	*35.3%*
%H		*52.8%*	*22.6%*	*77.8%*	*52.0%*	*25.9%*	*94.8%*
DVD/Blu-ray player or recorder	551	260	107	430	260	170	501
%V	*40.0%*	*39.9%*	*42.0%*	*38.8%*	*40.1%*	*37.0%*	*40.5%*
%H		*47.2%*	*19.4%*	*78.0%*	*47.2%*	*30.9%*	*90.9%*

Base: ITV North East - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 5.21: Age 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 Inds	2737	2678	1210	445	1897	926	972	2434
%H		*97.8%*	*44.2%*	*16.3%*	*69.3%*	*33.8%*	*35.5%*	*88.9%*
Total Children	493	483	254	79	300	163	138	479
%V	*18.0%*	*18.0%*	*21.0%*	*17.8%*	*15.8%*	*17.6%*	*14.2%*	*19.7%*
%H		*98.0%*	*51.5%*	*16.0%*	*60.9%*	*33.1%*	*28.0%*	*97.2%*
0 - 3	123	118	68	14	65	33	31	118
%V	*4.5%*	*4.4%*	*5.6%*	*3.1%*	*3.4%*	*3.6%*	*3.2%*	*4.8%*
%H		*95.9%*	*55.3%*	*11.4%*	*52.8%*	*26.8%*	*25.2%*	*95.9%*
4 - 15	370	365	186	65	236	129	106	361
%V	*13.5%*	*13.6%*	*15.4%*	*14.6%*	*12.4%*	*13.9%*	*10.9%*	*14.8%*
%H		*98.6%*	*50.3%*	*17.6%*	*63.8%*	*34.9%*	*28.6%*	*97.6%*
4 - 9	192	189	97	33	119	63	57	188
%V	*7.0%*	*7.1%*	*8.0%*	*7.4%*	*6.3%*	*6.8%*	*5.9%*	*7.7%*
%H		*98.4%*	*50.5%*	*17.2%*	*62.0%*	*32.8%*	*29.7%*	*97.9%*
10 - 15	178	176	89	32	116	67	50	173
%V	*6.5%*	*6.6%*	*7.4%*	*7.2%*	*6.1%*	*7.2%*	*5.1%*	*7.1%*
%H		*98.9%*	*50.0%*	*18.0%*	*65.2%*	*37.6%*	*28.1%*	*97.2%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North East

Individual level data

Table 5.22: Adults - 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 Inds	2737	2678	1210	445	1897	926	972	2434
%H		*97.8%*	*44.2%*	*16.3%*	*69.3%*	*33.8%*	*35.5%*	*88.9%*
Total Adults (16+)	2244	2195	956	366	1597	763	834	1956
%V	*82.0%*	*82.0%*	*79.0%*	*82.2%*	*84.2%*	*82.4%*	*85.8%*	*80.4%*
%H		*97.8%*	*42.6%*	*16.3%*	*71.2%*	*34.0%*	*37.2%*	*87.2%*
16 - 19	116	112	50	21	85	49	36	114
%V	*4.2%*	*4.2%*	*4.1%*	*4.7%*	*4.5%*	*5.3%*	*3.7%*	*4.7%*
%H		*96.6%*	*43.1%*	*18.1%*	*73.3%*	*42.2%*	*31.0%*	*98.3%*
20 - 24	186	182	75	16	122	50	72	179
%V	*6.8%*	*6.8%*	*6.2%*	*3.6%*	*6.4%*	*5.4%*	*7.4%*	*7.4%*
%H		*97.8%*	*40.3%*	*8.6%*	*65.6%*	*26.9%*	*38.7%*	*96.2%*
25 - 34	351	338	177	57	196	105	90	342
%V	*12.8%*	*12.6%*	*14.6%*	*12.8%*	*10.3%*	*11.3%*	*9.3%*	*14.1%*
%H		*96.3%*	*50.4%*	*16.2%*	*55.8%*	*29.9%*	*25.6%*	*97.4%*
35 - 44	313	302	153	51	201	107	94	302
%V	*11.4%*	*11.3%*	*12.6%*	*11.5%*	*10.6%*	*11.6%*	*9.7%*	*12.4%*
%H		*96.5%*	*48.9%*	*16.3%*	*64.2%*	*34.2%*	*30.0%*	*96.5%*
45 - 54	397	392	186	77	290	166	124	378
%V	*14.5%*	*14.6%*	*15.4%*	*17.3%*	*15.3%*	*17.9%*	*12.8%*	*15.5%*
%H		*98.7%*	*46.9%*	*19.4%*	*73.0%*	*41.8%*	*31.2%*	*95.2%*
55 - 64	359	353	152	65	274	136	138	314
%V	*13.1%*	*13.2%*	*12.6%*	*14.6%*	*14.4%*	*14.7%*	*14.2%*	*12.9%*
%H		*98.3%*	*42.3%*	*18.1%*	*76.3%*	*37.9%*	*38.4%*	*87.5%*
65+	522	517	162	78	429	149	279	326
%V	*19.1%*	*19.3%*	*13.4%*	*17.5%*	*22.6%*	*16.1%*	*28.7%*	*13.4%*
%H		*99.0%*	*31.0%*	*14.9%*	*82.2%*	*28.5%*	*53.4%*	*62.5%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2244	2195	956	366	1597	763	834	1956
%H		*97.8%*	*42.6%*	*16.3%*	*71.2%*	*34.0%*	*37.2%*	*87.2%*
AB	546	538	242	103	378	189	189	522
%V	*24.3%*	*24.5%*	*25.3%*	*28.1%*	*23.7%*	*24.8%*	*22.7%*	*26.7%*
%H		*98.5%*	*44.3%*	*18.9%*	*69.2%*	*34.6%*	*34.6%*	*95.6%*
C1	594	585	278	88	424	221	203	553
%V	*26.5%*	*26.7%*	*29.1%*	*24.0%*	*26.5%*	*29.0%*	*24.3%*	*28.3%*
%H		*98.5%*	*46.8%*	*14.8%*	*71.4%*	*37.2%*	*34.2%*	*93.1%*
C2	478	465	217	74	343	171	172	418
%V	*21.3%*	*21.2%*	*22.7%*	*20.2%*	*21.5%*	*22.4%*	*20.6%*	*21.4%*
%H		*97.3%*	*45.4%*	*15.5%*	*71.8%*	*35.8%*	*36.0%*	*87.4%*
D	366	358	138	67	265	121	145	297
%V	*16.3%*	*16.3%*	*14.4%*	*18.3%*	*16.6%*	*15.9%*	*17.4%*	*15.2%*
%H		*97.8%*	*37.7%*	*18.3%*	*72.4%*	*33.1%*	*39.6%*	*81.1%*
E	260	249	80	33	187	62	125	166
%V	*11.6%*	*11.3%*	*8.4%*	*9.0%*	*11.7%*	*8.1%*	*15.0%*	*8.5%*
%H		*95.8%*	*30.8%*	*12.7%*	*71.9%*	*23.8%*	*48.1%*	*63.8%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2244	2195	956	366	1597	763	834	1956
%H		*97.8%*	*42.6%*	*16.3%*	*71.2%*	*34.0%*	*37.2%*	*87.2%*
Working full time	977	962	505	162	648	366	282	951
%V	*43.5%*	*43.8%*	*52.8%*	*44.3%*	*40.6%*	*48.0%*	*33.8%*	*48.6%*
%H		*98.5%*	*51.7%*	*16.6%*	*66.3%*	*37.5%*	*28.9%*	*97.3%*
Working part time	214	210	91	38	157	78	79	204
%V	*9.5%*	*9.6%*	*9.5%*	*10.4%*	*9.8%*	*10.2%*	*9.5%*	*10.4%*
%H		*98.1%*	*42.5%*	*17.8%*	*73.4%*	*36.4%*	*36.9%*	*95.3%*
Not working	1053	1024	360	166	791	319	473	801
%V	*46.9%*	*46.7%*	*37.7%*	*45.4%*	*49.5%*	*41.8%*	*56.7%*	*41.0%*
%H		*97.2%*	*34.2%*	*15.8%*	*75.1%*	*30.3%*	*44.9%*	*76.1%*
Housewife/Houseperson	1241	1212	493	187	887	377	510	1010
%V	*55.3%*	*55.2%*	*51.6%*	*51.1%*	*55.5%*	*49.4%*	*61.2%*	*51.6%*
%H		*97.7%*	*39.7%*	*15.1%*	*71.5%*	*30.4%*	*41.1%*	*81.4%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.25: Males - 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 Males (16+)	1092	1062	465	186	765	376	389	970
%H		*97.3%*	*42.6%*	*17.0%*	*70.1%*	*34.4%*	*35.6%*	*88.8%*
16 - 19	59	58	24	14	45	25	20	58
%V	*5.4%*	*5.5%*	*5.2%*	*7.5%*	*5.9%*	*6.6%*	*5.1%*	*6.0%*
%H		*98.3%*	*40.7%*	*23.7%*	*76.3%*	*42.4%*	*33.9%*	*98.3%*
20 - 24	96	93	38	10	61	25	36	93
%V	*8.8%*	*8.8%*	*8.2%*	*5.4%*	*8.0%*	*6.6%*	*9.3%*	*9.6%*
%H		*96.9%*	*39.6%*	*10.4%*	*63.5%*	*26.0%*	*37.5%*	*96.9%*
25 - 34	175	167	90	29	95	55	40	171
%V	*16.0%*	*15.7%*	*19.4%*	*15.6%*	*12.4%*	*14.6%*	*10.3%*	*17.6%*
%H		*95.4%*	*51.4%*	*16.6%*	*54.3%*	*31.4%*	*22.9%*	*97.7%*
35 - 44	149	143	66	28	96	50	46	144
%V	*13.6%*	*13.5%*	*14.2%*	*15.1%*	*12.5%*	*13.3%*	*11.8%*	*14.8%*
%H		*96.0%*	*44.3%*	*18.8%*	*64.4%*	*33.6%*	*30.9%*	*96.6%*
45 - 54	197	192	95	38	140	83	57	187
%V	*18.0%*	*18.1%*	*20.4%*	*20.4%*	*18.3%*	*22.1%*	*14.7%*	*19.3%*
%H		*97.5%*	*48.2%*	*19.3%*	*71.1%*	*42.1%*	*28.9%*	*94.9%*
55 - 64	176	172	71	32	134	62	71	152
%V	*16.1%*	*16.2%*	*15.3%*	*17.2%*	*17.5%*	*16.5%*	*18.3%*	*15.7%*
%H		*97.7%*	*40.3%*	*18.2%*	*76.1%*	*35.2%*	*40.3%*	*86.4%*
65+	241	236	82	37	194	76	118	164
%V	*22.1%*	*22.2%*	*17.6%*	*19.9%*	*25.4%*	*20.2%*	*30.3%*	*16.9%*
%H		*97.9%*	*34.0%*	*15.4%*	*80.5%*	*31.5%*	*49.0%*	*68.0%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1092	1062	465	186	765	376	389	970
%H		*97.3%*	*42.6%*	*17.0%*	*70.1%*	*34.4%*	*35.6%*	*88.8%*
AB	283	277	124	54	190	95	95	271
%V	*25.9%*	*26.1%*	*26.7%*	*29.0%*	*24.8%*	*25.3%*	*24.4%*	*27.9%*
%H		*97.9%*	*43.8%*	*19.1%*	*67.1%*	*33.6%*	*33.6%*	*95.8%*
C1	278	273	132	42	197	107	89	263
%V	*25.5%*	*25.7%*	*28.4%*	*22.6%*	*25.8%*	*28.5%*	*22.9%*	*27.1%*
%H		*98.2%*	*47.5%*	*15.1%*	*70.9%*	*38.5%*	*32.0%*	*94.6%*
C2	264	255	116	42	186	91	94	225
%V	*24.2%*	*24.0%*	*24.9%*	*22.6%*	*24.3%*	*24.2%*	*24.2%*	*23.2%*
%H		*96.6%*	*43.9%*	*15.9%*	*70.5%*	*34.5%*	*35.6%*	*85.2%*
D	174	171	67	35	127	60	67	145
%V	*15.9%*	*16.1%*	*14.4%*	*18.8%*	*16.6%*	*16.0%*	*17.2%*	*14.9%*
%H		*98.3%*	*38.5%*	*20.1%*	*73.0%*	*34.5%*	*38.5%*	*83.3%*
E	94	86	26	12	65	22	44	64
%V	*8.6%*	*8.1%*	*5.6%*	*6.5%*	*8.5%*	*5.9%*	*11.3%*	*6.6%*
%H		*91.5%*	*27.7%*	*12.8%*	*69.1%*	*23.4%*	*46.8%*	*68.1%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1092	1062	465	186	765	376	389	970
%H		*97.3%*	*42.6%*	*17.0%*	*70.1%*	*34.4%*	*35.6%*	*88.8%*
Working full time	590	580	301	100	387	219	168	571
%V	*54.0%*	*54.6%*	*64.7%*	*53.8%*	*50.6%*	*58.2%*	*43.2%*	*58.9%*
%H		*98.3%*	*51.0%*	*16.9%*	*65.6%*	*37.1%*	*28.5%*	*96.8%*
Working part time	45	42	14	7	38	17	21	40
%V	*4.1%*	*4.0%*	*3.0%*	*3.8%*	*5.0%*	*4.5%*	*5.4%*	*4.1%*
%H		*93.3%*	*31.1%*	*15.6%*	*84.4%*	*37.8%*	*46.7%*	*88.9%*
Not working	457	439	150	79	340	141	200	359
%V	*41.8%*	*41.3%*	*32.3%*	*42.5%*	*44.4%*	*37.5%*	*51.4%*	*37.0%*
%H		*96.1%*	*32.8%*	*17.3%*	*74.4%*	*30.9%*	*43.8%*	*78.6%*
Housewife/Houseperson	287	274	94	45	196	74	122	216
%V	*26.3%*	*25.8%*	*20.2%*	*24.2%*	*25.6%*	*19.7%*	*31.4%*	*22.3%*
%H		*95.5%*	*32.8%*	*15.7%*	*68.3%*	*25.8%*	*42.5%*	*75.3%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.28: Females - 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 Females (16+)	1152	1133	491	179	832	387	445	986
%H		*98.4%*	*42.6%*	*15.5%*	*72.2%*	*33.6%*	*38.6%*	*85.6%*
16 - 19	57	53	26	8	40	24	16	55
%V	*4.9%*	*4.7%*	*5.3%*	*4.5%*	*4.8%*	*6.2%*	*3.6%*	*5.6%*
%H		*93.0%*	*45.6%*	*14.0%*	*70.2%*	*42.1%*	*28.1%*	*96.5%*
20 - 24	89	88	38	7	61	25	36	86
%V	*7.7%*	*7.8%*	*7.7%*	*3.9%*	*7.3%*	*6.5%*	*8.1%*	*8.7%*
%H		*98.9%*	*42.7%*	*7.9%*	*68.5%*	*28.1%*	*40.4%*	*96.6%*
25 - 34	176	171	88	29	101	51	50	171
%V	*15.3%*	*15.1%*	*17.9%*	*16.2%*	*12.1%*	*13.2%*	*11.2%*	*17.3%*
%H		*97.2%*	*50.0%*	*16.5%*	*57.4%*	*29.0%*	*28.4%*	*97.2%*
35 - 44	164	160	87	24	105	57	48	159
%V	*14.2%*	*14.1%*	*17.7%*	*13.4%*	*12.6%*	*14.7%*	*10.8%*	*16.1%*
%H		*97.6%*	*53.0%*	*14.6%*	*64.0%*	*34.8%*	*29.3%*	*97.0%*
45 - 54	200	200	91	39	150	83	67	191
%V	*17.4%*	*17.7%*	*18.5%*	*21.8%*	*18.0%*	*21.4%*	*15.1%*	*19.4%*
%H		*100.0%*	*45.5%*	*19.5%*	*75.0%*	*41.5%*	*33.5%*	*95.5%*
55 - 64	183	180	82	33	141	74	66	162
%V	*15.9%*	*15.9%*	*16.7%*	*18.4%*	*16.9%*	*19.1%*	*14.8%*	*16.4%*
%H		*98.4%*	*44.8%*	*18.0%*	*77.0%*	*40.4%*	*36.1%*	*88.5%*
65+	281	281	80	41	234	73	161	162
%V	*24.4%*	*24.8%*	*16.3%*	*22.9%*	*28.1%*	*18.9%*	*36.2%*	*16.4%*
%H		*100.0%*	*28.5%*	*14.6%*	*83.3%*	*26.0%*	*57.3%*	*57.7%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1152	1133	491	179	832	387	445	986
%H		*98.4%*	*42.6%*	*15.5%*	*72.2%*	*33.6%*	*38.6%*	*85.6%*
AB	264	261	118	48	188	94	94	250
%V	*22.9%*	*23.0%*	*24.0%*	*26.8%*	*22.6%*	*24.3%*	*21.1%*	*25.4%*
%H		*98.9%*	*44.7%*	*18.2%*	*71.2%*	*35.6%*	*35.6%*	*94.7%*
C1	316	312	146	46	227	113	114	290
%V	*27.4%*	*27.5%*	*29.7%*	*25.7%*	*27.3%*	*29.2%*	*25.6%*	*29.4%*
%H		*98.7%*	*46.2%*	*14.6%*	*71.8%*	*35.8%*	*36.1%*	*91.8%*
C2	213	210	101	32	157	79	78	193
%V	*18.5%*	*18.5%*	*20.6%*	*17.9%*	*18.9%*	*20.4%*	*17.5%*	*19.6%*
%H		*98.6%*	*47.4%*	*15.0%*	*73.7%*	*37.1%*	*36.6%*	*90.6%*
D	192	187	72	32	138	60	78	151
%V	*16.7%*	*16.5%*	*14.7%*	*17.9%*	*16.6%*	*15.5%*	*17.5%*	*15.3%*
%H		*97.4%*	*37.5%*	*16.7%*	*71.9%*	*31.3%*	*40.6%*	*78.6%*
E	167	163	54	21	122	40	82	102
%V	*14.5%*	*14.4%*	*11.0%*	*11.7%*	*14.7%*	*10.3%*	*18.4%*	*10.3%*
%H		*97.6%*	*32.3%*	*12.6%*	*73.1%*	*24.0%*	*49.1%*	*61.1%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1152	1133	491	179	832	387	445	986
%H		*98.4%*	*42.6%*	*15.5%*	*72.2%*	*33.6%*	*38.6%*	*85.6%*
Working full time	387	381	204	62	261	147	114	380
%V	*33.6%*	*33.6%*	*41.5%*	*34.6%*	*31.4%*	*38.0%*	*25.6%*	*38.5%*
%H		*98.4%*	*52.7%*	*16.0%*	*67.4%*	*38.0%*	*29.5%*	*98.2%*
Working part time	169	168	77	31	119	61	58	164
%V	*14.7%*	*14.8%*	*15.7%*	*17.3%*	*14.3%*	*15.8%*	*13.0%*	*16.6%*
%H		*99.4%*	*45.6%*	*18.3%*	*70.4%*	*36.1%*	*34.3%*	*97.0%*
Not working	596	585	209	87	451	178	273	442
%V	*51.7%*	*51.6%*	*42.6%*	*48.6%*	*54.2%*	*46.0%*	*61.3%*	*44.8%*
%H		*98.2%*	*35.1%*	*14.6%*	*75.7%*	*29.9%*	*45.8%*	*74.2%*
Housewife/Houseperson	954	938	399	142	691	303	388	794
%V	*82.8%*	*82.8%*	*81.3%*	*79.3%*	*83.1%*	*78.3%*	*87.2%*	*80.5%*
%H		*98.3%*	*41.8%*	*14.9%*	*72.4%*	*31.8%*	*40.7%*	*83.2%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Central Scotland

Contents Page

Household
- Table 6.1: Social Grade 144
- Table 6.2: Housewife Age 145
- Table 6.3: Size of Household 146
- Table 6.4: Presence of Children 147
- Table 6.5: Number of TV sets in household 148
- Table 6.6: Screen size 149
- Table 6.7: Location of ANY set in household 150
- Table 6.8: Platform Provider 151
- Table 6.9: Recorders and other equipment 152
- Table 6.10: Computers and Internet 153

Sets
- Table 6.11: Screen Size 154
- Table 6.12: Location of set 155
- Table 6.13: Recorders 156
- Table 6.14: Other TV equipment 156
- Table 6.15: Main Set Screen Size 157
- Table 6.16: Main Set Recorders 158
- Table 6.17: Main Set - Other TV equipment 158
- Table 6.18: Other Sets (non-Main Set) Screen Size 159
- Table 6.19: Other Set (non-Main Set) Recorders 160
- Table 6.20: Other Set (non-Main Set) - Other TV equipment 160

Individuals
- Table 6.21: Age of Children 161
- Table 6.22: Adults - Age 162
- Table 6.23: Social Grade (Adults 16+) 163
- Table 6.24: Working Status (Adults 16+) 164
- Table 6.25: Males - Age 165
- Table 6.26: Social Grade (Males 16+) 166
- Table 6.27: Working Status (Males 16+) 167
- Table 6.28: Females - Age 168
- Table 6.29: Social Grade (Females 16+) 169
- Table 6.30: Working Status (Females 16+) 170

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Central Scotland

Household level data

Table 6.1: 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	1740	1650	635	353	1142	526	616	1451
%H (All HH)		*94.8%*	*36.5%*	*20.3%*	*65.6%*	*30.2%*	*35.4%*	*83.4%*
%H (TV HH)			*38.5%*	*21.4%*	*69.2%*	*31.9%*	*37.3%*	
AB	428	411	170	101	270	138	132	405
%V	*24.6%*	*24.9%*	*26.8%*	*28.6%*	*23.6%*	*26.2%*	*21.4%*	*27.9%*
%H (All HH)		*96.0%*	*39.7%*	*23.6%*	*63.1%*	*32.2%*	*30.8%*	*94.6%*
%H (TV HH)			*41.4%*	*24.6%*	*65.7%*	*33.6%*	*32.1%*	
C1	465	435	167	104	288	141	147	421
%V	*26.7%*	*26.4%*	*26.3%*	*29.5%*	*25.2%*	*26.8%*	*23.9%*	*29.0%*
%H (All HH)		*93.5%*	*35.9%*	*22.4%*	*61.9%*	*30.3%*	*31.6%*	*90.5%*
%H (TV HH)			*38.4%*	*23.9%*	*66.2%*	*32.4%*	*33.8%*	
C2	324	313	135	67	219	117	102	280
%V	*18.6%*	*19.0%*	*21.3%*	*19.0%*	*19.2%*	*22.2%*	*16.6%*	*19.3%*
%H (All HH)		*96.6%*	*41.7%*	*20.7%*	*67.6%*	*36.1%*	*31.5%*	*86.4%*
%H (TV HH)			*43.1%*	*21.4%*	*70.0%*	*37.4%*	*32.6%*	
D	307	293	112	52	211	87	123	233
%V	*17.6%*	*17.8%*	*17.6%*	*14.7%*	*18.5%*	*16.5%*	*20.0%*	*16.1%*
%H (All HH)		*95.4%*	*36.5%*	*16.9%*	*68.7%*	*28.3%*	*40.1%*	*75.9%*
%H (TV HH)			*38.2%*	*17.7%*	*72.0%*	*29.7%*	*42.0%*	
E	215	198	52	29	155	43	112	112
%V	*12.4%*	*12.0%*	*8.2%*	*8.2%*	*13.6%*	*8.2%*	*18.2%*	*7.7%*
%H (All HH)		*92.1%*	*24.2%*	*13.5%*	*72.1%*	*20.0%*	*52.1%*	*52.1%*
%H (TV HH)			*26.3%*	*14.6%*	*78.3%*	*21.7%*	*56.6%*	

Base: ITV Central 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

ITV Central Scotland

Household level data

Table 6.2: 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	1740	1650	635	353	1142	526	616	1451
%H (All HH)		*94.8%*	*36.5%*	*20.3%*	*65.6%*	*30.2%*	*35.4%*	*83.4%*
%H (TV HH)			*38.5%*	*21.4%*	*69.2%*	*31.9%*	*37.3%*	
Under 25	70	55	17	9	30	12	19	65
%V	*4.0%*	*3.3%*	*2.7%*	*2.5%*	*2.6%*	*2.3%*	*3.1%*	*4.5%*
%H (All HH)		*78.6%*	*24.3%*	*12.9%*	*42.9%*	*17.1%*	*27.1%*	*92.9%*
%H (TV HH)			*30.9%*	*16.4%*	*54.5%*	*21.8%*	*34.5%*	
25 - 34	268	237	97	44	127	60	67	260
%V	*15.4%*	*14.4%*	*15.3%*	*12.5%*	*11.1%*	*11.4%*	*10.9%*	*17.9%*
%H (All HH)		*88.4%*	*36.2%*	*16.4%*	*47.4%*	*22.4%*	*25.0%*	*97.0%*
%H (TV HH)			*40.9%*	*18.6%*	*53.6%*	*25.3%*	*28.3%*	
35 - 44	261	248	111	59	155	85	71	247
%V	*15.0%*	*15.0%*	*17.5%*	*16.7%*	*13.6%*	*16.2%*	*11.5%*	*17.0%*
%H (All HH)		*95.0%*	*42.5%*	*22.6%*	*59.4%*	*32.6%*	*27.2%*	*94.6%*
%H (TV HH)			*44.8%*	*23.8%*	*62.5%*	*34.3%*	*28.6%*	
45 - 54	346	331	148	79	221	118	102	322
%V	*19.9%*	*20.1%*	*23.3%*	*22.4%*	*19.4%*	*22.4%*	*16.6%*	*22.2%*
%H (All HH)		*95.7%*	*42.8%*	*22.8%*	*63.9%*	*34.1%*	*29.5%*	*93.1%*
%H (TV HH)			*44.7%*	*23.9%*	*66.8%*	*35.6%*	*30.8%*	
55 - 64	307	301	116	72	225	113	113	267
%V	*17.6%*	*18.2%*	*18.3%*	*20.4%*	*19.7%*	*21.5%*	*18.3%*	*18.4%*
%H (All HH)		*98.0%*	*37.8%*	*23.5%*	*73.3%*	*36.8%*	*36.8%*	*87.0%*
%H (TV HH)			*38.5%*	*23.9%*	*74.8%*	*37.5%*	*37.5%*	
65 +	488	478	145	90	383	139	245	291
%V	*28.0%*	*29.0%*	*22.8%*	*25.5%*	*33.5%*	*26.4%*	*39.8%*	*20.1%*
%H (All HH)		*98.0%*	*29.7%*	*18.4%*	*78.5%*	*28.5%*	*50.2%*	*59.6%*
%H (TV HH)			*30.3%*	*18.8%*	*80.1%*	*29.1%*	*51.3%*	

Base: ITV Central 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

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1740	1650	635	353	1142	526	616	1451
%H (All HH)		*94.8%*	*36.5%*	*20.3%*	*65.6%*	*30.2%*	*35.4%*	*83.4%*
%H (TV HH)			*38.5%*	*21.4%*	*69.2%*	*31.9%*	*37.3%*	
1	644	595	153	109	446	127	319	414
%V	*37.0%*	*36.1%*	*24.1%*	*30.9%*	*39.1%*	*24.1%*	*51.8%*	*28.5%*
%H (All HH)		*92.4%*	*23.8%*	*16.9%*	*69.3%*	*19.7%*	*49.5%*	*64.3%*
%H (TV HH)			*25.7%*	*18.3%*	*75.0%*	*21.3%*	*53.6%*	
2	573	553	231	121	380	197	183	525
%V	*32.9%*	*33.5%*	*36.4%*	*34.3%*	*33.3%*	*37.5%*	*29.7%*	*36.2%*
%H (All HH)		*96.5%*	*40.3%*	*21.1%*	*66.3%*	*34.4%*	*31.9%*	*91.6%*
%H (TV HH)			*41.8%*	*21.9%*	*68.7%*	*35.6%*	*33.1%*	
3	250	236	114	56	152	92	60	242
%V	*14.4%*	*14.3%*	*18.0%*	*15.9%*	*13.3%*	*17.5%*	*9.7%*	*16.7%*
%H (All HH)		*94.4%*	*45.6%*	*22.4%*	*60.8%*	*36.8%*	*24.0%*	*96.8%*
%H (TV HH)			*48.3%*	*23.7%*	*64.4%*	*39.0%*	*25.4%*	
4	199	194	100	51	116	79	36	198
%V	*11.4%*	*11.8%*	*15.7%*	*14.4%*	*10.2%*	*15.0%*	*5.8%*	*13.6%*
%H (All HH)		*97.5%*	*50.3%*	*25.6%*	*58.3%*	*39.7%*	*18.1%*	*99.5%*
%H (TV HH)			*51.5%*	*26.3%*	*59.8%*	*40.7%*	*18.6%*	
5+	74	72	37	17	48	30	18	74
%V	*4.3%*	*4.4%*	*5.8%*	*4.8%*	*4.2%*	*5.7%*	*2.9%*	*5.1%*
%H (All HH)		*97.3%*	*50.0%*	*23.0%*	*64.9%*	*40.5%*	*24.3%*	*100.0%*
%H (TV HH)			*51.4%*	*23.6%*	*66.7%*	*41.7%*	*25.0%*	
Average HH size	2.15	2.16	2.46	2.29	2.08	2.42	1.79	2.33

Base: ITV Central 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

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1740	1650	635	353	1142	526	616	1451
%H (All HH)		*94.8%*	*36.5%*	*20.3%*	*65.6%*	*30.2%*	*35.4%*	*83.4%*
%H (TV HH)			*38.5%*	*21.4%*	*69.2%*	*31.9%*	*37.3%*	
Without	1348	1272	444	269	907	384	523	1067
%V	*77.5%*	*77.1%*	*69.9%*	*76.2%*	*79.4%*	*73.0%*	*84.9%*	*73.5%*
%H (All HH)		*94.4%*	*32.9%*	*20.0%*	*67.3%*	*28.5%*	*38.8%*	*79.2%*
%H (TV HH)			*34.9%*	*21.1%*	*71.3%*	*30.2%*	*41.1%*	
With	392	378	192	84	235	142	93	384
%V	*22.5%*	*22.9%*	*30.2%*	*23.8%*	*20.6%*	*27.0%*	*15.1%*	*26.5%*
%H (All HH)		*96.4%*	*49.0%*	*21.4%*	*59.9%*	*36.2%*	*23.7%*	*98.0%*
%H (TV HH)			*50.8%*	*22.2%*	*62.2%*	*37.6%*	*24.6%*	
0 - 3	133	125	64	21	74	40	34	128
%V	*7.6%*	*7.6%*	*10.1%*	*5.9%*	*6.5%*	*7.6%*	*5.5%*	*8.8%*
%H (All HH)		*94.0%*	*48.1%*	*15.8%*	*55.6%*	*30.1%*	*25.6%*	*96.2%*
%H (TV HH)			*51.2%*	*16.8%*	*59.2%*	*32.0%*	*27.2%*	
4 - 9	204	198	99	47	120	73	46	201
%V	*11.7%*	*12.0%*	*15.6%*	*13.3%*	*10.5%*	*13.9%*	*7.5%*	*13.9%*
%H (All HH)		*97.1%*	*48.5%*	*23.0%*	*58.8%*	*35.8%*	*22.5%*	*98.5%*
%H (TV HH)			*50.0%*	*23.7%*	*60.6%*	*36.9%*	*23.2%*	
10 - 15	181	176	91	41	117	74	44	179
%V	*10.4%*	*10.7%*	*14.3%*	*11.6%*	*10.2%*	*14.1%*	*7.1%*	*12.3%*
%H (All HH)		*97.2%*	*50.3%*	*22.7%*	*64.6%*	*40.9%*	*24.3%*	*98.9%*
%H (TV HH)			*51.7%*	*23.3%*	*66.5%*	*42.0%*	*25.0%*	

Base: ITV Central 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

Table 6.5: 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	1740	1650	635	353	1142	526	616	1451
%H (All HH)		*94.8%*	*36.5%*	*20.3%*	*65.6%*	*30.2%*	*35.4%*	*83.4%*
%H (TV HH)			*38.5%*	*21.4%*	*69.2%*	*31.9%*	*37.3%*	
1	595	595	153	106	359	67	291	458
%V	*34.2%*	*36.1%*	*24.1%*	*30.0%*	*31.4%*	*12.7%*	*47.2%*	*31.6%*
%H (All HH)		*100.0%*	*25.7%*	*17.8%*	*60.3%*	*11.3%*	*48.9%*	*77.0%*
%H (TV HH)			*25.7%*	*17.8%*	*60.3%*	*11.3%*	*48.9%*	
2	566	566	223	130	411	201	210	464
%V	*32.5%*	*34.3%*	*35.1%*	*36.8%*	*36.0%*	*38.2%*	*34.1%*	*32.0%*
%H (All HH)		*100.0%*	*39.4%*	*23.0%*	*72.6%*	*35.5%*	*37.1%*	*82.0%*
%H (TV HH)			*39.4%*	*23.0%*	*72.6%*	*35.5%*	*37.1%*	
3	307	307	156	68	232	147	85	282
%V	*17.6%*	*18.6%*	*24.6%*	*19.3%*	*20.3%*	*27.9%*	*13.8%*	*19.4%*
%H (All HH)		*100.0%*	*50.8%*	*22.1%*	*75.6%*	*47.9%*	*27.7%*	*91.9%*
%H (TV HH)			*50.8%*	*22.1%*	*75.6%*	*47.9%*	*27.7%*	
4	120	120	67	33	91	69	22	119
%V	*6.9%*	*7.3%*	*10.6%*	*9.3%*	*8.0%*	*13.1%*	*3.6%*	*8.2%*
%H (All HH)		*100.0%*	*55.8%*	*27.5%*	*75.8%*	*57.5%*	*18.3%*	*99.2%*
%H (TV HH)			*55.8%*	*27.5%*	*75.8%*	*57.5%*	*18.3%*	
5+	62	62	37	16	50	42	8	62
%V	*3.6%*	*3.8%*	*5.8%*	*4.5%*	*4.4%*	*8.0%*	*1.3%*	*4.3%*
%H (All HH)		*100.0%*	*59.7%*	*25.8%*	*80.6%*	*67.7%*	*12.9%*	*100.0%*
%H (TV HH)			*59.7%*	*25.8%*	*80.6%*	*67.7%*	*12.9%*	

Base: ITV Central 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

Table 6.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1740	1650	635	353	1142	526	616	1451
%H (All HH)		*94.8%*	*36.5%*	*20.3%*	*65.6%*	*30.2%*	*35.4%*	*83.4%*
%H (TV HH)			*38.5%*	*21.4%*	*69.2%*	*31.9%*	*37.3%*	
Under 20"	218	218	93	45	166	88	78	179
%V	*12.5%*	*13.2%*	*14.6%*	*12.7%*	*14.5%*	*16.7%*	*12.7%*	*12.3%*
%H (All HH)		*100.0%*	*42.7%*	*20.6%*	*76.1%*	*40.4%*	*35.8%*	*82.1%*
%H (TV HH)			*42.7%*	*20.6%*	*76.1%*	*40.4%*	*35.8%*	
20" - 29"	519	519	209	112	398	205	193	422
%V	*29.8%*	*31.5%*	*32.9%*	*31.7%*	*34.9%*	*39.0%*	*31.3%*	*29.1%*
%H (All HH)		*100.0%*	*40.3%*	*21.6%*	*76.7%*	*39.5%*	*37.2%*	*81.3%*
%H (TV HH)			*40.3%*	*21.6%*	*76.7%*	*39.5%*	*37.2%*	
30" - 39"	848	848	330	179	622	300	321	715
%V	*48.7%*	*51.4%*	*52.0%*	*50.7%*	*54.5%*	*57.0%*	*52.1%*	*49.3%*
%H (All HH)		*100.0%*	*38.9%*	*21.1%*	*73.3%*	*35.4%*	*37.9%*	*84.3%*
%H (TV HH)			*38.9%*	*21.1%*	*73.3%*	*35.4%*	*37.9%*	
40" - 49"	826	826	372	198	570	328	242	747
%V	*47.5%*	*50.1%*	*58.6%*	*56.1%*	*49.9%*	*62.4%*	*39.3%*	*51.5%*
%H (All HH)		*100.0%*	*45.0%*	*24.0%*	*69.0%*	*39.7%*	*29.3%*	*90.4%*
%H (TV HH)			*45.0%*	*24.0%*	*69.0%*	*39.7%*	*29.3%*	
50" - 59"	277	277	140	67	191	121	70	260
%V	*15.9%*	*16.8%*	*22.0%*	*19.0%*	*16.7%*	*23.0%*	*11.4%*	*17.9%*
%H (All HH)		*100.0%*	*50.5%*	*24.2%*	*69.0%*	*43.7%*	*25.3%*	*93.9%*
%H (TV HH)			*50.5%*	*24.2%*	*69.0%*	*43.7%*	*25.3%*	
60"+	26	26	17	4	14	9	5	25
%V	*1.5%*	*1.6%*	*2.7%*	*1.1%*	*1.2%*	*1.7%*	*0.8%*	*1.7%*
%H (All HH)		*100.0%*	*65.4%*	*15.4%*	*53.8%*	*34.6%*	*19.2%*	*96.2%*
%H (TV HH)			*65.4%*	*15.4%*	*53.8%*	*34.6%*	*19.2%*	

Base: ITV Central 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

ITV Central Scotland

Household level data

Table 6.7: 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	1740	1650	635	353	1142	526	616	1451
%H (All HH)		*94.8%*	*36.5%*	*20.3%*	*65.6%*	*30.2%*	*35.4%*	*83.4%*
%H (TV HH)			*38.5%*	*21.4%*	*69.2%*	*31.9%*	*37.3%*	
Main living room	1626	1626	627	351	1126	521	605	1363
%V	*93.4%*	*98.5%*	*98.7%*	*99.4%*	*98.6%*	*99.0%*	*98.2%*	*93.9%*
%H (All HH)		*100.0%*	*38.6%*	*21.6%*	*69.2%*	*32.0%*	*37.2%*	*83.8%*
%H (TV HH)			*38.6%*	*21.6%*	*69.2%*	*32.0%*	*37.2%*	
Kitchen	163	163	76	37	130	78	52	148
%V	*9.4%*	*9.9%*	*12.0%*	*10.5%*	*11.4%*	*14.8%*	*8.4%*	*10.2%*
%H (All HH)		*100.0%*	*46.6%*	*22.7%*	*79.8%*	*47.9%*	*31.9%*	*90.8%*
%H (TV HH)			*46.6%*	*22.7%*	*79.8%*	*47.9%*	*31.9%*	
Adult's bedroom	834	834	380	195	630	373	257	727
%V	*47.9%*	*50.5%*	*59.8%*	*55.2%*	*55.2%*	*70.9%*	*41.7%*	*50.1%*
%H (All HH)		*100.0%*	*45.6%*	*23.4%*	*75.5%*	*44.7%*	*30.8%*	*87.2%*
%H (TV HH)			*45.6%*	*23.4%*	*75.5%*	*44.7%*	*30.8%*	
Child's bedroom	181	181	100	43	120	83	36	179
%V	*10.4%*	*11.0%*	*15.7%*	*12.2%*	*10.5%*	*15.8%*	*5.8%*	*12.3%*
%H (All HH)		*100.0%*	*55.2%*	*23.8%*	*66.3%*	*45.9%*	*19.9%*	*98.9%*
%H (TV HH)			*55.2%*	*23.8%*	*66.3%*	*45.9%*	*19.9%*	
Other bedroom	109	109	51	25	87	54	33	98
%V	*6.3%*	*6.6%*	*8.0%*	*7.1%*	*7.6%*	*10.3%*	*5.4%*	*6.8%*
%H (All HH)		*100.0%*	*46.8%*	*22.9%*	*79.8%*	*49.5%*	*30.3%*	*89.9%*
%H (TV HH)			*46.8%*	*22.9%*	*79.8%*	*49.5%*	*30.3%*	
Second living/dining room	132	132	72	28	104	71	33	123
%V	*7.6%*	*8.0%*	*11.3%*	*7.9%*	*9.1%*	*13.5%*	*5.4%*	*8.5%*
%H (All HH)		*100.0%*	*54.5%*	*21.2%*	*78.8%*	*53.8%*	*25.0%*	*93.2%*
%H (TV HH)			*54.5%*	*21.2%*	*78.8%*	*53.8%*	*25.0%*	
Study/office	24	24	11	5	20	13	7	23
%V	*1.4%*	*1.5%*	*1.7%*	*1.4%*	*1.8%*	*2.5%*	*1.1%*	*1.6%*
%H (All HH)		*100.0%*	*45.8%*	*20.8%*	*83.3%*	*54.2%*	*29.2%*	*95.8%*
%H (TV HH)			*45.8%*	*20.8%*	*83.3%*	*54.2%*	*29.2%*	
TV room	27	27	17	6	19	14	5	26
%V	*1.6%*	*1.6%*	*2.7%*	*1.7%*	*1.7%*	*2.7%*	*0.8%*	*1.8%*
%H (All HH)		*100.0%*	*63.0%*	*22.2%*	*70.4%*	*51.9%*	*18.5%*	*96.3%*
%H (TV HH)			*63.0%*	*22.2%*	*70.4%*	*51.9%*	*18.5%*	
Conservatory	35	35	19	8	26	18	8	32
%V	*2.0%*	*2.1%*	*3.0%*	*2.3%*	*2.3%*	*3.4%*	*1.3%*	*2.2%*
%H (All HH)		*100.0%*	*54.3%*	*22.9%*	*74.3%*	*51.4%*	*22.9%*	*91.4%*
%H (TV HH)			*54.3%*	*22.9%*	*74.3%*	*51.4%*	*22.9%*	
Attic or loft room	3	3	3	0	1	1	0	3
%V	*0.2%*	*0.2%*	*0.5%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	
No specific location	1	1	1	0	1	1	0	1
%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%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
Other	15	15	10	5	12	11	1	15
%V	*0.9%*	*0.9%*	*1.6%*	*1.4%*	*1.1%*	*2.1%*	*0.2%*	*1.0%*
%H (All HH)		*100.0%*	*66.7%*	*33.3%*	*80.0%*	*73.3%*	*6.7%*	*100.0%*
%H (TV HH)			*66.7%*	*33.3%*	*80.0%*	*73.3%*	*6.7%*	

Base: ITV Central 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

ITV Central Scotland

Household level data

Table 6.8: 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	1740	1650	635	353	1142	526	616	1451
%H (All HH)		*94.8%*	*36.5%*	*20.3%*	*65.6%*	*30.2%*	*35.4%*	*83.4%*
%H (TV HH)			*38.5%*	*21.4%*	*69.2%*	*31.9%*	*37.3%*	
Any DSAT provider	635	635	635	9	351	351	0	589
%V	*36.5%*	*38.5%*	*100.0%*	*2.5%*	*30.7%*	*66.7%*	*0.0%*	*40.6%*
%H (All HH)			*100.0%*	*1.4%*	*55.3%*	*55.3%*	*0.0%*	*92.8%*
%H (TV HH)			*100.0%*	*1.4%*	*55.3%*	*55.3%*	*0.0%*	
Sky with subcription	542	542	542	4	305	305	0	509
%V	*31.1%*	*32.8%*	*85.4%*	*1.1%*	*26.7%*	*58.0%*	*0.0%*	*35.1%*
%H (All HH)			*100.0%*	*0.7%*	*56.3%*	*56.3%*	*0.0%*	*93.9%*
%H (TV HH)			*100.0%*	*0.7%*	*56.3%*	*56.3%*	*0.0%*	
Sky without subscription	34	34	34	2	17	17	0	30
%V	*2.0%*	*2.1%*	*5.4%*	*0.6%*	*1.5%*	*3.2%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*5.9%*	*50.0%*	*50.0%*	*0.0%*	*88.2%*
%H (TV HH)			*100.0%*	*5.9%*	*50.0%*	*50.0%*	*0.0%*	
Freesat	61	61	61	1	33	33	0	55
%V	*3.5%*	*3.7%*	*9.6%*	*0.3%*	*2.9%*	*6.3%*	*0.0%*	*3.8%*
%H (All HH)			*100.0%*	*1.6%*	*54.1%*	*54.1%*	*0.0%*	*90.2%*
%H (TV HH)			*100.0%*	*1.6%*	*54.1%*	*54.1%*	*0.0%*	
Other satellite provider	34	34	34	3	15	15	0	30
%V	*2.0%*	*2.1%*	*5.4%*	*0.8%*	*1.3%*	*2.9%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*8.8%*	*44.1%*	*44.1%*	*0.0%*	*88.2%*
%H (TV HH)			*100.0%*	*8.8%*	*44.1%*	*44.1%*	*0.0%*	
DCAB	353	353	9	353	179	179	0	330
%V	*20.3%*	*21.4%*	*1.4%*	*100.0%*	*15.7%*	*34.0%*	*0.0%*	*22.7%*
%H (All HH)			*2.5%*	*100.0%*	*50.7%*	*50.7%*	*0.0%*	*93.5%*
%H (TV HH)			*2.5%*	*100.0%*	*50.7%*	*50.7%*	*0.0%*	
DTT	1142	1142	351	179	1142	526	616	914
%V	*65.6%*	*69.2%*	*55.3%*	*50.7%*	*100.0%*	*100.0%*	*100.0%*	*63.0%*
%H (All HH)		*100.0%*	*30.7%*	*15.7%*	*100.0%*	*46.1%*	*53.9%*	*80.0%*
%H (TV HH)			*30.7%*	*15.7%*	*100.0%*	*46.1%*	*53.9%*	

Base: ITV Central 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

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	1740	1650	635	353	1142	526	616	1451
%H (All HH)		*94.8%*	*36.5%*	*20.3%*	*65.6%*	*30.2%*	*35.4%*	*83.4%*
%H (TV HH)			*38.5%*	*21.4%*	*69.2%*	*31.9%*	*37.3%*	
PVR	1074	1074	576	323	668	485	183	996
%V	*61.7%*	*65.1%*	*90.7%*	*91.5%*	*58.5%*	*92.2%*	*29.7%*	*68.6%*
%H (All HH)		*100.0%*	*53.6%*	*30.1%*	*62.2%*	*45.2%*	*17.0%*	*92.7%*
%H (TV HH)			*53.6%*	*30.1%*	*62.2%*	*45.2%*	*17.0%*	
DVDR	14	14	6	3	9	4	4	11
%V	*0.8%*	*0.8%*	*0.9%*	*0.8%*	*0.8%*	*0.8%*	*0.6%*	*0.8%*
%H (All HH)		*100.0%*	*42.9%*	*21.4%*	*64.3%*	*28.6%*	*28.6%*	*78.6%*
%H (TV HH)			*42.9%*	*21.4%*	*64.3%*	*28.6%*	*28.6%*	
VCR	9	9	3	3	7	3	4	5
%V	*0.5%*	*0.5%*	*0.5%*	*0.8%*	*0.6%*	*0.6%*	*0.6%*	*0.3%*
%H (All HH)		*100.0%*	*33.3%*	*33.3%*	*77.8%*	*33.3%*	*44.4%*	*55.6%*
%H (TV HH)			*33.3%*	*33.3%*	*77.8%*	*33.3%*	*44.4%*	
Any recorder	1080	1080	577	323	673	485	188	998
%V	*62.1%*	*65.5%*	*90.9%*	*91.5%*	*58.9%*	*92.2%*	*30.5%*	*68.8%*
%H (All HH)		*100.0%*	*53.4%*	*29.9%*	*62.3%*	*44.9%*	*17.4%*	*92.4%*
%H (TV HH)			*53.4%*	*29.9%*	*62.3%*	*44.9%*	*17.4%*	
Receives HDTV (via STB or built-in reception)	1167	1167	543	301	793	461	332	1056
%V	*67.1%*	*70.7%*	*85.5%*	*85.3%*	*69.4%*	*87.6%*	*53.9%*	*72.8%*
%H (All HH)		*100.0%*	*46.5%*	*25.8%*	*68.0%*	*39.5%*	*28.4%*	*90.5%*
%H (TV HH)			*46.5%*	*25.8%*	*68.0%*	*39.5%*	*28.4%*	
DVD/Blu-ray player or recorder	1188	1188	480	271	824	416	408	1026
%V	*68.3%*	*72.0%*	*75.6%*	*76.8%*	*72.2%*	*79.1%*	*66.2%*	*70.7%*
%H (All HH)		*100.0%*	*40.4%*	*22.8%*	*69.4%*	*35.0%*	*34.3%*	*86.4%*
%H (TV HH)			*40.4%*	*22.8%*	*69.4%*	*35.0%*	*34.3%*	

Base: ITV Central 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

Table 6.10: 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	1740	1650	635	353	1142	526	616	1451
%H (All HH)		*94.8%*	*36.5%*	*20.3%*	*65.6%*	*30.2%*	*35.4%*	*83.4%*
%H (TV HH)			*38.5%*	*21.4%*	*69.2%*	*31.9%*	*37.3%*	
Has broadband internet	1451	1384	589	330	914	492	423	1451
%V	*83.4%*	*83.9%*	*92.8%*	*93.5%*	*80.0%*	*93.5%*	*68.7%*	*100.0%*
%H (All HH)		*95.4%*	*40.6%*	*22.7%*	*63.0%*	*33.9%*	*29.2%*	*100.0%*
%H (TV HH)			*42.6%*	*23.8%*	*66.0%*	*35.5%*	*30.6%*	
Number of computers (PCs and laptops)								
0	368	341	77	36	281	61	220	97
%V	*21.1%*	*20.7%*	*12.1%*	*10.2%*	*24.6%*	*11.6%*	*35.7%*	*6.7%*
%H (All HH)		*92.7%*	*20.9%*	*9.8%*	*76.4%*	*16.6%*	*59.8%*	*26.4%*
%H (TV HH)			*22.6%*	*10.6%*	*82.4%*	*17.9%*	*64.5%*	
1	448	418	151	89	283	116	167	433
%V	*25.7%*	*25.3%*	*23.8%*	*25.2%*	*24.8%*	*22.1%*	*27.1%*	*29.8%*
%H (All HH)		*93.3%*	*33.7%*	*19.9%*	*63.2%*	*25.9%*	*37.3%*	*96.7%*
%H (TV HH)			*36.1%*	*21.3%*	*67.7%*	*27.8%*	*40.0%*	
2	408	394	173	96	262	147	114	404
%V	*23.4%*	*23.9%*	*27.2%*	*27.2%*	*22.9%*	*27.9%*	*18.5%*	*27.8%*
%H (All HH)		*96.6%*	*42.4%*	*23.5%*	*64.2%*	*36.0%*	*27.9%*	*99.0%*
%H (TV HH)			*43.9%*	*24.4%*	*66.5%*	*37.3%*	*28.9%*	
3	239	226	106	57	147	94	53	238
%V	*13.7%*	*13.7%*	*16.7%*	*16.1%*	*12.9%*	*17.9%*	*8.6%*	*16.4%*
%H (All HH)		*94.6%*	*44.4%*	*23.8%*	*61.5%*	*39.3%*	*22.2%*	*99.6%*
%H (TV HH)			*46.9%*	*25.2%*	*65.0%*	*41.6%*	*23.5%*	
4	140	137	66	35	84	51	33	140
%V	*8.0%*	*8.3%*	*10.4%*	*9.9%*	*7.4%*	*9.7%*	*5.4%*	*9.6%*
%H (All HH)		*97.9%*	*47.1%*	*25.0%*	*60.0%*	*36.4%*	*23.6%*	*100.0%*
%H (TV HH)			*48.2%*	*25.5%*	*61.3%*	*37.2%*	*24.1%*	
5+	138	134	63	39	85	56	30	138
%V	*7.9%*	*8.1%*	*9.9%*	*11.0%*	*7.4%*	*10.6%*	*4.9%*	*9.5%*
%H (All HH)		*97.1%*	*45.7%*	*28.3%*	*61.6%*	*40.6%*	*21.7%*	*100.0%*
%H (TV HH)			*47.0%*	*29.1%*	*63.4%*	*41.8%*	*22.4%*	

Base: ITV Central 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

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	3463	1535	786	2509	1413	1097	3039
%H		*44.3%*	*22.7%*	*72.5%*	*40.8%*	*31.7%*	*87.8%*
Under 20"	263	113	54	203	108	95	221
%V	*7.6%*	*7.4%*	*6.9%*	*8.1%*	*7.6%*	*8.7%*	*7.3%*
%H		*43.0%*	*20.5%*	*77.2%*	*41.1%*	*36.1%*	*84.0%*
20" - 29"	664	276	146	518	281	236	551
%V	*19.2%*	*18.0%*	*18.6%*	*20.6%*	*19.9%*	*21.5%*	*18.1%*
%H		*41.6%*	*22.0%*	*78.0%*	*42.3%*	*35.5%*	*83.0%*
30" - 39"	1078	450	235	796	423	373	931
%V	*31.1%*	*29.3%*	*29.9%*	*31.7%*	*29.9%*	*34.0%*	*30.6%*
%H		*41.7%*	*21.8%*	*73.8%*	*39.2%*	*34.6%*	*86.4%*
40" - 49"	1004	469	245	701	423	278	920
%V	*29.0%*	*30.6%*	*31.2%*	*27.9%*	*29.9%*	*25.3%*	*30.3%*
%H		*46.7%*	*24.4%*	*69.8%*	*42.1%*	*27.7%*	*91.6%*
50" - 59"	308	157	76	215	139	76	290
%V	*8.9%*	*10.2%*	*9.7%*	*8.6%*	*9.8%*	*6.9%*	*9.5%*
%H		*51.0%*	*24.7%*	*69.8%*	*45.1%*	*24.7%*	*94.2%*
60"+	28	18	4	15	10	5	27
%V	*0.8%*	*1.2%*	*0.5%*	*0.6%*	*0.7%*	*0.5%*	*0.9%*
%H		*64.3%*	*14.3%*	*53.6%*	*35.7%*	*17.9%*	*96.4%*
Don't know	118	53	25	61	28	34	99
%V	*3.4%*	*3.5%*	*3.2%*	*2.4%*	*2.0%*	*3.1%*	*3.3%*
%H		*44.9%*	*21.2%*	*51.7%*	*23.7%*	*28.8%*	*83.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3463	1535	786	2509	1413	1097	3039
%H		*44.3%*	*22.7%*	*72.5%*	*40.8%*	*31.7%*	*87.8%*
Main living room	1638	632	355	1136	528	608	1374
%V	*47.3%*	*41.2%*	*45.2%*	*45.3%*	*37.4%*	*55.4%*	*45.2%*
%H		*38.6%*	*21.7%*	*69.4%*	*32.2%*	*37.1%*	*83.9%*
Kitchen	163	76	37	130	78	52	148
%V	*4.7%*	*5.0%*	*4.7%*	*5.2%*	*5.5%*	*4.7%*	*4.9%*
%H		*46.6%*	*22.7%*	*79.8%*	*47.9%*	*31.9%*	*90.8%*
Adult's bedroom	1063	500	257	802	500	302	945
%V	*30.7%*	*32.6%*	*32.7%*	*32.0%*	*35.4%*	*27.5%*	*31.1%*
%H		*47.0%*	*24.2%*	*75.4%*	*47.0%*	*28.4%*	*88.9%*
Child's bedroom	231	128	57	152	108	44	229
%V	*6.7%*	*8.3%*	*7.3%*	*6.1%*	*7.6%*	*4.0%*	*7.5%*
%H		*55.4%*	*24.7%*	*65.8%*	*46.8%*	*19.0%*	*99.1%*
Other bedroom	126	61	28	101	65	36	114
%V	*3.6%*	*4.0%*	*3.6%*	*4.0%*	*4.6%*	*3.3%*	*3.8%*
%H		*48.4%*	*22.2%*	*80.2%*	*51.6%*	*28.6%*	*90.5%*
Second living/dining room	134	74	28	105	72	33	126
%V	*3.9%*	*4.8%*	*3.6%*	*4.2%*	*5.1%*	*3.0%*	*4.1%*
%H		*55.2%*	*20.9%*	*78.4%*	*53.7%*	*24.6%*	*94.0%*
Study/office	24	12	5	20	13	7	23
%V	*0.7%*	*0.8%*	*0.6%*	*0.8%*	*0.9%*	*0.6%*	*0.8%*
%H		*50.0%*	*20.8%*	*83.3%*	*54.2%*	*29.2%*	*95.8%*
TV room	27	17	6	19	14	5	26
%V	*0.8%*	*1.1%*	*0.8%*	*0.8%*	*1.0%*	*0.5%*	*0.9%*
%H		*63.0%*	*22.2%*	*70.4%*	*51.9%*	*18.5%*	*96.3%*
Conservatory	35	19	8	27	19	8	33
%V	*1.0%*	*1.2%*	*1.0%*	*1.1%*	*1.3%*	*0.7%*	*1.1%*
%H		*54.3%*	*22.9%*	*77.1%*	*54.3%*	*22.9%*	*94.3%*
Attic or loft room	3	3	0	2	2	0	3
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
No specific location	1	1	0	1	1	0	1
%V	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Other	16	11	5	14	12	2	16
%V	*0.5%*	*0.7%*	*0.6%*	*0.6%*	*0.8%*	*0.2%*	*0.5%*
%H		*68.8%*	*31.3%*	*87.5%*	*75.0%*	*12.5%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Central Scotland

Set level data

Table 6.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3463	1535	786	2509	1413	1097	3039
%H		*44.3%*	*22.7%*	*72.5%*	*40.8%*	*31.7%*	*87.8%*
PVR	1509	870	452	894	688	206	1414
%V	*43.6%*	*56.7%*	*57.5%*	*35.6%*	*48.7%*	*18.8%*	*46.5%*
%H		*57.7%*	*30.0%*	*59.2%*	*45.6%*	*13.7%*	*93.7%*
DVDR	14	6	3	9	5	5	12
%V	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.4%*
%H		*42.9%*	*21.4%*	*64.3%*	*35.7%*	*35.7%*	*85.7%*
VCR	9	3	3	7	3	4	5
%V	*0.3%*	*0.2%*	*0.4%*	*0.3%*	*0.2%*	*0.4%*	*0.2%*
%H		*33.3%*	*33.3%*	*77.8%*	*33.3%*	*44.4%*	*55.6%*
Any recorder	1518	872	453	902	689	212	1419
%V	*43.8%*	*56.8%*	*57.6%*	*36.0%*	*48.8%*	*19.3%*	*46.7%*
%H		*57.4%*	*29.8%*	*59.4%*	*45.4%*	*14.0%*	*93.5%*

Base: ITV Central Scotland - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3463	1535	786	2509	1413	1097	3039
%H		*44.3%*	*22.7%*	*72.5%*	*40.8%*	*31.7%*	*87.8%*
Receives HDTV (via STB or built-in reception)	1889	915	501	1334	843	491	1726
%V	*54.5%*	*59.6%*	*63.7%*	*53.2%*	*59.7%*	*44.8%*	*56.8%*
%H		*48.4%*	*26.5%*	*70.6%*	*44.6%*	*26.0%*	*91.4%*
DVD/Blu-ray player or recorder	1796	798	418	1264	714	550	1606
%V	*51.9%*	*52.0%*	*53.2%*	*50.4%*	*50.5%*	*50.1%*	*52.8%*
%H		*44.4%*	*23.3%*	*70.4%*	*39.8%*	*30.6%*	*89.4%*

Base: ITV Central Scotland - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1649	635	353	1142	526	616	1383
%H		*38.5%*	*21.4%*	*69.3%*	*31.9%*	*37.4%*	*83.9%*
Under 20"	16	2	1	11	1	10	11
%V	*1.0%*	*0.3%*	*0.3%*	*1.0%*	*0.2%*	*1.6%*	*0.8%*
%H		*12.5%*	*6.3%*	*68.8%*	*6.3%*	*62.5%*	*68.8%*
20" - 29"	127	25	20	94	20	75	82
%V	*7.7%*	*3.9%*	*5.7%*	*8.2%*	*3.8%*	*12.2%*	*5.9%*
%H		*19.7%*	*15.7%*	*74.0%*	*15.7%*	*59.1%*	*64.6%*
30" - 39"	465	133	89	345	118	226	351
%V	*28.2%*	*20.9%*	*25.2%*	*30.2%*	*22.4%*	*36.7%*	*25.4%*
%H		*28.6%*	*19.1%*	*74.2%*	*25.4%*	*48.6%*	*75.5%*
40" - 49"	714	315	168	485	268	217	640
%V	*43.3%*	*49.6%*	*47.6%*	*42.5%*	*51.0%*	*35.2%*	*46.3%*
%H		*44.1%*	*23.5%*	*67.9%*	*37.5%*	*30.4%*	*89.6%*
50" - 59"	245	123	60	169	107	62	230
%V	*14.9%*	*19.4%*	*17.0%*	*14.8%*	*20.3%*	*10.1%*	*16.6%*
%H		*50.2%*	*24.5%*	*69.0%*	*43.7%*	*25.3%*	*93.9%*
60"+	23	14	4	13	8	5	22
%V	*1.4%*	*2.2%*	*1.1%*	*1.1%*	*1.5%*	*0.8%*	*1.6%*
%H		*60.9%*	*17.4%*	*56.5%*	*34.8%*	*21.7%*	*95.7%*
Don't know	59	22	10	25	4	21	48
%V	*3.6%*	*3.5%*	*2.8%*	*2.2%*	*0.8%*	*3.4%*	*3.5%*
%H		*37.3%*	*16.9%*	*42.4%*	*6.8%*	*35.6%*	*81.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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	1649	635	353	1142	526	616	1383
%H		*38.5%*	*21.4%*	*69.3%*	*31.9%*	*37.4%*	*83.9%*
PVR	1045	564	317	644	471	172	970
%V	*63.4%*	*88.8%*	*89.8%*	*56.4%*	*89.5%*	*27.9%*	*70.1%*
%H		*54.0%*	*30.3%*	*61.6%*	*45.1%*	*16.5%*	*92.8%*
DVDR	12	5	3	8	3	4	10
%V	*0.7%*	*0.8%*	*0.8%*	*0.7%*	*0.6%*	*0.6%*	*0.7%*
%H		*41.7%*	*25.0%*	*66.7%*	*25.0%*	*33.3%*	*83.3%*
VCR	7	1	2	5	2	3	3
%V	*0.4%*	*0.2%*	*0.6%*	*0.4%*	*0.4%*	*0.5%*	*0.2%*
%H		*14.3%*	*28.6%*	*71.4%*	*28.6%*	*42.9%*	*42.9%*
Any recorder	1051	565	317	649	471	178	973
%V	*63.7%*	*89.0%*	*89.8%*	*56.8%*	*89.5%*	*28.9%*	*70.4%*
%H		*53.8%*	*30.2%*	*61.8%*	*44.8%*	*16.9%*	*92.6%*

Base: ITV Central Scotland - 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	1649	635	353	1142	526	616	1383
%H		*38.5%*	*21.4%*	*69.3%*	*31.9%*	*37.4%*	*83.9%*
Receives HDTV (via STB or built-in reception)	1125	525	294	757	443	314	1020
%V	*68.2%*	*82.7%*	*83.3%*	*66.3%*	*84.2%*	*51.0%*	*73.8%*
%H		*46.7%*	*26.1%*	*67.3%*	*39.4%*	*27.9%*	*90.7%*
DVD/Blu-ray player or recorder	1007	389	232	695	336	359	860
%V	*61.1%*	*61.3%*	*65.7%*	*60.9%*	*63.9%*	*58.3%*	*62.2%*
%H		*38.6%*	*23.0%*	*69.0%*	*33.4%*	*35.7%*	*85.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1814	900	434	1367	887	480	1656
%H		*49.6%*	*23.9%*	*75.4%*	*48.9%*	*26.5%*	*91.3%*
Under 20"	247	110	53	192	107	85	210
%V	*13.6%*	*12.2%*	*12.2%*	*14.0%*	*12.1%*	*17.7%*	*12.7%*
%H		*44.5%*	*21.5%*	*77.7%*	*43.3%*	*34.4%*	*85.0%*
20" - 29"	537	251	126	424	262	162	469
%V	*29.6%*	*27.9%*	*29.0%*	*31.0%*	*29.5%*	*33.8%*	*28.3%*
%H		*46.7%*	*23.5%*	*79.0%*	*48.8%*	*30.2%*	*87.3%*
30" - 39"	613	316	146	451	305	147	581
%V	*33.8%*	*35.1%*	*33.6%*	*33.0%*	*34.4%*	*30.6%*	*35.1%*
%H		*51.5%*	*23.8%*	*73.6%*	*49.8%*	*24.0%*	*94.8%*
40" - 49"	290	154	77	216	156	61	280
%V	*16.0%*	*17.1%*	*17.7%*	*15.8%*	*17.6%*	*12.7%*	*16.9%*
%H		*53.1%*	*26.6%*	*74.5%*	*53.8%*	*21.0%*	*96.6%*
50" - 59"	63	34	16	46	32	14	60
%V	*3.5%*	*3.8%*	*3.7%*	*3.4%*	*3.6%*	*2.9%*	*3.6%*
%H		*54.0%*	*25.4%*	*73.0%*	*50.8%*	*22.2%*	*95.2%*
60"+	5	4	1	2	2	0	5
%V	*0.3%*	*0.4%*	*0.2%*	*0.1%*	*0.2%*	*0.0%*	*0.3%*
%H		*80.0%*	*20.0%*	*40.0%*	*40.0%*	*0.0%*	*100.0%*
Don't know	59	31	15	36	24	13	52
%V	*3.3%*	*3.4%*	*3.5%*	*2.6%*	*2.7%*	*2.7%*	*3.1%*
%H		*52.5%*	*25.4%*	*61.0%*	*40.7%*	*22.0%*	*88.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1814	900	434	1367	887	480	1656
%H		*49.6%*	*23.9%*	*75.4%*	*48.9%*	*26.5%*	*91.3%*
PVR	464	306	135	251	217	34	444
%V	*25.6%*	*34.0%*	*31.1%*	*18.4%*	*24.5%*	*7.1%*	*26.8%*
%H		*65.9%*	*29.1%*	*54.1%*	*46.8%*	*7.3%*	*95.7%*
DVDR	3	2	0	2	1	0	2
%V	*0.2%*	*0.2%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*66.7%*	*0.0%*	*66.7%*	*33.3%*	*0.0%*	*66.7%*
VCR	2	1	0	2	1	1	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Any recorder	467	307	135	253	218	35	446
%V	*25.7%*	*34.1%*	*31.1%*	*18.5%*	*24.6%*	*7.3%*	*26.9%*
%H		*65.7%*	*28.9%*	*54.2%*	*46.7%*	*7.5%*	*95.5%*

Base: ITV Central Scotland - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1814	900	434	1367	887	480	1656
%H		*49.6%*	*23.9%*	*75.4%*	*48.9%*	*26.5%*	*91.3%*
Receives HDTV (via STB or built-in reception)	764	390	207	578	400	178	705
%V	*42.1%*	*43.3%*	*47.7%*	*42.3%*	*45.1%*	*37.1%*	*42.6%*
%H		*51.0%*	*27.1%*	*75.7%*	*52.4%*	*23.3%*	*92.3%*
DVD/Blu-ray player or recorder	789	408	185	569	378	191	746
%V	*43.5%*	*45.3%*	*42.6%*	*41.6%*	*42.6%*	*39.8%*	*45.0%*
%H		*51.7%*	*23.4%*	*72.1%*	*47.9%*	*24.2%*	*94.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.21: Age 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 Inds	3735	3571	1561	808	2380	1275	1105	3375
%H		*95.6%*	*41.8%*	*21.6%*	*63.7%*	*34.1%*	*29.6%*	*90.4%*
Total Children	639	618	316	140	381	234	147	628
%V	*17.1%*	*17.3%*	*20.2%*	*17.3%*	*16.0%*	*18.4%*	*13.3%*	*18.6%*
%H		*96.7%*	*49.5%*	*21.9%*	*59.6%*	*36.6%*	*23.0%*	*98.3%*
0 - 3	149	140	71	26	80	43	37	144
%V	*4.0%*	*3.9%*	*4.5%*	*3.2%*	*3.4%*	*3.4%*	*3.3%*	*4.3%*
%H		*94.0%*	*47.7%*	*17.4%*	*53.7%*	*28.9%*	*24.8%*	*96.6%*
4 - 15	490	477	245	114	301	191	110	483
%V	*13.1%*	*13.4%*	*15.7%*	*14.1%*	*12.6%*	*15.0%*	*10.0%*	*14.3%*
%H		*97.3%*	*50.0%*	*23.3%*	*61.4%*	*39.0%*	*22.4%*	*98.6%*
4 - 9	266	258	130	65	153	96	57	261
%V	*7.1%*	*7.2%*	*8.3%*	*8.0%*	*6.4%*	*7.5%*	*5.2%*	*7.7%*
%H		*97.0%*	*48.9%*	*24.4%*	*57.5%*	*36.1%*	*21.4%*	*98.1%*
10 - 15	225	219	115	49	148	95	53	222
%V	*6.0%*	*6.1%*	*7.4%*	*6.1%*	*6.2%*	*7.5%*	*4.8%*	*6.6%*
%H		*97.3%*	*51.1%*	*21.8%*	*65.8%*	*42.2%*	*23.6%*	*98.7%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.22: Adults - 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 Inds	3735	3571	1561	808	2380	1275	1105	3375
%H		*95.6%*	*41.8%*	*21.6%*	*63.7%*	*34.1%*	*29.6%*	*90.4%*
Total Adults (16+)	3095	2953	1246	668	1999	1041	958	2747
%V	*82.9%*	*82.7%*	*79.8%*	*82.7%*	*84.0%*	*81.6%*	*86.7%*	*81.4%*
%H		*95.4%*	*40.3%*	*21.6%*	*64.6%*	*33.6%*	*31.0%*	*88.8%*
16 - 19	155	149	67	36	98	59	39	152
%V	*4.1%*	*4.2%*	*4.3%*	*4.5%*	*4.1%*	*4.6%*	*3.5%*	*4.5%*
%H		*96.1%*	*43.2%*	*23.2%*	*63.2%*	*38.1%*	*25.2%*	*98.1%*
20 - 24	221	193	76	49	110	63	47	213
%V	*5.9%*	*5.4%*	*4.9%*	*6.1%*	*4.6%*	*4.9%*	*4.3%*	*6.3%*
%H		*87.3%*	*34.4%*	*22.2%*	*49.8%*	*28.5%*	*21.3%*	*96.4%*
25 - 34	519	463	205	89	264	139	125	506
%V	*13.9%*	*13.0%*	*13.1%*	*11.0%*	*11.1%*	*10.9%*	*11.3%*	*15.0%*
%H		*89.2%*	*39.5%*	*17.1%*	*50.9%*	*26.8%*	*24.1%*	*97.5%*
35 - 44	458	439	203	108	271	156	115	437
%V	*12.3%*	*12.3%*	*13.0%*	*13.4%*	*11.4%*	*12.2%*	*10.4%*	*12.9%*
%H		*95.9%*	*44.3%*	*23.6%*	*59.2%*	*34.1%*	*25.1%*	*95.4%*
45 - 54	570	553	267	135	363	214	149	540
%V	*15.3%*	*15.5%*	*17.1%*	*16.7%*	*15.3%*	*16.8%*	*13.5%*	*16.0%*
%H		*97.0%*	*46.8%*	*23.7%*	*63.7%*	*37.5%*	*26.1%*	*94.7%*
55 - 64	487	481	201	118	355	192	163	442
%V	*13.0%*	*13.5%*	*12.9%*	*14.6%*	*14.9%*	*15.1%*	*14.8%*	*13.1%*
%H		*98.8%*	*41.3%*	*24.2%*	*72.9%*	*39.4%*	*33.5%*	*90.8%*
65+	686	676	227	132	538	219	319	455
%V	*18.4%*	*18.9%*	*14.5%*	*16.3%*	*22.6%*	*17.2%*	*28.9%*	*13.5%*
%H		*98.5%*	*33.1%*	*19.2%*	*78.4%*	*31.9%*	*46.5%*	*66.3%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3095	2953	1246	668	1999	1041	958	2747
%H		*95.4%*	*40.3%*	*21.6%*	*64.6%*	*33.6%*	*31.0%*	*88.8%*
AB	806	778	343	194	505	276	229	775
%V	*26.0%*	*26.3%*	*27.5%*	*29.0%*	*25.3%*	*26.5%*	*23.9%*	*28.2%*
%H		*96.5%*	*42.6%*	*24.1%*	*62.7%*	*34.2%*	*28.4%*	*96.2%*
C1	858	802	333	196	521	285	236	807
%V	*27.7%*	*27.2%*	*26.7%*	*29.3%*	*26.1%*	*27.4%*	*24.6%*	*29.4%*
%H		*93.5%*	*38.8%*	*22.8%*	*60.7%*	*33.2%*	*27.5%*	*94.1%*
C2	623	605	280	138	415	244	171	562
%V	*20.1%*	*20.5%*	*22.5%*	*20.7%*	*20.8%*	*23.4%*	*17.8%*	*20.5%*
%H		*97.1%*	*44.9%*	*22.2%*	*66.6%*	*39.2%*	*27.4%*	*90.2%*
D	535	512	216	100	360	174	186	447
%V	*17.3%*	*17.3%*	*17.3%*	*15.0%*	*18.0%*	*16.7%*	*19.4%*	*16.3%*
%H		*95.7%*	*40.4%*	*18.7%*	*67.3%*	*32.5%*	*34.8%*	*83.6%*
E	273	255	73	40	198	62	135	157
%V	*8.8%*	*8.6%*	*5.9%*	*6.0%*	*9.9%*	*6.0%*	*14.1%*	*5.7%*
%H		*93.4%*	*26.7%*	*14.7%*	*72.5%*	*22.7%*	*49.5%*	*57.5%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3095	2953	1246	668	1999	1041	958	2747
%H		*95.4%*	*40.3%*	*21.6%*	*64.6%*	*33.6%*	*31.0%*	*88.8%*
Working full time	1474	1416	666	337	892	525	367	1434
%V	*47.6%*	*48.0%*	*53.5%*	*50.4%*	*44.6%*	*50.4%*	*38.3%*	*52.2%*
%H		*96.1%*	*45.2%*	*22.9%*	*60.5%*	*35.6%*	*24.9%*	*97.3%*
Working part time	290	279	129	70	181	103	78	279
%V	*9.4%*	*9.4%*	*10.4%*	*10.5%*	*9.1%*	*9.9%*	*8.1%*	*10.2%*
%H		*96.2%*	*44.5%*	*24.1%*	*62.4%*	*35.5%*	*26.9%*	*96.2%*
Not working	1331	1257	450	261	926	413	513	1034
%V	*43.0%*	*42.6%*	*36.1%*	*39.1%*	*46.3%*	*39.7%*	*53.5%*	*37.6%*
%H		*94.4%*	*33.8%*	*19.6%*	*69.6%*	*31.0%*	*38.5%*	*77.7%*
Housewife/Houseperson	1740	1650	635	353	1142	526	616	1451
%V	*56.2%*	*55.9%*	*51.0%*	*52.8%*	*57.1%*	*50.5%*	*64.3%*	*52.8%*
%H		*94.8%*	*36.5%*	*20.3%*	*65.6%*	*30.2%*	*35.4%*	*83.4%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Central Scotland

Individual level data

Table 6.25: Males - 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 Males (16+)	1483	1410	615	315	936	505	430	1337
%H		*95.1%*	*41.5%*	*21.2%*	*63.1%*	*34.1%*	*29.0%*	*90.2%*
16 - 19	79	76	36	18	47	30	17	78
%V	*5.3%*	*5.4%*	*5.9%*	*5.7%*	*5.0%*	*5.9%*	*4.0%*	*5.8%*
%H		*96.2%*	*45.6%*	*22.8%*	*59.5%*	*38.0%*	*21.5%*	*98.7%*
20 - 24	108	96	37	25	52	29	23	102
%V	*7.3%*	*6.8%*	*6.0%*	*7.9%*	*5.6%*	*5.7%*	*5.3%*	*7.6%*
%H		*88.9%*	*34.3%*	*23.1%*	*48.1%*	*26.9%*	*21.3%*	*94.4%*
25 - 34	256	228	102	43	129	69	60	251
%V	*17.3%*	*16.2%*	*16.6%*	*13.7%*	*13.8%*	*13.7%*	*14.0%*	*18.8%*
%H		*89.1%*	*39.8%*	*16.8%*	*50.4%*	*27.0%*	*23.4%*	*98.0%*
35 - 44	222	211	97	53	126	75	51	211
%V	*15.0%*	*15.0%*	*15.8%*	*16.8%*	*13.5%*	*14.9%*	*11.9%*	*15.8%*
%H		*95.0%*	*43.7%*	*23.9%*	*56.8%*	*33.8%*	*23.0%*	*95.0%*
45 - 54	276	266	130	60	174	101	73	259
%V	*18.6%*	*18.9%*	*21.1%*	*19.0%*	*18.6%*	*20.0%*	*17.0%*	*19.4%*
%H		*96.4%*	*47.1%*	*21.7%*	*63.0%*	*36.6%*	*26.4%*	*93.8%*
55 - 64	239	236	103	56	176	96	79	214
%V	*16.1%*	*16.7%*	*16.7%*	*17.8%*	*18.8%*	*19.0%*	*18.4%*	*16.0%*
%H		*98.7%*	*43.1%*	*23.4%*	*73.6%*	*40.2%*	*33.1%*	*89.5%*
65+	304	298	111	59	232	103	128	222
%V	*20.5%*	*21.1%*	*18.0%*	*18.7%*	*24.8%*	*20.4%*	*29.8%*	*16.6%*
%H		*98.0%*	*36.5%*	*19.4%*	*76.3%*	*33.9%*	*42.1%*	*73.0%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1483	1410	615	315	936	505	430	1337
%H		*95.1%*	*41.5%*	*21.2%*	*63.1%*	*34.1%*	*29.0%*	*90.2%*
AB	403	385	174	96	245	138	106	392
%V	*27.2%*	*27.3%*	*28.3%*	*30.5%*	*26.2%*	*27.3%*	*24.7%*	*29.3%*
%H		*95.5%*	*43.2%*	*23.8%*	*60.8%*	*34.2%*	*26.3%*	*97.3%*
C1	387	364	154	89	231	131	99	372
%V	*26.1%*	*25.8%*	*25.0%*	*28.3%*	*24.7%*	*25.9%*	*23.0%*	*27.8%*
%H		*94.1%*	*39.8%*	*23.0%*	*59.7%*	*33.9%*	*25.6%*	*96.1%*
C2	336	325	153	71	225	131	94	298
%V	*22.7%*	*23.0%*	*24.9%*	*22.5%*	*24.0%*	*25.9%*	*21.9%*	*22.3%*
%H		*96.7%*	*45.5%*	*21.1%*	*67.0%*	*39.0%*	*28.0%*	*88.7%*
D	243	230	102	45	156	79	76	210
%V	*16.4%*	*16.3%*	*16.6%*	*14.3%*	*16.7%*	*15.6%*	*17.7%*	*15.7%*
%H		*94.7%*	*42.0%*	*18.5%*	*64.2%*	*32.5%*	*31.3%*	*86.4%*
E	114	106	33	14	80	25	54	66
%V	*7.7%*	*7.5%*	*5.4%*	*4.4%*	*8.5%*	*5.0%*	*12.6%*	*4.9%*
%H		*93.0%*	*28.9%*	*12.3%*	*70.2%*	*21.9%*	*47.4%*	*57.9%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1483	1410	615	315	936	505	430	1337
%H		*95.1%*	*41.5%*	*21.2%*	*63.1%*	*34.1%*	*29.0%*	*90.2%*
Working full time	866	828	403	194	518	315	203	846
%V	*58.4%*	*58.7%*	*65.5%*	*61.6%*	*55.3%*	*62.4%*	*47.2%*	*63.3%*
%H		*95.6%*	*46.5%*	*22.4%*	*59.8%*	*36.4%*	*23.4%*	*97.7%*
Working part time	46	42	19	9	28	14	14	45
%V	*3.1%*	*3.0%*	*3.1%*	*2.9%*	*3.0%*	*2.8%*	*3.3%*	*3.4%*
%H		*91.3%*	*41.3%*	*19.6%*	*60.9%*	*30.4%*	*30.4%*	*97.8%*
Not working	571	539	193	112	390	176	213	447
%V	*38.5%*	*38.2%*	*31.4%*	*35.6%*	*41.7%*	*34.9%*	*49.5%*	*33.4%*
%H		*94.4%*	*33.8%*	*19.6%*	*68.3%*	*30.8%*	*37.3%*	*78.3%*
Housewife/Houseperson	404	366	120	67	247	90	156	305
%V	*27.2%*	*26.0%*	*19.5%*	*21.3%*	*26.4%*	*17.8%*	*36.3%*	*22.8%*
%H		*90.6%*	*29.7%*	*16.6%*	*61.1%*	*22.3%*	*38.6%*	*75.5%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.28: Females - 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 Females (16+)	1612	1543	630	353	1064	536	528	1410
%H		*95.7%*	*39.1%*	*21.9%*	*66.0%*	*33.3%*	*32.8%*	*87.5%*
16 - 19	75	73	31	18	51	28	23	74
%V	*4.7%*	*4.7%*	*4.9%*	*5.1%*	*4.8%*	*5.2%*	*4.4%*	*5.2%*
%H		*97.3%*	*41.3%*	*24.0%*	*68.0%*	*37.3%*	*30.7%*	*98.7%*
20 - 24	113	96	39	24	58	34	24	111
%V	*7.0%*	*6.2%*	*6.2%*	*6.8%*	*5.5%*	*6.3%*	*4.5%*	*7.9%*
%H		*85.0%*	*34.5%*	*21.2%*	*51.3%*	*30.1%*	*21.2%*	*98.2%*
25 - 34	263	235	103	47	135	70	65	255
%V	*16.3%*	*15.2%*	*16.3%*	*13.3%*	*12.7%*	*13.1%*	*12.3%*	*18.1%*
%H		*89.4%*	*39.2%*	*17.9%*	*51.3%*	*26.6%*	*24.7%*	*97.0%*
35 - 44	236	229	106	55	145	80	64	227
%V	*14.6%*	*14.8%*	*16.8%*	*15.6%*	*13.6%*	*14.9%*	*12.1%*	*16.1%*
%H		*97.0%*	*44.9%*	*23.3%*	*61.4%*	*33.9%*	*27.1%*	*96.2%*
45 - 54	294	287	136	75	189	113	76	281
%V	*18.2%*	*18.6%*	*21.6%*	*21.2%*	*17.8%*	*21.1%*	*14.4%*	*19.9%*
%H		*97.6%*	*46.3%*	*25.5%*	*64.3%*	*38.4%*	*25.9%*	*95.6%*
55 - 64	248	244	98	62	180	95	84	228
%V	*15.4%*	*15.8%*	*15.6%*	*17.6%*	*16.9%*	*17.7%*	*15.9%*	*16.2%*
%H		*98.4%*	*39.5%*	*25.0%*	*72.6%*	*38.3%*	*33.9%*	*91.9%*
65+	382	378	116	73	306	115	191	234
%V	*23.7%*	*24.5%*	*18.4%*	*20.7%*	*28.8%*	*21.5%*	*36.2%*	*16.6%*
%H		*99.0%*	*30.4%*	*19.1%*	*80.1%*	*30.1%*	*50.0%*	*61.3%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1612	1543	630	353	1064	536	528	1410
%H		*95.7%*	*39.1%*	*21.9%*	*66.0%*	*33.3%*	*32.8%*	*87.5%*
AB	402	394	169	98	261	138	123	383
%V	*24.9%*	*25.5%*	*26.8%*	*27.8%*	*24.5%*	*25.7%*	*23.3%*	*27.2%*
%H		*98.0%*	*42.0%*	*24.4%*	*64.9%*	*34.3%*	*30.6%*	*95.3%*
C1	471	438	179	107	291	154	137	436
%V	*29.2%*	*28.4%*	*28.4%*	*30.3%*	*27.3%*	*28.7%*	*25.9%*	*30.9%*
%H		*93.0%*	*38.0%*	*22.7%*	*61.8%*	*32.7%*	*29.1%*	*92.6%*
C2	287	280	127	67	190	113	77	264
%V	*17.8%*	*18.1%*	*20.2%*	*19.0%*	*17.9%*	*21.1%*	*14.6%*	*18.7%*
%H		*97.6%*	*44.3%*	*23.3%*	*66.2%*	*39.4%*	*26.8%*	*92.0%*
D	292	282	114	55	204	94	110	236
%V	*18.1%*	*18.3%*	*18.1%*	*15.6%*	*19.2%*	*17.5%*	*20.8%*	*16.7%*
%H		*96.6%*	*39.0%*	*18.8%*	*69.9%*	*32.2%*	*37.7%*	*80.8%*
E	159	149	40	26	118	37	81	91
%V	*9.9%*	*9.7%*	*6.3%*	*7.4%*	*11.1%*	*6.9%*	*15.3%*	*6.5%*
%H		*93.7%*	*25.2%*	*16.4%*	*74.2%*	*23.3%*	*50.9%*	*57.2%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1612	1543	630	353	1064	536	528	1410
%H		*95.7%*	*39.1%*	*21.9%*	*66.0%*	*33.3%*	*32.8%*	*87.5%*
Working full time	608	588	263	143	374	210	164	588
%V	*37.7%*	*38.1%*	*41.7%*	*40.5%*	*35.2%*	*39.2%*	*31.1%*	*41.7%*
%H		*96.7%*	*43.3%*	*23.5%*	*61.5%*	*34.5%*	*27.0%*	*96.7%*
Working part time	244	237	110	61	154	89	64	235
%V	*15.1%*	*15.4%*	*17.5%*	*17.3%*	*14.5%*	*16.6%*	*12.1%*	*16.7%*
%H		*97.1%*	*45.1%*	*25.0%*	*63.1%*	*36.5%*	*26.2%*	*96.3%*
Not working	760	718	257	149	536	237	299	587
%V	*47.1%*	*46.5%*	*40.8%*	*42.2%*	*50.4%*	*44.2%*	*56.6%*	*41.6%*
%H		*94.5%*	*33.8%*	*19.6%*	*70.5%*	*31.2%*	*39.3%*	*77.2%*
Housewife/Houseperson	1336	1284	515	286	895	436	460	1147
%V	*82.9%*	*83.2%*	*81.7%*	*81.0%*	*84.1%*	*81.3%*	*87.1%*	*81.3%*
%H		*96.1%*	*38.5%*	*21.4%*	*67.0%*	*32.6%*	*34.4%*	*85.9%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Scotland

Contents Page

Household
- Table 7.1: Social Grade 172
- Table 7.2: Housewife Age 173
- Table 7.3: Size of Household 174
- Table 7.4: Presence of Children 175
- Table 7.5: Number of TV sets in household 176
- Table 7.6: Screen size 177
- Table 7.7: Location of ANY set in household 178
- Table 7.8: Platform Provider 179
- Table 7.9: Recorders and other equipment 180
- Table 7.10: Computers and Internet 181

Sets
- Table 7.11: Screen Size 182
- Table 7.12: Location of set 183
- Table 7.13: Recorders 184
- Table 7.14: Other TV equipment 184
- Table 7.15: Main Set Screen Size 185
- Table 7.16: Main Set Recorders 186
- Table 7.17: Main Set - Other TV equipment 186
- Table 7.18: Other Sets (non-Main Set) Screen Size 187
- Table 7.19: Other Set (non-Main Set) Recorders 188
- Table 7.20: Other Set (non-Main Set) - Other TV equipment 188

Individuals
- Table 7.21: Age of Children 189
- Table 7.22: Adults - Age 190
- Table 7.23: Social Grade (Adults 16+) 191
- Table 7.24: Working Status (Adults 16+) 192
- Table 7.25: Males - Age 193
- Table 7.26: Social Grade (Males 16+) 194
- Table 7.27: Working Status (Males 16+) 195
- Table 7.28: Females - Age 196
- Table 7.29: Social Grade (Females 16+) 197
- Table 7.30: Working Status (Females 16+) 198

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Scotland

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	606	569	294	29	397	166	231	515
%H (All HH)		*93.9%*	*48.5%*	*4.8%*	*65.5%*	*27.4%*	*38.1%*	*85.0%*
%H (TV HH)			*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	
AB	136	133	74	4	98	44	55	128
%V	*22.4%*	*23.4%*	*25.2%*	*13.8%*	*24.7%*	*26.5%*	*23.8%*	*24.9%*
%H (All HH)		*97.8%*	*54.4%*	*2.9%*	*72.1%*	*32.4%*	*40.4%*	*94.1%*
%H (TV HH)			*55.6%*	*3.0%*	*73.7%*	*33.1%*	*41.4%*	
C1	173	156	81	10	106	45	61	154
%V	*28.5%*	*27.4%*	*27.6%*	*34.5%*	*26.7%*	*27.1%*	*26.4%*	*29.9%*
%H (All HH)		*90.2%*	*46.8%*	*5.8%*	*61.3%*	*26.0%*	*35.3%*	*89.0%*
%H (TV HH)			*51.9%*	*6.4%*	*67.9%*	*28.8%*	*39.1%*	
C2	130	122	71	7	86	44	42	118
%V	*21.5%*	*21.4%*	*24.1%*	*24.1%*	*21.7%*	*26.5%*	*18.2%*	*22.9%*
%H (All HH)		*93.8%*	*54.6%*	*5.4%*	*66.2%*	*33.8%*	*32.3%*	*90.8%*
%H (TV HH)			*58.2%*	*5.7%*	*70.5%*	*36.1%*	*34.4%*	
D	114	107	46	8	74	25	49	88
%V	*18.8%*	*18.8%*	*15.6%*	*27.6%*	*18.6%*	*15.1%*	*21.2%*	*17.1%*
%H (All HH)		*93.9%*	*40.4%*	*7.0%*	*64.9%*	*21.9%*	*43.0%*	*77.2%*
%H (TV HH)			*43.0%*	*7.5%*	*69.2%*	*23.4%*	*45.8%*	
E	54	50	22	1	34	8	25	27
%V	*8.9%*	*8.8%*	*7.5%*	*3.4%*	*8.6%*	*4.8%*	*10.8%*	*5.2%*
%H (All HH)		*92.6%*	*40.7%*	*1.9%*	*63.0%*	*14.8%*	*46.3%*	*50.0%*
%H (TV HH)			*44.0%*	*2.0%*	*68.0%*	*16.0%*	*50.0%*	

Base: ITV North 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

Table 7.2: 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	606	569	294	29	397	166	231	515
%H (All HH)		*93.9%*	*48.5%*	*4.8%*	*65.5%*	*27.4%*	*38.1%*	*85.0%*
%H (TV HH)			*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	
Under 25	43	30	13	2	20	8	12	42
%V	*7.1%*	*5.3%*	*4.4%*	*6.9%*	*5.0%*	*4.8%*	*5.2%*	*8.2%*
%H (All HH)		*69.8%*	*30.2%*	*4.7%*	*46.5%*	*18.6%*	*27.9%*	*97.7%*
%H (TV HH)			*43.3%*	*6.7%*	*66.7%*	*26.7%*	*40.0%*	
25 - 34	92	82	48	3	52	26	25	89
%V	*15.2%*	*14.4%*	*16.3%*	*10.3%*	*13.1%*	*15.7%*	*10.8%*	*17.3%*
%H (All HH)		*89.1%*	*52.2%*	*3.3%*	*56.5%*	*28.3%*	*27.2%*	*96.7%*
%H (TV HH)			*58.5%*	*3.7%*	*63.4%*	*31.7%*	*30.5%*	
35 - 44	98	94	53	3	61	27	34	95
%V	*16.2%*	*16.5%*	*18.0%*	*10.3%*	*15.4%*	*16.3%*	*14.7%*	*18.4%*
%H (All HH)		*95.9%*	*54.1%*	*3.1%*	*62.2%*	*27.6%*	*34.7%*	*96.9%*
%H (TV HH)			*56.4%*	*3.2%*	*64.9%*	*28.7%*	*36.2%*	
45 - 54	106	101	61	7	69	36	32	102
%V	*17.5%*	*17.8%*	*20.7%*	*24.1%*	*17.4%*	*21.7%*	*13.9%*	*19.8%*
%H (All HH)		*95.3%*	*57.5%*	*6.6%*	*65.1%*	*34.0%*	*30.2%*	*96.2%*
%H (TV HH)			*60.4%*	*6.9%*	*68.3%*	*35.6%*	*31.7%*	
55 - 64	109	106	58	8	78	37	41	98
%V	*18.0%*	*18.6%*	*19.7%*	*27.6%*	*19.6%*	*22.3%*	*17.7%*	*19.0%*
%H (All HH)		*97.2%*	*53.2%*	*7.3%*	*71.6%*	*33.9%*	*37.6%*	*89.9%*
%H (TV HH)			*54.7%*	*7.5%*	*73.6%*	*34.9%*	*38.7%*	
65 +	159	155	61	7	118	32	86	89
%V	*26.2%*	*27.2%*	*20.7%*	*24.1%*	*29.7%*	*19.3%*	*37.2%*	*17.3%*
%H (All HH)		*97.5%*	*38.4%*	*4.4%*	*74.2%*	*20.1%*	*54.1%*	*56.0%*
%H (TV HH)			*39.4%*	*4.5%*	*76.1%*	*20.6%*	*55.5%*	

Base: ITV North 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

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	606	569	294	29	397	166	231	515
%H (All HH)		*93.9%*	*48.5%*	*4.8%*	*65.5%*	*27.4%*	*38.1%*	*85.0%*
%H (TV HH)			*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	
1	207	190	74	9	136	35	101	134
%V	*34.2%*	*33.4%*	*25.2%*	*31.0%*	*34.3%*	*21.1%*	*43.7%*	*26.0%*
%H (All HH)		*91.8%*	*35.7%*	*4.3%*	*65.7%*	*16.9%*	*48.8%*	*64.7%*
%H (TV HH)			*38.9%*	*4.7%*	*71.6%*	*18.4%*	*53.2%*	
2	213	204	110	11	142	65	77	197
%V	*35.1%*	*35.9%*	*37.4%*	*37.9%*	*35.8%*	*39.2%*	*33.3%*	*38.3%*
%H (All HH)		*95.8%*	*51.6%*	*5.2%*	*66.7%*	*30.5%*	*36.2%*	*92.5%*
%H (TV HH)			*53.9%*	*5.4%*	*69.6%*	*31.9%*	*37.7%*	
3	89	84	52	6	56	30	26	88
%V	*14.7%*	*14.8%*	*17.7%*	*20.7%*	*14.1%*	*18.1%*	*11.3%*	*17.1%*
%H (All HH)		*94.4%*	*58.4%*	*6.7%*	*62.9%*	*33.7%*	*29.2%*	*98.9%*
%H (TV HH)			*61.9%*	*7.1%*	*66.7%*	*35.7%*	*31.0%*	
4	69	68	42	2	48	26	22	68
%V	*11.4%*	*12.0%*	*14.3%*	*6.9%*	*12.1%*	*15.7%*	*9.5%*	*13.2%*
%H (All HH)		*98.6%*	*60.9%*	*2.9%*	*69.6%*	*37.7%*	*31.9%*	*98.6%*
%H (TV HH)			*61.8%*	*2.9%*	*70.6%*	*38.2%*	*32.4%*	
5+	28	24	16	2	15	9	6	28
%V	*4.6%*	*4.2%*	*5.4%*	*6.9%*	*3.8%*	*5.4%*	*2.6%*	*5.4%*
%H (All HH)		*85.7%*	*57.1%*	*7.1%*	*53.6%*	*32.1%*	*21.4%*	*100.0%*
%H (TV HH)			*66.7%*	*8.3%*	*62.5%*	*37.5%*	*25.0%*	
Average HH size	2.19	2.20	2.40	2.24	2.17	2.48	1.95	2.36

Base: ITV North 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

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	606	569	294	29	397	166	231	515
%H (All HH)		*93.9%*	*48.5%*	*4.8%*	*65.5%*	*27.4%*	*38.1%*	*85.0%*
%H (TV HH)			*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	
Without	473	438	215	23	311	121	190	383
%V	*78.1%*	*77.0%*	*73.1%*	*79.3%*	*78.3%*	*72.9%*	*82.3%*	*74.4%*
%H (All HH)		*92.6%*	*45.5%*	*4.9%*	*65.8%*	*25.6%*	*40.2%*	*81.0%*
%H (TV HH)			*49.1%*	*5.3%*	*71.0%*	*27.6%*	*43.4%*	
With	134	131	80	7	86	45	42	132
%V	*22.1%*	*23.0%*	*27.2%*	*24.1%*	*21.7%*	*27.1%*	*18.2%*	*25.6%*
%H (All HH)		*97.8%*	*59.7%*	*5.2%*	*64.2%*	*33.6%*	*31.3%*	*98.5%*
%H (TV HH)			*61.1%*	*5.3%*	*65.6%*	*34.4%*	*32.1%*	
0 - 3	54	52	33	3	34	18	16	53
%V	*8.9%*	*9.1%*	*11.2%*	*10.3%*	*8.6%*	*10.8%*	*6.9%*	*10.3%*
%H (All HH)		*96.3%*	*61.1%*	*5.6%*	*63.0%*	*33.3%*	*29.6%*	*98.1%*
%H (TV HH)			*63.5%*	*5.8%*	*65.4%*	*34.6%*	*30.8%*	
4 - 9	68	68	41	3	46	23	23	67
%V	*11.2%*	*12.0%*	*13.9%*	*10.3%*	*11.6%*	*13.9%*	*10.0%*	*13.0%*
%H (All HH)		*100.0%*	*60.3%*	*4.4%*	*67.6%*	*33.8%*	*33.8%*	*98.5%*
%H (TV HH)			*60.3%*	*4.4%*	*67.6%*	*33.8%*	*33.8%*	
10 - 15	66	65	41	4	43	25	18	66
%V	*10.9%*	*11.4%*	*13.9%*	*13.8%*	*10.8%*	*15.1%*	*7.8%*	*12.8%*
%H (All HH)		*98.5%*	*62.1%*	*6.1%*	*65.2%*	*37.9%*	*27.3%*	*100.0%*
%H (TV HH)			*63.1%*	*6.2%*	*66.2%*	*38.5%*	*27.7%*	

Base: ITV North 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

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Scotland

Household level data

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	606	569	294	29	397	166	231	515
%H (All HH)		*93.9%*	*48.5%*	*4.8%*	*65.5%*	*27.4%*	*38.1%*	*85.0%*
%H (TV HH)			*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	
1	223	223	90	8	138	26	112	164
%V	*36.8%*	*39.2%*	*30.6%*	*27.6%*	*34.8%*	*15.7%*	*48.5%*	*31.8%*
%H (All HH)		*100.0%*	*40.4%*	*3.6%*	*61.9%*	*11.7%*	*50.2%*	*73.5%*
%H (TV HH)			*40.4%*	*3.6%*	*61.9%*	*11.7%*	*50.2%*	
2	184	184	99	11	131	58	73	162
%V	*30.4%*	*32.3%*	*33.7%*	*37.9%*	*33.0%*	*34.9%*	*31.6%*	*31.5%*
%H (All HH)		*100.0%*	*53.8%*	*6.0%*	*71.2%*	*31.5%*	*39.7%*	*88.0%*
%H (TV HH)			*53.8%*	*6.0%*	*71.2%*	*31.5%*	*39.7%*	
3	91	91	53	6	74	44	30	85
%V	*15.0%*	*16.0%*	*18.0%*	*20.7%*	*18.6%*	*26.5%*	*13.0%*	*16.5%*
%H (All HH)		*100.0%*	*58.2%*	*6.6%*	*81.3%*	*48.4%*	*33.0%*	*93.4%*
%H (TV HH)			*58.2%*	*6.6%*	*81.3%*	*48.4%*	*33.0%*	
4	46	46	33	3	34	23	10	45
%V	*7.6%*	*8.1%*	*11.2%*	*10.3%*	*8.6%*	*13.9%*	*4.3%*	*8.7%*
%H (All HH)		*100.0%*	*71.7%*	*6.5%*	*73.9%*	*50.0%*	*21.7%*	*97.8%*
%H (TV HH)			*71.7%*	*6.5%*	*73.9%*	*50.0%*	*21.7%*	
5+	25	25	19	2	21	15	6	25
%V	*4.1%*	*4.4%*	*6.5%*	*6.9%*	*5.3%*	*9.0%*	*2.6%*	*4.9%*
%H (All HH)		*100.0%*	*76.0%*	*8.0%*	*84.0%*	*60.0%*	*24.0%*	*100.0%*
%H (TV HH)			*76.0%*	*8.0%*	*84.0%*	*60.0%*	*24.0%*	

Base: ITV North 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

Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	606	569	294	29	397	166	231	515
%H (All HH)		*93.9%*	*48.5%*	*4.8%*	*65.5%*	*27.4%*	*38.1%*	*85.0%*
%H (TV HH)			*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	
Under 20"	73	73	37	2	58	25	33	63
%V	*12.0%*	*12.8%*	*12.6%*	*6.9%*	*14.6%*	*15.1%*	*14.3%*	*12.2%*
%H (All HH)		*100.0%*	*50.7%*	*2.7%*	*79.5%*	*34.2%*	*45.2%*	*86.3%*
%H (TV HH)			*50.7%*	*2.7%*	*79.5%*	*34.2%*	*45.2%*	
20" - 29"	174	174	92	10	138	67	71	141
%V	*28.7%*	*30.6%*	*31.3%*	*34.5%*	*34.8%*	*40.4%*	*30.7%*	*27.4%*
%H (All HH)		*100.0%*	*52.9%*	*5.7%*	*79.3%*	*38.5%*	*40.8%*	*81.0%*
%H (TV HH)			*52.9%*	*5.7%*	*79.3%*	*38.5%*	*40.8%*	
30" - 39"	289	289	154	15	209	93	117	244
%V	*47.7%*	*50.8%*	*52.4%*	*51.7%*	*52.6%*	*56.0%*	*50.6%*	*47.4%*
%H (All HH)		*100.0%*	*53.3%*	*5.2%*	*72.3%*	*32.2%*	*40.5%*	*84.4%*
%H (TV HH)			*53.3%*	*5.2%*	*72.3%*	*32.2%*	*40.5%*	
40" - 49"	266	266	160	15	182	94	88	244
%V	*43.9%*	*46.7%*	*54.4%*	*51.7%*	*45.8%*	*56.6%*	*38.1%*	*47.4%*
%H (All HH)		*100.0%*	*60.2%*	*5.6%*	*68.4%*	*35.3%*	*33.1%*	*91.7%*
%H (TV HH)			*60.2%*	*5.6%*	*68.4%*	*35.3%*	*33.1%*	
50" - 59"	106	106	69	6	74	47	28	104
%V	*17.5%*	*18.6%*	*23.5%*	*20.7%*	*18.6%*	*28.3%*	*12.1%*	*20.2%*
%H (All HH)		*100.0%*	*65.1%*	*5.7%*	*69.8%*	*44.3%*	*26.4%*	*98.1%*
%H (TV HH)			*65.1%*	*5.7%*	*69.8%*	*44.3%*	*26.4%*	
60"+	14	14	10	2	9	8	1	14
%V	*2.3%*	*2.5%*	*3.4%*	*6.9%*	*2.3%*	*4.8%*	*0.4%*	*2.7%*
%H (All HH)		*100.0%*	*71.4%*	*14.3%*	*64.3%*	*57.1%*	*7.1%*	*100.0%*
%H (TV HH)			*71.4%*	*14.3%*	*64.3%*	*57.1%*	*7.1%*	

Base: ITV North 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

ITV North Scotland

Household level data

Table 7.7: 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	606	569	294	29	397	166	231	515
%H (All HH)		*93.9%*	*48.5%*	*4.8%*	*65.5%*	*27.4%*	*38.1%*	*85.0%*
%H (TV HH)			*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	
Main living room	562	562	291	29	394	166	229	476
%V	*92.7%*	*98.8%*	*99.0%*	*100.0%*	*99.2%*	*100.0%*	*99.1%*	*92.4%*
%H (All HH)		*100.0%*	*51.8%*	*5.2%*	*70.1%*	*29.5%*	*40.7%*	*84.7%*
%H (TV HH)			*51.8%*	*5.2%*	*70.1%*	*29.5%*	*40.7%*	
Kitchen	95	95	58	3	77	42	35	86
%V	*15.7%*	*16.7%*	*19.7%*	*10.3%*	*19.4%*	*25.3%*	*15.2%*	*16.7%*
%H (All HH)		*100.0%*	*61.1%*	*3.2%*	*81.1%*	*44.2%*	*36.8%*	*90.5%*
%H (TV HH)			*61.1%*	*3.2%*	*81.1%*	*44.2%*	*36.8%*	
Adult's bedroom	253	253	154	17	188	109	80	234
%V	*41.7%*	*44.5%*	*52.4%*	*58.6%*	*47.4%*	*65.7%*	*34.6%*	*45.4%*
%H (All HH)		*100.0%*	*60.9%*	*6.7%*	*74.3%*	*43.1%*	*31.6%*	*92.5%*
%H (TV HH)			*60.9%*	*6.7%*	*74.3%*	*43.1%*	*31.6%*	
Child's bedroom	61	61	40	5	42	27	15	60
%V	*10.1%*	*10.7%*	*13.6%*	*17.2%*	*10.6%*	*16.3%*	*6.5%*	*11.7%*
%H (All HH)		*100.0%*	*65.6%*	*8.2%*	*68.9%*	*44.3%*	*24.6%*	*98.4%*
%H (TV HH)			*65.6%*	*8.2%*	*68.9%*	*44.3%*	*24.6%*	
Other bedroom	50	50	31	3	38	22	16	47
%V	*8.3%*	*8.8%*	*10.5%*	*10.3%*	*9.6%*	*13.3%*	*6.9%*	*9.1%*
%H (All HH)		*100.0%*	*62.0%*	*6.0%*	*76.0%*	*44.0%*	*32.0%*	*94.0%*
%H (TV HH)			*62.0%*	*6.0%*	*76.0%*	*44.0%*	*32.0%*	
Second living/dining room	47	47	29	3	38	23	15	46
%V	*7.8%*	*8.3%*	*9.9%*	*10.3%*	*9.6%*	*13.9%*	*6.5%*	*8.9%*
%H (All HH)		*100.0%*	*61.7%*	*6.4%*	*80.9%*	*48.9%*	*31.9%*	*97.9%*
%H (TV HH)			*61.7%*	*6.4%*	*80.9%*	*48.9%*	*31.9%*	
Study/office	9	9	6	0	7	4	3	9
%V	*1.5%*	*1.6%*	*2.0%*	*0.0%*	*1.8%*	*2.4%*	*1.3%*	*1.7%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*77.8%*	*44.4%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*77.8%*	*44.4%*	*33.3%*	
TV room	11	11	7	1	9	5	4	10
%V	*1.8%*	*1.9%*	*2.4%*	*3.4%*	*2.3%*	*3.0%*	*1.7%*	*1.9%*
%H (All HH)		*100.0%*	*63.6%*	*9.1%*	*81.8%*	*45.5%*	*36.4%*	*90.9%*
%H (TV HH)			*63.6%*	*9.1%*	*81.8%*	*45.5%*	*36.4%*	
Conservatory	16	16	10	0	12	7	5	13
%V	*2.6%*	*2.8%*	*3.4%*	*0.0%*	*3.0%*	*4.2%*	*2.2%*	*2.5%*
%H (All HH)		*100.0%*	*62.5%*	*0.0%*	*75.0%*	*43.8%*	*31.3%*	*81.3%*
%H (TV HH)			*62.5%*	*0.0%*	*75.0%*	*43.8%*	*31.3%*	
Attic or loft room	1	1	0	0	1	0	1	1
%V	*0.2%*	*0.2%*	*0.0%*	*0.0%*	*0.3%*	*0.0%*	*0.4%*	*0.2%*
%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%*	
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	5	5	4	0	5	3	1	5
%V	*0.8%*	*0.9%*	*1.4%*	*0.0%*	*1.3%*	*1.8%*	*0.4%*	*1.0%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*100.0%*	*60.0%*	*20.0%*	*100.0%*
%H (TV HH)			*80.0%*	*0.0%*	*100.0%*	*60.0%*	*20.0%*	

Base: ITV North 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

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	606	569	294	29	397	166	231	515
%H (All HH)		*93.9%*	*48.5%*	*4.8%*	*65.5%*	*27.4%*	*38.1%*	*85.0%*
%H (TV HH)			*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	
Any DSAT provider	294	294	294	2	150	150	0	272
%V	*48.5%*	*51.7%*	*100.0%*	*6.9%*	*37.8%*	*90.4%*	*0.0%*	*52.8%*
%H (All HH)			*100.0%*	*0.7%*	*51.0%*	*51.0%*	*0.0%*	*92.5%*
%H (TV HH)			*100.0%*	*0.7%*	*51.0%*	*51.0%*	*0.0%*	
Sky with subcription	241	241	241	0	128	128	0	229
%V	*39.8%*	*42.4%*	*82.0%*	*0.0%*	*32.2%*	*77.1%*	*0.0%*	*44.5%*
%H (All HH)			*100.0%*	*0.0%*	*53.1%*	*53.1%*	*0.0%*	*95.0%*
%H (TV HH)			*100.0%*	*0.0%*	*53.1%*	*53.1%*	*0.0%*	
Sky without subscription	17	17	17	1	7	7	0	15
%V	*2.8%*	*3.0%*	*5.8%*	*3.4%*	*1.8%*	*4.2%*	*0.0%*	*2.9%*
%H (All HH)			*100.0%*	*5.9%*	*41.2%*	*41.2%*	*0.0%*	*88.2%*
%H (TV HH)			*100.0%*	*5.9%*	*41.2%*	*41.2%*	*0.0%*	
Freesat	41	41	41	1	14	14	0	33
%V	*6.8%*	*7.2%*	*13.9%*	*3.4%*	*3.5%*	*8.4%*	*0.0%*	*6.4%*
%H (All HH)			*100.0%*	*2.4%*	*34.1%*	*34.1%*	*0.0%*	*80.5%*
%H (TV HH)			*100.0%*	*2.4%*	*34.1%*	*34.1%*	*0.0%*	
Other satellite provider	17	17	17	0	9	9	0	16
%V	*2.8%*	*3.0%*	*5.8%*	*0.0%*	*2.3%*	*5.4%*	*0.0%*	*3.1%*
%H (All HH)			*100.0%*	*0.0%*	*52.9%*	*52.9%*	*0.0%*	*94.1%*
%H (TV HH)			*100.0%*	*0.0%*	*52.9%*	*52.9%*	*0.0%*	
DCAB	29	29	2	29	17	17	0	28
%V	*4.8%*	*5.1%*	*0.7%*	*100.0%*	*4.3%*	*10.2%*	*0.0%*	*5.4%*
%H (All HH)			*6.9%*	*100.0%*	*58.6%*	*58.6%*	*0.0%*	*96.6%*
%H (TV HH)			*6.9%*	*100.0%*	*58.6%*	*58.6%*	*0.0%*	
DTT	397	397	150	17	397	166	231	330
%V	*65.5%*	*69.8%*	*51.0%*	*58.6%*	*100.0%*	*100.0%*	*100.0%*	*64.1%*
%H (All HH)		*100.0%*	*37.8%*	*4.3%*	*100.0%*	*41.8%*	*58.2%*	*83.1%*
%H (TV HH)			*37.8%*	*4.3%*	*100.0%*	*41.8%*	*58.2%*	

Base: ITV North 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

ITV North Scotland

Household level data

Table 7.9: 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	606	569	294	29	397	166	231	515
%H (All HH)		*93.9%*	*48.5%*	*4.8%*	*65.5%*	*27.4%*	*38.1%*	*85.0%*
%H (TV HH)			*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	
PVR	367	367	260	28	233	153	80	343
%V	*60.6%*	*64.5%*	*88.4%*	*96.6%*	*58.7%*	*92.2%*	*34.6%*	*66.6%*
%H (All HH)		*100.0%*	*70.8%*	*7.6%*	*63.5%*	*41.7%*	*21.8%*	*93.5%*
%H (TV HH)			*70.8%*	*7.6%*	*63.5%*	*41.7%*	*21.8%*	
DVDR	13	13	8	0	11	7	4	11
%V	*2.1%*	*2.3%*	*2.7%*	*0.0%*	*2.8%*	*4.2%*	*1.7%*	*2.1%*
%H (All HH)		*100.0%*	*61.5%*	*0.0%*	*84.6%*	*53.8%*	*30.8%*	*84.6%*
%H (TV HH)			*61.5%*	*0.0%*	*84.6%*	*53.8%*	*30.8%*	
VCR	10	10	5	1	8	4	4	8
%V	*1.7%*	*1.8%*	*1.7%*	*3.4%*	*2.0%*	*2.4%*	*1.7%*	*1.6%*
%H (All HH)		*100.0%*	*50.0%*	*10.0%*	*80.0%*	*40.0%*	*40.0%*	*80.0%*
%H (TV HH)			*50.0%*	*10.0%*	*80.0%*	*40.0%*	*40.0%*	
Any recorder	373	373	262	28	238	154	84	346
%V	*61.6%*	*65.6%*	*89.1%*	*96.6%*	*59.9%*	*92.8%*	*36.4%*	*67.2%*
%H (All HH)		*100.0%*	*70.2%*	*7.5%*	*63.8%*	*41.3%*	*22.5%*	*92.8%*
%H (TV HH)			*70.2%*	*7.5%*	*63.8%*	*41.3%*	*22.5%*	
Receives HDTV (via STB or built-in reception)	347	347	217	28	237	134	103	322
%V	*57.3%*	*61.0%*	*73.8%*	*96.6%*	*59.7%*	*80.7%*	*44.6%*	*62.5%*
%H (All HH)		*100.0%*	*62.5%*	*8.1%*	*68.3%*	*38.6%*	*29.7%*	*92.8%*
%H (TV HH)			*62.5%*	*8.1%*	*68.3%*	*38.6%*	*29.7%*	
DVD/Blu-ray player or recorder	415	415	224	23	296	137	159	371
%V	*68.5%*	*72.9%*	*76.2%*	*79.3%*	*74.6%*	*82.5%*	*68.8%*	*72.0%*
%H (All HH)		*100.0%*	*54.0%*	*5.5%*	*71.3%*	*33.0%*	*38.3%*	*89.4%*
%H (TV HH)			*54.0%*	*5.5%*	*71.3%*	*33.0%*	*38.3%*	

Base: ITV North 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

Table 7.10: 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	606	569	294	29	397	166	231	515
%H (All HH)		*93.9%*	*48.5%*	*4.8%*	*65.5%*	*27.4%*	*38.1%*	*85.0%*
%H (TV HH)			*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	
Has broadband internet	515	482	272	28	330	160	170	515
%V	*85.0%*	*84.7%*	*92.5%*	*96.6%*	*83.1%*	*96.4%*	*73.6%*	*100.0%*
%H (All HH)		*93.6%*	*52.8%*	*5.4%*	*64.1%*	*31.1%*	*33.0%*	*100.0%*
%H (TV HH)			*56.4%*	*5.8%*	*68.5%*	*33.2%*	*35.3%*	
Number of computers (PCs and laptops)								
0	111	105	31	3	77	12	65	24
%V	*18.3%*	*18.5%*	*10.5%*	*10.3%*	*19.4%*	*7.2%*	*28.1%*	*4.7%*
%H (All HH)		*94.6%*	*27.9%*	*2.7%*	*69.4%*	*10.8%*	*58.6%*	*21.6%*
%H (TV HH)			*29.5%*	*2.9%*	*73.3%*	*11.4%*	*61.9%*	
1	147	136	74	8	88	39	49	144
%V	*24.3%*	*23.9%*	*25.2%*	*27.6%*	*22.2%*	*23.5%*	*21.2%*	*28.0%*
%H (All HH)		*92.5%*	*50.3%*	*5.4%*	*59.9%*	*26.5%*	*33.3%*	*98.0%*
%H (TV HH)			*54.4%*	*5.9%*	*64.7%*	*28.7%*	*36.0%*	
2	145	137	76	4	99	44	55	145
%V	*23.9%*	*24.1%*	*25.9%*	*13.8%*	*24.9%*	*26.5%*	*23.8%*	*28.2%*
%H (All HH)		*94.5%*	*52.4%*	*2.8%*	*68.3%*	*30.3%*	*37.9%*	*100.0%*
%H (TV HH)			*55.5%*	*2.9%*	*72.3%*	*32.1%*	*40.1%*	
3	93	88	47	6	63	30	32	93
%V	*15.3%*	*15.5%*	*16.0%*	*20.7%*	*15.9%*	*18.1%*	*13.9%*	*18.1%*
%H (All HH)		*94.6%*	*50.5%*	*6.5%*	*67.7%*	*32.3%*	*34.4%*	*100.0%*
%H (TV HH)			*53.4%*	*6.8%*	*71.6%*	*34.1%*	*36.4%*	
4	44	42	25	4	30	16	14	44
%V	*7.3%*	*7.4%*	*8.5%*	*13.8%*	*7.6%*	*9.6%*	*6.1%*	*8.5%*
%H (All HH)		*95.5%*	*56.8%*	*9.1%*	*68.2%*	*36.4%*	*31.8%*	*100.0%*
%H (TV HH)			*59.5%*	*9.5%*	*71.4%*	*38.1%*	*33.3%*	
5+	66	61	40	4	40	25	15	65
%V	*10.9%*	*10.7%*	*13.6%*	*13.8%*	*10.1%*	*15.1%*	*6.5%*	*12.6%*
%H (All HH)		*92.4%*	*60.6%*	*6.1%*	*60.6%*	*37.9%*	*22.7%*	*98.5%*
%H (TV HH)			*65.6%*	*6.6%*	*65.6%*	*41.0%*	*24.6%*	

Base: ITV North 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

ITV North Scotland

Set level data

Table 7.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1184	684	68	868	449	419	1060
%H		*57.8%*	*5.7%*	*73.3%*	*37.9%*	*35.4%*	*89.5%*
Under 20"	92	47	3	73	32	41	81
%V	*7.8%*	*6.9%*	*4.4%*	*8.4%*	*7.1%*	*9.8%*	*7.6%*
%H		*51.1%*	*3.3%*	*79.3%*	*34.8%*	*44.6%*	*88.0%*
20" - 29"	230	128	13	182	93	89	191
%V	*19.4%*	*18.7%*	*19.1%*	*21.0%*	*20.7%*	*21.2%*	*18.0%*
%H		*55.7%*	*5.7%*	*79.1%*	*40.4%*	*38.7%*	*83.0%*
30" - 39"	367	201	20	270	127	143	320
%V	*31.0%*	*29.4%*	*29.4%*	*31.1%*	*28.3%*	*34.1%*	*30.2%*
%H		*54.8%*	*5.4%*	*73.6%*	*34.6%*	*39.0%*	*87.2%*
40" - 49"	327	203	18	228	127	102	305
%V	*27.6%*	*29.7%*	*26.5%*	*26.3%*	*28.3%*	*24.3%*	*28.8%*
%H		*62.1%*	*5.5%*	*69.7%*	*38.8%*	*31.2%*	*93.3%*
50" - 59"	113	74	7	79	50	29	112
%V	*9.5%*	*10.8%*	*10.3%*	*9.1%*	*11.1%*	*6.9%*	*10.6%*
%H		*65.5%*	*6.2%*	*69.9%*	*44.2%*	*25.7%*	*99.1%*
60"+	14	10	2	10	9	1	14
%V	*1.2%*	*1.5%*	*2.9%*	*1.2%*	*2.0%*	*0.2%*	*1.3%*
%H		*71.4%*	*14.3%*	*71.4%*	*64.3%*	*7.1%*	*100.0%*
Don't know	39	20	5	25	11	14	37
%V	*3.3%*	*2.9%*	*7.4%*	*2.9%*	*2.4%*	*3.3%*	*3.5%*
%H		*51.3%*	*12.8%*	*64.1%*	*28.2%*	*35.9%*	*94.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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	1184	684	68	868	449	419	1060
%H		*57.8%*	*5.7%*	*73.3%*	*37.9%*	*35.4%*	*89.5%*
Main living room	563	291	29	396	166	230	478
%V	*47.6%*	*42.5%*	*42.6%*	*45.6%*	*37.0%*	*54.9%*	*45.1%*
%H		*51.7%*	*5.2%*	*70.3%*	*29.5%*	*40.9%*	*84.9%*
Kitchen	96	58	3	78	43	35	87
%V	*8.1%*	*8.5%*	*4.4%*	*9.0%*	*9.6%*	*8.4%*	*8.2%*
%H		*60.4%*	*3.1%*	*81.3%*	*44.8%*	*36.5%*	*90.6%*
Adult's bedroom	292	182	21	219	131	88	271
%V	*24.7%*	*26.6%*	*30.9%*	*25.2%*	*29.2%*	*21.0%*	*25.6%*
%H		*62.3%*	*7.2%*	*75.0%*	*44.9%*	*30.1%*	*92.8%*
Child's bedroom	82	56	7	55	37	18	81
%V	*6.9%*	*8.2%*	*10.3%*	*6.3%*	*8.2%*	*4.3%*	*7.6%*
%H		*68.3%*	*8.5%*	*67.1%*	*45.1%*	*22.0%*	*98.8%*
Other bedroom	61	39	3	48	29	19	58
%V	*5.2%*	*5.7%*	*4.4%*	*5.5%*	*6.5%*	*4.5%*	*5.5%*
%H		*63.9%*	*4.9%*	*78.7%*	*47.5%*	*31.1%*	*95.1%*
Second living/dining room	47	30	3	38	23	15	47
%V	*4.0%*	*4.4%*	*4.4%*	*4.4%*	*5.1%*	*3.6%*	*4.4%*
%H		*63.8%*	*6.4%*	*80.9%*	*48.9%*	*31.9%*	*100.0%*
Study/office	9	6	0	7	4	3	9
%V	*0.8%*	*0.9%*	*0.0%*	*0.8%*	*0.9%*	*0.7%*	*0.8%*
%H		*66.7%*	*0.0%*	*77.8%*	*44.4%*	*33.3%*	*100.0%*
TV room	11	7	1	9	5	4	10
%V	*0.9%*	*1.0%*	*1.5%*	*1.0%*	*1.1%*	*1.0%*	*0.9%*
%H		*63.6%*	*9.1%*	*81.8%*	*45.5%*	*36.4%*	*90.9%*
Conservatory	16	10	0	12	7	5	13
%V	*1.4%*	*1.5%*	*0.0%*	*1.4%*	*1.6%*	*1.2%*	*1.2%*
%H		*62.5%*	*0.0%*	*75.0%*	*43.8%*	*31.3%*	*81.3%*
Attic or loft room	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%*
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	6	5	1	5	4	1	6
%V	*0.5%*	*0.7%*	*1.5%*	*0.6%*	*0.9%*	*0.2%*	*0.6%*
%H		*83.3%*	*16.7%*	*83.3%*	*66.7%*	*16.7%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Scotland

Set level data

Table 7.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1184	684	68	868	449	419	1060
%H		*57.8%*	*5.7%*	*73.3%*	*37.9%*	*35.4%*	*89.5%*
PVR	520	395	41	320	233	88	494
%V	*43.9%*	*57.7%*	*60.3%*	*36.9%*	*51.9%*	*21.0%*	*46.6%*
%H		*76.0%*	*7.9%*	*61.5%*	*44.8%*	*16.9%*	*95.0%*
DVDR	14	9	0	12	7	5	12
%V	*1.2%*	*1.3%*	*0.0%*	*1.4%*	*1.6%*	*1.2%*	*1.1%*
%H		*64.3%*	*0.0%*	*85.7%*	*50.0%*	*35.7%*	*85.7%*
VCR	13	6	1	11	5	6	10
%V	*1.1%*	*0.9%*	*1.5%*	*1.3%*	*1.1%*	*1.4%*	*0.9%*
%H		*46.2%*	*7.7%*	*84.6%*	*38.5%*	*46.2%*	*76.9%*
Any recorder	530	399	41	329	236	93	500
%V	*44.8%*	*58.3%*	*60.3%*	*37.9%*	*52.6%*	*22.2%*	*47.2%*
%H		*75.3%*	*7.7%*	*62.1%*	*44.5%*	*17.5%*	*94.3%*

Base: ITV North Scotland - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1184	684	68	868	449	419	1060
%H		*57.8%*	*5.7%*	*73.3%*	*37.9%*	*35.4%*	*89.5%*
Receives HDTV (via STB or built-in reception)	546	357	47	381	234	147	518
%V	*46.1%*	*52.2%*	*69.1%*	*43.9%*	*52.1%*	*35.1%*	*48.9%*
%H		*65.4%*	*8.6%*	*69.8%*	*42.9%*	*26.9%*	*94.9%*
DVD/Blu-ray player or recorder	621	354	40	452	231	221	567
%V	*52.4%*	*51.8%*	*58.8%*	*52.1%*	*51.4%*	*52.7%*	*53.5%*
%H		*57.0%*	*6.4%*	*72.8%*	*37.2%*	*35.6%*	*91.3%*

Base: ITV North Scotland - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Scotland

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	569	294	29	397	166	231	482
%H		*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	*84.7%*
Under 20"	4	0	0	4	0	3	3
%V	*0.7%*	*0.0%*	*0.0%*	*1.0%*	*0.0%*	*1.3%*	*0.6%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*75.0%*	*75.0%*
20" - 29"	56	18	1	43	9	34	34
%V	*9.8%*	*6.1%*	*3.4%*	*10.8%*	*5.4%*	*14.7%*	*7.1%*
%H		*32.1%*	*1.8%*	*76.8%*	*16.1%*	*60.7%*	*60.7%*
30" - 39"	164	72	5	116	32	84	125
%V	*28.8%*	*24.5%*	*17.2%*	*29.2%*	*19.3%*	*36.4%*	*25.9%*
%H		*43.9%*	*3.0%*	*70.7%*	*19.5%*	*51.2%*	*76.2%*
40" - 49"	219	129	12	147	74	74	197
%V	*38.5%*	*43.9%*	*41.4%*	*37.0%*	*44.6%*	*32.0%*	*40.9%*
%H		*58.9%*	*5.5%*	*67.1%*	*33.8%*	*33.8%*	*90.0%*
50" - 59"	95	59	6	68	41	27	94
%V	*16.7%*	*20.1%*	*20.7%*	*17.1%*	*24.7%*	*11.7%*	*19.5%*
%H		*62.1%*	*6.3%*	*71.6%*	*43.2%*	*28.4%*	*98.9%*
60"+	12	9	2	8	7	1	12
%V	*2.1%*	*3.1%*	*6.9%*	*2.0%*	*4.2%*	*0.4%*	*2.5%*
%H		*75.0%*	*16.7%*	*66.7%*	*58.3%*	*8.3%*	*100.0%*
Don't know	19	7	3	11	3	8	17
%V	*3.3%*	*2.4%*	*10.3%*	*2.8%*	*1.8%*	*3.5%*	*3.5%*
%H		*36.8%*	*15.8%*	*57.9%*	*15.8%*	*42.1%*	*89.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	569	294	29	397	166	231	482
%H		*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	*84.7%*
PVR	359	254	28	226	148	77	335
%V	*63.1%*	*86.4%*	*96.6%*	*56.9%*	*89.2%*	*33.3%*	*69.5%*
%H		*70.8%*	*7.8%*	*63.0%*	*41.2%*	*21.4%*	*93.3%*
DVDR	9	6	0	8	5	3	8
%V	*1.6%*	*2.0%*	*0.0%*	*2.0%*	*3.0%*	*1.3%*	*1.7%*
%H		*66.7%*	*0.0%*	*88.9%*	*55.6%*	*33.3%*	*88.9%*
VCR	9	4	1	6	3	4	6
%V	*1.6%*	*1.4%*	*3.4%*	*1.5%*	*1.8%*	*1.7%*	*1.2%*
%H		*44.4%*	*11.1%*	*66.7%*	*33.3%*	*44.4%*	*66.7%*
Any recorder	365	256	28	231	150	81	338
%V	*64.1%*	*87.1%*	*96.6%*	*58.2%*	*90.4%*	*35.1%*	*70.1%*
%H		*70.1%*	*7.7%*	*63.3%*	*41.1%*	*22.2%*	*92.6%*

Base: ITV North Scotland - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	569	294	29	397	166	231	482
%H		*51.7%*	*5.1%*	*69.8%*	*29.2%*	*40.6%*	*84.7%*
Receives HDTV (via STB or built-in reception)	334	211	27	225	128	98	311
%V	*58.7%*	*71.8%*	*93.1%*	*56.7%*	*77.1%*	*42.4%*	*64.5%*
%H		*63.2%*	*8.1%*	*67.4%*	*38.3%*	*29.3%*	*93.1%*
DVD/Blu-ray player or recorder	370	192	21	261	112	150	327
%V	*65.0%*	*65.3%*	*72.4%*	*65.7%*	*67.5%*	*64.9%*	*67.8%*
%H		*51.9%*	*5.7%*	*70.5%*	*30.3%*	*40.5%*	*88.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	615	390	39	471	283	188	578
%H		*63.4%*	*6.3%*	*76.6%*	*46.0%*	*30.6%*	*94.0%*
Under 20"	88	47	3	69	32	37	78
%V	*14.3%*	*12.1%*	*7.7%*	*14.6%*	*11.3%*	*19.7%*	*13.5%*
%H		*53.4%*	*3.4%*	*78.4%*	*36.4%*	*42.0%*	*88.6%*
20" - 29"	174	110	12	139	84	55	157
%V	*28.3%*	*28.2%*	*30.8%*	*29.5%*	*29.7%*	*29.3%*	*27.2%*
%H		*63.2%*	*6.9%*	*79.9%*	*48.3%*	*31.6%*	*90.2%*
30" - 39"	203	129	15	154	95	59	195
%V	*33.0%*	*33.1%*	*38.5%*	*32.7%*	*33.6%*	*31.4%*	*33.7%*
%H		*63.5%*	*7.4%*	*75.9%*	*46.8%*	*29.1%*	*96.1%*
40" - 49"	108	75	6	81	53	28	108
%V	*17.6%*	*19.2%*	*15.4%*	*17.2%*	*18.7%*	*14.9%*	*18.7%*
%H		*69.4%*	*5.6%*	*75.0%*	*49.1%*	*25.9%*	*100.0%*
50" - 59"	18	15	0	11	9	3	18
%V	*2.9%*	*3.8%*	*0.0%*	*2.3%*	*3.2%*	*1.6%*	*3.1%*
%H		*83.3%*	*0.0%*	*61.1%*	*50.0%*	*16.7%*	*100.0%*
60"+	2	2	0	2	2	0	2
%V	*0.3%*	*0.5%*	*0.0%*	*0.4%*	*0.7%*	*0.0%*	*0.3%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Don't know	21	13	2	14	9	6	21
%V	*3.4%*	*3.3%*	*5.1%*	*3.0%*	*3.2%*	*3.2%*	*3.6%*
%H		*61.9%*	*9.5%*	*66.7%*	*42.9%*	*28.6%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	615	390	39	471	283	188	578
%H		*63.4%*	*6.3%*	*76.6%*	*46.0%*	*30.6%*	*94.0%*
PVR	161	140	13	95	84	10	159
%V	*26.2%*	*35.9%*	*33.3%*	*20.2%*	*29.7%*	*5.3%*	*27.5%*
%H		*87.0%*	*8.1%*	*59.0%*	*52.2%*	*6.2%*	*98.8%*
DVDR	5	3	0	4	2	2	5
%V	*0.8%*	*0.8%*	*0.0%*	*0.8%*	*0.7%*	*1.1%*	*0.9%*
%H		*60.0%*	*0.0%*	*80.0%*	*40.0%*	*40.0%*	*100.0%*
VCR	5	2	0	5	2	3	4
%V	*0.8%*	*0.5%*	*0.0%*	*1.1%*	*0.7%*	*1.6%*	*0.7%*
%H		*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*	*80.0%*
Any recorder	165	142	13	99	87	12	162
%V	*26.8%*	*36.4%*	*33.3%*	*21.0%*	*30.7%*	*6.4%*	*28.0%*
%H		*86.1%*	*7.9%*	*60.0%*	*52.7%*	*7.3%*	*98.2%*

Base: ITV North Scotland - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	615	390	39	471	283	188	578
%H		*63.4%*	*6.3%*	*76.6%*	*46.0%*	*30.6%*	*94.0%*
Receives HDTV (via STB or built-in reception)	212	145	20	156	106	50	207
%V	*34.5%*	*37.2%*	*51.3%*	*33.1%*	*37.5%*	*26.6%*	*35.8%*
%H		*68.4%*	*9.4%*	*73.6%*	*50.0%*	*23.6%*	*97.6%*
DVD/Blu-ray player or recorder	251	162	20	190	119	71	240
%V	*40.8%*	*41.5%*	*51.3%*	*40.3%*	*42.0%*	*37.8%*	*41.5%*
%H		*64.5%*	*8.0%*	*75.7%*	*47.4%*	*28.3%*	*95.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.21: Age 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 Inds	1331	1250	706	66	863	412	451	1217
%H		*93.9%*	*53.0%*	*5.0%*	*64.8%*	*31.0%*	*33.9%*	*91.4%*
Total Children	230	227	141	12	150	81	69	226
%V	*17.3%*	*18.2%*	*20.0%*	*18.2%*	*17.4%*	*19.7%*	*15.3%*	*18.6%*
%H		*98.7%*	*61.3%*	*5.2%*	*65.2%*	*35.2%*	*30.0%*	*98.3%*
0 - 3	60	59	36	3	39	20	19	59
%V	*4.5%*	*4.7%*	*5.1%*	*4.5%*	*4.5%*	*4.9%*	*4.2%*	*4.8%*
%H		*98.3%*	*60.0%*	*5.0%*	*65.0%*	*33.3%*	*31.7%*	*98.3%*
4 - 15	170	168	105	9	111	61	50	167
%V	*12.8%*	*13.4%*	*14.9%*	*13.6%*	*12.9%*	*14.8%*	*11.1%*	*13.7%*
%H		*98.8%*	*61.8%*	*5.3%*	*65.3%*	*35.9%*	*29.4%*	*98.2%*
4 - 9	87	86	53	4	56	28	28	84
%V	*6.5%*	*6.9%*	*7.5%*	*6.1%*	*6.5%*	*6.8%*	*6.2%*	*6.9%*
%H		*98.9%*	*60.9%*	*4.6%*	*64.4%*	*32.2%*	*32.2%*	*96.6%*
10 - 15	83	82	53	5	55	33	22	83
%V	*6.2%*	*6.6%*	*7.5%*	*7.6%*	*6.4%*	*8.0%*	*4.9%*	*6.8%*
%H		*98.8%*	*63.9%*	*6.0%*	*66.3%*	*39.8%*	*26.5%*	*100.0%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Scotland

Individual level data

Table 7.22: Adults - 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 Inds	1331	1250	706	66	863	412	451	1217
%H		*93.9%*	*53.0%*	*5.0%*	*64.8%*	*31.0%*	*33.9%*	*91.4%*
Total Adults (16+)	1101	1023	565	54	713	331	383	991
%V	*82.7%*	*81.8%*	*80.0%*	*81.8%*	*82.6%*	*80.3%*	*84.9%*	*81.4%*
%H		*92.9%*	*51.3%*	*4.9%*	*64.8%*	*30.1%*	*34.8%*	*90.0%*
16 - 19	70	54	31	3	36	20	17	70
%V	*5.3%*	*4.3%*	*4.4%*	*4.5%*	*4.2%*	*4.9%*	*3.8%*	*5.8%*
%H		*77.1%*	*44.3%*	*4.3%*	*51.4%*	*28.6%*	*24.3%*	*100.0%*
20 - 24	98	70	37	6	45	22	24	96
%V	*7.4%*	*5.6%*	*5.2%*	*9.1%*	*5.2%*	*5.3%*	*5.3%*	*7.9%*
%H		*71.4%*	*37.8%*	*6.1%*	*45.9%*	*22.4%*	*24.5%*	*98.0%*
25 - 34	169	156	92	7	103	51	51	165
%V	*12.7%*	*12.5%*	*13.0%*	*10.6%*	*11.9%*	*12.4%*	*11.3%*	*13.6%*
%H		*92.3%*	*54.4%*	*4.1%*	*60.9%*	*30.2%*	*30.2%*	*97.6%*
35 - 44	174	168	97	7	110	52	58	170
%V	*13.1%*	*13.4%*	*13.7%*	*10.6%*	*12.7%*	*12.6%*	*12.9%*	*14.0%*
%H		*96.6%*	*55.7%*	*4.0%*	*63.2%*	*29.9%*	*33.3%*	*97.7%*
45 - 54	179	173	109	10	118	65	53	174
%V	*13.4%*	*13.8%*	*15.4%*	*15.2%*	*13.7%*	*15.8%*	*11.8%*	*14.3%*
%H		*96.6%*	*60.9%*	*5.6%*	*65.9%*	*36.3%*	*29.6%*	*97.2%*
55 - 64	180	175	105	12	126	67	59	168
%V	*13.5%*	*14.0%*	*14.9%*	*18.2%*	*14.6%*	*16.3%*	*13.1%*	*13.8%*
%H		*97.2%*	*58.3%*	*6.7%*	*70.0%*	*37.2%*	*32.8%*	*93.3%*
65+	230	226	94	10	175	54	121	148
%V	*17.3%*	*18.1%*	*13.3%*	*15.2%*	*20.3%*	*13.1%*	*26.8%*	*12.2%*
%H		*98.3%*	*40.9%*	*4.3%*	*76.1%*	*23.5%*	*52.6%*	*64.3%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Scotland

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1101	1023	565	54	713	331	383	991
%H		*92.9%*	*51.3%*	*4.9%*	*64.8%*	*30.1%*	*34.8%*	*90.0%*
AB	261	257	151	8	189	91	98	250
%V	*23.7%*	*25.1%*	*26.7%*	*14.8%*	*26.5%*	*27.5%*	*25.6%*	*25.2%*
%H		*98.5%*	*57.9%*	*3.1%*	*72.4%*	*34.9%*	*37.5%*	*95.8%*
C1	342	295	158	19	201	92	109	319
%V	*31.1%*	*28.8%*	*28.0%*	*35.2%*	*28.2%*	*27.8%*	*28.5%*	*32.2%*
%H		*86.3%*	*46.2%*	*5.6%*	*58.8%*	*26.9%*	*31.9%*	*93.3%*
C2	241	231	141	12	163	90	74	225
%V	*21.9%*	*22.6%*	*25.0%*	*22.2%*	*22.9%*	*27.2%*	*19.3%*	*22.7%*
%H		*95.9%*	*58.5%*	*5.0%*	*67.6%*	*37.3%*	*30.7%*	*93.4%*
D	191	179	87	13	120	47	72	160
%V	*17.3%*	*17.5%*	*15.4%*	*24.1%*	*16.8%*	*14.2%*	*18.8%*	*16.1%*
%H		*93.7%*	*45.5%*	*6.8%*	*62.8%*	*24.6%*	*37.7%*	*83.8%*
E	66	61	28	1	41	11	30	36
%V	*6.0%*	*6.0%*	*5.0%*	*1.9%*	*5.8%*	*3.3%*	*7.8%*	*3.6%*
%H		*92.4%*	*42.4%*	*1.5%*	*62.1%*	*16.7%*	*45.5%*	*54.5%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1101	1023	565	54	713	331	383	991
%H		*92.9%*	*51.3%*	*4.9%*	*64.8%*	*30.1%*	*34.8%*	*90.0%*
Working full time	507	489	289	27	332	169	163	495
%V	*46.0%*	*47.8%*	*51.2%*	*50.0%*	*46.6%*	*51.1%*	*42.6%*	*49.9%*
%H		*96.4%*	*57.0%*	*5.3%*	*65.5%*	*33.3%*	*32.1%*	*97.6%*
Working part time	124	123	76	6	80	41	38	122
%V	*11.3%*	*12.0%*	*13.5%*	*11.1%*	*11.2%*	*12.4%*	*9.9%*	*12.3%*
%H		*99.2%*	*61.3%*	*4.8%*	*64.5%*	*33.1%*	*30.6%*	*98.4%*
Not working	469	411	200	21	302	120	181	374
%V	*42.6%*	*40.2%*	*35.4%*	*38.9%*	*42.4%*	*36.3%*	*47.3%*	*37.7%*
%H		*87.6%*	*42.6%*	*4.5%*	*64.4%*	*25.6%*	*38.6%*	*79.7%*
Housewife/Houseperson	606	569	294	29	397	166	231	515
%V	*55.0%*	*55.6%*	*52.0%*	*53.7%*	*55.7%*	*50.2%*	*60.3%*	*52.0%*
%H		*93.9%*	*48.5%*	*4.8%*	*65.5%*	*27.4%*	*38.1%*	*85.0%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Scotland

Individual level data

Table 7.25: Males - 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 Males (16+)	535	493	280	25	341	164	177	489
%H		*92.1%*	*52.3%*	*4.7%*	*63.7%*	*30.7%*	*33.1%*	*91.4%*
16 - 19	35	28	15	1	20	10	10	35
%V	*6.5%*	*5.7%*	*5.4%*	*4.0%*	*5.9%*	*6.1%*	*5.6%*	*7.2%*
%H		*80.0%*	*42.9%*	*2.9%*	*57.1%*	*28.6%*	*28.6%*	*100.0%*
20 - 24	54	39	22	2	25	12	13	53
%V	*10.1%*	*7.9%*	*7.9%*	*8.0%*	*7.3%*	*7.3%*	*7.3%*	*10.8%*
%H		*72.2%*	*40.7%*	*3.7%*	*46.3%*	*22.2%*	*24.1%*	*98.1%*
25 - 34	83	74	42	4	47	22	26	80
%V	*15.5%*	*15.0%*	*15.0%*	*16.0%*	*13.8%*	*13.4%*	*14.7%*	*16.4%*
%H		*89.2%*	*50.6%*	*4.8%*	*56.6%*	*26.5%*	*31.3%*	*96.4%*
35 - 44	85	82	49	3	52	27	25	82
%V	*15.9%*	*16.6%*	*17.5%*	*12.0%*	*15.2%*	*16.5%*	*14.1%*	*16.8%*
%H		*96.5%*	*57.6%*	*3.5%*	*61.2%*	*31.8%*	*29.4%*	*96.5%*
45 - 54	86	83	53	5	58	33	24	83
%V	*16.1%*	*16.8%*	*18.9%*	*20.0%*	*17.0%*	*20.1%*	*13.6%*	*17.0%*
%H		*96.5%*	*61.6%*	*5.8%*	*67.4%*	*38.4%*	*27.9%*	*96.5%*
55 - 64	86	83	52	5	58	32	26	79
%V	*16.1%*	*16.8%*	*18.6%*	*20.0%*	*17.0%*	*19.5%*	*14.7%*	*16.2%*
%H		*96.5%*	*60.5%*	*5.8%*	*67.4%*	*37.2%*	*30.2%*	*91.9%*
65+	106	104	48	4	80	28	52	76
%V	*19.8%*	*21.1%*	*17.1%*	*16.0%*	*23.5%*	*17.1%*	*29.4%*	*15.5%*
%H		*98.1%*	*45.3%*	*3.8%*	*75.5%*	*26.4%*	*49.1%*	*71.7%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	535	493	280	25	341	164	177	489
%H		*92.1%*	*52.3%*	*4.7%*	*63.7%*	*30.7%*	*33.1%*	*91.4%*
AB	129	126	78	3	92	47	45	125
%V	*24.1%*	*25.6%*	*27.9%*	*12.0%*	*27.0%*	*28.7%*	*25.4%*	*25.6%*
%H		*97.7%*	*60.5%*	*2.3%*	*71.3%*	*36.4%*	*34.9%*	*96.9%*
C1	159	135	73	8	91	42	49	152
%V	*29.7%*	*27.4%*	*26.1%*	*32.0%*	*26.7%*	*25.6%*	*27.7%*	*31.1%*
%H		*84.9%*	*45.9%*	*5.0%*	*57.2%*	*26.4%*	*30.8%*	*95.6%*
C2	129	123	75	7	86	48	37	121
%V	*24.1%*	*24.9%*	*26.8%*	*28.0%*	*25.2%*	*29.3%*	*20.9%*	*24.7%*
%H		*95.3%*	*58.1%*	*5.4%*	*66.7%*	*37.2%*	*28.7%*	*93.8%*
D	91	84	39	6	56	21	35	75
%V	*17.0%*	*17.0%*	*13.9%*	*24.0%*	*16.4%*	*12.8%*	*19.8%*	*15.3%*
%H		*92.3%*	*42.9%*	*6.6%*	*61.5%*	*23.1%*	*38.5%*	*82.4%*
E	27	24	14	1	15	5	10	16
%V	*5.0%*	*4.9%*	*5.0%*	*4.0%*	*4.4%*	*3.0%*	*5.6%*	*3.3%*
%H		*88.9%*	*51.9%*	*3.7%*	*55.6%*	*18.5%*	*37.0%*	*59.3%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	535	493	280	25	341	164	177	489
%H		*92.1%*	*52.3%*	*4.7%*	*63.7%*	*30.7%*	*33.1%*	*91.4%*
Working full time	313	301	185	15	202	107	96	304
%V	*58.5%*	*61.1%*	*66.1%*	*60.0%*	*59.2%*	*65.2%*	*54.2%*	*62.2%*
%H		*96.2%*	*59.1%*	*4.8%*	*64.5%*	*34.2%*	*30.7%*	*97.1%*
Working part time	23	23	12	2	13	5	8	23
%V	*4.3%*	*4.7%*	*4.3%*	*8.0%*	*3.8%*	*3.0%*	*4.5%*	*4.7%*
%H		*100.0%*	*52.2%*	*8.7%*	*56.5%*	*21.7%*	*34.8%*	*100.0%*
Not working	199	170	83	8	125	52	73	162
%V	*37.2%*	*34.5%*	*29.6%*	*32.0%*	*36.7%*	*31.7%*	*41.2%*	*33.1%*
%H		*85.4%*	*41.7%*	*4.0%*	*62.8%*	*26.1%*	*36.7%*	*81.4%*
Housewife/Houseperson	129	111	53	4	76	27	49	98
%V	*24.1%*	*22.5%*	*18.9%*	*16.0%*	*22.3%*	*16.5%*	*27.7%*	*20.0%*
%H		*86.0%*	*41.1%*	*3.1%*	*58.9%*	*20.9%*	*38.0%*	*76.0%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.28: Females - 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 Females (16+)	565	530	285	29	373	167	206	502
%H		*93.8%*	*50.4%*	*5.1%*	*66.0%*	*29.6%*	*36.5%*	*88.8%*
16 - 19	35	26	15	1	16	10	7	35
%V	*6.2%*	*4.9%*	*5.3%*	*3.4%*	*4.3%*	*6.0%*	*3.4%*	*7.0%*
%H		*74.3%*	*42.9%*	*2.9%*	*45.7%*	*28.6%*	*20.0%*	*100.0%*
20 - 24	44	31	15	4	20	9	11	43
%V	*7.8%*	*5.8%*	*5.3%*	*13.8%*	*5.4%*	*5.4%*	*5.3%*	*8.6%*
%H		*70.5%*	*34.1%*	*9.1%*	*45.5%*	*20.5%*	*25.0%*	*97.7%*
25 - 34	87	82	50	3	55	30	25	85
%V	*15.4%*	*15.5%*	*17.5%*	*10.3%*	*14.7%*	*18.0%*	*12.1%*	*16.9%*
%H		*94.3%*	*57.5%*	*3.4%*	*63.2%*	*34.5%*	*28.7%*	*97.7%*
35 - 44	89	86	48	3	58	25	32	87
%V	*15.8%*	*16.2%*	*16.8%*	*10.3%*	*15.5%*	*15.0%*	*15.5%*	*17.3%*
%H		*96.6%*	*53.9%*	*3.4%*	*65.2%*	*28.1%*	*36.0%*	*97.8%*
45 - 54	94	91	56	4	60	31	29	91
%V	*16.6%*	*17.2%*	*19.6%*	*13.8%*	*16.1%*	*18.6%*	*14.1%*	*18.1%*
%H		*96.8%*	*59.6%*	*4.3%*	*63.8%*	*33.0%*	*30.9%*	*96.8%*
55 - 64	94	93	54	7	68	35	33	89
%V	*16.6%*	*17.5%*	*18.9%*	*24.1%*	*18.2%*	*21.0%*	*16.0%*	*17.7%*
%H		*98.9%*	*57.4%*	*7.4%*	*72.3%*	*37.2%*	*35.1%*	*94.7%*
65+	124	122	46	6	95	26	69	72
%V	*21.9%*	*23.0%*	*16.1%*	*20.7%*	*25.5%*	*15.6%*	*33.5%*	*14.3%*
%H		*98.4%*	*37.1%*	*4.8%*	*76.6%*	*21.0%*	*55.6%*	*58.1%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	565	530	285	29	373	167	206	502
%H		*93.8%*	*50.4%*	*5.1%*	*66.0%*	*29.6%*	*36.5%*	*88.8%*
AB	132	131	73	5	97	44	53	125
%V	*23.4%*	*24.7%*	*25.6%*	*17.2%*	*26.0%*	*26.3%*	*25.7%*	*24.9%*
%H		*99.2%*	*55.3%*	*3.8%*	*73.5%*	*33.3%*	*40.2%*	*94.7%*
C1	183	160	85	11	109	50	59	168
%V	*32.4%*	*30.2%*	*29.8%*	*37.9%*	*29.2%*	*29.9%*	*28.6%*	*33.5%*
%H		*87.4%*	*46.4%*	*6.0%*	*59.6%*	*27.3%*	*32.2%*	*91.8%*
C2	112	108	66	5	78	42	36	104
%V	*19.8%*	*20.4%*	*23.2%*	*17.2%*	*20.9%*	*25.1%*	*17.5%*	*20.7%*
%H		*96.4%*	*58.9%*	*4.5%*	*69.6%*	*37.5%*	*32.1%*	*92.9%*
D	100	95	47	7	63	26	37	85
%V	*17.7%*	*17.9%*	*16.5%*	*24.1%*	*16.9%*	*15.6%*	*18.0%*	*16.9%*
%H		*95.0%*	*47.0%*	*7.0%*	*63.0%*	*26.0%*	*37.0%*	*85.0%*
E	38	36	14	1	26	5	20	21
%V	*6.7%*	*6.8%*	*4.9%*	*3.4%*	*7.0%*	*3.0%*	*9.7%*	*4.2%*
%H		*94.7%*	*36.8%*	*2.6%*	*68.4%*	*13.2%*	*52.6%*	*55.3%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	565	530	285	29	373	167	206	502
%H		*93.8%*	*50.4%*	*5.1%*	*66.0%*	*29.6%*	*36.5%*	*88.8%*
Working full time	194	188	104	12	130	63	67	191
%V	*34.3%*	*35.5%*	*36.5%*	*41.4%*	*34.9%*	*37.7%*	*32.5%*	*38.0%*
%H		*96.9%*	*53.6%*	*6.2%*	*67.0%*	*32.5%*	*34.5%*	*98.5%*
Working part time	101	100	64	4	66	36	31	99
%V	*17.9%*	*18.9%*	*22.5%*	*13.8%*	*17.7%*	*21.6%*	*15.0%*	*19.7%*
%H		*99.0%*	*63.4%*	*4.0%*	*65.3%*	*35.6%*	*30.7%*	*98.0%*
Not working	270	241	116	13	177	68	108	213
%V	*47.8%*	*45.5%*	*40.7%*	*44.8%*	*47.5%*	*40.7%*	*52.4%*	*42.4%*
%H		*89.3%*	*43.0%*	*4.8%*	*65.6%*	*25.2%*	*40.0%*	*78.9%*
Housewife/Houseperson	477	458	242	25	321	138	182	417
%V	*84.4%*	*86.4%*	*84.9%*	*86.2%*	*86.1%*	*82.6%*	*88.3%*	*83.1%*
%H		*96.0%*	*50.7%*	*5.2%*	*67.3%*	*28.9%*	*38.2%*	*87.4%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South, South East and Channel Islands

Contents Page

Household
- Table 8.1: Social Grade 200
- Table 8.2: Housewife Age 201
- Table 8.3: Size of Household 202
- Table 8.4: Presence of Children 203
- Table 8.5: Number of TV sets in household 204
- Table 8.6: Screen size 205
- Table 8.7: Location of ANY set in household 206
- Table 8.8: Platform Provider 207
- Table 8.9: Recorders and other equipment 208
- Table 8.10: Computers and Internet 209

Sets
- Table 8.11: Screen Size 210
- Table 8.12: Location of set 211
- Table 8.13: Recorders 212
- Table 8.14: Other TV equipment 212
- Table 8.15: Main Set Screen Size 213
- Table 8.16: Main Set Recorders 214
- Table 8.17: Main Set - Other TV equipment 214
- Table 8.18: Other Sets (non-Main Set) Screen Size 215
- Table 8.19: Other Set (non-Main Set) Recorders 216
- Table 8.20: Other Set (non-Main Set) - Other TV equipment 216

Individuals
- Table 8.21: Age of Children 217
- Table 8.22: Adults - Age 218
- Table 8.23: Social Grade (Adults 16+) 219
- Table 8.24: Working Status (Adults 16+) 220
- Table 8.25: Males - Age 221
- Table 8.26: Social Grade (Males 16+) 222
- Table 8.27: Working Status (Males 16+) 223
- Table 8.28: Females - Age 224
- Table 8.29: Social Grade (Females 16+) 225
- Table 8.30: Working Status (Females 16+) 226

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	3194	3058	1264	448	2038	743	1295	2795
%H (All HH)		*95.7%*	*39.6%*	*14.0%*	*63.8%*	*23.3%*	*40.5%*	*87.5%*
%H (TV HH)			*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	
AB	974	938	415	150	596	233	364	941
%V	*30.5%*	*30.7%*	*32.8%*	*33.5%*	*29.2%*	*31.4%*	*28.1%*	*33.7%*
%H (All HH)		*96.3%*	*42.6%*	*15.4%*	*61.2%*	*23.9%*	*37.4%*	*96.6%*
%H (TV HH)			*44.2%*	*16.0%*	*63.5%*	*24.8%*	*38.8%*	
C1	997	957	390	140	642	238	404	891
%V	*31.2%*	*31.3%*	*30.9%*	*31.3%*	*31.5%*	*32.0%*	*31.2%*	*31.9%*
%H (All HH)		*96.0%*	*39.1%*	*14.0%*	*64.4%*	*23.9%*	*40.5%*	*89.4%*
%H (TV HH)			*40.8%*	*14.6%*	*67.1%*	*24.9%*	*42.2%*	
C2	611	590	236	95	408	159	249	528
%V	*19.1%*	*19.3%*	*18.7%*	*21.2%*	*20.0%*	*21.4%*	*19.2%*	*18.9%*
%H (All HH)		*96.6%*	*38.6%*	*15.5%*	*66.8%*	*26.0%*	*40.8%*	*86.4%*
%H (TV HH)			*40.0%*	*16.1%*	*69.2%*	*26.9%*	*42.2%*	
D	380	355	153	43	231	75	156	292
%V	*11.9%*	*11.6%*	*12.1%*	*9.6%*	*11.3%*	*10.1%*	*12.0%*	*10.4%*
%H (All HH)		*93.4%*	*40.3%*	*11.3%*	*60.8%*	*19.7%*	*41.1%*	*76.8%*
%H (TV HH)			*43.1%*	*12.1%*	*65.1%*	*21.1%*	*43.9%*	
E	232	217	70	20	161	39	122	142
%V	*7.3%*	*7.1%*	*5.5%*	*4.5%*	*7.9%*	*5.2%*	*9.4%*	*5.1%*
%H (All HH)		*93.5%*	*30.2%*	*8.6%*	*69.4%*	*16.8%*	*52.6%*	*61.2%*
%H (TV HH)			*32.3%*	*9.2%*	*74.2%*	*18.0%*	*56.2%*	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 8.2: 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	3194	3058	1264	448	2038	743	1295	2795
%H (All HH)		*95.7%*	*39.6%*	*14.0%*	*63.8%*	*23.3%*	*40.5%*	*87.5%*
%H (TV HH)			*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	
Under 25	119	98	26	11	52	11	41	112
%V	*3.7%*	*3.2%*	*2.1%*	*2.5%*	*2.6%*	*1.5%*	*3.2%*	*4.0%*
%H (All HH)		*82.4%*	*21.8%*	*9.2%*	*43.7%*	*9.2%*	*34.5%*	*94.1%*
%H (TV HH)			*26.5%*	*11.2%*	*53.1%*	*11.2%*	*41.8%*	
25 - 34	431	390	178	58	198	66	132	418
%V	*13.5%*	*12.8%*	*14.1%*	*12.9%*	*9.7%*	*8.9%*	*10.2%*	*15.0%*
%H (All HH)		*90.5%*	*41.3%*	*13.5%*	*45.9%*	*15.3%*	*30.6%*	*97.0%*
%H (TV HH)			*45.6%*	*14.9%*	*50.8%*	*16.9%*	*33.8%*	
35 - 44	517	496	247	88	283	136	147	504
%V	*16.2%*	*16.2%*	*19.5%*	*19.6%*	*13.9%*	*18.3%*	*11.4%*	*18.0%*
%H (All HH)		*95.9%*	*47.8%*	*17.0%*	*54.7%*	*26.3%*	*28.4%*	*97.5%*
%H (TV HH)			*49.8%*	*17.7%*	*57.1%*	*27.4%*	*29.6%*	
45 - 54	618	600	265	115	389	167	222	593
%V	*19.3%*	*19.6%*	*21.0%*	*25.7%*	*19.1%*	*22.5%*	*17.1%*	*21.2%*
%H (All HH)		*97.1%*	*42.9%*	*18.6%*	*62.9%*	*27.0%*	*35.9%*	*96.0%*
%H (TV HH)			*44.2%*	*19.2%*	*64.8%*	*27.8%*	*37.0%*	
55 - 64	529	513	218	84	356	145	211	492
%V	*16.6%*	*16.8%*	*17.2%*	*18.8%*	*17.5%*	*19.5%*	*16.3%*	*17.6%*
%H (All HH)		*97.0%*	*41.2%*	*15.9%*	*67.3%*	*27.4%*	*39.9%*	*93.0%*
%H (TV HH)			*42.5%*	*16.4%*	*69.4%*	*28.3%*	*41.1%*	
65 +	979	961	331	91	760	218	542	675
%V	*30.7%*	*31.4%*	*26.2%*	*20.3%*	*37.3%*	*29.3%*	*41.9%*	*24.2%*
%H (All HH)		*98.2%*	*33.8%*	*9.3%*	*77.6%*	*22.3%*	*55.4%*	*68.9%*
%H (TV HH)			*34.4%*	*9.5%*	*79.1%*	*22.7%*	*56.4%*	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 8.3: 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	3194	3058	1264	448	2038	743	1295	2795
%H (All HH)		*95.7%*	*39.6%*	*14.0%*	*63.8%*	*23.3%*	*40.5%*	*87.5%*
%H (TV HH)			*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	
1	959	899	274	101	656	151	504	671
%V	*30.0%*	*29.4%*	*21.7%*	*22.5%*	*32.2%*	*20.3%*	*38.9%*	*24.0%*
%H (All HH)		*93.7%*	*28.6%*	*10.5%*	*68.4%*	*15.7%*	*52.6%*	*70.0%*
%H (TV HH)			*30.5%*	*11.2%*	*73.0%*	*16.8%*	*56.1%*	
2	1137	1091	457	159	740	276	465	1049
%V	*35.6%*	*35.7%*	*36.2%*	*35.5%*	*36.3%*	*37.1%*	*35.9%*	*37.5%*
%H (All HH)		*96.0%*	*40.2%*	*14.0%*	*65.1%*	*24.3%*	*40.9%*	*92.3%*
%H (TV HH)			*41.9%*	*14.6%*	*67.8%*	*25.3%*	*42.6%*	
3	502	485	228	81	300	135	165	488
%V	*15.7%*	*15.9%*	*18.0%*	*18.1%*	*14.7%*	*18.2%*	*12.7%*	*17.5%*
%H (All HH)		*96.6%*	*45.4%*	*16.1%*	*59.8%*	*26.9%*	*32.9%*	*97.2%*
%H (TV HH)			*47.0%*	*16.7%*	*61.9%*	*27.8%*	*34.0%*	
4	414	404	217	69	238	126	112	406
%V	*13.0%*	*13.2%*	*17.2%*	*15.4%*	*11.7%*	*17.0%*	*8.6%*	*14.5%*
%H (All HH)		*97.6%*	*52.4%*	*16.7%*	*57.5%*	*30.4%*	*27.1%*	*98.1%*
%H (TV HH)			*53.7%*	*17.1%*	*58.9%*	*31.2%*	*27.7%*	
5+	181	178	89	38	104	55	49	180
%V	*5.7%*	*5.8%*	*7.0%*	*8.5%*	*5.1%*	*7.4%*	*3.8%*	*6.4%*
%H (All HH)		*98.3%*	*49.2%*	*21.0%*	*57.5%*	*30.4%*	*27.1%*	*99.4%*
%H (TV HH)			*50.0%*	*21.3%*	*58.4%*	*30.9%*	*27.5%*	
Average HH size	2.31	2.33	2.55	2.55	2.23	2.58	2.04	2.44

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

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	3194	3058	1264	448	2038	743	1295	2795
%H (All HH)		*95.7%*	*39.6%*	*14.0%*	*63.8%*	*23.3%*	*40.5%*	*87.5%*
%H (TV HH)			*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	
Without	2379	2267	868	316	1582	536	1046	1999
%V	*74.5%*	*74.1%*	*68.7%*	*70.5%*	*77.6%*	*72.1%*	*80.8%*	*71.5%*
%H (All HH)		*95.3%*	*36.5%*	*13.3%*	*66.5%*	*22.5%*	*44.0%*	*84.0%*
%H (TV HH)			*38.3%*	*13.9%*	*69.8%*	*23.6%*	*46.1%*	
With	815	791	397	132	456	207	249	796
%V	*25.5%*	*25.9%*	*31.4%*	*29.5%*	*22.4%*	*27.9%*	*19.2%*	*28.5%*
%H (All HH)		*97.1%*	*48.7%*	*16.2%*	*56.0%*	*25.4%*	*30.6%*	*97.7%*
%H (TV HH)			*50.2%*	*16.7%*	*57.6%*	*26.2%*	*31.5%*	
0 - 3	300	286	149	38	161	69	92	288
%V	*9.4%*	*9.4%*	*11.8%*	*8.5%*	*7.9%*	*9.3%*	*7.1%*	*10.3%*
%H (All HH)		*95.3%*	*49.7%*	*12.7%*	*53.7%*	*23.0%*	*30.7%*	*96.0%*
%H (TV HH)			*52.1%*	*13.3%*	*56.3%*	*24.1%*	*32.2%*	
4 - 9	414	405	200	77	227	106	121	408
%V	*13.0%*	*13.2%*	*15.8%*	*17.2%*	*11.1%*	*14.3%*	*9.3%*	*14.6%*
%H (All HH)		*97.8%*	*48.3%*	*18.6%*	*54.8%*	*25.6%*	*29.2%*	*98.6%*
%H (TV HH)			*49.4%*	*19.0%*	*56.0%*	*26.2%*	*29.9%*	
10 - 15	378	373	190	66	229	114	114	373
%V	*11.8%*	*12.2%*	*15.0%*	*14.7%*	*11.2%*	*15.3%*	*8.8%*	*13.3%*
%H (All HH)		*98.7%*	*50.3%*	*17.5%*	*60.6%*	*30.2%*	*30.2%*	*98.7%*
%H (TV HH)			*50.9%*	*17.7%*	*61.4%*	*30.6%*	*30.6%*	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage 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

ITV South, South East and Channel Islands

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	3194	3058	1264	448	2038	743	1295	2795
%H (All HH)		*95.7%*	*39.6%*	*14.0%*	*63.8%*	*23.3%*	*40.5%*	*87.5%*
%H (TV HH)			*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	
1	1258	1258	401	165	744	105	639	1031
%V	*39.4%*	*41.1%*	*31.7%*	*36.8%*	*36.5%*	*14.1%*	*49.3%*	*36.9%*
%H (All HH)		*100.0%*	*31.9%*	*13.1%*	*59.1%*	*8.3%*	*50.8%*	*82.0%*
%H (TV HH)			*31.9%*	*13.1%*	*59.1%*	*8.3%*	*50.8%*	
2	974	974	419	136	679	264	415	874
%V	*30.5%*	*31.9%*	*33.1%*	*30.4%*	*33.3%*	*35.5%*	*32.0%*	*31.3%*
%H (All HH)		*100.0%*	*43.0%*	*14.0%*	*69.7%*	*27.1%*	*42.6%*	*89.7%*
%H (TV HH)			*43.0%*	*14.0%*	*69.7%*	*27.1%*	*42.6%*	
3	500	500	264	86	355	202	153	465
%V	*15.7%*	*16.4%*	*20.9%*	*19.2%*	*17.4%*	*27.2%*	*11.8%*	*16.6%*
%H (All HH)		*100.0%*	*52.8%*	*17.2%*	*71.0%*	*40.4%*	*30.6%*	*93.0%*
%H (TV HH)			*52.8%*	*17.2%*	*71.0%*	*40.4%*	*30.6%*	
4	214	214	113	39	169	107	63	209
%V	*6.7%*	*7.0%*	*8.9%*	*8.7%*	*8.3%*	*14.4%*	*4.9%*	*7.5%*
%H (All HH)		*100.0%*	*52.8%*	*18.2%*	*79.0%*	*50.0%*	*29.4%*	*97.7%*
%H (TV HH)			*52.8%*	*18.2%*	*79.0%*	*50.0%*	*29.4%*	
5+	112	112	68	22	91	65	26	109
%V	*3.5%*	*3.7%*	*5.4%*	*4.9%*	*4.5%*	*8.7%*	*2.0%*	*3.9%*
%H (All HH)		*100.0%*	*60.7%*	*19.6%*	*81.3%*	*58.0%*	*23.2%*	*97.3%*
%H (TV HH)			*60.7%*	*19.6%*	*81.3%*	*58.0%*	*23.2%*	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3194	3058	1264	448	2038	743	1295	2795
%H (All HH)		*95.7%*	*39.6%*	*14.0%*	*63.8%*	*23.3%*	*40.5%*	*87.5%*
%H (TV HH)			*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	
Under 20"	496	496	219	64	393	178	215	432
%V	*15.5%*	*16.2%*	*17.3%*	*14.3%*	*19.3%*	*24.0%*	*16.6%*	*15.5%*
%H (All HH)		*100.0%*	*44.2%*	*12.9%*	*79.2%*	*35.9%*	*43.3%*	*87.1%*
%H (TV HH)			*44.2%*	*12.9%*	*79.2%*	*35.9%*	*43.3%*	
20" - 29"	1068	1068	433	155	792	311	481	915
%V	*33.4%*	*34.9%*	*34.3%*	*34.6%*	*38.9%*	*41.9%*	*37.1%*	*32.7%*
%H (All HH)		*100.0%*	*40.5%*	*14.5%*	*74.2%*	*29.1%*	*45.0%*	*85.7%*
%H (TV HH)			*40.5%*	*14.5%*	*74.2%*	*29.1%*	*45.0%*	
30" - 39"	1548	1548	653	229	1091	434	657	1368
%V	*48.5%*	*50.6%*	*51.7%*	*51.1%*	*53.5%*	*58.4%*	*50.7%*	*48.9%*
%H (All HH)		*100.0%*	*42.2%*	*14.8%*	*70.5%*	*28.0%*	*42.4%*	*88.4%*
%H (TV HH)			*42.2%*	*14.8%*	*70.5%*	*28.0%*	*42.4%*	
40" - 49"	1401	1401	675	238	911	438	473	1327
%V	*43.9%*	*45.8%*	*53.4%*	*53.1%*	*44.7%*	*59.0%*	*36.5%*	*47.5%*
%H (All HH)		*100.0%*	*48.2%*	*17.0%*	*65.0%*	*31.3%*	*33.8%*	*94.7%*
%H (TV HH)			*48.2%*	*17.0%*	*65.0%*	*31.3%*	*33.8%*	
50" - 59"	400	400	229	69	234	140	95	387
%V	*12.5%*	*13.1%*	*18.1%*	*15.4%*	*11.5%*	*18.8%*	*7.3%*	*13.8%*
%H (All HH)		*100.0%*	*57.3%*	*17.3%*	*58.5%*	*35.0%*	*23.8%*	*96.8%*
%H (TV HH)			*57.3%*	*17.3%*	*58.5%*	*35.0%*	*23.8%*	
60"+	58	58	34	12	29	19	10	58
%V	*1.8%*	*1.9%*	*2.7%*	*2.7%*	*1.4%*	*2.6%*	*0.8%*	*2.1%*
%H (All HH)		*100.0%*	*58.6%*	*20.7%*	*50.0%*	*32.8%*	*17.2%*	*100.0%*
%H (TV HH)			*58.6%*	*20.7%*	*50.0%*	*32.8%*	*17.2%*	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage 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

ITV South, South East and Channel Islands

Household level data

Table 8.7: 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	3194	3058	1264	448	2038	743	1295	2795
%H (All HH)		*95.7%*	*39.6%*	*14.0%*	*63.8%*	*23.3%*	*40.5%*	*87.5%*
%H (TV HH)			*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	
Main living room	3023	3023	1257	445	2016	739	1276	2656
%V	*94.6%*	*98.9%*	*99.4%*	*99.3%*	*98.9%*	*99.5%*	*98.5%*	*95.0%*
%H (All HH)		*100.0%*	*41.6%*	*14.7%*	*66.7%*	*24.4%*	*42.2%*	*87.9%*
%H (TV HH)			*41.6%*	*14.7%*	*66.7%*	*24.4%*	*42.2%*	
Kitchen	343	343	167	49	280	152	128	314
%V	*10.7%*	*11.2%*	*13.2%*	*10.9%*	*13.7%*	*20.5%*	*9.9%*	*11.2%*
%H (All HH)		*100.0%*	*48.7%*	*14.3%*	*81.6%*	*44.3%*	*37.3%*	*91.5%*
%H (TV HH)			*48.7%*	*14.3%*	*81.6%*	*44.3%*	*37.3%*	
Adult's bedroom	1413	1413	680	234	1010	512	499	1300
%V	*44.2%*	*46.2%*	*53.8%*	*52.2%*	*49.6%*	*68.9%*	*38.5%*	*46.5%*
%H (All HH)		*100.0%*	*48.1%*	*16.6%*	*71.5%*	*36.2%*	*35.3%*	*92.0%*
%H (TV HH)			*48.1%*	*16.6%*	*71.5%*	*36.2%*	*35.3%*	
Child's bedroom	246	246	150	43	157	100	56	242
%V	*7.7%*	*8.0%*	*11.9%*	*9.6%*	*7.7%*	*13.5%*	*4.3%*	*8.7%*
%H (All HH)		*100.0%*	*61.0%*	*17.5%*	*63.8%*	*40.7%*	*22.8%*	*98.4%*
%H (TV HH)			*61.0%*	*17.5%*	*63.8%*	*40.7%*	*22.8%*	
Other bedroom	258	258	134	46	201	119	82	242
%V	*8.1%*	*8.4%*	*10.6%*	*10.3%*	*9.9%*	*16.0%*	*6.3%*	*8.7%*
%H (All HH)		*100.0%*	*51.9%*	*17.8%*	*77.9%*	*46.1%*	*31.8%*	*93.8%*
%H (TV HH)			*51.9%*	*17.8%*	*77.9%*	*46.1%*	*31.8%*	
Second living/dining room	270	270	121	49	208	107	101	250
%V	*8.5%*	*8.8%*	*9.6%*	*10.9%*	*10.2%*	*14.4%*	*7.8%*	*8.9%*
%H (All HH)		*100.0%*	*44.8%*	*18.1%*	*77.0%*	*39.6%*	*37.4%*	*92.6%*
%H (TV HH)			*44.8%*	*18.1%*	*77.0%*	*39.6%*	*37.4%*	
Study/office	61	61	37	5	46	26	20	60
%V	*1.9%*	*2.0%*	*2.9%*	*1.1%*	*2.3%*	*3.5%*	*1.5%*	*2.1%*
%H (All HH)		*100.0%*	*60.7%*	*8.2%*	*75.4%*	*42.6%*	*32.8%*	*98.4%*
%H (TV HH)			*60.7%*	*8.2%*	*75.4%*	*42.6%*	*32.8%*	
TV room	28	28	19	4	15	10	6	28
%V	*0.9%*	*0.9%*	*1.5%*	*0.9%*	*0.7%*	*1.3%*	*0.5%*	*1.0%*
%H (All HH)		*100.0%*	*67.9%*	*14.3%*	*53.6%*	*35.7%*	*21.4%*	*100.0%*
%H (TV HH)			*67.9%*	*14.3%*	*53.6%*	*35.7%*	*21.4%*	
Conservatory	67	67	31	16	53	32	21	63
%V	*2.1%*	*2.2%*	*2.5%*	*3.6%*	*2.6%*	*4.3%*	*1.6%*	*2.3%*
%H (All HH)		*100.0%*	*46.3%*	*23.9%*	*79.1%*	*47.8%*	*31.3%*	*94.0%*
%H (TV HH)			*46.3%*	*23.9%*	*79.1%*	*47.8%*	*31.3%*	
Attic or loft room	7	7	5	0	6	4	2	7
%V	*0.2%*	*0.2%*	*0.4%*	*0.0%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*71.4%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	*100.0%*
%H (TV HH)			*71.4%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	
No specific location	6	6	2	1	3	2	1	6
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*33.3%*	*16.7%*	*50.0%*	*33.3%*	*16.7%*	*100.0%*
%H (TV HH)			*33.3%*	*16.7%*	*50.0%*	*33.3%*	*16.7%*	
Other	35	35	22	4	29	18	11	34
%V	*1.1%*	*1.1%*	*1.7%*	*0.9%*	*1.4%*	*2.4%*	*0.8%*	*1.2%*
%H (All HH)		*100.0%*	*62.9%*	*11.4%*	*82.9%*	*51.4%*	*31.4%*	*97.1%*
%H (TV HH)			*62.9%*	*11.4%*	*82.9%*	*51.4%*	*31.4%*	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

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	3194	3058	1264	448	2038	743	1295	2795
%H (All HH)		*95.7%*	*39.6%*	*14.0%*	*63.8%*	*23.3%*	*40.5%*	*87.5%*
%H (TV HH)			*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	
Any DSAT provider	1264	1264	1264	28	587	587	0	1188
%V	*39.6%*	*41.3%*	*100.0%*	*6.3%*	*28.8%*	*79.0%*	*0.0%*	*42.5%*
%H (All HH)			*100.0%*	*2.2%*	*46.4%*	*46.4%*	*0.0%*	*94.0%*
%H (TV HH)			*100.0%*	*2.2%*	*46.4%*	*46.4%*	*0.0%*	
Sky with subcription	1003	1003	1003	11	463	463	0	954
%V	*31.4%*	*32.8%*	*79.4%*	*2.5%*	*22.7%*	*62.3%*	*0.0%*	*34.1%*
%H (All HH)			*100.0%*	*1.1%*	*46.2%*	*46.2%*	*0.0%*	*95.1%*
%H (TV HH)			*100.0%*	*1.1%*	*46.2%*	*46.2%*	*0.0%*	
Sky without subscription	74	74	74	8	30	30	0	62
%V	*2.3%*	*2.4%*	*5.9%*	*1.8%*	*1.5%*	*4.0%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*10.8%*	*40.5%*	*40.5%*	*0.0%*	*83.8%*
%H (TV HH)			*100.0%*	*10.8%*	*40.5%*	*40.5%*	*0.0%*	
Freesat	195	195	195	8	102	102	0	179
%V	*6.1%*	*6.4%*	*15.4%*	*1.8%*	*5.0%*	*13.7%*	*0.0%*	*6.4%*
%H (All HH)			*100.0%*	*4.1%*	*52.3%*	*52.3%*	*0.0%*	*91.8%*
%H (TV HH)			*100.0%*	*4.1%*	*52.3%*	*52.3%*	*0.0%*	
Other satellite provider	63	63	63	7	33	33	0	63
%V	*2.0%*	*2.1%*	*5.0%*	*1.6%*	*1.6%*	*4.4%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*11.1%*	*52.4%*	*52.4%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*11.1%*	*52.4%*	*52.4%*	*0.0%*	
DCAB	448	448	28	448	167	167	0	427
%V	*14.0%*	*14.7%*	*2.2%*	*100.0%*	*8.2%*	*22.5%*	*0.0%*	*15.3%*
%H (All HH)			*6.3%*	*100.0%*	*37.3%*	*37.3%*	*0.0%*	*95.3%*
%H (TV HH)			*6.3%*	*100.0%*	*37.3%*	*37.3%*	*0.0%*	
DTT	2038	2038	587	167	2038	743	1295	1727
%V	*63.8%*	*66.6%*	*46.4%*	*37.3%*	*100.0%*	*100.0%*	*100.0%*	*61.8%*
%H (All HH)		*100.0%*	*28.8%*	*8.2%*	*100.0%*	*36.5%*	*63.5%*	*84.7%*
%H (TV HH)			*28.8%*	*8.2%*	*100.0%*	*36.5%*	*63.5%*	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage 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

ITV South, South East and Channel Islands

Household level data

Table 8.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3194	3058	1264	448	2038	743	1295	2795
%H (All HH)		*95.7%*	*39.6%*	*14.0%*	*63.8%*	*23.3%*	*40.5%*	*87.5%*
%H (TV HH)			*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	
PVR	2060	2060	1123	401	1241	681	560	1932
%V	*64.5%*	*67.4%*	*88.8%*	*89.5%*	*60.9%*	*91.7%*	*43.2%*	*69.1%*
%H (All HH)		*100.0%*	*54.5%*	*19.5%*	*60.2%*	*33.1%*	*27.2%*	*93.8%*
%H (TV HH)			*54.5%*	*19.5%*	*60.2%*	*33.1%*	*27.2%*	
DVDR	73	73	27	9	57	21	36	61
%V	*2.3%*	*2.4%*	*2.1%*	*2.0%*	*2.8%*	*2.8%*	*2.8%*	*2.2%*
%H (All HH)		*100.0%*	*37.0%*	*12.3%*	*78.1%*	*28.8%*	*49.3%*	*83.6%*
%H (TV HH)			*37.0%*	*12.3%*	*78.1%*	*28.8%*	*49.3%*	
VCR	36	36	13	3	29	9	20	26
%V	*1.1%*	*1.2%*	*1.0%*	*0.7%*	*1.4%*	*1.2%*	*1.5%*	*0.9%*
%H (All HH)		*100.0%*	*36.1%*	*8.3%*	*80.6%*	*25.0%*	*55.6%*	*72.2%*
%H (TV HH)			*36.1%*	*8.3%*	*80.6%*	*25.0%*	*55.6%*	
Any recorder	2099	2099	1129	401	1275	683	591	1957
%V	*65.7%*	*68.6%*	*89.3%*	*89.5%*	*62.6%*	*91.9%*	*45.6%*	*70.0%*
%H (All HH)		*100.0%*	*53.8%*	*19.1%*	*60.7%*	*32.5%*	*28.2%*	*93.2%*
%H (TV HH)			*53.8%*	*19.1%*	*60.7%*	*32.5%*	*28.2%*	
Receives HDTV (via STB or built-in reception)	2135	2135	971	402	1440	650	790	1992
%V	*66.8%*	*69.8%*	*76.8%*	*89.7%*	*70.7%*	*87.5%*	*61.0%*	*71.3%*
%H (All HH)		*100.0%*	*45.5%*	*18.8%*	*67.4%*	*30.4%*	*37.0%*	*93.3%*
%H (TV HH)			*45.5%*	*18.8%*	*67.4%*	*30.4%*	*37.0%*	
DVD/Blu-ray player or recorder	2257	2257	980	352	1512	616	895	2068
%V	*70.7%*	*73.8%*	*77.5%*	*78.6%*	*74.2%*	*82.9%*	*69.1%*	*74.0%*
%H (All HH)		*100.0%*	*43.4%*	*15.6%*	*67.0%*	*27.3%*	*39.7%*	*91.6%*
%H (TV HH)			*43.4%*	*15.6%*	*67.0%*	*27.3%*	*39.7%*	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 8.10: 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	3194	3058	1264	448	2038	743	1295	2795
%H (All HH)		*95.7%*	*39.6%*	*14.0%*	*63.8%*	*23.3%*	*40.5%*	*87.5%*
%H (TV HH)			*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	
Has broadband internet	2795	2687	1188	427	1727	702	1025	2795
%V	*87.5%*	*87.9%*	*94.0%*	*95.3%*	*84.7%*	*94.5%*	*79.2%*	*100.0%*
%H (All HH)		*96.1%*	*42.5%*	*15.3%*	*61.8%*	*25.1%*	*36.7%*	*100.0%*
%H (TV HH)			*44.2%*	*15.9%*	*64.3%*	*26.1%*	*38.1%*	
Number of computers (PCs and laptops)								
0	463	433	104	32	348	54	294	100
%V	*14.5%*	*14.2%*	*8.2%*	*7.1%*	*17.1%*	*7.3%*	*22.7%*	*3.6%*
%H (All HH)		*93.5%*	*22.5%*	*6.9%*	*75.2%*	*11.7%*	*63.5%*	*21.6%*
%H (TV HH)			*24.0%*	*7.4%*	*80.4%*	*12.5%*	*67.9%*	
1	731	690	248	88	473	135	338	700
%V	*22.9%*	*22.6%*	*19.6%*	*19.6%*	*23.2%*	*18.2%*	*26.1%*	*25.0%*
%H (All HH)		*94.4%*	*33.9%*	*12.0%*	*64.7%*	*18.5%*	*46.2%*	*95.8%*
%H (TV HH)			*35.9%*	*12.8%*	*68.6%*	*19.6%*	*49.0%*	
2	789	754	329	124	465	184	282	788
%V	*24.7%*	*24.7%*	*26.0%*	*27.7%*	*22.8%*	*24.8%*	*21.8%*	*28.2%*
%H (All HH)		*95.6%*	*41.7%*	*15.7%*	*58.9%*	*23.3%*	*35.7%*	*99.9%*
%H (TV HH)			*43.6%*	*16.4%*	*61.7%*	*24.4%*	*37.4%*	
3	510	494	242	76	305	132	173	509
%V	*16.0%*	*16.2%*	*19.1%*	*17.0%*	*15.0%*	*17.8%*	*13.4%*	*18.2%*
%H (All HH)		*96.9%*	*47.5%*	*14.9%*	*59.8%*	*25.9%*	*33.9%*	*99.8%*
%H (TV HH)			*49.0%*	*15.4%*	*61.7%*	*26.7%*	*35.0%*	
4	304	299	147	54	194	98	96	304
%V	*9.5%*	*9.8%*	*11.6%*	*12.1%*	*9.5%*	*13.2%*	*7.4%*	*10.9%*
%H (All HH)		*98.4%*	*48.4%*	*17.8%*	*63.8%*	*32.2%*	*31.6%*	*100.0%*
%H (TV HH)			*49.2%*	*18.1%*	*64.9%*	*32.8%*	*32.1%*	
5+	396	387	195	73	253	141	112	395
%V	*12.4%*	*12.7%*	*15.4%*	*16.3%*	*12.4%*	*19.0%*	*8.6%*	*14.1%*
%H (All HH)		*97.7%*	*49.2%*	*18.4%*	*63.9%*	*35.6%*	*28.3%*	*99.7%*
%H (TV HH)			*50.4%*	*18.9%*	*65.4%*	*36.4%*	*28.9%*	

Base: ITV South, South East and Channel Islands - Households (000s)

%V = percentage 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

ITV South, South East and Channel Islands

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6154	2842	966	4321	2009	2312	5586
%H		*46.2%*	*15.7%*	*70.2%*	*32.6%*	*37.6%*	*90.8%*
Under 20"	635	287	82	512	244	269	558
%V	*10.3%*	*10.1%*	*8.5%*	*11.8%*	*12.1%*	*11.6%*	*10.0%*
%H		*45.2%*	*12.9%*	*80.6%*	*38.4%*	*42.4%*	*87.9%*
20" - 29"	1411	605	204	1065	460	605	1224
%V	*22.9%*	*21.3%*	*21.1%*	*24.6%*	*22.9%*	*26.2%*	*21.9%*
%H		*42.9%*	*14.5%*	*75.5%*	*32.6%*	*42.9%*	*86.7%*
30" - 39"	1875	813	293	1321	560	761	1677
%V	*30.5%*	*28.6%*	*30.3%*	*30.6%*	*27.9%*	*32.9%*	*30.0%*
%H		*43.4%*	*15.6%*	*70.5%*	*29.9%*	*40.6%*	*89.4%*
40" - 49"	1656	819	291	1077	551	526	1578
%V	*26.9%*	*28.8%*	*30.1%*	*24.9%*	*27.4%*	*22.8%*	*28.2%*
%H		*49.5%*	*17.6%*	*65.0%*	*33.3%*	*31.8%*	*95.3%*
50" - 59"	431	249	75	256	158	99	418
%V	*7.0%*	*8.8%*	*7.8%*	*5.9%*	*7.9%*	*4.3%*	*7.5%*
%H		*57.8%*	*17.4%*	*59.4%*	*36.7%*	*23.0%*	*97.0%*
60"+	61	37	13	30	20	10	61
%V	*1.0%*	*1.3%*	*1.3%*	*0.7%*	*1.0%*	*0.4%*	*1.1%*
%H		*60.7%*	*21.3%*	*49.2%*	*32.8%*	*16.4%*	*100.0%*
Don't know	86	34	8	60	17	43	70
%V	*1.4%*	*1.2%*	*0.8%*	*1.4%*	*0.8%*	*1.9%*	*1.3%*
%H		*39.5%*	*9.3%*	*69.8%*	*19.8%*	*50.0%*	*81.4%*

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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	6154	2842	966	4321	2009	2312	5586
%H		*46.2%*	*15.7%*	*70.2%*	*32.6%*	*37.6%*	*90.8%*
Main living room	3037	1264	446	2025	743	1282	2666
%V	*49.4%*	*44.5%*	*46.2%*	*46.9%*	*37.0%*	*55.4%*	*47.7%*
%H		*41.6%*	*14.7%*	*66.7%*	*24.5%*	*42.2%*	*87.8%*
Kitchen	343	168	49	281	152	128	315
%V	*5.6%*	*5.9%*	*5.1%*	*6.5%*	*7.6%*	*5.5%*	*5.6%*
%H		*49.0%*	*14.3%*	*81.9%*	*44.3%*	*37.3%*	*91.8%*
Adult's bedroom	1667	812	281	1203	631	572	1546
%V	*27.1%*	*28.6%*	*29.1%*	*27.8%*	*31.4%*	*24.7%*	*27.7%*
%H		*48.7%*	*16.9%*	*72.2%*	*37.9%*	*34.3%*	*92.7%*
Child's bedroom	322	198	57	206	136	71	318
%V	*5.2%*	*7.0%*	*5.9%*	*4.8%*	*6.8%*	*3.1%*	*5.7%*
%H		*61.5%*	*17.7%*	*64.0%*	*42.2%*	*22.0%*	*98.8%*
Other bedroom	300	157	54	235	141	94	283
%V	*4.9%*	*5.5%*	*5.6%*	*5.4%*	*7.0%*	*4.1%*	*5.1%*
%H		*52.3%*	*18.0%*	*78.3%*	*47.0%*	*31.3%*	*94.3%*
Second living/dining room	274	123	49	211	109	103	254
%V	*4.5%*	*4.3%*	*5.1%*	*4.9%*	*5.4%*	*4.5%*	*4.5%*
%H		*44.9%*	*17.9%*	*77.0%*	*39.8%*	*37.6%*	*92.7%*
Study/office	62	38	5	47	27	20	62
%V	*1.0%*	*1.3%*	*0.5%*	*1.1%*	*1.3%*	*0.9%*	*1.1%*
%H		*61.3%*	*8.1%*	*75.8%*	*43.5%*	*32.3%*	*100.0%*
TV room	28	19	4	15	10	6	28
%V	*0.5%*	*0.7%*	*0.4%*	*0.3%*	*0.5%*	*0.3%*	*0.5%*
%H		*67.9%*	*14.3%*	*53.6%*	*35.7%*	*21.4%*	*100.0%*
Conservatory	67	31	16	53	32	21	63
%V	*1.1%*	*1.1%*	*1.7%*	*1.2%*	*1.6%*	*0.9%*	*1.1%*
%H		*46.3%*	*23.9%*	*79.1%*	*47.8%*	*31.3%*	*94.0%*
Attic or loft room	7	5	0	6	4	2	7
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*71.4%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	*100.0%*
No specific location	7	2	1	5	2	3	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*28.6%*	*14.3%*	*71.4%*	*28.6%*	*42.9%*	*100.0%*
Other	39	26	5	33	22	11	38
%V	*0.6%*	*0.9%*	*0.5%*	*0.8%*	*1.1%*	*0.5%*	*0.7%*
%H		*66.7%*	*12.8%*	*84.6%*	*56.4%*	*28.2%*	*97.4%*

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV South, South East and Channel Islands

Set level data

Table 8.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6154	2842	966	4321	2009	2312	5586
%H		*46.2%*	*15.7%*	*70.2%*	*32.6%*	*37.6%*	*90.8%*
PVR	2789	1642	558	1610	979	631	2635
%V	*45.3%*	*57.8%*	*57.8%*	*37.3%*	*48.7%*	*27.3%*	*47.2%*
%H		*58.9%*	*20.0%*	*57.7%*	*35.1%*	*22.6%*	*94.5%*
DVDR	81	31	11	60	22	37	69
%V	*1.3%*	*1.1%*	*1.1%*	*1.4%*	*1.1%*	*1.6%*	*1.2%*
%H		*38.3%*	*13.6%*	*74.1%*	*27.2%*	*45.7%*	*85.2%*
VCR	36	14	3	30	10	20	26
%V	*0.6%*	*0.5%*	*0.3%*	*0.7%*	*0.5%*	*0.9%*	*0.5%*
%H		*38.9%*	*8.3%*	*83.3%*	*27.8%*	*55.6%*	*72.2%*
Any recorder	2842	1655	559	1655	985	670	2672
%V	*46.2%*	*58.2%*	*57.9%*	*38.3%*	*49.0%*	*29.0%*	*47.8%*
%H		*58.2%*	*19.7%*	*58.2%*	*34.7%*	*23.6%*	*94.0%*

Base: ITV South, South East and Channel Islands - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6154	2842	966	4321	2009	2312	5586
%H		*46.2%*	*15.7%*	*70.2%*	*32.6%*	*37.6%*	*90.8%*
Receives HDTV (via STB or built-in reception)	3261	1569	650	2269	1179	1090	3075
%V	*53.0%*	*55.2%*	*67.3%*	*52.5%*	*58.7%*	*47.1%*	*55.0%*
%H		*48.1%*	*19.9%*	*69.6%*	*36.2%*	*33.4%*	*94.3%*
DVD/Blu-ray player or recorder	3335	1535	563	2280	1069	1210	3103
%V	*54.2%*	*54.0%*	*58.3%*	*52.8%*	*53.2%*	*52.3%*	*55.5%*
%H		*46.0%*	*16.9%*	*68.4%*	*32.1%*	*36.3%*	*93.0%*

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3057	1264	448	2037	743	1294	2686
%H		*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	*87.9%*
Under 20"	39	7	3	30	2	28	30
%V	*1.3%*	*0.6%*	*0.7%*	*1.5%*	*0.3%*	*2.2%*	*1.1%*
%H		*17.9%*	*7.7%*	*76.9%*	*5.1%*	*71.8%*	*76.9%*
20" - 29"	326	82	31	236	31	206	224
%V	*10.7%*	*6.5%*	*6.9%*	*11.6%*	*4.2%*	*15.9%*	*8.3%*
%H		*25.2%*	*9.5%*	*72.4%*	*9.5%*	*63.2%*	*68.7%*
30" - 39"	994	340	136	705	198	507	829
%V	*32.5%*	*26.9%*	*30.4%*	*34.6%*	*26.6%*	*39.2%*	*30.9%*
%H		*34.2%*	*13.7%*	*70.9%*	*19.9%*	*51.0%*	*83.4%*
40" - 49"	1230	578	203	794	365	429	1162
%V	*40.2%*	*45.7%*	*45.3%*	*39.0%*	*49.1%*	*33.2%*	*43.3%*
%H		*47.0%*	*16.5%*	*64.6%*	*29.7%*	*34.9%*	*94.5%*
50" - 59"	375	214	62	217	127	91	362
%V	*12.3%*	*16.9%*	*13.8%*	*10.7%*	*17.1%*	*7.0%*	*13.5%*
%H		*57.1%*	*16.5%*	*57.9%*	*33.9%*	*24.3%*	*96.5%*
60"+	50	30	11	23	15	8	50
%V	*1.6%*	*2.4%*	*2.5%*	*1.1%*	*2.0%*	*0.6%*	*1.9%*
%H		*60.0%*	*22.0%*	*46.0%*	*30.0%*	*16.0%*	*100.0%*
Don't know	42	14	1	31	6	25	29
%V	*1.4%*	*1.1%*	*0.2%*	*1.5%*	*0.8%*	*1.9%*	*1.1%*
%H		*33.3%*	*2.4%*	*73.8%*	*14.3%*	*59.5%*	*69.0%*

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV South, South East and Channel Islands

Set level data

Table 8.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3057	1264	448	2037	743	1294	2686
%H		*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	*87.9%*
PVR	2013	1109	395	1200	669	531	1890
%V	*65.8%*	*87.7%*	*88.2%*	*58.9%*	*90.0%*	*41.0%*	*70.4%*
%H		*55.1%*	*19.6%*	*59.6%*	*33.2%*	*26.4%*	*93.9%*
DVDR	59	21	7	45	15	30	48
%V	*1.9%*	*1.7%*	*1.6%*	*2.2%*	*2.0%*	*2.3%*	*1.8%*
%H		*35.6%*	*11.9%*	*76.3%*	*25.4%*	*50.8%*	*81.4%*
VCR	24	7	3	19	4	14	15
%V	*0.8%*	*0.6%*	*0.7%*	*0.9%*	*0.5%*	*1.1%*	*0.6%*
%H		*29.2%*	*12.5%*	*79.2%*	*16.7%*	*58.3%*	*62.5%*
Any recorder	2047	1115	396	1230	671	559	1910
%V	*67.0%*	*88.2%*	*88.4%*	*60.4%*	*90.3%*	*43.2%*	*71.1%*
%H		*54.5%*	*19.3%*	*60.1%*	*32.8%*	*27.3%*	*93.3%*

Base: ITV South, South East and Channel Islands - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3057	1264	448	2037	743	1294	2686
%H		*41.3%*	*14.7%*	*66.6%*	*24.3%*	*42.3%*	*87.9%*
Receives HDTV (via STB or built-in reception)	2074	937	397	1387	621	766	1934
%V	*67.8%*	*74.1%*	*88.6%*	*68.1%*	*83.6%*	*59.2%*	*72.0%*
%H		*45.2%*	*19.1%*	*66.9%*	*29.9%*	*36.9%*	*93.2%*
DVD/Blu-ray player or recorder	2063	886	324	1372	548	824	1892
%V	*67.5%*	*70.1%*	*72.3%*	*67.4%*	*73.8%*	*63.7%*	*70.4%*
%H		*42.9%*	*15.7%*	*66.5%*	*26.6%*	*39.9%*	*91.7%*

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3098	1578	518	2284	1266	1018	2900
%H		*50.9%*	*16.7%*	*73.7%*	*40.9%*	*32.9%*	*93.6%*
Under 20"	596	280	79	483	242	241	528
%V	*19.2%*	*17.7%*	*15.3%*	*21.1%*	*19.1%*	*23.7%*	*18.2%*
%H		*47.0%*	*13.3%*	*81.0%*	*40.6%*	*40.4%*	*88.6%*
20" - 29"	1085	523	173	829	429	400	1000
%V	*35.0%*	*33.1%*	*33.4%*	*36.3%*	*33.9%*	*39.3%*	*34.5%*
%H		*48.2%*	*15.9%*	*76.4%*	*39.5%*	*36.9%*	*92.2%*
30" - 39"	881	472	157	616	363	253	849
%V	*28.4%*	*29.9%*	*30.3%*	*27.0%*	*28.7%*	*24.9%*	*29.3%*
%H		*53.6%*	*17.8%*	*69.9%*	*41.2%*	*28.7%*	*96.4%*
40" - 49"	425	240	88	283	186	97	416
%V	*13.7%*	*15.2%*	*17.0%*	*12.4%*	*14.7%*	*9.5%*	*14.3%*
%H		*56.5%*	*20.7%*	*66.6%*	*43.8%*	*22.8%*	*97.9%*
50" - 59"	56	35	13	39	31	8	56
%V	*1.8%*	*2.2%*	*2.5%*	*1.7%*	*2.4%*	*0.8%*	*1.9%*
%H		*62.5%*	*23.2%*	*69.6%*	*55.4%*	*14.3%*	*100.0%*
60"+	10	7	2	7	5	1	10
%V	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.1%*	*0.3%*
%H		*70.0%*	*20.0%*	*70.0%*	*50.0%*	*10.0%*	*100.0%*
Don't know	44	20	7	28	11	18	41
%V	*1.4%*	*1.3%*	*1.4%*	*1.2%*	*0.9%*	*1.8%*	*1.4%*
%H		*45.5%*	*15.9%*	*63.6%*	*25.0%*	*40.9%*	*93.2%*

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3098	1578	518	2284	1266	1018	2900
%H		*50.9%*	*16.7%*	*73.7%*	*40.9%*	*32.9%*	*93.6%*
PVR	776	533	163	410	310	100	745
%V	*25.0%*	*33.8%*	*31.5%*	*18.0%*	*24.5%*	*9.8%*	*25.7%*
%H		*68.7%*	*21.0%*	*52.8%*	*39.9%*	*12.9%*	*96.0%*
DVDR	22	9	3	15	7	8	21
%V	*0.7%*	*0.6%*	*0.6%*	*0.7%*	*0.6%*	*0.8%*	*0.7%*
%H		*40.9%*	*13.6%*	*68.2%*	*31.8%*	*36.4%*	*95.5%*
VCR	12	7	0	11	6	6	11
%V	*0.4%*	*0.4%*	*0.0%*	*0.5%*	*0.5%*	*0.6%*	*0.4%*
%H		*58.3%*	*0.0%*	*91.7%*	*50.0%*	*50.0%*	*91.7%*
Any recorder	795	540	164	425	314	111	763
%V	*25.7%*	*34.2%*	*31.7%*	*18.6%*	*24.8%*	*10.9%*	*26.3%*
%H		*67.9%*	*20.6%*	*53.5%*	*39.5%*	*14.0%*	*96.0%*

Base: ITV South, South East and Channel Islands - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3098	1578	518	2284	1266	1018	2900
%H		*50.9%*	*16.7%*	*73.7%*	*40.9%*	*32.9%*	*93.6%*
Receives HDTV (via STB or built-in reception)	1187	632	253	882	558	323	1141
%V	*38.3%*	*40.1%*	*48.8%*	*38.6%*	*44.1%*	*31.7%*	*39.3%*
%H		*53.2%*	*21.3%*	*74.3%*	*47.0%*	*27.2%*	*96.1%*
DVD/Blu-ray player or recorder	1272	650	239	908	521	387	1211
%V	*41.1%*	*41.2%*	*46.1%*	*39.8%*	*41.2%*	*38.0%*	*41.8%*
%H		*51.1%*	*18.8%*	*71.4%*	*41.0%*	*30.4%*	*95.2%*

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 8.21: Age 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 Inds	7380	7114	3223	1142	4552	1914	2638	6832
%H		*96.4%*	*43.7%*	*15.5%*	*61.7%*	*25.9%*	*35.7%*	*92.6%*
Total Children	1387	1351	697	232	789	382	407	1358
%V	*18.8%*	*19.0%*	*21.6%*	*20.3%*	*17.3%*	*20.0%*	*15.4%*	*19.9%*
%H		*97.4%*	*50.3%*	*16.7%*	*56.9%*	*27.5%*	*29.3%*	*97.9%*
0 - 3	353	338	181	47	185	83	102	339
%V	*4.8%*	*4.8%*	*5.6%*	*4.1%*	*4.1%*	*4.3%*	*3.9%*	*5.0%*
%H		*95.8%*	*51.3%*	*13.3%*	*52.4%*	*23.5%*	*28.9%*	*96.0%*
4 - 15	1034	1014	516	184	604	299	305	1019
%V	*14.0%*	*14.3%*	*16.0%*	*16.1%*	*13.3%*	*15.6%*	*11.6%*	*14.9%*
%H		*98.1%*	*49.9%*	*17.8%*	*58.4%*	*28.9%*	*29.5%*	*98.5%*
4 - 9	546	533	262	105	304	145	159	538
%V	*7.4%*	*7.5%*	*8.1%*	*9.2%*	*6.7%*	*7.6%*	*6.0%*	*7.9%*
%H		*97.6%*	*48.0%*	*19.2%*	*55.7%*	*26.6%*	*29.1%*	*98.5%*
10 - 15	488	480	253	79	300	154	146	481
%V	*6.6%*	*6.7%*	*7.8%*	*6.9%*	*6.6%*	*8.0%*	*5.5%*	*7.0%*
%H		*98.4%*	*51.8%*	*16.2%*	*61.5%*	*31.6%*	*29.9%*	*98.6%*

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV South, South East and Channel Islands

Individual level data

Table 8.22: Adults - 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 Inds	7380	7114	3223	1142	4552	1914	2638	6832
%H		*96.4%*	*43.7%*	*15.5%*	*61.7%*	*25.9%*	*35.7%*	*92.6%*
Total Adults (16+)	5993	5763	2526	910	3763	1532	2231	5474
%V	*81.2%*	*81.0%*	*78.4%*	*79.7%*	*82.7%*	*80.0%*	*84.6%*	*80.1%*
%H		*96.2%*	*42.1%*	*15.2%*	*62.8%*	*25.6%*	*37.2%*	*91.3%*
16 - 19	293	284	145	54	175	95	81	289
%V	*4.0%*	*4.0%*	*4.5%*	*4.7%*	*3.8%*	*5.0%*	*3.1%*	*4.2%*
%H		*96.9%*	*49.5%*	*18.4%*	*59.7%*	*32.4%*	*27.6%*	*98.6%*
20 - 24	434	389	148	63	222	86	136	425
%V	*5.9%*	*5.5%*	*4.6%*	*5.5%*	*4.9%*	*4.5%*	*5.2%*	*6.2%*
%H		*89.6%*	*34.1%*	*14.5%*	*51.2%*	*19.8%*	*31.3%*	*97.9%*
25 - 34	891	816	369	139	434	165	269	865
%V	*12.1%*	*11.5%*	*11.4%*	*12.2%*	*9.5%*	*8.6%*	*10.2%*	*12.7%*
%H		*91.6%*	*41.4%*	*15.6%*	*48.7%*	*18.5%*	*30.2%*	*97.1%*
35 - 44	934	901	460	162	505	249	256	915
%V	*12.7%*	*12.7%*	*14.3%*	*14.2%*	*11.1%*	*13.0%*	*9.7%*	*13.4%*
%H		*96.5%*	*49.3%*	*17.3%*	*54.1%*	*26.7%*	*27.4%*	*98.0%*
45 - 54	1075	1047	481	202	683	317	367	1038
%V	*14.6%*	*14.7%*	*14.9%*	*17.7%*	*15.0%*	*16.6%*	*13.9%*	*15.2%*
%H		*97.4%*	*44.7%*	*18.8%*	*63.5%*	*29.5%*	*34.1%*	*96.6%*
55 - 64	871	852	383	135	589	252	337	823
%V	*11.8%*	*12.0%*	*11.9%*	*11.8%*	*12.9%*	*13.2%*	*12.8%*	*12.0%*
%H		*97.8%*	*44.0%*	*15.5%*	*67.6%*	*28.9%*	*38.7%*	*94.5%*
65+	1495	1475	540	156	1154	369	785	1119
%V	*20.3%*	*20.7%*	*16.8%*	*13.7%*	*25.4%*	*19.3%*	*29.8%*	*16.4%*
%H		*98.7%*	*36.1%*	*10.4%*	*77.2%*	*24.7%*	*52.5%*	*74.8%*

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5993	5763	2526	910	3763	1532	2231	5474
%H		*96.2%*	*42.1%*	*15.2%*	*62.8%*	*25.6%*	*37.2%*	*91.3%*
AB	1904	1843	855	305	1162	492	670	1861
%V	*31.8%*	*32.0%*	*33.8%*	*33.5%*	*30.9%*	*32.1%*	*30.0%*	*34.0%*
%H		*96.8%*	*44.9%*	*16.0%*	*61.0%*	*25.8%*	*35.2%*	*97.7%*
C1	1893	1815	780	294	1181	487	695	1768
%V	*31.6%*	*31.5%*	*30.9%*	*32.3%*	*31.4%*	*31.8%*	*31.2%*	*32.3%*
%H		*95.9%*	*41.2%*	*15.5%*	*62.4%*	*25.7%*	*36.7%*	*93.4%*
C2	1200	1164	492	189	803	339	465	1077
%V	*20.0%*	*20.2%*	*19.5%*	*20.8%*	*21.3%*	*22.1%*	*20.8%*	*19.7%*
%H		*97.0%*	*41.0%*	*15.8%*	*66.9%*	*28.3%*	*38.8%*	*89.8%*
D	687	648	302	92	399	155	244	569
%V	*11.5%*	*11.2%*	*12.0%*	*10.1%*	*10.6%*	*10.1%*	*10.9%*	*10.4%*
%H		*94.3%*	*44.0%*	*13.4%*	*58.1%*	*22.6%*	*35.5%*	*82.8%*
E	310	292	98	30	217	60	157	199
%V	*5.2%*	*5.1%*	*3.9%*	*3.3%*	*5.8%*	*3.9%*	*7.0%*	*3.6%*
%H		*94.2%*	*31.6%*	*9.7%*	*70.0%*	*19.4%*	*50.6%*	*64.2%*

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5993	5763	2526	910	3763	1532	2231	5474
%H		*96.2%*	*42.1%*	*15.2%*	*62.8%*	*25.6%*	*37.2%*	*91.3%*
Working full time	2870	2756	1291	502	1656	750	906	2809
%V	*47.9%*	*47.8%*	*51.1%*	*55.2%*	*44.0%*	*49.0%*	*40.6%*	*51.3%*
%H		*96.0%*	*45.0%*	*17.5%*	*57.7%*	*26.1%*	*31.6%*	*97.9%*
Working part time	651	630	297	94	422	184	239	619
%V	*10.9%*	*10.9%*	*11.8%*	*10.3%*	*11.2%*	*12.0%*	*10.7%*	*11.3%*
%H		*96.8%*	*45.6%*	*14.4%*	*64.8%*	*28.3%*	*36.7%*	*95.1%*
Not working	2473	2377	938	314	1685	598	1086	2045
%V	*41.3%*	*41.2%*	*37.1%*	*34.5%*	*44.8%*	*39.0%*	*48.7%*	*37.4%*
%H		*96.1%*	*37.9%*	*12.7%*	*68.1%*	*24.2%*	*43.9%*	*82.7%*
Housewife/Houseperson	3194	3058	1264	448	2038	743	1295	2795
%V	*53.3%*	*53.1%*	*50.0%*	*49.2%*	*54.2%*	*48.5%*	*58.0%*	*51.1%*
%H		*95.7%*	*39.6%*	*14.0%*	*63.8%*	*23.3%*	*40.5%*	*87.5%*

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.25: Males - 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 Males (16+)	2931	2808	1257	463	1789	765	1024	2709
%H		*95.8%*	*42.9%*	*15.8%*	*61.0%*	*26.1%*	*34.9%*	*92.4%*
16 - 19	148	143	75	25	86	47	39	147
%V	*5.0%*	*5.1%*	*6.0%*	*5.4%*	*4.8%*	*6.1%*	*3.8%*	*5.4%*
%H		*96.6%*	*50.7%*	*16.9%*	*58.1%*	*31.8%*	*26.4%*	*99.3%*
20 - 24	222	201	76	32	108	44	64	220
%V	*7.6%*	*7.2%*	*6.0%*	*6.9%*	*6.0%*	*5.8%*	*6.3%*	*8.1%*
%H		*90.5%*	*34.2%*	*14.4%*	*48.6%*	*19.8%*	*28.8%*	*99.1%*
25 - 34	443	402	173	71	213	76	137	428
%V	*15.1%*	*14.3%*	*13.8%*	*15.3%*	*11.9%*	*9.9%*	*13.4%*	*15.8%*
%H		*90.7%*	*39.1%*	*16.0%*	*48.1%*	*17.2%*	*30.9%*	*96.6%*
35 - 44	462	446	229	81	245	122	123	450
%V	*15.8%*	*15.9%*	*18.2%*	*17.5%*	*13.7%*	*15.9%*	*12.0%*	*16.6%*
%H		*96.5%*	*49.6%*	*17.5%*	*53.0%*	*26.4%*	*26.6%*	*97.4%*
45 - 54	537	521	235	107	341	161	180	514
%V	*18.3%*	*18.6%*	*18.7%*	*23.1%*	*19.1%*	*21.0%*	*17.6%*	*19.0%*
%H		*97.0%*	*43.8%*	*19.9%*	*63.5%*	*30.0%*	*33.5%*	*95.7%*
55 - 64	430	417	197	63	281	124	157	404
%V	*14.7%*	*14.9%*	*15.7%*	*13.6%*	*15.7%*	*16.2%*	*15.3%*	*14.9%*
%H		*97.0%*	*45.8%*	*14.7%*	*65.3%*	*28.8%*	*36.5%*	*94.0%*
65+	689	678	273	85	516	191	325	546
%V	*23.5%*	*24.1%*	*21.7%*	*18.4%*	*28.8%*	*25.0%*	*31.7%*	*20.2%*
%H		*98.4%*	*39.6%*	*12.3%*	*74.9%*	*27.7%*	*47.2%*	*79.2%*

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2931	2808	1257	463	1789	765	1024	2709
%H		*95.8%*	*42.9%*	*15.8%*	*61.0%*	*26.1%*	*34.9%*	*92.4%*
AB	952	922	432	158	572	246	326	937
%V	*32.5%*	*32.8%*	*34.4%*	*34.1%*	*32.0%*	*32.2%*	*31.8%*	*34.6%*
%H		*96.8%*	*45.4%*	*16.6%*	*60.1%*	*25.8%*	*34.2%*	*98.4%*
C1	876	839	370	146	523	233	290	843
%V	*29.9%*	*29.9%*	*29.4%*	*31.5%*	*29.2%*	*30.5%*	*28.3%*	*31.1%*
%H		*95.8%*	*42.2%*	*16.7%*	*59.7%*	*26.6%*	*33.1%*	*96.2%*
C2	637	616	256	103	422	178	244	566
%V	*21.7%*	*21.9%*	*20.4%*	*22.2%*	*23.6%*	*23.3%*	*23.8%*	*20.9%*
%H		*96.7%*	*40.2%*	*16.2%*	*66.2%*	*27.9%*	*38.3%*	*88.9%*
D	336	311	157	43	183	78	105	285
%V	*11.5%*	*11.1%*	*12.5%*	*9.3%*	*10.2%*	*10.2%*	*10.3%*	*10.5%*
%H		*92.6%*	*46.7%*	*12.8%*	*54.5%*	*23.2%*	*31.3%*	*84.8%*
E	129	120	43	13	89	30	59	79
%V	*4.4%*	*4.3%*	*3.4%*	*2.8%*	*5.0%*	*3.9%*	*5.8%*	*2.9%*
%H		*93.0%*	*33.3%*	*10.1%*	*69.0%*	*23.3%*	*45.7%*	*61.2%*

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2931	2808	1257	463	1789	765	1024	2709
%H		*95.8%*	*42.9%*	*15.8%*	*61.0%*	*26.1%*	*34.9%*	*92.4%*
Working full time	1736	1664	785	304	995	456	539	1698
%V	*59.2%*	*59.3%*	*62.5%*	*65.7%*	*55.6%*	*59.6%*	*52.6%*	*62.7%*
%H		*95.9%*	*45.2%*	*17.5%*	*57.3%*	*26.3%*	*31.0%*	*97.8%*
Working part time	144	134	53	23	92	34	58	130
%V	*4.9%*	*4.8%*	*4.2%*	*5.0%*	*5.1%*	*4.4%*	*5.7%*	*4.8%*
%H		*93.1%*	*36.8%*	*16.0%*	*63.9%*	*23.6%*	*40.3%*	*90.3%*
Not working	1051	1009	419	137	702	274	427	881
%V	*35.9%*	*35.9%*	*33.3%*	*29.6%*	*39.2%*	*35.8%*	*41.7%*	*32.5%*
%H		*96.0%*	*39.9%*	*13.0%*	*66.8%*	*26.1%*	*40.6%*	*83.8%*
Housewife/Houseperson	670	618	233	100	397	134	263	544
%V	*22.9%*	*22.0%*	*18.5%*	*21.6%*	*22.2%*	*17.5%*	*25.7%*	*20.1%*
%H		*92.2%*	*34.8%*	*14.9%*	*59.3%*	*20.0%*	*39.3%*	*81.2%*

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.28: Females - 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 Females (16+)	3062	2955	1269	447	1974	767	1207	2765
%H		*96.5%*	*41.4%*	*14.6%*	*64.5%*	*25.0%*	*39.4%*	*90.3%*
16 - 19	145	141	70	29	89	47	42	142
%V	*4.7%*	*4.8%*	*5.5%*	*6.5%*	*4.5%*	*6.1%*	*3.5%*	*5.1%*
%H		*97.2%*	*48.3%*	*20.0%*	*61.4%*	*32.4%*	*29.0%*	*97.9%*
20 - 24	212	188	72	31	115	42	72	205
%V	*6.9%*	*6.4%*	*5.7%*	*6.9%*	*5.8%*	*5.5%*	*6.0%*	*7.4%*
%H		*88.7%*	*34.0%*	*14.6%*	*54.2%*	*19.8%*	*34.0%*	*96.7%*
25 - 34	448	414	196	68	221	88	132	436
%V	*14.6%*	*14.0%*	*15.4%*	*15.2%*	*11.2%*	*11.5%*	*10.9%*	*15.8%*
%H		*92.4%*	*43.8%*	*15.2%*	*49.3%*	*19.6%*	*29.5%*	*97.3%*
35 - 44	473	455	231	81	260	127	133	466
%V	*15.4%*	*15.4%*	*18.2%*	*18.1%*	*13.2%*	*16.6%*	*11.0%*	*16.9%*
%H		*96.2%*	*48.8%*	*17.1%*	*55.0%*	*26.8%*	*28.1%*	*98.5%*
45 - 54	538	526	246	96	343	156	187	524
%V	*17.6%*	*17.8%*	*19.4%*	*21.5%*	*17.4%*	*20.3%*	*15.5%*	*19.0%*
%H		*97.8%*	*45.7%*	*17.8%*	*63.8%*	*29.0%*	*34.8%*	*97.4%*
55 - 64	442	436	186	71	308	128	180	418
%V	*14.4%*	*14.8%*	*14.7%*	*15.9%*	*15.6%*	*16.7%*	*14.9%*	*15.1%*
%H		*98.6%*	*42.1%*	*16.1%*	*69.7%*	*29.0%*	*40.7%*	*94.6%*
65+	806	797	267	70	639	178	460	574
%V	*26.3%*	*27.0%*	*21.0%*	*15.7%*	*32.4%*	*23.2%*	*38.1%*	*20.8%*
%H		*98.9%*	*33.1%*	*8.7%*	*79.3%*	*22.1%*	*57.1%*	*71.2%*

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3062	2955	1269	447	1974	767	1207	2765
%H		*96.5%*	*41.4%*	*14.6%*	*64.5%*	*25.0%*	*39.4%*	*90.3%*
AB	951	921	423	147	590	246	344	924
%V	*31.1%*	*31.2%*	*33.3%*	*32.9%*	*29.9%*	*32.1%*	*28.5%*	*33.4%*
%H		*96.8%*	*44.5%*	*15.5%*	*62.0%*	*25.9%*	*36.2%*	*97.2%*
C1	1017	977	409	148	659	254	405	926
%V	*33.2%*	*33.1%*	*32.2%*	*33.1%*	*33.4%*	*33.1%*	*33.6%*	*33.5%*
%H		*96.1%*	*40.2%*	*14.6%*	*64.8%*	*25.0%*	*39.8%*	*91.1%*
C2	562	549	236	86	381	160	221	511
%V	*18.4%*	*18.6%*	*18.6%*	*19.2%*	*19.3%*	*20.9%*	*18.3%*	*18.5%*
%H		*97.7%*	*42.0%*	*15.3%*	*67.8%*	*28.5%*	*39.3%*	*90.9%*
D	350	337	145	49	217	77	139	284
%V	*11.4%*	*11.4%*	*11.4%*	*11.0%*	*11.0%*	*10.0%*	*11.5%*	*10.3%*
%H		*96.3%*	*41.4%*	*14.0%*	*62.0%*	*22.0%*	*39.7%*	*81.1%*
E	182	172	55	17	128	30	98	120
%V	*5.9%*	*5.8%*	*4.3%*	*3.8%*	*6.5%*	*3.9%*	*8.1%*	*4.3%*
%H		*94.5%*	*30.2%*	*9.3%*	*70.3%*	*16.5%*	*53.8%*	*65.9%*

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3062	2955	1269	447	1974	767	1207	2765
%H		*96.5%*	*41.4%*	*14.6%*	*64.5%*	*25.0%*	*39.4%*	*90.3%*
Working full time	1133	1092	505	198	661	294	367	1111
%V	*37.0%*	*37.0%*	*39.8%*	*44.3%*	*33.5%*	*38.3%*	*30.4%*	*40.2%*
%H		*96.4%*	*44.6%*	*17.5%*	*58.3%*	*25.9%*	*32.4%*	*98.1%*
Working part time	507	495	244	72	330	150	181	490
%V	*16.6%*	*16.8%*	*19.2%*	*16.1%*	*16.7%*	*19.6%*	*15.0%*	*17.7%*
%H		*97.6%*	*48.1%*	*14.2%*	*65.1%*	*29.6%*	*35.7%*	*96.6%*
Not working	1422	1368	520	177	983	324	659	1164
%V	*46.4%*	*46.3%*	*41.0%*	*39.6%*	*49.8%*	*42.2%*	*54.6%*	*42.1%*
%H		*96.2%*	*36.6%*	*12.4%*	*69.1%*	*22.8%*	*46.3%*	*81.9%*
Housewife/Houseperson	2524	2440	1032	348	1641	609	1032	2251
%V	*82.4%*	*82.6%*	*81.3%*	*77.9%*	*83.1%*	*79.4%*	*85.5%*	*81.4%*
%H		*96.7%*	*40.9%*	*13.8%*	*65.0%*	*24.1%*	*40.9%*	*89.2%*

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV East of England

Contents Page

Household
- Table 9.1: Social Grade 228
- Table 9.2: Housewife Age 229
- Table 9.3: Size of Household 230
- Table 9.4: Presence of Children 231
- Table 9.5: Number of TV sets in household 232
- Table 9.6: Screen size 233
- Table 9.7: Location of ANY set in household 234
- Table 9.8: Platform Provider 235
- Table 9.9: Recorders and other equipment 236
- Table 9.10: Computers and Internet 237

Sets
- Table 9.11: Screen Size 238
- Table 9.12: Location of set 239
- Table 9.13: Recorders 240
- Table 9.14: Other TV equipment 240
- Table 9.15: Main Set Screen Size 241
- Table 9.16: Main Set Recorders 242
- Table 9.17: Main Set - Other TV equipment 242
- Table 9.18: Other Sets (non-Main Set) Screen Size 243
- Table 9.19: Other Set (non-Main Set) Recorders 244
- Table 9.20: Other Set (non-Main Set) - Other TV equipment 244

Individuals
- Table 9.21: Age of Children 245
- Table 9.22: Adults - Age 246
- Table 9.23: Social Grade (Adults 16+) 247
- Table 9.24: Working Status (Adults 16+) 248
- Table 9.25: Males - Age 249
- Table 9.26: Social Grade (Males 16+) 250
- Table 9.27: Working Status (Males 16+) 251
- Table 9.28: Females - Age 252
- Table 9.29: Social Grade (Females 16+) 253
- Table 9.30: Working Status (Females 16+) 254

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV East of England

Household level data

Table 9.1: 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	2083	2014	927	243	1394	586	807	1839
%H (All HH)		*96.7%*	*44.5%*	*11.7%*	*66.9%*	*28.1%*	*38.7%*	*88.3%*
%H (TV HH)			*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	
AB	561	541	237	67	367	139	228	535
%V	*26.9%*	*26.9%*	*25.6%*	*27.6%*	*26.3%*	*23.7%*	*28.3%*	*29.1%*
%H (All HH)		*96.4%*	*42.2%*	*11.9%*	*65.4%*	*24.8%*	*40.6%*	*95.4%*
%H (TV HH)			*43.8%*	*12.4%*	*67.8%*	*25.7%*	*42.1%*	
C1	612	595	302	71	403	191	212	568
%V	*29.4%*	*29.5%*	*32.6%*	*29.2%*	*28.9%*	*32.6%*	*26.3%*	*30.9%*
%H (All HH)		*97.2%*	*49.3%*	*11.6%*	*65.8%*	*31.2%*	*34.6%*	*92.8%*
%H (TV HH)			*50.8%*	*11.9%*	*67.7%*	*32.1%*	*35.6%*	
C2	429	420	214	56	298	147	150	392
%V	*20.6%*	*20.9%*	*23.1%*	*23.0%*	*21.4%*	*25.1%*	*18.6%*	*21.3%*
%H (All HH)		*97.9%*	*49.9%*	*13.1%*	*69.5%*	*34.3%*	*35.0%*	*91.4%*
%H (TV HH)			*51.0%*	*13.3%*	*71.0%*	*35.0%*	*35.7%*	
D	289	274	116	34	184	72	112	229
%V	*13.9%*	*13.6%*	*12.5%*	*14.0%*	*13.2%*	*12.3%*	*13.9%*	*12.5%*
%H (All HH)		*94.8%*	*40.1%*	*11.8%*	*63.7%*	*24.9%*	*38.8%*	*79.2%*
%H (TV HH)			*42.3%*	*12.4%*	*67.2%*	*26.3%*	*40.9%*	
E	191	184	58	16	142	37	105	115
%V	*9.2%*	*9.1%*	*6.3%*	*6.6%*	*10.2%*	*6.3%*	*13.0%*	*6.3%*
%H (All HH)		*96.3%*	*30.4%*	*8.4%*	*74.3%*	*19.4%*	*55.0%*	*60.2%*
%H (TV HH)			*31.5%*	*8.7%*	*77.2%*	*20.1%*	*57.1%*	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

Table 9.2: 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	2083	2014	927	243	1394	586	807	1839
%H (All HH)		*96.7%*	*44.5%*	*11.7%*	*66.9%*	*28.1%*	*38.7%*	*88.3%*
%H (TV HH)			*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	
Under 25	73	62	25	9	37	18	19	72
%V	*3.5%*	*3.1%*	*2.7%*	*3.7%*	*2.7%*	*3.1%*	*2.4%*	*3.9%*
%H (All HH)		*84.9%*	*34.2%*	*12.3%*	*50.7%*	*24.7%*	*26.0%*	*98.6%*
%H (TV HH)			*40.3%*	*14.5%*	*59.7%*	*29.0%*	*30.6%*	
25 - 34	293	274	135	39	151	76	75	291
%V	*14.1%*	*13.6%*	*14.6%*	*16.0%*	*10.8%*	*13.0%*	*9.3%*	*15.8%*
%H (All HH)		*93.5%*	*46.1%*	*13.3%*	*51.5%*	*25.9%*	*25.6%*	*99.3%*
%H (TV HH)			*49.3%*	*14.2%*	*55.1%*	*27.7%*	*27.4%*	
35 - 44	347	333	191	47	191	105	86	342
%V	*16.7%*	*16.5%*	*20.6%*	*19.3%*	*13.7%*	*17.9%*	*10.7%*	*18.6%*
%H (All HH)		*96.0%*	*55.0%*	*13.5%*	*55.0%*	*30.3%*	*24.8%*	*98.6%*
%H (TV HH)			*57.4%*	*14.1%*	*57.4%*	*31.5%*	*25.8%*	
45 - 54	385	376	195	57	260	132	128	368
%V	*18.5%*	*18.7%*	*21.0%*	*23.5%*	*18.7%*	*22.5%*	*15.9%*	*20.0%*
%H (All HH)		*97.7%*	*50.6%*	*14.8%*	*67.5%*	*34.3%*	*33.2%*	*95.6%*
%H (TV HH)			*51.9%*	*15.2%*	*69.1%*	*35.1%*	*34.0%*	
55 - 64	374	369	164	46	276	112	163	352
%V	*18.0%*	*18.3%*	*17.7%*	*18.9%*	*19.8%*	*19.1%*	*20.2%*	*19.1%*
%H (All HH)		*98.7%*	*43.9%*	*12.3%*	*73.8%*	*29.9%*	*43.6%*	*94.1%*
%H (TV HH)			*44.4%*	*12.5%*	*74.8%*	*30.4%*	*44.2%*	
65 +	610	599	217	45	479	143	336	413
%V	*29.3%*	*29.7%*	*23.4%*	*18.5%*	*34.4%*	*24.4%*	*41.6%*	*22.5%*
%H (All HH)		*98.2%*	*35.6%*	*7.4%*	*78.5%*	*23.4%*	*55.1%*	*67.7%*
%H (TV HH)			*36.2%*	*7.5%*	*80.0%*	*23.9%*	*56.1%*	

Base: ITV East of England - Households (000s)

%V = percentage 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

ITV East of England

Household level data

Table 9.3: 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	2083	2014	927	243	1394	586	807	1839
%H (All HH)		*96.7%*	*44.5%*	*11.7%*	*66.9%*	*28.1%*	*38.7%*	*88.3%*
%H (TV HH)			*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	
1	596	555	201	46	398	102	296	420
%V	*28.6%*	*27.6%*	*21.7%*	*18.9%*	*28.6%*	*17.4%*	*36.7%*	*22.8%*
%H (All HH)		*93.1%*	*33.7%*	*7.7%*	*66.8%*	*17.1%*	*49.7%*	*70.5%*
%H (TV HH)			*36.2%*	*8.3%*	*71.7%*	*18.4%*	*53.3%*	
2	758	745	314	95	544	222	322	698
%V	*36.4%*	*37.0%*	*33.9%*	*39.1%*	*39.0%*	*37.9%*	*39.9%*	*38.0%*
%H (All HH)		*98.3%*	*41.4%*	*12.5%*	*71.8%*	*29.3%*	*42.5%*	*92.1%*
%H (TV HH)			*42.1%*	*12.8%*	*73.0%*	*29.8%*	*43.2%*	
3	305	296	172	35	198	113	85	299
%V	*14.6%*	*14.7%*	*18.6%*	*14.4%*	*14.2%*	*19.3%*	*10.5%*	*16.3%*
%H (All HH)		*97.0%*	*56.4%*	*11.5%*	*64.9%*	*37.0%*	*27.9%*	*98.0%*
%H (TV HH)			*58.1%*	*11.8%*	*66.9%*	*38.2%*	*28.7%*	
4	296	294	169	48	184	109	75	295
%V	*14.2%*	*14.6%*	*18.2%*	*19.8%*	*13.2%*	*18.6%*	*9.3%*	*16.0%*
%H (All HH)		*99.3%*	*57.1%*	*16.2%*	*62.2%*	*36.8%*	*25.3%*	*99.7%*
%H (TV HH)			*57.5%*	*16.3%*	*62.6%*	*37.1%*	*25.5%*	
5+	128	124	71	20	69	41	29	128
%V	*6.1%*	*6.2%*	*7.7%*	*8.2%*	*4.9%*	*7.0%*	*3.6%*	*7.0%*
%H (All HH)		*96.9%*	*55.5%*	*15.6%*	*53.9%*	*32.0%*	*22.7%*	*100.0%*
%H (TV HH)			*57.3%*	*16.1%*	*55.6%*	*33.1%*	*23.4%*	
Average HH size	2.35	2.37	2.59	2.61	2.29	2.62	2.05	2.49

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

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	2083	2014	927	243	1394	586	807	1839
%H (All HH)		*96.7%*	*44.5%*	*11.7%*	*66.9%*	*28.1%*	*38.7%*	*88.3%*
%H (TV HH)			*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	
Without	1552	1491	624	171	1078	404	674	1310
%V	*74.5%*	*74.0%*	*67.3%*	*70.4%*	*77.3%*	*68.9%*	*83.5%*	*71.2%*
%H (All HH)		*96.1%*	*40.2%*	*11.0%*	*69.5%*	*26.0%*	*43.4%*	*84.4%*
%H (TV HH)			*41.9%*	*11.5%*	*72.3%*	*27.1%*	*45.2%*	
With	531	523	303	72	315	182	133	529
%V	*25.5%*	*26.0%*	*32.7%*	*29.6%*	*22.6%*	*31.1%*	*16.5%*	*28.8%*
%H (All HH)		*98.5%*	*57.1%*	*13.6%*	*59.3%*	*34.3%*	*25.0%*	*99.6%*
%H (TV HH)			*57.9%*	*13.8%*	*60.2%*	*34.8%*	*25.4%*	
0 - 3	189	187	106	24	108	59	49	188
%V	*9.1%*	*9.3%*	*11.4%*	*9.9%*	*7.7%*	*10.1%*	*6.1%*	*10.2%*
%H (All HH)		*98.9%*	*56.1%*	*12.7%*	*57.1%*	*31.2%*	*25.9%*	*99.5%*
%H (TV HH)			*56.7%*	*12.8%*	*57.8%*	*31.6%*	*26.2%*	
4 - 9	281	276	166	41	148	91	57	280
%V	*13.5%*	*13.7%*	*17.9%*	*16.9%*	*10.6%*	*15.5%*	*7.1%*	*15.2%*
%H (All HH)		*98.2%*	*59.1%*	*14.6%*	*52.7%*	*32.4%*	*20.3%*	*99.6%*
%H (TV HH)			*60.1%*	*14.9%*	*53.6%*	*33.0%*	*20.7%*	
10 - 15	251	248	136	38	162	93	70	250
%V	*12.0%*	*12.3%*	*14.7%*	*15.6%*	*11.6%*	*15.9%*	*8.7%*	*13.6%*
%H (All HH)		*98.8%*	*54.2%*	*15.1%*	*64.5%*	*37.1%*	*27.9%*	*99.6%*
%H (TV HH)			*54.8%*	*15.3%*	*65.3%*	*37.5%*	*28.2%*	

Base: ITV East of England - Households (000s)

%V = percentage 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

ITV East of England

Household level data

Table 9.5: 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	2083	2014	927	243	1394	586	807	1839
%H (All HH)		*96.7%*	*44.5%*	*11.7%*	*66.9%*	*28.1%*	*38.7%*	*88.3%*
%H (TV HH)			*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	
1	748	748	271	77	455	88	367	615
%V	*35.9%*	*37.1%*	*29.2%*	*31.7%*	*32.6%*	*15.0%*	*45.5%*	*33.4%*
%H (All HH)		*100.0%*	*36.2%*	*10.3%*	*60.8%*	*11.8%*	*49.1%*	*82.2%*
%H (TV HH)			*36.2%*	*10.3%*	*60.8%*	*11.8%*	*49.1%*	
2	699	699	339	83	483	216	267	615
%V	*33.6%*	*34.7%*	*36.6%*	*34.2%*	*34.6%*	*36.9%*	*33.1%*	*33.4%*
%H (All HH)		*100.0%*	*48.5%*	*11.9%*	*69.1%*	*30.9%*	*38.2%*	*88.0%*
%H (TV HH)			*48.5%*	*11.9%*	*69.1%*	*30.9%*	*38.2%*	
3	324	324	176	46	251	148	103	309
%V	*15.6%*	*16.1%*	*19.0%*	*18.9%*	*18.0%*	*25.3%*	*12.8%*	*16.8%*
%H (All HH)		*100.0%*	*54.3%*	*14.2%*	*77.5%*	*45.7%*	*31.8%*	*95.4%*
%H (TV HH)			*54.3%*	*14.2%*	*77.5%*	*45.7%*	*31.8%*	
4	160	160	86	22	128	77	51	157
%V	*7.7%*	*7.9%*	*9.3%*	*9.1%*	*9.2%*	*13.1%*	*6.3%*	*8.5%*
%H (All HH)		*100.0%*	*53.8%*	*13.8%*	*80.0%*	*48.1%*	*31.9%*	*98.1%*
%H (TV HH)			*53.8%*	*13.8%*	*80.0%*	*48.1%*	*31.9%*	
5+	83	83	54	14	76	58	19	82
%V	*4.0%*	*4.1%*	*5.8%*	*5.8%*	*5.5%*	*9.9%*	*2.4%*	*4.5%*
%H (All HH)		*100.0%*	*65.1%*	*16.9%*	*91.6%*	*69.9%*	*22.9%*	*98.8%*
%H (TV HH)			*65.1%*	*16.9%*	*91.6%*	*69.9%*	*22.9%*	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2083	2014	927	243	1394	586	807	1839
%H (All HH)		*96.7%*	*44.5%*	*11.7%*	*66.9%*	*28.1%*	*38.7%*	*88.3%*
%H (TV HH)			*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	
Under 20"	398	398	175	51	331	162	170	344
%V	*19.1%*	*19.8%*	*18.9%*	*21.0%*	*23.7%*	*27.6%*	*21.1%*	*18.7%*
%H (All HH)		*100.0%*	*44.0%*	*12.8%*	*83.2%*	*40.7%*	*42.7%*	*86.4%*
%H (TV HH)			*44.0%*	*12.8%*	*83.2%*	*40.7%*	*42.7%*	
20" - 29"	626	626	269	74	504	223	281	547
%V	*30.1%*	*31.1%*	*29.0%*	*30.5%*	*36.2%*	*38.1%*	*34.8%*	*29.7%*
%H (All HH)		*100.0%*	*43.0%*	*11.8%*	*80.5%*	*35.6%*	*44.9%*	*87.4%*
%H (TV HH)			*43.0%*	*11.8%*	*80.5%*	*35.6%*	*44.9%*	
30" - 39"	1049	1049	509	128	735	332	403	927
%V	*50.4%*	*52.1%*	*54.9%*	*52.7%*	*52.7%*	*56.7%*	*49.9%*	*50.4%*
%H (All HH)		*100.0%*	*48.5%*	*12.2%*	*70.1%*	*31.6%*	*38.4%*	*88.4%*
%H (TV HH)			*48.5%*	*12.2%*	*70.1%*	*31.6%*	*38.4%*	
40" - 49"	961	961	492	135	656	342	314	905
%V	*46.1%*	*47.7%*	*53.1%*	*55.6%*	*47.1%*	*58.4%*	*38.9%*	*49.2%*
%H (All HH)		*100.0%*	*51.2%*	*14.0%*	*68.3%*	*35.6%*	*32.7%*	*94.2%*
%H (TV HH)			*51.2%*	*14.0%*	*68.3%*	*35.6%*	*32.7%*	
50" - 59"	315	315	198	44	198	125	73	307
%V	*15.1%*	*15.6%*	*21.4%*	*18.1%*	*14.2%*	*21.3%*	*9.0%*	*16.7%*
%H (All HH)		*100.0%*	*62.9%*	*14.0%*	*62.9%*	*39.7%*	*23.2%*	*97.5%*
%H (TV HH)			*62.9%*	*14.0%*	*62.9%*	*39.7%*	*23.2%*	
60"+	26	26	16	4	16	9	7	26
%V	*1.2%*	*1.3%*	*1.7%*	*1.6%*	*1.1%*	*1.5%*	*0.9%*	*1.4%*
%H (All HH)		*100.0%*	*61.5%*	*15.4%*	*61.5%*	*34.6%*	*26.9%*	*100.0%*
%H (TV HH)			*61.5%*	*15.4%*	*61.5%*	*34.6%*	*26.9%*	

Base: ITV East of England - Households (000s)

%V = percentage 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

ITV East of England

Household level data

Table 9.7: 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	2083	2014	927	243	1394	586	807	1839
%H (All HH)		*96.7%*	*44.5%*	*11.7%*	*66.9%*	*28.1%*	*38.7%*	*88.3%*
%H (TV HH)			*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	
Main living room	1996	1996	920	242	1384	584	800	1761
%V	*95.8%*	*99.1%*	*99.2%*	*99.6%*	*99.3%*	*99.7%*	*99.1%*	*95.8%*
%H (All HH)		*100.0%*	*46.1%*	*12.1%*	*69.3%*	*29.3%*	*40.1%*	*88.2%*
%H (TV HH)			*46.1%*	*12.1%*	*69.3%*	*29.3%*	*40.1%*	
Kitchen	292	292	138	36	250	133	118	270
%V	*14.0%*	*14.5%*	*14.9%*	*14.8%*	*17.9%*	*22.7%*	*14.6%*	*14.7%*
%H (All HH)		*100.0%*	*47.3%*	*12.3%*	*85.6%*	*45.5%*	*40.4%*	*92.5%*
%H (TV HH)			*47.3%*	*12.3%*	*85.6%*	*45.5%*	*40.4%*	
Adult's bedroom	958	958	512	134	719	406	313	884
%V	*46.0%*	*47.6%*	*55.2%*	*55.1%*	*51.6%*	*69.3%*	*38.8%*	*48.1%*
%H (All HH)		*100.0%*	*53.4%*	*14.0%*	*75.1%*	*42.4%*	*32.7%*	*92.3%*
%H (TV HH)			*53.4%*	*14.0%*	*75.1%*	*42.4%*	*32.7%*	
Child's bedroom	182	182	108	27	127	83	44	182
%V	*8.7%*	*9.0%*	*11.7%*	*11.1%*	*9.1%*	*14.2%*	*5.5%*	*9.9%*
%H (All HH)		*100.0%*	*59.3%*	*14.8%*	*69.8%*	*45.6%*	*24.2%*	*100.0%*
%H (TV HH)			*59.3%*	*14.8%*	*69.8%*	*45.6%*	*24.2%*	
Other bedroom	100	100	55	15	84	53	31	98
%V	*4.8%*	*5.0%*	*5.9%*	*6.2%*	*6.0%*	*9.0%*	*3.8%*	*5.3%*
%H (All HH)		*100.0%*	*55.0%*	*15.0%*	*84.0%*	*53.0%*	*31.0%*	*98.0%*
%H (TV HH)			*55.0%*	*15.0%*	*84.0%*	*53.0%*	*31.0%*	
Second living/dining room	195	195	99	25	144	75	69	178
%V	*9.4%*	*9.7%*	*10.7%*	*10.3%*	*10.3%*	*12.8%*	*8.6%*	*9.7%*
%H (All HH)		*100.0%*	*50.8%*	*12.8%*	*73.8%*	*38.5%*	*35.4%*	*91.3%*
%H (TV HH)			*50.8%*	*12.8%*	*73.8%*	*38.5%*	*35.4%*	
Study/office	44	44	29	6	35	26	9	43
%V	*2.1%*	*2.2%*	*3.1%*	*2.5%*	*2.5%*	*4.4%*	*1.1%*	*2.3%*
%H (All HH)		*100.0%*	*65.9%*	*13.6%*	*79.5%*	*59.1%*	*20.5%*	*97.7%*
%H (TV HH)			*65.9%*	*13.6%*	*79.5%*	*59.1%*	*20.5%*	
TV room	23	23	13	3	18	12	7	23
%V	*1.1%*	*1.1%*	*1.4%*	*1.2%*	*1.3%*	*2.0%*	*0.9%*	*1.3%*
%H (All HH)		*100.0%*	*56.5%*	*13.0%*	*78.3%*	*52.2%*	*30.4%*	*100.0%*
%H (TV HH)			*56.5%*	*13.0%*	*78.3%*	*52.2%*	*30.4%*	
Conservatory	50	50	26	2	43	20	23	44
%V	*2.4%*	*2.5%*	*2.8%*	*0.8%*	*3.1%*	*3.4%*	*2.9%*	*2.4%*
%H (All HH)		*100.0%*	*52.0%*	*4.0%*	*86.0%*	*40.0%*	*46.0%*	*88.0%*
%H (TV HH)			*52.0%*	*4.0%*	*86.0%*	*40.0%*	*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	*0.3%*	*0.3%*	*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	28	28	18	4	25	16	9	28
%V	*1.3%*	*1.4%*	*1.9%*	*1.6%*	*1.8%*	*2.7%*	*1.1%*	*1.5%*
%H (All HH)		*100.0%*	*64.3%*	*14.3%*	*89.3%*	*57.1%*	*32.1%*	*100.0%*
%H (TV HH)			*64.3%*	*14.3%*	*89.3%*	*57.1%*	*32.1%*	

Base: ITV East of England - Households (000s)

%V = percentage 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

ITV East of England

Household level data

Table 9.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2083	2014	927	243	1394	586	807	1839
%H (All HH)		*96.7%*	*44.5%*	*11.7%*	*66.9%*	*28.1%*	*38.7%*	*88.3%*
%H (TV HH)			*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	
Any DSAT provider	927	927	927	17	490	490	0	873
%V	*44.5%*	*46.0%*	*100.0%*	*7.0%*	*35.2%*	*83.6%*	*0.0%*	*47.5%*
%H (All HH)			*100.0%*	*1.8%*	*52.9%*	*52.9%*	*0.0%*	*94.2%*
%H (TV HH)			*100.0%*	*1.8%*	*52.9%*	*52.9%*	*0.0%*	
Sky with subcription	760	760	760	10	401	401	0	721
%V	*36.5%*	*37.7%*	*82.0%*	*4.1%*	*28.8%*	*68.4%*	*0.0%*	*39.2%*
%H (All HH)			*100.0%*	*1.3%*	*52.8%*	*52.8%*	*0.0%*	*94.9%*
%H (TV HH)			*100.0%*	*1.3%*	*52.8%*	*52.8%*	*0.0%*	
Sky without subscription	36	36	36	2	18	18	0	32
%V	*1.7%*	*1.8%*	*3.9%*	*0.8%*	*1.3%*	*3.1%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*5.6%*	*50.0%*	*50.0%*	*0.0%*	*88.9%*
%H (TV HH)			*100.0%*	*5.6%*	*50.0%*	*50.0%*	*0.0%*	
Freesat	121	121	121	5	73	73	0	110
%V	*5.8%*	*6.0%*	*13.1%*	*2.1%*	*5.2%*	*12.5%*	*0.0%*	*6.0%*
%H (All HH)			*100.0%*	*4.1%*	*60.3%*	*60.3%*	*0.0%*	*90.9%*
%H (TV HH)			*100.0%*	*4.1%*	*60.3%*	*60.3%*	*0.0%*	
Other satellite provider	54	54	54	3	26	26	0	51
%V	*2.6%*	*2.7%*	*5.8%*	*1.2%*	*1.9%*	*4.4%*	*0.0%*	*2.8%*
%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	243	243	17	243	107	107	0	232
%V	*11.7%*	*12.1%*	*1.8%*	*100.0%*	*7.7%*	*18.3%*	*0.0%*	*12.6%*
%H (All HH)			*7.0%*	*100.0%*	*44.0%*	*44.0%*	*0.0%*	*95.5%*
%H (TV HH)			*7.0%*	*100.0%*	*44.0%*	*44.0%*	*0.0%*	
DTT	1394	1394	490	107	1394	586	807	1191
%V	*66.9%*	*69.2%*	*52.9%*	*44.0%*	*100.0%*	*100.0%*	*100.0%*	*64.8%*
%H (All HH)		*100.0%*	*35.2%*	*7.7%*	*100.0%*	*42.0%*	*57.9%*	*85.4%*
%H (TV HH)			*35.2%*	*7.7%*	*100.0%*	*42.0%*	*57.9%*	

Base: ITV East of England - Households (000s)

%V = percentage 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

ITV East of England

Household level data

Table 9.9: 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	2083	2014	927	243	1394	586	807	1839
%H (All HH)		*96.7%*	*44.5%*	*11.7%*	*66.9%*	*28.1%*	*38.7%*	*88.3%*
%H (TV HH)			*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	
PVR	1342	1342	831	222	829	531	298	1258
%V	*64.4%*	*66.6%*	*89.6%*	*91.4%*	*59.5%*	*90.6%*	*36.9%*	*68.4%*
%H (All HH)		*100.0%*	*61.9%*	*16.5%*	*61.8%*	*39.6%*	*22.2%*	*93.7%*
%H (TV HH)			*61.9%*	*16.5%*	*61.8%*	*39.6%*	*22.2%*	
DVDR	27	27	13	1	24	12	12	20
%V	*1.3%*	*1.3%*	*1.4%*	*0.4%*	*1.7%*	*2.0%*	*1.5%*	*1.1%*
%H (All HH)		*100.0%*	*48.1%*	*3.7%*	*88.9%*	*44.4%*	*44.4%*	*74.1%*
%H (TV HH)			*48.1%*	*3.7%*	*88.9%*	*44.4%*	*44.4%*	
VCR	26	26	10	2	23	9	14	18
%V	*1.2%*	*1.3%*	*1.1%*	*0.8%*	*1.6%*	*1.5%*	*1.7%*	*1.0%*
%H (All HH)		*100.0%*	*38.5%*	*7.7%*	*88.5%*	*34.6%*	*53.8%*	*69.2%*
%H (TV HH)			*38.5%*	*7.7%*	*88.5%*	*34.6%*	*53.8%*	
Any recorder	1365	1365	833	224	850	534	317	1269
%V	*65.5%*	*67.8%*	*89.9%*	*92.2%*	*61.0%*	*91.1%*	*39.3%*	*69.0%*
%H (All HH)		*100.0%*	*61.0%*	*16.4%*	*62.3%*	*39.1%*	*23.2%*	*93.0%*
%H (TV HH)			*61.0%*	*16.4%*	*62.3%*	*39.1%*	*23.2%*	
Receives HDTV (via STB or built-in reception)	1438	1438	747	215	1009	517	492	1342
%V	*69.0%*	*71.4%*	*80.6%*	*88.5%*	*72.4%*	*88.2%*	*61.0%*	*73.0%*
%H (All HH)		*100.0%*	*51.9%*	*15.0%*	*70.2%*	*36.0%*	*34.2%*	*93.3%*
%H (TV HH)			*51.9%*	*15.0%*	*70.2%*	*36.0%*	*34.2%*	
DVD/Blu-ray player or recorder	1503	1503	702	190	1062	475	587	1353
%V	*72.2%*	*74.6%*	*75.7%*	*78.2%*	*76.2%*	*81.1%*	*72.7%*	*73.6%*
%H (All HH)		*100.0%*	*46.7%*	*12.6%*	*70.7%*	*31.6%*	*39.1%*	*90.0%*
%H (TV HH)			*46.7%*	*12.6%*	*70.7%*	*31.6%*	*39.1%*	

Base: ITV East of England - Households (000s)

%V = percentage of vertical total

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

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

Table 9.10: 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	2083	2014	927	243	1394	586	807	1839
%H (All HH)		*96.7%*	*44.5%*	*11.7%*	*66.9%*	*28.1%*	*38.7%*	*88.3%*
%H (TV HH)			*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	
Has broadband internet	1839	1778	873	232	1191	553	638	1839
%V	*88.3%*	*88.3%*	*94.2%*	*95.5%*	*85.4%*	*94.4%*	*79.1%*	*100.0%*
%H (All HH)		*96.7%*	*47.5%*	*12.6%*	*64.8%*	*30.1%*	*34.7%*	*100.0%*
%H (TV HH)			*49.1%*	*13.0%*	*67.0%*	*31.1%*	*35.9%*	
Number of computers (PCs and laptops)								
0	272	259	76	15	210	42	167	56
%V	*13.1%*	*12.9%*	*8.2%*	*6.2%*	*15.1%*	*7.2%*	*20.7%*	*3.0%*
%H (All HH)		*95.2%*	*27.9%*	*5.5%*	*77.2%*	*15.4%*	*61.4%*	*20.6%*
%H (TV HH)			*29.3%*	*5.8%*	*81.1%*	*16.2%*	*64.5%*	
1	481	456	175	50	329	103	227	456
%V	*23.1%*	*22.6%*	*18.9%*	*20.6%*	*23.6%*	*17.6%*	*28.1%*	*24.8%*
%H (All HH)		*94.8%*	*36.4%*	*10.4%*	*68.4%*	*21.4%*	*47.2%*	*94.8%*
%H (TV HH)			*38.4%*	*11.0%*	*72.1%*	*22.6%*	*49.8%*	
2	524	510	274	68	319	156	163	522
%V	*25.2%*	*25.3%*	*29.6%*	*28.0%*	*22.9%*	*26.6%*	*20.2%*	*28.4%*
%H (All HH)		*97.3%*	*52.3%*	*13.0%*	*60.9%*	*29.8%*	*31.1%*	*99.6%*
%H (TV HH)			*53.7%*	*13.3%*	*62.5%*	*30.6%*	*32.0%*	
3	343	335	166	48	225	118	107	343
%V	*16.5%*	*16.6%*	*17.9%*	*19.8%*	*16.1%*	*20.1%*	*13.3%*	*18.7%*
%H (All HH)		*97.7%*	*48.4%*	*14.0%*	*65.6%*	*34.4%*	*31.2%*	*100.0%*
%H (TV HH)			*49.6%*	*14.3%*	*67.2%*	*35.2%*	*31.9%*	
4	208	202	110	20	142	73	70	208
%V	*10.0%*	*10.0%*	*11.9%*	*8.2%*	*10.2%*	*12.5%*	*8.7%*	*11.3%*
%H (All HH)		*97.1%*	*52.9%*	*9.6%*	*68.3%*	*35.1%*	*33.7%*	*100.0%*
%H (TV HH)			*54.5%*	*9.9%*	*70.3%*	*36.1%*	*34.7%*	
5+	255	252	127	42	169	94	75	254
%V	*12.2%*	*12.5%*	*13.7%*	*17.3%*	*12.1%*	*16.0%*	*9.3%*	*13.8%*
%H (All HH)		*98.8%*	*49.8%*	*16.5%*	*66.3%*	*36.9%*	*29.4%*	*99.6%*
%H (TV HH)			*50.4%*	*16.7%*	*67.1%*	*37.3%*	*29.8%*	

Base: ITV East of England - Households (000s)

%V = percentage 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

ITV East of England

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	4204	2118	542	3098	1584	1514	3835
%H		*50.4%*	*12.9%*	*73.7%*	*37.7%*	*36.0%*	*91.2%*
Under 20"	496	227	60	421	216	205	433
%V	*11.8%*	*10.7%*	*11.1%*	*13.6%*	*13.6%*	*13.5%*	*11.3%*
%H		*45.8%*	*12.1%*	*84.9%*	*43.5%*	*41.3%*	*87.3%*
20" - 29"	827	361	101	679	313	366	739
%V	*19.7%*	*17.0%*	*18.6%*	*21.9%*	*19.8%*	*24.2%*	*19.3%*
%H		*43.7%*	*12.2%*	*82.1%*	*37.8%*	*44.3%*	*89.4%*
30" - 39"	1325	670	155	942	452	491	1185
%V	*31.5%*	*31.6%*	*28.6%*	*30.4%*	*28.5%*	*32.4%*	*30.9%*
%H		*50.6%*	*11.7%*	*71.1%*	*34.1%*	*37.1%*	*89.4%*
40" - 49"	1145	607	172	791	443	348	1083
%V	*27.2%*	*28.7%*	*31.7%*	*25.5%*	*28.0%*	*23.0%*	*28.2%*
%H		*53.0%*	*15.0%*	*69.1%*	*38.7%*	*30.4%*	*94.6%*
50" - 59"	341	216	46	215	136	80	331
%V	*8.1%*	*10.2%*	*8.5%*	*6.9%*	*8.6%*	*5.3%*	*8.6%*
%H		*63.3%*	*13.5%*	*63.0%*	*39.9%*	*23.5%*	*97.1%*
60"+	27	16	4	17	9	8	27
%V	*0.6%*	*0.8%*	*0.7%*	*0.5%*	*0.6%*	*0.5%*	*0.7%*
%H		*59.3%*	*14.8%*	*63.0%*	*33.3%*	*29.6%*	*100.0%*
Don't know	44	23	3	32	15	16	37
%V	*1.0%*	*1.1%*	*0.6%*	*1.0%*	*0.9%*	*1.1%*	*1.0%*
%H		*52.3%*	*6.8%*	*72.7%*	*34.1%*	*36.4%*	*84.1%*

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4204	2118	542	3098	1584	1514	3835
%H		*50.4%*	*12.9%*	*73.7%*	*37.7%*	*36.0%*	*91.2%*
Main living room	2010	927	244	1392	586	806	1774
%V	*47.8%*	*43.8%*	*45.0%*	*44.9%*	*37.0%*	*53.2%*	*46.3%*
%H		*46.1%*	*12.1%*	*69.3%*	*29.2%*	*40.1%*	*88.3%*
Kitchen	294	139	36	251	133	118	272
%V	*7.0%*	*6.6%*	*6.6%*	*8.1%*	*8.4%*	*7.8%*	*7.1%*
%H		*47.3%*	*12.2%*	*85.4%*	*45.2%*	*40.1%*	*92.5%*
Adult's bedroom	1179	646	163	895	523	372	1096
%V	*28.0%*	*30.5%*	*30.1%*	*28.9%*	*33.0%*	*24.6%*	*28.6%*
%H		*54.8%*	*13.8%*	*75.9%*	*44.4%*	*31.6%*	*93.0%*
Child's bedroom	247	142	39	179	116	62	247
%V	*5.9%*	*6.7%*	*7.2%*	*5.8%*	*7.3%*	*4.1%*	*6.4%*
%H		*57.5%*	*15.8%*	*72.5%*	*47.0%*	*25.1%*	*100.0%*
Other bedroom	118	69	17	102	68	33	115
%V	*2.8%*	*3.3%*	*3.1%*	*3.3%*	*4.3%*	*2.2%*	*3.0%*
%H		*58.5%*	*14.4%*	*86.4%*	*57.6%*	*28.0%*	*97.5%*
Second living/dining room	197	101	26	146	77	69	180
%V	*4.7%*	*4.8%*	*4.8%*	*4.7%*	*4.9%*	*4.6%*	*4.7%*
%H		*51.3%*	*13.2%*	*74.1%*	*39.1%*	*35.0%*	*91.4%*
Study/office	44	29	6	35	26	9	43
%V	*1.0%*	*1.4%*	*1.1%*	*1.1%*	*1.6%*	*0.6%*	*1.1%*
%H		*65.9%*	*13.6%*	*79.5%*	*59.1%*	*20.5%*	*97.7%*
TV room	23	13	3	18	12	7	23
%V	*0.5%*	*0.6%*	*0.6%*	*0.6%*	*0.8%*	*0.5%*	*0.6%*
%H		*56.5%*	*13.0%*	*78.3%*	*52.2%*	*30.4%*	*100.0%*
Conservatory	50	26	2	43	20	23	44
%V	*1.2%*	*1.2%*	*0.4%*	*1.4%*	*1.3%*	*1.5%*	*1.1%*
%H		*52.0%*	*4.0%*	*86.0%*	*40.0%*	*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%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*
%H		*42.9%*	*0.0%*	*100.0%*	*42.9%*	*57.1%*	*100.0%*
Other	33	22	5	29	20	10	33
%V	*0.8%*	*1.0%*	*0.9%*	*0.9%*	*1.3%*	*0.7%*	*0.9%*
%H		*66.7%*	*15.2%*	*87.9%*	*60.6%*	*30.3%*	*100.0%*

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4204	2118	542	3098	1584	1514	3835
%H		*50.4%*	*12.9%*	*73.7%*	*37.7%*	*36.0%*	*91.2%*
PVR	1866	1250	313	1090	766	324	1763
%V	*44.4%*	*59.0%*	*57.7%*	*35.2%*	*48.4%*	*21.4%*	*46.0%*
%H		*67.0%*	*16.8%*	*58.4%*	*41.1%*	*17.4%*	*94.5%*
DVDR	30	15	1	27	14	14	21
%V	*0.7%*	*0.7%*	*0.2%*	*0.9%*	*0.9%*	*0.9%*	*0.5%*
%H		*50.0%*	*3.3%*	*90.0%*	*46.7%*	*46.7%*	*70.0%*
VCR	28	11	2	25	10	15	19
%V	*0.7%*	*0.5%*	*0.4%*	*0.8%*	*0.6%*	*1.0%*	*0.5%*
%H		*39.3%*	*7.1%*	*89.3%*	*35.7%*	*53.6%*	*67.9%*
Any recorder	1898	1259	316	1120	776	344	1781
%V	*45.1%*	*59.4%*	*58.3%*	*36.2%*	*49.0%*	*22.7%*	*46.4%*
%H		*66.3%*	*16.6%*	*59.0%*	*40.9%*	*18.1%*	*93.8%*

Base: ITV East of England - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4204	2118	542	3098	1584	1514	3835
%H		*50.4%*	*12.9%*	*73.7%*	*37.7%*	*36.0%*	*91.2%*
Receives HDTV (via STB or built-in reception)	2200	1210	339	1553	870	683	2078
%V	*52.3%*	*57.1%*	*62.5%*	*50.1%*	*54.9%*	*45.1%*	*54.2%*
%H		*55.0%*	*15.4%*	*70.6%*	*39.5%*	*31.0%*	*94.5%*
DVD/Blu-ray player or recorder	2235	1105	303	1629	824	805	2050
%V	*53.2%*	*52.2%*	*55.9%*	*52.6%*	*52.0%*	*53.2%*	*53.5%*
%H		*49.4%*	*13.6%*	*72.9%*	*36.9%*	*36.0%*	*91.7%*

Base: ITV East of England - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV East of England

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2014	927	243	1394	586	807	1778
%H		*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	*88.3%*
Under 20"	28	7	1	26	6	19	19
%V	*1.4%*	*0.8%*	*0.4%*	*1.9%*	*1.0%*	*2.4%*	*1.1%*
%H		*25.0%*	*3.6%*	*92.9%*	*21.4%*	*67.9%*	*67.9%*
20" - 29"	177	41	12	144	23	121	126
%V	*8.8%*	*4.4%*	*4.9%*	*10.3%*	*3.9%*	*15.0%*	*7.1%*
%H		*23.2%*	*6.8%*	*81.4%*	*13.0%*	*68.4%*	*71.2%*
30" - 39"	623	256	63	437	145	293	513
%V	*30.9%*	*27.6%*	*25.9%*	*31.3%*	*24.7%*	*36.3%*	*28.9%*
%H		*41.1%*	*10.1%*	*70.1%*	*23.3%*	*47.0%*	*82.3%*
40" - 49"	849	416	122	575	283	292	796
%V	*42.2%*	*44.9%*	*50.2%*	*41.2%*	*48.3%*	*36.2%*	*44.8%*
%H		*49.0%*	*14.4%*	*67.7%*	*33.3%*	*34.4%*	*93.8%*
50" - 59"	291	183	39	181	115	66	283
%V	*14.4%*	*19.7%*	*16.0%*	*13.0%*	*19.6%*	*8.2%*	*15.9%*
%H		*62.9%*	*13.4%*	*62.2%*	*39.5%*	*22.7%*	*97.3%*
60"+	23	13	4	15	7	7	23
%V	*1.1%*	*1.4%*	*1.6%*	*1.1%*	*1.2%*	*0.9%*	*1.3%*
%H		*56.5%*	*17.4%*	*65.2%*	*30.4%*	*30.4%*	*100.0%*
Don't know	22	10	2	16	7	9	17
%V	*1.1%*	*1.1%*	*0.8%*	*1.1%*	*1.2%*	*1.1%*	*1.0%*
%H		*45.5%*	*9.1%*	*72.7%*	*31.8%*	*40.9%*	*77.3%*

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV East of England

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2014	927	243	1394	586	807	1778
%H		*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	*88.3%*
PVR	1319	821	219	809	520	289	1240
%V	*65.5%*	*88.6%*	*90.1%*	*58.0%*	*88.7%*	*35.8%*	*69.7%*
%H		*62.2%*	*16.6%*	*61.3%*	*39.4%*	*21.9%*	*94.0%*
DVDR	23	10	1	20	8	12	17
%V	*1.1%*	*1.1%*	*0.4%*	*1.4%*	*1.4%*	*1.5%*	*1.0%*
%H		*43.5%*	*4.3%*	*87.0%*	*34.8%*	*52.2%*	*73.9%*
VCR	21	6	1	18	4	14	13
%V	*1.0%*	*0.6%*	*0.4%*	*1.3%*	*0.7%*	*1.7%*	*0.7%*
%H		*28.6%*	*4.8%*	*85.7%*	*19.0%*	*66.7%*	*61.9%*
Any recorder	1341	823	221	829	522	307	1251
%V	*66.6%*	*88.8%*	*90.9%*	*59.5%*	*89.1%*	*38.0%*	*70.4%*
%H		*61.4%*	*16.5%*	*61.8%*	*38.9%*	*22.9%*	*93.3%*

Base: ITV East of England - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2014	927	243	1394	586	807	1778
%H		*46.0%*	*12.1%*	*69.2%*	*29.1%*	*40.1%*	*88.3%*
Receives HDTV (via STB or built-in reception)	1406	738	210	979	505	474	1313
%V	*69.8%*	*79.6%*	*86.4%*	*70.2%*	*86.2%*	*58.7%*	*73.8%*
%H		*52.5%*	*14.9%*	*69.6%*	*35.9%*	*33.7%*	*93.4%*
DVD/Blu-ray player or recorder	1364	632	164	968	421	547	1222
%V	*67.7%*	*68.2%*	*67.5%*	*69.4%*	*71.8%*	*67.8%*	*68.7%*
%H		*46.3%*	*12.0%*	*71.0%*	*30.9%*	*40.1%*	*89.6%*

Base: ITV East of England - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 9.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2191	1191	299	1704	997	707	2058
%H		*54.4%*	*13.6%*	*77.8%*	*45.5%*	*32.3%*	*93.9%*
Under 20"	467	219	59	395	210	185	414
%V	*21.3%*	*18.4%*	*19.7%*	*23.2%*	*21.1%*	*26.2%*	*20.1%*
%H		*46.9%*	*12.6%*	*84.6%*	*45.0%*	*39.6%*	*88.7%*
20" - 29"	650	320	88	535	290	245	613
%V	*29.7%*	*26.9%*	*29.4%*	*31.4%*	*29.1%*	*34.7%*	*29.8%*
%H		*49.2%*	*13.5%*	*82.3%*	*44.6%*	*37.7%*	*94.3%*
30" - 39"	702	414	93	505	307	198	672
%V	*32.0%*	*34.8%*	*31.1%*	*29.6%*	*30.8%*	*28.0%*	*32.7%*
%H		*59.0%*	*13.2%*	*71.9%*	*43.7%*	*28.2%*	*95.7%*
40" - 49"	296	191	50	216	160	57	287
%V	*13.5%*	*16.0%*	*16.7%*	*12.7%*	*16.0%*	*8.1%*	*13.9%*
%H		*64.5%*	*16.9%*	*73.0%*	*54.1%*	*19.3%*	*97.0%*
50" - 59"	50	33	6	34	20	14	49
%V	*2.3%*	*2.8%*	*2.0%*	*2.0%*	*2.0%*	*2.0%*	*2.4%*
%H		*66.0%*	*12.0%*	*68.0%*	*40.0%*	*28.0%*	*98.0%*
60"+	3	2	1	3	2	1	3
%V	*0.1%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*66.7%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
Don't know	22	12	2	16	8	8	20
%V	*1.0%*	*1.0%*	*0.7%*	*0.9%*	*0.8%*	*1.1%*	*1.0%*
%H		*54.5%*	*9.1%*	*72.7%*	*36.4%*	*36.4%*	*90.9%*

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2191	1191	299	1704	997	707	2058
%H		*54.4%*	*13.6%*	*77.8%*	*45.5%*	*32.3%*	*93.9%*
PVR	548	430	94	281	247	35	523
%V	*25.0%*	*36.1%*	*31.4%*	*16.5%*	*24.8%*	*5.0%*	*25.4%*
%H		*78.5%*	*17.2%*	*51.3%*	*45.1%*	*6.4%*	*95.4%*
DVDR	7	5	0	7	5	2	5
%V	*0.3%*	*0.4%*	*0.0%*	*0.4%*	*0.5%*	*0.3%*	*0.2%*
%H		*71.4%*	*0.0%*	*100.0%*	*71.4%*	*28.6%*	*71.4%*
VCR	7	5	1	7	5	2	5
%V	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.5%*	*0.3%*	*0.2%*
%H		*71.4%*	*14.3%*	*100.0%*	*71.4%*	*28.6%*	*71.4%*
Any recorder	557	435	95	291	253	37	530
%V	*25.4%*	*36.5%*	*31.8%*	*17.1%*	*25.4%*	*5.2%*	*25.8%*
%H		*78.1%*	*17.1%*	*52.2%*	*45.4%*	*6.6%*	*95.2%*

Base: ITV East of England - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2191	1191	299	1704	997	707	2058
%H		*54.4%*	*13.6%*	*77.8%*	*45.5%*	*32.3%*	*93.9%*
Receives HDTV (via STB or built-in reception)	794	472	129	574	365	209	765
%V	*36.2%*	*39.6%*	*43.1%*	*33.7%*	*36.6%*	*29.6%*	*37.2%*
%H		*59.4%*	*16.2%*	*72.3%*	*46.0%*	*26.3%*	*96.3%*
DVD/Blu-ray player or recorder	871	474	140	660	403	258	828
%V	*39.8%*	*39.8%*	*46.8%*	*38.7%*	*40.4%*	*36.5%*	*40.2%*
%H		*54.4%*	*16.1%*	*75.8%*	*46.3%*	*29.6%*	*95.1%*

Base: ITV East of England - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 9.21: Age 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 Inds	4897	4772	2405	634	3189	1537	1652	4576
%H		*97.4%*	*49.1%*	*12.9%*	*65.1%*	*31.4%*	*33.7%*	*93.4%*
Total Children	912	898	507	129	532	301	231	908
%V	*18.6%*	*18.8%*	*21.1%*	*20.3%*	*16.7%*	*19.6%*	*14.0%*	*19.8%*
%H		*98.5%*	*55.6%*	*14.1%*	*58.3%*	*33.0%*	*25.3%*	*99.6%*
0 - 3	221	219	123	27	127	67	60	220
%V	*4.5%*	*4.6%*	*5.1%*	*4.3%*	*4.0%*	*4.4%*	*3.6%*	*4.8%*
%H		*99.1%*	*55.7%*	*12.2%*	*57.5%*	*30.3%*	*27.1%*	*99.5%*
4 - 15	691	679	384	102	404	234	171	688
%V	*14.1%*	*14.2%*	*16.0%*	*16.1%*	*12.7%*	*15.2%*	*10.4%*	*15.0%*
%H		*98.3%*	*55.6%*	*14.8%*	*58.5%*	*33.9%*	*24.7%*	*99.6%*
4 - 9	372	364	215	55	195	117	78	370
%V	*7.6%*	*7.6%*	*8.9%*	*8.7%*	*6.1%*	*7.6%*	*4.7%*	*8.1%*
%H		*97.8%*	*57.8%*	*14.8%*	*52.4%*	*31.5%*	*21.0%*	*99.5%*
10 - 15	319	315	169	47	210	117	93	317
%V	*6.5%*	*6.6%*	*7.0%*	*7.4%*	*6.6%*	*7.6%*	*5.6%*	*6.9%*
%H		*98.7%*	*53.0%*	*14.7%*	*65.8%*	*36.7%*	*29.2%*	*99.4%*

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV East of England

Individual level data

Table 9.22: Adults - 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 Inds	4897	4772	2405	634	3189	1537	1652	4576
%H		*97.4%*	*49.1%*	*12.9%*	*65.1%*	*31.4%*	*33.7%*	*93.4%*
Total Adults (16+)	3985	3874	1897	505	2657	1236	1421	3668
%V	*81.4%*	*81.2%*	*78.9%*	*79.7%*	*83.3%*	*80.4%*	*86.0%*	*80.2%*
%H		*97.2%*	*47.6%*	*12.7%*	*66.7%*	*31.0%*	*35.7%*	*92.0%*
16 - 19	233	229	136	32	157	93	65	230
%V	*4.8%*	*4.8%*	*5.7%*	*5.0%*	*4.9%*	*6.1%*	*3.9%*	*5.0%*
%H		*98.3%*	*58.4%*	*13.7%*	*67.4%*	*39.9%*	*27.9%*	*98.7%*
20 - 24	261	243	131	38	152	90	62	259
%V	*5.3%*	*5.1%*	*5.4%*	*6.0%*	*4.8%*	*5.9%*	*3.8%*	*5.7%*
%H		*93.1%*	*50.2%*	*14.6%*	*58.2%*	*34.5%*	*23.8%*	*99.2%*
25 - 34	620	584	300	93	324	173	151	614
%V	*12.7%*	*12.2%*	*12.5%*	*14.7%*	*10.2%*	*11.3%*	*9.1%*	*13.4%*
%H		*94.2%*	*48.4%*	*15.0%*	*52.3%*	*27.9%*	*24.4%*	*99.0%*
35 - 44	613	592	336	81	351	191	160	607
%V	*12.5%*	*12.4%*	*14.0%*	*12.8%*	*11.0%*	*12.4%*	*9.7%*	*13.3%*
%H		*96.6%*	*54.8%*	*13.2%*	*57.3%*	*31.2%*	*26.1%*	*99.0%*
45 - 54	696	684	358	103	467	236	231	670
%V	*14.2%*	*14.3%*	*14.9%*	*16.2%*	*14.6%*	*15.4%*	*14.0%*	*14.6%*
%H		*98.3%*	*51.4%*	*14.8%*	*67.1%*	*33.9%*	*33.2%*	*96.3%*
55 - 64	602	594	278	78	447	204	243	571
%V	*12.3%*	*12.4%*	*11.6%*	*12.3%*	*14.0%*	*13.3%*	*14.7%*	*12.5%*
%H		*98.7%*	*46.2%*	*13.0%*	*74.3%*	*33.9%*	*40.4%*	*94.9%*
65+	961	948	359	81	758	249	509	718
%V	*19.6%*	*19.9%*	*14.9%*	*12.8%*	*23.8%*	*16.2%*	*30.8%*	*15.7%*
%H		*98.6%*	*37.4%*	*8.4%*	*78.9%*	*25.9%*	*53.0%*	*74.7%*

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3985	3874	1897	505	2657	1236	1421	3668
%H		*97.2%*	*47.6%*	*12.7%*	*66.7%*	*31.0%*	*35.7%*	*92.0%*
AB	1135	1104	512	141	745	312	433	1099
%V	*28.5%*	*28.5%*	*27.0%*	*27.9%*	*28.0%*	*25.2%*	*30.5%*	*30.0%*
%H		*97.3%*	*45.1%*	*12.4%*	*65.6%*	*27.5%*	*38.1%*	*96.8%*
C1	1182	1151	613	141	782	397	385	1125
%V	*29.7%*	*29.7%*	*32.3%*	*27.9%*	*29.4%*	*32.1%*	*27.1%*	*30.7%*
%H		*97.4%*	*51.9%*	*11.9%*	*66.2%*	*33.6%*	*32.6%*	*95.2%*
C2	866	847	447	130	607	329	278	811
%V	*21.7%*	*21.9%*	*23.6%*	*25.7%*	*22.8%*	*26.6%*	*19.6%*	*22.1%*
%H		*97.8%*	*51.6%*	*15.0%*	*70.1%*	*38.0%*	*32.1%*	*93.6%*
D	541	518	238	69	333	144	189	461
%V	*13.6%*	*13.4%*	*12.5%*	*13.7%*	*12.5%*	*11.7%*	*13.3%*	*12.6%*
%H		*95.7%*	*44.0%*	*12.8%*	*61.6%*	*26.6%*	*34.9%*	*85.2%*
E	262	253	87	23	190	55	135	172
%V	*6.6%*	*6.5%*	*4.6%*	*4.6%*	*7.2%*	*4.4%*	*9.5%*	*4.7%*
%H		*96.6%*	*33.2%*	*8.8%*	*72.5%*	*21.0%*	*51.5%*	*65.6%*

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3985	3874	1897	505	2657	1236	1421	3668
%H		*97.2%*	*47.6%*	*12.7%*	*66.7%*	*31.0%*	*35.7%*	*92.0%*
Working full time	1923	1854	1004	270	1186	641	545	1893
%V	*48.3%*	*47.9%*	*52.9%*	*53.5%*	*44.6%*	*51.9%*	*38.4%*	*51.6%*
%H		*96.4%*	*52.2%*	*14.0%*	*61.7%*	*33.3%*	*28.3%*	*98.4%*
Working part time	444	436	213	63	297	140	157	426
%V	*11.1%*	*11.3%*	*11.2%*	*12.5%*	*11.2%*	*11.3%*	*11.0%*	*11.6%*
%H		*98.2%*	*48.0%*	*14.2%*	*66.9%*	*31.5%*	*35.4%*	*95.9%*
Not working	1618	1584	680	172	1173	455	719	1349
%V	*40.6%*	*40.9%*	*35.8%*	*34.1%*	*44.1%*	*36.8%*	*50.6%*	*36.8%*
%H		*97.9%*	*42.0%*	*10.6%*	*72.5%*	*28.1%*	*44.4%*	*83.4%*
Housewife/Houseperson	2083	2014	927	243	1394	586	807	1839
%V	*52.3%*	*52.0%*	*48.9%*	*48.1%*	*52.5%*	*47.4%*	*56.8%*	*50.1%*
%H		*96.7%*	*44.5%*	*11.7%*	*66.9%*	*28.1%*	*38.7%*	*88.3%*

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.25: Males - 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 Males (16+)	1965	1896	938	255	1294	621	673	1822
%H		*96.5%*	*47.7%*	*13.0%*	*65.9%*	*31.6%*	*34.2%*	*92.7%*
16 - 19	121	119	67	15	84	46	38	120
%V	*6.2%*	*6.3%*	*7.1%*	*5.9%*	*6.5%*	*7.4%*	*5.6%*	*6.6%*
%H		*98.3%*	*55.4%*	*12.4%*	*69.4%*	*38.0%*	*31.4%*	*99.2%*
20 - 24	131	121	64	20	76	47	29	129
%V	*6.7%*	*6.4%*	*6.8%*	*7.8%*	*5.9%*	*7.6%*	*4.3%*	*7.1%*
%H		*92.4%*	*48.9%*	*15.3%*	*58.0%*	*35.9%*	*22.1%*	*98.5%*
25 - 34	315	294	154	50	160	89	71	309
%V	*16.0%*	*15.5%*	*16.4%*	*19.6%*	*12.4%*	*14.3%*	*10.5%*	*17.0%*
%H		*93.3%*	*48.9%*	*15.9%*	*50.8%*	*28.3%*	*22.5%*	*98.1%*
35 - 44	297	282	151	40	171	89	82	295
%V	*15.1%*	*14.9%*	*16.1%*	*15.7%*	*13.2%*	*14.3%*	*12.2%*	*16.2%*
%H		*94.9%*	*50.8%*	*13.5%*	*57.6%*	*30.0%*	*27.6%*	*99.3%*
45 - 54	343	337	177	50	228	114	113	329
%V	*17.5%*	*17.8%*	*18.9%*	*19.6%*	*17.6%*	*18.4%*	*16.8%*	*18.1%*
%H		*98.3%*	*51.6%*	*14.6%*	*66.5%*	*33.2%*	*32.9%*	*95.9%*
55 - 64	294	288	137	39	220	105	114	275
%V	*15.0%*	*15.2%*	*14.6%*	*15.3%*	*17.0%*	*16.9%*	*16.9%*	*15.1%*
%H		*98.0%*	*46.6%*	*13.3%*	*74.8%*	*35.7%*	*38.8%*	*93.5%*
65+	464	455	189	41	355	130	226	365
%V	*23.6%*	*24.0%*	*20.1%*	*16.1%*	*27.4%*	*20.9%*	*33.6%*	*20.0%*
%H		*98.1%*	*40.7%*	*8.8%*	*76.5%*	*28.0%*	*48.7%*	*78.7%*

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1965	1896	938	255	1294	621	673	1822
%H		*96.5%*	*47.7%*	*13.0%*	*65.9%*	*31.6%*	*34.2%*	*92.7%*
AB	562	545	257	67	366	154	212	548
%V	*28.6%*	*28.7%*	*27.4%*	*26.3%*	*28.3%*	*24.8%*	*31.5%*	*30.1%*
%H		*97.0%*	*45.7%*	*11.9%*	*65.1%*	*27.4%*	*37.7%*	*97.5%*
C1	552	535	291	71	366	202	165	532
%V	*28.1%*	*28.2%*	*31.0%*	*27.8%*	*28.3%*	*32.5%*	*24.5%*	*29.2%*
%H		*96.9%*	*52.7%*	*12.9%*	*66.3%*	*36.6%*	*29.9%*	*96.4%*
C2	460	448	232	70	318	169	149	431
%V	*23.4%*	*23.6%*	*24.7%*	*27.5%*	*24.6%*	*27.2%*	*22.1%*	*23.7%*
%H		*97.4%*	*50.4%*	*15.2%*	*69.1%*	*36.7%*	*32.4%*	*93.7%*
D	279	265	127	37	164	74	90	242
%V	*14.2%*	*14.0%*	*13.5%*	*14.5%*	*12.7%*	*11.9%*	*13.4%*	*13.3%*
%H		*95.0%*	*45.5%*	*13.3%*	*58.8%*	*26.5%*	*32.3%*	*86.7%*
E	111	103	31	10	80	22	58	69
%V	*5.6%*	*5.4%*	*3.3%*	*3.9%*	*6.2%*	*3.5%*	*8.6%*	*3.8%*
%H		*92.8%*	*27.9%*	*9.0%*	*72.1%*	*19.8%*	*52.3%*	*62.2%*

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1965	1896	938	255	1294	621	673	1822
%H		*96.5%*	*47.7%*	*13.0%*	*65.9%*	*31.6%*	*34.2%*	*92.7%*
Working full time	1185	1141	610	169	723	387	336	1166
%V	*60.3%*	*60.2%*	*65.0%*	*66.3%*	*55.9%*	*62.3%*	*49.9%*	*64.0%*
%H		*96.3%*	*51.5%*	*14.3%*	*61.0%*	*32.7%*	*28.4%*	*98.4%*
Working part time	93	92	45	14	64	31	33	86
%V	*4.7%*	*4.9%*	*4.8%*	*5.5%*	*4.9%*	*5.0%*	*4.9%*	*4.7%*
%H		*98.9%*	*48.4%*	*15.1%*	*68.8%*	*33.3%*	*35.5%*	*92.5%*
Not working	687	664	283	71	507	202	304	571
%V	*35.0%*	*35.0%*	*30.2%*	*27.8%*	*39.2%*	*32.5%*	*45.2%*	*31.3%*
%H		*96.7%*	*41.2%*	*10.3%*	*73.8%*	*29.4%*	*44.3%*	*83.1%*
Housewife/Houseperson	413	379	158	42	259	93	166	328
%V	*21.0%*	*20.0%*	*16.8%*	*16.5%*	*20.0%*	*15.0%*	*24.7%*	*18.0%*
%H		*91.8%*	*38.3%*	*10.2%*	*62.7%*	*22.5%*	*40.2%*	*79.4%*

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV East of England

Individual level data

Table 9.28: Females - 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 Females (16+)	2021	1978	959	250	1363	615	747	1846
%H		*97.9%*	*47.5%*	*12.4%*	*67.4%*	*30.4%*	*37.0%*	*91.3%*
16 - 19	112	110	70	17	73	46	27	110
%V	*5.5%*	*5.6%*	*7.3%*	*6.8%*	*5.4%*	*7.5%*	*3.6%*	*6.0%*
%H		*98.2%*	*62.5%*	*15.2%*	*65.2%*	*41.1%*	*24.1%*	*98.2%*
20 - 24	130	122	67	17	76	44	33	130
%V	*6.4%*	*6.2%*	*7.0%*	*6.8%*	*5.6%*	*7.2%*	*4.4%*	*7.0%*
%H		*93.8%*	*51.5%*	*13.1%*	*58.5%*	*33.8%*	*25.4%*	*100.0%*
25 - 34	305	290	145	43	165	84	81	304
%V	*15.1%*	*14.7%*	*15.1%*	*17.2%*	*12.1%*	*13.7%*	*10.8%*	*16.5%*
%H		*95.1%*	*47.5%*	*14.1%*	*54.1%*	*27.5%*	*26.6%*	*99.7%*
35 - 44	316	309	184	41	179	101	78	312
%V	*15.6%*	*15.6%*	*19.2%*	*16.4%*	*13.1%*	*16.4%*	*10.4%*	*16.9%*
%H		*97.8%*	*58.2%*	*13.0%*	*56.6%*	*32.0%*	*24.7%*	*98.7%*
45 - 54	352	347	181	53	239	122	118	341
%V	*17.4%*	*17.5%*	*18.9%*	*21.2%*	*17.5%*	*19.8%*	*15.8%*	*18.5%*
%H		*98.6%*	*51.4%*	*15.1%*	*67.9%*	*34.7%*	*33.5%*	*96.9%*
55 - 64	308	306	141	39	227	99	128	296
%V	*15.2%*	*15.5%*	*14.7%*	*15.6%*	*16.7%*	*16.1%*	*17.1%*	*16.0%*
%H		*99.4%*	*45.8%*	*12.7%*	*73.7%*	*32.1%*	*41.6%*	*96.1%*
65+	497	493	170	40	403	120	283	353
%V	*24.6%*	*24.9%*	*17.7%*	*16.0%*	*29.6%*	*19.5%*	*37.9%*	*19.1%*
%H		*99.2%*	*34.2%*	*8.0%*	*81.1%*	*24.1%*	*56.9%*	*71.0%*

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2021	1978	959	250	1363	615	747	1846
%H		*97.9%*	*47.5%*	*12.4%*	*67.4%*	*30.4%*	*37.0%*	*91.3%*
AB	573	559	254	75	379	158	221	551
%V	*28.4%*	*28.3%*	*26.5%*	*30.0%*	*27.8%*	*25.7%*	*29.6%*	*29.8%*
%H		*97.6%*	*44.3%*	*13.1%*	*66.1%*	*27.6%*	*38.6%*	*96.2%*
C1	629	616	322	69	415	195	220	593
%V	*31.1%*	*31.1%*	*33.6%*	*27.6%*	*30.4%*	*31.7%*	*29.5%*	*32.1%*
%H		*97.9%*	*51.2%*	*11.0%*	*66.0%*	*31.0%*	*35.0%*	*94.3%*
C2	405	399	215	61	289	160	130	380
%V	*20.0%*	*20.2%*	*22.4%*	*24.4%*	*21.2%*	*26.0%*	*17.4%*	*20.6%*
%H		*98.5%*	*53.1%*	*15.1%*	*71.4%*	*39.5%*	*32.1%*	*93.8%*
D	262	253	112	32	169	70	100	219
%V	*13.0%*	*12.8%*	*11.7%*	*12.8%*	*12.4%*	*11.4%*	*13.4%*	*11.9%*
%H		*96.6%*	*42.7%*	*12.2%*	*64.5%*	*26.7%*	*38.2%*	*83.6%*
E	151	150	56	13	110	33	77	103
%V	*7.5%*	*7.6%*	*5.8%*	*5.2%*	*8.1%*	*5.4%*	*10.3%*	*5.6%*
%H		*99.3%*	*37.1%*	*8.6%*	*72.8%*	*21.9%*	*51.0%*	*68.2%*

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2021	1978	959	250	1363	615	747	1846
%H		*97.9%*	*47.5%*	*12.4%*	*67.4%*	*30.4%*	*37.0%*	*91.3%*
Working full time	739	713	395	101	464	254	209	727
%V	*36.6%*	*36.0%*	*41.2%*	*40.4%*	*34.0%*	*41.3%*	*28.0%*	*39.4%*
%H		*96.5%*	*53.5%*	*13.7%*	*62.8%*	*34.4%*	*28.3%*	*98.4%*
Working part time	351	345	168	48	233	109	124	341
%V	*17.4%*	*17.4%*	*17.5%*	*19.2%*	*17.1%*	*17.7%*	*16.6%*	*18.5%*
%H		*98.3%*	*47.9%*	*13.7%*	*66.4%*	*31.1%*	*35.3%*	*97.2%*
Not working	931	920	397	101	666	252	414	778
%V	*46.1%*	*46.5%*	*41.4%*	*40.4%*	*48.9%*	*41.0%*	*55.4%*	*42.1%*
%H		*98.8%*	*42.6%*	*10.8%*	*71.5%*	*27.1%*	*44.5%*	*83.6%*
Housewife/Houseperson	1670	1635	769	201	1135	494	641	1511
%V	*82.6%*	*82.7%*	*80.2%*	*80.4%*	*83.3%*	*80.3%*	*85.8%*	*81.9%*
%H		*97.9%*	*46.0%*	*12.0%*	*68.0%*	*29.6%*	*38.4%*	*90.5%*

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South West

Contents Page

Household
- Table 10.1: Social Grade 256
- Table 10.2: Housewife Age 257
- Table 10.3: Size of Household 258
- Table 10.4: Presence of Children 259
- Table 10.5: Number of TV sets in household 260
- Table 10.6: Screen size 261
- Table 10.7: Location of ANY set in household 262
- Table 10.8: Platform Provider 263
- Table 10.9: Recorders and other equipment 264
- Table 10.10: Computers and Internet 265

Sets
- Table 10.11: Screen Size 266
- Table 10.12: Location of set 267
- Table 10.13: Recorders 268
- Table 10.14: Other TV equipment 268
- Table 10.15: Main Set Screen Size 269
- Table 10.16: Main Set Recorders 270
- Table 10.17: Main Set - Other TV equipment 270
- Table 10.18: Other Sets (non-Main Set) Screen Size 271
- Table 10.19: Other Set (non-Main Set) Recorders 272
- Table 10.20: Other Set (non-Main Set) - Other TV equipment 272

Individuals
- Table 10.21: Age of Children 273
- Table 10.22: Adults - Age 274
- Table 10.23: Social Grade (Adults 16+) 275
- Table 10.24: Working Status (Adults 16+) 276
- Table 10.25: Males - Age 277
- Table 10.26: Social Grade (Males 16+) 278
- Table 10.27: Working Status (Males 16+) 279
- Table 10.28: Females - Age 280
- Table 10.29: Social Grade (Females 16+) 281
- Table 10.30: Working Status (Females 16+) 282

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV South West

Household level data

Table 10.1: 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	816	793	297	74	631	221	410	708
%H (All HH)		*97.2%*	*36.4%*	*9.1%*	*77.3%*	*27.1%*	*50.2%*	*86.8%*
%H (TV HH)			*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	
AB	221	214	91	19	167	64	103	209
%V	*27.1%*	*27.0%*	*30.6%*	*25.7%*	*26.5%*	*29.0%*	*25.1%*	*29.5%*
%H (All HH)		*96.8%*	*41.2%*	*8.6%*	*75.6%*	*29.0%*	*46.6%*	*94.6%*
%H (TV HH)			*42.5%*	*8.9%*	*78.0%*	*29.9%*	*48.1%*	
C1	263	256	91	28	205	73	132	239
%V	*32.2%*	*32.3%*	*30.6%*	*37.8%*	*32.5%*	*33.0%*	*32.2%*	*33.8%*
%H (All HH)		*97.3%*	*34.6%*	*10.6%*	*77.9%*	*27.8%*	*50.2%*	*90.9%*
%H (TV HH)			*35.5%*	*10.9%*	*80.1%*	*28.5%*	*51.6%*	
C2	166	161	59	15	131	47	84	142
%V	*20.3%*	*20.3%*	*19.9%*	*20.3%*	*20.8%*	*21.3%*	*20.5%*	*20.1%*
%H (All HH)		*97.0%*	*35.5%*	*9.0%*	*78.9%*	*28.3%*	*50.6%*	*85.5%*
%H (TV HH)			*36.6%*	*9.3%*	*81.4%*	*29.2%*	*52.2%*	
D	104	102	35	9	81	25	56	85
%V	*12.7%*	*12.9%*	*11.8%*	*12.2%*	*12.8%*	*11.3%*	*13.7%*	*12.0%*
%H (All HH)		*98.1%*	*33.7%*	*8.7%*	*77.9%*	*24.0%*	*53.8%*	*81.7%*
%H (TV HH)			*34.3%*	*8.8%*	*79.4%*	*24.5%*	*54.9%*	
E	62	60	21	2	47	11	36	33
%V	*7.6%*	*7.6%*	*7.1%*	*2.7%*	*7.4%*	*5.0%*	*8.8%*	*4.7%*
%H (All HH)		*96.8%*	*33.9%*	*3.2%*	*75.8%*	*17.7%*	*58.1%*	*53.2%*
%H (TV HH)			*35.0%*	*3.3%*	*78.3%*	*18.3%*	*60.0%*	

Base: ITV 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

Table 10.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	816	793	297	74	631	221	410	708
%H (All HH)		*97.2%*	*36.4%*	*9.1%*	*77.3%*	*27.1%*	*50.2%*	*86.8%*
%H (TV HH)			*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	
Under 25	38	32	6	3	23	3	20	37
%V	*4.7%*	*4.0%*	*2.0%*	*4.1%*	*3.6%*	*1.4%*	*4.9%*	*5.2%*
%H (All HH)		*84.2%*	*15.8%*	*7.9%*	*60.5%*	*7.9%*	*52.6%*	*97.4%*
%H (TV HH)			*18.8%*	*9.4%*	*71.9%*	*9.4%*	*62.5%*	
25 - 34	101	98	41	17	59	23	36	98
%V	*12.4%*	*12.4%*	*13.8%*	*23.0%*	*9.4%*	*10.4%*	*8.8%*	*13.8%*
%H (All HH)		*97.0%*	*40.6%*	*16.8%*	*58.4%*	*22.8%*	*35.6%*	*97.0%*
%H (TV HH)			*41.8%*	*17.3%*	*60.2%*	*23.5%*	*36.7%*	
35 - 44	112	109	53	12	82	40	43	110
%V	*13.7%*	*13.7%*	*17.8%*	*16.2%*	*13.0%*	*18.1%*	*10.5%*	*15.5%*
%H (All HH)		*97.3%*	*47.3%*	*10.7%*	*73.2%*	*35.7%*	*38.4%*	*98.2%*
%H (TV HH)			*48.6%*	*11.0%*	*75.2%*	*36.7%*	*39.4%*	
45 - 54	153	151	57	19	119	48	72	149
%V	*18.8%*	*19.0%*	*19.2%*	*25.7%*	*18.9%*	*21.7%*	*17.6%*	*21.0%*
%H (All HH)		*98.7%*	*37.3%*	*12.4%*	*77.8%*	*31.4%*	*47.1%*	*97.4%*
%H (TV HH)			*37.7%*	*12.6%*	*78.8%*	*31.8%*	*47.7%*	
55 - 64	156	152	66	13	123	50	73	140
%V	*19.1%*	*19.2%*	*22.2%*	*17.6%*	*19.5%*	*22.6%*	*17.8%*	*19.8%*
%H (All HH)		*97.4%*	*42.3%*	*8.3%*	*78.8%*	*32.1%*	*46.8%*	*89.7%*
%H (TV HH)			*43.4%*	*8.6%*	*80.9%*	*32.9%*	*48.0%*	
65 +	256	251	75	9	225	58	167	175
%V	*31.4%*	*31.7%*	*25.3%*	*12.2%*	*35.7%*	*26.2%*	*40.7%*	*24.7%*
%H (All HH)		*98.0%*	*29.3%*	*3.5%*	*87.9%*	*22.7%*	*65.2%*	*68.4%*
%H (TV HH)			*29.9%*	*3.6%*	*89.6%*	*23.1%*	*66.5%*	

Base: ITV 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

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	816	793	297	74	631	221	410	708
%H (All HH)		*97.2%*	*36.4%*	*9.1%*	*77.3%*	*27.1%*	*50.2%*	*86.8%*
%H (TV HH)			*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	
1	255	243	57	18	204	41	163	173
%V	*31.3%*	*30.6%*	*19.2%*	*24.3%*	*32.3%*	*18.6%*	*39.8%*	*24.4%*
%H (All HH)		*95.3%*	*22.4%*	*7.1%*	*80.0%*	*16.1%*	*63.9%*	*67.8%*
%H (TV HH)			*23.5%*	*7.4%*	*84.0%*	*16.9%*	*67.1%*	
2	318	312	123	25	248	90	158	293
%V	*39.0%*	*39.3%*	*41.4%*	*33.8%*	*39.3%*	*40.7%*	*38.5%*	*41.4%*
%H (All HH)		*98.1%*	*38.7%*	*7.9%*	*78.0%*	*28.3%*	*49.7%*	*92.1%*
%H (TV HH)			*39.4%*	*8.0%*	*79.5%*	*28.8%*	*50.6%*	
3	114	113	54	13	85	41	44	114
%V	*14.0%*	*14.2%*	*18.2%*	*17.6%*	*13.5%*	*18.6%*	*10.7%*	*16.1%*
%H (All HH)		*99.1%*	*47.4%*	*11.4%*	*74.6%*	*36.0%*	*38.6%*	*100.0%*
%H (TV HH)			*47.8%*	*11.5%*	*75.2%*	*36.3%*	*38.9%*	
4	87	85	44	13	65	38	27	87
%V	*10.7%*	*10.7%*	*14.8%*	*17.6%*	*10.3%*	*17.2%*	*6.6%*	*12.3%*
%H (All HH)		*97.7%*	*50.6%*	*14.9%*	*74.7%*	*43.7%*	*31.0%*	*100.0%*
%H (TV HH)			*51.8%*	*15.3%*	*76.5%*	*44.7%*	*31.8%*	
5+	41	40	19	4	29	12	17	41
%V	*5.0%*	*5.0%*	*6.4%*	*5.4%*	*4.6%*	*5.4%*	*4.1%*	*5.8%*
%H (All HH)		*97.6%*	*46.3%*	*9.8%*	*70.7%*	*29.3%*	*41.5%*	*100.0%*
%H (TV HH)			*47.5%*	*10.0%*	*72.5%*	*30.0%*	*42.5%*	
Average HH size	2.21	2.22	2.50	2.47	2.18	2.52	1.99	2.36

Base: ITV 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

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	816	793	297	74	631	221	410	708
%H (All HH)		*97.2%*	*36.4%*	*9.1%*	*77.3%*	*27.1%*	*50.2%*	*86.8%*
%H (TV HH)			*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	
Without	642	622	212	52	507	159	348	536
%V	*78.7%*	*78.4%*	*71.4%*	*70.3%*	*80.3%*	*71.9%*	*84.9%*	*75.7%*
%H (All HH)		*96.9%*	*33.0%*	*8.1%*	*79.0%*	*24.8%*	*54.2%*	*83.5%*
%H (TV HH)			*34.1%*	*8.4%*	*81.5%*	*25.6%*	*55.9%*	
With	174	171	85	22	124	62	62	172
%V	*21.3%*	*21.6%*	*28.6%*	*29.7%*	*19.7%*	*28.1%*	*15.1%*	*24.3%*
%H (All HH)		*98.3%*	*48.9%*	*12.6%*	*71.3%*	*35.6%*	*35.6%*	*98.9%*
%H (TV HH)			*49.7%*	*12.9%*	*72.5%*	*36.3%*	*36.3%*	
0 - 3	60	60	33	6	42	22	20	60
%V	*7.4%*	*7.6%*	*11.1%*	*8.1%*	*6.7%*	*10.0%*	*4.9%*	*8.5%*
%H (All HH)		*100.0%*	*55.0%*	*10.0%*	*70.0%*	*36.7%*	*33.3%*	*100.0%*
%H (TV HH)			*55.0%*	*10.0%*	*70.0%*	*36.7%*	*33.3%*	
4 - 9	81	80	43	8	55	27	28	80
%V	*9.9%*	*10.1%*	*14.5%*	*10.8%*	*8.7%*	*12.2%*	*6.8%*	*11.3%*
%H (All HH)		*98.8%*	*53.1%*	*9.9%*	*67.9%*	*33.3%*	*34.6%*	*98.8%*
%H (TV HH)			*53.8%*	*10.0%*	*68.8%*	*33.8%*	*35.0%*	
10 - 15	91	88	47	11	66	35	31	90
%V	*11.2%*	*11.1%*	*15.8%*	*14.9%*	*10.5%*	*15.8%*	*7.6%*	*12.7%*
%H (All HH)		*96.7%*	*51.6%*	*12.1%*	*72.5%*	*38.5%*	*34.1%*	*98.9%*
%H (TV HH)			*53.4%*	*12.5%*	*75.0%*	*39.8%*	*35.2%*	

Base: ITV 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

ITV South West

Household level data

Table 10.5: 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	816	793	297	74	631	221	410	708
%H (All HH)		*97.2%*	*36.4%*	*9.1%*	*77.3%*	*27.1%*	*50.2%*	*86.8%*
%H (TV HH)			*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	
1	312	312	86	24	229	38	191	250
%V	*38.2%*	*39.3%*	*29.0%*	*32.4%*	*36.3%*	*17.2%*	*46.6%*	*35.3%*
%H (All HH)		*100.0%*	*27.6%*	*7.7%*	*73.4%*	*12.2%*	*61.2%*	*80.1%*
%H (TV HH)			*27.6%*	*7.7%*	*73.4%*	*12.2%*	*61.2%*	
2	262	262	106	23	214	83	131	229
%V	*32.1%*	*33.0%*	*35.7%*	*31.1%*	*33.9%*	*37.6%*	*32.0%*	*32.3%*
%H (All HH)		*100.0%*	*40.5%*	*8.8%*	*81.7%*	*31.7%*	*50.0%*	*87.4%*
%H (TV HH)			*40.5%*	*8.8%*	*81.7%*	*31.7%*	*50.0%*	
3	141	141	67	15	118	59	59	132
%V	*17.3%*	*17.8%*	*22.6%*	*20.3%*	*18.7%*	*26.7%*	*14.4%*	*18.6%*
%H (All HH)		*100.0%*	*47.5%*	*10.6%*	*83.7%*	*41.8%*	*41.8%*	*93.6%*
%H (TV HH)			*47.5%*	*10.6%*	*83.7%*	*41.8%*	*41.8%*	
4	53	53	23	9	45	25	21	51
%V	*6.5%*	*6.7%*	*7.7%*	*12.2%*	*7.1%*	*11.3%*	*5.1%*	*7.2%*
%H (All HH)		*100.0%*	*43.4%*	*17.0%*	*84.9%*	*47.2%*	*39.6%*	*96.2%*
%H (TV HH)			*43.4%*	*17.0%*	*84.9%*	*47.2%*	*39.6%*	
5+	26	26	15	3	24	16	8	25
%V	*3.2%*	*3.3%*	*5.1%*	*4.1%*	*3.8%*	*7.2%*	*2.0%*	*3.5%*
%H (All HH)		*100.0%*	*57.7%*	*11.5%*	*92.3%*	*61.5%*	*30.8%*	*96.2%*
%H (TV HH)			*57.7%*	*11.5%*	*92.3%*	*61.5%*	*30.8%*	

Base: ITV 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

Table 10.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	816	793	297	74	631	221	410	708
%H (All HH)		*97.2%*	*36.4%*	*9.1%*	*77.3%*	*27.1%*	*50.2%*	*86.8%*
%H (TV HH)			*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	
Under 20"	147	147	62	10	129	56	73	131
%V	*18.0%*	*18.5%*	*20.9%*	*13.5%*	*20.4%*	*25.3%*	*17.8%*	*18.5%*
%H (All HH)		*100.0%*	*42.2%*	*6.8%*	*87.8%*	*38.1%*	*49.7%*	*89.1%*
%H (TV HH)			*42.2%*	*6.8%*	*87.8%*	*38.1%*	*49.7%*	
20" - 29"	280	280	102	28	242	93	150	236
%V	*34.3%*	*35.3%*	*34.3%*	*37.8%*	*38.4%*	*42.1%*	*36.6%*	*33.3%*
%H (All HH)		*100.0%*	*36.4%*	*10.0%*	*86.4%*	*33.2%*	*53.6%*	*84.3%*
%H (TV HH)			*36.4%*	*10.0%*	*86.4%*	*33.2%*	*53.6%*	
30" - 39"	408	408	152	35	343	126	218	352
%V	*50.0%*	*51.5%*	*51.2%*	*47.3%*	*54.4%*	*57.0%*	*53.2%*	*49.7%*
%H (All HH)		*100.0%*	*37.3%*	*8.6%*	*84.1%*	*30.9%*	*53.4%*	*86.3%*
%H (TV HH)			*37.3%*	*8.6%*	*84.1%*	*30.9%*	*53.4%*	
40" - 49"	342	342	155	41	265	124	141	319
%V	*41.9%*	*43.1%*	*52.2%*	*55.4%*	*42.0%*	*56.1%*	*34.4%*	*45.1%*
%H (All HH)		*100.0%*	*45.3%*	*12.0%*	*77.5%*	*36.3%*	*41.2%*	*93.3%*
%H (TV HH)			*45.3%*	*12.0%*	*77.5%*	*36.3%*	*41.2%*	
50" - 59"	100	100	50	12	73	36	37	99
%V	*12.3%*	*12.6%*	*16.8%*	*16.2%*	*11.6%*	*16.3%*	*9.0%*	*14.0%*
%H (All HH)		*100.0%*	*50.0%*	*12.0%*	*73.0%*	*36.0%*	*37.0%*	*99.0%*
%H (TV HH)			*50.0%*	*12.0%*	*73.0%*	*36.0%*	*37.0%*	
60"+	14	14	6	2	10	5	5	13
%V	*1.7%*	*1.8%*	*2.0%*	*2.7%*	*1.6%*	*2.3%*	*1.2%*	*1.8%*
%H (All HH)		*100.0%*	*42.9%*	*14.3%*	*71.4%*	*35.7%*	*35.7%*	*92.9%*
%H (TV HH)			*42.9%*	*14.3%*	*71.4%*	*35.7%*	*35.7%*	

Base: ITV 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

ITV South West

Household level data

Table 10.7: 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	816	793	297	74	631	221	410	708
%H (All HH)		*97.2%*	*36.4%*	*9.1%*	*77.3%*	*27.1%*	*50.2%*	*86.8%*
%H (TV HH)			*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	
Main living room	784	784	295	73	625	220	405	680
%V	*96.1%*	*98.9%*	*99.3%*	*98.6%*	*99.0%*	*99.5%*	*98.8%*	*96.0%*
%H (All HH)		*100.0%*	*37.6%*	*9.3%*	*79.7%*	*28.1%*	*51.7%*	*86.7%*
%H (TV HH)			*37.6%*	*9.3%*	*79.7%*	*28.1%*	*51.7%*	
Kitchen	109	109	45	9	98	43	55	97
%V	*13.4%*	*13.7%*	*15.2%*	*12.2%*	*15.5%*	*19.5%*	*13.4%*	*13.7%*
%H (All HH)		*100.0%*	*41.3%*	*8.3%*	*89.9%*	*39.4%*	*50.5%*	*89.0%*
%H (TV HH)			*41.3%*	*8.3%*	*89.9%*	*39.4%*	*50.5%*	
Adult's bedroom	366	366	159	42	311	148	163	333
%V	*44.9%*	*46.2%*	*53.5%*	*56.8%*	*49.3%*	*67.0%*	*39.8%*	*47.0%*
%H (All HH)		*100.0%*	*43.4%*	*11.5%*	*85.0%*	*40.4%*	*44.5%*	*91.0%*
%H (TV HH)			*43.4%*	*11.5%*	*85.0%*	*40.4%*	*44.5%*	
Child's bedroom	61	61	34	9	45	27	19	61
%V	*7.5%*	*7.7%*	*11.4%*	*12.2%*	*7.1%*	*12.2%*	*4.6%*	*8.6%*
%H (All HH)		*100.0%*	*55.7%*	*14.8%*	*73.8%*	*44.3%*	*31.1%*	*100.0%*
%H (TV HH)			*55.7%*	*14.8%*	*73.8%*	*44.3%*	*31.1%*	
Other bedroom	82	82	36	14	69	37	32	80
%V	*10.0%*	*10.3%*	*12.1%*	*18.9%*	*10.9%*	*16.7%*	*7.8%*	*11.3%*
%H (All HH)		*100.0%*	*43.9%*	*17.1%*	*84.1%*	*45.1%*	*39.0%*	*97.6%*
%H (TV HH)			*43.9%*	*17.1%*	*84.1%*	*45.1%*	*39.0%*	
Second living/dining room	73	73	37	7	62	32	30	67
%V	*8.9%*	*9.2%*	*12.5%*	*9.5%*	*9.8%*	*14.5%*	*7.3%*	*9.5%*
%H (All HH)		*100.0%*	*50.7%*	*9.6%*	*84.9%*	*43.8%*	*41.1%*	*91.8%*
%H (TV HH)			*50.7%*	*9.6%*	*84.9%*	*43.8%*	*41.1%*	
Study/office	12	12	6	1	11	6	5	12
%V	*1.5%*	*1.5%*	*2.0%*	*1.4%*	*1.7%*	*2.7%*	*1.2%*	*1.7%*
%H (All HH)		*100.0%*	*50.0%*	*8.3%*	*91.7%*	*50.0%*	*41.7%*	*100.0%*
%H (TV HH)			*50.0%*	*8.3%*	*91.7%*	*50.0%*	*41.7%*	
TV room	2	2	1	0	2	0	1	2
%V	*0.2%*	*0.3%*	*0.3%*	*0.0%*	*0.3%*	*0.0%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	
Conservatory	13	13	8	1	11	7	4	13
%V	*1.6%*	*1.6%*	*2.7%*	*1.4%*	*1.7%*	*3.2%*	*1.0%*	*1.8%*
%H (All HH)		*100.0%*	*61.5%*	*7.7%*	*84.6%*	*53.8%*	*30.8%*	*100.0%*
%H (TV HH)			*61.5%*	*7.7%*	*84.6%*	*53.8%*	*30.8%*	
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%*	*0.2%*	*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	3	3	7
%V	*0.9%*	*0.9%*	*1.3%*	*0.0%*	*1.0%*	*1.4%*	*0.7%*	*1.0%*
%H (All HH)		*100.0%*	*57.1%*	*0.0%*	*85.7%*	*42.9%*	*42.9%*	*100.0%*
%H (TV HH)			*57.1%*	*0.0%*	*85.7%*	*42.9%*	*42.9%*	

Base: ITV 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

Table 10.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	816	793	297	74	631	221	410	708
%H (All HH)		*97.2%*	*36.4%*	*9.1%*	*77.3%*	*27.1%*	*50.2%*	*86.8%*
%H (TV HH)			*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	
Any DSAT provider	297	297	297	1	179	179	0	279
%V	*36.4%*	*37.5%*	*100.0%*	*1.4%*	*28.4%*	*81.0%*	*0.0%*	*39.4%*
%H (All HH)			*100.0%*	*0.3%*	*60.3%*	*60.3%*	*0.0%*	*93.9%*
%H (TV HH)			*100.0%*	*0.3%*	*60.3%*	*60.3%*	*0.0%*	
Sky with subcription	228	228	228	1	136	136	0	217
%V	*27.9%*	*28.8%*	*76.8%*	*1.4%*	*21.6%*	*61.5%*	*0.0%*	*30.6%*
%H (All HH)			*100.0%*	*0.4%*	*59.6%*	*59.6%*	*0.0%*	*95.2%*
%H (TV HH)			*100.0%*	*0.4%*	*59.6%*	*59.6%*	*0.0%*	
Sky without subscription	18	18	18	0	12	12	0	16
%V	*2.2%*	*2.3%*	*6.1%*	*0.0%*	*1.9%*	*5.4%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*88.9%*
%H (TV HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	
Freesat	55	55	55	0	30	30	0	51
%V	*6.7%*	*6.9%*	*18.5%*	*0.0%*	*4.8%*	*13.6%*	*0.0%*	*7.2%*
%H (All HH)			*100.0%*	*0.0%*	*54.5%*	*54.5%*	*0.0%*	*92.7%*
%H (TV HH)			*100.0%*	*0.0%*	*54.5%*	*54.5%*	*0.0%*	
Other satellite provider	16	16	16	0	10	10	0	14
%V	*2.0%*	*2.0%*	*5.4%*	*0.0%*	*1.6%*	*4.5%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*0.0%*	*62.5%*	*62.5%*	*0.0%*	*87.5%*
%H (TV HH)			*100.0%*	*0.0%*	*62.5%*	*62.5%*	*0.0%*	
DCAB	74	74	1	74	42	42	0	72
%V	*9.1%*	*9.3%*	*0.3%*	*100.0%*	*6.7%*	*19.0%*	*0.0%*	*10.2%*
%H (All HH)			*1.4%*	*100.0%*	*56.8%*	*56.8%*	*0.0%*	*97.3%*
%H (TV HH)			*1.4%*	*100.0%*	*56.8%*	*56.8%*	*0.0%*	
DTT	631	631	179	42	631	221	410	536
%V	*77.3%*	*79.6%*	*60.3%*	*56.8%*	*100.0%*	*100.0%*	*100.0%*	*75.7%*
%H (All HH)		*100.0%*	*28.4%*	*6.7%*	*100.0%*	*35.0%*	*65.0%*	*84.9%*
%H (TV HH)			*28.4%*	*6.7%*	*100.0%*	*35.0%*	*65.0%*	

Base: ITV 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

Table 10.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	816	793	297	74	631	221	410	708
%H (All HH)		*97.2%*	*36.4%*	*9.1%*	*77.3%*	*27.1%*	*50.2%*	*86.8%*
%H (TV HH)			*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	
PVR	525	525	269	69	392	204	188	486
%V	*64.3%*	*66.2%*	*90.6%*	*93.2%*	*62.1%*	*92.3%*	*45.9%*	*68.6%*
%H (All HH)		*100.0%*	*51.2%*	*13.1%*	*74.7%*	*38.9%*	*35.8%*	*92.6%*
%H (TV HH)			*51.2%*	*13.1%*	*74.7%*	*38.9%*	*35.8%*	
DVDR	12	12	3	0	12	3	9	10
%V	*1.5%*	*1.5%*	*1.0%*	*0.0%*	*1.9%*	*1.4%*	*2.2%*	*1.4%*
%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	7	7	0	1	6	1	5	5
%V	*0.9%*	*0.9%*	*0.0%*	*1.4%*	*1.0%*	*0.5%*	*1.2%*	*0.7%*
%H (All HH)		*100.0%*	*0.0%*	*14.3%*	*85.7%*	*14.3%*	*71.4%*	*71.4%*
%H (TV HH)			*0.0%*	*14.3%*	*85.7%*	*14.3%*	*71.4%*	
Any recorder	533	533	269	69	400	204	196	491
%V	*65.3%*	*67.2%*	*90.6%*	*93.2%*	*63.4%*	*92.3%*	*47.8%*	*69.4%*
%H (All HH)		*100.0%*	*50.5%*	*12.9%*	*75.0%*	*38.3%*	*36.8%*	*92.1%*
%H (TV HH)			*50.5%*	*12.9%*	*75.0%*	*38.3%*	*36.8%*	
Receives HDTV (via STB or built-in reception)	569	569	257	68	442	198	245	528
%V	*69.7%*	*71.8%*	*86.5%*	*91.9%*	*70.0%*	*89.6%*	*59.8%*	*74.6%*
%H (All HH)		*100.0%*	*45.2%*	*12.0%*	*77.7%*	*34.8%*	*43.1%*	*92.8%*
%H (TV HH)			*45.2%*	*12.0%*	*77.7%*	*34.8%*	*43.1%*	
DVD/Blu-ray player or recorder	644	644	251	66	516	198	318	579
%V	*78.9%*	*81.2%*	*84.5%*	*89.2%*	*81.8%*	*89.6%*	*77.6%*	*81.8%*
%H (All HH)		*100.0%*	*39.0%*	*10.2%*	*80.1%*	*30.7%*	*49.4%*	*89.9%*
%H (TV HH)			*39.0%*	*10.2%*	*80.1%*	*30.7%*	*49.4%*	

Base: ITV 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

Table 10.10: 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	816	793	297	74	631	221	410	708
%H (All HH)		*97.2%*	*36.4%*	*9.1%*	*77.3%*	*27.1%*	*50.2%*	*86.8%*
%H (TV HH)			*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	
Has broadband internet	708	688	279	72	536	211	325	708
%V	*86.8%*	*86.8%*	*93.9%*	*97.3%*	*84.9%*	*95.5%*	*79.3%*	*100.0%*
%H (All HH)		*97.2%*	*39.4%*	*10.2%*	*75.7%*	*29.8%*	*45.9%*	*100.0%*
%H (TV HH)			*40.6%*	*10.5%*	*77.9%*	*30.7%*	*47.2%*	
Number of computers (PCs and laptops)								
0	125	120	22	3	106	13	93	21
%V	*15.3%*	*15.1%*	*7.4%*	*4.1%*	*16.8%*	*5.9%*	*22.7%*	*3.0%*
%H (All HH)		*96.0%*	*17.6%*	*2.4%*	*84.8%*	*10.4%*	*74.4%*	*16.8%*
%H (TV HH)			*18.3%*	*2.5%*	*88.3%*	*10.8%*	*77.5%*	
1	189	182	53	17	148	40	109	184
%V	*23.2%*	*23.0%*	*17.8%*	*23.0%*	*23.5%*	*18.1%*	*26.6%*	*26.0%*
%H (All HH)		*96.3%*	*28.0%*	*9.0%*	*78.3%*	*21.2%*	*57.7%*	*97.4%*
%H (TV HH)			*29.1%*	*9.3%*	*81.3%*	*22.0%*	*59.9%*	
2	212	205	91	19	159	68	91	212
%V	*26.0%*	*25.9%*	*30.6%*	*25.7%*	*25.2%*	*30.8%*	*22.2%*	*29.9%*
%H (All HH)		*96.7%*	*42.9%*	*9.0%*	*75.0%*	*32.1%*	*42.9%*	*100.0%*
%H (TV HH)			*44.4%*	*9.3%*	*77.6%*	*33.2%*	*44.4%*	
3	115	113	50	11	88	36	51	115
%V	*14.1%*	*14.2%*	*16.8%*	*14.9%*	*13.9%*	*16.3%*	*12.4%*	*16.2%*
%H (All HH)		*98.3%*	*43.5%*	*9.6%*	*76.5%*	*31.3%*	*44.3%*	*100.0%*
%H (TV HH)			*44.2%*	*9.7%*	*77.9%*	*31.9%*	*45.1%*	
4	75	73	32	12	57	29	28	75
%V	*9.2%*	*9.2%*	*10.8%*	*16.2%*	*9.0%*	*13.1%*	*6.8%*	*10.6%*
%H (All HH)		*97.3%*	*42.7%*	*16.0%*	*76.0%*	*38.7%*	*37.3%*	*100.0%*
%H (TV HH)			*43.8%*	*16.4%*	*78.1%*	*39.7%*	*38.4%*	
5+	101	99	48	12	73	34	38	101
%V	*12.4%*	*12.5%*	*16.2%*	*16.2%*	*11.6%*	*15.4%*	*9.3%*	*14.3%*
%H (All HH)		*98.0%*	*47.5%*	*11.9%*	*72.3%*	*33.7%*	*37.6%*	*100.0%*
%H (TV HH)			*48.5%*	*12.1%*	*73.7%*	*34.3%*	*38.4%*	

Base: ITV 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

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	1611	673	165	1328	568	760	1448
%H		*41.8%*	*10.2%*	*82.4%*	*35.3%*	*47.2%*	*89.9%*
Under 20"	196	83	16	174	79	95	177
%V	*12.2%*	*12.3%*	*9.7%*	*13.1%*	*13.9%*	*12.5%*	*12.2%*
%H		*42.3%*	*8.2%*	*88.8%*	*40.3%*	*48.5%*	*90.3%*
20" - 29"	362	134	35	317	124	192	311
%V	*22.5%*	*19.9%*	*21.2%*	*23.9%*	*21.8%*	*25.3%*	*21.5%*
%H		*37.0%*	*9.7%*	*87.6%*	*34.3%*	*53.0%*	*85.9%*
30" - 39"	500	195	44	420	164	257	437
%V	*31.0%*	*29.0%*	*26.7%*	*31.6%*	*28.9%*	*33.8%*	*30.2%*
%H		*39.0%*	*8.8%*	*84.0%*	*32.8%*	*51.4%*	*87.4%*
40" - 49"	388	180	50	299	146	153	364
%V	*24.1%*	*26.7%*	*30.3%*	*22.5%*	*25.7%*	*20.1%*	*25.1%*
%H		*46.4%*	*12.9%*	*77.1%*	*37.6%*	*39.4%*	*93.8%*
50" - 59"	109	55	13	77	39	38	108
%V	*6.8%*	*8.2%*	*7.9%*	*5.8%*	*6.9%*	*5.0%*	*7.5%*
%H		*50.5%*	*11.9%*	*70.6%*	*35.8%*	*34.9%*	*99.1%*
60"+	14	7	2	10	5	5	14
%V	*0.9%*	*1.0%*	*1.2%*	*0.8%*	*0.9%*	*0.7%*	*1.0%*
%H		*50.0%*	*14.3%*	*71.4%*	*35.7%*	*35.7%*	*100.0%*
Don't know	42	18	3	31	11	20	37
%V	*2.6%*	*2.7%*	*1.8%*	*2.3%*	*1.9%*	*2.6%*	*2.6%*
%H		*42.9%*	*7.1%*	*73.8%*	*26.2%*	*47.6%*	*88.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1611	673	165	1328	568	760	1448
%H		*41.8%*	*10.2%*	*82.4%*	*35.3%*	*47.2%*	*89.9%*
Main living room	787	295	74	628	220	408	682
%V	*48.9%*	*43.8%*	*44.8%*	*47.3%*	*38.7%*	*53.7%*	*47.1%*
%H		*37.5%*	*9.4%*	*79.8%*	*28.0%*	*51.8%*	*86.7%*
Kitchen	109	45	9	98	43	55	97
%V	*6.8%*	*6.7%*	*5.5%*	*7.4%*	*7.6%*	*7.2%*	*6.7%*
%H		*41.3%*	*8.3%*	*89.9%*	*39.4%*	*50.5%*	*89.0%*
Adult's bedroom	422	186	45	361	171	190	389
%V	*26.2%*	*27.6%*	*27.3%*	*27.2%*	*30.1%*	*25.0%*	*26.9%*
%H		*44.1%*	*10.7%*	*85.5%*	*40.5%*	*45.0%*	*92.2%*
Child's bedroom	79	44	11	60	35	25	79
%V	*4.9%*	*6.5%*	*6.7%*	*4.5%*	*6.2%*	*3.3%*	*5.5%*
%H		*55.7%*	*13.9%*	*75.9%*	*44.3%*	*31.6%*	*100.0%*
Other bedroom	101	45	19	85	48	37	96
%V	*6.3%*	*6.7%*	*11.5%*	*6.4%*	*8.5%*	*4.9%*	*6.6%*
%H		*44.6%*	*18.8%*	*84.2%*	*47.5%*	*36.6%*	*95.0%*
Second living/dining room	75	37	7	64	32	32	69
%V	*4.7%*	*5.5%*	*4.2%*	*4.8%*	*5.6%*	*4.2%*	*4.8%*
%H		*49.3%*	*9.3%*	*85.3%*	*42.7%*	*42.7%*	*92.0%*
Study/office	12	6	1	11	6	5	12
%V	*0.7%*	*0.9%*	*0.6%*	*0.8%*	*1.1%*	*0.7%*	*0.8%*
%H		*50.0%*	*8.3%*	*91.7%*	*50.0%*	*41.7%*	*100.0%*
TV room	2	1	0	2	0	1	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.2%*	*0.0%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	*100.0%*
Conservatory	13	8	1	11	7	4	13
%V	*0.8%*	*1.2%*	*0.6%*	*0.8%*	*1.2%*	*0.5%*	*0.9%*
%H		*61.5%*	*7.7%*	*84.6%*	*53.8%*	*30.8%*	*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	8	4	0	7	4	3	7
%V	*0.5%*	*0.6%*	*0.0%*	*0.5%*	*0.7%*	*0.4%*	*0.5%*
%H		*50.0%*	*0.0%*	*87.5%*	*50.0%*	*37.5%*	*87.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV South West

Set level data

Table 10.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1611	673	165	1328	568	760	1448
%H		*41.8%*	*10.2%*	*82.4%*	*35.3%*	*47.2%*	*89.9%*
PVR	664	368	95	475	273	202	620
%V	*41.2%*	*54.7%*	*57.6%*	*35.8%*	*48.1%*	*26.6%*	*42.8%*
%H		*55.4%*	*14.3%*	*71.5%*	*41.1%*	*30.4%*	*93.4%*
DVDR	13	3	0	13	3	10	11
%V	*0.8%*	*0.4%*	*0.0%*	*1.0%*	*0.5%*	*1.3%*	*0.8%*
%H		*23.1%*	*0.0%*	*100.0%*	*23.1%*	*76.9%*	*84.6%*
VCR	7	0	1	6	1	5	5
%V	*0.4%*	*0.0%*	*0.6%*	*0.5%*	*0.2%*	*0.7%*	*0.3%*
%H		*0.0%*	*14.3%*	*85.7%*	*14.3%*	*71.4%*	*71.4%*
Any recorder	676	369	95	487	274	213	629
%V	*42.0%*	*54.8%*	*57.6%*	*36.7%*	*48.2%*	*28.0%*	*43.4%*
%H		*54.6%*	*14.1%*	*72.0%*	*40.5%*	*31.5%*	*93.0%*

Base: ITV South 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1611	673	165	1328	568	760	1448
%H		*41.8%*	*10.2%*	*82.4%*	*35.3%*	*47.2%*	*89.9%*
Receives HDTV (via STB or built-in reception)	877	415	106	697	339	359	827
%V	*54.4%*	*61.7%*	*64.2%*	*52.5%*	*59.7%*	*47.2%*	*57.1%*
%H		*47.3%*	*12.1%*	*79.5%*	*38.7%*	*40.9%*	*94.3%*
DVD/Blu-ray player or recorder	971	406	120	789	353	436	889
%V	*60.3%*	*60.3%*	*72.7%*	*59.4%*	*62.1%*	*57.4%*	*61.4%*
%H		*41.8%*	*12.4%*	*81.3%*	*36.4%*	*44.9%*	*91.6%*

Base: ITV South West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	793	297	74	631	221	410	688
%H		*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	*86.8%*
Under 20"	12	2	0	10	2	8	9
%V	*1.5%*	*0.7%*	*0.0%*	*1.6%*	*0.9%*	*2.0%*	*1.3%*
%H		*16.7%*	*0.0%*	*83.3%*	*16.7%*	*66.7%*	*75.0%*
20" - 29"	85	16	2	75	9	66	61
%V	*10.7%*	*5.4%*	*2.7%*	*11.9%*	*4.1%*	*16.1%*	*8.9%*
%H		*18.8%*	*2.4%*	*88.2%*	*10.6%*	*77.6%*	*71.8%*
30" - 39"	273	85	20	228	64	164	221
%V	*34.4%*	*28.6%*	*27.0%*	*36.1%*	*29.0%*	*40.0%*	*32.1%*
%H		*31.1%*	*7.3%*	*83.5%*	*23.4%*	*60.1%*	*81.0%*
40" - 49"	301	137	37	231	108	123	278
%V	*38.0%*	*46.1%*	*50.0%*	*36.6%*	*48.9%*	*30.0%*	*40.4%*
%H		*45.5%*	*12.3%*	*76.7%*	*35.9%*	*40.9%*	*92.4%*
50" - 59"	89	45	10	64	31	33	88
%V	*11.2%*	*15.2%*	*13.5%*	*10.1%*	*14.0%*	*8.0%*	*12.8%*
%H		*50.6%*	*11.2%*	*71.9%*	*34.8%*	*37.1%*	*98.9%*
60"+	12	5	2	9	5	5	11
%V	*1.5%*	*1.7%*	*2.7%*	*1.4%*	*2.3%*	*1.2%*	*1.6%*
%H		*41.7%*	*16.7%*	*75.0%*	*41.7%*	*41.7%*	*91.7%*
Don't know	21	7	3	14	3	11	19
%V	*2.6%*	*2.4%*	*4.1%*	*2.2%*	*1.4%*	*2.7%*	*2.8%*
%H		*33.3%*	*14.3%*	*66.7%*	*14.3%*	*52.4%*	*90.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV South West

Set level data

Table 10.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	793	297	74	631	221	410	688
%H		*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	*86.8%*
PVR	512	264	68	380	200	180	475
%V	*64.6%*	*88.9%*	*91.9%*	*60.2%*	*90.5%*	*43.9%*	*69.0%*
%H		*51.6%*	*13.3%*	*74.2%*	*39.1%*	*35.2%*	*92.8%*
DVDR	8	2	0	8	2	6	6
%V	*1.0%*	*0.7%*	*0.0%*	*1.3%*	*0.9%*	*1.5%*	*0.9%*
%H		*25.0%*	*0.0%*	*100.0%*	*25.0%*	*75.0%*	*75.0%*
VCR	6	0	1	5	0	5	4
%V	*0.8%*	*0.0%*	*1.4%*	*0.8%*	*0.0%*	*1.2%*	*0.6%*
%H		*0.0%*	*16.7%*	*83.3%*	*0.0%*	*83.3%*	*66.7%*
Any recorder	519	264	68	387	200	187	480
%V	*65.4%*	*88.9%*	*91.9%*	*61.3%*	*90.5%*	*45.6%*	*69.8%*
%H		*50.9%*	*13.1%*	*74.6%*	*38.5%*	*36.0%*	*92.5%*

Base: ITV South 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	793	297	74	631	221	410	688
%H		*37.5%*	*9.3%*	*79.6%*	*27.9%*	*51.7%*	*86.8%*
Receives HDTV (via STB or built-in reception)	548	248	67	424	189	235	509
%V	*69.1%*	*83.5%*	*90.5%*	*67.2%*	*85.5%*	*57.3%*	*74.0%*
%H		*45.3%*	*12.2%*	*77.4%*	*34.5%*	*42.9%*	*92.9%*
DVD/Blu-ray player or recorder	595	232	62	478	186	292	533
%V	*75.0%*	*78.1%*	*83.8%*	*75.8%*	*84.2%*	*71.2%*	*77.5%*
%H		*39.0%*	*10.4%*	*80.3%*	*31.3%*	*49.1%*	*89.6%*

Base: ITV South West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	817	376	91	697	347	350	760
%H		*46.0%*	*11.1%*	*85.3%*	*42.5%*	*42.8%*	*93.0%*
Under 20"	184	81	16	164	77	87	168
%V	*22.5%*	*21.5%*	*17.6%*	*23.5%*	*22.2%*	*24.9%*	*22.1%*
%H		*44.0%*	*8.7%*	*89.1%*	*41.8%*	*47.3%*	*91.3%*
20" - 29"	277	118	33	242	115	126	250
%V	*33.9%*	*31.4%*	*36.3%*	*34.7%*	*33.1%*	*36.0%*	*32.9%*
%H		*42.6%*	*11.9%*	*87.4%*	*41.5%*	*45.5%*	*90.3%*
30" - 39"	227	110	25	192	100	92	216
%V	*27.8%*	*29.3%*	*27.5%*	*27.5%*	*28.8%*	*26.3%*	*28.4%*
%H		*48.5%*	*11.0%*	*84.6%*	*44.1%*	*40.5%*	*95.2%*
40" - 49"	87	43	13	69	38	30	86
%V	*10.6%*	*11.4%*	*14.3%*	*9.9%*	*11.0%*	*8.6%*	*11.3%*
%H		*49.4%*	*14.9%*	*79.3%*	*43.7%*	*34.5%*	*98.9%*
50" - 59"	19	10	3	13	8	5	19
%V	*2.3%*	*2.7%*	*3.3%*	*1.9%*	*2.3%*	*1.4%*	*2.5%*
%H		*52.6%*	*15.8%*	*68.4%*	*42.1%*	*26.3%*	*100.0%*
60"+	2	2	0	0	0	0	2
%V	*0.2%*	*0.5%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.3%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Don't know	21	11	1	17	8	9	18
%V	*2.6%*	*2.9%*	*1.1%*	*2.4%*	*2.3%*	*2.6%*	*2.4%*
%H		*52.4%*	*4.8%*	*81.0%*	*38.1%*	*42.9%*	*85.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	817	376	91	697	347	350	760
%H		*46.0%*	*11.1%*	*85.3%*	*42.5%*	*42.8%*	*93.0%*
PVR	152	104	27	95	73	22	144
%V	*18.6%*	*27.7%*	*29.7%*	*13.6%*	*21.0%*	*6.3%*	*18.9%*
%H		*68.4%*	*17.8%*	*62.5%*	*48.0%*	*14.5%*	*94.7%*
DVDR	5	1	0	5	1	4	5
%V	*0.6%*	*0.3%*	*0.0%*	*0.7%*	*0.3%*	*1.1%*	*0.7%*
%H		*20.0%*	*0.0%*	*100.0%*	*20.0%*	*80.0%*	*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	157	105	27	100	74	26	149
%V	*19.2%*	*27.9%*	*29.7%*	*14.3%*	*21.3%*	*7.4%*	*19.6%*
%H		*66.9%*	*17.2%*	*63.7%*	*47.1%*	*16.6%*	*94.9%*

Base: ITV South 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	817	376	91	697	347	350	760
%H		*46.0%*	*11.1%*	*85.3%*	*42.5%*	*42.8%*	*93.0%*
Receives HDTV (via STB or built-in reception)	329	168	40	273	149	124	318
%V	*40.3%*	*44.7%*	*44.0%*	*39.2%*	*42.9%*	*35.4%*	*41.8%*
%H		*51.1%*	*12.2%*	*83.0%*	*45.3%*	*37.7%*	*96.7%*
DVD/Blu-ray player or recorder	375	174	58	311	167	144	356
%V	*45.9%*	*46.3%*	*63.7%*	*44.6%*	*48.1%*	*41.1%*	*46.8%*
%H		*46.4%*	*15.5%*	*82.9%*	*44.5%*	*38.4%*	*94.9%*

Base: ITV South West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 10.21: Age 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 Inds	1805	1763	742	183	1374	558	816	1671
%H		*97.7%*	*41.1%*	*10.1%*	*76.1%*	*30.9%*	*45.2%*	*92.6%*
Total Children	293	289	154	35	206	109	97	291
%V	*16.2%*	*16.4%*	*20.8%*	*19.1%*	*15.0%*	*19.5%*	*11.9%*	*17.4%*
%H		*98.6%*	*52.6%*	*11.9%*	*70.3%*	*37.2%*	*33.1%*	*99.3%*
0 - 3	70	70	37	8	48	25	23	69
%V	*3.9%*	*4.0%*	*5.0%*	*4.4%*	*3.5%*	*4.5%*	*2.8%*	*4.1%*
%H		*100.0%*	*52.9%*	*11.4%*	*68.6%*	*35.7%*	*32.9%*	*98.6%*
4 - 15	223	219	117	27	158	84	74	222
%V	*12.4%*	*12.4%*	*15.8%*	*14.8%*	*11.5%*	*15.1%*	*9.1%*	*13.3%*
%H		*98.2%*	*52.5%*	*12.1%*	*70.9%*	*37.7%*	*33.2%*	*99.6%*
4 - 9	104	103	56	11	69	34	34	103
%V	*5.8%*	*5.8%*	*7.5%*	*6.0%*	*5.0%*	*6.1%*	*4.2%*	*6.2%*
%H		*99.0%*	*53.8%*	*10.6%*	*66.3%*	*32.7%*	*32.7%*	*99.0%*
10 - 15	119	117	61	16	90	50	40	118
%V	*6.6%*	*6.6%*	*8.2%*	*8.7%*	*6.6%*	*9.0%*	*4.9%*	*7.1%*
%H		*98.3%*	*51.3%*	*13.4%*	*75.6%*	*42.0%*	*33.6%*	*99.2%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.22: Adults - 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 Inds	1805	1763	742	183	1374	558	816	1671
%H		*97.7%*	*41.1%*	*10.1%*	*76.1%*	*30.9%*	*45.2%*	*92.6%*
Total Adults (16+)	1512	1474	588	147	1167	449	718	1380
%V	*83.8%*	*83.6%*	*79.2%*	*80.3%*	*84.9%*	*80.5%*	*88.0%*	*82.6%*
%H		*97.5%*	*38.9%*	*9.7%*	*77.2%*	*29.7%*	*47.5%*	*91.3%*
16 - 19	80	78	31	10	61	25	36	79
%V	*4.4%*	*4.4%*	*4.2%*	*5.5%*	*4.4%*	*4.5%*	*4.4%*	*4.7%*
%H		*97.5%*	*38.8%*	*12.5%*	*76.3%*	*31.3%*	*45.0%*	*98.8%*
20 - 24	134	120	33	11	92	23	69	132
%V	*7.4%*	*6.8%*	*4.4%*	*6.0%*	*6.7%*	*4.1%*	*8.5%*	*7.9%*
%H		*89.6%*	*24.6%*	*8.2%*	*68.7%*	*17.2%*	*51.5%*	*98.5%*
25 - 34	190	186	80	33	118	53	65	188
%V	*10.5%*	*10.6%*	*10.8%*	*18.0%*	*8.6%*	*9.5%*	*8.0%*	*11.3%*
%H		*97.9%*	*42.1%*	*17.4%*	*62.1%*	*27.9%*	*34.2%*	*98.9%*
35 - 44	187	185	88	20	139	67	72	186
%V	*10.4%*	*10.5%*	*11.9%*	*10.9%*	*10.1%*	*12.0%*	*8.8%*	*11.1%*
%H		*98.9%*	*47.1%*	*10.7%*	*74.3%*	*35.8%*	*38.5%*	*99.5%*
45 - 54	257	252	107	33	195	84	111	251
%V	*14.2%*	*14.3%*	*14.4%*	*18.0%*	*14.2%*	*15.1%*	*13.6%*	*15.0%*
%H		*98.1%*	*41.6%*	*12.8%*	*75.9%*	*32.7%*	*43.2%*	*97.7%*
55 - 64	254	249	107	24	205	88	117	233
%V	*14.1%*	*14.1%*	*14.4%*	*13.1%*	*14.9%*	*15.8%*	*14.3%*	*13.9%*
%H		*98.0%*	*42.1%*	*9.4%*	*80.7%*	*34.6%*	*46.1%*	*91.7%*
65+	409	404	141	16	357	110	247	310
%V	*22.7%*	*22.9%*	*19.0%*	*8.7%*	*26.0%*	*19.7%*	*30.3%*	*18.6%*
%H		*98.8%*	*34.5%*	*3.9%*	*87.3%*	*26.9%*	*60.4%*	*75.8%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1512	1474	588	147	1167	449	718	1380
%H		*97.5%*	*38.9%*	*9.7%*	*77.2%*	*29.7%*	*47.5%*	*91.3%*
AB	418	408	183	38	317	133	185	401
%V	*27.6%*	*27.7%*	*31.1%*	*25.9%*	*27.2%*	*29.6%*	*25.8%*	*29.1%*
%H		*97.6%*	*43.8%*	*9.1%*	*75.8%*	*31.8%*	*44.3%*	*95.9%*
C1	508	494	184	58	392	148	244	482
%V	*33.6%*	*33.5%*	*31.3%*	*39.5%*	*33.6%*	*33.0%*	*34.0%*	*34.9%*
%H		*97.2%*	*36.2%*	*11.4%*	*77.2%*	*29.1%*	*48.0%*	*94.9%*
C2	322	314	123	34	254	101	153	288
%V	*21.3%*	*21.3%*	*20.9%*	*23.1%*	*21.8%*	*22.5%*	*21.3%*	*20.9%*
%H		*97.5%*	*38.2%*	*10.6%*	*78.9%*	*31.4%*	*47.5%*	*89.4%*
D	185	182	69	16	144	51	93	161
%V	*12.2%*	*12.3%*	*11.7%*	*10.9%*	*12.3%*	*11.4%*	*13.0%*	*11.7%*
%H		*98.4%*	*37.3%*	*8.6%*	*77.8%*	*27.6%*	*50.3%*	*87.0%*
E	79	77	29	2	60	16	44	47
%V	*5.2%*	*5.2%*	*4.9%*	*1.4%*	*5.1%*	*3.6%*	*6.1%*	*3.4%*
%H		*97.5%*	*36.7%*	*2.5%*	*75.9%*	*20.3%*	*55.7%*	*59.5%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1512	1474	588	147	1167	449	718	1380
%H		*97.5%*	*38.9%*	*9.7%*	*77.2%*	*29.7%*	*47.5%*	*91.3%*
Working full time	640	629	274	81	470	209	262	626
%V	*42.3%*	*42.7%*	*46.6%*	*55.1%*	*40.3%*	*46.5%*	*36.5%*	*45.4%*
%H		*98.3%*	*42.8%*	*12.7%*	*73.4%*	*32.7%*	*40.9%*	*97.8%*
Working part time	181	178	81	19	136	60	75	175
%V	*12.0%*	*12.1%*	*13.8%*	*12.9%*	*11.7%*	*13.4%*	*10.4%*	*12.7%*
%H		*98.3%*	*44.8%*	*10.5%*	*75.1%*	*33.1%*	*41.4%*	*96.7%*
Not working	691	668	233	47	561	180	381	579
%V	*45.7%*	*45.3%*	*39.6%*	*32.0%*	*48.1%*	*40.1%*	*53.1%*	*42.0%*
%H		*96.7%*	*33.7%*	*6.8%*	*81.2%*	*26.0%*	*55.1%*	*83.8%*
Housewife/Houseperson	816	793	297	74	631	221	410	708
%V	*54.0%*	*53.8%*	*50.5%*	*50.3%*	*54.1%*	*49.2%*	*57.1%*	*51.3%*
%H		*97.2%*	*36.4%*	*9.1%*	*77.3%*	*27.1%*	*50.2%*	*86.8%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.25: Males - 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 Males (16+)	727	710	290	73	558	223	336	671
%H		*97.7%*	*39.9%*	*10.0%*	*76.8%*	*30.7%*	*46.2%*	*92.3%*
16 - 19	42	40	15	6	32	13	19	42
%V	*5.8%*	*5.6%*	*5.2%*	*8.2%*	*5.7%*	*5.8%*	*5.7%*	*6.3%*
%H		*95.2%*	*35.7%*	*14.3%*	*76.2%*	*31.0%*	*45.2%*	*100.0%*
20 - 24	59	54	16	6	40	12	28	59
%V	*8.1%*	*7.6%*	*5.5%*	*8.2%*	*7.2%*	*5.4%*	*8.3%*	*8.8%*
%H		*91.5%*	*27.1%*	*10.2%*	*67.8%*	*20.3%*	*47.5%*	*100.0%*
25 - 34	96	94	38	14	61	24	37	96
%V	*13.2%*	*13.2%*	*13.1%*	*19.2%*	*10.9%*	*10.8%*	*11.0%*	*14.3%*
%H		*97.9%*	*39.6%*	*14.6%*	*63.5%*	*25.0%*	*38.5%*	*100.0%*
35 - 44	90	87	42	10	64	31	33	89
%V	*12.4%*	*12.3%*	*14.5%*	*13.7%*	*11.5%*	*13.9%*	*9.8%*	*13.3%*
%H		*96.7%*	*46.7%*	*11.1%*	*71.1%*	*34.4%*	*36.7%*	*98.9%*
45 - 54	121	119	55	15	90	41	49	118
%V	*16.6%*	*16.8%*	*19.0%*	*20.5%*	*16.1%*	*18.4%*	*14.6%*	*17.6%*
%H		*98.3%*	*45.5%*	*12.4%*	*74.4%*	*33.9%*	*40.5%*	*97.5%*
55 - 64	120	119	43	13	102	40	62	108
%V	*16.5%*	*16.8%*	*14.8%*	*17.8%*	*18.3%*	*17.9%*	*18.5%*	*16.1%*
%H		*99.2%*	*35.8%*	*10.8%*	*85.0%*	*33.3%*	*51.7%*	*90.0%*
65+	199	197	81	9	170	62	107	160
%V	*27.4%*	*27.7%*	*27.9%*	*12.3%*	*30.5%*	*27.8%*	*31.8%*	*23.8%*
%H		*99.0%*	*40.7%*	*4.5%*	*85.4%*	*31.2%*	*53.8%*	*80.4%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	727	710	290	73	558	223	336	671
%H		*97.7%*	*39.9%*	*10.0%*	*76.8%*	*30.7%*	*46.2%*	*92.3%*
AB	200	195	90	19	151	66	85	194
%V	*27.5%*	*27.5%*	*31.0%*	*26.0%*	*27.1%*	*29.6%*	*25.3%*	*28.9%*
%H		*97.5%*	*45.0%*	*9.5%*	*75.5%*	*33.0%*	*42.5%*	*97.0%*
C1	238	233	93	28	182	75	108	228
%V	*32.7%*	*32.8%*	*32.1%*	*38.4%*	*32.6%*	*33.6%*	*32.1%*	*34.0%*
%H		*97.9%*	*39.1%*	*11.8%*	*76.5%*	*31.5%*	*45.4%*	*95.8%*
C2	168	165	66	19	130	53	76	152
%V	*23.1%*	*23.2%*	*22.8%*	*26.0%*	*23.3%*	*23.8%*	*22.6%*	*22.7%*
%H		*98.2%*	*39.3%*	*11.3%*	*77.4%*	*31.5%*	*45.2%*	*90.5%*
D	89	87	31	7	71	24	47	77
%V	*12.2%*	*12.3%*	*10.7%*	*9.6%*	*12.7%*	*10.8%*	*14.0%*	*11.5%*
%H		*97.8%*	*34.8%*	*7.9%*	*79.8%*	*27.0%*	*52.8%*	*86.5%*
E	32	31	10	1	25	5	20	20
%V	*4.4%*	*4.4%*	*3.4%*	*1.4%*	*4.5%*	*2.2%*	*6.0%*	*3.0%*
%H		*96.9%*	*31.3%*	*3.1%*	*78.1%*	*15.6%*	*62.5%*	*62.5%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	727	710	290	73	558	223	336	671
%H		*97.7%*	*39.9%*	*10.0%*	*76.8%*	*30.7%*	*46.2%*	*92.3%*
Working full time	385	379	167	49	282	126	156	376
%V	*53.0%*	*53.4%*	*57.6%*	*67.1%*	*50.5%*	*56.5%*	*46.4%*	*56.0%*
%H		*98.4%*	*43.4%*	*12.7%*	*73.2%*	*32.7%*	*40.5%*	*97.7%*
Working part time	43	43	17	3	33	11	22	40
%V	*5.9%*	*6.1%*	*5.9%*	*4.1%*	*5.9%*	*4.9%*	*6.5%*	*6.0%*
%H		*100.0%*	*39.5%*	*7.0%*	*76.7%*	*25.6%*	*51.2%*	*93.0%*
Not working	299	288	106	21	243	85	158	255
%V	*41.1%*	*40.6%*	*36.6%*	*28.8%*	*43.5%*	*38.1%*	*47.0%*	*38.0%*
%H		*96.3%*	*35.5%*	*7.0%*	*81.3%*	*28.4%*	*52.8%*	*85.3%*
Housewife/Houseperson	160	152	46	13	121	33	88	123
%V	*22.0%*	*21.4%*	*15.9%*	*17.8%*	*21.7%*	*14.8%*	*26.2%*	*18.3%*
%H		*95.0%*	*28.8%*	*8.1%*	*75.6%*	*20.6%*	*55.0%*	*76.9%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV South West

Individual level data

Table 10.28: Females - 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 Females (16+)	785	764	298	74	609	226	383	709
%H		*97.3%*	*38.0%*	*9.4%*	*77.6%*	*28.8%*	*48.8%*	*90.3%*
16 - 19	39	37	16	4	29	12	17	38
%V	*5.0%*	*4.8%*	*5.4%*	*5.4%*	*4.8%*	*5.3%*	*4.4%*	*5.4%*
%H		*94.9%*	*41.0%*	*10.3%*	*74.4%*	*30.8%*	*43.6%*	*97.4%*
20 - 24	74	66	17	5	52	11	41	73
%V	*9.4%*	*8.6%*	*5.7%*	*6.8%*	*8.5%*	*4.9%*	*10.7%*	*10.3%*
%H		*89.2%*	*23.0%*	*6.8%*	*70.3%*	*14.9%*	*55.4%*	*98.6%*
25 - 34	94	92	42	19	57	29	28	92
%V	*12.0%*	*12.0%*	*14.1%*	*25.7%*	*9.4%*	*12.8%*	*7.3%*	*13.0%*
%H		*97.9%*	*44.7%*	*20.2%*	*60.6%*	*30.9%*	*29.8%*	*97.9%*
35 - 44	98	98	46	10	75	35	40	97
%V	*12.5%*	*12.8%*	*15.4%*	*13.5%*	*12.3%*	*15.5%*	*10.4%*	*13.7%*
%H		*100.0%*	*46.9%*	*10.2%*	*76.5%*	*35.7%*	*40.8%*	*99.0%*
45 - 54	136	133	53	17	105	43	61	133
%V	*17.3%*	*17.4%*	*17.8%*	*23.0%*	*17.2%*	*19.0%*	*15.9%*	*18.8%*
%H		*97.8%*	*39.0%*	*12.5%*	*77.2%*	*31.6%*	*44.9%*	*97.8%*
55 - 64	134	131	64	11	103	48	55	125
%V	*17.1%*	*17.1%*	*21.5%*	*14.9%*	*16.9%*	*21.2%*	*14.4%*	*17.6%*
%H		*97.8%*	*47.8%*	*8.2%*	*76.9%*	*35.8%*	*41.0%*	*93.3%*
65+	210	207	60	7	187	47	140	150
%V	*26.8%*	*27.1%*	*20.1%*	*9.5%*	*30.7%*	*20.8%*	*36.6%*	*21.2%*
%H		*98.6%*	*28.6%*	*3.3%*	*89.0%*	*22.4%*	*66.7%*	*71.4%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	785	764	298	74	609	226	383	709
%H		*97.3%*	*38.0%*	*9.4%*	*77.6%*	*28.8%*	*48.8%*	*90.3%*
AB	218	213	93	19	167	67	100	207
%V	*27.8%*	*27.9%*	*31.2%*	*25.7%*	*27.4%*	*29.6%*	*26.1%*	*29.2%*
%H		*97.7%*	*42.7%*	*8.7%*	*76.6%*	*30.7%*	*45.9%*	*95.0%*
C1	270	261	91	30	210	74	136	253
%V	*34.4%*	*34.2%*	*30.5%*	*40.5%*	*34.5%*	*32.7%*	*35.5%*	*35.7%*
%H		*96.7%*	*33.7%*	*11.1%*	*77.8%*	*27.4%*	*50.4%*	*93.7%*
C2	154	149	57	14	124	48	76	136
%V	*19.6%*	*19.5%*	*19.1%*	*18.9%*	*20.4%*	*21.2%*	*19.8%*	*19.2%*
%H		*96.8%*	*37.0%*	*9.1%*	*80.5%*	*31.2%*	*49.4%*	*88.3%*
D	96	95	38	10	73	27	46	85
%V	*12.2%*	*12.4%*	*12.8%*	*13.5%*	*12.0%*	*11.9%*	*12.0%*	*12.0%*
%H		*99.0%*	*39.6%*	*10.4%*	*76.0%*	*28.1%*	*47.9%*	*88.5%*
E	47	46	19	1	36	11	25	27
%V	*6.0%*	*6.0%*	*6.4%*	*1.4%*	*5.9%*	*4.9%*	*6.5%*	*3.8%*
%H		*97.9%*	*40.4%*	*2.1%*	*76.6%*	*23.4%*	*53.2%*	*57.4%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	785	764	298	74	609	226	383	709
%H		*97.3%*	*38.0%*	*9.4%*	*77.6%*	*28.8%*	*48.8%*	*90.3%*
Working full time	255	250	108	32	188	83	106	250
%V	*32.5%*	*32.7%*	*36.2%*	*43.2%*	*30.9%*	*36.7%*	*27.7%*	*35.3%*
%H		*98.0%*	*42.4%*	*12.5%*	*73.7%*	*32.5%*	*41.6%*	*98.0%*
Working part time	137	134	64	16	103	49	54	135
%V	*17.5%*	*17.5%*	*21.5%*	*21.6%*	*16.9%*	*21.7%*	*14.1%*	*19.0%*
%H		*97.8%*	*46.7%*	*11.7%*	*75.2%*	*35.8%*	*39.4%*	*98.5%*
Not working	393	379	126	26	318	95	224	324
%V	*50.1%*	*49.6%*	*42.3%*	*35.1%*	*52.2%*	*42.0%*	*58.5%*	*45.7%*
%H		*96.4%*	*32.1%*	*6.6%*	*80.9%*	*24.2%*	*57.0%*	*82.4%*
Housewife/Houseperson	656	641	251	61	510	188	322	585
%V	*83.6%*	*83.9%*	*84.2%*	*82.4%*	*83.7%*	*83.2%*	*84.1%*	*82.5%*
%H		*97.7%*	*38.3%*	*9.3%*	*77.7%*	*28.7%*	*49.1%*	*89.2%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Ulster

Contents Page

Household
- Table 11.1: Social Grade 284
- Table 11.2: Housewife Age 285
- Table 11.3: Size of Household 286
- Table 11.4: Presence of Children 287
- Table 11.5: Number of TV sets in household 288
- Table 11.6: Screen size 289
- Table 11.7: Location of ANY set in household 290
- Table 11.8: Platform Provider 291
- Table 11.9: Recorders and other equipment 292
- Table 11.10: Computers and Internet 293

Sets
- Table 11.11: Screen Size 294
- Table 11.12: Location of set 295
- Table 11.13: Recorders 296
- Table 11.14: Other TV equipment 296
- Table 11.15: Main Set Screen Size 297
- Table 11.16: Main Set Recorders 298
- Table 11.17: Main Set - Other TV equipment 298
- Table 11.18: Other Sets (non-Main Set) Screen Size 299
- Table 11.19: Other Set (non-Main Set) Recorders 300
- Table 11.20: Other Set (non-Main Set) - Other TV equipment 300

Individuals
- Table 11.21: Age of Children 301
- Table 11.22: Adults - Age 302
- Table 11.23: Social Grade (Adults 16+) 303
- Table 11.24: Working Status (Adults 16+) 304
- Table 11.25: Males - Age 305
- Table 11.26: Social Grade (Males 16+) 306
- Table 11.27: Working Status (Males 16+) 307
- Table 11.28: Females - Age 308
- Table 11.29: Social Grade (Females 16+) 309
- Table 11.30: Working Status (Females 16+) 310

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Ulster

Household level data

Table 11.1: 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: ITV 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

ITV Ulster

Household level data

Table 11.2: 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: ITV 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

ITV Ulster

Household level data

Table 11.3: 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	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: ITV 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

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	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: ITV 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

ITV Ulster

Household level data

Table 11.5: 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	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: ITV 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

ITV Ulster

Household level data

Table 11.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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 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: ITV 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

ITV Ulster

Household level data

Table 11.7: 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	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: ITV 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

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	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 subcription	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: ITV 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

ITV Ulster

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	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: ITV 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

Table 11.10: 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	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: ITV 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

ITV Ulster

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Ulster

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Ulster

Set level data

Table 11.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Ulster

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Ulster

Set level data

Table 11.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Ulster

Individual level data

Table 11.21: Age 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 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Ulster

Individual level data

Table 11.22: Adults - 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 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Ulster

Individual level data

Table 11.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.25: Males - 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 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Ulster

Individual level data

Table 11.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.28: Females - 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 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Ulster

Individual level data

Table 11.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Border

Contents Page

Household
- Table 12.1: Social Grade 312
- Table 12.2: Housewife Age 313
- Table 12.3: Size of Household 314
- Table 12.4: Presence of Children 315
- Table 12.5: Number of TV sets in household 316
- Table 12.6: Screen size 317
- Table 12.7: Location of ANY set in household 318
- Table 12.8: Platform Provider 319
- Table 12.9: Recorders and other equipment 320
- Table 12.10: Computers and Internet 321

Sets
- Table 12.11: Screen Size 322
- Table 12.12: Location of set 323
- Table 12.13: Recorders 324
- Table 12.14: Other TV equipment 324
- Table 12.15: Main Set Screen Size 325
- Table 12.16: Main Set Recorders 326
- Table 12.17: Main Set - Other TV equipment 326
- Table 12.18: Other Sets (non-Main Set) Screen Size 327
- Table 12.19: Other Set (non-Main Set) Recorders 328
- Table 12.20: Other Set (non-Main Set) - Other TV equipment 328

Individuals
- Table 12.21: Age of Children 329
- Table 12.22: Adults - Age 330
- Table 12.23: Social Grade (Adults 16+) 331
- Table 12.24: Working Status (Adults 16+) 332
- Table 12.25: Males - Age 333
- Table 12.26: Social Grade (Males 16+) 334
- Table 12.27: Working Status (Males 16+) 335
- Table 12.28: Females - Age 336
- Table 12.29: Social Grade (Females 16+) 337
- Table 12.30: Working Status (Females 16+) 338

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Border

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	290	284	150	4	193	69	125	234
%H (All HH)		*97.9%*	*51.7%*	*1.4%*	*66.6%*	*23.8%*	*43.1%*	*80.7%*
%H (TV HH)			*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	
AB	67	65	34	1	46	17	29	62
%V	*23.1%*	*22.9%*	*22.7%*	*25.0%*	*23.8%*	*24.6%*	*23.2%*	*26.5%*
%H (All HH)		*97.0%*	*50.7%*	*1.5%*	*68.7%*	*25.4%*	*43.3%*	*92.5%*
%H (TV HH)			*52.3%*	*1.5%*	*70.8%*	*26.2%*	*44.6%*	
C1	74	73	38	1	49	18	31	62
%V	*25.5%*	*25.7%*	*25.3%*	*25.0%*	*25.4%*	*26.1%*	*24.8%*	*26.5%*
%H (All HH)		*98.6%*	*51.4%*	*1.4%*	*66.2%*	*24.3%*	*41.9%*	*83.8%*
%H (TV HH)			*52.1%*	*1.4%*	*67.1%*	*24.7%*	*42.5%*	
C2	65	64	39	2	41	17	23	53
%V	*22.4%*	*22.5%*	*26.0%*	*50.0%*	*21.2%*	*24.6%*	*18.4%*	*22.6%*
%H (All HH)		*98.5%*	*60.0%*	*3.1%*	*63.1%*	*26.2%*	*35.4%*	*81.5%*
%H (TV HH)			*60.9%*	*3.1%*	*64.1%*	*26.6%*	*35.9%*	
D	57	55	26	0	40	13	27	41
%V	*19.7%*	*19.4%*	*17.3%*	*0.0%*	*20.7%*	*18.8%*	*21.6%*	*17.5%*
%H (All HH)		*96.5%*	*45.6%*	*0.0%*	*70.2%*	*22.8%*	*47.4%*	*71.9%*
%H (TV HH)			*47.3%*	*0.0%*	*72.7%*	*23.6%*	*49.1%*	
E	28	27	13	0	17	4	13	16
%V	*9.7%*	*9.5%*	*8.7%*	*0.0%*	*8.8%*	*5.8%*	*10.4%*	*6.8%*
%H (All HH)		*96.4%*	*46.4%*	*0.0%*	*60.7%*	*14.3%*	*46.4%*	*57.1%*
%H (TV HH)			*48.1%*	*0.0%*	*63.0%*	*14.8%*	*48.1%*	

Base: ITV Border - Households (000s)

%V = percentage 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

ITV Border

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	290	284	150	4	193	69	125	234
%H (All HH)		*97.9%*	*51.7%*	*1.4%*	*66.6%*	*23.8%*	*43.1%*	*80.7%*
%H (TV HH)			*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	
Under 25	11	11	8	0	7	5	2	10
%V	*3.8%*	*3.9%*	*5.3%*	*0.0%*	*3.6%*	*7.2%*	*1.6%*	*4.3%*
%H (All HH)		*100.0%*	*72.7%*	*0.0%*	*63.6%*	*45.5%*	*18.2%*	*90.9%*
%H (TV HH)			*72.7%*	*0.0%*	*63.6%*	*45.5%*	*18.2%*	
25 - 34	37	35	18	1	19	7	12	36
%V	*12.8%*	*12.3%*	*12.0%*	*25.0%*	*9.8%*	*10.1%*	*9.6%*	*15.4%*
%H (All HH)		*94.6%*	*48.6%*	*2.7%*	*51.4%*	*18.9%*	*32.4%*	*97.3%*
%H (TV HH)			*51.4%*	*2.9%*	*54.3%*	*20.0%*	*34.3%*	
35 - 44	36	36	22	1	21	9	12	34
%V	*12.4%*	*12.7%*	*14.7%*	*25.0%*	*10.9%*	*13.0%*	*9.6%*	*14.5%*
%H (All HH)		*100.0%*	*61.1%*	*2.8%*	*58.3%*	*25.0%*	*33.3%*	*94.4%*
%H (TV HH)			*61.1%*	*2.8%*	*58.3%*	*25.0%*	*33.3%*	
45 - 54	58	56	30	0	39	14	25	53
%V	*20.0%*	*19.7%*	*20.0%*	*0.0%*	*20.2%*	*20.3%*	*20.0%*	*22.6%*
%H (All HH)		*96.6%*	*51.7%*	*0.0%*	*67.2%*	*24.1%*	*43.1%*	*91.4%*
%H (TV HH)			*53.6%*	*0.0%*	*69.6%*	*25.0%*	*44.6%*	
55 - 64	57	55	31	0	41	17	24	49
%V	*19.7%*	*19.4%*	*20.7%*	*0.0%*	*21.2%*	*24.6%*	*19.2%*	*20.9%*
%H (All HH)		*96.5%*	*54.4%*	*0.0%*	*71.9%*	*29.8%*	*42.1%*	*86.0%*
%H (TV HH)			*56.4%*	*0.0%*	*74.5%*	*30.9%*	*43.6%*	
65 +	92	91	41	0	66	17	49	52
%V	*31.7%*	*32.0%*	*27.3%*	*0.0%*	*34.2%*	*24.6%*	*39.2%*	*22.2%*
%H (All HH)		*98.9%*	*44.6%*	*0.0%*	*71.7%*	*18.5%*	*53.3%*	*56.5%*
%H (TV HH)			*45.1%*	*0.0%*	*72.5%*	*18.7%*	*53.8%*	

Base: ITV Border - Households (000s)

%V = percentage 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

ITV Border

Household level data

Table 12.3: 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	290	284	150	4	193	69	125	234
%H (All HH)		*97.9%*	*51.7%*	*1.4%*	*66.6%*	*23.8%*	*43.1%*	*80.7%*
%H (TV HH)			*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	
1	99	96	39	0	65	11	55	60
%V	*34.1%*	*33.8%*	*26.0%*	*0.0%*	*33.7%*	*15.9%*	*44.0%*	*25.6%*
%H (All HH)		*97.0%*	*39.4%*	*0.0%*	*65.7%*	*11.1%*	*55.6%*	*60.6%*
%H (TV HH)			*40.6%*	*0.0%*	*67.7%*	*11.5%*	*57.3%*	
2	113	110	61	1	77	30	46	99
%V	*39.0%*	*38.7%*	*40.7%*	*25.0%*	*39.9%*	*43.5%*	*36.8%*	*42.3%*
%H (All HH)		*97.3%*	*54.0%*	*0.9%*	*68.1%*	*26.5%*	*40.7%*	*87.6%*
%H (TV HH)			*55.5%*	*0.9%*	*70.0%*	*27.3%*	*41.8%*	
3	40	40	24	1	27	13	14	38
%V	*13.8%*	*14.1%*	*16.0%*	*25.0%*	*14.0%*	*18.8%*	*11.2%*	*16.2%*
%H (All HH)		*100.0%*	*60.0%*	*2.5%*	*67.5%*	*32.5%*	*35.0%*	*95.0%*
%H (TV HH)			*60.0%*	*2.5%*	*67.5%*	*32.5%*	*35.0%*	
4	30	29	21	1	18	11	7	29
%V	*10.3%*	*10.2%*	*14.0%*	*25.0%*	*9.3%*	*15.9%*	*5.6%*	*12.4%*
%H (All HH)		*96.7%*	*70.0%*	*3.3%*	*60.0%*	*36.7%*	*23.3%*	*96.7%*
%H (TV HH)			*72.4%*	*3.4%*	*62.1%*	*37.9%*	*24.1%*	
5+	8	8	6	0	6	4	2	8
%V	*2.8%*	*2.8%*	*4.0%*	*0.0%*	*3.1%*	*5.8%*	*1.6%*	*3.4%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	
Average HH size	2.09	2.10	2.30	3.03	2.10	2.53	1.87	2.27

Base: ITV Border - Households (000s)

%V = percentage 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

ITV Border

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	290	284	150	4	193	69	125	234
%H (All HH)		*97.9%*	*51.7%*	*1.4%*	*66.6%*	*23.8%*	*43.1%*	*80.7%*
%H (TV HH)			*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	
Without	230	225	113	2	154	49	105	176
%V	*79.3%*	*79.2%*	*75.3%*	*50.0%*	*79.8%*	*71.0%*	*84.0%*	*75.2%*
%H (All HH)		*97.8%*	*49.1%*	*0.9%*	*67.0%*	*21.3%*	*45.7%*	*76.5%*
%H (TV HH)			*50.2%*	*0.9%*	*68.4%*	*21.8%*	*46.7%*	
With	60	59	37	2	39	20	19	58
%V	*20.7%*	*20.8%*	*24.7%*	*50.0%*	*20.2%*	*29.0%*	*15.2%*	*24.8%*
%H (All HH)		*98.3%*	*61.7%*	*3.3%*	*65.0%*	*33.3%*	*31.7%*	*96.7%*
%H (TV HH)			*62.7%*	*3.4%*	*66.1%*	*33.9%*	*32.2%*	
0 - 3	22	22	13	1	14	7	7	21
%V	*7.6%*	*7.7%*	*8.7%*	*25.0%*	*7.3%*	*10.1%*	*5.6%*	*9.0%*
%H (All HH)		*100.0%*	*59.1%*	*4.5%*	*63.6%*	*31.8%*	*31.8%*	*95.5%*
%H (TV HH)			*59.1%*	*4.5%*	*63.6%*	*31.8%*	*31.8%*	
4 - 9	29	29	19	1	16	8	8	29
%V	*10.0%*	*10.2%*	*12.7%*	*25.0%*	*8.3%*	*11.6%*	*6.4%*	*12.4%*
%H (All HH)		*100.0%*	*65.5%*	*3.4%*	*55.2%*	*27.6%*	*27.6%*	*100.0%*
%H (TV HH)			*65.5%*	*3.4%*	*55.2%*	*27.6%*	*27.6%*	
10 - 15	28	28	18	1	20	11	10	27
%V	*9.7%*	*9.9%*	*12.0%*	*25.0%*	*10.4%*	*15.9%*	*8.0%*	*11.5%*
%H (All HH)		*100.0%*	*64.3%*	*3.6%*	*71.4%*	*39.3%*	*35.7%*	*96.4%*
%H (TV HH)			*64.3%*	*3.6%*	*71.4%*	*39.3%*	*35.7%*	

Base: ITV Border - Households (000s)

%V = percentage 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

ITV Border

Household level data

Table 12.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	284	150	4	193	69	125	234
%H (All HH)		*97.9%*	*51.7%*	*1.4%*	*66.6%*	*23.8%*	*43.1%*	*80.7%*
%H (TV HH)			*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	
1	121	121	53	2	74	12	61	86
%V	*41.7%*	*42.6%*	*35.3%*	*50.0%*	*38.3%*	*17.4%*	*48.8%*	*36.8%*
%H (All HH)		*100.0%*	*43.8%*	*1.7%*	*61.2%*	*9.9%*	*50.4%*	*71.1%*
%H (TV HH)			*43.8%*	*1.7%*	*61.2%*	*9.9%*	*50.4%*	
2	96	96	51	1	69	25	44	79
%V	*33.1%*	*33.8%*	*34.0%*	*25.0%*	*35.8%*	*36.2%*	*35.2%*	*33.8%*
%H (All HH)		*100.0%*	*53.1%*	*1.0%*	*71.9%*	*26.0%*	*45.8%*	*82.3%*
%H (TV HH)			*53.1%*	*1.0%*	*71.9%*	*26.0%*	*45.8%*	
3	38	38	27	0	28	17	11	37
%V	*13.1%*	*13.4%*	*18.0%*	*0.0%*	*14.5%*	*24.6%*	*8.8%*	*15.8%*
%H (All HH)		*100.0%*	*71.1%*	*0.0%*	*73.7%*	*44.7%*	*28.9%*	*97.4%*
%H (TV HH)			*71.1%*	*0.0%*	*73.7%*	*44.7%*	*28.9%*	
4	20	20	14	1	16	10	6	19
%V	*6.9%*	*7.0%*	*9.3%*	*25.0%*	*8.3%*	*14.5%*	*4.8%*	*8.1%*
%H (All HH)		*100.0%*	*70.0%*	*5.0%*	*80.0%*	*50.0%*	*30.0%*	*95.0%*
%H (TV HH)			*70.0%*	*5.0%*	*80.0%*	*50.0%*	*30.0%*	
5+	8	8	6	0	7	5	2	8
%V	*2.8%*	*2.8%*	*4.0%*	*0.0%*	*3.6%*	*7.2%*	*1.6%*	*3.4%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	290	284	150	4	193	69	125	234
%H (All HH)		*97.9%*	*51.7%*	*1.4%*	*66.6%*	*23.8%*	*43.1%*	*80.7%*
%H (TV HH)			*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	
Under 20"	45	45	26	0	34	17	18	40
%V	*15.5%*	*15.8%*	*17.3%*	*0.0%*	*17.6%*	*24.6%*	*14.4%*	*17.1%*
%H (All HH)		*100.0%*	*57.8%*	*0.0%*	*75.6%*	*37.8%*	*40.0%*	*88.9%*
%H (TV HH)			*57.8%*	*0.0%*	*75.6%*	*37.8%*	*40.0%*	
20" - 29"	89	89	46	0	70	28	42	71
%V	*30.7%*	*31.3%*	*30.7%*	*0.0%*	*36.3%*	*40.6%*	*33.6%*	*30.3%*
%H (All HH)		*100.0%*	*51.7%*	*0.0%*	*78.7%*	*31.5%*	*47.2%*	*79.8%*
%H (TV HH)			*51.7%*	*0.0%*	*78.7%*	*31.5%*	*47.2%*	
30" - 39"	156	156	83	2	110	42	68	126
%V	*53.8%*	*54.9%*	*55.3%*	*50.0%*	*57.0%*	*60.9%*	*54.4%*	*53.8%*
%H (All HH)		*100.0%*	*53.2%*	*1.3%*	*70.5%*	*26.9%*	*43.6%*	*80.8%*
%H (TV HH)			*53.2%*	*1.3%*	*70.5%*	*26.9%*	*43.6%*	
40" - 49"	133	133	82	3	88	39	48	119
%V	*45.9%*	*46.8%*	*54.7%*	*75.0%*	*45.6%*	*56.5%*	*38.4%*	*50.9%*
%H (All HH)		*100.0%*	*61.7%*	*2.3%*	*66.2%*	*29.3%*	*36.1%*	*89.5%*
%H (TV HH)			*61.7%*	*2.3%*	*66.2%*	*29.3%*	*36.1%*	
50" - 59"	33	33	22	1	23	13	11	31
%V	*11.4%*	*11.6%*	*14.7%*	*25.0%*	*11.9%*	*18.8%*	*8.8%*	*13.2%*
%H (All HH)		*100.0%*	*66.7%*	*3.0%*	*69.7%*	*39.4%*	*33.3%*	*93.9%*
%H (TV HH)			*66.7%*	*3.0%*	*69.7%*	*39.4%*	*33.3%*	
60"+	4	4	2	0	2	1	1	3
%V	*1.4%*	*1.4%*	*1.3%*	*0.0%*	*1.0%*	*1.4%*	*0.8%*	*1.3%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*25.0%*	*25.0%*	*75.0%*
%H (TV HH)			*50.0%*	*0.0%*	*50.0%*	*25.0%*	*25.0%*	

Base: ITV Border - Households (000s)

%V = percentage 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

ITV Border

Household level data

Table 12.7: 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	290	284	150	4	193	69	125	234
%H (All HH)		*97.9%*	*51.7%*	*1.4%*	*66.6%*	*23.8%*	*43.1%*	*80.7%*
%H (TV HH)			*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	
Main living room	282	282	149	4	192	69	124	227
%V	*97.2%*	*99.3%*	*99.3%*	*100.0%*	*99.5%*	*100.0%*	*99.2%*	*97.0%*
%H (All HH)		*100.0%*	*52.8%*	*1.4%*	*68.1%*	*24.5%*	*44.0%*	*80.5%*
%H (TV HH)			*52.8%*	*1.4%*	*68.1%*	*24.5%*	*44.0%*	
Kitchen	49	49	28	0	40	18	22	41
%V	*16.9%*	*17.3%*	*18.7%*	*0.0%*	*20.7%*	*26.1%*	*17.6%*	*17.5%*
%H (All HH)		*100.0%*	*57.1%*	*0.0%*	*81.6%*	*36.7%*	*44.9%*	*83.7%*
%H (TV HH)			*57.1%*	*0.0%*	*81.6%*	*36.7%*	*44.9%*	
Adult's bedroom	112	112	68	2	83	41	42	101
%V	*38.6%*	*39.4%*	*45.3%*	*50.0%*	*43.0%*	*59.4%*	*33.6%*	*43.2%*
%H (All HH)		*100.0%*	*60.7%*	*1.8%*	*74.1%*	*36.6%*	*37.5%*	*90.2%*
%H (TV HH)			*60.7%*	*1.8%*	*74.1%*	*36.6%*	*37.5%*	
Child's bedroom	25	25	19	1	18	12	6	25
%V	*8.6%*	*8.8%*	*12.7%*	*25.0%*	*9.3%*	*17.4%*	*4.8%*	*10.7%*
%H (All HH)		*100.0%*	*76.0%*	*4.0%*	*72.0%*	*48.0%*	*24.0%*	*100.0%*
%H (TV HH)			*76.0%*	*4.0%*	*72.0%*	*48.0%*	*24.0%*	
Other bedroom	18	18	12	0	13	8	6	16
%V	*6.2%*	*6.3%*	*8.0%*	*0.0%*	*6.7%*	*11.6%*	*4.8%*	*6.8%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*72.2%*	*44.4%*	*33.3%*	*88.9%*
%H (TV HH)			*66.7%*	*0.0%*	*72.2%*	*44.4%*	*33.3%*	
Second living/dining room	22	22	15	0	15	9	6	20
%V	*7.6%*	*7.7%*	*10.0%*	*0.0%*	*7.8%*	*13.0%*	*4.8%*	*8.5%*
%H (All HH)		*100.0%*	*68.2%*	*0.0%*	*68.2%*	*40.9%*	*27.3%*	*90.9%*
%H (TV HH)			*68.2%*	*0.0%*	*68.2%*	*40.9%*	*27.3%*	
Study/office	2	2	1	0	2	1	1	2
%V	*0.7%*	*0.7%*	*0.7%*	*0.0%*	*1.0%*	*1.4%*	*0.8%*	*0.9%*
%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%*	
TV room	2	2	1	0	1	0	1	2
%V	*0.7%*	*0.7%*	*0.7%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*0.9%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	
Conservatory	9	9	7	0	7	5	2	9
%V	*3.1%*	*3.2%*	*4.7%*	*0.0%*	*3.6%*	*7.2%*	*1.6%*	*3.8%*
%H (All HH)		*100.0%*	*77.8%*	*0.0%*	*77.8%*	*55.6%*	*22.2%*	*100.0%*
%H (TV HH)			*77.8%*	*0.0%*	*77.8%*	*55.6%*	*22.2%*	
Attic or loft room	1	1	1	0	1	1	0	1
%V	*0.3%*	*0.4%*	*0.7%*	*0.0%*	*0.5%*	*1.4%*	*0.0%*	*0.4%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	1	1	1	0	1	1	0	1
%V	*0.3%*	*0.4%*	*0.7%*	*0.0%*	*0.5%*	*1.4%*	*0.0%*	*0.4%*
%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%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

Table 12.8: 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	290	284	150	4	193	69	125	234
%H (All HH)		*97.9%*	*51.7%*	*1.4%*	*66.6%*	*23.8%*	*43.1%*	*80.7%*
%H (TV HH)			*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	
Any DSAT provider	150	150	150	2	68	68	0	129
%V	*51.7%*	*52.8%*	*100.0%*	*50.0%*	*35.2%*	*98.6%*	*0.0%*	*55.1%*
%H (All HH)			*100.0%*	*1.3%*	*45.3%*	*45.3%*	*0.0%*	*86.0%*
%H (TV HH)			*100.0%*	*1.3%*	*45.3%*	*45.3%*	*0.0%*	
Sky with subcription	113	113	113	1	49	49	0	98
%V	*39.0%*	*39.8%*	*75.3%*	*25.0%*	*25.4%*	*71.0%*	*0.0%*	*41.9%*
%H (All HH)			*100.0%*	*0.9%*	*43.4%*	*43.4%*	*0.0%*	*86.7%*
%H (TV HH)			*100.0%*	*0.9%*	*43.4%*	*43.4%*	*0.0%*	
Sky without subscription	17	17	17	0	8	8	0	12
%V	*5.9%*	*6.0%*	*11.3%*	*0.0%*	*4.1%*	*11.6%*	*0.0%*	*5.1%*
%H (All HH)			*100.0%*	*0.0%*	*47.1%*	*47.1%*	*0.0%*	*70.6%*
%H (TV HH)			*100.0%*	*0.0%*	*47.1%*	*47.1%*	*0.0%*	
Freesat	19	19	19	1	9	9	0	17
%V	*6.6%*	*6.7%*	*12.7%*	*25.0%*	*4.7%*	*13.0%*	*0.0%*	*7.3%*
%H (All HH)			*100.0%*	*5.3%*	*47.4%*	*47.4%*	*0.0%*	*89.5%*
%H (TV HH)			*100.0%*	*5.3%*	*47.4%*	*47.4%*	*0.0%*	
Other satellite provider	10	10	10	0	5	5	0	10
%V	*3.4%*	*3.5%*	*6.7%*	*0.0%*	*2.6%*	*7.2%*	*0.0%*	*4.3%*
%H (All HH)			*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%*	
DCAB	4	4	2	4	3	3	0	3
%V	*1.4%*	*1.4%*	*1.3%*	*100.0%*	*1.6%*	*4.3%*	*0.0%*	*1.3%*
%H (All HH)			*50.0%*	*100.0%*	*75.0%*	*75.0%*	*0.0%*	*75.0%*
%H (TV HH)			*50.0%*	*100.0%*	*75.0%*	*75.0%*	*0.0%*	
DTT	193	193	68	3	193	69	125	152
%V	*66.6%*	*68.0%*	*45.3%*	*75.0%*	*100.0%*	*100.0%*	*100.0%*	*65.0%*
%H (All HH)		*100.0%*	*35.2%*	*1.6%*	*100.0%*	*35.8%*	*64.8%*	*78.8%*
%H (TV HH)			*35.2%*	*1.6%*	*100.0%*	*35.8%*	*64.8%*	

Base: ITV Border - Households (000s)

%V = percentage 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

ITV Border

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	290	284	150	4	193	69	125	234
%H (All HH)		*97.9%*	*51.7%*	*1.4%*	*66.6%*	*23.8%*	*43.1%*	*80.7%*
%H (TV HH)			*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	
PVR	181	181	130	3	110	60	50	161
%V	*62.4%*	*63.7%*	*86.7%*	*75.0%*	*57.0%*	*87.0%*	*40.0%*	*68.8%*
%H (All HH)		*100.0%*	*71.8%*	*1.7%*	*60.8%*	*33.1%*	*27.6%*	*89.0%*
%H (TV HH)			*71.8%*	*1.7%*	*60.8%*	*33.1%*	*27.6%*	
DVDR	4	4	2	0	3	0	2	4
%V	*1.4%*	*1.4%*	*1.3%*	*0.0%*	*1.6%*	*0.0%*	*1.6%*	*1.7%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*75.0%*	*0.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*75.0%*	*0.0%*	*50.0%*	
VCR	2	2	1	0	1	0	1	1
%V	*0.7%*	*0.7%*	*0.7%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*0.4%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
%H (TV HH)			*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	
Any recorder	183	183	130	3	112	60	52	163
%V	*63.1%*	*64.4%*	*86.7%*	*75.0%*	*58.0%*	*87.0%*	*41.6%*	*69.7%*
%H (All HH)		*100.0%*	*71.0%*	*1.6%*	*61.2%*	*32.8%*	*28.4%*	*89.1%*
%H (TV HH)			*71.0%*	*1.6%*	*61.2%*	*32.8%*	*28.4%*	
Receives HDTV (via STB or built-in reception)	147	147	93	3	99	47	53	133
%V	*50.7%*	*51.8%*	*62.0%*	*75.0%*	*51.3%*	*68.1%*	*42.4%*	*56.8%*
%H (All HH)		*100.0%*	*63.3%*	*2.0%*	*67.3%*	*32.0%*	*36.1%*	*90.5%*
%H (TV HH)			*63.3%*	*2.0%*	*67.3%*	*32.0%*	*36.1%*	
DVD/Blu-ray player or recorder	190	190	108	3	131	53	78	160
%V	*65.5%*	*66.9%*	*72.0%*	*75.0%*	*67.9%*	*76.8%*	*62.4%*	*68.4%*
%H (All HH)		*100.0%*	*56.8%*	*1.6%*	*68.9%*	*27.9%*	*41.1%*	*84.2%*
%H (TV HH)			*56.8%*	*1.6%*	*68.9%*	*27.9%*	*41.1%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

Table 12.10: 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	290	284	150	4	193	69	125	234
%H (All HH)		*97.9%*	*51.7%*	*1.4%*	*66.6%*	*23.8%*	*43.1%*	*80.7%*
%H (TV HH)			*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	
Has broadband internet	234	229	129	3	152	61	92	234
%V	*80.7%*	*80.6%*	*86.0%*	*75.0%*	*78.8%*	*88.4%*	*73.6%*	*100.0%*
%H (All HH)		*97.9%*	*55.1%*	*1.3%*	*65.0%*	*26.1%*	*39.3%*	*100.0%*
%H (TV HH)			*56.3%*	*1.3%*	*66.4%*	*26.6%*	*40.2%*	
Number of computers (PCs and laptops)								
0	59	58	23	0	42	9	34	9
%V	*20.3%*	*20.4%*	*15.3%*	*0.0%*	*21.8%*	*13.0%*	*27.2%*	*3.8%*
%H (All HH)		*98.3%*	*39.0%*	*0.0%*	*71.2%*	*15.3%*	*57.6%*	*15.3%*
%H (TV HH)			*39.7%*	*0.0%*	*72.4%*	*15.5%*	*58.6%*	
1	84	82	41	0	51	13	38	80
%V	*29.0%*	*28.9%*	*27.3%*	*0.0%*	*26.4%*	*18.8%*	*30.4%*	*34.2%*
%H (All HH)		*97.6%*	*48.8%*	*0.0%*	*60.7%*	*15.5%*	*45.2%*	*95.2%*
%H (TV HH)			*50.0%*	*0.0%*	*62.2%*	*15.9%*	*46.3%*	
2	64	63	36	1	43	19	24	63
%V	*22.1%*	*22.2%*	*24.0%*	*25.0%*	*22.3%*	*27.5%*	*19.2%*	*26.9%*
%H (All HH)		*98.4%*	*56.3%*	*1.6%*	*67.2%*	*29.7%*	*37.5%*	*98.4%*
%H (TV HH)			*57.1%*	*1.6%*	*68.3%*	*30.2%*	*38.1%*	
3	40	40	23	1	28	13	15	40
%V	*13.8%*	*14.1%*	*15.3%*	*25.0%*	*14.5%*	*18.8%*	*12.0%*	*17.1%*
%H (All HH)		*100.0%*	*57.5%*	*2.5%*	*70.0%*	*32.5%*	*37.5%*	*100.0%*
%H (TV HH)			*57.5%*	*2.5%*	*70.0%*	*32.5%*	*37.5%*	
4	23	23	13	1	16	6	10	23
%V	*7.9%*	*8.1%*	*8.7%*	*25.0%*	*8.3%*	*8.7%*	*8.0%*	*9.8%*
%H (All HH)		*100.0%*	*56.5%*	*4.3%*	*69.6%*	*26.1%*	*43.5%*	*100.0%*
%H (TV HH)			*56.5%*	*4.3%*	*69.6%*	*26.1%*	*43.5%*	
5+	19	19	14	0	13	8	4	19
%V	*6.6%*	*6.7%*	*9.3%*	*0.0%*	*6.7%*	*11.6%*	*3.2%*	*8.1%*
%H (All HH)		*100.0%*	*73.7%*	*0.0%*	*68.4%*	*42.1%*	*21.1%*	*100.0%*
%H (TV HH)			*73.7%*	*0.0%*	*68.4%*	*42.1%*	*21.1%*	

Base: ITV Border - Households (000s)

%V = percentage 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

ITV Border

Set level data

Table 12.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	551	322	8	396	179	217	473
%H		*58.4%*	*1.5%*	*71.9%*	*32.5%*	*39.4%*	*85.8%*
Under 20"	53	32	0	40	21	19	47
%V	*9.6%*	*9.9%*	*0.0%*	*10.1%*	*11.7%*	*8.8%*	*9.9%*
%H		*60.4%*	*0.0%*	*75.5%*	*39.6%*	*35.8%*	*88.7%*
20" - 29"	114	64	0	92	44	49	92
%V	*20.7%*	*19.9%*	*0.0%*	*23.2%*	*24.6%*	*22.6%*	*19.5%*
%H		*56.1%*	*0.0%*	*80.7%*	*38.6%*	*43.0%*	*80.7%*
30" - 39"	188	101	2	134	52	82	155
%V	*34.1%*	*31.4%*	*25.0%*	*33.8%*	*29.1%*	*37.8%*	*32.8%*
%H		*53.7%*	*1.1%*	*71.3%*	*27.7%*	*43.6%*	*82.4%*
40" - 49"	156	98	4	103	48	55	142
%V	*28.3%*	*30.4%*	*50.0%*	*26.0%*	*26.8%*	*25.3%*	*30.0%*
%H		*62.8%*	*2.6%*	*66.0%*	*30.8%*	*35.3%*	*91.0%*
50" - 59"	35	23	1	24	13	11	32
%V	*6.4%*	*7.1%*	*12.5%*	*6.1%*	*7.3%*	*5.1%*	*6.8%*
%H		*65.7%*	*2.9%*	*68.6%*	*37.1%*	*31.4%*	*91.4%*
60"+	4	2	0	2	1	1	3
%V	*0.7%*	*0.6%*	*0.0%*	*0.5%*	*0.6%*	*0.5%*	*0.6%*
%H		*50.0%*	*0.0%*	*50.0%*	*25.0%*	*25.0%*	*75.0%*
Don't know	2	1	0	1	0	0	2
%V	*0.4%*	*0.3%*	*0.0%*	*0.3%*	*0.0%*	*0.0%*	*0.4%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*0.0%*	*100.0%*

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	551	322	8	396	179	217	473
%H		*58.4%*	*1.5%*	*71.9%*	*32.5%*	*39.4%*	*85.8%*
Main living room	283	151	4	193	69	124	228
%V	*51.4%*	*46.9%*	*50.0%*	*48.7%*	*38.5%*	*57.1%*	*48.2%*
%H		*53.4%*	*1.4%*	*68.2%*	*24.4%*	*43.8%*	*80.6%*
Kitchen	49	28	0	40	18	22	41
%V	*8.9%*	*8.7%*	*0.0%*	*10.1%*	*10.1%*	*10.1%*	*8.7%*
%H		*57.1%*	*0.0%*	*81.6%*	*36.7%*	*44.9%*	*83.7%*
Adult's bedroom	131	81	2	99	51	48	119
%V	*23.8%*	*25.2%*	*25.0%*	*25.0%*	*28.5%*	*22.1%*	*25.2%*
%H		*61.8%*	*1.5%*	*75.6%*	*38.9%*	*36.6%*	*90.8%*
Child's bedroom	31	24	2	22	15	6	31
%V	*5.6%*	*7.5%*	*25.0%*	*5.6%*	*8.4%*	*2.8%*	*6.6%*
%H		*77.4%*	*6.5%*	*71.0%*	*48.4%*	*19.4%*	*100.0%*
Other bedroom	20	13	0	15	8	7	18
%V	*3.6%*	*4.0%*	*0.0%*	*3.8%*	*4.5%*	*3.2%*	*3.8%*
%H		*65.0%*	*0.0%*	*75.0%*	*40.0%*	*35.0%*	*90.0%*
Second living/dining room	22	15	0	15	9	6	20
%V	*4.0%*	*4.7%*	*0.0%*	*3.8%*	*5.0%*	*2.8%*	*4.2%*
%H		*68.2%*	*0.0%*	*68.2%*	*40.9%*	*27.3%*	*90.9%*
Study/office	2	1	0	2	1	1	2
%V	*0.4%*	*0.3%*	*0.0%*	*0.5%*	*0.6%*	*0.5%*	*0.4%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
TV room	2	1	0	1	0	1	2
%V	*0.4%*	*0.3%*	*0.0%*	*0.3%*	*0.0%*	*0.5%*	*0.4%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
Conservatory	9	7	0	7	5	2	9
%V	*1.6%*	*2.2%*	*0.0%*	*1.8%*	*2.8%*	*0.9%*	*1.9%*
%H		*77.8%*	*0.0%*	*77.8%*	*55.6%*	*22.2%*	*100.0%*
Attic or loft room	1	1	0	1	1	0	1
%V	*0.2%*	*0.3%*	*0.0%*	*0.3%*	*0.6%*	*0.0%*	*0.2%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	1	1	0	1	1	0	1
%V	*0.2%*	*0.3%*	*0.0%*	*0.3%*	*0.6%*	*0.0%*	*0.2%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	551	322	8	396	179	217	473
%H		*58.4%*	*1.5%*	*71.9%*	*32.5%*	*39.4%*	*85.8%*
PVR	241	182	6	143	86	57	217
%V	*43.7%*	*56.5%*	*75.0%*	*36.1%*	*48.0%*	*26.3%*	*45.9%*
%H		*75.5%*	*2.5%*	*59.3%*	*35.7%*	*23.7%*	*90.0%*
DVDR	4	2	0	3	0	2	4
%V	*0.7%*	*0.6%*	*0.0%*	*0.8%*	*0.0%*	*0.9%*	*0.8%*
%H		*50.0%*	*0.0%*	*75.0%*	*0.0%*	*50.0%*	*100.0%*
VCR	2	1	0	1	0	1	1
%V	*0.4%*	*0.3%*	*0.0%*	*0.3%*	*0.0%*	*0.5%*	*0.2%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
Any recorder	243	182	6	144	86	58	219
%V	*44.1%*	*56.5%*	*75.0%*	*36.4%*	*48.0%*	*26.7%*	*46.3%*
%H		*74.9%*	*2.5%*	*59.3%*	*35.4%*	*23.9%*	*90.1%*

Base: ITV Border - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	551	322	8	396	179	217	473
%H		*58.4%*	*1.5%*	*71.9%*	*32.5%*	*39.4%*	*85.8%*
Receives HDTV (via STB or built-in reception)	202	135	4	139	73	66	185
%V	*36.7%*	*41.9%*	*50.0%*	*35.1%*	*40.8%*	*30.4%*	*39.1%*
%H		*66.8%*	*2.0%*	*68.8%*	*36.1%*	*32.7%*	*91.6%*
DVD/Blu-ray player or recorder	259	153	3	182	81	101	224
%V	*47.0%*	*47.5%*	*37.5%*	*46.0%*	*45.3%*	*46.5%*	*47.4%*
%H		*59.1%*	*1.2%*	*70.3%*	*31.3%*	*39.0%*	*86.5%*

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Border

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	284	150	4	193	69	125	229
%H		*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	*80.6%*
Under 20"	2	0	0	1	0	1	1
%V	*0.7%*	*0.0%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*0.4%*
%H		*0.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
20" - 29"	23	7	0	18	2	16	14
%V	*8.1%*	*4.7%*	*0.0%*	*9.3%*	*2.9%*	*12.8%*	*6.1%*
%H		*30.4%*	*0.0%*	*78.3%*	*8.7%*	*69.6%*	*60.9%*
30" - 39"	106	49	1	74	21	52	77
%V	*37.3%*	*32.7%*	*25.0%*	*38.3%*	*30.4%*	*41.6%*	*33.6%*
%H		*46.2%*	*0.9%*	*69.8%*	*19.8%*	*49.1%*	*72.6%*
40" - 49"	118	71	2	77	33	44	105
%V	*41.5%*	*47.3%*	*50.0%*	*39.9%*	*47.8%*	*35.2%*	*45.9%*
%H		*60.2%*	*1.7%*	*65.3%*	*28.0%*	*37.3%*	*89.0%*
50" - 59"	30	19	1	21	11	10	28
%V	*10.6%*	*12.7%*	*25.0%*	*10.9%*	*15.9%*	*8.0%*	*12.2%*
%H		*63.3%*	*3.3%*	*70.0%*	*36.7%*	*33.3%*	*93.3%*
60"+	4	2	0	2	1	1	3
%V	*1.4%*	*1.3%*	*0.0%*	*1.0%*	*1.4%*	*0.8%*	*1.3%*
%H		*50.0%*	*0.0%*	*50.0%*	*25.0%*	*25.0%*	*75.0%*
Don't know	1	0	0	0	0	0	1
%V	*0.4%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.4%*
%H		*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Border

Set level data

Table 12.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	284	150	4	193	69	125	229
%H		*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	*80.6%*
PVR	177	128	3	107	58	48	158
%V	*62.3%*	*85.3%*	*75.0%*	*55.4%*	*84.1%*	*38.4%*	*69.0%*
%H		*72.3%*	*1.7%*	*60.5%*	*32.8%*	*27.1%*	*89.3%*
DVDR	3	2	0	2	0	2	3
%V	*1.1%*	*1.3%*	*0.0%*	*1.0%*	*0.0%*	*1.6%*	*1.3%*
%H		*66.7%*	*0.0%*	*66.7%*	*0.0%*	*66.7%*	*100.0%*
VCR	2	1	0	1	0	1	1
%V	*0.7%*	*0.7%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*0.4%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
Any recorder	179	128	3	108	58	50	159
%V	*63.0%*	*85.3%*	*75.0%*	*56.0%*	*84.1%*	*40.0%*	*69.4%*
%H		*71.5%*	*1.7%*	*60.3%*	*32.4%*	*27.9%*	*88.8%*

Base: ITV Border - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	284	150	4	193	69	125	229
%H		*52.8%*	*1.4%*	*68.0%*	*24.3%*	*44.0%*	*80.6%*
Receives HDTV (via STB or built-in reception)	141	90	2	95	45	50	129
%V	*49.6%*	*60.0%*	*50.0%*	*49.2%*	*65.2%*	*40.0%*	*56.3%*
%H		*63.8%*	*1.4%*	*67.4%*	*31.9%*	*35.5%*	*91.5%*
DVD/Blu-ray player or recorder	173	95	3	120	47	74	144
%V	*60.9%*	*63.3%*	*75.0%*	*62.2%*	*68.1%*	*59.2%*	*62.9%*
%H		*54.9%*	*1.7%*	*69.4%*	*27.2%*	*42.8%*	*83.2%*

Base: ITV Border - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	267	172	4	203	110	93	244
%H		*64.4%*	*1.5%*	*76.0%*	*41.2%*	*34.8%*	*91.4%*
Under 20"	51	32	0	39	21	18	46
%V	*19.1%*	*18.6%*	*0.0%*	*19.2%*	*19.1%*	*19.4%*	*18.9%*
%H		*62.7%*	*0.0%*	*76.5%*	*41.2%*	*35.3%*	*90.2%*
20" - 29"	91	57	0	75	41	33	78
%V	*34.1%*	*33.1%*	*0.0%*	*36.9%*	*37.3%*	*35.5%*	*32.0%*
%H		*62.6%*	*0.0%*	*82.4%*	*45.1%*	*36.3%*	*85.7%*
30" - 39"	82	52	2	61	31	30	77
%V	*30.7%*	*30.2%*	*50.0%*	*30.0%*	*28.2%*	*32.3%*	*31.6%*
%H		*63.4%*	*2.4%*	*74.4%*	*37.8%*	*36.6%*	*93.9%*
40" - 49"	38	26	2	25	15	11	37
%V	*14.2%*	*15.1%*	*50.0%*	*12.3%*	*13.6%*	*11.8%*	*15.2%*
%H		*68.4%*	*5.3%*	*65.8%*	*39.5%*	*28.9%*	*97.4%*
50" - 59"	5	4	0	3	2	1	4
%V	*1.9%*	*2.3%*	*0.0%*	*1.5%*	*1.8%*	*1.1%*	*1.6%*
%H		*80.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*80.0%*
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	1	1	0	1	0	0	1
%V	*0.4%*	*0.6%*	*0.0%*	*0.5%*	*0.0%*	*0.0%*	*0.4%*
%H		*100.0%*	*0.0%*	*100.0%*	*0.0%*	*0.0%*	*100.0%*

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	267	172	4	203	110	93	244
%H		*64.4%*	*1.5%*	*76.0%*	*41.2%*	*34.8%*	*91.4%*
PVR	64	54	3	36	28	8	59
%V	*24.0%*	*31.4%*	*75.0%*	*17.7%*	*25.5%*	*8.6%*	*24.2%*
%H		*84.4%*	*4.7%*	*56.3%*	*43.8%*	*12.5%*	*92.2%*
DVDR	1	0	0	1	0	1	1
%V	*0.4%*	*0.0%*	*0.0%*	*0.5%*	*0.0%*	*1.1%*	*0.4%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*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	64	54	3	36	28	9	60
%V	*24.0%*	*31.4%*	*75.0%*	*17.7%*	*25.5%*	*9.7%*	*24.6%*
%H		*84.4%*	*4.7%*	*56.3%*	*43.8%*	*14.1%*	*93.8%*

Base: ITV Border - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	267	172	4	203	110	93	244
%H		*64.4%*	*1.5%*	*76.0%*	*41.2%*	*34.8%*	*91.4%*
Receives HDTV (via STB or built-in reception)	61	45	2	43	27	16	57
%V	*22.8%*	*26.2%*	*50.0%*	*21.2%*	*24.5%*	*17.2%*	*23.4%*
%H		*73.8%*	*3.3%*	*70.5%*	*44.3%*	*26.2%*	*93.4%*
DVD/Blu-ray player or recorder	87	57	1	62	34	28	80
%V	*32.6%*	*33.1%*	*25.0%*	*30.5%*	*30.9%*	*30.1%*	*32.8%*
%H		*65.5%*	*1.1%*	*71.3%*	*39.1%*	*32.2%*	*92.0%*

Base: ITV Border - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 12.21: Age 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 Inds	607	596	346	11	406	174	232	530
%H		*98.2%*	*57.0%*	*1.8%*	*66.9%*	*28.7%*	*38.2%*	*87.3%*
Total Children	97	96	60	3	64	32	32	95
%V	*16.0%*	*16.1%*	*17.3%*	*27.3%*	*15.8%*	*18.4%*	*13.8%*	*17.9%*
%H		*99.0%*	*61.9%*	*3.1%*	*66.0%*	*33.0%*	*33.0%*	*97.9%*
0 - 3	24	23	13	1	15	7	8	23
%V	*4.0%*	*3.9%*	*3.8%*	*9.1%*	*3.7%*	*4.0%*	*3.4%*	*4.3%*
%H		*95.8%*	*54.2%*	*4.2%*	*62.5%*	*29.2%*	*33.3%*	*95.8%*
4 - 15	74	73	47	2	49	25	24	72
%V	*12.2%*	*12.2%*	*13.6%*	*18.2%*	*12.1%*	*14.4%*	*10.3%*	*13.6%*
%H		*98.6%*	*63.5%*	*2.7%*	*66.2%*	*33.8%*	*32.4%*	*97.3%*
4 - 9	37	36	24	1	22	11	11	37
%V	*6.1%*	*6.0%*	*6.9%*	*9.1%*	*5.4%*	*6.3%*	*4.7%*	*7.0%*
%H		*97.3%*	*64.9%*	*2.7%*	*59.5%*	*29.7%*	*29.7%*	*100.0%*
10 - 15	37	37	23	1	27	14	13	36
%V	*6.1%*	*6.2%*	*6.6%*	*9.1%*	*6.7%*	*8.0%*	*5.6%*	*6.8%*
%H		*100.0%*	*62.2%*	*2.7%*	*73.0%*	*37.8%*	*35.1%*	*97.3%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.22: Adults - 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 Inds	607	596	346	11	406	174	232	530
%H		*98.2%*	*57.0%*	*1.8%*	*66.9%*	*28.7%*	*38.2%*	*87.3%*
Total Adults (16+)	510	500	285	8	342	142	200	435
%V	*84.0%*	*83.9%*	*82.4%*	*72.7%*	*84.2%*	*81.6%*	*86.2%*	*82.1%*
%H		*98.0%*	*55.9%*	*1.6%*	*67.1%*	*27.8%*	*39.2%*	*85.3%*
16 - 19	22	22	14	0	16	8	8	21
%V	*3.6%*	*3.7%*	*4.0%*	*0.0%*	*3.9%*	*4.6%*	*3.4%*	*4.0%*
%H		*100.0%*	*63.6%*	*0.0%*	*72.7%*	*36.4%*	*36.4%*	*95.5%*
20 - 24	30	29	23	1	18	13	5	29
%V	*4.9%*	*4.9%*	*6.6%*	*9.1%*	*4.4%*	*7.5%*	*2.2%*	*5.5%*
%H		*96.7%*	*76.7%*	*3.3%*	*60.0%*	*43.3%*	*16.7%*	*96.7%*
25 - 34	72	70	39	3	42	18	24	71
%V	*11.9%*	*11.7%*	*11.3%*	*27.3%*	*10.3%*	*10.3%*	*10.3%*	*13.4%*
%H		*97.2%*	*54.2%*	*4.2%*	*58.3%*	*25.0%*	*33.3%*	*98.6%*
35 - 44	65	65	43	3	35	16	19	62
%V	*10.7%*	*10.9%*	*12.4%*	*27.3%*	*8.6%*	*9.2%*	*8.2%*	*11.7%*
%H		*100.0%*	*66.2%*	*4.6%*	*53.8%*	*24.6%*	*29.2%*	*95.4%*
45 - 54	92	89	50	1	62	25	37	84
%V	*15.2%*	*14.9%*	*14.5%*	*9.1%*	*15.3%*	*14.4%*	*15.9%*	*15.8%*
%H		*96.7%*	*54.3%*	*1.1%*	*67.4%*	*27.2%*	*40.2%*	*91.3%*
55 - 64	87	85	49	0	63	28	35	77
%V	*14.3%*	*14.3%*	*14.2%*	*0.0%*	*15.5%*	*16.1%*	*15.1%*	*14.5%*
%H		*97.7%*	*56.3%*	*0.0%*	*72.4%*	*32.2%*	*40.2%*	*88.5%*
65+	142	141	68	0	106	34	72	92
%V	*23.4%*	*23.7%*	*19.7%*	*0.0%*	*26.1%*	*19.5%*	*31.0%*	*17.4%*
%H		*99.3%*	*47.9%*	*0.0%*	*74.6%*	*23.9%*	*50.7%*	*64.8%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Border

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	510	500	285	8	342	142	200	435
%H		*98.0%*	*55.9%*	*1.6%*	*67.1%*	*27.8%*	*39.2%*	*85.3%*
AB	119	117	65	2	81	33	48	114
%V	*23.3%*	*23.4%*	*22.8%*	*25.0%*	*23.7%*	*23.2%*	*24.0%*	*26.2%*
%H		*98.3%*	*54.6%*	*1.7%*	*68.1%*	*27.7%*	*40.3%*	*95.8%*
C1	133	131	76	2	90	39	51	118
%V	*26.1%*	*26.2%*	*26.7%*	*25.0%*	*26.3%*	*27.5%*	*25.5%*	*27.1%*
%H		*98.5%*	*57.1%*	*1.5%*	*67.7%*	*29.3%*	*38.3%*	*88.7%*
C2	122	121	74	3	79	36	42	106
%V	*23.9%*	*24.2%*	*26.0%*	*37.5%*	*23.1%*	*25.4%*	*21.0%*	*24.4%*
%H		*99.2%*	*60.7%*	*2.5%*	*64.8%*	*29.5%*	*34.4%*	*86.9%*
D	99	96	50	1	70	27	43	76
%V	*19.4%*	*19.2%*	*17.5%*	*12.5%*	*20.5%*	*19.0%*	*21.5%*	*17.5%*
%H		*97.0%*	*50.5%*	*1.0%*	*70.7%*	*27.3%*	*43.4%*	*76.8%*
E	35	35	19	0	22	7	15	22
%V	*6.9%*	*7.0%*	*6.7%*	*0.0%*	*6.4%*	*4.9%*	*7.5%*	*5.1%*
%H		*100.0%*	*54.3%*	*0.0%*	*62.9%*	*20.0%*	*42.9%*	*62.9%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	510	500	285	8	342	142	200	435
%H		*98.0%*	*55.9%*	*1.6%*	*67.1%*	*27.8%*	*39.2%*	*85.3%*
Working full time	234	228	142	6	144	69	75	222
%V	*45.9%*	*45.6%*	*49.8%*	*75.0%*	*42.1%*	*48.6%*	*37.5%*	*51.0%*
%H		*97.4%*	*60.7%*	*2.6%*	*61.5%*	*29.5%*	*32.1%*	*94.9%*
Working part time	56	55	29	2	43	18	25	51
%V	*11.0%*	*11.0%*	*10.2%*	*25.0%*	*12.6%*	*12.7%*	*12.5%*	*11.7%*
%H		*98.2%*	*51.8%*	*3.6%*	*76.8%*	*32.1%*	*44.6%*	*91.1%*
Not working	220	217	115	1	154	55	99	162
%V	*43.1%*	*43.4%*	*40.4%*	*12.5%*	*45.0%*	*38.7%*	*49.5%*	*37.2%*
%H		*98.6%*	*52.3%*	*0.5%*	*70.0%*	*25.0%*	*45.0%*	*73.6%*
Housewife/Houseperson	290	284	150	4	193	69	125	234
%V	*56.9%*	*56.8%*	*52.6%*	*50.0%*	*56.4%*	*48.6%*	*62.5%*	*53.8%*
%H		*97.9%*	*51.7%*	*1.4%*	*66.6%*	*23.8%*	*43.1%*	*80.7%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.25: Males - 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 Males (16+)	249	244	139	5	168	71	97	214
%H		*98.0%*	*55.8%*	*2.0%*	*67.5%*	*28.5%*	*39.0%*	*85.9%*
16 - 19	12	11	8	0	8	5	3	10
%V	*4.8%*	*4.5%*	*5.8%*	*0.0%*	*4.8%*	*7.0%*	*3.1%*	*4.7%*
%H		*91.7%*	*66.7%*	*0.0%*	*66.7%*	*41.7%*	*25.0%*	*83.3%*
20 - 24	17	16	13	0	10	6	3	16
%V	*6.8%*	*6.6%*	*9.4%*	*0.0%*	*6.0%*	*8.5%*	*3.1%*	*7.5%*
%H		*94.1%*	*76.5%*	*0.0%*	*58.8%*	*35.3%*	*17.6%*	*94.1%*
25 - 34	35	34	18	2	21	10	11	34
%V	*14.1%*	*13.9%*	*12.9%*	*40.0%*	*12.5%*	*14.1%*	*11.3%*	*15.9%*
%H		*97.1%*	*51.4%*	*5.7%*	*60.0%*	*28.6%*	*31.4%*	*97.1%*
35 - 44	33	32	21	1	17	6	10	32
%V	*13.3%*	*13.1%*	*15.1%*	*20.0%*	*10.1%*	*8.5%*	*10.3%*	*15.0%*
%H		*97.0%*	*63.6%*	*3.0%*	*51.5%*	*18.2%*	*30.3%*	*97.0%*
45 - 54	43	42	22	1	30	11	19	39
%V	*17.3%*	*17.2%*	*15.8%*	*20.0%*	*17.9%*	*15.5%*	*19.6%*	*18.2%*
%H		*97.7%*	*51.2%*	*2.3%*	*69.8%*	*25.6%*	*44.2%*	*90.7%*
55 - 64	40	40	23	0	28	12	15	36
%V	*16.1%*	*16.4%*	*16.5%*	*0.0%*	*16.7%*	*16.9%*	*15.5%*	*16.8%*
%H		*100.0%*	*57.5%*	*0.0%*	*70.0%*	*30.0%*	*37.5%*	*90.0%*
65+	70	69	34	0	54	19	35	47
%V	*28.1%*	*28.3%*	*24.5%*	*0.0%*	*32.1%*	*26.8%*	*36.1%*	*22.0%*
%H		*98.6%*	*48.6%*	*0.0%*	*77.1%*	*27.1%*	*50.0%*	*67.1%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Border

Individual level data

Table 12.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	249	244	139	5	168	71	97	214
%H		*98.0%*	*55.8%*	*2.0%*	*67.5%*	*28.5%*	*39.0%*	*85.9%*
AB	61	60	33	1	42	17	25	59
%V	*24.5%*	*24.6%*	*23.7%*	*20.0%*	*25.0%*	*23.9%*	*25.8%*	*27.6%*
%H		*98.4%*	*54.1%*	*1.6%*	*68.9%*	*27.9%*	*41.0%*	*96.7%*
C1	62	61	37	1	43	20	22	57
%V	*24.9%*	*25.0%*	*26.6%*	*20.0%*	*25.6%*	*28.2%*	*22.7%*	*26.6%*
%H		*98.4%*	*59.7%*	*1.6%*	*69.4%*	*32.3%*	*35.5%*	*91.9%*
C2	66	66	40	2	42	20	23	55
%V	*26.5%*	*27.0%*	*28.8%*	*40.0%*	*25.0%*	*28.2%*	*23.7%*	*25.7%*
%H		*100.0%*	*60.6%*	*3.0%*	*63.6%*	*30.3%*	*34.8%*	*83.3%*
D	45	43	21	0	32	12	20	35
%V	*18.1%*	*17.6%*	*15.1%*	*0.0%*	*19.0%*	*16.9%*	*20.6%*	*16.4%*
%H		*95.6%*	*46.7%*	*0.0%*	*71.1%*	*26.7%*	*44.4%*	*77.8%*
E	15	14	8	0	9	3	6	8
%V	*6.0%*	*5.7%*	*5.8%*	*0.0%*	*5.4%*	*4.2%*	*6.2%*	*3.7%*
%H		*93.3%*	*53.3%*	*0.0%*	*60.0%*	*20.0%*	*40.0%*	*53.3%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	249	244	139	5	168	71	97	214
%H		*98.0%*	*55.8%*	*2.0%*	*67.5%*	*28.5%*	*39.0%*	*85.9%*
Working full time	141	138	84	4	89	42	47	134
%V	*56.6%*	*56.6%*	*60.4%*	*80.0%*	*53.0%*	*59.2%*	*48.5%*	*62.6%*
%H		*97.9%*	*59.6%*	*2.8%*	*63.1%*	*29.8%*	*33.3%*	*95.0%*
Working part time	10	9	5	0	7	3	4	9
%V	*4.0%*	*3.7%*	*3.6%*	*0.0%*	*4.2%*	*4.2%*	*4.1%*	*4.2%*
%H		*90.0%*	*50.0%*	*0.0%*	*70.0%*	*30.0%*	*40.0%*	*90.0%*
Not working	98	97	50	0	72	26	45	71
%V	*39.4%*	*39.8%*	*36.0%*	*0.0%*	*42.9%*	*36.6%*	*46.4%*	*33.2%*
%H		*99.0%*	*51.0%*	*0.0%*	*73.5%*	*26.5%*	*45.9%*	*72.4%*
Housewife/Houseperson	64	62	26	0	42	9	33	45
%V	*25.7%*	*25.4%*	*18.7%*	*0.0%*	*25.0%*	*12.7%*	*34.0%*	*21.0%*
%H		*96.9%*	*40.6%*	*0.0%*	*65.6%*	*14.1%*	*51.6%*	*70.3%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Border

Individual level data

Table 12.28: Females - 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 Females (16+)	260	256	146	4	174	71	103	221
%H		*98.5%*	*56.2%*	*1.5%*	*66.9%*	*27.3%*	*39.6%*	*85.0%*
16 - 19	11	11	6	0	8	3	4	10
%V	*4.2%*	*4.3%*	*4.1%*	*0.0%*	*4.6%*	*4.2%*	*3.9%*	*4.5%*
%H		*100.0%*	*54.5%*	*0.0%*	*72.7%*	*27.3%*	*36.4%*	*90.9%*
20 - 24	13	13	10	1	8	7	2	13
%V	*5.0%*	*5.1%*	*6.8%*	*25.0%*	*4.6%*	*9.9%*	*1.9%*	*5.9%*
%H		*100.0%*	*76.9%*	*7.7%*	*61.5%*	*53.8%*	*15.4%*	*100.0%*
25 - 34	38	36	21	1	21	8	13	37
%V	*14.6%*	*14.1%*	*14.4%*	*25.0%*	*12.1%*	*11.3%*	*12.6%*	*16.7%*
%H		*94.7%*	*55.3%*	*2.6%*	*55.3%*	*21.1%*	*34.2%*	*97.4%*
35 - 44	32	32	22	2	18	10	9	30
%V	*12.3%*	*12.5%*	*15.1%*	*50.0%*	*10.3%*	*14.1%*	*8.7%*	*13.6%*
%H		*100.0%*	*68.8%*	*6.3%*	*56.3%*	*31.3%*	*28.1%*	*93.8%*
45 - 54	48	47	27	0	32	14	19	45
%V	*18.5%*	*18.4%*	*18.5%*	*0.0%*	*18.4%*	*19.7%*	*18.4%*	*20.4%*
%H		*97.9%*	*56.3%*	*0.0%*	*66.7%*	*29.2%*	*39.6%*	*93.8%*
55 - 64	47	45	26	0	35	16	19	41
%V	*18.1%*	*17.6%*	*17.8%*	*0.0%*	*20.1%*	*22.5%*	*18.4%*	*18.6%*
%H		*95.7%*	*55.3%*	*0.0%*	*74.5%*	*34.0%*	*40.4%*	*87.2%*
65+	72	71	34	0	51	14	37	45
%V	*27.7%*	*27.7%*	*23.3%*	*0.0%*	*29.3%*	*19.7%*	*35.9%*	*20.4%*
%H		*98.6%*	*47.2%*	*0.0%*	*70.8%*	*19.4%*	*51.4%*	*62.5%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Border

Individual level data

Table 12.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	260	256	146	4	174	71	103	221
%H		*98.5%*	*56.2%*	*1.5%*	*66.9%*	*27.3%*	*39.6%*	*85.0%*
AB	58	57	32	1	39	16	23	55
%V	*22.3%*	*22.3%*	*21.9%*	*25.0%*	*22.4%*	*22.5%*	*22.3%*	*24.9%*
%H		*98.3%*	*55.2%*	*1.7%*	*67.2%*	*27.6%*	*39.7%*	*94.8%*
C1	71	70	40	1	48	19	29	60
%V	*27.3%*	*27.3%*	*27.4%*	*25.0%*	*27.6%*	*26.8%*	*28.2%*	*27.1%*
%H		*98.6%*	*56.3%*	*1.4%*	*67.6%*	*26.8%*	*40.8%*	*84.5%*
C2	56	56	34	2	36	17	20	50
%V	*21.5%*	*21.9%*	*23.3%*	*50.0%*	*20.7%*	*23.9%*	*19.4%*	*22.6%*
%H		*100.0%*	*60.7%*	*3.6%*	*64.3%*	*30.4%*	*35.7%*	*89.3%*
D	54	53	29	0	38	15	23	42
%V	*20.8%*	*20.7%*	*19.9%*	*0.0%*	*21.8%*	*21.1%*	*22.3%*	*19.0%*
%H		*98.1%*	*53.7%*	*0.0%*	*70.4%*	*27.8%*	*42.6%*	*77.8%*
E	21	20	11	0	13	3	9	14
%V	*8.1%*	*7.8%*	*7.5%*	*0.0%*	*7.5%*	*4.2%*	*8.7%*	*6.3%*
%H		*95.2%*	*52.4%*	*0.0%*	*61.9%*	*14.3%*	*42.9%*	*66.7%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	260	256	146	4	174	71	103	221
%H		*98.5%*	*56.2%*	*1.5%*	*66.9%*	*27.3%*	*39.6%*	*85.0%*
Working full time	93	90	58	2	56	27	29	88
%V	*35.8%*	*35.2%*	*39.7%*	*50.0%*	*32.2%*	*38.0%*	*28.2%*	*39.8%*
%H		*96.8%*	*62.4%*	*2.2%*	*60.2%*	*29.0%*	*31.2%*	*94.6%*
Working part time	46	46	24	1	36	15	21	42
%V	*17.7%*	*18.0%*	*16.4%*	*25.0%*	*20.7%*	*21.1%*	*20.4%*	*19.0%*
%H		*100.0%*	*52.2%*	*2.2%*	*78.3%*	*32.6%*	*45.7%*	*91.3%*
Not working	122	120	65	1	83	29	54	91
%V	*46.9%*	*46.9%*	*44.5%*	*25.0%*	*47.7%*	*40.8%*	*52.4%*	*41.2%*
%H		*98.4%*	*53.3%*	*0.8%*	*68.0%*	*23.8%*	*44.3%*	*74.6%*
Housewife/Houseperson	226	222	124	3	152	60	92	189
%V	*86.9%*	*86.7%*	*84.9%*	*75.0%*	*87.4%*	*84.5%*	*89.3%*	*85.5%*
%H		*98.2%*	*54.9%*	*1.3%*	*67.3%*	*26.5%*	*40.7%*	*83.6%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV West

Contents Page

Household
- Table 13.1: Social Grade 340
- Table 13.2: Housewife Age 341
- Table 13.3: Size of Household 342
- Table 13.4: Presence of Children 343
- Table 13.5: Number of TV sets in household 344
- Table 13.6: Screen size 345
- Table 13.7: Location of ANY set in household 346
- Table 13.8: Platform Provider 347
- Table 13.9: Recorders and other equipment 348
- Table 13.10: Computers and Internet 349

Sets
- Table 13.11: Screen Size 350
- Table 13.12: Location of set 351
- Table 13.13: Recorders 352
- Table 13.14: Other TV equipment 352
- Table 13.15: Main Set Screen Size 353
- Table 13.16: Main Set Recorders 354
- Table 13.17: Main Set - Other TV equipment 354
- Table 13.18: Other Sets (non-Main Set) Screen Size 355
- Table 13.19: Other Set (non-Main Set) Recorders 356
- Table 13.20: Other Set (non-Main Set) - Other TV equipment 356

Individuals
- Table 13.21: Age of Children 357
- Table 13.22: Adults - Age 358
- Table 13.23: Social Grade (Adults 16+) 359
- Table 13.24: Working Status (Adults 16+) 360
- Table 13.25: Males - Age 361
- Table 13.26: Social Grade (Males 16+) 362
- Table 13.27: Working Status (Males 16+) 363
- Table 13.28: Females - Age 364
- Table 13.29: Social Grade (Females 16+) 365
- Table 13.30: Working Status (Females 16+) 366

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV HTV West

Household level data

Table 13.1: 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	1025	984	376	140	724	279	445	899
%H (All HH)		*96.0%*	*36.7%*	*13.7%*	*70.6%*	*27.2%*	*43.4%*	*87.7%*
%H (TV HH)			*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	
AB	295	284	106	44	210	83	127	286
%V	*28.8%*	*28.9%*	*28.2%*	*31.4%*	*29.0%*	*29.7%*	*28.5%*	*31.8%*
%H (All HH)		*96.3%*	*35.9%*	*14.9%*	*71.2%*	*28.1%*	*43.1%*	*96.9%*
%H (TV HH)			*37.3%*	*15.5%*	*73.9%*	*29.2%*	*44.7%*	
C1	301	288	105	42	210	75	135	268
%V	*29.4%*	*29.3%*	*27.9%*	*30.0%*	*29.0%*	*26.9%*	*30.3%*	*29.8%*
%H (All HH)		*95.7%*	*34.9%*	*14.0%*	*69.8%*	*24.9%*	*44.9%*	*89.0%*
%H (TV HH)			*36.5%*	*14.6%*	*72.9%*	*26.0%*	*46.9%*	
C2	203	198	85	32	144	68	76	185
%V	*19.8%*	*20.1%*	*22.6%*	*22.9%*	*19.9%*	*24.4%*	*17.1%*	*20.6%*
%H (All HH)		*97.5%*	*41.9%*	*15.8%*	*70.9%*	*33.5%*	*37.4%*	*91.1%*
%H (TV HH)			*42.9%*	*16.2%*	*72.7%*	*34.3%*	*38.4%*	
D	145	137	52	17	100	37	62	111
%V	*14.1%*	*13.9%*	*13.8%*	*12.1%*	*13.8%*	*13.3%*	*13.9%*	*12.3%*
%H (All HH)		*94.5%*	*35.9%*	*11.7%*	*69.0%*	*25.5%*	*42.8%*	*76.6%*
%H (TV HH)			*38.0%*	*12.4%*	*73.0%*	*27.0%*	*45.3%*	
E	81	78	27	6	60	17	44	48
%V	*7.9%*	*7.9%*	*7.2%*	*4.3%*	*8.3%*	*6.1%*	*9.9%*	*5.3%*
%H (All HH)		*96.3%*	*33.3%*	*7.4%*	*74.1%*	*21.0%*	*54.3%*	*59.3%*
%H (TV HH)			*34.6%*	*7.7%*	*76.9%*	*21.8%*	*56.4%*	

Base: ITV HTV 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

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	1025	984	376	140	724	279	445	899
%H (All HH)		*96.0%*	*36.7%*	*13.7%*	*70.6%*	*27.2%*	*43.4%*	*87.7%*
%H (TV HH)			*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	
Under 25	37	35	10	6	21	9	12	36
%V	*3.6%*	*3.6%*	*2.7%*	*4.3%*	*2.9%*	*3.2%*	*2.7%*	*4.0%*
%H (All HH)		*94.6%*	*27.0%*	*16.2%*	*56.8%*	*24.3%*	*32.4%*	*97.3%*
%H (TV HH)			*28.6%*	*17.1%*	*60.0%*	*25.7%*	*34.3%*	
25 - 34	144	130	52	25	76	31	44	141
%V	*14.0%*	*13.2%*	*13.8%*	*17.9%*	*10.5%*	*11.1%*	*9.9%*	*15.7%*
%H (All HH)		*90.3%*	*36.1%*	*17.4%*	*52.8%*	*21.5%*	*30.6%*	*97.9%*
%H (TV HH)			*40.0%*	*19.2%*	*58.5%*	*23.8%*	*33.8%*	
35 - 44	155	148	71	25	95	48	46	154
%V	*15.1%*	*15.0%*	*18.9%*	*17.9%*	*13.1%*	*17.2%*	*10.3%*	*17.1%*
%H (All HH)		*95.5%*	*45.8%*	*16.1%*	*61.3%*	*31.0%*	*29.7%*	*99.4%*
%H (TV HH)			*48.0%*	*16.9%*	*64.2%*	*32.4%*	*31.1%*	
45 - 54	193	183	80	29	132	59	73	186
%V	*18.8%*	*18.6%*	*21.3%*	*20.7%*	*18.2%*	*21.1%*	*16.4%*	*20.7%*
%H (All HH)		*94.8%*	*41.5%*	*15.0%*	*68.4%*	*30.6%*	*37.8%*	*96.4%*
%H (TV HH)			*43.7%*	*15.8%*	*72.1%*	*32.2%*	*39.9%*	
55 - 64	166	164	66	23	128	55	73	156
%V	*16.2%*	*16.7%*	*17.6%*	*16.4%*	*17.7%*	*19.7%*	*16.4%*	*17.4%*
%H (All HH)		*98.8%*	*39.8%*	*13.9%*	*77.1%*	*33.1%*	*44.0%*	*94.0%*
%H (TV HH)			*40.2%*	*14.0%*	*78.0%*	*33.5%*	*44.5%*	
65 +	331	325	96	31	274	77	196	226
%V	*32.3%*	*33.0%*	*25.5%*	*22.1%*	*37.8%*	*27.6%*	*44.0%*	*25.1%*
%H (All HH)		*98.2%*	*29.0%*	*9.4%*	*82.8%*	*23.3%*	*59.2%*	*68.3%*
%H (TV HH)			*29.5%*	*9.5%*	*84.3%*	*23.7%*	*60.3%*	

Base: ITV HTV 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

Table 13.3: 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	1025	984	376	140	724	279	445	899
%H (All HH)		*96.0%*	*36.7%*	*13.7%*	*70.6%*	*27.2%*	*43.4%*	*87.7%*
%H (TV HH)			*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	
1	314	297	84	27	235	56	179	223
%V	*30.6%*	*30.2%*	*22.3%*	*19.3%*	*32.5%*	*20.1%*	*40.2%*	*24.8%*
%H (All HH)		*94.6%*	*26.8%*	*8.6%*	*74.8%*	*17.8%*	*57.0%*	*71.0%*
%H (TV HH)			*28.3%*	*9.1%*	*79.1%*	*18.9%*	*60.3%*	
2	387	374	147	49	286	114	172	359
%V	*37.8%*	*38.0%*	*39.1%*	*35.0%*	*39.5%*	*40.9%*	*38.7%*	*39.9%*
%H (All HH)		*96.6%*	*38.0%*	*12.7%*	*73.9%*	*29.5%*	*44.4%*	*92.8%*
%H (TV HH)			*39.3%*	*13.1%*	*76.5%*	*30.5%*	*46.0%*	
3	144	137	65	28	90	48	42	139
%V	*14.0%*	*13.9%*	*17.3%*	*20.0%*	*12.4%*	*17.2%*	*9.4%*	*15.5%*
%H (All HH)		*95.1%*	*45.1%*	*19.4%*	*62.5%*	*33.3%*	*29.2%*	*96.5%*
%H (TV HH)			*47.4%*	*20.4%*	*65.7%*	*35.0%*	*30.7%*	
4	124	121	54	25	81	42	39	124
%V	*12.1%*	*12.3%*	*14.4%*	*17.9%*	*11.2%*	*15.1%*	*8.8%*	*13.8%*
%H (All HH)		*97.6%*	*43.5%*	*20.2%*	*65.3%*	*33.9%*	*31.5%*	*100.0%*
%H (TV HH)			*44.6%*	*20.7%*	*66.9%*	*34.7%*	*32.2%*	
5+	56	56	26	11	32	19	14	55
%V	*5.5%*	*5.7%*	*6.9%*	*7.9%*	*4.4%*	*6.8%*	*3.1%*	*6.1%*
%H (All HH)		*100.0%*	*46.4%*	*19.6%*	*57.1%*	*33.9%*	*25.0%*	*98.2%*
%H (TV HH)			*46.4%*	*19.6%*	*57.1%*	*33.9%*	*25.0%*	
Average HH size	2.27	2.28	2.48	2.63	2.18	2.50	1.98	2.40

Base: ITV HTV 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

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	1025	984	376	140	724	279	445	899
%H (All HH)		*96.0%*	*36.7%*	*13.7%*	*70.6%*	*27.2%*	*43.4%*	*87.7%*
%H (TV HH)			*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	
Without	790	757	267	95	586	206	379	666
%V	*77.1%*	*76.9%*	*71.0%*	*67.9%*	*80.9%*	*73.8%*	*85.2%*	*74.1%*
%H (All HH)		*95.8%*	*33.8%*	*12.0%*	*74.2%*	*26.1%*	*48.0%*	*84.3%*
%H (TV HH)			*35.3%*	*12.5%*	*77.4%*	*27.2%*	*50.1%*	
With	236	227	109	46	139	73	66	233
%V	*23.0%*	*23.1%*	*29.0%*	*32.9%*	*19.2%*	*26.2%*	*14.8%*	*25.9%*
%H (All HH)		*96.2%*	*46.2%*	*19.5%*	*58.9%*	*30.9%*	*28.0%*	*98.7%*
%H (TV HH)			*48.0%*	*20.3%*	*61.2%*	*32.2%*	*29.1%*	
0 - 3	89	84	39	19	48	27	22	86
%V	*8.7%*	*8.5%*	*10.4%*	*13.6%*	*6.6%*	*9.7%*	*4.9%*	*9.6%*
%H (All HH)		*94.4%*	*43.8%*	*21.3%*	*53.9%*	*30.3%*	*24.7%*	*96.6%*
%H (TV HH)			*46.4%*	*22.6%*	*57.1%*	*32.1%*	*26.2%*	
4 - 9	126	124	60	25	77	43	34	124
%V	*12.3%*	*12.6%*	*16.0%*	*17.9%*	*10.6%*	*15.4%*	*7.6%*	*13.8%*
%H (All HH)		*98.4%*	*47.6%*	*19.8%*	*61.1%*	*34.1%*	*27.0%*	*98.4%*
%H (TV HH)			*48.4%*	*20.2%*	*62.1%*	*34.7%*	*27.4%*	
10 - 15	104	101	47	22	67	37	30	103
%V	*10.1%*	*10.3%*	*12.5%*	*15.7%*	*9.3%*	*13.3%*	*6.7%*	*11.5%*
%H (All HH)		*97.1%*	*45.2%*	*21.2%*	*64.4%*	*35.6%*	*28.8%*	*99.0%*
%H (TV HH)			*46.5%*	*21.8%*	*66.3%*	*36.6%*	*29.7%*	

Base: ITV HTV 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

ITV HTV West

Household level data

Table 13.5: 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	1025	984	376	140	724	279	445	899
%H (All HH)		*96.0%*	*36.7%*	*13.7%*	*70.6%*	*27.2%*	*43.4%*	*87.7%*
%H (TV HH)			*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	
1	394	394	123	50	249	47	202	325
%V	*38.4%*	*40.0%*	*32.7%*	*35.7%*	*34.4%*	*16.8%*	*45.4%*	*36.2%*
%H (All HH)		*100.0%*	*31.2%*	*12.7%*	*63.2%*	*11.9%*	*51.3%*	*82.5%*
%H (TV HH)			*31.2%*	*12.7%*	*63.2%*	*11.9%*	*51.3%*	
2	325	325	132	43	252	107	146	284
%V	*31.7%*	*33.0%*	*35.1%*	*30.7%*	*34.8%*	*38.4%*	*32.8%*	*31.6%*
%H (All HH)		*100.0%*	*40.6%*	*13.2%*	*77.5%*	*32.9%*	*44.9%*	*87.4%*
%H (TV HH)			*40.6%*	*13.2%*	*77.5%*	*32.9%*	*44.9%*	
3	176	176	79	29	146	79	68	167
%V	*17.2%*	*17.9%*	*21.0%*	*20.7%*	*20.2%*	*28.3%*	*15.3%*	*18.6%*
%H (All HH)		*100.0%*	*44.9%*	*16.5%*	*83.0%*	*44.9%*	*38.6%*	*94.9%*
%H (TV HH)			*44.9%*	*16.5%*	*83.0%*	*44.9%*	*38.6%*	
4	55	55	25	12	47	29	18	53
%V	*5.4%*	*5.6%*	*6.6%*	*8.6%*	*6.5%*	*10.4%*	*4.0%*	*5.9%*
%H (All HH)		*100.0%*	*45.5%*	*21.8%*	*85.5%*	*52.7%*	*32.7%*	*96.4%*
%H (TV HH)			*45.5%*	*21.8%*	*85.5%*	*52.7%*	*32.7%*	
5+	35	35	17	5	31	18	12	35
%V	*3.4%*	*3.6%*	*4.5%*	*3.6%*	*4.3%*	*6.5%*	*2.7%*	*3.9%*
%H (All HH)		*100.0%*	*48.6%*	*14.3%*	*88.6%*	*51.4%*	*34.3%*	*100.0%*
%H (TV HH)			*48.6%*	*14.3%*	*88.6%*	*51.4%*	*34.3%*	

Base: ITV HTV 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

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1025	984	376	140	724	279	445	899
%H (All HH)		*96.0%*	*36.7%*	*13.7%*	*70.6%*	*27.2%*	*43.4%*	*87.7%*
%H (TV HH)			*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	
Under 20"	141	141	57	15	119	51	68	125
%V	*13.8%*	*14.3%*	*15.2%*	*10.7%*	*16.4%*	*18.3%*	*15.3%*	*13.9%*
%H (All HH)		*100.0%*	*40.4%*	*10.6%*	*84.4%*	*36.2%*	*48.2%*	*88.7%*
%H (TV HH)			*40.4%*	*10.6%*	*84.4%*	*36.2%*	*48.2%*	
20" - 29"	333	333	115	47	279	109	170	282
%V	*32.5%*	*33.8%*	*30.6%*	*33.6%*	*38.5%*	*39.1%*	*38.2%*	*31.4%*
%H (All HH)		*100.0%*	*34.5%*	*14.1%*	*83.8%*	*32.7%*	*51.1%*	*84.7%*
%H (TV HH)			*34.5%*	*14.1%*	*83.8%*	*32.7%*	*51.1%*	
30" - 39"	519	519	190	72	404	159	244	456
%V	*50.6%*	*52.7%*	*50.5%*	*51.4%*	*55.8%*	*57.0%*	*54.8%*	*50.7%*
%H (All HH)		*100.0%*	*36.6%*	*13.9%*	*77.8%*	*30.6%*	*47.0%*	*87.9%*
%H (TV HH)			*36.6%*	*13.9%*	*77.8%*	*30.6%*	*47.0%*	
40" - 49"	443	443	210	71	318	167	152	413
%V	*43.2%*	*45.0%*	*55.9%*	*50.7%*	*43.9%*	*59.9%*	*34.2%*	*45.9%*
%H (All HH)		*100.0%*	*47.4%*	*16.0%*	*71.8%*	*37.7%*	*34.3%*	*93.2%*
%H (TV HH)			*47.4%*	*16.0%*	*71.8%*	*37.7%*	*34.3%*	
50" - 59"	121	121	69	25	79	50	28	118
%V	*11.8%*	*12.3%*	*18.4%*	*17.9%*	*10.9%*	*17.9%*	*6.3%*	*13.1%*
%H (All HH)		*100.0%*	*57.0%*	*20.7%*	*65.3%*	*41.3%*	*23.1%*	*97.5%*
%H (TV HH)			*57.0%*	*20.7%*	*65.3%*	*41.3%*	*23.1%*	
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: ITV HTV 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

ITV HTV West

Household level data

Table 13.7: 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	1025	984	376	140	724	279	445	899
%H (All HH)		*96.0%*	*36.7%*	*13.7%*	*70.6%*	*27.2%*	*43.4%*	*87.7%*
%H (TV HH)			*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	
Main living room	978	978	374	140	722	279	443	857
%V	*95.4%*	*99.4%*	*99.5%*	*100.0%*	*99.7%*	*100.0%*	*99.6%*	*95.3%*
%H (All HH)		*100.0%*	*38.2%*	*14.3%*	*73.8%*	*28.5%*	*45.3%*	*87.6%*
%H (TV HH)			*38.2%*	*14.3%*	*73.8%*	*28.5%*	*45.3%*	
Kitchen	117	117	44	16	105	47	57	103
%V	*11.4%*	*11.9%*	*11.7%*	*11.4%*	*14.5%*	*16.8%*	*12.8%*	*11.5%*
%H (All HH)		*100.0%*	*37.6%*	*13.7%*	*89.7%*	*40.2%*	*48.7%*	*88.0%*
%H (TV HH)			*37.6%*	*13.7%*	*89.7%*	*40.2%*	*48.7%*	
Adult's bedroom	445	445	193	70	359	183	177	413
%V	*43.4%*	*45.2%*	*51.3%*	*50.0%*	*49.6%*	*65.6%*	*39.8%*	*45.9%*
%H (All HH)		*100.0%*	*43.4%*	*15.7%*	*80.7%*	*41.1%*	*39.8%*	*92.8%*
%H (TV HH)			*43.4%*	*15.7%*	*80.7%*	*41.1%*	*39.8%*	
Child's bedroom	80	80	46	16	55	39	17	80
%V	*7.8%*	*8.1%*	*12.2%*	*11.4%*	*7.6%*	*14.0%*	*3.8%*	*8.9%*
%H (All HH)		*100.0%*	*57.5%*	*20.0%*	*68.8%*	*48.8%*	*21.3%*	*100.0%*
%H (TV HH)			*57.5%*	*20.0%*	*68.8%*	*48.8%*	*21.3%*	
Other bedroom	78	78	34	10	66	33	33	75
%V	*7.6%*	*7.9%*	*9.0%*	*7.1%*	*9.1%*	*11.8%*	*7.4%*	*8.3%*
%H (All HH)		*100.0%*	*43.6%*	*12.8%*	*84.6%*	*42.3%*	*42.3%*	*96.2%*
%H (TV HH)			*43.6%*	*12.8%*	*84.6%*	*42.3%*	*42.3%*	
Second living/dining room	95	95	36	15	83	39	44	85
%V	*9.3%*	*9.7%*	*9.6%*	*10.7%*	*11.5%*	*14.0%*	*9.9%*	*9.5%*
%H (All HH)		*100.0%*	*37.9%*	*15.8%*	*87.4%*	*41.1%*	*46.3%*	*89.5%*
%H (TV HH)			*37.9%*	*15.8%*	*87.4%*	*41.1%*	*46.3%*	
Study/office	24	24	11	4	20	12	8	23
%V	*2.3%*	*2.4%*	*2.9%*	*2.9%*	*2.8%*	*4.3%*	*1.8%*	*2.6%*
%H (All HH)		*100.0%*	*45.8%*	*16.7%*	*83.3%*	*50.0%*	*33.3%*	*95.8%*
%H (TV HH)			*45.8%*	*16.7%*	*83.3%*	*50.0%*	*33.3%*	
TV room	15	15	8	1	11	6	5	15
%V	*1.5%*	*1.5%*	*2.1%*	*0.7%*	*1.5%*	*2.2%*	*1.1%*	*1.7%*
%H (All HH)		*100.0%*	*53.3%*	*6.7%*	*73.3%*	*40.0%*	*33.3%*	*100.0%*
%H (TV HH)			*53.3%*	*6.7%*	*73.3%*	*40.0%*	*33.3%*	
Conservatory	24	24	11	3	22	12	11	20
%V	*2.3%*	*2.4%*	*2.9%*	*2.1%*	*3.0%*	*4.3%*	*2.5%*	*2.2%*
%H (All HH)		*100.0%*	*45.8%*	*12.5%*	*91.7%*	*50.0%*	*45.8%*	*83.3%*
%H (TV HH)			*45.8%*	*12.5%*	*91.7%*	*50.0%*	*45.8%*	
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	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	7	7	4	0	7	4	3	7
%V	*0.7%*	*0.7%*	*1.1%*	*0.0%*	*1.0%*	*1.4%*	*0.7%*	*0.8%*
%H (All HH)		*100.0%*	*57.1%*	*0.0%*	*100.0%*	*57.1%*	*42.9%*	*100.0%*
%H (TV HH)			*57.1%*	*0.0%*	*100.0%*	*57.1%*	*42.9%*	

Base: ITV HTV 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

Table 13.8: 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	1025	984	376	140	724	279	445	899
%H (All HH)		*96.0%*	*36.7%*	*13.7%*	*70.6%*	*27.2%*	*43.4%*	*87.7%*
%H (TV HH)			*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	
Any DSAT provider	376	376	376	3	206	206	0	353
%V	*36.7%*	*38.2%*	*100.0%*	*2.1%*	*28.5%*	*73.8%*	*0.0%*	*39.3%*
%H (All HH)			*100.0%*	*0.8%*	*54.8%*	*54.8%*	*0.0%*	*93.9%*
%H (TV HH)			*100.0%*	*0.8%*	*54.8%*	*54.8%*	*0.0%*	
Sky with subcription	300	300	300	1	166	166	0	281
%V	*29.3%*	*30.5%*	*79.8%*	*0.7%*	*22.9%*	*59.5%*	*0.0%*	*31.3%*
%H (All HH)			*100.0%*	*0.3%*	*55.3%*	*55.3%*	*0.0%*	*93.7%*
%H (TV HH)			*100.0%*	*0.3%*	*55.3%*	*55.3%*	*0.0%*	
Sky without subscription	20	20	20	0	10	10	0	19
%V	*2.0%*	*2.0%*	*5.3%*	*0.0%*	*1.4%*	*3.6%*	*0.0%*	*2.1%*
%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	48	48	48	0	28	28	0	46
%V	*4.7%*	*4.9%*	*12.8%*	*0.0%*	*3.9%*	*10.0%*	*0.0%*	*5.1%*
%H (All HH)			*100.0%*	*0.0%*	*58.3%*	*58.3%*	*0.0%*	*95.8%*
%H (TV HH)			*100.0%*	*0.0%*	*58.3%*	*58.3%*	*0.0%*	
Other satellite provider	22	22	22	2	11	11	0	22
%V	*2.1%*	*2.2%*	*5.9%*	*1.4%*	*1.5%*	*3.9%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*9.1%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*9.1%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	140	140	3	140	75	75	0	137
%V	*13.7%*	*14.2%*	*0.8%*	*100.0%*	*10.4%*	*26.9%*	*0.0%*	*15.2%*
%H (All HH)			*2.1%*	*100.0%*	*53.6%*	*53.6%*	*0.0%*	*97.9%*
%H (TV HH)			*2.1%*	*100.0%*	*53.6%*	*53.6%*	*0.0%*	
DTT	724	724	206	75	724	279	445	620
%V	*70.6%*	*73.6%*	*54.8%*	*53.6%*	*100.0%*	*100.0%*	*100.0%*	*69.0%*
%H (All HH)		*100.0%*	*28.5%*	*10.4%*	*100.0%*	*38.5%*	*61.5%*	*85.6%*
%H (TV HH)			*28.5%*	*10.4%*	*100.0%*	*38.5%*	*61.5%*	

Base: ITV HTV 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

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	1025	984	376	140	724	279	445	899
%H (All HH)		*96.0%*	*36.7%*	*13.7%*	*70.6%*	*27.2%*	*43.4%*	*87.7%*
%H (TV HH)			*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	
PVR	643	643	323	133	447	257	190	599
%V	*62.7%*	*65.3%*	*85.9%*	*95.0%*	*61.7%*	*92.1%*	*42.7%*	*66.6%*
%H (All HH)		*100.0%*	*50.2%*	*20.7%*	*69.5%*	*40.0%*	*29.5%*	*93.2%*
%H (TV HH)			*50.2%*	*20.7%*	*69.5%*	*40.0%*	*29.5%*	
DVDR	17	17	6	2	13	4	9	15
%V	*1.7%*	*1.7%*	*1.6%*	*1.4%*	*1.8%*	*1.4%*	*2.0%*	*1.7%*
%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	8	8	3	1	7	3	4	7
%V	*0.8%*	*0.8%*	*0.8%*	*0.7%*	*1.0%*	*1.1%*	*0.9%*	*0.8%*
%H (All HH)		*100.0%*	*37.5%*	*12.5%*	*87.5%*	*37.5%*	*50.0%*	*87.5%*
%H (TV HH)			*37.5%*	*12.5%*	*87.5%*	*37.5%*	*50.0%*	
Any recorder	650	650	324	133	453	257	196	604
%V	*63.4%*	*66.1%*	*86.2%*	*95.0%*	*62.6%*	*92.1%*	*44.0%*	*67.2%*
%H (All HH)		*100.0%*	*49.8%*	*20.5%*	*69.7%*	*39.5%*	*30.2%*	*92.9%*
%H (TV HH)			*49.8%*	*20.5%*	*69.7%*	*39.5%*	*30.2%*	
Receives HDTV (via STB or built-in reception)	704	704	314	127	519	252	267	650
%V	*68.7%*	*71.5%*	*83.5%*	*90.7%*	*71.7%*	*90.3%*	*60.0%*	*72.3%*
%H (All HH)		*100.0%*	*44.6%*	*18.0%*	*73.7%*	*35.8%*	*37.9%*	*92.3%*
%H (TV HH)			*44.6%*	*18.0%*	*73.7%*	*35.8%*	*37.9%*	
DVD/Blu-ray player or recorder	772	772	303	117	577	241	337	700
%V	*75.3%*	*78.5%*	*80.6%*	*83.6%*	*79.7%*	*86.4%*	*75.7%*	*77.9%*
%H (All HH)		*100.0%*	*39.2%*	*15.2%*	*74.7%*	*31.2%*	*43.7%*	*90.7%*
%H (TV HH)			*39.2%*	*15.2%*	*74.7%*	*31.2%*	*43.7%*	

Base: ITV HTV 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

Table 13.10: 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	1025	984	376	140	724	279	445	899
%H (All HH)		*96.0%*	*36.7%*	*13.7%*	*70.6%*	*27.2%*	*43.4%*	*87.7%*
%H (TV HH)			*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	
Has broadband internet	899	863	353	137	620	268	351	899
%V	*87.7%*	*87.7%*	*93.9%*	*97.9%*	*85.6%*	*96.1%*	*78.9%*	*100.0%*
%H (All HH)		*96.0%*	*39.3%*	*15.2%*	*69.0%*	*29.8%*	*39.0%*	*100.0%*
%H (TV HH)			*40.9%*	*15.9%*	*71.8%*	*31.1%*	*40.7%*	
Number of computers (PCs and laptops)								
0	154	147	32	9	122	17	104	33
%V	*15.0%*	*14.9%*	*8.5%*	*6.4%*	*16.9%*	*6.1%*	*23.4%*	*3.7%*
%H (All HH)		*95.5%*	*20.8%*	*5.8%*	*79.2%*	*11.0%*	*67.5%*	*21.4%*
%H (TV HH)			*21.8%*	*6.1%*	*83.0%*	*11.6%*	*70.7%*	
1	253	241	86	31	175	57	118	249
%V	*24.7%*	*24.5%*	*22.9%*	*22.1%*	*24.2%*	*20.4%*	*26.5%*	*27.7%*
%H (All HH)		*95.3%*	*34.0%*	*12.3%*	*69.2%*	*22.5%*	*46.6%*	*98.4%*
%H (TV HH)			*35.7%*	*12.9%*	*72.6%*	*23.7%*	*49.0%*	
2	230	218	90	32	164	72	92	229
%V	*22.4%*	*22.2%*	*23.9%*	*22.9%*	*22.7%*	*25.8%*	*20.7%*	*25.5%*
%H (All HH)		*94.8%*	*39.1%*	*13.9%*	*71.3%*	*31.3%*	*40.0%*	*99.6%*
%H (TV HH)			*41.3%*	*14.7%*	*75.2%*	*33.0%*	*42.2%*	
3	172	168	74	24	123	56	67	171
%V	*16.8%*	*17.1%*	*19.7%*	*17.1%*	*17.0%*	*20.1%*	*15.1%*	*19.0%*
%H (All HH)		*97.7%*	*43.0%*	*14.0%*	*71.5%*	*32.6%*	*39.0%*	*99.4%*
%H (TV HH)			*44.0%*	*14.3%*	*73.2%*	*33.3%*	*39.9%*	
4	90	87	37	18	59	30	29	90
%V	*8.8%*	*8.8%*	*9.8%*	*12.9%*	*8.1%*	*10.8%*	*6.5%*	*10.0%*
%H (All HH)		*96.7%*	*41.1%*	*20.0%*	*65.6%*	*33.3%*	*32.2%*	*100.0%*
%H (TV HH)			*42.5%*	*20.7%*	*67.8%*	*34.5%*	*33.3%*	
5+	126	123	58	25	82	47	34	126
%V	*12.3%*	*12.5%*	*15.4%*	*17.9%*	*11.3%*	*16.8%*	*7.6%*	*14.0%*
%H (All HH)		*97.6%*	*46.0%*	*19.8%*	*65.1%*	*37.3%*	*27.0%*	*100.0%*
%H (TV HH)			*47.2%*	*20.3%*	*66.7%*	*38.2%*	*27.6%*	

Base: ITV HTV 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

ITV HTV West

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1985	821	300	1548	713	835	1798
%H		*41.4%*	*15.1%*	*78.0%*	*35.9%*	*42.1%*	*90.6%*
Under 20"	183	74	18	157	67	90	165
%V	*9.2%*	*9.0%*	*6.0%*	*10.1%*	*9.4%*	*10.8%*	*9.2%*
%H		*40.4%*	*9.8%*	*85.8%*	*36.6%*	*49.2%*	*90.2%*
20" - 29"	423	148	59	358	143	215	365
%V	*21.3%*	*18.0%*	*19.7%*	*23.1%*	*20.1%*	*25.7%*	*20.3%*
%H		*35.0%*	*13.9%*	*84.6%*	*33.8%*	*50.8%*	*86.3%*
30" - 39"	655	247	96	515	218	297	586
%V	*33.0%*	*30.1%*	*32.0%*	*33.3%*	*30.6%*	*35.6%*	*32.6%*
%H		*37.7%*	*14.7%*	*78.6%*	*33.3%*	*45.3%*	*89.5%*
40" - 49"	524	259	84	382	212	170	493
%V	*26.4%*	*31.5%*	*28.0%*	*24.7%*	*29.7%*	*20.4%*	*27.4%*
%H		*49.4%*	*16.0%*	*72.9%*	*40.5%*	*32.4%*	*94.1%*
50" - 59"	129	71	28	86	55	30	126
%V	*6.5%*	*8.6%*	*9.3%*	*5.6%*	*7.7%*	*3.6%*	*7.0%*
%H		*55.0%*	*21.7%*	*66.7%*	*42.6%*	*23.3%*	*97.7%*
60"+	9	5	3	4	3	1	9
%V	*0.5%*	*0.6%*	*1.0%*	*0.3%*	*0.4%*	*0.1%*	*0.5%*
%H		*55.6%*	*33.3%*	*44.4%*	*33.3%*	*11.1%*	*100.0%*
Don't know	61	17	10	46	15	32	55
%V	*3.1%*	*2.1%*	*3.3%*	*3.0%*	*2.1%*	*3.8%*	*3.1%*
%H		*27.9%*	*16.4%*	*75.4%*	*24.6%*	*52.5%*	*90.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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	1985	821	300	1548	713	835	1798
%H		*41.4%*	*15.1%*	*78.0%*	*35.9%*	*42.1%*	*90.6%*
Main living room	982	376	141	724	280	444	860
%V	*49.5%*	*45.8%*	*47.0%*	*46.8%*	*39.3%*	*53.2%*	*47.8%*
%H		*38.3%*	*14.4%*	*73.7%*	*28.5%*	*45.2%*	*87.6%*
Kitchen	118	45	16	105	47	58	104
%V	*5.9%*	*5.5%*	*5.3%*	*6.8%*	*6.6%*	*6.9%*	*5.8%*
%H		*38.1%*	*13.6%*	*89.0%*	*39.8%*	*49.2%*	*88.1%*
Adult's bedroom	521	228	84	422	220	202	488
%V	*26.2%*	*27.8%*	*28.0%*	*27.3%*	*30.9%*	*24.2%*	*27.1%*
%H		*43.8%*	*16.1%*	*81.0%*	*42.2%*	*38.8%*	*93.7%*
Child's bedroom	103	60	23	73	54	19	103
%V	*5.2%*	*7.3%*	*7.7%*	*4.7%*	*7.6%*	*2.3%*	*5.7%*
%H		*58.3%*	*22.3%*	*70.9%*	*52.4%*	*18.4%*	*100.0%*
Other bedroom	89	40	11	75	38	38	86
%V	*4.5%*	*4.9%*	*3.7%*	*4.8%*	*5.3%*	*4.6%*	*4.8%*
%H		*44.9%*	*12.4%*	*84.3%*	*42.7%*	*42.7%*	*96.6%*
Second living/dining room	98	37	15	85	40	45	88
%V	*4.9%*	*4.5%*	*5.0%*	*5.5%*	*5.6%*	*5.4%*	*4.9%*
%H		*37.8%*	*15.3%*	*86.7%*	*40.8%*	*45.9%*	*89.8%*
Study/office	24	11	4	20	12	8	23
%V	*1.2%*	*1.3%*	*1.3%*	*1.3%*	*1.7%*	*1.0%*	*1.3%*
%H		*45.8%*	*16.7%*	*83.3%*	*50.0%*	*33.3%*	*95.8%*
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	24	11	3	22	12	11	20
%V	*1.2%*	*1.3%*	*1.0%*	*1.4%*	*1.7%*	*1.3%*	*1.1%*
%H		*45.8%*	*12.5%*	*91.7%*	*50.0%*	*45.8%*	*83.3%*
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	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	9	4	0	8	4	4	9
%V	*0.5%*	*0.5%*	*0.0%*	*0.5%*	*0.6%*	*0.5%*	*0.5%*
%H		*44.4%*	*0.0%*	*88.9%*	*44.4%*	*44.4%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV HTV West

Set level data

Table 13.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1985	821	300	1548	713	835	1798
%H		*41.4%*	*15.1%*	*78.0%*	*35.9%*	*42.1%*	*90.6%*
PVR	836	458	171	549	340	209	786
%V	*42.1%*	*55.8%*	*57.0%*	*35.5%*	*47.7%*	*25.0%*	*43.7%*
%H		*54.8%*	*20.5%*	*65.7%*	*40.7%*	*25.0%*	*94.0%*
DVDR	19	7	2	15	5	10	17
%V	*1.0%*	*0.9%*	*0.7%*	*1.0%*	*0.7%*	*1.2%*	*0.9%*
%H		*36.8%*	*10.5%*	*78.9%*	*26.3%*	*52.6%*	*89.5%*
VCR	8	3	1	7	3	4	7
%V	*0.4%*	*0.4%*	*0.3%*	*0.5%*	*0.4%*	*0.5%*	*0.4%*
%H		*37.5%*	*12.5%*	*87.5%*	*37.5%*	*50.0%*	*87.5%*
Any recorder	845	460	172	557	341	216	793
%V	*42.6%*	*56.0%*	*57.3%*	*36.0%*	*47.8%*	*25.9%*	*44.1%*
%H		*54.4%*	*20.4%*	*65.9%*	*40.4%*	*25.6%*	*93.8%*

Base: ITV HTV West - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1985	821	300	1548	713	835	1798
%H		*41.4%*	*15.1%*	*78.0%*	*35.9%*	*42.1%*	*90.6%*
Receives HDTV (via STB or built-in reception)	1052	490	184	784	402	382	985
%V	*53.0%*	*59.7%*	*61.3%*	*50.6%*	*56.4%*	*45.7%*	*54.8%*
%H		*46.6%*	*17.5%*	*74.5%*	*38.2%*	*36.3%*	*93.6%*
DVD/Blu-ray player or recorder	1130	479	186	864	418	446	1046
%V	*56.9%*	*58.3%*	*62.0%*	*55.8%*	*58.6%*	*53.4%*	*58.2%*
%H		*42.4%*	*16.5%*	*76.5%*	*37.0%*	*39.5%*	*92.6%*

Base: ITV HTV West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	984	376	140	724	279	445	863
%H		*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	*87.7%*
Under 20"	10	2	0	8	0	7	7
%V	*1.0%*	*0.5%*	*0.0%*	*1.1%*	*0.0%*	*1.6%*	*0.8%*
%H		*20.0%*	*0.0%*	*80.0%*	*0.0%*	*70.0%*	*70.0%*
20" - 29"	92	19	6	73	8	66	65
%V	*9.3%*	*5.1%*	*4.3%*	*10.1%*	*2.9%*	*14.8%*	*7.5%*
%H		*20.7%*	*6.5%*	*79.3%*	*8.7%*	*71.7%*	*70.7%*
30" - 39"	332	94	39	259	70	190	274
%V	*33.7%*	*25.0%*	*27.9%*	*35.8%*	*25.1%*	*42.7%*	*31.7%*
%H		*28.3%*	*11.7%*	*78.0%*	*21.1%*	*57.2%*	*82.5%*
40" - 49"	400	185	65	289	148	140	373
%V	*40.7%*	*49.2%*	*46.4%*	*39.9%*	*53.0%*	*31.5%*	*43.2%*
%H		*46.3%*	*16.3%*	*72.3%*	*37.0%*	*35.0%*	*93.3%*
50" - 59"	113	65	22	73	46	26	111
%V	*11.5%*	*17.3%*	*15.7%*	*10.1%*	*16.5%*	*5.8%*	*12.9%*
%H		*57.5%*	*19.5%*	*64.6%*	*40.7%*	*23.0%*	*98.2%*
60"+	7	4	2	3	2	1	7
%V	*0.7%*	*1.1%*	*1.4%*	*0.4%*	*0.7%*	*0.2%*	*0.8%*
%H		*57.1%*	*28.6%*	*42.9%*	*28.6%*	*14.3%*	*100.0%*
Don't know	30	7	5	19	5	15	26
%V	*3.0%*	*1.9%*	*3.6%*	*2.6%*	*1.8%*	*3.4%*	*3.0%*
%H		*23.3%*	*16.7%*	*63.3%*	*16.7%*	*50.0%*	*86.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	984	376	140	724	279	445	863
%H		*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	*87.7%*
PVR	636	321	133	441	256	185	592
%V	*64.6%*	*85.4%*	*95.0%*	*60.9%*	*91.8%*	*41.6%*	*68.6%*
%H		*50.5%*	*20.9%*	*69.3%*	*40.3%*	*29.1%*	*93.1%*
DVDR	16	5	2	13	4	9	14
%V	*1.6%*	*1.3%*	*1.4%*	*1.8%*	*1.4%*	*2.0%*	*1.6%*
%H		*31.3%*	*12.5%*	*81.3%*	*25.0%*	*56.3%*	*87.5%*
VCR	7	3	1	6	2	3	6
%V	*0.7%*	*0.8%*	*0.7%*	*0.8%*	*0.7%*	*0.7%*	*0.7%*
%H		*42.9%*	*14.3%*	*85.7%*	*28.6%*	*42.9%*	*85.7%*
Any recorder	643	322	133	447	256	191	597
%V	*65.3%*	*85.6%*	*95.0%*	*61.7%*	*91.8%*	*42.9%*	*69.2%*
%H		*50.1%*	*20.7%*	*69.5%*	*39.8%*	*29.7%*	*92.8%*

Base: ITV HTV West - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	984	376	140	724	279	445	863
%H		*38.2%*	*14.2%*	*73.6%*	*28.4%*	*45.2%*	*87.7%*
Receives HDTV (via STB or built-in reception)	689	307	124	507	246	260	636
%V	*70.0%*	*81.6%*	*88.6%*	*70.0%*	*88.2%*	*58.4%*	*73.7%*
%H		*44.6%*	*18.0%*	*73.6%*	*35.7%*	*37.7%*	*92.3%*
DVD/Blu-ray player or recorder	713	275	106	537	221	316	647
%V	*72.5%*	*73.1%*	*75.7%*	*74.2%*	*79.2%*	*71.0%*	*75.0%*
%H		*38.6%*	*14.9%*	*75.3%*	*31.0%*	*44.3%*	*90.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1001	446	160	824	434	390	935
%H		*44.6%*	*16.0%*	*82.3%*	*43.4%*	*39.0%*	*93.4%*
Under 20"	173	72	18	149	66	83	157
%V	*17.3%*	*16.1%*	*11.3%*	*18.1%*	*15.2%*	*21.3%*	*16.8%*
%H		*41.6%*	*10.4%*	*86.1%*	*38.2%*	*48.0%*	*90.8%*
20" - 29"	331	129	53	285	135	149	300
%V	*33.1%*	*28.9%*	*33.1%*	*34.6%*	*31.1%*	*38.2%*	*32.1%*
%H		*39.0%*	*16.0%*	*86.1%*	*40.8%*	*45.0%*	*90.6%*
30" - 39"	323	154	57	256	148	108	312
%V	*32.3%*	*34.5%*	*35.6%*	*31.1%*	*34.1%*	*27.7%*	*33.4%*
%H		*47.7%*	*17.6%*	*79.3%*	*45.8%*	*33.4%*	*96.6%*
40" - 49"	124	74	19	93	64	29	120
%V	*12.4%*	*16.6%*	*11.9%*	*11.3%*	*14.7%*	*7.4%*	*12.8%*
%H		*59.7%*	*15.3%*	*75.0%*	*51.6%*	*23.4%*	*96.8%*
50" - 59"	16	6	6	13	9	4	15
%V	*1.6%*	*1.3%*	*3.8%*	*1.6%*	*2.1%*	*1.0%*	*1.6%*
%H		*37.5%*	*37.5%*	*81.3%*	*56.3%*	*25.0%*	*93.8%*
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	31	10	5	27	10	17	28
%V	*3.1%*	*2.2%*	*3.1%*	*3.3%*	*2.3%*	*4.4%*	*3.0%*
%H		*32.3%*	*16.1%*	*87.1%*	*32.3%*	*54.8%*	*90.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1001	446	160	824	434	390	935
%H		*44.6%*	*16.0%*	*82.3%*	*43.4%*	*39.0%*	*93.4%*
PVR	200	136	39	108	84	24	194
%V	*20.0%*	*30.5%*	*24.4%*	*13.1%*	*19.4%*	*6.2%*	*20.7%*
%H		*68.0%*	*19.5%*	*54.0%*	*42.0%*	*12.0%*	*97.0%*
DVDR	3	2	0	2	1	1	3
%V	*0.3%*	*0.4%*	*0.0%*	*0.2%*	*0.2%*	*0.3%*	*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%*	*0.3%*	*0.1%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Any recorder	202	138	39	110	85	25	196
%V	*20.2%*	*30.9%*	*24.4%*	*13.3%*	*19.6%*	*6.4%*	*21.0%*
%H		*68.3%*	*19.3%*	*54.5%*	*42.1%*	*12.4%*	*97.0%*

Base: ITV HTV West - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1001	446	160	824	434	390	935
%H		*44.6%*	*16.0%*	*82.3%*	*43.4%*	*39.0%*	*93.4%*
Receives HDTV (via STB or built-in reception)	364	182	59	277	155	122	349
%V	*36.4%*	*40.8%*	*36.9%*	*33.6%*	*35.7%*	*31.3%*	*37.3%*
%H		*50.0%*	*16.2%*	*76.1%*	*42.6%*	*33.5%*	*95.9%*
DVD/Blu-ray player or recorder	417	204	80	327	197	130	400
%V	*41.7%*	*45.7%*	*50.0%*	*39.7%*	*45.4%*	*33.3%*	*42.8%*
%H		*48.9%*	*19.2%*	*78.4%*	*47.2%*	*31.2%*	*95.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.21: Age 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 Inds	2328	2248	932	369	1577	697	880	2155
%H		*96.6%*	*40.0%*	*15.9%*	*67.7%*	*29.9%*	*37.8%*	*92.6%*
Total Children	416	404	193	84	248	134	113	409
%V	*17.9%*	*18.0%*	*20.7%*	*22.8%*	*15.7%*	*19.2%*	*12.8%*	*19.0%*
%H		*97.1%*	*46.4%*	*20.2%*	*59.6%*	*32.2%*	*27.2%*	*98.3%*
0 - 3	104	98	48	21	54	30	25	101
%V	*4.5%*	*4.4%*	*5.2%*	*5.7%*	*3.4%*	*4.3%*	*2.8%*	*4.7%*
%H		*94.2%*	*46.2%*	*20.2%*	*51.9%*	*28.8%*	*24.0%*	*97.1%*
4 - 15	312	306	145	63	193	105	89	308
%V	*13.4%*	*13.6%*	*15.6%*	*17.1%*	*12.2%*	*15.1%*	*10.1%*	*14.3%*
%H		*98.1%*	*46.5%*	*20.2%*	*61.9%*	*33.7%*	*28.5%*	*98.7%*
4 - 9	176	173	81	34	106	56	49	173
%V	*7.6%*	*7.7%*	*8.7%*	*9.2%*	*6.7%*	*8.0%*	*5.6%*	*8.0%*
%H		*98.3%*	*46.0%*	*19.3%*	*60.2%*	*31.8%*	*27.8%*	*98.3%*
10 - 15	136	134	64	29	88	48	39	135
%V	*5.8%*	*6.0%*	*6.9%*	*7.9%*	*5.6%*	*6.9%*	*4.4%*	*6.3%*
%H		*98.5%*	*47.1%*	*21.3%*	*64.7%*	*35.3%*	*28.7%*	*99.3%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV HTV West

Individual level data

Table 13.22: Adults - 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 Inds	2328	2248	932	369	1577	697	880	2155
%H		*96.6%*	*40.0%*	*15.9%*	*67.7%*	*29.9%*	*37.8%*	*92.6%*
Total Adults (16+)	1913	1844	739	285	1330	563	767	1746
%V	*82.2%*	*82.0%*	*79.3%*	*77.2%*	*84.3%*	*80.8%*	*87.2%*	*81.0%*
%H		*96.4%*	*38.6%*	*14.9%*	*69.5%*	*29.4%*	*40.1%*	*91.3%*
16 - 19	91	89	33	15	57	27	30	90
%V	*3.9%*	*4.0%*	*3.5%*	*4.1%*	*3.6%*	*3.9%*	*3.4%*	*4.2%*
%H		*97.8%*	*36.3%*	*16.5%*	*62.6%*	*29.7%*	*33.0%*	*98.9%*
20 - 24	135	132	50	25	80	38	42	133
%V	*5.8%*	*5.9%*	*5.4%*	*6.8%*	*5.1%*	*5.5%*	*4.8%*	*6.2%*
%H		*97.8%*	*37.0%*	*18.5%*	*59.3%*	*28.1%*	*31.1%*	*98.5%*
25 - 34	290	265	109	52	164	76	88	287
%V	*12.5%*	*11.8%*	*11.7%*	*14.1%*	*10.4%*	*10.9%*	*10.0%*	*13.3%*
%H		*91.4%*	*37.6%*	*17.9%*	*56.6%*	*26.2%*	*30.3%*	*99.0%*
35 - 44	277	265	131	48	166	89	77	273
%V	*11.9%*	*11.8%*	*14.1%*	*13.0%*	*10.5%*	*12.8%*	*8.8%*	*12.7%*
%H		*95.7%*	*47.3%*	*17.3%*	*59.9%*	*32.1%*	*27.8%*	*98.6%*
45 - 54	332	317	142	52	231	109	123	323
%V	*14.3%*	*14.1%*	*15.2%*	*14.1%*	*14.6%*	*15.6%*	*14.0%*	*15.0%*
%H		*95.5%*	*42.8%*	*15.7%*	*69.6%*	*32.8%*	*37.0%*	*97.3%*
55 - 64	290	285	116	42	222	97	126	276
%V	*12.5%*	*12.7%*	*12.4%*	*11.4%*	*14.1%*	*13.9%*	*14.3%*	*12.8%*
%H		*98.3%*	*40.0%*	*14.5%*	*76.6%*	*33.4%*	*43.4%*	*95.2%*
65+	498	490	157	52	410	129	281	366
%V	*21.4%*	*21.8%*	*16.8%*	*14.1%*	*26.0%*	*18.5%*	*31.9%*	*17.0%*
%H		*98.4%*	*31.5%*	*10.4%*	*82.3%*	*25.9%*	*56.4%*	*73.5%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1913	1844	739	285	1330	563	767	1746
%H		*96.4%*	*38.6%*	*14.9%*	*69.5%*	*29.4%*	*40.1%*	*91.3%*
AB	568	547	210	89	404	168	237	556
%V	*29.7%*	*29.7%*	*28.4%*	*31.2%*	*30.4%*	*29.8%*	*30.9%*	*31.8%*
%H		*96.3%*	*37.0%*	*15.7%*	*71.1%*	*29.6%*	*41.7%*	*97.9%*
C1	573	548	205	88	387	155	231	530
%V	*30.0%*	*29.7%*	*27.7%*	*30.9%*	*29.1%*	*27.5%*	*30.1%*	*30.4%*
%H		*95.6%*	*35.8%*	*15.4%*	*67.5%*	*27.1%*	*40.3%*	*92.5%*
C2	407	400	182	64	290	142	147	381
%V	*21.3%*	*21.7%*	*24.6%*	*22.5%*	*21.8%*	*25.2%*	*19.2%*	*21.8%*
%H		*98.3%*	*44.7%*	*15.7%*	*71.3%*	*34.9%*	*36.1%*	*93.6%*
D	254	243	100	32	171	71	100	207
%V	*13.3%*	*13.2%*	*13.5%*	*11.2%*	*12.9%*	*12.6%*	*13.0%*	*11.9%*
%H		*95.7%*	*39.4%*	*12.6%*	*67.3%*	*28.0%*	*39.4%*	*81.5%*
E	110	106	42	11	78	27	51	72
%V	*5.8%*	*5.7%*	*5.7%*	*3.9%*	*5.9%*	*4.8%*	*6.6%*	*4.1%*
%H		*96.4%*	*38.2%*	*10.0%*	*70.9%*	*24.5%*	*46.4%*	*65.5%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1913	1844	739	285	1330	563	767	1746
%H		*96.4%*	*38.6%*	*14.9%*	*69.5%*	*29.4%*	*40.1%*	*91.3%*
Working full time	875	834	384	140	558	266	292	862
%V	*45.7%*	*45.2%*	*52.0%*	*49.1%*	*42.0%*	*47.2%*	*38.1%*	*49.4%*
%H		*95.3%*	*43.9%*	*16.0%*	*63.8%*	*30.4%*	*33.4%*	*98.5%*
Working part time	232	222	90	42	164	80	84	225
%V	*12.1%*	*12.0%*	*12.2%*	*14.7%*	*12.3%*	*14.2%*	*11.0%*	*12.9%*
%H		*95.7%*	*38.8%*	*18.1%*	*70.7%*	*34.5%*	*36.2%*	*97.0%*
Not working	806	788	265	103	608	217	390	659
%V	*42.1%*	*42.7%*	*35.9%*	*36.1%*	*45.7%*	*38.5%*	*50.8%*	*37.7%*
%H		*97.8%*	*32.9%*	*12.8%*	*75.4%*	*26.9%*	*48.4%*	*81.8%*
Housewife/Houseperson	1025	984	376	140	724	279	445	899
%V	*53.6%*	*53.4%*	*50.9%*	*49.1%*	*54.4%*	*49.6%*	*58.0%*	*51.5%*
%H		*96.0%*	*36.7%*	*13.7%*	*70.6%*	*27.2%*	*43.4%*	*87.7%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.25: Males - 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 Males (16+)	931	894	371	140	636	284	351	865
%H		*96.0%*	*39.8%*	*15.0%*	*68.3%*	*30.5%*	*37.7%*	*92.9%*
16 - 19	52	52	19	8	33	16	16	52
%V	*5.6%*	*5.8%*	*5.1%*	*5.7%*	*5.2%*	*5.6%*	*4.6%*	*6.0%*
%H		*100.0%*	*36.5%*	*15.4%*	*63.5%*	*30.8%*	*30.8%*	*100.0%*
20 - 24	62	61	24	11	35	16	18	61
%V	*6.7%*	*6.8%*	*6.5%*	*7.9%*	*5.5%*	*5.6%*	*5.1%*	*7.1%*
%H		*98.4%*	*38.7%*	*17.7%*	*56.5%*	*25.8%*	*29.0%*	*98.4%*
25 - 34	148	135	55	26	86	43	43	147
%V	*15.9%*	*15.1%*	*14.8%*	*18.6%*	*13.5%*	*15.1%*	*12.3%*	*17.0%*
%H		*91.2%*	*37.2%*	*17.6%*	*58.1%*	*29.1%*	*29.1%*	*99.3%*
35 - 44	138	132	69	22	79	42	36	135
%V	*14.8%*	*14.8%*	*18.6%*	*15.7%*	*12.4%*	*14.8%*	*10.3%*	*15.6%*
%H		*95.7%*	*50.0%*	*15.9%*	*57.2%*	*30.4%*	*26.1%*	*97.8%*
45 - 54	163	154	69	25	111	53	59	159
%V	*17.5%*	*17.2%*	*18.6%*	*17.9%*	*17.5%*	*18.7%*	*16.8%*	*18.4%*
%H		*94.5%*	*42.3%*	*15.3%*	*68.1%*	*32.5%*	*36.2%*	*97.5%*
55 - 64	146	143	59	20	109	46	63	138
%V	*15.7%*	*16.0%*	*15.9%*	*14.3%*	*17.1%*	*16.2%*	*17.9%*	*16.0%*
%H		*97.9%*	*40.4%*	*13.7%*	*74.7%*	*31.5%*	*43.2%*	*94.5%*
65+	220	218	76	27	182	67	115	173
%V	*23.6%*	*24.4%*	*20.5%*	*19.3%*	*28.6%*	*23.6%*	*32.8%*	*20.0%*
%H		*99.1%*	*34.5%*	*12.3%*	*82.7%*	*30.5%*	*52.3%*	*78.6%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	931	894	371	140	636	284	351	865
%H		*96.0%*	*39.8%*	*15.0%*	*68.3%*	*30.5%*	*37.7%*	*92.9%*
AB	289	278	112	42	205	86	119	283
%V	*31.0%*	*31.1%*	*30.2%*	*30.0%*	*32.2%*	*30.3%*	*33.9%*	*32.7%*
%H		*96.2%*	*38.8%*	*14.5%*	*70.9%*	*29.8%*	*41.2%*	*97.9%*
C1	273	261	101	47	178	78	100	258
%V	*29.3%*	*29.2%*	*27.2%*	*33.6%*	*28.0%*	*27.5%*	*28.5%*	*29.8%*
%H		*95.6%*	*37.0%*	*17.2%*	*65.2%*	*28.6%*	*36.6%*	*94.5%*
C2	210	205	95	30	152	75	77	194
%V	*22.6%*	*22.9%*	*25.6%*	*21.4%*	*23.9%*	*26.4%*	*21.9%*	*22.4%*
%H		*97.6%*	*45.2%*	*14.3%*	*72.4%*	*35.7%*	*36.7%*	*92.4%*
D	120	114	50	16	73	34	40	102
%V	*12.9%*	*12.8%*	*13.5%*	*11.4%*	*11.5%*	*12.0%*	*11.4%*	*11.8%*
%H		*95.0%*	*41.7%*	*13.3%*	*60.8%*	*28.3%*	*33.3%*	*85.0%*
E	38	36	14	5	27	12	15	28
%V	*4.1%*	*4.0%*	*3.8%*	*3.6%*	*4.2%*	*4.2%*	*4.3%*	*3.2%*
%H		*94.7%*	*36.8%*	*13.2%*	*71.1%*	*31.6%*	*39.5%*	*73.7%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	931	894	371	140	636	284	351	865
%H		*96.0%*	*39.8%*	*15.0%*	*68.3%*	*30.5%*	*37.7%*	*92.9%*
Working full time	540	513	240	88	342	166	176	531
%V	*58.0%*	*57.4%*	*64.7%*	*62.9%*	*53.8%*	*58.5%*	*50.1%*	*61.4%*
%H		*95.0%*	*44.4%*	*16.3%*	*63.3%*	*30.7%*	*32.6%*	*98.3%*
Working part time	41	38	12	7	30	14	16	39
%V	*4.4%*	*4.3%*	*3.2%*	*5.0%*	*4.7%*	*4.9%*	*4.6%*	*4.5%*
%H		*92.7%*	*29.3%*	*17.1%*	*73.2%*	*34.1%*	*39.0%*	*95.1%*
Not working	349	343	119	45	264	104	159	296
%V	*37.5%*	*38.4%*	*32.1%*	*32.1%*	*41.5%*	*36.6%*	*45.3%*	*34.2%*
%H		*98.3%*	*34.1%*	*12.9%*	*75.6%*	*29.8%*	*45.6%*	*84.8%*
Housewife/Houseperson	199	187	66	25	133	46	88	164
%V	*21.4%*	*20.9%*	*17.8%*	*17.9%*	*20.9%*	*16.2%*	*25.1%*	*19.0%*
%H		*94.0%*	*33.2%*	*12.6%*	*66.8%*	*23.1%*	*44.2%*	*82.4%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.28: Females - 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 Females (16+)	982	950	367	145	694	278	416	881
%H		*96.7%*	*37.4%*	*14.8%*	*70.7%*	*28.3%*	*42.4%*	*89.7%*
16 - 19	39	37	14	7	24	10	14	38
%V	*4.0%*	*3.9%*	*3.8%*	*4.8%*	*3.5%*	*3.6%*	*3.4%*	*4.3%*
%H		*94.9%*	*35.9%*	*17.9%*	*61.5%*	*25.6%*	*35.9%*	*97.4%*
20 - 24	73	71	26	13	45	21	23	72
%V	*7.4%*	*7.5%*	*7.1%*	*9.0%*	*6.5%*	*7.6%*	*5.5%*	*8.2%*
%H		*97.3%*	*35.6%*	*17.8%*	*61.6%*	*28.8%*	*31.5%*	*98.6%*
25 - 34	142	130	54	26	78	33	45	139
%V	*14.5%*	*13.7%*	*14.7%*	*17.9%*	*11.2%*	*11.9%*	*10.8%*	*15.8%*
%H		*91.5%*	*38.0%*	*18.3%*	*54.9%*	*23.2%*	*31.7%*	*97.9%*
35 - 44	139	133	62	25	87	46	40	137
%V	*14.2%*	*14.0%*	*16.9%*	*17.2%*	*12.5%*	*16.5%*	*9.6%*	*15.6%*
%H		*95.7%*	*44.6%*	*18.0%*	*62.6%*	*33.1%*	*28.8%*	*98.6%*
45 - 54	168	164	73	28	120	56	64	164
%V	*17.1%*	*17.3%*	*19.9%*	*19.3%*	*17.3%*	*20.1%*	*15.4%*	*18.6%*
%H		*97.6%*	*43.5%*	*16.7%*	*71.4%*	*33.3%*	*38.1%*	*97.6%*
55 - 64	144	142	57	22	113	50	62	138
%V	*14.7%*	*14.9%*	*15.5%*	*15.2%*	*16.3%*	*18.0%*	*14.9%*	*15.7%*
%H		*98.6%*	*39.6%*	*15.3%*	*78.5%*	*34.7%*	*43.1%*	*95.8%*
65+	278	272	81	24	228	62	167	193
%V	*28.3%*	*28.6%*	*22.1%*	*16.6%*	*32.9%*	*22.3%*	*40.1%*	*21.9%*
%H		*97.8%*	*29.1%*	*8.6%*	*82.0%*	*22.3%*	*60.1%*	*69.4%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	982	950	367	145	694	278	416	881
%H		*96.7%*	*37.4%*	*14.8%*	*70.7%*	*28.3%*	*42.4%*	*89.7%*
AB	280	269	98	47	199	81	118	273
%V	*28.5%*	*28.3%*	*26.7%*	*32.4%*	*28.7%*	*29.1%*	*28.4%*	*31.0%*
%H		*96.1%*	*35.0%*	*16.8%*	*71.1%*	*28.9%*	*42.1%*	*97.5%*
C1	300	286	104	41	209	78	131	272
%V	*30.5%*	*30.1%*	*28.3%*	*28.3%*	*30.1%*	*28.1%*	*31.5%*	*30.9%*
%H		*95.3%*	*34.7%*	*13.7%*	*69.7%*	*26.0%*	*43.7%*	*90.7%*
C2	197	194	87	34	138	67	70	187
%V	*20.1%*	*20.4%*	*23.7%*	*23.4%*	*19.9%*	*24.1%*	*16.8%*	*21.2%*
%H		*98.5%*	*44.2%*	*17.3%*	*70.1%*	*34.0%*	*35.5%*	*94.9%*
D	134	129	50	16	98	37	60	105
%V	*13.6%*	*13.6%*	*13.6%*	*11.0%*	*14.1%*	*13.3%*	*14.4%*	*11.9%*
%H		*96.3%*	*37.3%*	*11.9%*	*73.1%*	*27.6%*	*44.8%*	*78.4%*
E	72	70	28	6	51	15	36	44
%V	*7.3%*	*7.4%*	*7.6%*	*4.1%*	*7.3%*	*5.4%*	*8.7%*	*5.0%*
%H		*97.2%*	*38.9%*	*8.3%*	*70.8%*	*20.8%*	*50.0%*	*61.1%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	982	950	367	145	694	278	416	881
%H		*96.7%*	*37.4%*	*14.8%*	*70.7%*	*28.3%*	*42.4%*	*89.7%*
Working full time	335	321	144	52	216	100	117	332
%V	*34.1%*	*33.8%*	*39.2%*	*35.9%*	*31.1%*	*36.0%*	*28.1%*	*37.7%*
%H		*95.8%*	*43.0%*	*15.5%*	*64.5%*	*29.9%*	*34.9%*	*99.1%*
Working part time	190	184	78	35	134	66	68	186
%V	*19.3%*	*19.4%*	*21.3%*	*24.1%*	*19.3%*	*23.7%*	*16.3%*	*21.1%*
%H		*96.8%*	*41.1%*	*18.4%*	*70.5%*	*34.7%*	*35.8%*	*97.9%*
Not working	456	445	146	58	344	113	231	363
%V	*46.4%*	*46.8%*	*39.8%*	*40.0%*	*49.6%*	*40.6%*	*55.5%*	*41.2%*
%H		*97.6%*	*32.0%*	*12.7%*	*75.4%*	*24.8%*	*50.7%*	*79.6%*
Housewife/Houseperson	827	797	310	115	591	233	358	735
%V	*84.2%*	*83.9%*	*84.5%*	*79.3%*	*85.2%*	*83.8%*	*86.1%*	*83.4%*
%H		*96.4%*	*37.5%*	*13.9%*	*71.5%*	*28.2%*	*43.3%*	*88.9%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV Wales

Contents Page

Household
- Table 14.1: Social Grade 368
- Table 14.2: Housewife Age 369
- Table 14.3: Size of Household 370
- Table 14.4: Presence of Children 371
- Table 14.5: Number of TV sets in household 372
- Table 14.6: Screen size 373
- Table 14.7: Location of ANY set in household 374
- Table 14.8: Platform Provider 375
- Table 14.9: Recorders and other equipment 376
- Table 14.10: Computers and Internet 377

Sets
- Table 14.11: Screen Size 378
- Table 14.12: Location of set 379
- Table 14.13: Recorders 380
- Table 14.14: Other TV equipment 380
- Table 14.15: Main Set Screen Size 381
- Table 14.16: Main Set Recorders 382
- Table 14.17: Main Set - Other TV equipment 382
- Table 14.18: Other Sets (non-Main Set) Screen Size 383
- Table 14.19: Other Set (non-Main Set) Recorders 384
- Table 14.20: Other Set (non-Main Set) - Other TV equipment 384

Individuals
- Table 14.21: Age of Children 385
- Table 14.22: Adults - Age 386
- Table 14.23: Social Grade (Adults 16+) 387
- Table 14.24: Working Status (Adults 16+) 388
- Table 14.25: Males - Age 389
- Table 14.26: Social Grade (Males 16+) 390
- Table 14.27: Working Status (Males 16+) 391
- Table 14.28: Females - Age 392
- Table 14.29: Social Grade (Females 16+) 393
- Table 14.30: Working Status (Females 16+) 394

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV HTV Wales

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	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%*	
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: ITV HTV 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

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	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: ITV HTV 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

Table 14.3: 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	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: ITV HTV 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

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	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: ITV HTV 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

Table 14.5: 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	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: ITV HTV 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

Table 14.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1346	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 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: ITV HTV 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

ITV HTV Wales

Household level data

Table 14.7: 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	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: ITV HTV 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

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	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 subcription	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: ITV HTV 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

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	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: ITV HTV 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

ITV HTV Wales

Household level data

Table 14.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	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: ITV HTV 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

ITV HTV Wales

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

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	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV HTV Wales

Set level data

Table 14.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 14.21: Age 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 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV HTV Wales

Individual level data

Table 14.22: Adults - 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 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV HTV Wales

Individual level data

Table 14.25: Males - 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 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV HTV Wales

Individual level data

Table 14.28: Females - 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 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Channel Islands

Contents Page

Household
- Table 15.1: Social Grade 396
- Table 15.2: Housewife Age 397
- Table 15.3: Size of Household 398
- Table 15.4: Presence of Children 399
- Table 15.5: Number of TV sets in household 400
- Table 15.6: Screen size 401
- Table 15.7: Location of ANY set in household 402
- Table 15.8: Platform Provider 403
- Table 15.9: Recorders and other equipment 404
- Table 15.10: Computers and Internet 405

Sets
- Table 15.11: Screen Size 406
- Table 15.12: Location of set 407
- Table 15.13: Recorders 408
- Table 15.14: Other TV equipment 408
- Table 15.15: Main Set Screen Size 409
- Table 15.16: Main Set Recorders 410
- Table 15.17: Main Set - Other TV equipment 410
- Table 15.18: Other Sets (non-Main Set) Screen Size 411
- Table 15.19: Other Set (non-Main Set) Recorders 412
- Table 15.20: Other Set (non-Main Set) - Other TV equipment 412

Individuals
- Table 15.21: Age of Children 413
- Table 15.22: Adults - Age 414
- Table 15.23: Social Grade (Adults 16+) 415
- Table 15.24: Working Status (Adults 16+) 416
- Table 15.25: Males - Age 417
- Table 15.26: Social Grade (Males 16+) 418
- Table 15.27: Working Status (Males 16+) 419
- Table 15.28: Females - Age 420
- Table 15.29: Social Grade (Females 16+) 421
- Table 15.30: Working Status (Females 16+) 422

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Channel Islands

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	74	72	54	1	42	25	17	63
%H (All HH)		*97.3%*	*73.0%*	*1.4%*	*56.8%*	*33.8%*	*23.0%*	*85.1%*
%H (TV HH)			*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	
AB	26	26	19	1	14	8	6	24
%V	*35.1%*	*36.1%*	*35.2%*	*100.0%*	*33.3%*	*32.0%*	*35.3%*	*38.1%*
%H (All HH)		*100.0%*	*73.1%*	*3.8%*	*53.8%*	*30.8%*	*23.1%*	*92.3%*
%H (TV HH)			*73.1%*	*3.8%*	*53.8%*	*30.8%*	*23.1%*	
C1	19	19	14	0	12	7	5	17
%V	*25.7%*	*26.4%*	*25.9%*	*0.0%*	*28.6%*	*28.0%*	*29.4%*	*27.0%*
%H (All HH)		*100.0%*	*73.7%*	*0.0%*	*63.2%*	*36.8%*	*26.3%*	*89.5%*
%H (TV HH)			*73.7%*	*0.0%*	*63.2%*	*36.8%*	*26.3%*	
C2	15	14	11	0	8	7	2	14
%V	*20.3%*	*19.4%*	*20.4%*	*0.0%*	*19.0%*	*28.0%*	*11.8%*	*22.2%*
%H (All HH)		*93.3%*	*73.3%*	*0.0%*	*53.3%*	*46.7%*	*13.3%*	*93.3%*
%H (TV HH)			*78.6%*	*0.0%*	*57.1%*	*50.0%*	*14.3%*	
D	9	8	5	0	6	3	3	7
%V	*12.2%*	*11.1%*	*9.3%*	*0.0%*	*14.3%*	*12.0%*	*17.6%*	*11.1%*
%H (All HH)		*88.9%*	*55.6%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*77.8%*
%H (TV HH)			*62.5%*	*0.0%*	*75.0%*	*37.5%*	*37.5%*	
E	5	5	4	0	2	0	2	2
%V	*6.8%*	*6.9%*	*7.4%*	*0.0%*	*4.8%*	*0.0%*	*11.8%*	*3.2%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*40.0%*	*0.0%*	*40.0%*	*40.0%*
%H (TV HH)			*80.0%*	*0.0%*	*40.0%*	*0.0%*	*40.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.2: Housewife Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	74	72	54	1	42	25	17	63
%H (All HH)		*97.3%*	*73.0%*	*1.4%*	*56.8%*	*33.8%*	*23.0%*	*85.1%*
%H (TV HH)			*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	
Under 25	1	1	0	0	1	0	1	1
%V	*1.4%*	*1.4%*	*0.0%*	*0.0%*	*2.4%*	*0.0%*	*5.9%*	*1.6%*
%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%*	
25 - 34	8	8	8	0	2	2	0	8
%V	*10.8%*	*11.1%*	*14.8%*	*0.0%*	*4.8%*	*8.0%*	*0.0%*	*12.7%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*25.0%*	*25.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*25.0%*	*25.0%*	*0.0%*	
35 - 44	15	12	10	0	7	5	2	14
%V	*20.3%*	*16.7%*	*18.5%*	*0.0%*	*16.7%*	*20.0%*	*11.8%*	*22.2%*
%H (All HH)		*80.0%*	*66.7%*	*0.0%*	*46.7%*	*33.3%*	*13.3%*	*93.3%*
%H (TV HH)			*83.3%*	*0.0%*	*58.3%*	*41.7%*	*16.7%*	
45 - 54	15	15	12	0	9	6	3	14
%V	*20.3%*	*20.8%*	*22.2%*	*0.0%*	*21.4%*	*24.0%*	*17.6%*	*22.2%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*93.3%*
%H (TV HH)			*80.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	
55 - 64	14	14	11	1	9	7	3	13
%V	*18.9%*	*19.4%*	*20.4%*	*100.0%*	*21.4%*	*28.0%*	*17.6%*	*20.6%*
%H (All HH)		*100.0%*	*78.6%*	*7.1%*	*64.3%*	*50.0%*	*21.4%*	*92.9%*
%H (TV HH)			*78.6%*	*7.1%*	*64.3%*	*50.0%*	*21.4%*	
65 +	21	21	13	0	13	5	8	14
%V	*28.4%*	*29.2%*	*24.1%*	*0.0%*	*31.0%*	*20.0%*	*47.1%*	*22.2%*
%H (All HH)		*100.0%*	*61.9%*	*0.0%*	*61.9%*	*23.8%*	*38.1%*	*66.7%*
%H (TV HH)			*61.9%*	*0.0%*	*61.9%*	*23.8%*	*38.1%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage 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

ITV Channel Islands

Household level data

Table 15.3: 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	74	72	54	1	42	25	17	63
%H (All HH)		*97.3%*	*73.0%*	*1.4%*	*56.8%*	*33.8%*	*23.0%*	*85.1%*
%H (TV HH)			*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	
1	21	21	15	0	12	6	6	11
%V	*28.4%*	*29.2%*	*27.8%*	*0.0%*	*28.6%*	*24.0%*	*35.3%*	*17.5%*
%H (All HH)		*100.0%*	*71.4%*	*0.0%*	*57.1%*	*28.6%*	*28.6%*	*52.4%*
%H (TV HH)			*71.4%*	*0.0%*	*57.1%*	*28.6%*	*28.6%*	
2	24	24	17	0	14	7	7	24
%V	*32.4%*	*33.3%*	*31.5%*	*0.0%*	*33.3%*	*28.0%*	*41.2%*	*38.1%*
%H (All HH)		*100.0%*	*70.8%*	*0.0%*	*58.3%*	*29.2%*	*29.2%*	*100.0%*
%H (TV HH)			*70.8%*	*0.0%*	*58.3%*	*29.2%*	*29.2%*	
3	13	12	8	1	8	6	3	13
%V	*17.6%*	*16.7%*	*14.8%*	*100.0%*	*19.0%*	*24.0%*	*17.6%*	*20.6%*
%H (All HH)		*92.3%*	*61.5%*	*7.7%*	*61.5%*	*46.2%*	*23.1%*	*100.0%*
%H (TV HH)			*66.7%*	*8.3%*	*66.7%*	*50.0%*	*25.0%*	
4	12	11	10	0	6	4	1	11
%V	*16.2%*	*15.3%*	*18.5%*	*0.0%*	*14.3%*	*16.0%*	*5.9%*	*17.5%*
%H (All HH)		*91.7%*	*83.3%*	*0.0%*	*50.0%*	*33.3%*	*8.3%*	*91.7%*
%H (TV HH)			*90.9%*	*0.0%*	*54.5%*	*36.4%*	*9.1%*	
5+	4	4	4	0	2	2	0	4
%V	*5.4%*	*5.6%*	*7.4%*	*0.0%*	*4.8%*	*8.0%*	*0.0%*	*6.3%*
%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%*	
Average HH size	2.39	2.36	2.48	3.00	2.32	2.57	1.95	2.60

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

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	74	72	54	1	42	25	17	63
%H (All HH)		*97.3%*	*73.0%*	*1.4%*	*56.8%*	*33.8%*	*23.0%*	*85.1%*
%H (TV HH)			*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	
Without	52	52	39	1	32	18	14	42
%V	*70.3%*	*72.2%*	*72.2%*	*100.0%*	*76.2%*	*72.0%*	*82.4%*	*66.7%*
%H (All HH)		*100.0%*	*75.0%*	*1.9%*	*61.5%*	*34.6%*	*26.9%*	*80.8%*
%H (TV HH)			*75.0%*	*1.9%*	*61.5%*	*34.6%*	*26.9%*	
With	22	19	15	0	10	7	4	21
%V	*29.7%*	*26.4%*	*27.8%*	*0.0%*	*23.8%*	*28.0%*	*23.5%*	*33.3%*
%H (All HH)		*86.4%*	*68.2%*	*0.0%*	*45.5%*	*31.8%*	*18.2%*	*95.5%*
%H (TV HH)			*78.9%*	*0.0%*	*52.6%*	*36.8%*	*21.1%*	
0 - 3	10	9	7	0	5	4	1	10
%V	*13.5%*	*12.5%*	*13.0%*	*0.0%*	*11.9%*	*16.0%*	*5.9%*	*15.9%*
%H (All HH)		*90.0%*	*70.0%*	*0.0%*	*50.0%*	*40.0%*	*10.0%*	*100.0%*
%H (TV HH)			*77.8%*	*0.0%*	*55.6%*	*44.4%*	*11.1%*	
4 - 9	11	10	8	0	4	2	2	10
%V	*14.9%*	*13.9%*	*14.8%*	*0.0%*	*9.5%*	*8.0%*	*11.8%*	*15.9%*
%H (All HH)		*90.9%*	*72.7%*	*0.0%*	*36.4%*	*18.2%*	*18.2%*	*90.9%*
%H (TV HH)			*80.0%*	*0.0%*	*40.0%*	*20.0%*	*20.0%*	
10 - 15	8	8	6	0	5	3	2	8
%V	*10.8%*	*11.1%*	*11.1%*	*0.0%*	*11.9%*	*12.0%*	*11.8%*	*12.7%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*62.5%*	*37.5%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*62.5%*	*37.5%*	*25.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage 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

ITV Channel Islands

Household level data

Table 15.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	74	72	54	1	42	25	17	63
%H (All HH)		*97.3%*	*73.0%*	*1.4%*	*56.8%*	*33.8%*	*23.0%*	*85.1%*
%H (TV HH)			*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	
1	24	24	16	0	12	4	8	17
%V	*32.4%*	*33.3%*	*29.6%*	*0.0%*	*28.6%*	*16.0%*	*47.1%*	*27.0%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*50.0%*	*16.7%*	*33.3%*	*70.8%*
%H (TV HH)			*66.7%*	*0.0%*	*50.0%*	*16.7%*	*33.3%*	
2	22	22	15	0	14	8	6	19
%V	*29.7%*	*30.6%*	*27.8%*	*0.0%*	*33.3%*	*32.0%*	*35.3%*	*30.2%*
%H (All HH)		*100.0%*	*68.2%*	*0.0%*	*63.6%*	*36.4%*	*27.3%*	*86.4%*
%H (TV HH)			*68.2%*	*0.0%*	*63.6%*	*36.4%*	*27.3%*	
3	15	15	13	1	10	8	2	15
%V	*20.3%*	*20.8%*	*24.1%*	*100.0%*	*23.8%*	*32.0%*	*11.8%*	*23.8%*
%H (All HH)		*100.0%*	*86.7%*	*6.7%*	*66.7%*	*53.3%*	*13.3%*	*100.0%*
%H (TV HH)			*86.7%*	*6.7%*	*66.7%*	*53.3%*	*13.3%*	
4	4	4	4	0	3	3	0	4
%V	*5.4%*	*5.6%*	*7.4%*	*0.0%*	*7.1%*	*12.0%*	*0.0%*	*6.3%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*75.0%*	*75.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*75.0%*	*75.0%*	*0.0%*	
5+	7	7	6	0	2	2	1	6
%V	*9.5%*	*9.7%*	*11.1%*	*0.0%*	*4.8%*	*8.0%*	*5.9%*	*9.5%*
%H (All HH)		*100.0%*	*85.7%*	*0.0%*	*28.6%*	*28.6%*	*14.3%*	*85.7%*
%H (TV HH)			*85.7%*	*0.0%*	*28.6%*	*28.6%*	*14.3%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	74	72	54	1	42	25	17	63
%H (All HH)		*97.3%*	*73.0%*	*1.4%*	*56.8%*	*33.8%*	*23.0%*	*85.1%*
%H (TV HH)			*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	
Under 20"	16	16	14	0	9	7	3	15
%V	*21.6%*	*22.2%*	*25.9%*	*0.0%*	*21.4%*	*28.0%*	*17.6%*	*23.8%*
%H (All HH)		*100.0%*	*87.5%*	*0.0%*	*56.3%*	*43.8%*	*18.8%*	*93.8%*
%H (TV HH)			*87.5%*	*0.0%*	*56.3%*	*43.8%*	*18.8%*	
20" - 29"	26	26	16	1	18	8	9	21
%V	*35.1%*	*36.1%*	*29.6%*	*100.0%*	*42.9%*	*32.0%*	*52.9%*	*33.3%*
%H (All HH)		*100.0%*	*61.5%*	*3.8%*	*69.2%*	*30.8%*	*34.6%*	*80.8%*
%H (TV HH)			*61.5%*	*3.8%*	*69.2%*	*30.8%*	*34.6%*	
30" - 39"	32	32	26	0	20	13	6	29
%V	*43.2%*	*44.4%*	*48.1%*	*0.0%*	*47.6%*	*52.0%*	*35.3%*	*46.0%*
%H (All HH)		*100.0%*	*81.3%*	*0.0%*	*62.5%*	*40.6%*	*18.8%*	*90.6%*
%H (TV HH)			*81.3%*	*0.0%*	*62.5%*	*40.6%*	*18.8%*	
40" - 49"	35	35	28	1	22	15	6	30
%V	*47.3%*	*48.6%*	*51.9%*	*100.0%*	*52.4%*	*60.0%*	*35.3%*	*47.6%*
%H (All HH)		*100.0%*	*80.0%*	*2.9%*	*62.9%*	*42.9%*	*17.1%*	*85.7%*
%H (TV HH)			*80.0%*	*2.9%*	*62.9%*	*42.9%*	*17.1%*	
50" - 59"	18	18	15	0	8	7	1	16
%V	*24.3%*	*25.0%*	*27.8%*	*0.0%*	*19.0%*	*28.0%*	*5.9%*	*25.4%*
%H (All HH)		*100.0%*	*83.3%*	*0.0%*	*44.4%*	*38.9%*	*5.6%*	*88.9%*
%H (TV HH)			*83.3%*	*0.0%*	*44.4%*	*38.9%*	*5.6%*	
60"+	3	3	2	0	2	1	1	3
%V	*4.1%*	*4.2%*	*3.7%*	*0.0%*	*4.8%*	*4.0%*	*5.9%*	*4.8%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage 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

ITV Channel Islands

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	74	72	54	1	42	25	17	63
%H (All HH)		*97.3%*	*73.0%*	*1.4%*	*56.8%*	*33.8%*	*23.0%*	*85.1%*
%H (TV HH)			*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	
Main living room	71	71	54	1	41	25	16	60
%V	*95.9%*	*98.6%*	*100.0%*	*100.0%*	*97.6%*	*100.0%*	*94.1%*	*95.2%*
%H (All HH)		*100.0%*	*76.1%*	*1.4%*	*57.7%*	*35.2%*	*22.5%*	*84.5%*
%H (TV HH)			*76.1%*	*1.4%*	*57.7%*	*35.2%*	*22.5%*	
Kitchen	13	13	11	0	7	6	1	12
%V	*17.6%*	*18.1%*	*20.4%*	*0.0%*	*16.7%*	*24.0%*	*5.9%*	*19.0%*
%H (All HH)		*100.0%*	*84.6%*	*0.0%*	*53.8%*	*46.2%*	*7.7%*	*92.3%*
%H (TV HH)			*84.6%*	*0.0%*	*53.8%*	*46.2%*	*7.7%*	
Adult's bedroom	40	40	33	1	24	17	6	38
%V	*54.1%*	*55.6%*	*61.1%*	*100.0%*	*57.1%*	*68.0%*	*35.3%*	*60.3%*
%H (All HH)		*100.0%*	*82.5%*	*2.5%*	*60.0%*	*42.5%*	*15.0%*	*95.0%*
%H (TV HH)			*82.5%*	*2.5%*	*60.0%*	*42.5%*	*15.0%*	
Child's bedroom	6	6	6	0	2	2	0	6
%V	*8.1%*	*8.3%*	*11.1%*	*0.0%*	*4.8%*	*8.0%*	*0.0%*	*9.5%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	
Other bedroom	3	3	3	1	3	2	1	3
%V	*4.1%*	*4.2%*	*5.6%*	*100.0%*	*7.1%*	*8.0%*	*5.9%*	*4.8%*
%H (All HH)		*100.0%*	*100.0%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
%H (TV HH)			*100.0%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	
Second living/dining room	10	10	7	0	8	4	3	9
%V	*13.5%*	*13.9%*	*13.0%*	*0.0%*	*19.0%*	*16.0%*	*17.6%*	*14.3%*
%H (All HH)		*100.0%*	*70.0%*	*0.0%*	*80.0%*	*40.0%*	*30.0%*	*90.0%*
%H (TV HH)			*70.0%*	*0.0%*	*80.0%*	*40.0%*	*30.0%*	
Study/office	1	1	1	0	0	0	0	0
%V	*1.4%*	*1.4%*	*1.9%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (TV HH)			*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	
TV room	2	2	2	0	1	1	0	2
%V	*2.7%*	*2.8%*	*3.7%*	*0.0%*	*2.4%*	*4.0%*	*0.0%*	*3.2%*
%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%*	
Conservatory	2	2	2	0	0	0	0	2
%V	*2.7%*	*2.8%*	*3.7%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*3.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	
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	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	1	1	0	0	1	0	1	1
%V	*1.4%*	*1.4%*	*0.0%*	*0.0%*	*2.4%*	*0.0%*	*5.9%*	*1.6%*
%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%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.8: 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	74	72	54	1	42	25	17	63
%H (All HH)		*97.3%*	*73.0%*	*1.4%*	*56.8%*	*33.8%*	*23.0%*	*85.1%*
%H (TV HH)			*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	
Any DSAT provider	54	54	54	1	25	25	0	48
%V	*73.0%*	*75.0%*	*100.0%*	*100.0%*	*59.5%*	*100.0%*	*0.0%*	*76.2%*
%H (All HH)			*100.0%*	*1.9%*	*46.3%*	*46.3%*	*0.0%*	*88.9%*
%H (TV HH)			*100.0%*	*1.9%*	*46.3%*	*46.3%*	*0.0%*	
Sky with subcription	39	39	39	1	17	17	0	36
%V	*52.7%*	*54.2%*	*72.2%*	*100.0%*	*40.5%*	*68.0%*	*0.0%*	*57.1%*
%H (All HH)			*100.0%*	*2.6%*	*43.6%*	*43.6%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*2.6%*	*43.6%*	*43.6%*	*0.0%*	
Sky without subscription	2	2	2	0	1	1	0	2
%V	*2.7%*	*2.8%*	*3.7%*	*0.0%*	*2.4%*	*4.0%*	*0.0%*	*3.2%*
%H (All HH)			*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%*	
Freesat	16	16	16	1	6	6	0	13
%V	*21.6%*	*22.2%*	*29.6%*	*100.0%*	*14.3%*	*24.0%*	*0.0%*	*20.6%*
%H (All HH)			*100.0%*	*6.3%*	*37.5%*	*37.5%*	*0.0%*	*81.3%*
%H (TV HH)			*100.0%*	*6.3%*	*37.5%*	*37.5%*	*0.0%*	
Other satellite provider	6	6	6	0	4	4	0	6
%V	*8.1%*	*8.3%*	*11.1%*	*0.0%*	*9.5%*	*16.0%*	*0.0%*	*9.5%*
%H (All HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	
DCAB	1	1	1	1	1	1	0	1
%V	*1.4%*	*1.4%*	*1.9%*	*100.0%*	*2.4%*	*4.0%*	*0.0%*	*1.6%*
%H (All HH)			*100.0%*	*100.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*100.0%*	*100.0%*	*100.0%*	*0.0%*	
DTT	42	42	25	1	42	25	17	34
%V	*56.8%*	*58.3%*	*46.3%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*	*54.0%*
%H (All HH)		*100.0%*	*59.5%*	*2.4%*	*100.0%*	*59.5%*	*40.5%*	*81.0%*
%H (TV HH)			*59.5%*	*2.4%*	*100.0%*	*59.5%*	*40.5%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

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	74	72	54	1	42	25	17	63
%H (All HH)		*97.3%*	*73.0%*	*1.4%*	*56.8%*	*33.8%*	*23.0%*	*85.1%*
%H (TV HH)			*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	
PVR	51	51	43	1	29	21	8	47
%V	*68.9%*	*70.8%*	*79.6%*	*100.0%*	*69.0%*	*84.0%*	*47.1%*	*74.6%*
%H (All HH)		*100.0%*	*84.3%*	*2.0%*	*56.9%*	*41.2%*	*15.7%*	*92.2%*
%H (TV HH)			*84.3%*	*2.0%*	*56.9%*	*41.2%*	*15.7%*	
DVDR	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)			-	-	-	-	-	
VCR	4	4	2	0	4	1	2	3
%V	*5.4%*	*5.6%*	*3.7%*	*0.0%*	*9.5%*	*4.0%*	*11.8%*	*4.8%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*25.0%*	*50.0%*	*75.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*25.0%*	*50.0%*	
Any recorder	54	54	44	1	31	21	10	49
%V	*73.0%*	*75.0%*	*81.5%*	*100.0%*	*73.8%*	*84.0%*	*58.8%*	*77.8%*
%H (All HH)		*100.0%*	*81.5%*	*1.9%*	*57.4%*	*38.9%*	*18.5%*	*90.7%*
%H (TV HH)			*81.5%*	*1.9%*	*57.4%*	*38.9%*	*18.5%*	
Receives HDTV (via STB or built-in reception)	46	46	42	1	25	22	4	41
%V	*62.2%*	*63.9%*	*77.8%*	*100.0%*	*59.5%*	*88.0%*	*23.5%*	*65.1%*
%H (All HH)		*100.0%*	*91.3%*	*2.2%*	*54.3%*	*47.8%*	*8.7%*	*89.1%*
%H (TV HH)			*91.3%*	*2.2%*	*54.3%*	*47.8%*	*8.7%*	
DVD/Blu-ray player or recorder	54	54	41	0	33	20	13	46
%V	*73.0%*	*75.0%*	*75.9%*	*0.0%*	*78.6%*	*80.0%*	*76.5%*	*73.0%*
%H (All HH)		*100.0%*	*75.9%*	*0.0%*	*61.1%*	*37.0%*	*24.1%*	*85.2%*
%H (TV HH)			*75.9%*	*0.0%*	*61.1%*	*37.0%*	*24.1%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.10: 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	74	72	54	1	42	25	17	63
%H (All HH)		*97.3%*	*73.0%*	*1.4%*	*56.8%*	*33.8%*	*23.0%*	*85.1%*
%H (TV HH)			*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	
Has broadband internet	63	61	48	1	34	22	12	63
%V	*85.1%*	*84.7%*	*88.9%*	*100.0%*	*81.0%*	*88.0%*	*70.6%*	*100.0%*
%H (All HH)		*96.8%*	*76.2%*	*1.6%*	*54.0%*	*34.9%*	*19.0%*	*100.0%*
%H (TV HH)			*78.7%*	*1.6%*	*55.7%*	*36.1%*	*19.7%*	
Number of computers (PCs and laptops)								
0	12	13	6	0	9	4	5	3
%V	*16.2%*	*18.1%*	*11.1%*	*0.0%*	*21.4%*	*16.0%*	*29.4%*	*4.8%*
%H (All HH)		*108.3%*	*50.0%*	*0.0%*	*75.0%*	*33.3%*	*41.7%*	*25.0%*
%H (TV HH)			*46.2%*	*0.0%*	*69.2%*	*30.8%*	*38.5%*	
1	11	11	9	0	5	4	1	10
%V	*14.9%*	*15.3%*	*16.7%*	*0.0%*	*11.9%*	*16.0%*	*5.9%*	*15.9%*
%H (All HH)		*100.0%*	*81.8%*	*0.0%*	*45.5%*	*36.4%*	*9.1%*	*90.9%*
%H (TV HH)			*81.8%*	*0.0%*	*45.5%*	*36.4%*	*9.1%*	
2	21	19	16	0	9	7	3	21
%V	*28.4%*	*26.4%*	*29.6%*	*0.0%*	*21.4%*	*28.0%*	*17.6%*	*33.3%*
%H (All HH)		*90.5%*	*76.2%*	*0.0%*	*42.9%*	*33.3%*	*14.3%*	*100.0%*
%H (TV HH)			*84.2%*	*0.0%*	*47.4%*	*36.8%*	*15.8%*	
3	15	14	10	0	8	4	4	14
%V	*20.3%*	*19.4%*	*18.5%*	*0.0%*	*19.0%*	*16.0%*	*23.5%*	*22.2%*
%H (All HH)		*93.3%*	*66.7%*	*0.0%*	*53.3%*	*26.7%*	*26.7%*	*93.3%*
%H (TV HH)			*71.4%*	*0.0%*	*57.1%*	*28.6%*	*28.6%*	
4	3	3	3	0	1	1	1	3
%V	*4.1%*	*4.2%*	*5.6%*	*0.0%*	*2.4%*	*4.0%*	*5.9%*	*4.8%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*33.3%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*33.3%*	*33.3%*	*33.3%*	
5+	12	12	9	1	9	5	3	12
%V	*16.2%*	*16.7%*	*16.7%*	*100.0%*	*21.4%*	*20.0%*	*17.6%*	*19.0%*
%H (All HH)		*100.0%*	*75.0%*	*8.3%*	*75.0%*	*41.7%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*8.3%*	*75.0%*	*41.7%*	*25.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	167	134	2	94	63	31	150
%H		*80.2%*	*1.2%*	*56.3%*	*37.7%*	*18.6%*	*89.8%*
Under 20"	22	18	0	12	8	4	19
%V	*13.2%*	*13.4%*	*0.0%*	*12.8%*	*12.7%*	*12.9%*	*12.7%*
%H		*81.8%*	*0.0%*	*54.5%*	*36.4%*	*18.2%*	*86.4%*
20" - 29"	33	22	1	22	11	11	28
%V	*19.8%*	*16.4%*	*50.0%*	*23.4%*	*17.5%*	*35.5%*	*18.7%*
%H		*66.7%*	*3.0%*	*66.7%*	*33.3%*	*33.3%*	*84.8%*
30" - 39"	46	38	0	25	17	8	43
%V	*27.5%*	*28.4%*	*0.0%*	*26.6%*	*27.0%*	*25.8%*	*28.7%*
%H		*82.6%*	*0.0%*	*54.3%*	*37.0%*	*17.4%*	*93.5%*
40" - 49"	41	34	1	24	18	6	37
%V	*24.6%*	*25.4%*	*50.0%*	*25.5%*	*28.6%*	*19.4%*	*24.7%*
%H		*82.9%*	*2.4%*	*58.5%*	*43.9%*	*14.6%*	*90.2%*
50" - 59"	19	17	0	10	8	1	18
%V	*11.4%*	*12.7%*	*0.0%*	*10.6%*	*12.7%*	*3.2%*	*12.0%*
%H		*89.5%*	*0.0%*	*52.6%*	*42.1%*	*5.3%*	*94.7%*
60"+	3	2	0	2	1	1	3
%V	*1.8%*	*1.5%*	*0.0%*	*2.1%*	*1.6%*	*3.2%*	*2.0%*
%H		*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
Don't know	2	2	0	0	0	0	2
%V	*1.2%*	*1.5%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.3%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Channel Islands

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	167	134	2	94	63	31	150
%H		*80.2%*	*1.2%*	*56.3%*	*37.7%*	*18.6%*	*89.8%*
Main living room	71	54	1	41	25	16	60
%V	*42.5%*	*40.3%*	*50.0%*	*43.6%*	*39.7%*	*51.6%*	*40.0%*
%H		*76.1%*	*1.4%*	*57.7%*	*35.2%*	*22.5%*	*84.5%*
Kitchen	13	11	0	7	6	1	12
%V	*7.8%*	*8.2%*	*0.0%*	*7.4%*	*9.5%*	*3.2%*	*8.0%*
%H		*84.6%*	*0.0%*	*53.8%*	*46.2%*	*7.7%*	*92.3%*
Adult's bedroom	57	48	1	31	23	8	55
%V	*34.1%*	*35.8%*	*50.0%*	*33.0%*	*36.5%*	*25.8%*	*36.7%*
%H		*84.2%*	*1.8%*	*54.4%*	*40.4%*	*14.0%*	*96.5%*
Child's bedroom	7	7	0	2	2	0	7
%V	*4.2%*	*5.2%*	*0.0%*	*2.1%*	*3.2%*	*0.0%*	*4.7%*
%H		*100.0%*	*0.0%*	*28.6%*	*28.6%*	*0.0%*	*100.0%*
Other bedroom	3	3	1	3	2	1	3
%V	*1.8%*	*2.2%*	*50.0%*	*3.2%*	*3.2%*	*3.2%*	*2.0%*
%H		*100.0%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
Second living/dining room	10	7	0	8	4	3	9
%V	*6.0%*	*5.2%*	*0.0%*	*8.5%*	*6.3%*	*9.7%*	*6.0%*
%H		*70.0%*	*0.0%*	*80.0%*	*40.0%*	*30.0%*	*90.0%*
Study/office	1	1	0	0	0	0	0
%V	*0.6%*	*0.7%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
TV room	2	2	0	1	1	0	2
%V	*1.2%*	*1.5%*	*0.0%*	*1.1%*	*1.6%*	*0.0%*	*1.3%*
%H		*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
Conservatory	2	2	0	0	0	0	2
%V	*1.2%*	*1.5%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.3%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*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	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*
Other	1	0	0	1	0	1	1
%V	*0.6%*	*0.0%*	*0.0%*	*1.1%*	*0.0%*	*3.2%*	*0.7%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	167	134	2	94	63	31	150
%H		*80.2%*	*1.2%*	*56.3%*	*37.7%*	*18.6%*	*89.8%*
PVR	91	81	1	45	35	9	85
%V	*54.5%*	*60.4%*	*50.0%*	*47.9%*	*55.6%*	*29.0%*	*56.7%*
%H		*89.0%*	*1.1%*	*49.5%*	*38.5%*	*9.9%*	*93.4%*
DVDR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
VCR	4	2	0	4	1	2	3
%V	*2.4%*	*1.5%*	*0.0%*	*4.3%*	*1.6%*	*6.5%*	*2.0%*
%H		*50.0%*	*0.0%*	*100.0%*	*25.0%*	*50.0%*	*75.0%*
Any recorder	94	82	1	47	36	12	87
%V	*56.3%*	*61.2%*	*50.0%*	*50.0%*	*57.1%*	*38.7%*	*58.0%*
%H		*87.2%*	*1.1%*	*50.0%*	*38.3%*	*12.8%*	*92.6%*

Base: ITV Channel Islands - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	167	134	2	94	63	31	150
%H		*80.2%*	*1.2%*	*56.3%*	*37.7%*	*18.6%*	*89.8%*
Receives HDTV (via STB or built-in reception)	87	80	1	44	37	7	80
%V	*52.1%*	*59.7%*	*50.0%*	*46.8%*	*58.7%*	*22.6%*	*53.3%*
%H		*92.0%*	*1.1%*	*50.6%*	*42.5%*	*8.0%*	*92.0%*
DVD/Blu-ray player or recorder	78	62	0	50	34	16	70
%V	*46.7%*	*46.3%*	*0.0%*	*53.2%*	*54.0%*	*51.6%*	*46.7%*
%H		*79.5%*	*0.0%*	*64.1%*	*43.6%*	*20.5%*	*89.7%*

Base: ITV Channel Islands - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	72	54	1	42	25	17	61
%H		*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	*84.7%*
Under 20"	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*
20" - 29"	7	2	0	5	0	5	3
%V	*9.7%*	*3.7%*	*0.0%*	*11.9%*	*0.0%*	*29.4%*	*4.9%*
%H		*28.6%*	*0.0%*	*71.4%*	*0.0%*	*71.4%*	*42.9%*
30" - 39"	19	13	0	12	6	6	16
%V	*26.4%*	*24.1%*	*0.0%*	*28.6%*	*24.0%*	*35.3%*	*26.2%*
%H		*68.4%*	*0.0%*	*63.2%*	*31.6%*	*31.6%*	*84.2%*
40" - 49"	25	21	1	15	11	4	22
%V	*34.7%*	*38.9%*	*100.0%*	*35.7%*	*44.0%*	*23.5%*	*36.1%*
%H		*84.0%*	*4.0%*	*60.0%*	*44.0%*	*16.0%*	*88.0%*
50" - 59"	18	15	0	8	7	1	16
%V	*25.0%*	*27.8%*	*0.0%*	*19.0%*	*28.0%*	*5.9%*	*26.2%*
%H		*83.3%*	*0.0%*	*44.4%*	*38.9%*	*5.6%*	*88.9%*
60"+	3	2	0	2	1	1	3
%V	*4.2%*	*3.7%*	*0.0%*	*4.8%*	*4.0%*	*5.9%*	*4.9%*
%H		*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
Don't know	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	72	54	1	42	25	17	61
%H		*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	*84.7%*
PVR	51	42	1	28	20	8	47
%V	*70.8%*	*77.8%*	*100.0%*	*66.7%*	*80.0%*	*47.1%*	*77.0%*
%H		*82.4%*	*2.0%*	*54.9%*	*39.2%*	*15.7%*	*92.2%*
DVDR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
VCR	3	1	0	2	1	2	1
%V	*4.2%*	*1.9%*	*0.0%*	*4.8%*	*4.0%*	*11.8%*	*1.6%*
%H		*33.3%*	*0.0%*	*66.7%*	*33.3%*	*66.7%*	*33.3%*
Any recorder	52	42	1	30	20	10	47
%V	*72.2%*	*77.8%*	*100.0%*	*71.4%*	*80.0%*	*58.8%*	*77.0%*
%H		*80.8%*	*1.9%*	*57.7%*	*38.5%*	*19.2%*	*90.4%*

Base: ITV Channel Islands - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	72	54	1	42	25	17	61
%H		*75.0%*	*1.4%*	*58.3%*	*34.7%*	*23.6%*	*84.7%*
Receives HDTV (via STB or built-in reception)	45	41	1	25	21	4	41
%V	*62.5%*	*75.9%*	*100.0%*	*59.5%*	*84.0%*	*23.5%*	*67.2%*
%H		*91.1%*	*2.2%*	*55.6%*	*46.7%*	*8.9%*	*91.1%*
DVD/Blu-ray player or recorder	51	38	0	32	19	13	44
%V	*70.8%*	*70.4%*	*0.0%*	*76.2%*	*76.0%*	*76.5%*	*72.1%*
%H		*74.5%*	*0.0%*	*62.7%*	*37.3%*	*25.5%*	*86.3%*

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	96	81	1	53	39	14	89
%H		*84.4%*	*1.0%*	*55.2%*	*40.6%*	*14.6%*	*92.7%*
Under 20"	22	18	0	12	8	4	19
%V	*22.9%*	*22.2%*	*0.0%*	*22.6%*	*20.5%*	*28.6%*	*21.3%*
%H		*81.8%*	*0.0%*	*54.5%*	*36.4%*	*18.2%*	*86.4%*
20" - 29"	26	21	1	17	11	5	25
%V	*27.1%*	*25.9%*	*100.0%*	*32.1%*	*28.2%*	*35.7%*	*28.1%*
%H		*80.8%*	*3.8%*	*65.4%*	*42.3%*	*19.2%*	*96.2%*
30" - 39"	27	25	0	13	11	2	26
%V	*28.1%*	*30.9%*	*0.0%*	*24.5%*	*28.2%*	*14.3%*	*29.2%*
%H		*92.6%*	*0.0%*	*48.1%*	*40.7%*	*7.4%*	*96.3%*
40" - 49"	16	13	1	9	7	2	14
%V	*16.7%*	*16.0%*	*100.0%*	*17.0%*	*17.9%*	*14.3%*	*15.7%*
%H		*81.3%*	*6.3%*	*56.3%*	*43.8%*	*12.5%*	*87.5%*
50" - 59"	2	2	0	2	2	0	2
%V	*2.1%*	*2.5%*	*0.0%*	*3.8%*	*5.1%*	*0.0%*	*2.2%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
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	2	2	0	0	0	0	2
%V	*2.1%*	*2.5%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*2.2%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	96	81	1	53	39	14	89
%H		*84.4%*	*1.0%*	*55.2%*	*40.6%*	*14.6%*	*92.7%*
PVR	40	39	1	16	15	1	39
%V	*41.7%*	*48.1%*	*100.0%*	*30.2%*	*38.5%*	*7.1%*	*43.8%*
%H		*97.5%*	*2.5%*	*40.0%*	*37.5%*	*2.5%*	*97.5%*
DVDR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
VCR	1	1	0	1	1	1	1
%V	*1.0%*	*1.2%*	*0.0%*	*1.9%*	*2.6%*	*7.1%*	*1.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*
Any recorder	41	40	1	18	16	2	40
%V	*42.7%*	*49.4%*	*100.0%*	*34.0%*	*41.0%*	*14.3%*	*44.9%*
%H		*97.6%*	*2.4%*	*43.9%*	*39.0%*	*4.9%*	*97.6%*

Base: ITV Channel Islands - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	96	81	1	53	39	14	89
%H		*84.4%*	*1.0%*	*55.2%*	*40.6%*	*14.6%*	*92.7%*
Receives HDTV (via STB or built-in reception)	41	39	1	19	16	3	39
%V	*42.7%*	*48.1%*	*100.0%*	*35.8%*	*41.0%*	*21.4%*	*43.8%*
%H		*95.1%*	*2.4%*	*46.3%*	*39.0%*	*7.3%*	*95.1%*
DVD/Blu-ray player or recorder	27	23	0	19	15	3	26
%V	*28.1%*	*28.4%*	*0.0%*	*35.8%*	*38.5%*	*21.4%*	*29.2%*
%H		*85.2%*	*0.0%*	*70.4%*	*55.6%*	*11.1%*	*96.3%*

Base: ITV Channel Islands - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 15.21: Age 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 Inds	177	169	133	2	97	63	33	164
%H		*95.5%*	*75.1%*	*1.1%*	*54.8%*	*35.6%*	*18.6%*	*92.7%*
Total Children	34	30	25	0	14	10	4	32
%V	*19.2%*	*17.8%*	*18.8%*	*0.0%*	*14.4%*	*15.9%*	*12.1%*	*19.5%*
%H		*88.2%*	*73.5%*	*0.0%*	*41.2%*	*29.4%*	*11.8%*	*94.1%*
0 - 3	10	9	7	0	5	4	1	10
%V	*5.6%*	*5.3%*	*5.3%*	*0.0%*	*5.2%*	*6.3%*	*3.0%*	*6.1%*
%H		*90.0%*	*70.0%*	*0.0%*	*50.0%*	*40.0%*	*10.0%*	*100.0%*
4 - 15	24	21	18	0	10	6	4	23
%V	*13.6%*	*12.4%*	*13.5%*	*0.0%*	*10.3%*	*9.5%*	*12.1%*	*14.0%*
%H		*87.5%*	*75.0%*	*0.0%*	*41.7%*	*25.0%*	*16.7%*	*95.8%*
4 - 9	13	13	11	0	5	4	2	13
%V	*7.3%*	*7.7%*	*8.3%*	*0.0%*	*5.2%*	*6.3%*	*6.1%*	*7.9%*
%H		*100.0%*	*84.6%*	*0.0%*	*38.5%*	*30.8%*	*15.4%*	*100.0%*
10 - 15	10	9	7	0	5	3	2	10
%V	*5.6%*	*5.3%*	*5.3%*	*0.0%*	*5.2%*	*4.8%*	*6.1%*	*6.1%*
%H		*90.0%*	*70.0%*	*0.0%*	*50.0%*	*30.0%*	*20.0%*	*100.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.22: Adults - 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 Inds	177	169	133	2	97	63	33	164
%H		*95.5%*	*75.1%*	*1.1%*	*54.8%*	*35.6%*	*18.6%*	*92.7%*
Total Adults (16+)	143	139	109	2	82	53	29	132
%V	*80.8%*	*82.2%*	*82.0%*	*100.0%*	*84.5%*	*84.1%*	*87.9%*	*80.5%*
%H		*97.2%*	*76.2%*	*1.4%*	*57.3%*	*37.1%*	*20.3%*	*92.3%*
16 - 19	7	7	6	1	4	3	1	7
%V	*4.0%*	*4.1%*	*4.5%*	*50.0%*	*4.1%*	*4.8%*	*3.0%*	*4.3%*
%H		*100.0%*	*85.7%*	*14.3%*	*57.1%*	*42.9%*	*14.3%*	*100.0%*
20 - 24	6	6	6	0	4	3	1	6
%V	*3.4%*	*3.6%*	*4.5%*	*0.0%*	*4.1%*	*4.8%*	*3.0%*	*3.7%*
%H		*100.0%*	*100.0%*	*0.0%*	*66.7%*	*50.0%*	*16.7%*	*100.0%*
25 - 34	22	22	19	0	11	10	1	21
%V	*12.4%*	*13.0%*	*14.3%*	*0.0%*	*11.3%*	*15.9%*	*3.0%*	*12.8%*
%H		*100.0%*	*86.4%*	*0.0%*	*50.0%*	*45.5%*	*4.5%*	*95.5%*
35 - 44	27	23	20	0	11	8	3	25
%V	*15.3%*	*13.6%*	*15.0%*	*0.0%*	*11.3%*	*12.7%*	*9.1%*	*15.2%*
%H		*85.2%*	*74.1%*	*0.0%*	*40.7%*	*29.6%*	*11.1%*	*92.6%*
45 - 54	24	24	20	1	15	11	4	23
%V	*13.6%*	*14.2%*	*15.0%*	*50.0%*	*15.5%*	*17.5%*	*12.1%*	*14.0%*
%H		*100.0%*	*83.3%*	*4.2%*	*62.5%*	*45.8%*	*16.7%*	*95.8%*
55 - 64	25	25	18	1	17	11	6	24
%V	*14.1%*	*14.8%*	*13.5%*	*50.0%*	*17.5%*	*17.5%*	*18.2%*	*14.6%*
%H		*100.0%*	*72.0%*	*4.0%*	*68.0%*	*44.0%*	*24.0%*	*96.0%*
65+	32	32	20	0	20	8	12	24
%V	*18.1%*	*18.9%*	*15.0%*	*0.0%*	*20.6%*	*12.7%*	*36.4%*	*14.6%*
%H		*100.0%*	*62.5%*	*0.0%*	*62.5%*	*25.0%*	*37.5%*	*75.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	143	139	109	2	82	53	29	132
%H		*97.2%*	*76.2%*	*1.4%*	*57.3%*	*37.1%*	*20.3%*	*92.3%*
AB	51	51	38	2	28	15	13	49
%V	*35.7%*	*36.7%*	*34.9%*	*100.0%*	*34.1%*	*28.3%*	*44.8%*	*37.1%*
%H		*100.0%*	*74.5%*	*3.9%*	*54.9%*	*29.4%*	*25.5%*	*96.1%*
C1	36	36	28	0	20	13	8	33
%V	*25.2%*	*25.9%*	*25.7%*	*0.0%*	*24.4%*	*24.5%*	*27.6%*	*25.0%*
%H		*100.0%*	*77.8%*	*0.0%*	*55.6%*	*36.1%*	*22.2%*	*91.7%*
C2	30	27	23	0	18	16	2	29
%V	*21.0%*	*19.4%*	*21.1%*	*0.0%*	*22.0%*	*30.2%*	*6.9%*	*22.0%*
%H		*90.0%*	*76.7%*	*0.0%*	*60.0%*	*53.3%*	*6.7%*	*96.7%*
D	19	18	14	0	14	10	4	17
%V	*13.3%*	*12.9%*	*12.8%*	*0.0%*	*17.1%*	*18.9%*	*13.8%*	*12.9%*
%H		*94.7%*	*73.7%*	*0.0%*	*73.7%*	*52.6%*	*21.1%*	*89.5%*
E	7	7	5	0	2	0	2	4
%V	*4.9%*	*5.0%*	*4.6%*	*0.0%*	*2.4%*	*0.0%*	*6.9%*	*3.0%*
%H		*100.0%*	*71.4%*	*0.0%*	*28.6%*	*0.0%*	*28.6%*	*57.1%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	143	139	109	2	82	53	29	132
%H		*97.2%*	*76.2%*	*1.4%*	*57.3%*	*37.1%*	*20.3%*	*92.3%*
Working full time	78	76	65	1	42	32	10	77
%V	*54.5%*	*54.7%*	*59.6%*	*50.0%*	*51.2%*	*60.4%*	*34.5%*	*58.3%*
%H		*97.4%*	*83.3%*	*1.3%*	*53.8%*	*41.0%*	*12.8%*	*98.7%*
Working part time	13	12	8	1	8	5	3	12
%V	*9.1%*	*8.6%*	*7.3%*	*50.0%*	*9.8%*	*9.4%*	*10.3%*	*9.1%*
%H		*92.3%*	*61.5%*	*7.7%*	*61.5%*	*38.5%*	*23.1%*	*92.3%*
Not working	52	51	35	0	32	16	16	43
%V	*36.4%*	*36.7%*	*32.1%*	*0.0%*	*39.0%*	*30.2%*	*55.2%*	*32.6%*
%H		*98.1%*	*67.3%*	*0.0%*	*61.5%*	*30.8%*	*30.8%*	*82.7%*
Housewife/Houseperson	74	72	54	1	42	25	17	63
%V	*51.7%*	*51.8%*	*49.5%*	*50.0%*	*51.2%*	*47.2%*	*58.6%*	*47.7%*
%H		*97.3%*	*73.0%*	*1.4%*	*56.8%*	*33.8%*	*23.0%*	*85.1%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.25: Males - 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 Males (16+)	75	74	58	1	43	27	15	69
%H		*98.7%*	*77.3%*	*1.3%*	*57.3%*	*36.0%*	*20.0%*	*92.0%*
16 - 19	4	4	3	1	2	2	1	4
%V	*5.3%*	*5.4%*	*5.2%*	*100.0%*	*4.7%*	*7.4%*	*6.7%*	*5.8%*
%H		*100.0%*	*75.0%*	*25.0%*	*50.0%*	*50.0%*	*25.0%*	*100.0%*
20 - 24	5	5	5	0	3	2	1	5
%V	*6.7%*	*6.8%*	*8.6%*	*0.0%*	*7.0%*	*7.4%*	*6.7%*	*7.2%*
%H		*100.0%*	*100.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*100.0%*
25 - 34	11	11	9	0	6	5	1	11
%V	*14.7%*	*14.9%*	*15.5%*	*0.0%*	*14.0%*	*18.5%*	*6.7%*	*15.9%*
%H		*100.0%*	*81.8%*	*0.0%*	*54.5%*	*45.5%*	*9.1%*	*100.0%*
35 - 44	14	12	11	0	6	5	1	13
%V	*18.7%*	*16.2%*	*19.0%*	*0.0%*	*14.0%*	*18.5%*	*6.7%*	*18.8%*
%H		*85.7%*	*78.6%*	*0.0%*	*42.9%*	*35.7%*	*7.1%*	*92.9%*
45 - 54	12	12	11	0	6	5	2	12
%V	*16.0%*	*16.2%*	*19.0%*	*0.0%*	*14.0%*	*18.5%*	*13.3%*	*17.4%*
%H		*100.0%*	*91.7%*	*0.0%*	*50.0%*	*41.7%*	*16.7%*	*100.0%*
55 - 64	13	13	10	1	8	5	3	12
%V	*17.3%*	*17.6%*	*17.2%*	*100.0%*	*18.6%*	*18.5%*	*20.0%*	*17.4%*
%H		*100.0%*	*76.9%*	*7.7%*	*61.5%*	*38.5%*	*23.1%*	*92.3%*
65+	16	16	9	0	11	4	7	12
%V	*21.3%*	*21.6%*	*15.5%*	*0.0%*	*25.6%*	*14.8%*	*46.7%*	*17.4%*
%H		*100.0%*	*56.3%*	*0.0%*	*68.8%*	*25.0%*	*43.8%*	*75.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	75	74	58	1	43	27	15	69
%H		*98.7%*	*77.3%*	*1.3%*	*57.3%*	*36.0%*	*20.0%*	*92.0%*
AB	26	26	20	1	13	8	6	25
%V	*34.7%*	*35.1%*	*34.5%*	*100.0%*	*30.2%*	*29.6%*	*40.0%*	*36.2%*
%H		*100.0%*	*76.9%*	*3.8%*	*50.0%*	*30.8%*	*23.1%*	*96.2%*
C1	18	18	14	0	10	6	4	16
%V	*24.0%*	*24.3%*	*24.1%*	*0.0%*	*23.3%*	*22.2%*	*26.7%*	*23.2%*
%H		*100.0%*	*77.8%*	*0.0%*	*55.6%*	*33.3%*	*22.2%*	*88.9%*
C2	16	14	12	0	9	7	2	15
%V	*21.3%*	*18.9%*	*20.7%*	*0.0%*	*20.9%*	*25.9%*	*13.3%*	*21.7%*
%H		*87.5%*	*75.0%*	*0.0%*	*56.3%*	*43.8%*	*12.5%*	*93.8%*
D	12	12	8	0	10	6	4	11
%V	*16.0%*	*16.2%*	*13.8%*	*0.0%*	*23.3%*	*22.2%*	*26.7%*	*15.9%*
%H		*100.0%*	*66.7%*	*0.0%*	*83.3%*	*50.0%*	*33.3%*	*91.7%*
E	4	4	3	0	1	0	1	2
%V	*5.3%*	*5.4%*	*5.2%*	*0.0%*	*2.3%*	*0.0%*	*6.7%*	*2.9%*
%H		*100.0%*	*75.0%*	*0.0%*	*25.0%*	*0.0%*	*25.0%*	*50.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	75	74	58	1	43	27	15	69
%H		*98.7%*	*77.3%*	*1.3%*	*57.3%*	*36.0%*	*20.0%*	*92.0%*
Working full time	46	45	38	1	24	18	6	46
%V	*61.3%*	*60.8%*	*65.5%*	*100.0%*	*55.8%*	*66.7%*	*40.0%*	*66.7%*
%H		*97.8%*	*82.6%*	*2.2%*	*52.2%*	*39.1%*	*13.0%*	*100.0%*
Working part time	2	2	2	1	2	2	0	2
%V	*2.7%*	*2.7%*	*3.4%*	*100.0%*	*4.7%*	*7.4%*	*0.0%*	*2.9%*
%H		*100.0%*	*100.0%*	*50.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Not working	27	27	17	0	17	8	10	21
%V	*36.0%*	*36.5%*	*29.3%*	*0.0%*	*39.5%*	*29.6%*	*66.7%*	*30.4%*
%H		*100.0%*	*63.0%*	*0.0%*	*63.0%*	*29.6%*	*37.0%*	*77.8%*
Housewife/Houseperson	19	18	12	1	10	4	7	14
%V	*25.3%*	*24.3%*	*20.7%*	*100.0%*	*23.3%*	*14.8%*	*46.7%*	*20.3%*
%H		*94.7%*	*63.2%*	*5.3%*	*52.6%*	*21.1%*	*36.8%*	*73.7%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.28: Females - 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 Females (16+)	68	65	51	1	39	26	13	62
%H		*95.6%*	*75.0%*	*1.5%*	*57.4%*	*38.2%*	*19.1%*	*91.2%*
16 - 19	4	4	3	0	1	1	0	4
%V	*5.9%*	*6.2%*	*5.9%*	*0.0%*	*2.6%*	*3.8%*	*0.0%*	*6.5%*
%H		*100.0%*	*75.0%*	*0.0%*	*25.0%*	*25.0%*	*0.0%*	*100.0%*
20 - 24	1	1	1	0	1	1	0	1
%V	*1.5%*	*1.5%*	*2.0%*	*0.0%*	*2.6%*	*3.8%*	*0.0%*	*1.6%*
%H		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
25 - 34	11	11	10	0	5	5	0	10
%V	*16.2%*	*16.9%*	*19.6%*	*0.0%*	*12.8%*	*19.2%*	*0.0%*	*16.1%*
%H		*100.0%*	*90.9%*	*0.0%*	*45.5%*	*45.5%*	*0.0%*	*90.9%*
35 - 44	13	11	9	0	6	3	2	13
%V	*19.1%*	*16.9%*	*17.6%*	*0.0%*	*15.4%*	*11.5%*	*15.4%*	*21.0%*
%H		*84.6%*	*69.2%*	*0.0%*	*46.2%*	*23.1%*	*15.4%*	*100.0%*
45 - 54	12	12	10	1	8	6	2	12
%V	*17.6%*	*18.5%*	*19.6%*	*100.0%*	*20.5%*	*23.1%*	*15.4%*	*19.4%*
%H		*100.0%*	*83.3%*	*8.3%*	*66.7%*	*50.0%*	*16.7%*	*100.0%*
55 - 64	11	11	8	0	9	6	3	11
%V	*16.2%*	*16.9%*	*15.7%*	*0.0%*	*23.1%*	*23.1%*	*23.1%*	*17.7%*
%H		*100.0%*	*72.7%*	*0.0%*	*81.8%*	*54.5%*	*27.3%*	*100.0%*
65+	16	16	11	0	9	4	5	12
%V	*23.5%*	*24.6%*	*21.6%*	*0.0%*	*23.1%*	*15.4%*	*38.5%*	*19.4%*
%H		*100.0%*	*68.8%*	*0.0%*	*56.3%*	*25.0%*	*31.3%*	*75.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	68	65	51	1	39	26	13	62
%H		*95.6%*	*75.0%*	*1.5%*	*57.4%*	*38.2%*	*19.1%*	*91.2%*
AB	25	25	18	1	15	8	7	24
%V	*36.8%*	*38.5%*	*35.3%*	*100.0%*	*38.5%*	*30.8%*	*53.8%*	*38.7%*
%H		*100.0%*	*72.0%*	*4.0%*	*60.0%*	*32.0%*	*28.0%*	*96.0%*
C1	18	18	14	0	10	6	4	17
%V	*26.5%*	*27.7%*	*27.5%*	*0.0%*	*25.6%*	*23.1%*	*30.8%*	*27.4%*
%H		*100.0%*	*77.8%*	*0.0%*	*55.6%*	*33.3%*	*22.2%*	*94.4%*
C2	14	13	11	0	9	8	1	13
%V	*20.6%*	*20.0%*	*21.6%*	*0.0%*	*23.1%*	*30.8%*	*7.7%*	*21.0%*
%H		*92.9%*	*78.6%*	*0.0%*	*64.3%*	*57.1%*	*7.1%*	*92.9%*
D	7	6	5	0	4	4	1	6
%V	*10.3%*	*9.2%*	*9.8%*	*0.0%*	*10.3%*	*15.4%*	*7.7%*	*9.7%*
%H		*85.7%*	*71.4%*	*0.0%*	*57.1%*	*57.1%*	*14.3%*	*85.7%*
E	3	3	2	0	1	0	1	2
%V	*4.4%*	*4.6%*	*3.9%*	*0.0%*	*2.6%*	*0.0%*	*7.7%*	*3.2%*
%H		*100.0%*	*66.7%*	*0.0%*	*33.3%*	*0.0%*	*33.3%*	*66.7%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	68	65	51	1	39	26	13	62
%H		*95.6%*	*75.0%*	*1.5%*	*57.4%*	*38.2%*	*19.1%*	*91.2%*
Working full time	32	31	27	1	18	14	4	31
%V	*47.1%*	*47.7%*	*52.9%*	*100.0%*	*46.2%*	*53.8%*	*30.8%*	*50.0%*
%H		*96.9%*	*84.4%*	*3.1%*	*56.3%*	*43.8%*	*12.5%*	*96.9%*
Working part time	11	10	6	0	6	3	3	10
%V	*16.2%*	*15.4%*	*11.8%*	*0.0%*	*15.4%*	*11.5%*	*23.1%*	*16.1%*
%H		*90.9%*	*54.5%*	*0.0%*	*54.5%*	*27.3%*	*27.3%*	*90.9%*
Not working	25	24	18	0	15	9	6	21
%V	*36.8%*	*36.9%*	*35.3%*	*0.0%*	*38.5%*	*34.6%*	*46.2%*	*33.9%*
%H		*96.0%*	*72.0%*	*0.0%*	*60.0%*	*36.0%*	*24.0%*	*84.0%*
Housewife/Houseperson	55	53	42	0	31	21	10	49
%V	*80.9%*	*81.5%*	*82.4%*	*0.0%*	*79.5%*	*80.8%*	*76.9%*	*79.0%*
%H		*96.4%*	*76.4%*	*0.0%*	*56.4%*	*38.2%*	*18.2%*	*89.1%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Scotland

Contents Page

Household
- Table 16.1: Social Grade 424
- Table 16.2: Housewife Age 425
- Table 16.3: Size of Household 426
- Table 16.4: Presence of Children 427
- Table 16.5: Number of TV sets in household 428
- Table 16.6: Screen size 429
- Table 16.7: Location of ANY set in household 430
- Table 16.8: Platform Provider 431
- Table 16.9: Recorders and other equipment 432
- Table 16.10: Computers and Internet 433

Sets
- Table 16.11: Screen Size 434
- Table 16.12: Location of set 435
- Table 16.13: Recorders 436
- Table 16.14: Other TV equipment 436
- Table 16.15: Main Set Screen Size 437
- Table 16.16: Main Set Recorders 438
- Table 16.17: Main Set - Other TV equipment 438
- Table 16.18: Other Sets (non-Main Set) Screen Size 439
- Table 16.19: Other Set (non-Main Set) Recorders 440
- Table 16.20: Other Set (non-Main Set) - Other TV equipment 440

Individuals
- Table 16.21: Age of Children 441
- Table 16.22: Adults - Age 442
- Table 16.23: Social Grade (Adults 16+) 443
- Table 16.24: Working Status (Adults 16+) 444
- Table 16.25: Males - Age 445
- Table 16.26: Social Grade (Males 16+) 446
- Table 16.27: Working Status (Males 16+) 447
- Table 16.28: Females - Age 448
- Table 16.29: Social Grade (Females 16+) 449
- Table 16.30: Working Status (Females 16+) 450

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Scotland

Household level data

Table 16.1: 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	2346	2219	930	382	1539	692	847	1966
%H (All HH)		*94.6%*	*39.6%*	*16.3%*	*65.6%*	*29.5%*	*36.1%*	*83.8%*
%H (TV HH)			*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	
AB	564	544	244	105	368	181	187	533
%V	*24.0%*	*24.5%*	*26.2%*	*27.5%*	*23.9%*	*26.2%*	*22.1%*	*27.1%*
%H (All HH)		*96.5%*	*43.3%*	*18.6%*	*65.2%*	*32.1%*	*33.2%*	*94.5%*
%H (TV HH)			*44.9%*	*19.3%*	*67.6%*	*33.3%*	*34.4%*	
C1	639	591	248	114	394	186	208	576
%V	*27.2%*	*26.6%*	*26.7%*	*29.8%*	*25.6%*	*26.9%*	*24.6%*	*29.3%*
%H (All HH)		*92.5%*	*38.8%*	*17.8%*	*61.7%*	*29.1%*	*32.6%*	*90.1%*
%H (TV HH)			*42.0%*	*19.3%*	*66.7%*	*31.5%*	*35.2%*	
C2	454	436	206	74	304	161	143	397
%V	*19.4%*	*19.6%*	*22.2%*	*19.4%*	*19.8%*	*23.3%*	*16.9%*	*20.2%*
%H (All HH)		*96.0%*	*45.4%*	*16.3%*	*67.0%*	*35.5%*	*31.5%*	*87.4%*
%H (TV HH)			*47.2%*	*17.0%*	*69.7%*	*36.9%*	*32.8%*	
D	421	400	158	60	285	112	172	321
%V	*17.9%*	*18.0%*	*17.0%*	*15.7%*	*18.5%*	*16.2%*	*20.3%*	*16.3%*
%H (All HH)		*95.0%*	*37.5%*	*14.3%*	*67.7%*	*26.6%*	*40.9%*	*76.2%*
%H (TV HH)			*39.5%*	*15.0%*	*71.3%*	*28.0%*	*43.0%*	
E	269	249	75	31	188	51	137	139
%V	*11.5%*	*11.2%*	*8.1%*	*8.1%*	*12.2%*	*7.4%*	*16.2%*	*7.1%*
%H (All HH)		*92.6%*	*27.9%*	*11.5%*	*69.9%*	*19.0%*	*50.9%*	*51.7%*
%H (TV HH)			*30.1%*	*12.4%*	*75.5%*	*20.5%*	*55.0%*	

Base: ITV 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

ITV Scotland

Household level data

Table 16.2: 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	2346	2219	930	382	1539	692	847	1966
%H (All HH)		*94.6%*	*39.6%*	*16.3%*	*65.6%*	*29.5%*	*36.1%*	*83.8%*
%H (TV HH)			*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	
Under 25	113	86	30	11	50	19	31	106
%V	*4.8%*	*3.9%*	*3.2%*	*2.9%*	*3.2%*	*2.7%*	*3.7%*	*5.4%*
%H (All HH)		*76.1%*	*26.5%*	*9.7%*	*44.2%*	*16.8%*	*27.4%*	*93.8%*
%H (TV HH)			*34.9%*	*12.8%*	*58.1%*	*22.1%*	*36.0%*	
25 - 34	360	319	145	47	179	86	93	349
%V	*15.3%*	*14.4%*	*15.6%*	*12.3%*	*11.6%*	*12.4%*	*11.0%*	*17.8%*
%H (All HH)		*88.6%*	*40.3%*	*13.1%*	*49.7%*	*23.9%*	*25.8%*	*96.9%*
%H (TV HH)			*45.5%*	*14.7%*	*56.1%*	*27.0%*	*29.2%*	
35 - 44	359	342	164	62	216	112	105	342
%V	*15.3%*	*15.4%*	*17.6%*	*16.2%*	*14.0%*	*16.2%*	*12.4%*	*17.4%*
%H (All HH)		*95.3%*	*45.7%*	*17.3%*	*60.2%*	*31.2%*	*29.2%*	*95.3%*
%H (TV HH)			*48.0%*	*18.1%*	*63.2%*	*32.7%*	*30.7%*	
45 - 54	452	432	209	86	289	154	135	424
%V	*19.3%*	*19.5%*	*22.5%*	*22.5%*	*18.8%*	*22.3%*	*15.9%*	*21.6%*
%H (All HH)		*95.6%*	*46.2%*	*19.0%*	*63.9%*	*34.1%*	*29.9%*	*93.8%*
%H (TV HH)			*48.4%*	*19.9%*	*66.9%*	*35.6%*	*31.3%*	
55 - 64	415	407	175	79	303	150	153	365
%V	*17.7%*	*18.3%*	*18.8%*	*20.7%*	*19.7%*	*21.7%*	*18.1%*	*18.6%*
%H (All HH)		*98.1%*	*42.2%*	*19.0%*	*73.0%*	*36.1%*	*36.9%*	*88.0%*
%H (TV HH)			*43.0%*	*19.4%*	*74.4%*	*36.9%*	*37.6%*	
65 +	647	633	206	97	502	171	331	380
%V	*27.6%*	*28.5%*	*22.2%*	*25.4%*	*32.6%*	*24.7%*	*39.1%*	*19.3%*
%H (All HH)		*97.8%*	*31.8%*	*15.0%*	*77.6%*	*26.4%*	*51.2%*	*58.7%*
%H (TV HH)			*32.5%*	*15.3%*	*79.3%*	*27.0%*	*52.3%*	

Base: ITV 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

ITV Scotland

Household level data

Table 16.3: 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	2346	2219	930	382	1539	692	847	1966
%H (All HH)		*94.6%*	*39.6%*	*16.3%*	*65.6%*	*29.5%*	*36.1%*	*83.8%*
%H (TV HH)			*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	
1	851	785	227	117	582	162	419	548
%V	*36.3%*	*35.4%*	*24.4%*	*30.6%*	*37.8%*	*23.4%*	*49.5%*	*27.9%*
%H (All HH)		*92.2%*	*26.7%*	*13.7%*	*68.4%*	*19.0%*	*49.2%*	*64.4%*
%H (TV HH)			*28.9%*	*14.9%*	*74.1%*	*20.6%*	*53.4%*	
2	786	757	341	132	522	262	260	721
%V	*33.5%*	*34.1%*	*36.7%*	*34.6%*	*33.9%*	*37.9%*	*30.7%*	*36.7%*
%H (All HH)		*96.3%*	*43.4%*	*16.8%*	*66.4%*	*33.3%*	*33.1%*	*91.7%*
%H (TV HH)			*45.0%*	*17.4%*	*69.0%*	*34.6%*	*34.3%*	
3	339	319	166	61	208	123	85	330
%V	*14.5%*	*14.4%*	*17.8%*	*16.0%*	*13.5%*	*17.8%*	*10.0%*	*16.8%*
%H (All HH)		*94.1%*	*49.0%*	*18.0%*	*61.4%*	*36.3%*	*25.1%*	*97.3%*
%H (TV HH)			*52.0%*	*19.1%*	*65.2%*	*38.6%*	*26.6%*	
4	268	261	141	53	164	105	58	266
%V	*11.4%*	*11.8%*	*15.2%*	*13.9%*	*10.7%*	*15.2%*	*6.8%*	*13.5%*
%H (All HH)		*97.4%*	*52.6%*	*19.8%*	*61.2%*	*39.2%*	*21.6%*	*99.3%*
%H (TV HH)			*54.0%*	*20.3%*	*62.8%*	*40.2%*	*22.2%*	
5+	102	97	54	18	64	39	24	101
%V	*4.3%*	*4.4%*	*5.8%*	*4.7%*	*4.2%*	*5.6%*	*2.8%*	*5.1%*
%H (All HH)		*95.1%*	*52.9%*	*17.6%*	*62.7%*	*38.2%*	*23.5%*	*99.0%*
%H (TV HH)			*55.7%*	*18.6%*	*66.0%*	*40.2%*	*24.7%*	
Average HH size	2.16	2.17	2.44	2.28	2.11	2.44	1.84	2.34

Base: ITV 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

ITV Scotland

Household level data

Table 16.4: 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	2346	2219	930	382	1539	692	847	1966
%H (All HH)		*94.6%*	*39.6%*	*16.3%*	*65.6%*	*29.5%*	*36.1%*	*83.8%*
%H (TV HH)			*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	
Without	1820	1710	658	292	1218	505	713	1450
%V	*77.6%*	*77.1%*	*70.8%*	*76.4%*	*79.1%*	*73.0%*	*84.2%*	*73.8%*
%H (All HH)		*94.0%*	*36.2%*	*16.0%*	*66.9%*	*27.7%*	*39.2%*	*79.7%*
%H (TV HH)			*38.5%*	*17.1%*	*71.2%*	*29.5%*	*41.7%*	
With	526	509	271	91	321	187	134	516
%V	*22.4%*	*22.9%*	*29.1%*	*23.8%*	*20.9%*	*27.0%*	*15.8%*	*26.2%*
%H (All HH)		*96.8%*	*51.5%*	*17.3%*	*61.0%*	*35.6%*	*25.5%*	*98.1%*
%H (TV HH)			*53.2%*	*17.9%*	*63.1%*	*36.7%*	*26.3%*	
0 - 3	186	178	97	24	108	58	50	181
%V	*7.9%*	*8.0%*	*10.4%*	*6.3%*	*7.0%*	*8.4%*	*5.9%*	*9.2%*
%H (All HH)		*95.7%*	*52.2%*	*12.9%*	*58.1%*	*31.2%*	*26.9%*	*97.3%*
%H (TV HH)			*54.5%*	*13.5%*	*60.7%*	*32.6%*	*28.1%*	
4 - 9	272	266	140	50	165	96	69	268
%V	*11.6%*	*12.0%*	*15.1%*	*13.1%*	*10.7%*	*13.9%*	*8.1%*	*13.6%*
%H (All HH)		*97.8%*	*51.5%*	*18.4%*	*60.7%*	*35.3%*	*25.4%*	*98.5%*
%H (TV HH)			*52.6%*	*18.8%*	*62.0%*	*36.1%*	*25.9%*	
10 - 15	247	242	132	45	160	99	61	245
%V	*10.5%*	*10.9%*	*14.2%*	*11.8%*	*10.4%*	*14.3%*	*7.2%*	*12.5%*
%H (All HH)		*98.0%*	*53.4%*	*18.2%*	*64.8%*	*40.1%*	*24.7%*	*99.2%*
%H (TV HH)			*54.5%*	*18.6%*	*66.1%*	*40.9%*	*25.2%*	

Base: ITV 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

ITV Scotland

Household level data

Table 16.5: 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	2346	2219	930	382	1539	692	847	1966
%H (All HH)		*94.6%*	*39.6%*	*16.3%*	*65.6%*	*29.5%*	*36.1%*	*83.8%*
%H (TV HH)			*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	
1	818	818	242	114	496	93	404	622
%V	*34.9%*	*36.9%*	*26.0%*	*29.8%*	*32.2%*	*13.4%*	*47.7%*	*31.6%*
%H (All HH)		*100.0%*	*29.6%*	*13.9%*	*60.6%*	*11.4%*	*49.4%*	*76.0%*
%H (TV HH)			*29.6%*	*13.9%*	*60.6%*	*11.4%*	*49.4%*	
2	749	749	322	141	542	259	283	627
%V	*31.9%*	*33.8%*	*34.6%*	*36.9%*	*35.2%*	*37.4%*	*33.4%*	*31.9%*
%H (All HH)		*100.0%*	*43.0%*	*18.8%*	*72.4%*	*34.6%*	*37.8%*	*83.7%*
%H (TV HH)			*43.0%*	*18.8%*	*72.4%*	*34.6%*	*37.8%*	
3	398	398	209	74	306	191	115	367
%V	*17.0%*	*17.9%*	*22.5%*	*19.4%*	*19.9%*	*27.6%*	*13.6%*	*18.7%*
%H (All HH)		*100.0%*	*52.5%*	*18.6%*	*76.9%*	*48.0%*	*28.9%*	*92.2%*
%H (TV HH)			*52.5%*	*18.6%*	*76.9%*	*48.0%*	*28.9%*	
4	167	167	100	35	124	92	33	164
%V	*7.1%*	*7.5%*	*10.8%*	*9.2%*	*8.1%*	*13.3%*	*3.9%*	*8.3%*
%H (All HH)		*100.0%*	*59.9%*	*21.0%*	*74.3%*	*55.1%*	*19.8%*	*98.2%*
%H (TV HH)			*59.9%*	*21.0%*	*74.3%*	*55.1%*	*19.8%*	
5+	87	87	55	18	71	57	14	87
%V	*3.7%*	*3.9%*	*5.9%*	*4.7%*	*4.6%*	*8.2%*	*1.7%*	*4.4%*
%H (All HH)		*100.0%*	*63.2%*	*20.7%*	*81.6%*	*65.5%*	*16.1%*	*100.0%*
%H (TV HH)			*63.2%*	*20.7%*	*81.6%*	*65.5%*	*16.1%*	

Base: ITV 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

ITV Scotland

Household level data

Table 16.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2346	2219	930	382	1539	692	847	1966
%H (All HH)		*94.6%*	*39.6%*	*16.3%*	*65.6%*	*29.5%*	*36.1%*	*83.8%*
%H (TV HH)			*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	
Under 20"	291	291	131	47	225	113	111	243
%V	*12.4%*	*13.1%*	*14.1%*	*12.3%*	*14.6%*	*16.3%*	*13.1%*	*12.4%*
%H (All HH)		*100.0%*	*45.0%*	*16.2%*	*77.3%*	*38.8%*	*38.1%*	*83.5%*
%H (TV HH)			*45.0%*	*16.2%*	*77.3%*	*38.8%*	*38.1%*	
20" - 29"	693	693	301	121	536	272	264	563
%V	*29.5%*	*31.2%*	*32.4%*	*31.7%*	*34.8%*	*39.3%*	*31.2%*	*28.6%*
%H (All HH)		*100.0%*	*43.4%*	*17.5%*	*77.3%*	*39.2%*	*38.1%*	*81.2%*
%H (TV HH)			*43.4%*	*17.5%*	*77.3%*	*39.2%*	*38.1%*	
30" - 39"	1137	1137	484	194	831	393	438	958
%V	*48.5%*	*51.2%*	*52.0%*	*50.8%*	*54.0%*	*56.8%*	*51.7%*	*48.7%*
%H (All HH)		*100.0%*	*42.6%*	*17.1%*	*73.1%*	*34.6%*	*38.5%*	*84.3%*
%H (TV HH)			*42.6%*	*17.1%*	*73.1%*	*34.6%*	*38.5%*	
40" - 49"	1093	1093	532	213	752	422	330	991
%V	*46.6%*	*49.3%*	*57.2%*	*55.8%*	*48.9%*	*61.0%*	*39.0%*	*50.4%*
%H (All HH)		*100.0%*	*48.7%*	*19.5%*	*68.8%*	*38.6%*	*30.2%*	*90.7%*
%H (TV HH)			*48.7%*	*19.5%*	*68.8%*	*38.6%*	*30.2%*	
50" - 59"	383	383	209	73	265	168	97	365
%V	*16.3%*	*17.3%*	*22.5%*	*19.1%*	*17.2%*	*24.3%*	*11.5%*	*18.6%*
%H (All HH)		*100.0%*	*54.6%*	*19.1%*	*69.2%*	*43.9%*	*25.3%*	*95.3%*
%H (TV HH)			*54.6%*	*19.1%*	*69.2%*	*43.9%*	*25.3%*	
60"+	39	39	26	6	24	17	6	38
%V	*1.7%*	*1.8%*	*2.8%*	*1.6%*	*1.6%*	*2.5%*	*0.7%*	*1.9%*
%H (All HH)		*100.0%*	*66.7%*	*15.4%*	*61.5%*	*43.6%*	*15.4%*	*97.4%*
%H (TV HH)			*66.7%*	*15.4%*	*61.5%*	*43.6%*	*15.4%*	

Base: ITV 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

ITV Scotland

Household level data

Table 16.7: 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	2346	2219	930	382	1539	692	847	1966
%H (All HH)		*94.6%*	*39.6%*	*16.3%*	*65.6%*	*29.5%*	*36.1%*	*83.8%*
%H (TV HH)			*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	
Main living room	2187	2187	918	380	1520	686	834	1839
%V	*93.2%*	*98.6%*	*98.7%*	*99.5%*	*98.8%*	*99.1%*	*98.5%*	*93.5%*
%H (All HH)		*100.0%*	*42.0%*	*17.4%*	*69.5%*	*31.4%*	*38.1%*	*84.1%*
%H (TV HH)			*42.0%*	*17.4%*	*69.5%*	*31.4%*	*38.1%*	
Kitchen	258	258	134	40	208	121	87	234
%V	*11.0%*	*11.6%*	*14.4%*	*10.5%*	*13.5%*	*17.5%*	*10.3%*	*11.9%*
%H (All HH)		*100.0%*	*51.9%*	*15.5%*	*80.6%*	*46.9%*	*33.7%*	*90.7%*
%H (TV HH)			*51.9%*	*15.5%*	*80.6%*	*46.9%*	*33.7%*	
Adult's bedroom	1087	1087	534	212	818	481	337	961
%V	*46.3%*	*49.0%*	*57.4%*	*55.5%*	*53.2%*	*69.5%*	*39.8%*	*48.9%*
%H (All HH)		*100.0%*	*49.1%*	*19.5%*	*75.3%*	*44.3%*	*31.0%*	*88.4%*
%H (TV HH)			*49.1%*	*19.5%*	*75.3%*	*44.3%*	*31.0%*	
Child's bedroom	242	242	140	48	162	110	51	239
%V	*10.3%*	*10.9%*	*15.1%*	*12.6%*	*10.5%*	*15.9%*	*6.0%*	*12.2%*
%H (All HH)		*100.0%*	*57.9%*	*19.8%*	*66.9%*	*45.5%*	*21.1%*	*98.8%*
%H (TV HH)			*57.9%*	*19.8%*	*66.9%*	*45.5%*	*21.1%*	
Other bedroom	159	159	82	28	125	76	49	145
%V	*6.8%*	*7.2%*	*8.8%*	*7.3%*	*8.1%*	*11.0%*	*5.8%*	*7.4%*
%H (All HH)		*100.0%*	*51.6%*	*17.6%*	*78.6%*	*47.8%*	*30.8%*	*91.2%*
%H (TV HH)			*51.6%*	*17.6%*	*78.6%*	*47.8%*	*30.8%*	
Second living/dining room	179	179	101	31	142	94	48	169
%V	*7.6%*	*8.1%*	*10.9%*	*8.1%*	*9.2%*	*13.6%*	*5.7%*	*8.6%*
%H (All HH)		*100.0%*	*56.4%*	*17.3%*	*79.3%*	*52.5%*	*26.8%*	*94.4%*
%H (TV HH)			*56.4%*	*17.3%*	*79.3%*	*52.5%*	*26.8%*	
Study/office	33	33	17	5	27	17	10	32
%V	*1.4%*	*1.5%*	*1.8%*	*1.3%*	*1.8%*	*2.5%*	*1.2%*	*1.6%*
%H (All HH)		*100.0%*	*51.5%*	*15.2%*	*81.8%*	*51.5%*	*30.3%*	*97.0%*
%H (TV HH)			*51.5%*	*15.2%*	*81.8%*	*51.5%*	*30.3%*	
TV room	39	39	24	6	28	19	9	36
%V	*1.7%*	*1.8%*	*2.6%*	*1.6%*	*1.8%*	*2.7%*	*1.1%*	*1.8%*
%H (All HH)		*100.0%*	*61.5%*	*15.4%*	*71.8%*	*48.7%*	*23.1%*	*92.3%*
%H (TV HH)			*61.5%*	*15.4%*	*71.8%*	*48.7%*	*23.1%*	
Conservatory	50	50	29	8	38	25	13	45
%V	*2.1%*	*2.3%*	*3.1%*	*2.1%*	*2.5%*	*3.6%*	*1.5%*	*2.3%*
%H (All HH)		*100.0%*	*58.0%*	*16.0%*	*76.0%*	*50.0%*	*26.0%*	*90.0%*
%H (TV HH)			*58.0%*	*16.0%*	*76.0%*	*50.0%*	*26.0%*	
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	1	1	1	0	1	1	0	1
%V	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*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	20	20	14	5	17	15	2	20
%V	*0.9%*	*0.9%*	*1.5%*	*1.3%*	*1.1%*	*2.2%*	*0.2%*	*1.0%*
%H (All HH)		*100.0%*	*70.0%*	*25.0%*	*85.0%*	*75.0%*	*10.0%*	*100.0%*
%H (TV HH)			*70.0%*	*25.0%*	*85.0%*	*75.0%*	*10.0%*	

Base: ITV 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

Table 16.8: 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	2346	2219	930	382	1539	692	847	1966
%H (All HH)		*94.6%*	*39.6%*	*16.3%*	*65.6%*	*29.5%*	*36.1%*	*83.8%*
%H (TV HH)			*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	
Any DSAT provider	930	930	930	10	501	501	0	861
%V	*39.6%*	*41.9%*	*100.0%*	*2.6%*	*32.6%*	*72.4%*	*0.0%*	*43.8%*
%H (All HH)			*100.0%*	*1.1%*	*53.9%*	*53.9%*	*0.0%*	*92.6%*
%H (TV HH)			*100.0%*	*1.1%*	*53.9%*	*53.9%*	*0.0%*	
Sky with subcription	783	783	783	4	433	433	0	738
%V	*33.4%*	*35.3%*	*84.2%*	*1.0%*	*28.1%*	*62.6%*	*0.0%*	*37.5%*
%H (All HH)			*100.0%*	*0.5%*	*55.3%*	*55.3%*	*0.0%*	*94.3%*
%H (TV HH)			*100.0%*	*0.5%*	*55.3%*	*55.3%*	*0.0%*	
Sky without subscription	51	51	51	3	24	24	0	44
%V	*2.2%*	*2.3%*	*5.5%*	*0.8%*	*1.6%*	*3.5%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*5.9%*	*47.1%*	*47.1%*	*0.0%*	*86.3%*
%H (TV HH)			*100.0%*	*5.9%*	*47.1%*	*47.1%*	*0.0%*	
Freesat	102	102	102	2	48	48	0	89
%V	*4.3%*	*4.6%*	*11.0%*	*0.5%*	*3.1%*	*6.9%*	*0.0%*	*4.5%*
%H (All HH)			*100.0%*	*2.0%*	*47.1%*	*47.1%*	*0.0%*	*87.3%*
%H (TV HH)			*100.0%*	*2.0%*	*47.1%*	*47.1%*	*0.0%*	
Other satellite provider	51	51	51	3	24	24	0	46
%V	*2.2%*	*2.3%*	*5.5%*	*0.8%*	*1.6%*	*3.5%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*5.9%*	*47.1%*	*47.1%*	*0.0%*	*90.2%*
%H (TV HH)			*100.0%*	*5.9%*	*47.1%*	*47.1%*	*0.0%*	
DCAB	382	382	10	382	196	196	0	358
%V	*16.3%*	*17.2%*	*1.1%*	*100.0%*	*12.7%*	*28.3%*	*0.0%*	*18.2%*
%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	1539	1539	501	196	1539	692	847	1244
%V	*65.6%*	*69.4%*	*53.9%*	*51.3%*	*100.0%*	*100.0%*	*100.0%*	*63.3%*
%H (All HH)		*100.0%*	*32.6%*	*12.7%*	*100.0%*	*45.0%*	*55.0%*	*80.8%*
%H (TV HH)			*32.6%*	*12.7%*	*100.0%*	*45.0%*	*55.0%*	

Base: ITV 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

ITV Scotland

Household level data

Table 16.9: 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	2346	2219	930	382	1539	692	847	1966
%H (All HH)		*94.6%*	*39.6%*	*16.3%*	*65.6%*	*29.5%*	*36.1%*	*83.8%*
%H (TV HH)			*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	
PVR	1441	1441	836	352	901	638	263	1339
%V	*61.4%*	*64.9%*	*89.9%*	*92.1%*	*58.5%*	*92.2%*	*31.1%*	*68.1%*
%H (All HH)		*100.0%*	*58.0%*	*24.4%*	*62.5%*	*44.3%*	*18.3%*	*92.9%*
%H (TV HH)			*58.0%*	*24.4%*	*62.5%*	*44.3%*	*18.3%*	
DVDR	26	26	14	3	19	11	9	22
%V	*1.1%*	*1.2%*	*1.5%*	*0.8%*	*1.2%*	*1.6%*	*1.1%*	*1.1%*
%H (All HH)		*100.0%*	*53.8%*	*11.5%*	*73.1%*	*42.3%*	*34.6%*	*84.6%*
%H (TV HH)			*53.8%*	*11.5%*	*73.1%*	*42.3%*	*34.6%*	
VCR	19	19	7	4	15	7	8	13
%V	*0.8%*	*0.9%*	*0.8%*	*1.0%*	*1.0%*	*1.0%*	*0.9%*	*0.7%*
%H (All HH)		*100.0%*	*36.8%*	*21.1%*	*78.9%*	*36.8%*	*42.1%*	*68.4%*
%H (TV HH)			*36.8%*	*21.1%*	*78.9%*	*36.8%*	*42.1%*	
Any recorder	1453	1453	839	352	911	639	272	1345
%V	*61.9%*	*65.5%*	*90.2%*	*92.1%*	*59.2%*	*92.3%*	*32.1%*	*68.4%*
%H (All HH)		*100.0%*	*57.7%*	*24.2%*	*62.7%*	*44.0%*	*18.7%*	*92.6%*
%H (TV HH)			*57.7%*	*24.2%*	*62.7%*	*44.0%*	*18.7%*	
Receives HDTV (via STB or built-in reception)	1514	1514	760	329	1030	595	435	1378
%V	*64.5%*	*68.2%*	*81.7%*	*86.1%*	*66.9%*	*86.0%*	*51.4%*	*70.1%*
%H (All HH)		*100.0%*	*50.2%*	*21.7%*	*68.0%*	*39.3%*	*28.7%*	*91.0%*
%H (TV HH)			*50.2%*	*21.7%*	*68.0%*	*39.3%*	*28.7%*	
DVD/Blu-ray player or recorder	1603	1603	704	294	1119	552	567	1397
%V	*68.3%*	*72.2%*	*75.7%*	*77.0%*	*72.7%*	*79.8%*	*66.9%*	*71.1%*
%H (All HH)		*100.0%*	*43.9%*	*18.3%*	*69.8%*	*34.4%*	*35.4%*	*87.1%*
%H (TV HH)			*43.9%*	*18.3%*	*69.8%*	*34.4%*	*35.4%*	

Base: ITV 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

Table 16.10: 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	2346	2219	930	382	1539	692	847	1966
%H (All HH)		*94.6%*	*39.6%*	*16.3%*	*65.6%*	*29.5%*	*36.1%*	*83.8%*
%H (TV HH)			*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	
Has broadband internet	1966	1866	861	358	1244	651	593	1966
%V	*83.8%*	*84.1%*	*92.6%*	*93.7%*	*80.8%*	*94.1%*	*70.0%*	*100.0%*
%H (All HH)		*94.9%*	*43.8%*	*18.2%*	*63.3%*	*33.1%*	*30.2%*	*100.0%*
%H (TV HH)			*46.1%*	*19.2%*	*66.7%*	*34.9%*	*31.8%*	
Number of computers (PCs and laptops)								
0	478	446	109	40	358	73	285	121
%V	*20.4%*	*20.1%*	*11.7%*	*10.5%*	*23.3%*	*10.5%*	*33.6%*	*6.2%*
%H (All HH)		*93.3%*	*22.8%*	*8.4%*	*74.9%*	*15.3%*	*59.6%*	*25.3%*
%H (TV HH)			*24.4%*	*9.0%*	*80.3%*	*16.4%*	*63.9%*	
1	595	554	225	97	371	155	216	577
%V	*25.4%*	*25.0%*	*24.2%*	*25.4%*	*24.1%*	*22.4%*	*25.5%*	*29.3%*
%H (All HH)		*93.1%*	*37.8%*	*16.3%*	*62.4%*	*26.1%*	*36.3%*	*97.0%*
%H (TV HH)			*40.6%*	*17.5%*	*67.0%*	*28.0%*	*39.0%*	
2	553	531	248	100	360	191	169	549
%V	*23.6%*	*23.9%*	*26.7%*	*26.2%*	*23.4%*	*27.6%*	*20.0%*	*27.9%*
%H (All HH)		*96.0%*	*44.8%*	*18.1%*	*65.1%*	*34.5%*	*30.6%*	*99.3%*
%H (TV HH)			*46.7%*	*18.8%*	*67.8%*	*36.0%*	*31.8%*	
3	332	314	153	63	209	124	85	331
%V	*14.2%*	*14.2%*	*16.5%*	*16.5%*	*13.6%*	*17.9%*	*10.0%*	*16.8%*
%H (All HH)		*94.6%*	*46.1%*	*19.0%*	*63.0%*	*37.3%*	*25.6%*	*99.7%*
%H (TV HH)			*48.7%*	*20.1%*	*66.6%*	*39.5%*	*27.1%*	
4	184	179	91	39	114	67	47	184
%V	*7.8%*	*8.1%*	*9.8%*	*10.2%*	*7.4%*	*9.7%*	*5.5%*	*9.4%*
%H (All HH)		*97.3%*	*49.5%*	*21.2%*	*62.0%*	*36.4%*	*25.5%*	*100.0%*
%H (TV HH)			*50.8%*	*21.8%*	*63.7%*	*37.4%*	*26.3%*	
5+	204	195	103	43	126	81	45	203
%V	*8.7%*	*8.8%*	*11.1%*	*11.3%*	*8.2%*	*11.7%*	*5.3%*	*10.3%*
%H (All HH)		*95.6%*	*50.5%*	*21.1%*	*61.8%*	*39.7%*	*22.1%*	*99.5%*
%H (TV HH)			*52.8%*	*22.1%*	*64.6%*	*41.5%*	*23.1%*	

Base: ITV 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

ITV Scotland

Set level data

Table 16.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4647	2219	855	3378	1862	1516	4099
%H		*47.8%*	*18.4%*	*72.7%*	*40.1%*	*32.6%*	*88.2%*
Under 20"	355	160	58	276	140	136	302
%V	*7.6%*	*7.2%*	*6.8%*	*8.2%*	*7.5%*	*9.0%*	*7.4%*
%H		*45.1%*	*16.3%*	*77.7%*	*39.4%*	*38.3%*	*85.1%*
20" - 29"	894	404	160	700	375	325	742
%V	*19.2%*	*18.2%*	*18.7%*	*20.7%*	*20.1%*	*21.4%*	*18.1%*
%H		*45.2%*	*17.9%*	*78.3%*	*41.9%*	*36.4%*	*83.0%*
30" - 39"	1446	651	255	1066	550	516	1251
%V	*31.1%*	*29.3%*	*29.8%*	*31.6%*	*29.5%*	*34.0%*	*30.5%*
%H		*45.0%*	*17.6%*	*73.7%*	*38.0%*	*35.7%*	*86.5%*
40" - 49"	1331	672	263	929	550	379	1225
%V	*28.6%*	*30.3%*	*30.8%*	*27.5%*	*29.5%*	*25.0%*	*29.9%*
%H		*50.5%*	*19.8%*	*69.8%*	*41.3%*	*28.5%*	*92.0%*
50" - 59"	422	231	83	294	189	105	402
%V	*9.1%*	*10.4%*	*9.7%*	*8.7%*	*10.2%*	*6.9%*	*9.8%*
%H		*54.7%*	*19.7%*	*69.7%*	*44.8%*	*24.9%*	*95.3%*
60"+	42	29	7	26	19	6	41
%V	*0.9%*	*1.3%*	*0.8%*	*0.8%*	*1.0%*	*0.4%*	*1.0%*
%H		*69.0%*	*16.7%*	*61.9%*	*45.2%*	*14.3%*	*97.6%*
Don't know	157	72	30	87	39	48	137
%V	*3.4%*	*3.2%*	*3.5%*	*2.6%*	*2.1%*	*3.2%*	*3.3%*
%H		*45.9%*	*19.1%*	*55.4%*	*24.8%*	*30.6%*	*87.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Scotland

Set level data

Table 16.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4647	2219	855	3378	1862	1516	4099
%H		*47.8%*	*18.4%*	*72.7%*	*40.1%*	*32.6%*	*88.2%*
Main living room	2201	923	384	1532	694	838	1851
%V	*47.4%*	*41.6%*	*44.9%*	*45.4%*	*37.3%*	*55.3%*	*45.2%*
%H		*41.9%*	*17.4%*	*69.6%*	*31.5%*	*38.1%*	*84.1%*
Kitchen	258	135	40	208	121	87	235
%V	*5.6%*	*6.1%*	*4.7%*	*6.2%*	*6.5%*	*5.7%*	*5.7%*
%H		*52.3%*	*15.5%*	*80.6%*	*46.9%*	*33.7%*	*91.1%*
Adult's bedroom	1355	682	278	1021	631	390	1216
%V	*29.2%*	*30.7%*	*32.5%*	*30.2%*	*33.9%*	*25.7%*	*29.7%*
%H		*50.3%*	*20.5%*	*75.4%*	*46.6%*	*28.8%*	*89.7%*
Child's bedroom	313	185	64	207	145	62	310
%V	*6.7%*	*8.3%*	*7.5%*	*6.1%*	*7.8%*	*4.1%*	*7.6%*
%H		*59.1%*	*20.4%*	*66.1%*	*46.3%*	*19.8%*	*99.0%*
Other bedroom	187	100	31	149	94	55	172
%V	*4.0%*	*4.5%*	*3.6%*	*4.4%*	*5.0%*	*3.6%*	*4.2%*
%H		*53.5%*	*16.6%*	*79.7%*	*50.3%*	*29.4%*	*92.0%*
Second living/dining room	182	104	31	144	95	48	173
%V	*3.9%*	*4.7%*	*3.6%*	*4.3%*	*5.1%*	*3.2%*	*4.2%*
%H		*57.1%*	*17.0%*	*79.1%*	*52.2%*	*26.4%*	*95.1%*
Study/office	33	18	5	27	18	10	33
%V	*0.7%*	*0.8%*	*0.6%*	*0.8%*	*1.0%*	*0.7%*	*0.8%*
%H		*54.5%*	*15.2%*	*81.8%*	*54.5%*	*30.3%*	*100.0%*
TV room	39	24	6	28	19	9	36
%V	*0.8%*	*1.1%*	*0.7%*	*0.8%*	*1.0%*	*0.6%*	*0.9%*
%H		*61.5%*	*15.4%*	*71.8%*	*48.7%*	*23.1%*	*92.3%*
Conservatory	51	30	8	38	25	13	46
%V	*1.1%*	*1.4%*	*0.9%*	*1.1%*	*1.3%*	*0.9%*	*1.1%*
%H		*58.8%*	*15.7%*	*74.5%*	*49.0%*	*25.5%*	*90.2%*
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	1	1	0	1	1	0	1
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Other	23	16	6	19	17	3	23
%V	*0.5%*	*0.7%*	*0.7%*	*0.6%*	*0.9%*	*0.2%*	*0.6%*
%H		*69.6%*	*26.1%*	*82.6%*	*73.9%*	*13.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Scotland

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4647	2219	855	3378	1862	1516	4099
%H		*47.8%*	*18.4%*	*72.7%*	*40.1%*	*32.6%*	*88.2%*
PVR	2029	1264	493	1215	921	294	1908
%V	*43.7%*	*57.0%*	*57.7%*	*36.0%*	*49.5%*	*19.4%*	*46.5%*
%H		*62.3%*	*24.3%*	*59.9%*	*45.4%*	*14.5%*	*94.0%*
DVDR	28	15	3	21	12	10	24
%V	*0.6%*	*0.7%*	*0.4%*	*0.6%*	*0.6%*	*0.7%*	*0.6%*
%H		*53.6%*	*10.7%*	*75.0%*	*42.9%*	*35.7%*	*85.7%*
VCR	22	8	4	18	8	10	15
%V	*0.5%*	*0.4%*	*0.5%*	*0.5%*	*0.4%*	*0.7%*	*0.4%*
%H		*36.4%*	*18.2%*	*81.8%*	*36.4%*	*45.5%*	*68.2%*
Any recorder	2048	1271	494	1231	926	305	1919
%V	*44.1%*	*57.3%*	*57.8%*	*36.4%*	*49.7%*	*20.1%*	*46.8%*
%H		*62.1%*	*24.1%*	*60.1%*	*45.2%*	*14.9%*	*93.7%*

Base: ITV Scotland - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 16.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4647	2219	855	3378	1862	1516	4099
%H		*47.8%*	*18.4%*	*72.7%*	*40.1%*	*32.6%*	*88.2%*
Receives HDTV (via STB or built-in reception)	2435	1271	547	1716	1077	638	2244
%V	*52.4%*	*57.3%*	*64.0%*	*50.8%*	*57.8%*	*42.1%*	*54.7%*
%H		*52.2%*	*22.5%*	*70.5%*	*44.2%*	*26.2%*	*92.2%*
DVD/Blu-ray player or recorder	2417	1151	458	1716	945	770	2173
%V	*52.0%*	*51.9%*	*53.6%*	*50.8%*	*50.8%*	*50.8%*	*53.0%*
%H		*47.6%*	*18.9%*	*71.0%*	*39.1%*	*31.9%*	*89.9%*

Base: ITV Scotland - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Scotland

Set level data

Table 16.15: 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	2218	930	382	1539	692	847	1865
%H		*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	*84.1%*
Under 20"	20	3	1	15	1	13	14
%V	*0.9%*	*0.3%*	*0.3%*	*1.0%*	*0.1%*	*1.5%*	*0.8%*
%H		*15.0%*	*5.0%*	*75.0%*	*5.0%*	*65.0%*	*70.0%*
20" - 29"	183	43	21	138	29	109	116
%V	*8.3%*	*4.6%*	*5.5%*	*9.0%*	*4.2%*	*12.9%*	*6.2%*
%H		*23.5%*	*11.5%*	*75.4%*	*15.8%*	*59.6%*	*63.4%*
30" - 39"	630	206	94	461	150	311	475
%V	*28.4%*	*22.2%*	*24.6%*	*30.0%*	*21.7%*	*36.7%*	*25.5%*
%H		*32.7%*	*14.9%*	*73.2%*	*23.8%*	*49.4%*	*75.4%*
40" - 49"	933	443	180	632	341	291	838
%V	*42.1%*	*47.6%*	*47.1%*	*41.1%*	*49.3%*	*34.4%*	*44.9%*
%H		*47.5%*	*19.3%*	*67.7%*	*36.5%*	*31.2%*	*89.8%*
50" - 59"	341	183	66	237	149	89	324
%V	*15.4%*	*19.7%*	*17.3%*	*15.4%*	*21.5%*	*10.5%*	*17.4%*
%H		*53.7%*	*19.4%*	*69.5%*	*43.7%*	*26.1%*	*95.0%*
60"+	35	23	6	21	15	6	34
%V	*1.6%*	*2.5%*	*1.6%*	*1.4%*	*2.2%*	*0.7%*	*1.8%*
%H		*65.7%*	*17.1%*	*60.0%*	*42.9%*	*17.1%*	*97.1%*
Don't know	78	29	13	36	7	29	64
%V	*3.5%*	*3.1%*	*3.4%*	*2.3%*	*1.0%*	*3.4%*	*3.4%*
%H		*37.2%*	*16.7%*	*46.2%*	*9.0%*	*37.2%*	*82.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Scotland

Set level data

Table 16.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2218	930	382	1539	692	847	1865
%H		*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	*84.1%*
PVR	1404	818	346	869	620	250	1306
%V	*63.3%*	*88.0%*	*90.6%*	*56.5%*	*89.6%*	*29.5%*	*70.0%*
%H		*58.3%*	*24.6%*	*61.9%*	*44.2%*	*17.8%*	*93.0%*
DVDR	21	10	3	16	8	8	17
%V	*0.9%*	*1.1%*	*0.8%*	*1.0%*	*1.2%*	*0.9%*	*0.9%*
%H		*47.6%*	*14.3%*	*76.2%*	*38.1%*	*38.1%*	*81.0%*
VCR	15	5	4	12	5	7	9
%V	*0.7%*	*0.5%*	*1.0%*	*0.8%*	*0.7%*	*0.8%*	*0.5%*
%H		*33.3%*	*26.7%*	*80.0%*	*33.3%*	*46.7%*	*60.0%*
Any recorder	1416	822	346	880	621	258	1311
%V	*63.8%*	*88.4%*	*90.6%*	*57.2%*	*89.7%*	*30.5%*	*70.3%*
%H		*58.1%*	*24.4%*	*62.1%*	*43.9%*	*18.2%*	*92.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2218	930	382	1539	692	847	1865
%H		*41.9%*	*17.2%*	*69.4%*	*31.2%*	*38.2%*	*84.1%*
Receives HDTV (via STB or built-in reception)	1459	736	321	982	571	411	1331
%V	*65.8%*	*79.1%*	*84.0%*	*63.8%*	*82.5%*	*48.5%*	*71.4%*
%H		*50.4%*	*22.0%*	*67.3%*	*39.1%*	*28.2%*	*91.2%*
DVD/Blu-ray player or recorder	1377	582	253	956	448	508	1187
%V	*62.1%*	*62.6%*	*66.2%*	*62.1%*	*64.7%*	*60.0%*	*63.6%*
%H		*42.3%*	*18.4%*	*69.4%*	*32.5%*	*36.9%*	*86.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2429	1290	473	1839	1170	669	2234
%H		*53.1%*	*19.5%*	*75.7%*	*48.2%*	*27.5%*	*92.0%*
Under 20"	335	157	56	261	139	122	287
%V	*13.8%*	*12.2%*	*11.8%*	*14.2%*	*11.9%*	*18.2%*	*12.8%*
%H		*46.9%*	*16.7%*	*77.9%*	*41.5%*	*36.4%*	*85.7%*
20" - 29"	712	361	138	562	346	217	626
%V	*29.3%*	*28.0%*	*29.2%*	*30.6%*	*29.6%*	*32.4%*	*28.0%*
%H		*50.7%*	*19.4%*	*78.9%*	*48.6%*	*30.5%*	*87.9%*
30" - 39"	816	445	161	605	400	206	776
%V	*33.6%*	*34.5%*	*34.0%*	*32.9%*	*34.2%*	*30.8%*	*34.7%*
%H		*54.5%*	*19.7%*	*74.1%*	*49.0%*	*25.2%*	*95.1%*
40" - 49"	399	229	83	297	209	88	387
%V	*16.4%*	*17.8%*	*17.5%*	*16.2%*	*17.9%*	*13.2%*	*17.3%*
%H		*57.4%*	*20.8%*	*74.4%*	*52.4%*	*22.1%*	*97.0%*
50" - 59"	81	48	16	57	40	16	78
%V	*3.3%*	*3.7%*	*3.4%*	*3.1%*	*3.4%*	*2.4%*	*3.5%*
%H		*59.3%*	*19.8%*	*70.4%*	*49.4%*	*19.8%*	*96.3%*
60"+	7	6	1	5	4	0	7
%V	*0.3%*	*0.5%*	*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	79	43	17	51	32	19	72
%V	*3.3%*	*3.3%*	*3.6%*	*2.8%*	*2.7%*	*2.8%*	*3.2%*
%H		*54.4%*	*21.5%*	*64.6%*	*40.5%*	*24.1%*	*91.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2429	1290	473	1839	1170	669	2234
%H		*53.1%*	*19.5%*	*75.7%*	*48.2%*	*27.5%*	*92.0%*
PVR	626	446	148	345	301	44	602
%V	*25.8%*	*34.6%*	*31.3%*	*18.8%*	*25.7%*	*6.6%*	*26.9%*
%H		*71.2%*	*23.6%*	*55.1%*	*48.1%*	*7.0%*	*96.2%*
DVDR	7	5	0	6	4	2	7
%V	*0.3%*	*0.4%*	*0.0%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*
%H		*71.4%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	*100.0%*
VCR	7	3	0	6	3	3	5
%V	*0.3%*	*0.2%*	*0.0%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*
%H		*42.9%*	*0.0%*	*85.7%*	*42.9%*	*42.9%*	*71.4%*
Any recorder	632	449	148	352	305	47	608
%V	*26.0%*	*34.8%*	*31.3%*	*19.1%*	*26.1%*	*7.0%*	*27.2%*
%H		*71.0%*	*23.4%*	*55.7%*	*48.3%*	*7.4%*	*96.2%*

Base: ITV Scotland - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 16.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2429	1290	473	1839	1170	669	2234
%H		*53.1%*	*19.5%*	*75.7%*	*48.2%*	*27.5%*	*92.0%*
Receives HDTV (via STB or built-in reception)	976	535	227	734	507	227	912
%V	*40.2%*	*41.5%*	*48.0%*	*39.9%*	*43.3%*	*33.9%*	*40.8%*
%H		*54.8%*	*23.3%*	*75.2%*	*51.9%*	*23.3%*	*93.4%*
DVD/Blu-ray player or recorder	1039	570	205	759	497	262	986
%V	*42.8%*	*44.2%*	*43.3%*	*41.3%*	*42.5%*	*39.2%*	*44.1%*
%H		*54.9%*	*19.7%*	*73.1%*	*47.8%*	*25.2%*	*94.9%*

Base: ITV Scotland - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Scotland

Individual level data

Table 16.21: Age 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 Inds	5065	4821	2267	874	3243	1687	1556	4592
%H		*95.2%*	*44.8%*	*17.3%*	*64.0%*	*33.3%*	*30.7%*	*90.7%*
Total Children	869	844	457	151	530	315	216	854
%V	*17.2%*	*17.5%*	*20.2%*	*17.3%*	*16.3%*	*18.7%*	*13.9%*	*18.6%*
%H		*97.1%*	*52.6%*	*17.4%*	*61.0%*	*36.2%*	*24.9%*	*98.3%*
0 - 3	209	199	107	28	118	62	56	203
%V	*4.1%*	*4.1%*	*4.7%*	*3.2%*	*3.6%*	*3.7%*	*3.6%*	*4.4%*
%H		*95.2%*	*51.2%*	*13.4%*	*56.5%*	*29.7%*	*26.8%*	*97.1%*
4 - 15	660	645	350	123	412	252	160	650
%V	*13.0%*	*13.4%*	*15.4%*	*14.1%*	*12.7%*	*14.9%*	*10.3%*	*14.2%*
%H		*97.7%*	*53.0%*	*18.6%*	*62.4%*	*38.2%*	*24.2%*	*98.5%*
4 - 9	352	344	182	69	209	124	85	346
%V	*6.9%*	*7.1%*	*8.0%*	*7.9%*	*6.4%*	*7.4%*	*5.5%*	*7.5%*
%H		*97.7%*	*51.7%*	*19.6%*	*59.4%*	*35.2%*	*24.1%*	*98.3%*
10 - 15	308	301	168	54	203	128	75	305
%V	*6.1%*	*6.2%*	*7.4%*	*6.2%*	*6.3%*	*7.6%*	*4.8%*	*6.6%*
%H		*97.7%*	*54.5%*	*17.5%*	*65.9%*	*41.6%*	*24.4%*	*99.0%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Scotland

Individual level data

Table 16.22: Adults - 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 Inds	5065	4821	2267	874	3243	1687	1556	4592
%H		*95.2%*	*44.8%*	*17.3%*	*64.0%*	*33.3%*	*30.7%*	*90.7%*
Total Adults (16+)	4196	3976	1810	722	2713	1372	1341	3738
%V	*82.8%*	*82.5%*	*79.8%*	*82.6%*	*83.7%*	*81.3%*	*86.2%*	*81.4%*
%H		*94.8%*	*43.1%*	*17.2%*	*64.7%*	*32.7%*	*32.0%*	*89.1%*
16 - 19	225	202	97	39	135	78	56	222
%V	*4.4%*	*4.2%*	*4.3%*	*4.5%*	*4.2%*	*4.6%*	*3.6%*	*4.8%*
%H		*89.8%*	*43.1%*	*17.3%*	*60.0%*	*34.7%*	*24.9%*	*98.7%*
20 - 24	319	263	113	55	156	85	71	309
%V	*6.3%*	*5.5%*	*5.0%*	*6.3%*	*4.8%*	*5.0%*	*4.6%*	*6.7%*
%H		*82.4%*	*35.4%*	*17.2%*	*48.9%*	*26.6%*	*22.3%*	*96.9%*
25 - 34	688	619	297	97	366	191	176	671
%V	*13.6%*	*12.8%*	*13.1%*	*11.1%*	*11.3%*	*11.3%*	*11.3%*	*14.6%*
%H		*90.0%*	*43.2%*	*14.1%*	*53.2%*	*27.8%*	*25.6%*	*97.5%*
35 - 44	631	607	300	115	381	208	173	607
%V	*12.5%*	*12.6%*	*13.2%*	*13.2%*	*11.7%*	*12.3%*	*11.1%*	*13.2%*
%H		*96.2%*	*47.5%*	*18.2%*	*60.4%*	*33.0%*	*27.4%*	*96.2%*
45 - 54	749	726	375	145	481	279	203	714
%V	*14.8%*	*15.1%*	*16.5%*	*16.6%*	*14.8%*	*16.5%*	*13.0%*	*15.5%*
%H		*96.9%*	*50.1%*	*19.4%*	*64.2%*	*37.2%*	*27.1%*	*95.3%*
55 - 64	667	656	306	130	481	259	222	611
%V	*13.2%*	*13.6%*	*13.5%*	*14.9%*	*14.8%*	*15.4%*	*14.3%*	*13.3%*
%H		*98.4%*	*45.9%*	*19.5%*	*72.1%*	*38.8%*	*33.3%*	*91.6%*
65+	917	902	321	142	713	273	440	604
%V	*18.1%*	*18.7%*	*14.2%*	*16.2%*	*22.0%*	*16.2%*	*28.3%*	*13.2%*
%H		*98.4%*	*35.0%*	*15.5%*	*77.8%*	*29.8%*	*48.0%*	*65.9%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4196	3976	1810	722	2713	1372	1341	3738
%H		*94.8%*	*43.1%*	*17.2%*	*64.7%*	*32.7%*	*32.0%*	*89.1%*
AB	1067	1036	494	202	694	367	327	1025
%V	*25.4%*	*26.1%*	*27.3%*	*28.0%*	*25.6%*	*26.7%*	*24.4%*	*27.4%*
%H		*97.1%*	*46.3%*	*18.9%*	*65.0%*	*34.4%*	*30.6%*	*96.1%*
C1	1200	1097	491	216	722	377	345	1126
%V	*28.6%*	*27.6%*	*27.1%*	*29.9%*	*26.6%*	*27.5%*	*25.7%*	*30.1%*
%H		*91.4%*	*40.9%*	*18.0%*	*60.2%*	*31.4%*	*28.8%*	*93.8%*
C2	864	836	421	150	578	333	245	787
%V	*20.6%*	*21.0%*	*23.3%*	*20.8%*	*21.3%*	*24.3%*	*18.3%*	*21.1%*
%H		*96.8%*	*48.7%*	*17.4%*	*66.9%*	*38.5%*	*28.4%*	*91.1%*
D	726	691	303	113	480	221	258	607
%V	*17.3%*	*17.4%*	*16.7%*	*15.7%*	*17.7%*	*16.1%*	*19.2%*	*16.2%*
%H		*95.2%*	*41.7%*	*15.6%*	*66.1%*	*30.4%*	*35.5%*	*83.6%*
E	339	316	101	42	238	73	165	193
%V	*8.1%*	*7.9%*	*5.6%*	*5.8%*	*8.8%*	*5.3%*	*12.3%*	*5.2%*
%H		*93.2%*	*29.8%*	*12.4%*	*70.2%*	*21.5%*	*48.7%*	*56.9%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4196	3976	1810	722	2713	1372	1341	3738
%H		*94.8%*	*43.1%*	*17.2%*	*64.7%*	*32.7%*	*32.0%*	*89.1%*
Working full time	1981	1905	955	364	1224	694	530	1929
%V	*47.2%*	*47.9%*	*52.8%*	*50.4%*	*45.1%*	*50.6%*	*39.5%*	*51.6%*
%H		*96.2%*	*48.2%*	*18.4%*	*61.8%*	*35.0%*	*26.8%*	*97.4%*
Working part time	415	402	205	76	261	145	116	401
%V	*9.9%*	*10.1%*	*11.3%*	*10.5%*	*9.6%*	*10.6%*	*8.7%*	*10.7%*
%H		*96.9%*	*49.4%*	*18.3%*	*62.9%*	*34.9%*	*28.0%*	*96.6%*
Not working	1801	1669	650	282	1228	534	694	1408
%V	*42.9%*	*42.0%*	*35.9%*	*39.1%*	*45.3%*	*38.9%*	*51.8%*	*37.7%*
%H		*92.7%*	*36.1%*	*15.7%*	*68.2%*	*29.7%*	*38.5%*	*78.2%*
Housewife/Houseperson	2346	2219	930	382	1539	692	847	1966
%V	*55.9%*	*55.8%*	*51.4%*	*52.9%*	*56.7%*	*50.4%*	*63.2%*	*52.6%*
%H		*94.6%*	*39.6%*	*16.3%*	*65.6%*	*29.5%*	*36.1%*	*83.8%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Scotland

Individual level data

Table 16.25: Males - 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 Males (16+)	2019	1903	895	340	1276	669	607	1826
%H		*94.3%*	*44.3%*	*16.8%*	*63.2%*	*33.1%*	*30.1%*	*90.4%*
16 - 19	115	104	51	20	67	40	27	113
%V	*5.7%*	*5.5%*	*5.7%*	*5.9%*	*5.3%*	*6.0%*	*4.4%*	*6.2%*
%H		*90.4%*	*44.3%*	*17.4%*	*58.3%*	*34.8%*	*23.5%*	*98.3%*
20 - 24	162	136	58	28	77	42	35	155
%V	*8.0%*	*7.1%*	*6.5%*	*8.2%*	*6.0%*	*6.3%*	*5.8%*	*8.5%*
%H		*84.0%*	*35.8%*	*17.3%*	*47.5%*	*25.9%*	*21.6%*	*95.7%*
25 - 34	339	302	144	46	176	91	85	331
%V	*16.8%*	*15.9%*	*16.1%*	*13.5%*	*13.8%*	*13.6%*	*14.0%*	*18.1%*
%H		*89.1%*	*42.5%*	*13.6%*	*51.9%*	*26.8%*	*25.1%*	*97.6%*
35 - 44	307	293	146	57	179	102	76	293
%V	*15.2%*	*15.4%*	*16.3%*	*16.8%*	*14.0%*	*15.2%*	*12.5%*	*16.0%*
%H		*95.4%*	*47.6%*	*18.6%*	*58.3%*	*33.2%*	*24.8%*	*95.4%*
45 - 54	361	348	183	65	232	135	97	343
%V	*17.9%*	*18.3%*	*20.4%*	*19.1%*	*18.2%*	*20.2%*	*16.0%*	*18.8%*
%H		*96.4%*	*50.7%*	*18.0%*	*64.3%*	*37.4%*	*26.9%*	*95.0%*
55 - 64	325	319	154	61	234	128	106	293
%V	*16.1%*	*16.8%*	*17.2%*	*17.9%*	*18.3%*	*19.1%*	*17.5%*	*16.0%*
%H		*98.2%*	*47.4%*	*18.8%*	*72.0%*	*39.4%*	*32.6%*	*90.2%*
65+	411	401	159	63	312	132	180	298
%V	*20.4%*	*21.1%*	*17.8%*	*18.5%*	*24.5%*	*19.7%*	*29.7%*	*16.3%*
%H		*97.6%*	*38.7%*	*15.3%*	*75.9%*	*32.1%*	*43.8%*	*72.5%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2019	1903	895	340	1276	669	607	1826
%H		*94.3%*	*44.3%*	*16.8%*	*63.2%*	*33.1%*	*30.1%*	*90.4%*
AB	532	511	252	99	337	185	152	517
%V	*26.3%*	*26.9%*	*28.2%*	*29.1%*	*26.4%*	*27.7%*	*25.0%*	*28.3%*
%H		*96.1%*	*47.4%*	*18.6%*	*63.3%*	*34.8%*	*28.6%*	*97.2%*
C1	546	499	227	97	322	174	148	523
%V	*27.0%*	*26.2%*	*25.4%*	*28.5%*	*25.2%*	*26.0%*	*24.4%*	*28.6%*
%H		*91.4%*	*41.6%*	*17.8%*	*59.0%*	*31.9%*	*27.1%*	*95.8%*
C2	465	448	228	79	310	179	131	419
%V	*23.0%*	*23.5%*	*25.5%*	*23.2%*	*24.3%*	*26.8%*	*21.6%*	*22.9%*
%H		*96.3%*	*49.0%*	*17.0%*	*66.7%*	*38.5%*	*28.2%*	*90.1%*
D	334	314	141	50	212	101	111	285
%V	*16.5%*	*16.5%*	*15.8%*	*14.7%*	*16.6%*	*15.1%*	*18.3%*	*15.6%*
%H		*94.0%*	*42.2%*	*15.0%*	*63.5%*	*30.2%*	*33.2%*	*85.3%*
E	141	131	47	15	95	30	64	82
%V	*7.0%*	*6.9%*	*5.3%*	*4.4%*	*7.4%*	*4.5%*	*10.5%*	*4.5%*
%H		*92.9%*	*33.3%*	*10.6%*	*67.4%*	*21.3%*	*45.4%*	*58.2%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2019	1903	895	340	1276	669	607	1826
%H		*94.3%*	*44.3%*	*16.8%*	*63.2%*	*33.1%*	*30.1%*	*90.4%*
Working full time	1179	1129	588	209	721	421	299	1150
%V	*58.4%*	*59.3%*	*65.7%*	*61.5%*	*56.5%*	*62.9%*	*49.3%*	*63.0%*
%H		*95.8%*	*49.9%*	*17.7%*	*61.2%*	*35.7%*	*25.4%*	*97.5%*
Working part time	70	65	31	11	41	20	21	68
%V	*3.5%*	*3.4%*	*3.5%*	*3.2%*	*3.2%*	*3.0%*	*3.5%*	*3.7%*
%H		*92.9%*	*44.3%*	*15.7%*	*58.6%*	*28.6%*	*30.0%*	*97.1%*
Not working	770	709	277	120	515	228	286	608
%V	*38.1%*	*37.3%*	*30.9%*	*35.3%*	*40.4%*	*34.1%*	*47.1%*	*33.3%*
%H		*92.1%*	*36.0%*	*15.6%*	*66.9%*	*29.6%*	*37.1%*	*79.0%*
Housewife/Houseperson	533	477	173	71	323	118	205	402
%V	*26.4%*	*25.1%*	*19.3%*	*20.9%*	*25.3%*	*17.6%*	*33.8%*	*22.0%*
%H		*89.5%*	*32.5%*	*13.3%*	*60.6%*	*22.1%*	*38.5%*	*75.4%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Scotland

Individual level data

Table 16.28: Females - 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 Females (16+)	2177	2073	915	383	1436	703	734	1913
%H		*95.2%*	*42.0%*	*17.6%*	*66.0%*	*32.3%*	*33.7%*	*87.9%*
16 - 19	110	98	46	19	67	38	29	109
%V	*5.1%*	*4.7%*	*5.0%*	*5.0%*	*4.7%*	*5.4%*	*4.0%*	*5.7%*
%H		*89.1%*	*41.8%*	*17.3%*	*60.9%*	*34.5%*	*26.4%*	*99.1%*
20 - 24	157	127	55	27	78	43	35	154
%V	*7.2%*	*6.1%*	*6.0%*	*7.0%*	*5.4%*	*6.1%*	*4.8%*	*8.1%*
%H		*80.9%*	*35.0%*	*17.2%*	*49.7%*	*27.4%*	*22.3%*	*98.1%*
25 - 34	350	317	153	50	190	100	91	341
%V	*16.1%*	*15.3%*	*16.7%*	*13.1%*	*13.2%*	*14.2%*	*12.4%*	*17.8%*
%H		*90.6%*	*43.7%*	*14.3%*	*54.3%*	*28.6%*	*26.0%*	*97.4%*
35 - 44	325	315	154	59	202	106	97	314
%V	*14.9%*	*15.2%*	*16.8%*	*15.4%*	*14.1%*	*15.1%*	*13.2%*	*16.4%*
%H		*96.9%*	*47.4%*	*18.2%*	*62.2%*	*32.6%*	*29.8%*	*96.6%*
45 - 54	388	378	193	80	250	144	106	372
%V	*17.8%*	*18.2%*	*21.1%*	*20.9%*	*17.4%*	*20.5%*	*14.4%*	*19.4%*
%H		*97.4%*	*49.7%*	*20.6%*	*64.4%*	*37.1%*	*27.3%*	*95.9%*
55 - 64	342	337	152	69	247	130	117	318
%V	*15.7%*	*16.3%*	*16.6%*	*18.0%*	*17.2%*	*18.5%*	*15.9%*	*16.6%*
%H		*98.5%*	*44.4%*	*20.2%*	*72.2%*	*38.0%*	*34.2%*	*93.0%*
65+	506	501	162	79	401	142	259	306
%V	*23.2%*	*24.2%*	*17.7%*	*20.6%*	*27.9%*	*20.2%*	*35.3%*	*16.0%*
%H		*99.0%*	*32.0%*	*15.6%*	*79.2%*	*28.1%*	*51.2%*	*60.5%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2177	2073	915	383	1436	703	734	1913
%H		*95.2%*	*42.0%*	*17.6%*	*66.0%*	*32.3%*	*33.7%*	*87.9%*
AB	535	525	242	103	357	182	175	508
%V	*24.6%*	*25.3%*	*26.4%*	*26.9%*	*24.9%*	*25.9%*	*23.8%*	*26.6%*
%H		*98.1%*	*45.2%*	*19.3%*	*66.7%*	*34.0%*	*32.7%*	*95.0%*
C1	654	598	264	118	400	203	197	603
%V	*30.0%*	*28.8%*	*28.9%*	*30.8%*	*27.9%*	*28.9%*	*26.8%*	*31.5%*
%H		*91.4%*	*40.4%*	*18.0%*	*61.2%*	*31.0%*	*30.1%*	*92.2%*
C2	399	388	193	72	268	154	113	368
%V	*18.3%*	*18.7%*	*21.1%*	*18.8%*	*18.7%*	*21.9%*	*15.4%*	*19.2%*
%H		*97.2%*	*48.4%*	*18.0%*	*67.2%*	*38.6%*	*28.3%*	*92.2%*
D	392	377	161	63	268	120	147	321
%V	*18.0%*	*18.2%*	*17.6%*	*16.4%*	*18.7%*	*17.1%*	*20.0%*	*16.8%*
%H		*96.2%*	*41.1%*	*16.1%*	*68.4%*	*30.6%*	*37.5%*	*81.9%*
E	197	185	55	27	144	43	101	112
%V	*9.0%*	*8.9%*	*6.0%*	*7.0%*	*10.0%*	*6.1%*	*13.8%*	*5.9%*
%H		*93.9%*	*27.9%*	*13.7%*	*73.1%*	*21.8%*	*51.3%*	*56.9%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2177	2073	915	383	1436	703	734	1913
%H		*95.2%*	*42.0%*	*17.6%*	*66.0%*	*32.3%*	*33.7%*	*87.9%*
Working full time	802	776	367	156	504	273	231	779
%V	*36.8%*	*37.4%*	*40.1%*	*40.7%*	*35.1%*	*38.8%*	*31.5%*	*40.7%*
%H		*96.8%*	*45.8%*	*19.5%*	*62.8%*	*34.0%*	*28.8%*	*97.1%*
Working part time	345	338	175	65	220	125	95	333
%V	*15.8%*	*16.3%*	*19.1%*	*17.0%*	*15.3%*	*17.8%*	*12.9%*	*17.4%*
%H		*98.0%*	*50.7%*	*18.8%*	*63.8%*	*36.2%*	*27.5%*	*96.5%*
Not working	1031	959	373	162	713	305	408	800
%V	*47.4%*	*46.3%*	*40.8%*	*42.3%*	*49.7%*	*43.4%*	*55.6%*	*41.8%*
%H		*93.0%*	*36.2%*	*15.7%*	*69.2%*	*29.6%*	*39.6%*	*77.6%*
Housewife/Houseperson	1813	1742	757	311	1216	574	642	1564
%V	*83.3%*	*84.0%*	*82.7%*	*81.2%*	*84.7%*	*81.7%*	*87.5%*	*81.8%*
%H		*96.1%*	*41.8%*	*17.2%*	*67.1%*	*31.7%*	*35.4%*	*86.3%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Wales and West

Contents Page

Household
- Table 17.1: Social Grade 452
- Table 17.2: Housewife Age 453
- Table 17.3: Size of Household 454
- Table 17.4: Presence of Children 455
- Table 17.5: Number of TV sets in household 456
- Table 17.6: Screen size 457
- Table 17.7: Location of ANY set in household 458
- Table 17.8: Platform Provider 459
- Table 17.9: Recorders and other equipment 460
- Table 17.10: Computers and Internet 461

Sets
- Table 17.11: Screen Size 462
- Table 17.12: Location of set 463
- Table 17.13: Recorders 464
- Table 17.14: Other TV equipment 464
- Table 17.15: Main Set Screen Size 465
- Table 17.16: Main Set Recorders 466
- Table 17.17: Main Set - Other TV equipment 466
- Table 17.18: Other Sets (non-Main Set) Screen Size 467
- Table 17.19: Other Set (non-Main Set) Recorders 468
- Table 17.20: Other Set (non-Main Set) - Other TV equipment 468

Individuals
- Table 17.21: Age of Children 469
- Table 17.22: Adults - Age 470
- Table 17.23: Social Grade (Adults 16+) 471
- Table 17.24: Working Status (Adults 16+) 472
- Table 17.25: Males - Age 473
- Table 17.26: Social Grade (Males 16+) 474
- Table 17.27: Working Status (Males 16+) 475
- Table 17.28: Females - Age 476
- Table 17.29: Social Grade (Females 16+) 477
- Table 17.30: Working Status (Females 16+) 478

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Wales and West

Household level data

Table 17.1: 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	2371	2292	1071	257	1548	632	916	2003
%H (All HH)		*96.7%*	*45.2%*	*10.8%*	*65.3%*	*26.7%*	*38.6%*	*84.5%*
%H (TV HH)			*46.7%*	*11.2%*	*67.5%*	*27.6%*	*40.0%*	
AB	584	566	257	72	394	167	227	557
%V	*24.6%*	*24.7%*	*24.0%*	*28.0%*	*25.5%*	*26.4%*	*24.8%*	*27.8%*
%H (All HH)		*96.9%*	*44.0%*	*12.3%*	*67.5%*	*28.6%*	*38.9%*	*95.4%*
%H (TV HH)			*45.4%*	*12.7%*	*69.6%*	*29.5%*	*40.1%*	
C1	658	631	289	76	424	171	253	584
%V	*27.8%*	*27.5%*	*27.0%*	*29.6%*	*27.4%*	*27.1%*	*27.6%*	*29.2%*
%H (All HH)		*95.9%*	*43.9%*	*11.6%*	*64.4%*	*26.0%*	*38.4%*	*88.8%*
%H (TV HH)			*45.8%*	*12.0%*	*67.2%*	*27.1%*	*40.1%*	
C2	495	488	247	60	326	152	173	433
%V	*20.9%*	*21.3%*	*23.1%*	*23.3%*	*21.1%*	*24.1%*	*18.9%*	*21.6%*
%H (All HH)		*98.6%*	*49.9%*	*12.1%*	*65.9%*	*30.7%*	*34.9%*	*87.5%*
%H (TV HH)			*50.6%*	*12.3%*	*66.8%*	*31.1%*	*35.5%*	
D	384	369	175	37	238	92	146	289
%V	*16.2%*	*16.1%*	*16.3%*	*14.4%*	*15.4%*	*14.6%*	*15.9%*	*14.4%*
%H (All HH)		*96.1%*	*45.6%*	*9.6%*	*62.0%*	*24.0%*	*38.0%*	*75.3%*
%H (TV HH)			*47.4%*	*10.0%*	*64.5%*	*24.9%*	*39.6%*	
E	250	238	104	12	166	49	117	140
%V	*10.5%*	*10.4%*	*9.7%*	*4.7%*	*10.7%*	*7.8%*	*12.8%*	*7.0%*
%H (All HH)		*95.2%*	*41.6%*	*4.8%*	*66.4%*	*19.6%*	*46.8%*	*56.0%*
%H (TV HH)			*43.7%*	*5.0%*	*69.7%*	*20.6%*	*49.2%*	

Base: ITV Wales and 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

Table 17.2: 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	2371	2292	1071	257	1548	632	916	2003
%H (All HH)		*96.7%*	*45.2%*	*10.8%*	*65.3%*	*26.7%*	*38.6%*	*84.5%*
%H (TV HH)			*46.7%*	*11.2%*	*67.5%*	*27.6%*	*40.0%*	
Under 25	95	85	32	10	45	16	29	90
%V	*4.0%*	*3.7%*	*3.0%*	*3.9%*	*2.9%*	*2.5%*	*3.2%*	*4.5%*
%H (All HH)		*89.5%*	*33.7%*	*10.5%*	*47.4%*	*16.8%*	*30.5%*	*94.7%*
%H (TV HH)			*37.6%*	*11.8%*	*52.9%*	*18.8%*	*34.1%*	
25 - 34	336	314	153	43	175	74	101	325
%V	*14.2%*	*13.7%*	*14.3%*	*16.7%*	*11.3%*	*11.7%*	*11.0%*	*16.2%*
%H (All HH)		*93.5%*	*45.5%*	*12.8%*	*52.1%*	*22.0%*	*30.1%*	*96.7%*
%H (TV HH)			*48.7%*	*13.7%*	*55.7%*	*23.6%*	*32.2%*	
35 - 44	349	337	189	42	196	100	96	340
%V	*14.7%*	*14.7%*	*17.6%*	*16.3%*	*12.7%*	*15.8%*	*10.5%*	*17.0%*
%H (All HH)		*96.6%*	*54.2%*	*12.0%*	*56.2%*	*28.7%*	*27.5%*	*97.4%*
%H (TV HH)			*56.1%*	*12.5%*	*58.2%*	*29.7%*	*28.5%*	
45 - 54	443	426	218	55	288	137	150	420
%V	*18.7%*	*18.6%*	*20.4%*	*21.4%*	*18.6%*	*21.7%*	*16.4%*	*21.0%*
%H (All HH)		*96.2%*	*49.2%*	*12.4%*	*65.0%*	*30.9%*	*33.9%*	*94.8%*
%H (TV HH)			*51.2%*	*12.9%*	*67.6%*	*32.2%*	*35.2%*	
55 - 64	406	397	196	47	280	129	150	366
%V	*17.1%*	*17.3%*	*18.3%*	*18.3%*	*18.1%*	*20.4%*	*16.4%*	*18.3%*
%H (All HH)		*97.8%*	*48.3%*	*11.6%*	*69.0%*	*31.8%*	*36.9%*	*90.1%*
%H (TV HH)			*49.4%*	*11.8%*	*70.5%*	*32.5%*	*37.8%*	
65 +	742	733	284	60	564	175	389	463
%V	*31.3%*	*32.0%*	*26.5%*	*23.3%*	*36.4%*	*27.7%*	*42.5%*	*23.1%*
%H (All HH)		*98.8%*	*38.3%*	*8.1%*	*76.0%*	*23.6%*	*52.4%*	*62.4%*
%H (TV HH)			*38.7%*	*8.2%*	*76.9%*	*23.9%*	*53.1%*	

Base: ITV Wales and 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

Table 17.3: 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	2371	2292	1071	257	1548	632	916	2003
%H (All HH)		*96.7%*	*45.2%*	*10.8%*	*65.3%*	*26.7%*	*38.6%*	*84.5%*
%H (TV HH)			*46.7%*	*11.2%*	*67.5%*	*27.6%*	*40.0%*	
1	744	701	249	57	507	127	380	476
%V	*31.4%*	*30.6%*	*23.2%*	*22.2%*	*32.8%*	*20.1%*	*41.5%*	*23.8%*
%H (All HH)		*94.2%*	*33.5%*	*7.7%*	*68.1%*	*17.1%*	*51.1%*	*64.0%*
%H (TV HH)			*35.5%*	*8.1%*	*72.3%*	*18.1%*	*54.2%*	
2	857	835	402	90	581	251	330	774
%V	*36.1%*	*36.4%*	*37.5%*	*35.0%*	*37.5%*	*39.7%*	*36.0%*	*38.6%*
%H (All HH)		*97.4%*	*46.9%*	*10.5%*	*67.8%*	*29.3%*	*38.5%*	*90.3%*
%H (TV HH)			*48.1%*	*10.8%*	*69.6%*	*30.1%*	*39.5%*	
3	347	339	186	46	211	111	100	337
%V	*14.6%*	*14.8%*	*17.4%*	*17.9%*	*13.6%*	*17.6%*	*10.9%*	*16.8%*
%H (All HH)		*97.7%*	*53.6%*	*13.3%*	*60.8%*	*32.0%*	*28.8%*	*97.1%*
%H (TV HH)			*54.9%*	*13.6%*	*62.2%*	*32.7%*	*29.5%*	
4	286	281	153	45	175	98	77	283
%V	*12.1%*	*12.3%*	*14.3%*	*17.5%*	*11.3%*	*15.5%*	*8.4%*	*14.1%*
%H (All HH)		*98.3%*	*53.5%*	*15.7%*	*61.2%*	*34.3%*	*26.9%*	*99.0%*
%H (TV HH)			*54.4%*	*16.0%*	*62.3%*	*34.9%*	*27.4%*	
5+	137	136	81	19	74	45	29	135
%V	*5.8%*	*5.9%*	*7.6%*	*7.4%*	*4.8%*	*7.1%*	*3.2%*	*6.7%*
%H (All HH)		*99.3%*	*59.1%*	*13.9%*	*54.0%*	*32.8%*	*21.2%*	*98.5%*
%H (TV HH)			*59.6%*	*14.0%*	*54.4%*	*33.1%*	*21.3%*	
Average HH size	2.27	2.29	2.48	2.56	2.20	2.52	1.97	2.45

Base: ITV Wales and 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

Table 17.4: 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	2371	2292	1071	257	1548	632	916	2003
%H (All HH)		*96.7%*	*45.2%*	*10.8%*	*65.3%*	*26.7%*	*38.6%*	*84.5%*
%H (TV HH)			*46.7%*	*11.2%*	*67.5%*	*27.6%*	*40.0%*	
Without	1817	1749	766	181	1232	463	769	1461
%V	*76.6%*	*76.3%*	*71.5%*	*70.4%*	*79.6%*	*73.3%*	*84.0%*	*72.9%*
%H (All HH)		*96.3%*	*42.2%*	*10.0%*	*67.8%*	*25.5%*	*42.3%*	*80.4%*
%H (TV HH)			*43.8%*	*10.3%*	*70.4%*	*26.5%*	*44.0%*	
With	554	543	305	77	316	169	147	542
%V	*23.4%*	*23.7%*	*28.5%*	*30.0%*	*20.4%*	*26.7%*	*16.0%*	*27.1%*
%H (All HH)		*98.0%*	*55.1%*	*13.9%*	*57.0%*	*30.5%*	*26.5%*	*97.8%*
%H (TV HH)			*56.2%*	*14.2%*	*58.2%*	*31.1%*	*27.1%*	
0 - 3	205	198	109	29	110	57	53	197
%V	*8.6%*	*8.6%*	*10.2%*	*11.3%*	*7.1%*	*9.0%*	*5.8%*	*9.8%*
%H (All HH)		*96.6%*	*53.2%*	*14.1%*	*53.7%*	*27.8%*	*25.9%*	*96.1%*
%H (TV HH)			*55.1%*	*14.6%*	*55.6%*	*28.8%*	*26.8%*	
4 - 9	297	293	166	40	169	92	78	291
%V	*12.5%*	*12.8%*	*15.5%*	*15.6%*	*10.9%*	*14.6%*	*8.5%*	*14.5%*
%H (All HH)		*98.7%*	*55.9%*	*13.5%*	*56.9%*	*31.0%*	*26.3%*	*98.0%*
%H (TV HH)			*56.7%*	*13.7%*	*57.7%*	*31.4%*	*26.6%*	
10 - 15	259	256	150	38	155	91	64	256
%V	*10.9%*	*11.2%*	*14.0%*	*14.8%*	*10.0%*	*14.4%*	*7.0%*	*12.8%*
%H (All HH)		*98.8%*	*57.9%*	*14.7%*	*59.8%*	*35.1%*	*24.7%*	*98.8%*
%H (TV HH)			*58.6%*	*14.8%*	*60.5%*	*35.5%*	*25.0%*	

Base: ITV Wales and 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

ITV Wales and West

Household level data

Table 17.5: 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	2371	2292	1071	257	1548	632	916	2003
%H (All HH)		*96.7%*	*45.2%*	*10.8%*	*65.3%*	*26.7%*	*38.6%*	*84.5%*
%H (TV HH)			*46.7%*	*11.2%*	*67.5%*	*27.6%*	*40.0%*	
1	864	864	317	91	498	79	419	659
%V	*36.4%*	*37.7%*	*29.6%*	*35.4%*	*32.2%*	*12.5%*	*45.7%*	*32.9%*
%H (All HH)		*100.0%*	*36.7%*	*10.5%*	*57.6%*	*9.1%*	*48.5%*	*76.3%*
%H (TV HH)			*36.7%*	*10.5%*	*57.6%*	*9.1%*	*48.5%*	
2	791	791	392	86	553	250	303	674
%V	*33.4%*	*34.5%*	*36.6%*	*33.5%*	*35.7%*	*39.6%*	*33.1%*	*33.6%*
%H (All HH)		*100.0%*	*49.6%*	*10.9%*	*69.9%*	*31.6%*	*38.3%*	*85.2%*
%H (TV HH)			*49.6%*	*10.9%*	*69.9%*	*31.6%*	*38.3%*	
3	403	403	218	52	311	180	131	379
%V	*17.0%*	*17.6%*	*20.4%*	*20.2%*	*20.1%*	*28.5%*	*14.3%*	*18.9%*
%H (All HH)		*100.0%*	*54.1%*	*12.9%*	*77.2%*	*44.7%*	*32.5%*	*94.0%*
%H (TV HH)			*54.1%*	*12.9%*	*77.2%*	*44.7%*	*32.5%*	
4	151	151	90	18	118	76	43	144
%V	*6.4%*	*6.6%*	*8.4%*	*7.0%*	*7.6%*	*12.0%*	*4.7%*	*7.2%*
%H (All HH)		*100.0%*	*59.6%*	*11.9%*	*78.1%*	*50.3%*	*28.5%*	*95.4%*
%H (TV HH)			*59.6%*	*11.9%*	*78.1%*	*50.3%*	*28.5%*	
5+	83	83	53	9	67	47	20	81
%V	*3.5%*	*3.6%*	*4.9%*	*3.5%*	*4.3%*	*7.4%*	*2.2%*	*4.0%*
%H (All HH)		*100.0%*	*63.9%*	*10.8%*	*80.7%*	*56.6%*	*24.1%*	*97.6%*
%H (TV HH)			*63.9%*	*10.8%*	*80.7%*	*56.6%*	*24.1%*	

Base: ITV Wales and 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

Table 17.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2371	2292	1071	257	1548	632	916	2003
%H (All HH)		*96.7%*	*45.2%*	*10.8%*	*65.3%*	*26.7%*	*38.6%*	*84.5%*
%H (TV HH)			*46.7%*	*11.2%*	*67.5%*	*27.6%*	*40.0%*	
Under 20"	330	330	162	28	265	127	139	285
%V	*13.9%*	*14.4%*	*15.1%*	*10.9%*	*17.1%*	*20.1%*	*15.2%*	*14.2%*
%H (All HH)		*100.0%*	*49.1%*	*8.5%*	*80.3%*	*38.5%*	*42.1%*	*86.4%*
%H (TV HH)			*49.1%*	*8.5%*	*80.3%*	*38.5%*	*42.1%*	
20" - 29"	772	772	344	84	599	260	339	640
%V	*32.6%*	*33.7%*	*32.1%*	*32.7%*	*38.7%*	*41.1%*	*37.0%*	*32.0%*
%H (All HH)		*100.0%*	*44.6%*	*10.9%*	*77.6%*	*33.7%*	*43.9%*	*82.9%*
%H (TV HH)			*44.6%*	*10.9%*	*77.6%*	*33.7%*	*43.9%*	
30" - 39"	1232	1232	582	137	860	371	489	1043
%V	*52.0%*	*53.8%*	*54.3%*	*53.3%*	*55.6%*	*58.7%*	*53.4%*	*52.1%*
%H (All HH)		*100.0%*	*47.2%*	*11.1%*	*69.8%*	*30.1%*	*39.7%*	*84.7%*
%H (TV HH)			*47.2%*	*11.1%*	*69.8%*	*30.1%*	*39.7%*	
40" - 49"	1085	1085	597	137	716	384	333	995
%V	*45.8%*	*47.3%*	*55.7%*	*53.3%*	*46.3%*	*60.8%*	*36.4%*	*49.7%*
%H (All HH)		*100.0%*	*55.0%*	*12.6%*	*66.0%*	*35.4%*	*30.7%*	*91.7%*
%H (TV HH)			*55.0%*	*12.6%*	*66.0%*	*35.4%*	*30.7%*	
50" - 59"	297	297	188	42	179	112	67	286
%V	*12.5%*	*13.0%*	*17.6%*	*16.3%*	*11.6%*	*17.7%*	*7.3%*	*14.3%*
%H (All HH)		*100.0%*	*63.3%*	*14.1%*	*60.3%*	*37.7%*	*22.6%*	*96.3%*
%H (TV HH)			*63.3%*	*14.1%*	*60.3%*	*37.7%*	*22.6%*	
60"+	18	18	13	2	10	7	3	18
%V	*0.8%*	*0.8%*	*1.2%*	*0.8%*	*0.6%*	*1.1%*	*0.3%*	*0.9%*
%H (All HH)		*100.0%*	*72.2%*	*11.1%*	*55.6%*	*38.9%*	*16.7%*	*100.0%*
%H (TV HH)			*72.2%*	*11.1%*	*55.6%*	*38.9%*	*16.7%*	

Base: ITV Wales and 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

ITV Wales and West

Household level data

Table 17.7: 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	2371	2292	1071	257	1548	632	916	2003
%H (All HH)		*96.7%*	*45.2%*	*10.8%*	*65.3%*	*26.7%*	*38.6%*	*84.5%*
%H (TV HH)			*46.7%*	*11.2%*	*67.5%*	*27.6%*	*40.0%*	
Main living room	2272	2272	1066	257	1538	629	909	1920
%V	*95.8%*	*99.1%*	*99.5%*	*100.0%*	*99.4%*	*99.5%*	*99.2%*	*95.9%*
%H (All HH)		*100.0%*	*46.9%*	*11.3%*	*67.7%*	*27.7%*	*40.0%*	*84.5%*
%H (TV HH)			*46.9%*	*11.3%*	*67.7%*	*27.7%*	*40.0%*	
Kitchen	294	294	148	28	244	125	119	258
%V	*12.4%*	*12.8%*	*13.8%*	*10.9%*	*15.8%*	*19.8%*	*13.0%*	*12.9%*
%H (All HH)		*100.0%*	*50.3%*	*9.5%*	*83.0%*	*42.5%*	*40.5%*	*87.8%*
%H (TV HH)			*50.3%*	*9.5%*	*83.0%*	*42.5%*	*40.5%*	
Adult's bedroom	1052	1052	559	127	783	426	356	956
%V	*44.4%*	*45.9%*	*52.2%*	*49.4%*	*50.6%*	*67.4%*	*38.9%*	*47.7%*
%H (All HH)		*100.0%*	*53.1%*	*12.1%*	*74.4%*	*40.5%*	*33.8%*	*90.9%*
%H (TV HH)			*53.1%*	*12.1%*	*74.4%*	*40.5%*	*33.8%*	
Child's bedroom	214	214	136	30	140	94	46	213
%V	*9.0%*	*9.3%*	*12.7%*	*11.7%*	*9.0%*	*14.9%*	*5.0%*	*10.6%*
%H (All HH)		*100.0%*	*63.6%*	*14.0%*	*65.4%*	*43.9%*	*21.5%*	*99.5%*
%H (TV HH)			*63.6%*	*14.0%*	*65.4%*	*43.9%*	*21.5%*	
Other bedroom	166	166	93	16	129	73	56	154
%V	*7.0%*	*7.2%*	*8.7%*	*6.2%*	*8.3%*	*11.6%*	*6.1%*	*7.7%*
%H (All HH)		*100.0%*	*56.0%*	*9.6%*	*77.7%*	*44.0%*	*33.7%*	*92.8%*
%H (TV HH)			*56.0%*	*9.6%*	*77.7%*	*44.0%*	*33.7%*	
Second living/dining room	265	265	137	33	205	110	95	235
%V	*11.2%*	*11.6%*	*12.8%*	*12.8%*	*13.2%*	*17.4%*	*10.4%*	*11.7%*
%H (All HH)		*100.0%*	*51.7%*	*12.5%*	*77.4%*	*41.5%*	*35.8%*	*88.7%*
%H (TV HH)			*51.7%*	*12.5%*	*77.4%*	*41.5%*	*35.8%*	
Study/office	40	40	23	6	33	21	12	39
%V	*1.7%*	*1.7%*	*2.1%*	*2.3%*	*2.1%*	*3.3%*	*1.3%*	*1.9%*
%H (All HH)		*100.0%*	*57.5%*	*15.0%*	*82.5%*	*52.5%*	*30.0%*	*97.5%*
%H (TV HH)			*57.5%*	*15.0%*	*82.5%*	*52.5%*	*30.0%*	
TV room	26	26	15	3	18	10	7	25
%V	*1.1%*	*1.1%*	*1.4%*	*1.2%*	*1.2%*	*1.6%*	*0.8%*	*1.2%*
%H (All HH)		*100.0%*	*57.7%*	*11.5%*	*69.2%*	*38.5%*	*26.9%*	*96.2%*
%H (TV HH)			*57.7%*	*11.5%*	*69.2%*	*38.5%*	*26.9%*	
Conservatory	54	54	33	4	46	29	17	47
%V	*2.3%*	*2.4%*	*3.1%*	*1.6%*	*3.0%*	*4.6%*	*1.9%*	*2.3%*
%H (All HH)		*100.0%*	*61.1%*	*7.4%*	*85.2%*	*53.7%*	*31.5%*	*87.0%*
%H (TV HH)			*61.1%*	*7.4%*	*85.2%*	*53.7%*	*31.5%*	
Attic or loft room	7	7	3	1	5	3	2	6
%V	*0.3%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*42.9%*	*14.3%*	*71.4%*	*42.9%*	*28.6%*	*85.7%*
%H (TV HH)			*42.9%*	*14.3%*	*71.4%*	*42.9%*	*28.6%*	
No specific location	2	2	1	0	1	1	1	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%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	15	15	8	1	13	7	6	15
%V	*0.6%*	*0.7%*	*0.7%*	*0.4%*	*0.8%*	*1.1%*	*0.7%*	*0.7%*
%H (All HH)		*100.0%*	*53.3%*	*6.7%*	*86.7%*	*46.7%*	*40.0%*	*100.0%*
%H (TV HH)			*53.3%*	*6.7%*	*86.7%*	*46.7%*	*40.0%*	

Base: ITV Wales and 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

Table 17.8: 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	2371	2292	1071	257	1548	632	916	2003
%H (All HH)		*96.7%*	*45.2%*	*10.8%*	*65.3%*	*26.7%*	*38.6%*	*84.5%*
%H (TV HH)			*46.7%*	*11.2%*	*67.5%*	*27.6%*	*40.0%*	
Any DSAT provider	1071	1071	1071	7	514	514	0	963
%V	*45.2%*	*46.7%*	*100.0%*	*2.7%*	*33.2%*	*81.3%*	*0.0%*	*48.1%*
%H (All HH)			*100.0%*	*0.7%*	*48.0%*	*48.0%*	*0.0%*	*89.9%*
%H (TV HH)			*100.0%*	*0.7%*	*48.0%*	*48.0%*	*0.0%*	
Sky with subcription	851	851	851	3	409	409	0	778
%V	*35.9%*	*37.1%*	*79.5%*	*1.2%*	*26.4%*	*64.7%*	*0.0%*	*38.8%*
%H (All HH)			*100.0%*	*0.4%*	*48.1%*	*48.1%*	*0.0%*	*91.4%*
%H (TV HH)			*100.0%*	*0.4%*	*48.1%*	*48.1%*	*0.0%*	
Sky without subscription	92	92	92	1	41	41	0	69
%V	*3.9%*	*4.0%*	*8.6%*	*0.4%*	*2.6%*	*6.5%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*1.1%*	*44.6%*	*44.6%*	*0.0%*	*75.0%*
%H (TV HH)			*100.0%*	*1.1%*	*44.6%*	*44.6%*	*0.0%*	
Freesat	114	114	114	1	58	58	0	104
%V	*4.8%*	*5.0%*	*10.6%*	*0.4%*	*3.7%*	*9.2%*	*0.0%*	*5.2%*
%H (All HH)			*100.0%*	*0.9%*	*50.9%*	*50.9%*	*0.0%*	*91.2%*
%H (TV HH)			*100.0%*	*0.9%*	*50.9%*	*50.9%*	*0.0%*	
Other satellite provider	54	54	54	2	27	27	0	50
%V	*2.3%*	*2.4%*	*5.0%*	*0.8%*	*1.7%*	*4.3%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*3.7%*	*50.0%*	*50.0%*	*0.0%*	*92.6%*
%H (TV HH)			*100.0%*	*3.7%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	257	257	7	257	122	122	0	245
%V	*10.8%*	*11.2%*	*0.7%*	*100.0%*	*7.9%*	*19.3%*	*0.0%*	*12.2%*
%H (All HH)			*2.7%*	*100.0%*	*47.5%*	*47.5%*	*0.0%*	*95.3%*
%H (TV HH)			*2.7%*	*100.0%*	*47.5%*	*47.5%*	*0.0%*	
DTT	1548	1548	514	122	1548	632	916	1276
%V	*65.3%*	*67.5%*	*48.0%*	*47.5%*	*100.0%*	*100.0%*	*100.0%*	*63.7%*
%H (All HH)		*100.0%*	*33.2%*	*7.9%*	*100.0%*	*40.8%*	*59.2%*	*82.4%*
%H (TV HH)			*33.2%*	*7.9%*	*100.0%*	*40.8%*	*59.2%*	

Base: ITV Wales and 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

Table 17.9: 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	2371	2292	1071	257	1548	632	916	2003
%H (All HH)		*96.7%*	*45.2%*	*10.8%*	*65.3%*	*26.7%*	*38.6%*	*84.5%*
%H (TV HH)			*46.7%*	*11.2%*	*67.5%*	*27.6%*	*40.0%*	
PVR	1496	1496	915	242	914	569	344	1366
%V	*63.1%*	*65.3%*	*85.4%*	*94.2%*	*59.0%*	*90.0%*	*37.6%*	*68.2%*
%H (All HH)		*100.0%*	*61.2%*	*16.2%*	*61.1%*	*38.0%*	*23.0%*	*91.3%*
%H (TV HH)			*61.2%*	*16.2%*	*61.1%*	*38.0%*	*23.0%*	
DVDR	36	36	16	3	26	9	17	31
%V	*1.5%*	*1.6%*	*1.5%*	*1.2%*	*1.7%*	*1.4%*	*1.9%*	*1.5%*
%H (All HH)		*100.0%*	*44.4%*	*8.3%*	*72.2%*	*25.0%*	*47.2%*	*86.1%*
%H (TV HH)			*44.4%*	*8.3%*	*72.2%*	*25.0%*	*47.2%*	
VCR	16	16	7	2	13	5	8	11
%V	*0.7%*	*0.7%*	*0.7%*	*0.8%*	*0.8%*	*0.8%*	*0.9%*	*0.5%*
%H (All HH)		*100.0%*	*43.8%*	*12.5%*	*81.3%*	*31.3%*	*50.0%*	*68.8%*
%H (TV HH)			*43.8%*	*12.5%*	*81.3%*	*31.3%*	*50.0%*	
Any recorder	1511	1511	917	242	927	570	357	1376
%V	*63.7%*	*65.9%*	*85.6%*	*94.2%*	*59.9%*	*90.2%*	*39.0%*	*68.7%*
%H (All HH)		*100.0%*	*60.7%*	*16.0%*	*61.4%*	*37.7%*	*23.6%*	*91.1%*
%H (TV HH)			*60.7%*	*16.0%*	*61.4%*	*37.7%*	*23.6%*	
Receives HDTV (via STB or built-in reception)	1501	1501	779	230	1013	514	499	1365
%V	*63.3%*	*65.5%*	*72.7%*	*89.5%*	*65.4%*	*81.3%*	*54.5%*	*68.1%*
%H (All HH)		*100.0%*	*51.9%*	*15.3%*	*67.5%*	*34.2%*	*33.2%*	*90.9%*
%H (TV HH)			*51.9%*	*15.3%*	*67.5%*	*34.2%*	*33.2%*	
DVD/Blu-ray player or recorder	1736	1736	846	204	1186	534	651	1529
%V	*73.2%*	*75.7%*	*79.0%*	*79.4%*	*76.6%*	*84.5%*	*71.1%*	*76.3%*
%H (All HH)		*100.0%*	*48.7%*	*11.8%*	*68.3%*	*30.8%*	*37.5%*	*88.1%*
%H (TV HH)			*48.7%*	*11.8%*	*68.3%*	*30.8%*	*37.5%*	

Base: ITV Wales and 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

Table 17.10: 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	2371	2292	1071	257	1548	632	916	2003
%H (All HH)		*96.7%*	*45.2%*	*10.8%*	*65.3%*	*26.7%*	*38.6%*	*84.5%*
%H (TV HH)			*46.7%*	*11.2%*	*67.5%*	*27.6%*	*40.0%*	
Has broadband internet	2003	1939	963	245	1276	589	688	2003
%V	*84.5%*	*84.6%*	*89.9%*	*95.3%*	*82.4%*	*93.2%*	*75.1%*	*100.0%*
%H (All HH)		*96.8%*	*48.1%*	*12.2%*	*63.7%*	*29.4%*	*34.3%*	*100.0%*
%H (TV HH)			*49.7%*	*12.6%*	*65.8%*	*30.4%*	*35.5%*	
Number of computers (PCs and laptops)								
0	443	426	141	22	314	58	255	93
%V	*18.7%*	*18.6%*	*13.2%*	*8.6%*	*20.3%*	*9.2%*	*27.8%*	*4.6%*
%H (All HH)		*96.2%*	*31.8%*	*5.0%*	*70.9%*	*13.1%*	*57.6%*	*21.0%*
%H (TV HH)			*33.1%*	*5.2%*	*73.7%*	*13.6%*	*59.9%*	
1	610	582	264	60	384	139	245	596
%V	*25.7%*	*25.4%*	*24.6%*	*23.3%*	*24.8%*	*22.0%*	*26.7%*	*29.8%*
%H (All HH)		*95.4%*	*43.3%*	*9.8%*	*63.0%*	*22.8%*	*40.2%*	*97.7%*
%H (TV HH)			*45.4%*	*10.3%*	*66.0%*	*23.9%*	*42.1%*	
2	544	526	261	64	355	165	190	542
%V	*22.9%*	*22.9%*	*24.4%*	*24.9%*	*22.9%*	*26.1%*	*20.7%*	*27.1%*
%H (All HH)		*96.7%*	*48.0%*	*11.8%*	*65.3%*	*30.3%*	*34.9%*	*99.6%*
%H (TV HH)			*49.6%*	*12.2%*	*67.5%*	*31.4%*	*36.1%*	
3	351	345	180	45	229	114	115	350
%V	*14.8%*	*15.1%*	*16.8%*	*17.5%*	*14.8%*	*18.0%*	*12.6%*	*17.5%*
%H (All HH)		*98.3%*	*51.3%*	*12.8%*	*65.2%*	*32.5%*	*32.8%*	*99.7%*
%H (TV HH)			*52.2%*	*13.0%*	*66.4%*	*33.0%*	*33.3%*	
4	189	183	97	30	119	66	53	189
%V	*8.0%*	*8.0%*	*9.1%*	*11.7%*	*7.7%*	*10.4%*	*5.8%*	*9.4%*
%H (All HH)		*96.8%*	*51.3%*	*15.9%*	*63.0%*	*34.9%*	*28.0%*	*100.0%*
%H (TV HH)			*53.0%*	*16.4%*	*65.0%*	*36.1%*	*29.0%*	
5+	234	230	128	36	147	90	57	234
%V	*9.9%*	*10.0%*	*12.0%*	*14.0%*	*9.5%*	*14.2%*	*6.2%*	*11.7%*
%H (All HH)		*98.3%*	*54.7%*	*15.4%*	*62.8%*	*38.5%*	*24.4%*	*100.0%*
%H (TV HH)			*55.7%*	*15.7%*	*63.9%*	*39.1%*	*24.8%*	

Base: ITV Wales and 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

Table 17.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4709	2411	541	3376	1677	1699	4167
%H		*51.2%*	*11.5%*	*71.7%*	*35.6%*	*36.1%*	*88.5%*
Under 20"	410	203	32	335	162	173	357
%V	*8.7%*	*8.4%*	*5.9%*	*9.9%*	*9.7%*	*10.2%*	*8.6%*
%H		*49.5%*	*7.8%*	*81.7%*	*39.5%*	*42.2%*	*87.1%*
20" - 29"	994	456	107	787	359	428	840
%V	*21.1%*	*18.9%*	*19.8%*	*23.3%*	*21.4%*	*25.2%*	*20.2%*
%H		*45.9%*	*10.8%*	*79.2%*	*36.1%*	*43.1%*	*84.5%*
30" - 39"	1568	773	176	1108	516	592	1355
%V	*33.3%*	*32.1%*	*32.5%*	*32.8%*	*30.8%*	*34.8%*	*32.5%*
%H		*49.3%*	*11.2%*	*70.7%*	*32.9%*	*37.8%*	*86.4%*
40" - 49"	1297	730	164	866	483	383	1200
%V	*27.5%*	*30.3%*	*30.3%*	*25.7%*	*28.8%*	*22.5%*	*28.8%*
%H		*56.3%*	*12.6%*	*66.8%*	*37.2%*	*29.5%*	*92.5%*
50" - 59"	321	201	47	195	123	72	310
%V	*6.8%*	*8.3%*	*8.7%*	*5.8%*	*7.3%*	*4.2%*	*7.4%*
%H		*62.6%*	*14.6%*	*60.7%*	*38.3%*	*22.4%*	*96.6%*
60"+	21	14	3	11	8	3	21
%V	*0.4%*	*0.6%*	*0.6%*	*0.3%*	*0.5%*	*0.2%*	*0.5%*
%H		*66.7%*	*14.3%*	*52.4%*	*38.1%*	*14.3%*	*100.0%*
Don't know	98	34	12	75	26	48	84
%V	*2.1%*	*1.4%*	*2.2%*	*2.2%*	*1.6%*	*2.8%*	*2.0%*
%H		*34.7%*	*12.2%*	*76.5%*	*26.5%*	*49.0%*	*85.7%*

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4709	2411	541	3376	1677	1699	4167
%H		*51.2%*	*11.5%*	*71.7%*	*35.6%*	*36.1%*	*88.5%*
Main living room	2280	1071	257	1543	633	910	1927
%V	*48.4%*	*44.4%*	*47.5%*	*45.7%*	*37.7%*	*53.6%*	*46.2%*
%H		*47.0%*	*11.3%*	*67.7%*	*27.8%*	*39.9%*	*84.5%*
Kitchen	296	149	28	245	125	119	260
%V	*6.3%*	*6.2%*	*5.2%*	*7.3%*	*7.5%*	*7.0%*	*6.2%*
%H		*50.3%*	*9.5%*	*82.8%*	*42.2%*	*40.2%*	*87.8%*
Adult's bedroom	1227	664	148	919	517	402	1126
%V	*26.1%*	*27.5%*	*27.4%*	*27.2%*	*30.8%*	*23.7%*	*27.0%*
%H		*54.1%*	*12.1%*	*74.9%*	*42.1%*	*32.8%*	*91.8%*
Child's bedroom	286	184	40	187	128	59	284
%V	*6.1%*	*7.6%*	*7.4%*	*5.5%*	*7.6%*	*3.5%*	*6.8%*
%H		*64.3%*	*14.0%*	*65.4%*	*44.8%*	*20.6%*	*99.3%*
Other bedroom	201	118	18	155	91	64	189
%V	*4.3%*	*4.9%*	*3.3%*	*4.6%*	*5.4%*	*3.8%*	*4.5%*
%H		*58.7%*	*9.0%*	*77.1%*	*45.3%*	*31.8%*	*94.0%*
Second living/dining room	271	141	33	209	112	97	242
%V	*5.8%*	*5.8%*	*6.1%*	*6.2%*	*6.7%*	*5.7%*	*5.8%*
%H		*52.0%*	*12.2%*	*77.1%*	*41.3%*	*35.8%*	*89.3%*
Study/office	40	23	6	33	21	12	39
%V	*0.8%*	*1.0%*	*1.1%*	*1.0%*	*1.3%*	*0.7%*	*0.9%*
%H		*57.5%*	*15.0%*	*82.5%*	*52.5%*	*30.0%*	*97.5%*
TV room	26	15	3	18	10	7	26
%V	*0.6%*	*0.6%*	*0.6%*	*0.5%*	*0.6%*	*0.4%*	*0.6%*
%H		*57.7%*	*11.5%*	*69.2%*	*38.5%*	*26.9%*	*100.0%*
Conservatory	54	33	4	46	29	17	47
%V	*1.1%*	*1.4%*	*0.7%*	*1.4%*	*1.7%*	*1.0%*	*1.1%*
%H		*61.1%*	*7.4%*	*85.2%*	*53.7%*	*31.5%*	*87.0%*
Attic or loft room	7	3	1	5	3	2	6
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*42.9%*	*14.3%*	*71.4%*	*42.9%*	*28.6%*	*85.7%*
No specific location	2	1	0	1	1	1	2
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*
%H		*50.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
Other	18	8	2	15	7	8	18
%V	*0.4%*	*0.3%*	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.4%*
%H		*44.4%*	*11.1%*	*83.3%*	*38.9%*	*44.4%*	*100.0%*

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Wales and West

Set level data

Table 17.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4709	2411	541	3376	1677	1699	4167
%H		*51.2%*	*11.5%*	*71.7%*	*35.6%*	*36.1%*	*88.5%*
PVR	2029	1334	318	1167	784	383	1880
%V	*43.1%*	*55.3%*	*58.8%*	*34.6%*	*46.8%*	*22.5%*	*45.1%*
%H		*65.7%*	*15.7%*	*57.5%*	*38.6%*	*18.9%*	*92.7%*
DVDR	40	18	4	29	11	18	35
%V	*0.8%*	*0.7%*	*0.7%*	*0.9%*	*0.7%*	*1.1%*	*0.8%*
%H		*45.0%*	*10.0%*	*72.5%*	*27.5%*	*45.0%*	*87.5%*
VCR	17	7	2	14	5	9	12
%V	*0.4%*	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.5%*	*0.3%*
%H		*41.2%*	*11.8%*	*82.4%*	*29.4%*	*52.9%*	*70.6%*
Any recorder	2052	1342	319	1186	788	398	1897
%V	*43.6%*	*55.7%*	*59.0%*	*35.1%*	*47.0%*	*23.4%*	*45.5%*
%H		*65.4%*	*15.5%*	*57.8%*	*38.4%*	*19.4%*	*92.4%*

Base: ITV Wales and West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 17.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4709	2411	541	3376	1677	1699	4167
%H		*51.2%*	*11.5%*	*71.7%*	*35.6%*	*36.1%*	*88.5%*
Receives HDTV (via STB or built-in reception)	2261	1228	340	1551	849	702	2091
%V	*48.0%*	*50.9%*	*62.8%*	*45.9%*	*50.6%*	*41.3%*	*50.2%*
%H		*54.3%*	*15.0%*	*68.6%*	*37.5%*	*31.0%*	*92.5%*
DVD/Blu-ray player or recorder	2581	1331	319	1805	917	888	2340
%V	*54.8%*	*55.2%*	*59.0%*	*53.5%*	*54.7%*	*52.3%*	*56.2%*
%H		*51.6%*	*12.4%*	*69.9%*	*35.5%*	*34.4%*	*90.7%*

Base: ITV Wales and West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 17.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2291	1070	257	1548	632	916	1938
%H		*46.7%*	*11.2%*	*67.6%*	*27.6%*	*40.0%*	*84.6%*
Under 20"	25	6	1	19	2	17	17
%V	*1.1%*	*0.6%*	*0.4%*	*1.2%*	*0.3%*	*1.9%*	*0.9%*
%H		*24.0%*	*4.0%*	*76.0%*	*8.0%*	*68.0%*	*68.0%*
20" - 29"	202	56	10	153	22	131	129
%V	*8.8%*	*5.2%*	*3.9%*	*9.9%*	*3.5%*	*14.3%*	*6.7%*
%H		*27.7%*	*5.0%*	*75.7%*	*10.9%*	*64.9%*	*63.9%*
30" - 39"	768	293	76	536	158	378	597
%V	*33.5%*	*27.4%*	*29.6%*	*34.6%*	*25.0%*	*41.3%*	*30.8%*
%H		*38.2%*	*9.9%*	*69.8%*	*20.6%*	*49.2%*	*77.7%*
40" - 49"	965	519	125	640	336	304	880
%V	*42.1%*	*48.5%*	*48.6%*	*41.3%*	*53.2%*	*33.2%*	*45.4%*
%H		*53.8%*	*13.0%*	*66.3%*	*34.8%*	*31.5%*	*91.2%*
50" - 59"	275	175	37	164	102	61	265
%V	*12.0%*	*16.4%*	*14.4%*	*10.6%*	*16.1%*	*6.7%*	*13.7%*
%H		*63.6%*	*13.5%*	*59.6%*	*37.1%*	*22.2%*	*96.4%*
60"+	16	11	2	9	5	3	16
%V	*0.7%*	*1.0%*	*0.8%*	*0.6%*	*0.8%*	*0.3%*	*0.8%*
%H		*68.8%*	*12.5%*	*56.3%*	*31.3%*	*18.8%*	*100.0%*
Don't know	40	10	6	27	6	20	33
%V	*1.7%*	*0.9%*	*2.3%*	*1.7%*	*0.9%*	*2.2%*	*1.7%*
%H		*25.0%*	*15.0%*	*67.5%*	*15.0%*	*50.0%*	*82.5%*

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2291	1070	257	1548	632	916	1938
%H		*46.7%*	*11.2%*	*67.6%*	*27.6%*	*40.0%*	*84.6%*
PVR	1470	902	241	892	560	332	1342
%V	*64.2%*	*84.3%*	*93.8%*	*57.6%*	*88.6%*	*36.2%*	*69.2%*
%H		*61.4%*	*16.4%*	*60.7%*	*38.1%*	*22.6%*	*91.3%*
DVDR	31	12	3	24	8	16	27
%V	*1.4%*	*1.1%*	*1.2%*	*1.6%*	*1.3%*	*1.7%*	*1.4%*
%H		*38.7%*	*9.7%*	*77.4%*	*25.8%*	*51.6%*	*87.1%*
VCR	13	6	1	10	4	7	9
%V	*0.6%*	*0.6%*	*0.4%*	*0.6%*	*0.6%*	*0.8%*	*0.5%*
%H		*46.2%*	*7.7%*	*76.9%*	*30.8%*	*53.8%*	*69.2%*
Any recorder	1485	905	241	906	561	344	1353
%V	*64.8%*	*84.6%*	*93.8%*	*58.5%*	*88.8%*	*37.6%*	*69.8%*
%H		*60.9%*	*16.2%*	*61.0%*	*37.8%*	*23.2%*	*91.1%*

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2291	1070	257	1548	632	916	1938
%H		*46.7%*	*11.2%*	*67.6%*	*27.6%*	*40.0%*	*84.6%*
Receives HDTV (via STB or built-in reception)	1455	754	225	974	491	484	1322
%V	*63.5%*	*70.5%*	*87.5%*	*62.9%*	*77.7%*	*52.8%*	*68.2%*
%H		*51.8%*	*15.5%*	*66.9%*	*33.7%*	*33.3%*	*90.9%*
DVD/Blu-ray player or recorder	1572	755	183	1073	473	600	1379
%V	*68.6%*	*70.6%*	*71.2%*	*69.3%*	*74.8%*	*65.5%*	*71.2%*
%H		*48.0%*	*11.6%*	*68.3%*	*30.1%*	*38.2%*	*87.7%*

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.18: 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	2418	1341	284	1828	1045	783	2229
%H		*55.5%*	*11.7%*	*75.6%*	*43.2%*	*32.4%*	*92.2%*
Under 20"	385	197	31	315	160	156	340
%V	*15.9%*	*14.7%*	*10.9%*	*17.2%*	*15.3%*	*19.9%*	*15.3%*
%H		*51.2%*	*8.1%*	*81.8%*	*41.6%*	*40.5%*	*88.3%*
20" - 29"	793	399	96	634	337	296	711
%V	*32.8%*	*29.8%*	*33.8%*	*34.7%*	*32.2%*	*37.8%*	*31.9%*
%H		*50.3%*	*12.1%*	*79.9%*	*42.5%*	*37.3%*	*89.7%*
30" - 39"	800	479	100	572	358	213	758
%V	*33.1%*	*35.7%*	*35.2%*	*31.3%*	*34.3%*	*27.2%*	*34.0%*
%H		*59.9%*	*12.5%*	*71.5%*	*44.8%*	*26.6%*	*94.8%*
40" - 49"	332	212	39	226	147	79	320
%V	*13.7%*	*15.8%*	*13.7%*	*12.4%*	*14.1%*	*10.1%*	*14.4%*
%H		*63.9%*	*11.7%*	*68.1%*	*44.3%*	*23.8%*	*96.4%*
50" - 59"	46	25	10	32	21	11	45
%V	*1.9%*	*1.9%*	*3.5%*	*1.8%*	*2.0%*	*1.4%*	*2.0%*
%H		*54.3%*	*21.7%*	*69.6%*	*45.7%*	*23.9%*	*97.8%*
60"+	5	3	2	2	2	0	5
%V	*0.2%*	*0.2%*	*0.7%*	*0.1%*	*0.2%*	*0.0%*	*0.2%*
%H		*60.0%*	*40.0%*	*40.0%*	*40.0%*	*0.0%*	*100.0%*
Don't know	58	24	6	48	20	28	51
%V	*2.4%*	*1.8%*	*2.1%*	*2.6%*	*1.9%*	*3.6%*	*2.3%*
%H		*41.4%*	*10.3%*	*82.8%*	*34.5%*	*48.3%*	*87.9%*

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2418	1341	284	1828	1045	783	2229
%H		*55.5%*	*11.7%*	*75.6%*	*43.2%*	*32.4%*	*92.2%*
PVR	559	432	78	275	224	51	538
%V	*23.1%*	*32.2%*	*27.5%*	*15.0%*	*21.4%*	*6.5%*	*24.1%*
%H		*77.3%*	*14.0%*	*49.2%*	*40.1%*	*9.1%*	*96.2%*
DVDR	8	6	1	6	4	2	8
%V	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H		*75.0%*	*12.5%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
VCR	4	1	1	4	1	2	2
%V	*0.2%*	*0.1%*	*0.4%*	*0.2%*	*0.1%*	*0.3%*	*0.1%*
%H		*25.0%*	*25.0%*	*100.0%*	*25.0%*	*50.0%*	*50.0%*
Any recorder	567	436	79	280	227	54	544
%V	*23.4%*	*32.5%*	*27.8%*	*15.3%*	*21.7%*	*6.9%*	*24.4%*
%H		*76.9%*	*13.9%*	*49.4%*	*40.0%*	*9.5%*	*95.9%*

Base: ITV Wales and West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 17.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2418	1341	284	1828	1045	783	2229
%H		*55.5%*	*11.7%*	*75.6%*	*43.2%*	*32.4%*	*92.2%*
Receives HDTV (via STB or built-in reception)	806	475	115	577	359	218	769
%V	*33.3%*	*35.4%*	*40.5%*	*31.6%*	*34.4%*	*27.8%*	*34.5%*
%H		*58.9%*	*14.3%*	*71.6%*	*44.5%*	*27.0%*	*95.4%*
DVD/Blu-ray player or recorder	1010	576	136	732	444	288	962
%V	*41.8%*	*43.0%*	*47.9%*	*40.0%*	*42.5%*	*36.8%*	*43.2%*
%H		*57.0%*	*13.5%*	*72.5%*	*44.0%*	*28.5%*	*95.2%*

Base: ITV Wales and West - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 17.21: Age 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 Inds	5393	5255	2661	660	3404	1595	1809	4901
%H		*97.4%*	*49.3%*	*12.2%*	*63.1%*	*29.6%*	*33.5%*	*90.9%*
Total Children	977	962	545	137	557	306	251	957
%V	*18.1%*	*18.3%*	*20.5%*	*20.8%*	*16.4%*	*19.2%*	*13.9%*	*19.5%*
%H		*98.5%*	*55.8%*	*14.0%*	*57.0%*	*31.3%*	*25.7%*	*98.0%*
0 - 3	237	229	129	33	124	64	60	227
%V	*4.4%*	*4.4%*	*4.8%*	*5.0%*	*3.6%*	*4.0%*	*3.3%*	*4.6%*
%H		*96.6%*	*54.4%*	*13.9%*	*52.3%*	*27.0%*	*25.3%*	*95.8%*
4 - 15	740	733	417	104	433	243	191	729
%V	*13.7%*	*13.9%*	*15.7%*	*15.8%*	*12.7%*	*15.2%*	*10.6%*	*14.9%*
%H		*99.1%*	*56.4%*	*14.1%*	*58.5%*	*32.8%*	*25.8%*	*98.5%*
4 - 9	397	392	216	55	228	120	108	390
%V	*7.4%*	*7.5%*	*8.1%*	*8.3%*	*6.7%*	*7.5%*	*6.0%*	*8.0%*
%H		*98.7%*	*54.4%*	*13.9%*	*57.4%*	*30.2%*	*27.2%*	*98.2%*
10 - 15	343	340	201	50	206	123	83	339
%V	*6.4%*	*6.5%*	*7.6%*	*7.6%*	*6.1%*	*7.7%*	*4.6%*	*6.9%*
%H		*99.1%*	*58.6%*	*14.6%*	*60.1%*	*35.9%*	*24.2%*	*98.8%*

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Wales and West

Individual level data

Table 17.22: Adults - 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 Inds	5393	5255	2661	660	3404	1595	1809	4901
%H		*97.4%*	*49.3%*	*12.2%*	*63.1%*	*29.6%*	*33.5%*	*90.9%*
Total Adults (16+)	4416	4294	2116	523	2846	1288	1558	3944
%V	*81.9%*	*81.7%*	*79.5%*	*79.2%*	*83.6%*	*80.8%*	*86.1%*	*80.5%*
%H		*97.2%*	*47.9%*	*11.8%*	*64.4%*	*29.2%*	*35.3%*	*89.3%*
16 - 19	230	225	119	29	135	73	62	226
%V	*4.3%*	*4.3%*	*4.5%*	*4.4%*	*4.0%*	*4.6%*	*3.4%*	*4.6%*
%H		*97.8%*	*51.7%*	*12.6%*	*58.7%*	*31.7%*	*27.0%*	*98.3%*
20 - 24	326	309	146	45	175	84	91	318
%V	*6.0%*	*5.9%*	*5.5%*	*6.8%*	*5.1%*	*5.3%*	*5.0%*	*6.5%*
%H		*94.8%*	*44.8%*	*13.8%*	*53.7%*	*25.8%*	*27.9%*	*97.5%*
25 - 34	672	636	317	90	369	170	199	658
%V	*12.5%*	*12.1%*	*11.9%*	*13.6%*	*10.8%*	*10.7%*	*11.0%*	*13.4%*
%H		*94.6%*	*47.2%*	*13.4%*	*54.9%*	*25.3%*	*29.6%*	*97.9%*
35 - 44	625	607	341	82	354	187	168	608
%V	*11.6%*	*11.6%*	*12.8%*	*12.4%*	*10.4%*	*11.7%*	*9.3%*	*12.4%*
%H		*97.1%*	*54.6%*	*13.1%*	*56.6%*	*29.9%*	*26.9%*	*97.3%*
45 - 54	759	738	391	96	497	250	247	730
%V	*14.1%*	*14.0%*	*14.7%*	*14.5%*	*14.6%*	*15.7%*	*13.7%*	*14.9%*
%H		*97.2%*	*51.5%*	*12.6%*	*65.5%*	*32.9%*	*32.5%*	*96.2%*
55 - 64	680	668	337	84	470	226	244	630
%V	*12.6%*	*12.7%*	*12.7%*	*12.7%*	*13.8%*	*14.2%*	*13.5%*	*12.9%*
%H		*98.2%*	*49.6%*	*12.4%*	*69.1%*	*33.2%*	*35.9%*	*92.6%*
65+	1123	1111	464	98	846	298	548	775
%V	*20.8%*	*21.1%*	*17.4%*	*14.8%*	*24.9%*	*18.7%*	*30.3%*	*15.8%*
%H		*98.9%*	*41.3%*	*8.7%*	*75.3%*	*26.5%*	*48.8%*	*69.0%*

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4416	4294	2116	523	2846	1288	1558	3944
%H		*97.2%*	*47.9%*	*11.8%*	*64.4%*	*29.2%*	*35.3%*	*89.3%*
AB	1147	1116	530	148	774	352	422	1110
%V	*26.0%*	*26.0%*	*25.0%*	*28.3%*	*27.2%*	*27.3%*	*27.1%*	*28.1%*
%H		*97.3%*	*46.2%*	*12.9%*	*67.5%*	*30.7%*	*36.8%*	*96.8%*
C1	1247	1202	572	154	781	349	433	1152
%V	*28.2%*	*28.0%*	*27.0%*	*29.4%*	*27.4%*	*27.1%*	*27.8%*	*29.2%*
%H		*96.4%*	*45.9%*	*12.3%*	*62.6%*	*28.0%*	*34.7%*	*92.4%*
C2	997	985	524	126	652	328	324	906
%V	*22.6%*	*22.9%*	*24.8%*	*24.1%*	*22.9%*	*25.5%*	*20.8%*	*23.0%*
%H		*98.8%*	*52.6%*	*12.6%*	*65.4%*	*32.9%*	*32.5%*	*90.9%*
D	682	660	333	74	415	182	233	558
%V	*15.4%*	*15.4%*	*15.7%*	*14.1%*	*14.6%*	*14.1%*	*15.0%*	*14.1%*
%H		*96.8%*	*48.8%*	*10.9%*	*60.9%*	*26.7%*	*34.2%*	*81.8%*
E	344	330	157	20	224	77	147	219
%V	*7.8%*	*7.7%*	*7.4%*	*3.8%*	*7.9%*	*6.0%*	*9.4%*	*5.6%*
%H		*95.9%*	*45.6%*	*5.8%*	*65.1%*	*22.4%*	*42.7%*	*63.7%*

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4416	4294	2116	523	2846	1288	1558	3944
%H		*97.2%*	*47.9%*	*11.8%*	*64.4%*	*29.2%*	*35.3%*	*89.3%*
Working full time	2004	1942	1051	257	1205	605	600	1953
%V	*45.4%*	*45.2%*	*49.7%*	*49.1%*	*42.3%*	*47.0%*	*38.5%*	*49.5%*
%H		*96.9%*	*52.4%*	*12.8%*	*60.1%*	*30.2%*	*29.9%*	*97.5%*
Working part time	453	441	211	68	301	148	153	436
%V	*10.3%*	*10.3%*	*10.0%*	*13.0%*	*10.6%*	*11.5%*	*9.8%*	*11.1%*
%H		*97.4%*	*46.6%*	*15.0%*	*66.4%*	*32.7%*	*33.8%*	*96.2%*
Not working	1959	1911	854	199	1340	535	805	1555
%V	*44.4%*	*44.5%*	*40.4%*	*38.0%*	*47.1%*	*41.5%*	*51.7%*	*39.4%*
%H		*97.5%*	*43.6%*	*10.2%*	*68.4%*	*27.3%*	*41.1%*	*79.4%*
Housewife/Houseperson	2371	2292	1071	257	1548	632	916	2003
%V	*53.7%*	*53.4%*	*50.6%*	*49.1%*	*54.4%*	*49.1%*	*58.8%*	*50.8%*
%H		*96.7%*	*45.2%*	*10.8%*	*65.3%*	*26.7%*	*38.6%*	*84.5%*

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.25: Males - 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 Males (16+)	2154	2088	1048	262	1368	645	723	1952
%H		*96.9%*	*48.7%*	*12.2%*	*63.5%*	*29.9%*	*33.6%*	*90.6%*
16 - 19	126	125	64	18	74	42	33	125
%V	*5.8%*	*6.0%*	*6.1%*	*6.9%*	*5.4%*	*6.5%*	*4.6%*	*6.4%*
%H		*99.2%*	*50.8%*	*14.3%*	*58.7%*	*33.3%*	*26.2%*	*99.2%*
20 - 24	158	150	72	24	80	39	41	155
%V	*7.3%*	*7.2%*	*6.9%*	*9.2%*	*5.8%*	*6.0%*	*5.7%*	*7.9%*
%H		*94.9%*	*45.6%*	*15.2%*	*50.6%*	*24.7%*	*25.9%*	*98.1%*
25 - 34	341	322	161	45	189	91	97	334
%V	*15.8%*	*15.4%*	*15.4%*	*17.2%*	*13.8%*	*14.1%*	*13.4%*	*17.1%*
%H		*94.4%*	*47.2%*	*13.2%*	*55.4%*	*26.7%*	*28.4%*	*97.9%*
35 - 44	310	300	168	39	175	90	85	298
%V	*14.4%*	*14.4%*	*16.0%*	*14.9%*	*12.8%*	*14.0%*	*11.8%*	*15.3%*
%H		*96.8%*	*54.2%*	*12.6%*	*56.5%*	*29.0%*	*27.4%*	*96.1%*
45 - 54	372	358	192	46	239	122	117	355
%V	*17.3%*	*17.1%*	*18.3%*	*17.6%*	*17.5%*	*18.9%*	*16.2%*	*18.2%*
%H		*96.2%*	*51.6%*	*12.4%*	*64.2%*	*32.8%*	*31.5%*	*95.4%*
55 - 64	337	329	163	41	231	108	123	307
%V	*15.6%*	*15.8%*	*15.6%*	*15.6%*	*16.9%*	*16.7%*	*17.0%*	*15.7%*
%H		*97.6%*	*48.4%*	*12.2%*	*68.5%*	*32.0%*	*36.5%*	*91.1%*
65+	510	505	227	50	380	152	228	377
%V	*23.7%*	*24.2%*	*21.7%*	*19.1%*	*27.8%*	*23.6%*	*31.5%*	*19.3%*
%H		*99.0%*	*44.5%*	*9.8%*	*74.5%*	*29.8%*	*44.7%*	*73.9%*

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2154	2088	1048	262	1368	645	723	1952
%H		*96.9%*	*48.7%*	*12.2%*	*63.5%*	*29.9%*	*33.6%*	*90.6%*
AB	582	566	276	72	391	180	211	565
%V	*27.0%*	*27.1%*	*26.3%*	*27.5%*	*28.6%*	*27.9%*	*29.2%*	*28.9%*
%H		*97.3%*	*47.4%*	*12.4%*	*67.2%*	*30.9%*	*36.3%*	*97.1%*
C1	586	564	270	79	357	168	190	552
%V	*27.2%*	*27.0%*	*25.8%*	*30.2%*	*26.1%*	*26.0%*	*26.3%*	*28.3%*
%H		*96.2%*	*46.1%*	*13.5%*	*60.9%*	*28.7%*	*32.4%*	*94.2%*
C2	527	519	277	65	345	174	171	472
%V	*24.5%*	*24.9%*	*26.4%*	*24.8%*	*25.2%*	*27.0%*	*23.7%*	*24.2%*
%H		*98.5%*	*52.6%*	*12.3%*	*65.5%*	*33.0%*	*32.4%*	*89.6%*
D	324	311	164	38	187	90	96	271
%V	*15.0%*	*14.9%*	*15.6%*	*14.5%*	*13.7%*	*14.0%*	*13.3%*	*13.9%*
%H		*96.0%*	*50.6%*	*11.7%*	*57.7%*	*27.8%*	*29.6%*	*83.6%*
E	134	127	61	8	87	32	54	92
%V	*6.2%*	*6.1%*	*5.8%*	*3.1%*	*6.4%*	*5.0%*	*7.5%*	*4.7%*
%H		*94.8%*	*45.5%*	*6.0%*	*64.9%*	*23.9%*	*40.3%*	*68.7%*

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2154	2088	1048	262	1368	645	723	1952
%H		*96.9%*	*48.7%*	*12.2%*	*63.5%*	*29.9%*	*33.6%*	*90.6%*
Working full time	1206	1167	633	159	724	371	353	1171
%V	*56.0%*	*55.9%*	*60.4%*	*60.7%*	*52.9%*	*57.5%*	*48.8%*	*60.0%*
%H		*96.8%*	*52.5%*	*13.2%*	*60.0%*	*30.8%*	*29.3%*	*97.1%*
Working part time	90	86	35	12	62	26	36	85
%V	*4.2%*	*4.1%*	*3.3%*	*4.6%*	*4.5%*	*4.0%*	*5.0%*	*4.4%*
%H		*95.6%*	*38.9%*	*13.3%*	*68.9%*	*28.9%*	*40.0%*	*94.4%*
Not working	858	836	380	90	581	248	334	696
%V	*39.8%*	*40.0%*	*36.3%*	*34.4%*	*42.5%*	*38.4%*	*46.2%*	*35.7%*
%H		*97.4%*	*44.3%*	*10.5%*	*67.7%*	*28.9%*	*38.9%*	*81.1%*
Housewife/Houseperson	477	448	186	47	298	100	198	359
%V	*22.1%*	*21.5%*	*17.7%*	*17.9%*	*21.8%*	*15.5%*	*27.4%*	*18.4%*
%H		*93.9%*	*39.0%*	*9.9%*	*62.5%*	*21.0%*	*41.5%*	*75.3%*

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.28: Females - 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 Females (16+)	2261	2205	1068	261	1479	644	835	1993
%H		*97.5%*	*47.2%*	*11.5%*	*65.4%*	*28.5%*	*36.9%*	*88.1%*
16 - 19	103	101	56	11	61	31	29	101
%V	*4.6%*	*4.6%*	*5.2%*	*4.2%*	*4.1%*	*4.8%*	*3.5%*	*5.1%*
%H		*98.1%*	*54.4%*	*10.7%*	*59.2%*	*30.1%*	*28.2%*	*98.1%*
20 - 24	168	159	74	21	95	45	50	163
%V	*7.4%*	*7.2%*	*6.9%*	*8.0%*	*6.4%*	*7.0%*	*6.0%*	*8.2%*
%H		*94.6%*	*44.0%*	*12.5%*	*56.5%*	*26.8%*	*29.8%*	*97.0%*
25 - 34	332	314	156	46	181	79	102	324
%V	*14.7%*	*14.2%*	*14.6%*	*17.6%*	*12.2%*	*12.3%*	*12.2%*	*16.3%*
%H		*94.6%*	*47.0%*	*13.9%*	*54.5%*	*23.8%*	*30.7%*	*97.6%*
35 - 44	316	306	173	42	180	97	83	310
%V	*14.0%*	*13.9%*	*16.2%*	*16.1%*	*12.2%*	*15.1%*	*9.9%*	*15.6%*
%H		*96.8%*	*54.7%*	*13.3%*	*57.0%*	*30.7%*	*26.3%*	*98.1%*
45 - 54	387	380	199	50	257	128	130	375
%V	*17.1%*	*17.2%*	*18.6%*	*19.2%*	*17.4%*	*19.9%*	*15.6%*	*18.8%*
%H		*98.2%*	*51.4%*	*12.9%*	*66.4%*	*33.1%*	*33.6%*	*96.9%*
55 - 64	344	339	173	43	239	118	121	323
%V	*15.2%*	*15.4%*	*16.2%*	*16.5%*	*16.2%*	*18.3%*	*14.5%*	*16.2%*
%H		*98.5%*	*50.3%*	*12.5%*	*69.5%*	*34.3%*	*35.2%*	*93.9%*
65+	612	605	237	48	467	146	321	398
%V	*27.1%*	*27.4%*	*22.2%*	*18.4%*	*31.6%*	*22.7%*	*38.4%*	*20.0%*
%H		*98.9%*	*38.7%*	*7.8%*	*76.3%*	*23.9%*	*52.5%*	*65.0%*

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2261	2205	1068	261	1479	644	835	1993
%H		*97.5%*	*47.2%*	*11.5%*	*65.4%*	*28.5%*	*36.9%*	*88.1%*
AB	565	550	254	77	383	172	211	545
%V	*25.0%*	*24.9%*	*23.8%*	*29.5%*	*25.9%*	*26.7%*	*25.3%*	*27.3%*
%H		*97.3%*	*45.0%*	*13.6%*	*67.8%*	*30.4%*	*37.3%*	*96.5%*
C1	660	637	302	75	424	181	243	599
%V	*29.2%*	*28.9%*	*28.3%*	*28.7%*	*28.7%*	*28.1%*	*29.1%*	*30.1%*
%H		*96.5%*	*45.8%*	*11.4%*	*64.2%*	*27.4%*	*36.8%*	*90.8%*
C2	469	465	247	61	306	154	153	434
%V	*20.7%*	*21.1%*	*23.1%*	*23.4%*	*20.7%*	*23.9%*	*18.3%*	*21.8%*
%H		*99.1%*	*52.7%*	*13.0%*	*65.2%*	*32.8%*	*32.6%*	*92.5%*
D	357	349	169	37	229	92	137	287
%V	*15.8%*	*15.8%*	*15.8%*	*14.2%*	*15.5%*	*14.3%*	*16.4%*	*14.4%*
%H		*97.8%*	*47.3%*	*10.4%*	*64.1%*	*25.8%*	*38.4%*	*80.4%*
E	210	203	96	12	137	45	92	127
%V	*9.3%*	*9.2%*	*9.0%*	*4.6%*	*9.3%*	*7.0%*	*11.0%*	*6.4%*
%H		*96.7%*	*45.7%*	*5.7%*	*65.2%*	*21.4%*	*43.8%*	*60.5%*

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2261	2205	1068	261	1479	644	835	1993
%H		*97.5%*	*47.2%*	*11.5%*	*65.4%*	*28.5%*	*36.9%*	*88.1%*
Working full time	798	775	417	97	481	234	247	782
%V	*35.3%*	*35.1%*	*39.0%*	*37.2%*	*32.5%*	*36.3%*	*29.6%*	*39.2%*
%H		*97.1%*	*52.3%*	*12.2%*	*60.3%*	*29.3%*	*31.0%*	*98.0%*
Working part time	362	355	177	55	239	122	117	352
%V	*16.0%*	*16.1%*	*16.6%*	*21.1%*	*16.2%*	*18.9%*	*14.0%*	*17.7%*
%H		*98.1%*	*48.9%*	*15.2%*	*66.0%*	*33.7%*	*32.3%*	*97.2%*
Not working	1101	1075	474	108	759	287	471	859
%V	*48.7%*	*48.8%*	*44.4%*	*41.4%*	*51.3%*	*44.6%*	*56.4%*	*43.1%*
%H		*97.6%*	*43.1%*	*9.8%*	*68.9%*	*26.1%*	*42.8%*	*78.0%*
Housewife/Houseperson	1894	1844	885	211	1250	532	719	1644
%V	*83.8%*	*83.6%*	*82.9%*	*80.8%*	*84.5%*	*82.6%*	*86.1%*	*82.5%*
%H		*97.4%*	*46.7%*	*11.1%*	*66.0%*	*28.1%*	*38.0%*	*86.8%*

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents Page

Household
- Table 18.1: Social Grade 480
- Table 18.2: Housewife Age 481
- Table 18.3: Size of Household 482
- Table 18.4: Presence of Children 483
- Table 18.5: Number of TV sets in household 484
- Table 18.6: Screen size 485
- Table 18.7: Location of ANY set in household 486
- Table 18.8: Platform Provider 487
- Table 18.9: Recorders and other equipment 488
- Table 18.10: Computers and Internet 489

Sets
- Table 18.11: Screen Size 490
- Table 18.12: Location of set 491
- Table 18.13: Recorders 492
- Table 18.14: Other TV equipment 492
- Table 18.15: Main Set Screen Size 493
- Table 18.16: Main Set Recorders 494
- Table 18.17: Main Set - Other TV equipment 494
- Table 18.18: Other Sets (non-Main Set) Screen Size 495
- Table 18.19: Other Set (non-Main Set) Recorders 496
- Table 18.20: Other Set (non-Main Set) - Other TV equipment 496

Individuals
- Table 18.21: Age of Children 497
- Table 18.22: Adults - Age 498
- Table 18.23: Social Grade (Adults 16+) 499
- Table 18.24: Working Status (Adults 16+) 500
- Table 18.25: Males - Age 501
- Table 18.26: Social Grade (Males 16+) 502
- Table 18.27: Working Status (Males 16+) 503
- Table 18.28: Females - Age 504
- Table 18.29: Social Grade (Females 16+) 505
- Table 18.30: Working Status (Females 16+) 506

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV West Macro

Household level data

Table 18.1: 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	3186	3085	1368	331	2179	853	1326	2712
%H (All HH)		*96.8%*	*42.9%*	*10.4%*	*68.4%*	*26.8%*	*41.6%*	*85.1%*
%H (TV HH)			*44.3%*	*10.7%*	*70.6%*	*27.6%*	*43.0%*	
AB	805	780	348	91	561	232	330	765
%V	*25.3%*	*25.3%*	*25.4%*	*27.5%*	*25.7%*	*27.2%*	*24.9%*	*28.2%*
%H (All HH)		*96.9%*	*43.2%*	*11.3%*	*69.7%*	*28.8%*	*41.0%*	*95.0%*
%H (TV HH)			*44.6%*	*11.7%*	*71.9%*	*29.7%*	*42.3%*	
C1	920	888	380	104	629	244	385	824
%V	*28.9%*	*28.8%*	*27.8%*	*31.4%*	*28.9%*	*28.6%*	*29.0%*	*30.4%*
%H (All HH)		*96.5%*	*41.3%*	*11.3%*	*68.4%*	*26.5%*	*41.8%*	*89.6%*
%H (TV HH)			*42.8%*	*11.7%*	*70.8%*	*27.5%*	*43.4%*	
C2	661	649	305	76	457	200	257	575
%V	*20.7%*	*21.0%*	*22.3%*	*23.0%*	*21.0%*	*23.4%*	*19.4%*	*21.2%*
%H (All HH)		*98.2%*	*46.1%*	*11.5%*	*69.1%*	*30.3%*	*38.9%*	*87.0%*
%H (TV HH)			*47.0%*	*11.7%*	*70.4%*	*30.8%*	*39.6%*	
D	488	472	210	46	319	117	202	374
%V	*15.3%*	*15.3%*	*15.4%*	*13.9%*	*14.6%*	*13.7%*	*15.2%*	*13.8%*
%H (All HH)		*96.7%*	*43.0%*	*9.4%*	*65.4%*	*24.0%*	*41.4%*	*76.6%*
%H (TV HH)			*44.5%*	*9.7%*	*67.6%*	*24.8%*	*42.8%*	
E	312	297	124	14	213	60	153	174
%V	*9.8%*	*9.6%*	*9.1%*	*4.2%*	*9.8%*	*7.0%*	*11.5%*	*6.4%*
%H (All HH)		*95.2%*	*39.7%*	*4.5%*	*68.3%*	*19.2%*	*49.0%*	*55.8%*
%H (TV HH)			*41.8%*	*4.7%*	*71.7%*	*20.2%*	*51.5%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.2: 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	3186	3085	1368	331	2179	853	1326	2712
%H (All HH)		*96.8%*	*42.9%*	*10.4%*	*68.4%*	*26.8%*	*41.6%*	*85.1%*
%H (TV HH)			*44.3%*	*10.7%*	*70.6%*	*27.6%*	*43.0%*	
Under 25	133	117	38	13	68	19	49	126
%V	*4.2%*	*3.8%*	*2.8%*	*3.9%*	*3.1%*	*2.2%*	*3.7%*	*4.6%*
%H (All HH)		*88.0%*	*28.6%*	*9.8%*	*51.1%*	*14.3%*	*36.8%*	*94.7%*
%H (TV HH)			*32.5%*	*11.1%*	*58.1%*	*16.2%*	*41.9%*	
25 - 34	437	412	193	59	234	97	137	424
%V	*13.7%*	*13.4%*	*14.1%*	*17.8%*	*10.7%*	*11.4%*	*10.3%*	*15.6%*
%H (All HH)		*94.3%*	*44.2%*	*13.5%*	*53.5%*	*22.2%*	*31.4%*	*97.0%*
%H (TV HH)			*46.8%*	*14.3%*	*56.8%*	*23.5%*	*33.3%*	
35 - 44	460	446	242	55	278	139	139	450
%V	*14.4%*	*14.5%*	*17.7%*	*16.6%*	*12.8%*	*16.3%*	*10.5%*	*16.6%*
%H (All HH)		*97.0%*	*52.6%*	*12.0%*	*60.4%*	*30.2%*	*30.2%*	*97.8%*
%H (TV HH)			*54.3%*	*12.3%*	*62.3%*	*31.2%*	*31.2%*	
45 - 54	596	577	275	75	407	185	222	569
%V	*18.7%*	*18.7%*	*20.1%*	*22.7%*	*18.7%*	*21.7%*	*16.7%*	*21.0%*
%H (All HH)		*96.8%*	*46.1%*	*12.6%*	*68.3%*	*31.0%*	*37.2%*	*95.5%*
%H (TV HH)			*47.7%*	*13.0%*	*70.5%*	*32.1%*	*38.5%*	
55 - 64	563	549	261	60	402	179	223	506
%V	*17.7%*	*17.8%*	*19.1%*	*18.1%*	*18.4%*	*21.0%*	*16.8%*	*18.7%*
%H (All HH)		*97.5%*	*46.4%*	*10.7%*	*71.4%*	*31.8%*	*39.6%*	*89.9%*
%H (TV HH)			*47.5%*	*10.9%*	*73.2%*	*32.6%*	*40.6%*	
65 +	998	984	359	69	789	233	556	637
%V	*31.3%*	*31.9%*	*26.2%*	*20.8%*	*36.2%*	*27.3%*	*41.9%*	*23.5%*
%H (All HH)		*98.6%*	*36.0%*	*6.9%*	*79.1%*	*23.3%*	*55.7%*	*63.8%*
%H (TV HH)			*36.5%*	*7.0%*	*80.2%*	*23.7%*	*56.5%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.3: 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	3186	3085	1368	331	2179	853	1326	2712
%H (All HH)		*96.8%*	*42.9%*	*10.4%*	*68.4%*	*26.8%*	*41.6%*	*85.1%*
%H (TV HH)			*44.3%*	*10.7%*	*70.6%*	*27.6%*	*43.0%*	
1	999	944	307	75	710	167	543	649
%V	*31.4%*	*30.6%*	*22.4%*	*22.7%*	*32.6%*	*19.6%*	*41.0%*	*23.9%*
%H (All HH)		*94.5%*	*30.7%*	*7.5%*	*71.1%*	*16.7%*	*54.4%*	*65.0%*
%H (TV HH)			*32.5%*	*7.9%*	*75.2%*	*17.7%*	*57.5%*	
2	1175	1148	525	116	829	341	488	1067
%V	*36.9%*	*37.2%*	*38.4%*	*35.0%*	*38.0%*	*40.0%*	*36.8%*	*39.3%*
%H (All HH)		*97.7%*	*44.7%*	*9.9%*	*70.6%*	*29.0%*	*41.5%*	*90.8%*
%H (TV HH)			*45.7%*	*10.1%*	*72.2%*	*29.7%*	*42.5%*	
3	462	452	240	60	296	152	145	451
%V	*14.5%*	*14.7%*	*17.5%*	*18.1%*	*13.6%*	*17.8%*	*10.9%*	*16.6%*
%H (All HH)		*97.8%*	*51.9%*	*13.0%*	*64.1%*	*32.9%*	*31.4%*	*97.6%*
%H (TV HH)			*53.1%*	*13.3%*	*65.5%*	*33.6%*	*32.1%*	
4	373	366	197	58	240	136	105	370
%V	*11.7%*	*11.9%*	*14.4%*	*17.5%*	*11.0%*	*15.9%*	*7.9%*	*13.6%*
%H (All HH)		*98.1%*	*52.8%*	*15.5%*	*64.3%*	*36.5%*	*28.2%*	*99.2%*
%H (TV HH)			*53.8%*	*15.8%*	*65.6%*	*37.2%*	*28.7%*	
5+	178	176	100	23	103	57	46	175
%V	*5.6%*	*5.7%*	*7.3%*	*6.9%*	*4.7%*	*6.7%*	*3.5%*	*6.5%*
%H (All HH)		*98.9%*	*56.2%*	*12.9%*	*57.9%*	*32.0%*	*25.8%*	*98.3%*
%H (TV HH)			*56.8%*	*13.1%*	*58.5%*	*32.4%*	*26.1%*	
Average HH size	2.26	2.28	2.49	2.54	2.19	2.52	1.98	2.42

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.4: 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	3186	3085	1368	331	2179	853	1326	2712
%H (All HH)		*96.8%*	*42.9%*	*10.4%*	*68.4%*	*26.8%*	*41.6%*	*85.1%*
%H (TV HH)			*44.3%*	*10.7%*	*70.6%*	*27.6%*	*43.0%*	
Without	2459	2371	978	233	1739	622	1117	1997
%V	*77.2%*	*76.9%*	*71.5%*	*70.4%*	*79.8%*	*72.9%*	*84.2%*	*73.6%*
%H (All HH)		*96.4%*	*39.8%*	*9.5%*	*70.7%*	*25.3%*	*45.4%*	*81.2%*
%H (TV HH)			*41.2%*	*9.8%*	*73.3%*	*26.2%*	*47.1%*	
With	727	714	390	98	440	231	209	715
%V	*22.8%*	*23.1%*	*28.5%*	*29.6%*	*20.2%*	*27.1%*	*15.8%*	*26.4%*
%H (All HH)		*98.2%*	*53.6%*	*13.5%*	*60.5%*	*31.8%*	*28.7%*	*98.3%*
%H (TV HH)			*54.6%*	*13.7%*	*61.6%*	*32.4%*	*29.3%*	
0 - 3	265	259	141	36	152	79	73	256
%V	*8.3%*	*8.4%*	*10.3%*	*10.9%*	*7.0%*	*9.3%*	*5.5%*	*9.4%*
%H (All HH)		*97.7%*	*53.2%*	*13.6%*	*57.4%*	*29.8%*	*27.5%*	*96.6%*
%H (TV HH)			*54.4%*	*13.9%*	*58.7%*	*30.5%*	*28.2%*	
4 - 9	377	373	209	48	224	118	106	371
%V	*11.8%*	*12.1%*	*15.3%*	*14.5%*	*10.3%*	*13.8%*	*8.0%*	*13.7%*
%H (All HH)		*98.9%*	*55.4%*	*12.7%*	*59.4%*	*31.3%*	*28.1%*	*98.4%*
%H (TV HH)			*56.0%*	*12.9%*	*60.1%*	*31.6%*	*28.4%*	
10 - 15	349	344	196	49	221	126	95	346
%V	*11.0%*	*11.2%*	*14.3%*	*14.8%*	*10.1%*	*14.8%*	*7.2%*	*12.8%*
%H (All HH)		*98.6%*	*56.2%*	*14.0%*	*63.3%*	*36.1%*	*27.2%*	*99.1%*
%H (TV HH)			*57.0%*	*14.2%*	*64.2%*	*36.6%*	*27.6%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.5: 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	3186	3085	1368	331	2179	853	1326	2712
%H (All HH)		*96.8%*	*42.9%*	*10.4%*	*68.4%*	*26.8%*	*41.6%*	*85.1%*
%H (TV HH)			*44.3%*	*10.7%*	*70.6%*	*27.6%*	*43.0%*	
1	1176	1176	403	115	726	117	610	910
%V	*36.9%*	*38.1%*	*29.5%*	*34.7%*	*33.3%*	*13.7%*	*46.0%*	*33.6%*
%H (All HH)		*100.0%*	*34.3%*	*9.8%*	*61.7%*	*9.9%*	*51.9%*	*77.4%*
%H (TV HH)			*34.3%*	*9.8%*	*61.7%*	*9.9%*	*51.9%*	
2	1052	1052	498	109	768	333	434	904
%V	*33.0%*	*34.1%*	*36.4%*	*32.9%*	*35.2%*	*39.0%*	*32.7%*	*33.3%*
%H (All HH)		*100.0%*	*47.3%*	*10.4%*	*73.0%*	*31.7%*	*41.3%*	*85.9%*
%H (TV HH)			*47.3%*	*10.4%*	*73.0%*	*31.7%*	*41.3%*	
3	544	544	285	67	430	239	191	512
%V	*17.1%*	*17.6%*	*20.8%*	*20.2%*	*19.7%*	*28.0%*	*14.4%*	*18.9%*
%H (All HH)		*100.0%*	*52.4%*	*12.3%*	*79.0%*	*43.9%*	*35.1%*	*94.1%*
%H (TV HH)			*52.4%*	*12.3%*	*79.0%*	*43.9%*	*35.1%*	
4	204	204	113	27	164	101	63	196
%V	*6.4%*	*6.6%*	*8.3%*	*8.2%*	*7.5%*	*11.8%*	*4.8%*	*7.2%*
%H (All HH)		*100.0%*	*55.4%*	*13.2%*	*80.4%*	*49.5%*	*30.9%*	*96.1%*
%H (TV HH)			*55.4%*	*13.2%*	*80.4%*	*49.5%*	*30.9%*	
5+	108	108	69	12	92	63	28	106
%V	*3.4%*	*3.5%*	*5.0%*	*3.6%*	*4.2%*	*7.4%*	*2.1%*	*3.9%*
%H (All HH)		*100.0%*	*63.9%*	*11.1%*	*85.2%*	*58.3%*	*25.9%*	*98.1%*
%H (TV HH)			*63.9%*	*11.1%*	*85.2%*	*58.3%*	*25.9%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3186	3085	1368	331	2179	853	1326	2712
%H (All HH)		*96.8%*	*42.9%*	*10.4%*	*68.4%*	*26.8%*	*41.6%*	*85.1%*
%H (TV HH)			*44.3%*	*10.7%*	*70.6%*	*27.6%*	*43.0%*	
Under 20"	477	477	224	38	394	183	212	415
%V	*15.0%*	*15.5%*	*16.4%*	*11.5%*	*18.1%*	*21.5%*	*16.0%*	*15.3%*
%H (All HH)		*100.0%*	*47.0%*	*8.0%*	*82.6%*	*38.4%*	*44.4%*	*87.0%*
%H (TV HH)			*47.0%*	*8.0%*	*82.6%*	*38.4%*	*44.4%*	
20" - 29"	1052	1052	446	112	841	353	488	876
%V	*33.0%*	*34.1%*	*32.6%*	*33.8%*	*38.6%*	*41.4%*	*36.8%*	*32.3%*
%H (All HH)		*100.0%*	*42.4%*	*10.6%*	*79.9%*	*33.6%*	*46.4%*	*83.3%*
%H (TV HH)			*42.4%*	*10.6%*	*79.9%*	*33.6%*	*46.4%*	
30" - 39"	1640	1640	734	172	1203	496	707	1395
%V	*51.5%*	*53.2%*	*53.7%*	*52.0%*	*55.2%*	*58.1%*	*53.3%*	*51.4%*
%H (All HH)		*100.0%*	*44.8%*	*10.5%*	*73.4%*	*30.2%*	*43.1%*	*85.1%*
%H (TV HH)			*44.8%*	*10.5%*	*73.4%*	*30.2%*	*43.1%*	
40" - 49"	1427	1427	752	179	981	508	474	1313
%V	*44.8%*	*46.3%*	*55.0%*	*54.1%*	*45.0%*	*59.6%*	*35.7%*	*48.4%*
%H (All HH)		*100.0%*	*52.7%*	*12.5%*	*68.7%*	*35.6%*	*33.2%*	*92.0%*
%H (TV HH)			*52.7%*	*12.5%*	*68.7%*	*35.6%*	*33.2%*	
50" - 59"	398	398	238	54	252	148	104	386
%V	*12.5%*	*12.9%*	*17.4%*	*16.3%*	*11.6%*	*17.4%*	*7.8%*	*14.2%*
%H (All HH)		*100.0%*	*59.8%*	*13.6%*	*63.3%*	*37.2%*	*26.1%*	*97.0%*
%H (TV HH)			*59.8%*	*13.6%*	*63.3%*	*37.2%*	*26.1%*	
60"+	32	32	19	4	20	12	8	32
%V	*1.0%*	*1.0%*	*1.4%*	*1.2%*	*0.9%*	*1.4%*	*0.6%*	*1.2%*
%H (All HH)		*100.0%*	*59.4%*	*12.5%*	*62.5%*	*37.5%*	*25.0%*	*100.0%*
%H (TV HH)			*59.4%*	*12.5%*	*62.5%*	*37.5%*	*25.0%*	

Base: ITV West Macro - Households (000s)

%V = percentage 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

ITV West Macro

Household level data

Table 18.7: 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	3186	3085	1368	331	2179	853	1326	2712
%H (All HH)		*96.8%*	*42.9%*	*10.4%*	*68.4%*	*26.8%*	*41.6%*	*85.1%*
%H (TV HH)			*44.3%*	*10.7%*	*70.6%*	*27.6%*	*43.0%*	
Main living room	3056	3056	1360	330	2163	849	1314	2600
%V	*95.9%*	*99.1%*	*99.4%*	*99.7%*	*99.3%*	*99.5%*	*99.1%*	*95.9%*
%H (All HH)		*100.0%*	*44.5%*	*10.8%*	*70.8%*	*27.8%*	*43.0%*	*85.1%*
%H (TV HH)			*44.5%*	*10.8%*	*70.8%*	*27.8%*	*43.0%*	
Kitchen	403	403	194	37	342	168	174	356
%V	*12.6%*	*13.1%*	*14.2%*	*11.2%*	*15.7%*	*19.7%*	*13.1%*	*13.1%*
%H (All HH)		*100.0%*	*48.1%*	*9.2%*	*84.9%*	*41.7%*	*43.2%*	*88.3%*
%H (TV HH)			*48.1%*	*9.2%*	*84.9%*	*41.7%*	*43.2%*	
Adult's bedroom	1418	1418	718	169	1094	575	519	1289
%V	*44.5%*	*46.0%*	*52.5%*	*51.1%*	*50.2%*	*67.4%*	*39.1%*	*47.5%*
%H (All HH)		*100.0%*	*50.6%*	*11.9%*	*77.2%*	*40.6%*	*36.6%*	*90.9%*
%H (TV HH)			*50.6%*	*11.9%*	*77.2%*	*40.6%*	*36.6%*	
Child's bedroom	276	276	170	38	185	120	65	274
%V	*8.7%*	*8.9%*	*12.4%*	*11.5%*	*8.5%*	*14.1%*	*4.9%*	*10.1%*
%H (All HH)		*100.0%*	*61.6%*	*13.8%*	*67.0%*	*43.5%*	*23.6%*	*99.3%*
%H (TV HH)			*61.6%*	*13.8%*	*67.0%*	*43.5%*	*23.6%*	
Other bedroom	247	247	129	30	197	110	87	234
%V	*7.8%*	*8.0%*	*9.4%*	*9.1%*	*9.0%*	*12.9%*	*6.6%*	*8.6%*
%H (All HH)		*100.0%*	*52.2%*	*12.1%*	*79.8%*	*44.5%*	*35.2%*	*94.7%*
%H (TV HH)			*52.2%*	*12.1%*	*79.8%*	*44.5%*	*35.2%*	
Second living/dining room	338	338	174	39	267	142	125	302
%V	*10.6%*	*11.0%*	*12.7%*	*11.8%*	*12.3%*	*16.6%*	*9.4%*	*11.1%*
%H (All HH)		*100.0%*	*51.5%*	*11.5%*	*79.0%*	*42.0%*	*37.0%*	*89.3%*
%H (TV HH)			*51.5%*	*11.5%*	*79.0%*	*42.0%*	*37.0%*	
Study/office	53	53	29	7	44	27	16	51
%V	*1.7%*	*1.7%*	*2.1%*	*2.1%*	*2.0%*	*3.2%*	*1.2%*	*1.9%*
%H (All HH)		*100.0%*	*54.7%*	*13.2%*	*83.0%*	*50.9%*	*30.2%*	*96.2%*
%H (TV HH)			*54.7%*	*13.2%*	*83.0%*	*50.9%*	*30.2%*	
TV room	28	28	16	3	20	11	9	28
%V	*0.9%*	*0.9%*	*1.2%*	*0.9%*	*0.9%*	*1.3%*	*0.7%*	*1.0%*
%H (All HH)		*100.0%*	*57.1%*	*10.7%*	*71.4%*	*39.3%*	*32.1%*	*100.0%*
%H (TV HH)			*57.1%*	*10.7%*	*71.4%*	*39.3%*	*32.1%*	
Conservatory	67	67	41	5	57	36	21	60
%V	*2.1%*	*2.2%*	*3.0%*	*1.5%*	*2.6%*	*4.2%*	*1.6%*	*2.2%*
%H (All HH)		*100.0%*	*61.2%*	*7.5%*	*85.1%*	*53.7%*	*31.3%*	*89.6%*
%H (TV HH)			*61.2%*	*7.5%*	*85.1%*	*53.7%*	*31.3%*	
Attic or loft room	7	7	4	1	6	3	2	7
%V	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*57.1%*	*14.3%*	*85.7%*	*42.9%*	*28.6%*	*100.0%*
%H (TV HH)			*57.1%*	*14.3%*	*85.7%*	*42.9%*	*28.6%*	
No specific location	3	3	1	0	2	1	2	3
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*
%H (All HH)		*100.0%*	*33.3%*	*0.0%*	*66.7%*	*33.3%*	*66.7%*	*100.0%*
%H (TV HH)			*33.3%*	*0.0%*	*66.7%*	*33.3%*	*66.7%*	
Other	22	22	12	2	19	10	9	22
%V	*0.7%*	*0.7%*	*0.9%*	*0.6%*	*0.9%*	*1.2%*	*0.7%*	*0.8%*
%H (All HH)		*100.0%*	*54.5%*	*9.1%*	*86.4%*	*45.5%*	*40.9%*	*100.0%*
%H (TV HH)			*54.5%*	*9.1%*	*86.4%*	*45.5%*	*40.9%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.8: 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	3186	3085	1368	331	2179	853	1326	2712
%H (All HH)		*96.8%*	*42.9%*	*10.4%*	*68.4%*	*26.8%*	*41.6%*	*85.1%*
%H (TV HH)			*44.3%*	*10.7%*	*70.6%*	*27.6%*	*43.0%*	
Any DSAT provider	1368	1368	1368	8	693	693	0	1241
%V	*42.9%*	*44.3%*	*100.0%*	*2.4%*	*31.8%*	*81.2%*	*0.0%*	*45.8%*
%H (All HH)			*100.0%*	*0.6%*	*50.7%*	*50.7%*	*0.0%*	*90.7%*
%H (TV HH)			*100.0%*	*0.6%*	*50.7%*	*50.7%*	*0.0%*	
Sky with subcription	1079	1079	1079	3	545	545	0	995
%V	*33.9%*	*35.0%*	*78.9%*	*0.9%*	*25.0%*	*63.9%*	*0.0%*	*36.7%*
%H (All HH)			*100.0%*	*0.3%*	*50.5%*	*50.5%*	*0.0%*	*92.2%*
%H (TV HH)			*100.0%*	*0.3%*	*50.5%*	*50.5%*	*0.0%*	
Sky without subscription	109	109	109	1	54	54	0	85
%V	*3.4%*	*3.5%*	*8.0%*	*0.3%*	*2.5%*	*6.3%*	*0.0%*	*3.1%*
%H (All HH)			*100.0%*	*0.9%*	*49.5%*	*49.5%*	*0.0%*	*78.0%*
%H (TV HH)			*100.0%*	*0.9%*	*49.5%*	*49.5%*	*0.0%*	
Freesat	169	169	169	1	88	88	0	155
%V	*5.3%*	*5.5%*	*12.4%*	*0.3%*	*4.0%*	*10.3%*	*0.0%*	*5.7%*
%H (All HH)			*100.0%*	*0.6%*	*52.1%*	*52.1%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*0.6%*	*52.1%*	*52.1%*	*0.0%*	
Other satellite provider	70	70	70	2	37	37	0	65
%V	*2.2%*	*2.3%*	*5.1%*	*0.6%*	*1.7%*	*4.3%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*2.9%*	*52.9%*	*52.9%*	*0.0%*	*92.9%*
%H (TV HH)			*100.0%*	*2.9%*	*52.9%*	*52.9%*	*0.0%*	
DCAB	331	331	8	331	164	164	0	316
%V	*10.4%*	*10.7%*	*0.6%*	*100.0%*	*7.5%*	*19.2%*	*0.0%*	*11.7%*
%H (All HH)			*2.4%*	*100.0%*	*49.5%*	*49.5%*	*0.0%*	*95.5%*
%H (TV HH)			*2.4%*	*100.0%*	*49.5%*	*49.5%*	*0.0%*	
DTT	2179	2179	693	164	2179	853	1326	1812
%V	*68.4%*	*70.6%*	*50.7%*	*49.5%*	*100.0%*	*100.0%*	*100.0%*	*66.8%*
%H (All HH)		*100.0%*	*31.8%*	*7.5%*	*100.0%*	*39.1%*	*60.9%*	*83.2%*
%H (TV HH)			*31.8%*	*7.5%*	*100.0%*	*39.1%*	*60.9%*	

Base: ITV West Macro - Households (000s)

%V = percentage 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

ITV West Macro

Household level data

Table 18.9: 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	3186	3085	1368	331	2179	853	1326	2712
%H (All HH)		*96.8%*	*42.9%*	*10.4%*	*68.4%*	*26.8%*	*41.6%*	*85.1%*
%H (TV HH)			*44.3%*	*10.7%*	*70.6%*	*27.6%*	*43.0%*	
PVR	2021	2021	1183	311	1306	774	532	1852
%V	*63.4%*	*65.5%*	*86.5%*	*94.0%*	*59.9%*	*90.7%*	*40.1%*	*68.3%*
%H (All HH)		*100.0%*	*58.5%*	*15.4%*	*64.6%*	*38.3%*	*26.3%*	*91.6%*
%H (TV HH)			*58.5%*	*15.4%*	*64.6%*	*38.3%*	*26.3%*	
DVDR	48	48	19	3	38	12	26	41
%V	*1.5%*	*1.6%*	*1.4%*	*0.9%*	*1.7%*	*1.4%*	*2.0%*	*1.5%*
%H (All HH)		*100.0%*	*39.6%*	*6.3%*	*79.2%*	*25.0%*	*54.2%*	*85.4%*
%H (TV HH)			*39.6%*	*6.3%*	*79.2%*	*25.0%*	*54.2%*	
VCR	23	23	7	2	19	6	13	17
%V	*0.7%*	*0.7%*	*0.5%*	*0.6%*	*0.9%*	*0.7%*	*1.0%*	*0.6%*
%H (All HH)		*100.0%*	*30.4%*	*8.7%*	*82.6%*	*26.1%*	*56.5%*	*73.9%*
%H (TV HH)			*30.4%*	*8.7%*	*82.6%*	*26.1%*	*56.5%*	
Any recorder	2044	2044	1186	311	1328	775	553	1867
%V	*64.2%*	*66.3%*	*86.7%*	*94.0%*	*60.9%*	*90.9%*	*41.7%*	*68.8%*
%H (All HH)		*100.0%*	*58.0%*	*15.2%*	*65.0%*	*37.9%*	*27.1%*	*91.3%*
%H (TV HH)			*58.0%*	*15.2%*	*65.0%*	*37.9%*	*27.1%*	
Receives HDTV (via STB or built-in reception)	2070	2070	1036	298	1455	711	744	1893
%V	*65.0%*	*67.1%*	*75.7%*	*90.0%*	*66.8%*	*83.4%*	*56.1%*	*69.8%*
%H (All HH)		*100.0%*	*50.0%*	*14.4%*	*70.3%*	*34.3%*	*35.9%*	*91.4%*
%H (TV HH)			*50.0%*	*14.4%*	*70.3%*	*34.3%*	*35.9%*	
DVD/Blu-ray player or recorder	2380	2380	1098	270	1702	733	969	2108
%V	*74.7%*	*77.1%*	*80.3%*	*81.6%*	*78.1%*	*85.9%*	*73.1%*	*77.7%*
%H (All HH)		*100.0%*	*46.1%*	*11.3%*	*71.5%*	*30.8%*	*40.7%*	*88.6%*
%H (TV HH)			*46.1%*	*11.3%*	*71.5%*	*30.8%*	*40.7%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.10: 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	3186	3085	1368	331	2179	853	1326	2712
%H (All HH)		*96.8%*	*42.9%*	*10.4%*	*68.4%*	*26.8%*	*41.6%*	*85.1%*
%H (TV HH)			*44.3%*	*10.7%*	*70.6%*	*27.6%*	*43.0%*	
Has broadband internet	2712	2627	1241	316	1812	799	1013	2712
%V	*85.1%*	*85.2%*	*90.7%*	*95.5%*	*83.2%*	*93.7%*	*76.4%*	*100.0%*
%H (All HH)		*96.9%*	*45.8%*	*11.7%*	*66.8%*	*29.5%*	*37.4%*	*100.0%*
%H (TV HH)			*47.2%*	*12.0%*	*69.0%*	*30.4%*	*38.6%*	
Number of computers (PCs and laptops)								
0	567	546	163	26	420	72	348	115
%V	*17.8%*	*17.7%*	*11.9%*	*7.9%*	*19.3%*	*8.4%*	*26.2%*	*4.2%*
%H (All HH)		*96.3%*	*28.7%*	*4.6%*	*74.1%*	*12.7%*	*61.4%*	*20.3%*
%H (TV HH)			*29.9%*	*4.8%*	*76.9%*	*13.2%*	*63.7%*	
1	799	764	318	77	533	179	354	780
%V	*25.1%*	*24.8%*	*23.2%*	*23.3%*	*24.5%*	*21.0%*	*26.7%*	*28.8%*
%H (All HH)		*95.6%*	*39.8%*	*9.6%*	*66.7%*	*22.4%*	*44.3%*	*97.6%*
%H (TV HH)			*41.6%*	*10.1%*	*69.8%*	*23.4%*	*46.3%*	
2	755	731	352	82	514	233	281	753
%V	*23.7%*	*23.7%*	*25.7%*	*24.8%*	*23.6%*	*27.3%*	*21.2%*	*27.8%*
%H (All HH)		*96.8%*	*46.6%*	*10.9%*	*68.1%*	*30.9%*	*37.2%*	*99.7%*
%H (TV HH)			*48.2%*	*11.2%*	*70.3%*	*31.9%*	*38.4%*	
3	467	458	230	56	317	150	166	466
%V	*14.7%*	*14.8%*	*16.8%*	*16.9%*	*14.5%*	*17.6%*	*12.5%*	*17.2%*
%H (All HH)		*98.1%*	*49.3%*	*12.0%*	*67.9%*	*32.1%*	*35.5%*	*99.8%*
%H (TV HH)			*50.2%*	*12.2%*	*69.2%*	*32.8%*	*36.2%*	
4	263	257	129	42	176	95	81	263
%V	*8.3%*	*8.3%*	*9.4%*	*12.7%*	*8.1%*	*11.1%*	*6.1%*	*9.7%*
%H (All HH)		*97.7%*	*49.0%*	*16.0%*	*66.9%*	*36.1%*	*30.8%*	*100.0%*
%H (TV HH)			*50.2%*	*16.3%*	*68.5%*	*37.0%*	*31.5%*	
5+	335	329	176	48	220	124	96	335
%V	*10.5%*	*10.7%*	*12.9%*	*14.5%*	*10.1%*	*14.5%*	*7.2%*	*12.4%*
%H (All HH)		*98.2%*	*52.5%*	*14.3%*	*65.7%*	*37.0%*	*28.7%*	*100.0%*
%H (TV HH)			*53.5%*	*14.6%*	*66.9%*	*37.7%*	*29.2%*	

Base: ITV West Macro - Households (000s)

%V = percentage 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

ITV West Macro

Set level data

Table 18.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6319	3084	706	4704	2245	2459	5615
%H		*48.8%*	*11.2%*	*74.4%*	*35.5%*	*38.9%*	*88.9%*
Under 20"	606	286	48	509	241	268	534
%V	*9.6%*	*9.3%*	*6.8%*	*10.8%*	*10.7%*	*10.9%*	*9.5%*
%H		*47.2%*	*7.9%*	*84.0%*	*39.8%*	*44.2%*	*88.1%*
20" - 29"	1357	590	142	1103	483	620	1151
%V	*21.5%*	*19.1%*	*20.1%*	*23.4%*	*21.5%*	*25.2%*	*20.5%*
%H		*43.5%*	*10.5%*	*81.3%*	*35.6%*	*45.7%*	*84.8%*
30" - 39"	2067	968	221	1528	679	849	1792
%V	*32.7%*	*31.4%*	*31.3%*	*32.5%*	*30.2%*	*34.5%*	*31.9%*
%H		*46.8%*	*10.7%*	*73.9%*	*32.8%*	*41.1%*	*86.7%*
40" - 49"	1685	911	214	1166	629	536	1564
%V	*26.7%*	*29.5%*	*30.3%*	*24.8%*	*28.0%*	*21.8%*	*27.9%*
%H		*54.1%*	*12.7%*	*69.2%*	*37.3%*	*31.8%*	*92.8%*
50" - 59"	430	255	61	273	162	110	418
%V	*6.8%*	*8.3%*	*8.6%*	*5.8%*	*7.2%*	*4.5%*	*7.4%*
%H		*59.3%*	*14.2%*	*63.5%*	*37.7%*	*25.6%*	*97.2%*
60"+	35	21	6	20	13	8	35
%V	*0.6%*	*0.7%*	*0.8%*	*0.4%*	*0.6%*	*0.3%*	*0.6%*
%H		*60.0%*	*17.1%*	*57.1%*	*37.1%*	*22.9%*	*100.0%*
Don't know	140	52	15	106	37	69	121
%V	*2.2%*	*1.7%*	*2.1%*	*2.3%*	*1.6%*	*2.8%*	*2.2%*
%H		*37.1%*	*10.7%*	*75.7%*	*26.4%*	*49.3%*	*86.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV West Macro

Set level data

Table 18.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6319	3084	706	4704	2245	2459	5615
%H		*48.8%*	*11.2%*	*74.4%*	*35.5%*	*38.9%*	*88.9%*
Main living room	3067	1366	331	2171	853	1318	2609
%V	*48.5%*	*44.3%*	*46.9%*	*46.2%*	*38.0%*	*53.6%*	*46.5%*
%H		*44.5%*	*10.8%*	*70.8%*	*27.8%*	*43.0%*	*85.1%*
Kitchen	405	194	37	343	168	175	357
%V	*6.4%*	*6.3%*	*5.2%*	*7.3%*	*7.5%*	*7.1%*	*6.4%*
%H		*47.9%*	*9.1%*	*84.7%*	*41.5%*	*43.2%*	*88.1%*
Adult's bedroom	1650	850	193	1281	688	592	1516
%V	*26.1%*	*27.6%*	*27.3%*	*27.2%*	*30.6%*	*24.1%*	*27.0%*
%H		*51.5%*	*11.7%*	*77.6%*	*41.7%*	*35.9%*	*91.9%*
Child's bedroom	365	228	51	247	163	84	363
%V	*5.8%*	*7.4%*	*7.2%*	*5.3%*	*7.3%*	*3.4%*	*6.5%*
%H		*62.5%*	*14.0%*	*67.7%*	*44.7%*	*23.0%*	*99.5%*
Other bedroom	303	163	37	240	139	101	285
%V	*4.8%*	*5.3%*	*5.2%*	*5.1%*	*6.2%*	*4.1%*	*5.1%*
%H		*53.8%*	*12.2%*	*79.2%*	*45.9%*	*33.3%*	*94.1%*
Second living/dining room	347	178	40	273	144	129	311
%V	*5.5%*	*5.8%*	*5.7%*	*5.8%*	*6.4%*	*5.2%*	*5.5%*
%H		*51.3%*	*11.5%*	*78.7%*	*41.5%*	*37.2%*	*89.6%*
Study/office	53	29	7	44	27	16	51
%V	*0.8%*	*0.9%*	*1.0%*	*0.9%*	*1.2%*	*0.7%*	*0.9%*
%H		*54.7%*	*13.2%*	*83.0%*	*50.9%*	*30.2%*	*96.2%*
TV room	29	17	3	20	11	9	28
%V	*0.5%*	*0.6%*	*0.4%*	*0.4%*	*0.5%*	*0.4%*	*0.5%*
%H		*58.6%*	*10.3%*	*69.0%*	*37.9%*	*31.0%*	*96.6%*
Conservatory	67	41	5	57	36	21	60
%V	*1.1%*	*1.3%*	*0.7%*	*1.2%*	*1.6%*	*0.9%*	*1.1%*
%H		*61.2%*	*7.5%*	*85.1%*	*53.7%*	*31.3%*	*89.6%*
Attic or loft room	7	4	1	6	3	2	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*57.1%*	*14.3%*	*85.7%*	*42.9%*	*28.6%*	*100.0%*
No specific location	3	1	0	2	1	2	3
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.1%*
%H		*33.3%*	*0.0%*	*66.7%*	*33.3%*	*66.7%*	*100.0%*
Other	26	13	2	21	11	11	25
%V	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.5%*	*0.4%*	*0.4%*
%H		*50.0%*	*7.7%*	*80.8%*	*42.3%*	*42.3%*	*96.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV West Macro

Set level data

Table 18.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6319	3084	706	4704	2245	2459	5615
%H		*48.8%*	*11.2%*	*74.4%*	*35.5%*	*38.9%*	*88.9%*
PVR	2693	1703	414	1642	1057	585	2500
%V	*42.6%*	*55.2%*	*58.6%*	*34.9%*	*47.1%*	*23.8%*	*44.5%*
%H		*63.2%*	*15.4%*	*61.0%*	*39.2%*	*21.7%*	*92.8%*
DVDR	53	21	4	42	14	28	46
%V	*0.8%*	*0.7%*	*0.6%*	*0.9%*	*0.6%*	*1.1%*	*0.8%*
%H		*39.6%*	*7.5%*	*79.2%*	*26.4%*	*52.8%*	*86.8%*
VCR	24	7	2	20	6	15	17
%V	*0.4%*	*0.2%*	*0.3%*	*0.4%*	*0.3%*	*0.6%*	*0.3%*
%H		*29.2%*	*8.3%*	*83.3%*	*25.0%*	*62.5%*	*70.8%*
Any recorder	2728	1711	415	1673	1062	611	2526
%V	*43.2%*	*55.5%*	*58.8%*	*35.6%*	*47.3%*	*24.8%*	*45.0%*
%H		*62.7%*	*15.2%*	*61.3%*	*38.9%*	*22.4%*	*92.6%*

Base: ITV West Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 18.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6319	3084	706	4704	2245	2459	5615
%H		*48.8%*	*11.2%*	*74.4%*	*35.5%*	*38.9%*	*88.9%*
Receives HDTV (via STB or built-in reception)	3138	1643	447	2248	1188	1060	2918
%V	*49.7%*	*53.3%*	*63.3%*	*47.8%*	*52.9%*	*43.1%*	*52.0%*
%H		*52.4%*	*14.2%*	*71.6%*	*37.9%*	*33.8%*	*93.0%*
DVD/Blu-ray player or recorder	3552	1737	439	2594	1270	1324	3229
%V	*56.2%*	*56.3%*	*62.2%*	*55.1%*	*56.6%*	*53.8%*	*57.5%*
%H		*48.9%*	*12.4%*	*73.0%*	*35.8%*	*37.3%*	*90.9%*

Base: ITV West Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 18.15: 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	3084	1368	331	2179	853	1326	2626
%H		*44.4%*	*10.7%*	*70.7%*	*27.7%*	*43.0%*	*85.1%*
Under 20"	37	8	1	29	4	25	26
%V	*1.2%*	*0.6%*	*0.3%*	*1.3%*	*0.5%*	*1.9%*	*1.0%*
%H		*21.6%*	*2.7%*	*78.4%*	*10.8%*	*67.6%*	*70.3%*
20" - 29"	287	72	13	228	31	197	190
%V	*9.3%*	*5.3%*	*3.9%*	*10.5%*	*3.6%*	*14.9%*	*7.2%*
%H		*25.1%*	*4.5%*	*79.4%*	*10.8%*	*68.6%*	*66.2%*
30" - 39"	1040	379	95	764	222	543	818
%V	*33.7%*	*27.7%*	*28.7%*	*35.1%*	*26.0%*	*41.0%*	*31.2%*
%H		*36.4%*	*9.1%*	*73.5%*	*21.3%*	*52.2%*	*78.7%*
40" - 49"	1266	656	162	871	444	427	1159
%V	*41.1%*	*48.0%*	*48.9%*	*40.0%*	*52.1%*	*32.2%*	*44.1%*
%H		*51.8%*	*12.8%*	*68.8%*	*35.1%*	*33.7%*	*91.5%*
50" - 59"	364	220	48	227	133	94	354
%V	*11.8%*	*16.1%*	*14.5%*	*10.4%*	*15.6%*	*7.1%*	*13.5%*
%H		*60.4%*	*13.2%*	*62.4%*	*36.5%*	*25.8%*	*97.3%*
60"+	28	16	4	18	10	8	27
%V	*0.9%*	*1.2%*	*1.2%*	*0.8%*	*1.2%*	*0.6%*	*1.0%*
%H		*57.1%*	*14.3%*	*64.3%*	*35.7%*	*28.6%*	*96.4%*
Don't know	61	17	9	41	9	32	52
%V	*2.0%*	*1.2%*	*2.7%*	*1.9%*	*1.1%*	*2.4%*	*2.0%*
%H		*27.9%*	*14.8%*	*67.2%*	*14.8%*	*52.5%*	*85.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3084	1368	331	2179	853	1326	2626
%H		*44.4%*	*10.7%*	*70.7%*	*27.7%*	*43.0%*	*85.1%*
PVR	1982	1167	309	1273	760	512	1817
%V	*64.3%*	*85.3%*	*93.4%*	*58.4%*	*89.1%*	*38.6%*	*69.2%*
%H		*58.9%*	*15.6%*	*64.2%*	*38.3%*	*25.8%*	*91.7%*
DVDR	39	14	3	31	9	22	33
%V	*1.3%*	*1.0%*	*0.9%*	*1.4%*	*1.1%*	*1.7%*	*1.3%*
%H		*35.9%*	*7.7%*	*79.5%*	*23.1%*	*56.4%*	*84.6%*
VCR	19	6	2	15	4	11	13
%V	*0.6%*	*0.4%*	*0.6%*	*0.7%*	*0.5%*	*0.8%*	*0.5%*
%H		*31.6%*	*10.5%*	*78.9%*	*21.1%*	*57.9%*	*68.4%*
Any recorder	2004	1170	309	1293	762	532	1832
%V	*65.0%*	*85.5%*	*93.4%*	*59.3%*	*89.3%*	*40.1%*	*69.8%*
%H		*58.4%*	*15.4%*	*64.5%*	*38.0%*	*26.5%*	*91.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3084	1368	331	2179	853	1326	2626
%H		*44.4%*	*10.7%*	*70.7%*	*27.7%*	*43.0%*	*85.1%*
Receives HDTV (via STB or built-in reception)	2003	1001	291	1398	680	718	1831
%V	*64.9%*	*73.2%*	*87.9%*	*64.2%*	*79.7%*	*54.1%*	*69.7%*
%H		*50.0%*	*14.5%*	*69.8%*	*33.9%*	*35.8%*	*91.4%*
DVD/Blu-ray player or recorder	2167	987	245	1551	659	892	1911
%V	*70.3%*	*72.1%*	*74.0%*	*71.2%*	*77.3%*	*67.3%*	*72.8%*
%H		*45.5%*	*11.3%*	*71.6%*	*30.4%*	*41.2%*	*88.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3235	1716	375	2525	1392	1133	2989
%H		*53.0%*	*11.6%*	*78.1%*	*43.0%*	*35.0%*	*92.4%*
Under 20"	569	278	47	479	237	243	507
%V	*17.6%*	*16.2%*	*12.5%*	*19.0%*	*17.0%*	*21.4%*	*17.0%*
%H		*48.9%*	*8.3%*	*84.2%*	*41.7%*	*42.7%*	*89.1%*
20" - 29"	1069	518	129	875	453	423	961
%V	*33.0%*	*30.2%*	*34.4%*	*34.7%*	*32.5%*	*37.3%*	*32.2%*
%H		*48.5%*	*12.1%*	*81.9%*	*42.4%*	*39.6%*	*89.9%*
30" - 39"	1027	589	125	764	458	306	974
%V	*31.7%*	*34.3%*	*33.3%*	*30.3%*	*32.9%*	*27.0%*	*32.6%*
%H		*57.4%*	*12.2%*	*74.4%*	*44.6%*	*29.8%*	*94.8%*
40" - 49"	419	255	52	295	185	109	405
%V	*13.0%*	*14.9%*	*13.9%*	*11.7%*	*13.3%*	*9.6%*	*13.5%*
%H		*60.9%*	*12.4%*	*70.4%*	*44.2%*	*26.0%*	*96.7%*
50" - 59"	66	36	13	45	29	16	64
%V	*2.0%*	*2.1%*	*3.5%*	*1.8%*	*2.1%*	*1.4%*	*2.1%*
%H		*54.5%*	*19.7%*	*68.2%*	*43.9%*	*24.2%*	*97.0%*
60"+	7	5	2	3	3	0	7
%V	*0.2%*	*0.3%*	*0.5%*	*0.1%*	*0.2%*	*0.0%*	*0.2%*
%H		*71.4%*	*28.6%*	*42.9%*	*42.9%*	*0.0%*	*100.0%*
Don't know	79	35	7	65	28	37	69
%V	*2.4%*	*2.0%*	*1.9%*	*2.6%*	*2.0%*	*3.3%*	*2.3%*
%H		*44.3%*	*8.9%*	*82.3%*	*35.4%*	*46.8%*	*87.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3235	1716	375	2525	1392	1133	2989
%H		*53.0%*	*11.6%*	*78.1%*	*43.0%*	*35.0%*	*92.4%*
PVR	711	536	105	369	297	73	682
%V	*22.0%*	*31.2%*	*28.0%*	*14.6%*	*21.3%*	*6.4%*	*22.8%*
%H		*75.4%*	*14.8%*	*51.9%*	*41.8%*	*10.3%*	*95.9%*
DVDR	13	7	1	11	5	6	13
%V	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.4%*	*0.5%*	*0.4%*
%H		*53.8%*	*7.7%*	*84.6%*	*38.5%*	*46.2%*	*100.0%*
VCR	5	1	1	5	2	3	3
%V	*0.2%*	*0.1%*	*0.3%*	*0.2%*	*0.1%*	*0.3%*	*0.1%*
%H		*20.0%*	*20.0%*	*100.0%*	*40.0%*	*60.0%*	*60.0%*
Any recorder	724	541	106	380	301	79	693
%V	*22.4%*	*31.5%*	*28.3%*	*15.0%*	*21.6%*	*7.0%*	*23.2%*
%H		*74.7%*	*14.6%*	*52.5%*	*41.6%*	*10.9%*	*95.7%*

Base: ITV West Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 18.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3235	1716	375	2525	1392	1133	2989
%H		*53.0%*	*11.6%*	*78.1%*	*43.0%*	*35.0%*	*92.4%*
Receives HDTV (via STB or built-in reception)	1135	642	155	850	508	342	1087
%V	*35.1%*	*37.4%*	*41.3%*	*33.7%*	*36.5%*	*30.2%*	*36.4%*
%H		*56.6%*	*13.7%*	*74.9%*	*44.8%*	*30.1%*	*95.8%*
DVD/Blu-ray player or recorder	1385	750	194	1043	610	432	1318
%V	*42.8%*	*43.7%*	*51.7%*	*41.3%*	*43.8%*	*38.1%*	*44.1%*
%H		*54.2%*	*14.0%*	*75.3%*	*44.0%*	*31.2%*	*95.2%*

Base: ITV West Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 18.21: Age 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 Inds	7198	7019	3403	843	4777	2152	2625	6572
%H		*97.5%*	*47.3%*	*11.7%*	*66.4%*	*29.9%*	*36.5%*	*91.3%*
Total Children	1270	1251	700	172	764	415	348	1247
%V	*17.6%*	*17.8%*	*20.6%*	*20.4%*	*16.0%*	*19.3%*	*13.3%*	*19.0%*
%H		*98.5%*	*55.1%*	*13.5%*	*60.2%*	*32.7%*	*27.4%*	*98.2%*
0 - 3	307	299	166	41	172	89	83	297
%V	*4.3%*	*4.3%*	*4.9%*	*4.9%*	*3.6%*	*4.1%*	*3.2%*	*4.5%*
%H		*97.4%*	*54.1%*	*13.4%*	*56.0%*	*29.0%*	*27.0%*	*96.7%*
4 - 15	963	952	534	132	592	327	265	951
%V	*13.4%*	*13.6%*	*15.7%*	*15.7%*	*12.4%*	*15.2%*	*10.1%*	*14.5%*
%H		*98.9%*	*55.5%*	*13.7%*	*61.5%*	*34.0%*	*27.5%*	*98.8%*
4 - 9	501	495	272	66	296	154	142	493
%V	*7.0%*	*7.1%*	*8.0%*	*7.8%*	*6.2%*	*7.2%*	*5.4%*	*7.5%*
%H		*98.8%*	*54.3%*	*13.2%*	*59.1%*	*30.7%*	*28.3%*	*98.4%*
10 - 15	462	457	262	66	295	173	123	458
%V	*6.4%*	*6.5%*	*7.7%*	*7.8%*	*6.2%*	*8.0%*	*4.7%*	*7.0%*
%H		*98.9%*	*56.7%*	*14.3%*	*63.9%*	*37.4%*	*26.6%*	*99.1%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.22: Adults - 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 Inds	7198	7019	3403	843	4777	2152	2625	6572
%H		*97.5%*	*47.3%*	*11.7%*	*66.4%*	*29.9%*	*36.5%*	*91.3%*
Total Adults (16+)	5928	5768	2703	670	4014	1737	2277	5324
%V	*82.4%*	*82.2%*	*79.4%*	*79.5%*	*84.0%*	*80.7%*	*86.7%*	*81.0%*
%H		*97.3%*	*45.6%*	*11.3%*	*67.7%*	*29.3%*	*38.4%*	*89.8%*
16 - 19	310	303	150	39	196	98	98	305
%V	*4.3%*	*4.3%*	*4.4%*	*4.6%*	*4.1%*	*4.6%*	*3.7%*	*4.6%*
%H		*97.7%*	*48.4%*	*12.6%*	*63.2%*	*31.6%*	*31.6%*	*98.4%*
20 - 24	460	429	179	56	267	107	160	450
%V	*6.4%*	*6.1%*	*5.3%*	*6.6%*	*5.6%*	*5.0%*	*6.1%*	*6.8%*
%H		*93.3%*	*38.9%*	*12.2%*	*58.0%*	*23.3%*	*34.8%*	*97.8%*
25 - 34	863	822	397	123	488	223	264	846
%V	*12.0%*	*11.7%*	*11.7%*	*14.6%*	*10.2%*	*10.4%*	*10.1%*	*12.9%*
%H		*95.2%*	*46.0%*	*14.3%*	*56.5%*	*25.8%*	*30.6%*	*98.0%*
35 - 44	813	791	429	102	494	253	240	794
%V	*11.3%*	*11.3%*	*12.6%*	*12.1%*	*10.3%*	*11.8%*	*9.1%*	*12.1%*
%H		*97.3%*	*52.8%*	*12.5%*	*60.8%*	*31.1%*	*29.5%*	*97.7%*
45 - 54	1016	990	499	128	692	334	358	981
%V	*14.1%*	*14.1%*	*14.7%*	*15.2%*	*14.5%*	*15.5%*	*13.6%*	*14.9%*
%H		*97.4%*	*49.1%*	*12.6%*	*68.1%*	*32.9%*	*35.2%*	*96.6%*
55 - 64	934	917	444	108	675	314	361	863
%V	*13.0%*	*13.1%*	*13.0%*	*12.8%*	*14.1%*	*14.6%*	*13.8%*	*13.1%*
%H		*98.2%*	*47.5%*	*11.6%*	*72.3%*	*33.6%*	*38.7%*	*92.4%*
65+	1532	1515	605	114	1203	408	795	1085
%V	*21.3%*	*21.6%*	*17.8%*	*13.5%*	*25.2%*	*19.0%*	*30.3%*	*16.5%*
%H		*98.9%*	*39.5%*	*7.4%*	*78.5%*	*26.6%*	*51.9%*	*70.8%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5928	5768	2703	670	4014	1737	2277	5324
%H		*97.3%*	*45.6%*	*11.3%*	*67.7%*	*29.3%*	*38.4%*	*89.8%*
AB	1565	1524	713	186	1092	485	606	1511
%V	*26.4%*	*26.4%*	*26.4%*	*27.8%*	*27.2%*	*27.9%*	*26.6%*	*28.4%*
%H		*97.4%*	*45.6%*	*11.9%*	*69.8%*	*31.0%*	*38.7%*	*96.5%*
C1	1754	1696	755	212	1173	497	676	1634
%V	*29.6%*	*29.4%*	*27.9%*	*31.6%*	*29.2%*	*28.6%*	*29.7%*	*30.7%*
%H		*96.7%*	*43.0%*	*12.1%*	*66.9%*	*28.3%*	*38.5%*	*93.2%*
C2	1319	1299	647	159	905	428	477	1194
%V	*22.3%*	*22.5%*	*23.9%*	*23.7%*	*22.5%*	*24.6%*	*20.9%*	*22.4%*
%H		*98.5%*	*49.1%*	*12.1%*	*68.6%*	*32.4%*	*36.2%*	*90.5%*
D	867	842	402	91	559	233	326	719
%V	*14.6%*	*14.6%*	*14.9%*	*13.6%*	*13.9%*	*13.4%*	*14.3%*	*13.5%*
%H		*97.1%*	*46.4%*	*10.5%*	*64.5%*	*26.9%*	*37.6%*	*82.9%*
E	423	407	187	22	284	93	191	266
%V	*7.1%*	*7.1%*	*6.9%*	*3.3%*	*7.1%*	*5.4%*	*8.4%*	*5.0%*
%H		*96.2%*	*44.2%*	*5.2%*	*67.1%*	*22.0%*	*45.2%*	*62.9%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5928	5768	2703	670	4014	1737	2277	5324
%H		*97.3%*	*45.6%*	*11.3%*	*67.7%*	*29.3%*	*38.4%*	*89.8%*
Working full time	2643	2571	1325	338	1676	814	861	2579
%V	*44.6%*	*44.6%*	*49.0%*	*50.4%*	*41.8%*	*46.9%*	*37.8%*	*48.4%*
%H		*97.3%*	*50.1%*	*12.8%*	*63.4%*	*30.8%*	*32.6%*	*97.6%*
Working part time	633	619	292	87	437	208	229	611
%V	*10.7%*	*10.7%*	*10.8%*	*13.0%*	*10.9%*	*12.0%*	*10.1%*	*11.5%*
%H		*97.8%*	*46.1%*	*13.7%*	*69.0%*	*32.9%*	*36.2%*	*96.5%*
Not working	2651	2579	1087	246	1901	715	1186	2134
%V	*44.7%*	*44.7%*	*40.2%*	*36.7%*	*47.4%*	*41.2%*	*52.1%*	*40.1%*
%H		*97.3%*	*41.0%*	*9.3%*	*71.7%*	*27.0%*	*44.7%*	*80.5%*
Housewife/Houseperson	3186	3085	1368	331	2179	853	1326	2712
%V	*53.7%*	*53.5%*	*50.6%*	*49.4%*	*54.3%*	*49.1%*	*58.2%*	*50.9%*
%H		*96.8%*	*42.9%*	*10.4%*	*68.4%*	*26.8%*	*41.6%*	*85.1%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV West Macro

Individual level data

Table 18.25: Males - 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 Males (16+)	2881	2799	1338	335	1926	867	1059	2622
%H		*97.2%*	*46.4%*	*11.6%*	*66.9%*	*30.1%*	*36.8%*	*91.0%*
16 - 19	168	165	79	24	106	55	52	166
%V	*5.8%*	*5.9%*	*5.9%*	*7.2%*	*5.5%*	*6.3%*	*4.9%*	*6.3%*
%H		*98.2%*	*47.0%*	*14.3%*	*63.1%*	*32.7%*	*31.0%*	*98.8%*
20 - 24	218	204	88	30	120	51	69	214
%V	*7.6%*	*7.3%*	*6.6%*	*9.0%*	*6.2%*	*5.9%*	*6.5%*	*8.2%*
%H		*93.6%*	*40.4%*	*13.8%*	*55.0%*	*23.4%*	*31.7%*	*98.2%*
25 - 34	437	415	200	59	250	115	135	430
%V	*15.2%*	*14.8%*	*14.9%*	*17.6%*	*13.0%*	*13.3%*	*12.7%*	*16.4%*
%H		*95.0%*	*45.8%*	*13.5%*	*57.2%*	*26.3%*	*30.9%*	*98.4%*
35 - 44	399	387	210	49	239	121	117	387
%V	*13.8%*	*13.8%*	*15.7%*	*14.6%*	*12.4%*	*14.0%*	*11.0%*	*14.8%*
%H		*97.0%*	*52.6%*	*12.3%*	*59.9%*	*30.3%*	*29.3%*	*97.0%*
45 - 54	493	477	247	61	330	163	167	473
%V	*17.1%*	*17.0%*	*18.5%*	*18.2%*	*17.1%*	*18.8%*	*15.8%*	*18.0%*
%H		*96.8%*	*50.1%*	*12.4%*	*66.9%*	*33.1%*	*33.9%*	*95.9%*
55 - 64	456	447	207	53	333	148	185	415
%V	*15.8%*	*16.0%*	*15.5%*	*15.8%*	*17.3%*	*17.1%*	*17.5%*	*15.8%*
%H		*98.0%*	*45.4%*	*11.6%*	*73.0%*	*32.5%*	*40.6%*	*91.0%*
65+	710	703	308	59	549	214	335	537
%V	*24.6%*	*25.1%*	*23.0%*	*17.6%*	*28.5%*	*24.7%*	*31.6%*	*20.5%*
%H		*99.0%*	*43.4%*	*8.3%*	*77.3%*	*30.1%*	*47.2%*	*75.6%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2881	2799	1338	335	1926	867	1059	2622
%H		*97.2%*	*46.4%*	*11.6%*	*66.9%*	*30.1%*	*36.8%*	*91.0%*
AB	782	761	366	91	542	246	296	758
%V	*27.1%*	*27.2%*	*27.4%*	*27.2%*	*28.1%*	*28.4%*	*28.0%*	*28.9%*
%H		*97.3%*	*46.8%*	*11.6%*	*69.3%*	*31.5%*	*37.9%*	*96.9%*
C1	824	797	363	107	540	242	297	781
%V	*28.6%*	*28.5%*	*27.1%*	*31.9%*	*28.0%*	*27.9%*	*28.0%*	*29.8%*
%H		*96.7%*	*44.1%*	*13.0%*	*65.5%*	*29.4%*	*36.0%*	*94.8%*
C2	695	684	342	84	475	227	248	624
%V	*24.1%*	*24.4%*	*25.6%*	*25.1%*	*24.7%*	*26.2%*	*23.4%*	*23.8%*
%H		*98.4%*	*49.2%*	*12.1%*	*68.3%*	*32.7%*	*35.7%*	*89.8%*
D	413	398	196	44	258	115	143	348
%V	*14.3%*	*14.2%*	*14.6%*	*13.1%*	*13.4%*	*13.3%*	*13.5%*	*13.3%*
%H		*96.4%*	*47.5%*	*10.7%*	*62.5%*	*27.8%*	*34.6%*	*84.3%*
E	166	158	71	9	111	37	74	112
%V	*5.8%*	*5.6%*	*5.3%*	*2.7%*	*5.8%*	*4.3%*	*7.0%*	*4.3%*
%H		*95.2%*	*42.8%*	*5.4%*	*66.9%*	*22.3%*	*44.6%*	*67.5%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2881	2799	1338	335	1926	867	1059	2622
%H		*97.2%*	*46.4%*	*11.6%*	*66.9%*	*30.1%*	*36.8%*	*91.0%*
Working full time	1591	1545	800	208	1007	497	509	1547
%V	*55.2%*	*55.2%*	*59.8%*	*62.1%*	*52.3%*	*57.3%*	*48.1%*	*59.0%*
%H		*97.1%*	*50.3%*	*13.1%*	*63.3%*	*31.2%*	*32.0%*	*97.2%*
Working part time	134	130	51	16	95	37	58	125
%V	*4.7%*	*4.6%*	*3.8%*	*4.8%*	*4.9%*	*4.3%*	*5.5%*	*4.8%*
%H		*97.0%*	*38.1%*	*11.9%*	*70.9%*	*27.6%*	*43.3%*	*93.3%*
Not working	1157	1124	486	111	824	333	491	951
%V	*40.2%*	*40.2%*	*36.3%*	*33.1%*	*42.8%*	*38.4%*	*46.4%*	*36.3%*
%H		*97.1%*	*42.0%*	*9.6%*	*71.2%*	*28.8%*	*42.4%*	*82.2%*
Housewife/Houseperson	636	600	233	60	419	133	286	482
%V	*22.1%*	*21.4%*	*17.4%*	*17.9%*	*21.8%*	*15.3%*	*27.0%*	*18.4%*
%H		*94.3%*	*36.6%*	*9.4%*	*65.9%*	*20.9%*	*45.0%*	*75.8%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV West Macro

Individual level data

Table 18.28: Females - 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 Females (16+)	3046	2969	1366	335	2088	870	1218	2702
%H		*97.5%*	*44.8%*	*11.0%*	*68.5%*	*28.6%*	*40.0%*	*88.7%*
16 - 19	142	138	72	15	90	43	47	139
%V	*4.7%*	*4.6%*	*5.3%*	*4.5%*	*4.3%*	*4.9%*	*3.9%*	*5.1%*
%H		*97.2%*	*50.7%*	*10.6%*	*63.4%*	*30.3%*	*33.1%*	*97.9%*
20 - 24	242	225	91	26	147	56	91	236
%V	*7.9%*	*7.6%*	*6.7%*	*7.8%*	*7.0%*	*6.4%*	*7.5%*	*8.7%*
%H		*93.0%*	*37.6%*	*10.7%*	*60.7%*	*23.1%*	*37.6%*	*97.5%*
25 - 34	426	407	197	65	238	108	130	416
%V	*14.0%*	*13.7%*	*14.4%*	*19.4%*	*11.4%*	*12.4%*	*10.7%*	*15.4%*
%H		*95.5%*	*46.2%*	*15.3%*	*55.9%*	*25.4%*	*30.5%*	*97.7%*
35 - 44	413	404	219	53	255	132	123	407
%V	*13.6%*	*13.6%*	*16.0%*	*15.8%*	*12.2%*	*15.2%*	*10.1%*	*15.1%*
%H		*97.8%*	*53.0%*	*12.8%*	*61.7%*	*32.0%*	*29.8%*	*98.5%*
45 - 54	523	513	252	67	362	171	191	508
%V	*17.2%*	*17.3%*	*18.4%*	*20.0%*	*17.3%*	*19.7%*	*15.7%*	*18.8%*
%H		*98.1%*	*48.2%*	*12.8%*	*69.2%*	*32.7%*	*36.5%*	*97.1%*
55 - 64	478	469	237	54	342	166	176	448
%V	*15.7%*	*15.8%*	*17.3%*	*16.1%*	*16.4%*	*19.1%*	*14.4%*	*16.6%*
%H		*98.1%*	*49.6%*	*11.3%*	*71.5%*	*34.7%*	*36.8%*	*93.7%*
65+	822	812	297	55	654	193	460	548
%V	*27.0%*	*27.3%*	*21.7%*	*16.4%*	*31.3%*	*22.2%*	*37.8%*	*20.3%*
%H		*98.8%*	*36.1%*	*6.7%*	*79.6%*	*23.5%*	*56.0%*	*66.7%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3046	2969	1366	335	2088	870	1218	2702
%H		*97.5%*	*44.8%*	*11.0%*	*68.5%*	*28.6%*	*40.0%*	*88.7%*
AB	783	763	347	96	550	239	310	753
%V	*25.7%*	*25.7%*	*25.4%*	*28.7%*	*26.3%*	*27.5%*	*25.5%*	*27.9%*
%H		*97.4%*	*44.3%*	*12.3%*	*70.2%*	*30.5%*	*39.6%*	*96.2%*
C1	930	899	393	105	634	255	379	853
%V	*30.5%*	*30.3%*	*28.8%*	*31.3%*	*30.4%*	*29.3%*	*31.1%*	*31.6%*
%H		*96.7%*	*42.3%*	*11.3%*	*68.2%*	*27.4%*	*40.8%*	*91.7%*
C2	623	615	304	75	430	201	229	570
%V	*20.5%*	*20.7%*	*22.3%*	*22.4%*	*20.6%*	*23.1%*	*18.8%*	*21.1%*
%H		*98.7%*	*48.8%*	*12.0%*	*69.0%*	*32.3%*	*36.8%*	*91.5%*
D	453	444	206	46	301	119	183	371
%V	*14.9%*	*15.0%*	*15.1%*	*13.7%*	*14.4%*	*13.7%*	*15.0%*	*13.7%*
%H		*98.0%*	*45.5%*	*10.2%*	*66.4%*	*26.3%*	*40.4%*	*81.9%*
E	257	249	116	13	173	56	117	154
%V	*8.4%*	*8.4%*	*8.5%*	*3.9%*	*8.3%*	*6.4%*	*9.6%*	*5.7%*
%H		*96.9%*	*45.1%*	*5.1%*	*67.3%*	*21.8%*	*45.5%*	*59.9%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3046	2969	1366	335	2088	870	1218	2702
%H		*97.5%*	*44.8%*	*11.0%*	*68.5%*	*28.6%*	*40.0%*	*88.7%*
Working full time	1052	1025	525	129	669	317	352	1032
%V	*34.5%*	*34.5%*	*38.4%*	*38.5%*	*32.0%*	*36.4%*	*28.9%*	*38.2%*
%H		*97.4%*	*49.9%*	*12.3%*	*63.6%*	*30.1%*	*33.5%*	*98.1%*
Working part time	500	489	241	71	342	171	171	487
%V	*16.4%*	*16.5%*	*17.6%*	*21.2%*	*16.4%*	*19.7%*	*14.0%*	*18.0%*
%H		*97.8%*	*48.2%*	*14.2%*	*68.4%*	*34.2%*	*34.2%*	*97.4%*
Not working	1494	1455	600	135	1077	382	695	1183
%V	*49.0%*	*49.0%*	*43.9%*	*40.3%*	*51.6%*	*43.9%*	*57.1%*	*43.8%*
%H		*97.4%*	*40.2%*	*9.0%*	*72.1%*	*25.6%*	*46.5%*	*79.2%*
Housewife/Houseperson	2550	2485	1136	271	1760	720	1040	2229
%V	*83.7%*	*83.7%*	*83.2%*	*80.9%*	*84.3%*	*82.8%*	*85.4%*	*82.5%*
%H		*97.5%*	*44.5%*	*10.6%*	*69.0%*	*28.2%*	*40.8%*	*87.4%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV MidWest

Contents Page

Household
- Table 19.1: Social Grade 508
- Table 19.2: Housewife Age 509
- Table 19.3: Size of Household 510
- Table 19.4: Presence of Children 511
- Table 19.5: Number of TV sets in household 512
- Table 19.6: Screen size 513
- Table 19.7: Location of ANY set in household 514
- Table 19.8: Platform Provider 515
- Table 19.9: Recorders and other equipment 516
- Table 19.10: Computers and Internet 517

Sets
- Table 19.11: Screen Size 518
- Table 19.12: Location of set 519
- Table 19.13: Recorders 520
- Table 19.14: Other TV equipment 520
- Table 19.15: Main Set Screen Size 521
- Table 19.16: Main Set Recorders 522
- Table 19.17: Main Set - Other TV equipment 522
- Table 19.18: Other Sets (non-Main Set) Screen Size 523
- Table 19.19: Other Set (non-Main Set) Recorders 524
- Table 19.20: Other Set (non-Main Set) - Other TV equipment 524

Individuals
- Table 19.21: Age of Children 525
- Table 19.22: Adults - Age 526
- Table 19.23: Social Grade (Adults 16+) 527
- Table 19.24: Working Status (Adults 16+) 528
- Table 19.25: Males - Age 529
- Table 19.26: Social Grade (Males 16+) 530
- Table 19.27: Working Status (Males 16+) 531
- Table 19.28: Females - Age 532
- Table 19.29: Social Grade (Females 16+) 533
- Table 19.30: Working Status (Females 16+) 534

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV MidWest

Household level data

Table 19.1: 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	6892	6652	2664	971	4902	1984	2918	5761
%H (All HH)		*96.5%*	*38.7%*	*14.1%*	*71.1%*	*28.8%*	*42.3%*	*83.6%*
%H (TV HH)			*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	
AB	1632	1587	675	231	1170	509	660	1556
%V	*23.7%*	*23.9%*	*25.3%*	*23.8%*	*23.9%*	*25.7%*	*22.6%*	*27.0%*
%H (All HH)		*97.2%*	*41.4%*	*14.2%*	*71.7%*	*31.2%*	*40.4%*	*95.3%*
%H (TV HH)			*42.5%*	*14.6%*	*73.7%*	*32.1%*	*41.6%*	
C1	1899	1828	753	288	1334	577	757	1687
%V	*27.6%*	*27.5%*	*28.3%*	*29.7%*	*27.2%*	*29.1%*	*25.9%*	*29.3%*
%H (All HH)		*96.3%*	*39.7%*	*15.2%*	*70.2%*	*30.4%*	*39.9%*	*88.8%*
%H (TV HH)			*41.2%*	*15.8%*	*73.0%*	*31.6%*	*41.4%*	
C2	1423	1387	566	224	1034	457	578	1224
%V	*20.6%*	*20.9%*	*21.2%*	*23.1%*	*21.1%*	*23.0%*	*19.8%*	*21.2%*
%H (All HH)		*97.5%*	*39.8%*	*15.7%*	*72.7%*	*32.1%*	*40.6%*	*86.0%*
%H (TV HH)			*40.8%*	*16.1%*	*74.5%*	*32.9%*	*41.7%*	
D	1160	1111	432	155	798	290	508	863
%V	*16.8%*	*16.7%*	*16.2%*	*16.0%*	*16.3%*	*14.6%*	*17.4%*	*15.0%*
%H (All HH)		*95.8%*	*37.2%*	*13.4%*	*68.8%*	*25.0%*	*43.8%*	*74.4%*
%H (TV HH)			*38.9%*	*14.0%*	*71.8%*	*26.1%*	*45.7%*	
E	777	740	237	73	567	152	415	431
%V	*11.3%*	*11.1%*	*8.9%*	*7.5%*	*11.6%*	*7.7%*	*14.2%*	*7.5%*
%H (All HH)		*95.2%*	*30.5%*	*9.4%*	*73.0%*	*19.6%*	*53.4%*	*55.5%*
%H (TV HH)			*32.0%*	*9.9%*	*76.6%*	*20.5%*	*56.1%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

Table 19.2: 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	6892	6652	2664	971	4902	1984	2918	5761
%H (All HH)		*96.5%*	*38.7%*	*14.1%*	*71.1%*	*28.8%*	*42.3%*	*83.6%*
%H (TV HH)			*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	
Under 25	278	240	75	34	152	48	104	262
%V	*4.0%*	*3.6%*	*2.8%*	*3.5%*	*3.1%*	*2.4%*	*3.6%*	*4.5%*
%H (All HH)		*86.3%*	*27.0%*	*12.2%*	*54.7%*	*17.3%*	*37.4%*	*94.2%*
%H (TV HH)			*31.3%*	*14.2%*	*63.3%*	*20.0%*	*43.3%*	
25 - 34	1024	956	403	155	588	237	351	977
%V	*14.9%*	*14.4%*	*15.1%*	*16.0%*	*12.0%*	*11.9%*	*12.0%*	*17.0%*
%H (All HH)		*93.4%*	*39.4%*	*15.1%*	*57.4%*	*23.1%*	*34.3%*	*95.4%*
%H (TV HH)			*42.2%*	*16.2%*	*61.5%*	*24.8%*	*36.7%*	
35 - 44	1059	1014	510	165	679	362	318	1021
%V	*15.4%*	*15.2%*	*19.1%*	*17.0%*	*13.9%*	*18.2%*	*10.9%*	*17.7%*
%H (All HH)		*95.8%*	*48.2%*	*15.6%*	*64.1%*	*34.2%*	*30.0%*	*96.4%*
%H (TV HH)			*50.3%*	*16.3%*	*67.0%*	*35.7%*	*31.4%*	
45 - 54	1316	1279	571	225	936	456	480	1243
%V	*19.1%*	*19.2%*	*21.4%*	*23.2%*	*19.1%*	*23.0%*	*16.4%*	*21.6%*
%H (All HH)		*97.2%*	*43.4%*	*17.1%*	*71.1%*	*34.7%*	*36.5%*	*94.5%*
%H (TV HH)			*44.6%*	*17.6%*	*73.2%*	*35.7%*	*37.5%*	
55 - 64	1190	1164	480	183	894	394	500	1051
%V	*17.3%*	*17.5%*	*18.0%*	*18.8%*	*18.2%*	*19.9%*	*17.1%*	*18.2%*
%H (All HH)		*97.8%*	*40.3%*	*15.4%*	*75.1%*	*33.1%*	*42.0%*	*88.3%*
%H (TV HH)			*41.2%*	*15.7%*	*76.8%*	*33.8%*	*43.0%*	
65 +	2026	1998	625	208	1653	486	1166	1207
%V	*29.4%*	*30.0%*	*23.5%*	*21.4%*	*33.7%*	*24.5%*	*40.0%*	*21.0%*
%H (All HH)		*98.6%*	*30.8%*	*10.3%*	*81.6%*	*24.0%*	*57.6%*	*59.6%*
%H (TV HH)			*31.3%*	*10.4%*	*82.7%*	*24.3%*	*58.4%*	

Base: ITV MidWest - Households (000s)

%V = percentage 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

ITV MidWest

Household level data

Table 19.3: 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	6892	6652	2664	971	4902	1984	2918	5761
%H (All HH)		*96.5%*	*38.7%*	*14.1%*	*71.1%*	*28.8%*	*42.3%*	*83.6%*
%H (TV HH)			*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	
1	2110	1993	550	198	1569	360	1209	1310
%V	*30.6%*	*30.0%*	*20.6%*	*20.4%*	*32.0%*	*18.1%*	*41.4%*	*22.7%*
%H (All HH)		*94.5%*	*26.1%*	*9.4%*	*74.4%*	*17.1%*	*57.3%*	*62.1%*
%H (TV HH)			*27.6%*	*9.9%*	*78.7%*	*18.1%*	*60.7%*	
2	2432	2368	967	346	1784	758	1026	2164
%V	*35.3%*	*35.6%*	*36.3%*	*35.6%*	*36.4%*	*38.2%*	*35.2%*	*37.6%*
%H (All HH)		*97.4%*	*39.8%*	*14.2%*	*73.4%*	*31.2%*	*42.2%*	*89.0%*
%H (TV HH)			*40.8%*	*14.6%*	*75.3%*	*32.0%*	*43.3%*	
3	1044	1018	493	177	708	375	334	1002
%V	*15.1%*	*15.3%*	*18.5%*	*18.2%*	*14.4%*	*18.9%*	*11.4%*	*17.4%*
%H (All HH)		*97.5%*	*47.2%*	*17.0%*	*67.8%*	*35.9%*	*32.0%*	*96.0%*
%H (TV HH)			*48.4%*	*17.4%*	*69.5%*	*36.8%*	*32.8%*	
4	849	827	414	164	562	324	238	837
%V	*12.3%*	*12.4%*	*15.5%*	*16.9%*	*11.5%*	*16.3%*	*8.2%*	*14.5%*
%H (All HH)		*97.4%*	*48.8%*	*19.3%*	*66.2%*	*38.2%*	*28.0%*	*98.6%*
%H (TV HH)			*50.1%*	*19.8%*	*68.0%*	*39.2%*	*28.8%*	
5+	457	445	239	86	279	168	112	447
%V	*6.6%*	*6.7%*	*9.0%*	*8.9%*	*5.7%*	*8.5%*	*3.8%*	*7.8%*
%H (All HH)		*97.4%*	*52.3%*	*18.8%*	*61.1%*	*36.8%*	*24.5%*	*97.8%*
%H (TV HH)			*53.7%*	*19.3%*	*62.7%*	*37.8%*	*25.2%*	
Average HH size	2.32	2.34	2.60	2.63	2.25	2.63	2.00	2.51

Base: ITV MidWest - Households (000s)

%V = percentage 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

ITV MidWest

Household level data

Table 19.4: 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	6892	6652	2664	971	4902	1984	2918	5761
%H (All HH)		*96.5%*	*38.7%*	*14.1%*	*71.1%*	*28.8%*	*42.3%*	*83.6%*
%H (TV HH)			*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	
Without	5182	4983	1820	670	3823	1398	2425	4096
%V	*75.2%*	*74.9%*	*68.3%*	*69.0%*	*78.0%*	*70.5%*	*83.1%*	*71.1%*
%H (All HH)		*96.2%*	*35.1%*	*12.9%*	*73.8%*	*27.0%*	*46.8%*	*79.0%*
%H (TV HH)			*36.5%*	*13.4%*	*76.7%*	*28.1%*	*48.7%*	
With	1710	1669	844	301	1079	586	493	1665
%V	*24.8%*	*25.1%*	*31.7%*	*31.0%*	*22.0%*	*29.5%*	*16.9%*	*28.9%*
%H (All HH)		*97.6%*	*49.4%*	*17.6%*	*63.1%*	*34.3%*	*28.8%*	*97.4%*
%H (TV HH)			*50.6%*	*18.0%*	*64.6%*	*35.1%*	*29.5%*	
0 - 3	622	600	302	104	371	194	176	599
%V	*9.0%*	*9.0%*	*11.3%*	*10.7%*	*7.6%*	*9.8%*	*6.0%*	*10.4%*
%H (All HH)		*96.5%*	*48.6%*	*16.7%*	*59.6%*	*31.2%*	*28.3%*	*96.3%*
%H (TV HH)			*50.3%*	*17.3%*	*61.8%*	*32.3%*	*29.3%*	
4 - 9	897	880	452	150	552	291	261	873
%V	*13.0%*	*13.2%*	*17.0%*	*15.4%*	*11.3%*	*14.7%*	*8.9%*	*15.2%*
%H (All HH)		*98.1%*	*50.4%*	*16.7%*	*61.5%*	*32.4%*	*29.1%*	*97.3%*
%H (TV HH)			*51.4%*	*17.0%*	*62.7%*	*33.1%*	*29.7%*	
10 - 15	821	808	421	154	543	316	227	805
%V	*11.9%*	*12.1%*	*15.8%*	*15.9%*	*11.1%*	*15.9%*	*7.8%*	*14.0%*
%H (All HH)		*98.4%*	*51.3%*	*18.8%*	*66.1%*	*38.5%*	*27.6%*	*98.1%*
%H (TV HH)			*52.1%*	*19.1%*	*67.2%*	*39.1%*	*28.1%*	

Base: ITV MidWest - Households (000s)

%V = percentage 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

ITV MidWest

Household level data

Table 19.5: 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	6892	6652	2664	971	4902	1984	2918	5761
%H (All HH)		*96.5%*	*38.7%*	*14.1%*	*71.1%*	*28.8%*	*42.3%*	*83.6%*
%H (TV HH)			*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	
1	2586	2586	792	314	1724	339	1386	1942
%V	*37.5%*	*38.9%*	*29.7%*	*32.3%*	*35.2%*	*17.1%*	*47.5%*	*33.7%*
%H (All HH)		*100.0%*	*30.6%*	*12.1%*	*66.7%*	*13.1%*	*53.6%*	*75.1%*
%H (TV HH)			*30.6%*	*12.1%*	*66.7%*	*13.1%*	*53.6%*	
2	2239	2239	937	337	1697	746	951	1897
%V	*32.5%*	*33.7%*	*35.2%*	*34.7%*	*34.6%*	*37.6%*	*32.6%*	*32.9%*
%H (All HH)		*100.0%*	*41.8%*	*15.1%*	*75.8%*	*33.3%*	*42.5%*	*84.7%*
%H (TV HH)			*41.8%*	*15.1%*	*75.8%*	*33.3%*	*42.5%*	
3	1131	1131	558	193	900	518	382	1061
%V	*16.4%*	*17.0%*	*20.9%*	*19.9%*	*18.4%*	*26.1%*	*13.1%*	*18.4%*
%H (All HH)		*100.0%*	*49.3%*	*17.1%*	*79.6%*	*45.8%*	*33.8%*	*93.8%*
%H (TV HH)			*49.3%*	*17.1%*	*79.6%*	*45.8%*	*33.8%*	
4	458	458	240	83	375	235	139	445
%V	*6.6%*	*6.9%*	*9.0%*	*8.5%*	*7.6%*	*11.8%*	*4.8%*	*7.7%*
%H (All HH)		*100.0%*	*52.4%*	*18.1%*	*81.9%*	*51.3%*	*30.3%*	*97.2%*
%H (TV HH)			*52.4%*	*18.1%*	*81.9%*	*51.3%*	*30.3%*	
5+	238	238	137	45	206	146	60	234
%V	*3.5%*	*3.6%*	*5.1%*	*4.6%*	*4.2%*	*7.4%*	*2.1%*	*4.1%*
%H (All HH)		*100.0%*	*57.6%*	*18.9%*	*86.6%*	*61.3%*	*25.2%*	*98.3%*
%H (TV HH)			*57.6%*	*18.9%*	*86.6%*	*61.3%*	*25.2%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

Table 19.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6892	6652	2664	971	4902	1984	2918	5761
%H (All HH)		*96.5%*	*38.7%*	*14.1%*	*71.1%*	*28.8%*	*42.3%*	*83.6%*
%H (TV HH)			*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	
Under 20"	1021	1021	401	136	863	386	477	866
%V	*14.8%*	*15.3%*	*15.1%*	*14.0%*	*17.6%*	*19.5%*	*16.3%*	*15.0%*
%H (All HH)		*100.0%*	*39.3%*	*13.3%*	*84.5%*	*37.8%*	*46.7%*	*84.8%*
%H (TV HH)			*39.3%*	*13.3%*	*84.5%*	*37.8%*	*46.7%*	
20" - 29"	2192	2192	874	314	1787	788	999	1810
%V	*31.8%*	*33.0%*	*32.8%*	*32.3%*	*36.5%*	*39.7%*	*34.2%*	*31.4%*
%H (All HH)		*100.0%*	*39.9%*	*14.3%*	*81.5%*	*35.9%*	*45.6%*	*82.6%*
%H (TV HH)			*39.9%*	*14.3%*	*81.5%*	*35.9%*	*45.6%*	
30" - 39"	3474	3474	1398	521	2661	1141	1520	2926
%V	*50.4%*	*52.2%*	*52.5%*	*53.7%*	*54.3%*	*57.5%*	*52.1%*	*50.8%*
%H (All HH)		*100.0%*	*40.2%*	*15.0%*	*76.6%*	*32.8%*	*43.8%*	*84.2%*
%H (TV HH)			*40.2%*	*15.0%*	*76.6%*	*32.8%*	*43.8%*	
40" - 49"	3134	3134	1486	547	2246	1173	1073	2864
%V	*45.5%*	*47.1%*	*55.8%*	*56.3%*	*45.8%*	*59.1%*	*36.8%*	*49.7%*
%H (All HH)		*100.0%*	*47.4%*	*17.5%*	*71.7%*	*37.4%*	*34.2%*	*91.4%*
%H (TV HH)			*47.4%*	*17.5%*	*71.7%*	*37.4%*	*34.2%*	
50" - 59"	862	862	475	154	576	347	229	834
%V	*12.5%*	*13.0%*	*17.8%*	*15.9%*	*11.8%*	*17.5%*	*7.8%*	*14.5%*
%H (All HH)		*100.0%*	*55.1%*	*17.9%*	*66.8%*	*40.3%*	*26.6%*	*96.8%*
%H (TV HH)			*55.1%*	*17.9%*	*66.8%*	*40.3%*	*26.6%*	
60"+	66	66	40	9	43	26	17	64
%V	*1.0%*	*1.0%*	*1.5%*	*0.9%*	*0.9%*	*1.3%*	*0.6%*	*1.1%*
%H (All HH)		*100.0%*	*60.6%*	*13.6%*	*65.2%*	*39.4%*	*25.8%*	*97.0%*
%H (TV HH)			*60.6%*	*13.6%*	*65.2%*	*39.4%*	*25.8%*	

Base: ITV MidWest - Households (000s)

%V = percentage 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

ITV MidWest

Household level data

Table 19.7: 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	6892	6652	2664	971	4902	1984	2918	5761
%H (All HH)		*96.5%*	*38.7%*	*14.1%*	*71.1%*	*28.8%*	*42.3%*	*83.6%*
%H (TV HH)			*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	
Main living room	6594	6594	2648	964	4868	1976	2892	5529
%V	*95.7%*	*99.1%*	*99.4%*	*99.3%*	*99.3%*	*99.6%*	*99.1%*	*96.0%*
%H (All HH)		*100.0%*	*40.2%*	*14.6%*	*73.8%*	*30.0%*	*43.9%*	*83.8%*
%H (TV HH)			*40.2%*	*14.6%*	*73.8%*	*30.0%*	*43.9%*	
Kitchen	811	811	369	112	694	359	336	711
%V	*11.8%*	*12.2%*	*13.9%*	*11.5%*	*14.2%*	*18.1%*	*11.5%*	*12.3%*
%H (All HH)		*100.0%*	*45.5%*	*13.8%*	*85.6%*	*44.3%*	*41.4%*	*87.7%*
%H (TV HH)			*45.5%*	*13.8%*	*85.6%*	*44.3%*	*41.4%*	
Adult's bedroom	3056	3056	1420	506	2419	1293	1126	2764
%V	*44.3%*	*45.9%*	*53.3%*	*52.1%*	*49.3%*	*65.2%*	*38.6%*	*48.0%*
%H (All HH)		*100.0%*	*46.5%*	*16.6%*	*79.2%*	*42.3%*	*36.8%*	*90.4%*
%H (TV HH)			*46.5%*	*16.6%*	*79.2%*	*42.3%*	*36.8%*	
Child's bedroom	619	619	342	115	440	282	158	610
%V	*9.0%*	*9.3%*	*12.8%*	*11.8%*	*9.0%*	*14.2%*	*5.4%*	*10.6%*
%H (All HH)		*100.0%*	*55.3%*	*18.6%*	*71.1%*	*45.6%*	*25.5%*	*98.5%*
%H (TV HH)			*55.3%*	*18.6%*	*71.1%*	*45.6%*	*25.5%*	
Other bedroom	486	486	242	80	392	226	166	458
%V	*7.1%*	*7.3%*	*9.1%*	*8.2%*	*8.0%*	*11.4%*	*5.7%*	*8.0%*
%H (All HH)		*100.0%*	*49.8%*	*16.5%*	*80.7%*	*46.5%*	*34.2%*	*94.2%*
%H (TV HH)			*49.8%*	*16.5%*	*80.7%*	*46.5%*	*34.2%*	
Second living/dining room	716	716	341	125	570	314	256	643
%V	*10.4%*	*10.8%*	*12.8%*	*12.9%*	*11.6%*	*15.8%*	*8.8%*	*11.2%*
%H (All HH)		*100.0%*	*47.6%*	*17.5%*	*79.6%*	*43.9%*	*35.8%*	*89.8%*
%H (TV HH)			*47.6%*	*17.5%*	*79.6%*	*43.9%*	*35.8%*	
Study/office	108	108	55	16	88	52	37	103
%V	*1.6%*	*1.6%*	*2.1%*	*1.6%*	*1.8%*	*2.6%*	*1.3%*	*1.8%*
%H (All HH)		*100.0%*	*50.9%*	*14.8%*	*81.5%*	*48.1%*	*34.3%*	*95.4%*
%H (TV HH)			*50.9%*	*14.8%*	*81.5%*	*48.1%*	*34.3%*	
TV room	49	49	28	6	34	21	13	48
%V	*0.7%*	*0.7%*	*1.1%*	*0.6%*	*0.7%*	*1.1%*	*0.4%*	*0.8%*
%H (All HH)		*100.0%*	*57.1%*	*12.2%*	*69.4%*	*42.9%*	*26.5%*	*98.0%*
%H (TV HH)			*57.1%*	*12.2%*	*69.4%*	*42.9%*	*26.5%*	
Conservatory	159	159	78	28	133	78	55	146
%V	*2.3%*	*2.4%*	*2.9%*	*2.9%*	*2.7%*	*3.9%*	*1.9%*	*2.5%*
%H (All HH)		*100.0%*	*49.1%*	*17.6%*	*83.6%*	*49.1%*	*34.6%*	*91.8%*
%H (TV HH)			*49.1%*	*17.6%*	*83.6%*	*49.1%*	*34.6%*	
Attic or loft room	12	12	7	2	9	6	3	12
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*58.3%*	*16.7%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*58.3%*	*16.7%*	*75.0%*	*50.0%*	*25.0%*	
No specific location	10	10	3	2	7	3	5	9
%V	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*30.0%*	*20.0%*	*70.0%*	*30.0%*	*50.0%*	*90.0%*
%H (TV HH)			*30.0%*	*20.0%*	*70.0%*	*30.0%*	*50.0%*	
Other	52	52	29	7	45	29	16	50
%V	*0.8%*	*0.8%*	*1.1%*	*0.7%*	*0.9%*	*1.5%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*55.8%*	*13.5%*	*86.5%*	*55.8%*	*30.8%*	*96.2%*
%H (TV HH)			*55.8%*	*13.5%*	*86.5%*	*55.8%*	*30.8%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

Table 19.8: 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	6892	6652	2664	971	4902	1984	2918	5761
%H (All HH)		*96.5%*	*38.7%*	*14.1%*	*71.1%*	*28.8%*	*42.3%*	*83.6%*
%H (TV HH)			*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	
Any DSAT provider	2664	2664	2664	34	1449	1449	0	2433
%V	*38.7%*	*40.0%*	*100.0%*	*3.5%*	*29.6%*	*73.0%*	*0.0%*	*42.2%*
%H (All HH)			*100.0%*	*1.3%*	*54.4%*	*54.4%*	*0.0%*	*91.3%*
%H (TV HH)			*100.0%*	*1.3%*	*54.4%*	*54.4%*	*0.0%*	
Sky with subcription	2125	2125	2125	15	1159	1159	0	1975
%V	*30.8%*	*31.9%*	*79.8%*	*1.5%*	*23.6%*	*58.4%*	*0.0%*	*34.3%*
%H (All HH)			*100.0%*	*0.7%*	*54.5%*	*54.5%*	*0.0%*	*92.9%*
%H (TV HH)			*100.0%*	*0.7%*	*54.5%*	*54.5%*	*0.0%*	
Sky without subscription	186	186	186	5	95	95	0	146
%V	*2.7%*	*2.8%*	*7.0%*	*0.5%*	*1.9%*	*4.8%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*2.7%*	*51.1%*	*51.1%*	*0.0%*	*78.5%*
%H (TV HH)			*100.0%*	*2.7%*	*51.1%*	*51.1%*	*0.0%*	
Freesat	308	308	308	11	178	178	0	278
%V	*4.5%*	*4.6%*	*11.6%*	*1.1%*	*3.6%*	*9.0%*	*0.0%*	*4.8%*
%H (All HH)			*100.0%*	*3.6%*	*57.8%*	*57.8%*	*0.0%*	*90.3%*
%H (TV HH)			*100.0%*	*3.6%*	*57.8%*	*57.8%*	*0.0%*	
Other satellite provider	149	149	149	4	80	80	0	137
%V	*2.2%*	*2.2%*	*5.6%*	*0.4%*	*1.6%*	*4.0%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*2.7%*	*53.7%*	*53.7%*	*0.0%*	*91.9%*
%H (TV HH)			*100.0%*	*2.7%*	*53.7%*	*53.7%*	*0.0%*	
DCAB	971	971	34	971	552	552	0	909
%V	*14.1%*	*14.6%*	*1.3%*	*100.0%*	*11.3%*	*27.8%*	*0.0%*	*15.8%*
%H (All HH)			*3.5%*	*100.0%*	*56.8%*	*56.8%*	*0.0%*	*93.6%*
%H (TV HH)			*3.5%*	*100.0%*	*56.8%*	*56.8%*	*0.0%*	
DTT	4902	4902	1449	552	4902	1984	2918	4003
%V	*71.1%*	*73.7%*	*54.4%*	*56.8%*	*100.0%*	*100.0%*	*100.0%*	*69.5%*
%H (All HH)		*100.0%*	*29.6%*	*11.3%*	*100.0%*	*40.5%*	*59.5%*	*81.7%*
%H (TV HH)			*29.6%*	*11.3%*	*100.0%*	*40.5%*	*59.5%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

Table 19.9: 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	6892	6652	2664	971	4902	1984	2918	5761
%H (All HH)		*96.5%*	*38.7%*	*14.1%*	*71.1%*	*28.8%*	*42.3%*	*83.6%*
%H (TV HH)			*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	
PVR	4183	4183	2311	880	2817	1798	1019	3850
%V	*60.7%*	*62.9%*	*86.7%*	*90.6%*	*57.5%*	*90.6%*	*34.9%*	*66.8%*
%H (All HH)		*100.0%*	*55.2%*	*21.0%*	*67.3%*	*43.0%*	*24.4%*	*92.0%*
%H (TV HH)			*55.2%*	*21.0%*	*67.3%*	*43.0%*	*24.4%*	
DVDR	114	114	41	16	94	37	57	98
%V	*1.7%*	*1.7%*	*1.5%*	*1.6%*	*1.9%*	*1.9%*	*2.0%*	*1.7%*
%H (All HH)		*100.0%*	*36.0%*	*14.0%*	*82.5%*	*32.5%*	*50.0%*	*86.0%*
%H (TV HH)			*36.0%*	*14.0%*	*82.5%*	*32.5%*	*50.0%*	
VCR	48	48	14	5	43	14	29	32
%V	*0.7%*	*0.7%*	*0.5%*	*0.5%*	*0.9%*	*0.7%*	*1.0%*	*0.6%*
%H (All HH)		*100.0%*	*29.2%*	*10.4%*	*89.6%*	*29.2%*	*60.4%*	*66.7%*
%H (TV HH)			*29.2%*	*10.4%*	*89.6%*	*29.2%*	*60.4%*	
Any recorder	4243	4243	2319	883	2873	1804	1069	3889
%V	*61.6%*	*63.8%*	*87.0%*	*90.9%*	*58.6%*	*90.9%*	*36.6%*	*67.5%*
%H (All HH)		*100.0%*	*54.7%*	*20.8%*	*67.7%*	*42.5%*	*25.2%*	*91.7%*
%H (TV HH)			*54.7%*	*20.8%*	*67.7%*	*42.5%*	*25.2%*	
Receives HDTV (via STB or built-in reception)	4467	4467	2021	848	3293	1663	1630	4075
%V	*64.8%*	*67.2%*	*75.9%*	*87.3%*	*67.2%*	*83.8%*	*55.9%*	*70.7%*
%H (All HH)		*100.0%*	*45.2%*	*19.0%*	*73.7%*	*37.2%*	*36.5%*	*91.2%*
%H (TV HH)			*45.2%*	*19.0%*	*73.7%*	*37.2%*	*36.5%*	
DVD/Blu-ray player or recorder	4822	4822	2052	726	3570	1590	1980	4245
%V	*70.0%*	*72.5%*	*77.0%*	*74.8%*	*72.8%*	*80.1%*	*67.9%*	*73.7%*
%H (All HH)		*100.0%*	*42.6%*	*15.1%*	*74.0%*	*33.0%*	*41.1%*	*88.0%*
%H (TV HH)			*42.6%*	*15.1%*	*74.0%*	*33.0%*	*41.1%*	

Base: ITV MidWest - Households (000s)

%V = percentage 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

ITV MidWest

Household level data

Table 19.10: 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	6892	6652	2664	971	4902	1984	2918	5761
%H (All HH)		*96.5%*	*38.7%*	*14.1%*	*71.1%*	*28.8%*	*42.3%*	*83.6%*
%H (TV HH)			*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	
Has broadband internet	5761	5578	2433	909	4003	1857	2146	5761
%V	*83.6%*	*83.9%*	*91.3%*	*93.6%*	*81.7%*	*93.6%*	*73.5%*	*100.0%*
%H (All HH)		*96.8%*	*42.2%*	*15.8%*	*69.5%*	*32.2%*	*37.3%*	*100.0%*
%H (TV HH)			*43.6%*	*16.3%*	*71.8%*	*33.3%*	*38.5%*	
Number of computers (PCs and laptops)								
0	1373	1305	316	98	1059	184	874	308
%V	*19.9%*	*19.6%*	*11.9%*	*10.1%*	*21.6%*	*9.3%*	*30.0%*	*5.3%*
%H (All HH)		*95.0%*	*23.0%*	*7.1%*	*77.1%*	*13.4%*	*63.7%*	*22.4%*
%H (TV HH)			*24.2%*	*7.5%*	*81.1%*	*14.1%*	*67.0%*	
1	1798	1723	653	249	1251	461	789	1741
%V	*26.1%*	*25.9%*	*24.5%*	*25.6%*	*25.5%*	*23.2%*	*27.0%*	*30.2%*
%H (All HH)		*95.8%*	*36.3%*	*13.8%*	*69.6%*	*25.6%*	*43.9%*	*96.8%*
%H (TV HH)			*37.9%*	*14.5%*	*72.6%*	*26.8%*	*45.8%*	
2	1559	1507	670	227	1100	514	586	1555
%V	*22.6%*	*22.7%*	*25.2%*	*23.4%*	*22.4%*	*25.9%*	*20.1%*	*27.0%*
%H (All HH)		*96.7%*	*43.0%*	*14.6%*	*70.6%*	*33.0%*	*37.6%*	*99.7%*
%H (TV HH)			*44.5%*	*15.1%*	*73.0%*	*34.1%*	*38.9%*	
3	942	921	428	160	662	342	320	939
%V	*13.7%*	*13.8%*	*16.1%*	*16.5%*	*13.5%*	*17.2%*	*11.0%*	*16.3%*
%H (All HH)		*97.8%*	*45.4%*	*17.0%*	*70.3%*	*36.3%*	*34.0%*	*99.7%*
%H (TV HH)			*46.5%*	*17.4%*	*71.9%*	*37.1%*	*34.7%*	
4	553	543	252	113	390	216	173	552
%V	*8.0%*	*8.2%*	*9.5%*	*11.6%*	*8.0%*	*10.9%*	*5.9%*	*9.6%*
%H (All HH)		*98.2%*	*45.6%*	*20.4%*	*70.5%*	*39.1%*	*31.3%*	*99.8%*
%H (TV HH)			*46.4%*	*20.8%*	*71.8%*	*39.8%*	*31.9%*	
5+	666	653	345	123	441	265	176	666
%V	*9.7%*	*9.8%*	*13.0%*	*12.7%*	*9.0%*	*13.4%*	*6.0%*	*11.6%*
%H (All HH)		*98.0%*	*51.8%*	*18.5%*	*66.2%*	*39.8%*	*26.4%*	*100.0%*
%H (TV HH)			*52.8%*	*18.8%*	*67.5%*	*40.6%*	*27.0%*	

Base: ITV MidWest - Households (000s)

%V = percentage 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

ITV MidWest

Set level data

Table 19.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13578	6050	2133	10431	5114	5317	11965
%H		*44.6%*	*15.7%*	*76.8%*	*37.7%*	*39.2%*	*88.1%*
Under 20"	1286	510	171	1100	502	598	1108
%V	*9.5%*	*8.4%*	*8.0%*	*10.5%*	*9.8%*	*11.2%*	*9.3%*
%H		*39.7%*	*13.3%*	*85.5%*	*39.0%*	*46.5%*	*86.2%*
20" - 29"	2826	1157	403	2336	1071	1265	2387
%V	*20.8%*	*19.1%*	*18.9%*	*22.4%*	*20.9%*	*23.8%*	*19.9%*
%H		*40.9%*	*14.3%*	*82.7%*	*37.9%*	*44.8%*	*84.5%*
30" - 39"	4376	1866	679	3363	1564	1799	3771
%V	*32.2%*	*30.8%*	*31.8%*	*32.2%*	*30.6%*	*33.8%*	*31.5%*
%H		*42.6%*	*15.5%*	*76.9%*	*35.7%*	*41.1%*	*86.2%*
40" - 49"	3706	1817	649	2660	1447	1213	3420
%V	*27.3%*	*30.0%*	*30.4%*	*25.5%*	*28.3%*	*22.8%*	*28.6%*
%H		*49.0%*	*17.5%*	*71.8%*	*39.0%*	*32.7%*	*92.3%*
50" - 59"	935	520	167	631	388	243	907
%V	*6.9%*	*8.6%*	*7.8%*	*6.0%*	*7.6%*	*4.6%*	*7.6%*
%H		*55.6%*	*17.9%*	*67.5%*	*41.5%*	*26.0%*	*97.0%*
60"+	70	42	11	44	26	18	67
%V	*0.5%*	*0.7%*	*0.5%*	*0.4%*	*0.5%*	*0.3%*	*0.6%*
%H		*60.0%*	*15.7%*	*62.9%*	*37.1%*	*25.7%*	*95.7%*
Don't know	379	138	53	296	116	180	305
%V	*2.8%*	*2.3%*	*2.5%*	*2.8%*	*2.3%*	*3.4%*	*2.5%*
%H		*36.4%*	*14.0%*	*78.1%*	*30.6%*	*47.5%*	*80.5%*

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV MidWest

Set level data

Table 19.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13578	6050	2133	10431	5114	5317	11965
%H		*44.6%*	*15.7%*	*76.8%*	*37.7%*	*39.2%*	*88.1%*
Main living room	6626	2662	971	4892	1991	2901	5557
%V	*48.8%*	*44.0%*	*45.5%*	*46.9%*	*38.9%*	*54.6%*	*46.4%*
%H		*40.2%*	*14.7%*	*73.8%*	*30.0%*	*43.8%*	*83.9%*
Kitchen	813	370	113	695	359	336	713
%V	*6.0%*	*6.1%*	*5.3%*	*6.7%*	*7.0%*	*6.3%*	*6.0%*
%H		*45.5%*	*13.9%*	*85.5%*	*44.2%*	*41.3%*	*87.7%*
Adult's bedroom	3589	1699	608	2865	1584	1281	3286
%V	*26.4%*	*28.1%*	*28.5%*	*27.5%*	*31.0%*	*24.1%*	*27.5%*
%H		*47.3%*	*16.9%*	*79.8%*	*44.1%*	*35.7%*	*91.6%*
Child's bedroom	833	464	156	600	390	209	822
%V	*6.1%*	*7.7%*	*7.3%*	*5.8%*	*7.6%*	*3.9%*	*6.9%*
%H		*55.7%*	*18.7%*	*72.0%*	*46.8%*	*25.1%*	*98.7%*
Other bedroom	595	304	97	480	282	199	561
%V	*4.4%*	*5.0%*	*4.5%*	*4.6%*	*5.5%*	*3.7%*	*4.7%*
%H		*51.1%*	*16.3%*	*80.7%*	*47.4%*	*33.4%*	*94.3%*
Second living/dining room	727	347	126	578	318	261	653
%V	*5.4%*	*5.7%*	*5.9%*	*5.5%*	*6.2%*	*4.9%*	*5.5%*
%H		*47.7%*	*17.3%*	*79.5%*	*43.7%*	*35.9%*	*89.8%*
Study/office	108	55	16	88	52	37	103
%V	*0.8%*	*0.9%*	*0.8%*	*0.8%*	*1.0%*	*0.7%*	*0.9%*
%H		*50.9%*	*14.8%*	*81.5%*	*48.1%*	*34.3%*	*95.4%*
TV room	49	29	6	34	21	13	49
%V	*0.4%*	*0.5%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H		*59.2%*	*12.2%*	*69.4%*	*42.9%*	*26.5%*	*100.0%*
Conservatory	159	78	28	133	78	55	146
%V	*1.2%*	*1.3%*	*1.3%*	*1.3%*	*1.5%*	*1.0%*	*1.2%*
%H		*49.1%*	*17.6%*	*83.6%*	*49.1%*	*34.6%*	*91.8%*
Attic or loft room	12	7	2	9	6	3	12
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*58.3%*	*16.7%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
No specific location	10	3	2	7	3	5	9
%V	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*30.0%*	*20.0%*	*70.0%*	*30.0%*	*50.0%*	*90.0%*
Other	57	31	7	49	30	18	55
%V	*0.4%*	*0.5%*	*0.3%*	*0.5%*	*0.6%*	*0.3%*	*0.5%*
%H		*54.4%*	*12.3%*	*86.0%*	*52.6%*	*31.6%*	*96.5%*

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV MidWest

Set level data

Table 19.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13578	6050	2133	10431	5114	5317	11965
%H		*44.6%*	*15.7%*	*76.8%*	*37.7%*	*39.2%*	*88.1%*
PVR	5650	3371	1195	3614	2480	1134	5271
%V	*41.6%*	*55.7%*	*56.0%*	*34.6%*	*48.5%*	*21.3%*	*44.1%*
%H		*59.7%*	*21.2%*	*64.0%*	*43.9%*	*20.1%*	*93.3%*
DVDR	122	45	17	102	41	61	107
%V	*0.9%*	*0.7%*	*0.8%*	*1.0%*	*0.8%*	*1.1%*	*0.9%*
%H		*36.9%*	*13.9%*	*83.6%*	*33.6%*	*50.0%*	*87.7%*
VCR	51	15	5	46	15	31	34
%V	*0.4%*	*0.2%*	*0.2%*	*0.4%*	*0.3%*	*0.6%*	*0.3%*
%H		*29.4%*	*9.8%*	*90.2%*	*29.4%*	*60.8%*	*66.7%*
Any recorder	5733	3388	1200	3689	2494	1195	5330
%V	*42.2%*	*56.0%*	*56.3%*	*35.4%*	*48.8%*	*22.5%*	*44.5%*
%H		*59.1%*	*20.9%*	*64.3%*	*43.5%*	*20.8%*	*93.0%*

Base: ITV MidWest - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 19.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13578	6050	2133	10431	5114	5317	11965
%H		*44.6%*	*15.7%*	*76.8%*	*37.7%*	*39.2%*	*88.1%*
Receives HDTV (via STB or built-in reception)	6910	3289	1343	5186	2850	2336	6425
%V	*50.9%*	*54.4%*	*63.0%*	*49.7%*	*55.7%*	*43.9%*	*53.7%*
%H		*47.6%*	*19.4%*	*75.1%*	*41.2%*	*33.8%*	*93.0%*
DVD/Blu-ray player or recorder	7151	3240	1158	5372	2678	2694	6465
%V	*52.7%*	*53.6%*	*54.3%*	*51.5%*	*52.4%*	*50.7%*	*54.0%*
%H		*45.3%*	*16.2%*	*75.1%*	*37.4%*	*37.7%*	*90.4%*

Base: ITV MidWest - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV MidWest

Set level data

Table 19.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6651	2663	971	4902	1984	2918	5577
%H		*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	*83.9%*
Under 20"	70	12	2	57	7	50	49
%V	*1.1%*	*0.5%*	*0.2%*	*1.2%*	*0.4%*	*1.7%*	*0.9%*
%H		*17.1%*	*2.9%*	*81.4%*	*10.0%*	*71.4%*	*70.0%*
20" - 29"	600	132	46	492	83	409	375
%V	*9.0%*	*5.0%*	*4.7%*	*10.0%*	*4.2%*	*14.0%*	*6.7%*
%H		*22.0%*	*7.7%*	*82.0%*	*13.8%*	*68.2%*	*62.5%*
30" - 39"	2169	706	271	1661	508	1153	1674
%V	*32.6%*	*26.5%*	*27.9%*	*33.9%*	*25.6%*	*39.5%*	*30.0%*
%H		*32.5%*	*12.5%*	*76.6%*	*23.4%*	*53.2%*	*77.2%*
40" - 49"	2793	1290	485	2005	1017	989	2536
%V	*42.0%*	*48.4%*	*49.9%*	*40.9%*	*51.3%*	*33.9%*	*45.5%*
%H		*46.2%*	*17.4%*	*71.8%*	*36.4%*	*35.4%*	*90.8%*
50" - 59"	787	439	135	521	314	207	761
%V	*11.8%*	*16.5%*	*13.9%*	*10.6%*	*15.8%*	*7.1%*	*13.6%*
%H		*55.8%*	*17.2%*	*66.2%*	*39.9%*	*26.3%*	*96.7%*
60"+	57	34	9	37	22	15	55
%V	*0.9%*	*1.3%*	*0.9%*	*0.8%*	*1.1%*	*0.5%*	*1.0%*
%H		*59.6%*	*15.8%*	*64.9%*	*38.6%*	*26.3%*	*96.5%*
Don't know	177	50	22	128	32	96	128
%V	*2.7%*	*1.9%*	*2.3%*	*2.6%*	*1.6%*	*3.3%*	*2.3%*
%H		*28.2%*	*12.4%*	*72.3%*	*18.1%*	*54.2%*	*72.3%*

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV MidWest

Set level data

Table 19.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6651	2663	971	4902	1984	2918	5577
%H		*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	*83.9%*
PVR	4103	2280	869	2750	1770	980	3779
%V	*61.7%*	*85.6%*	*89.5%*	*56.1%*	*89.2%*	*33.6%*	*67.8%*
%H		*55.6%*	*21.2%*	*67.0%*	*43.1%*	*23.9%*	*92.1%*
DVDR	97	32	14	81	30	52	82
%V	*1.5%*	*1.2%*	*1.4%*	*1.7%*	*1.5%*	*1.8%*	*1.5%*
%H		*33.0%*	*14.4%*	*83.5%*	*30.9%*	*53.6%*	*84.5%*
VCR	40	11	4	35	10	24	25
%V	*0.6%*	*0.4%*	*0.4%*	*0.7%*	*0.5%*	*0.8%*	*0.4%*
%H		*27.5%*	*10.0%*	*87.5%*	*25.0%*	*60.0%*	*62.5%*
Any recorder	4162	2288	872	2805	1776	1029	3818
%V	*62.6%*	*85.9%*	*89.8%*	*57.2%*	*89.5%*	*35.3%*	*68.5%*
%H		*55.0%*	*21.0%*	*67.4%*	*42.7%*	*24.7%*	*91.7%*

Base: ITV MidWest - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 19.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6651	2663	971	4902	1984	2918	5577
%H		*40.0%*	*14.6%*	*73.7%*	*29.8%*	*43.9%*	*83.9%*
Receives HDTV (via STB or built-in reception)	4323	1956	829	3168	1598	1570	3949
%V	*65.0%*	*73.5%*	*85.4%*	*64.6%*	*80.5%*	*53.8%*	*70.8%*
%H		*45.2%*	*19.2%*	*73.3%*	*37.0%*	*36.3%*	*91.3%*
DVD/Blu-ray player or recorder	4340	1819	644	3214	1402	1812	3802
%V	*65.3%*	*68.3%*	*66.3%*	*65.6%*	*70.7%*	*62.1%*	*68.2%*
%H		*41.9%*	*14.8%*	*74.1%*	*32.3%*	*41.8%*	*87.6%*

Base: ITV MidWest - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV MidWest

Set level data

Table 19.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	6927	3387	1162	5529	3131	2399	6388
%H		*48.9%*	*16.8%*	*79.8%*	*45.2%*	*34.6%*	*92.2%*
Under 20"	1216	498	168	1043	494	548	1059
%V	*17.6%*	*14.7%*	*14.5%*	*18.9%*	*15.8%*	*22.8%*	*16.6%*
%H		*41.0%*	*13.8%*	*85.8%*	*40.6%*	*45.1%*	*87.1%*
20" - 29"	2226	1025	357	1844	988	856	2012
%V	*32.1%*	*30.3%*	*30.7%*	*33.4%*	*31.6%*	*35.7%*	*31.5%*
%H		*46.0%*	*16.0%*	*82.8%*	*44.4%*	*38.5%*	*90.4%*
30" - 39"	2207	1160	408	1702	1056	646	2097
%V	*31.9%*	*34.2%*	*35.1%*	*30.8%*	*33.7%*	*26.9%*	*32.8%*
%H		*52.6%*	*18.5%*	*77.1%*	*47.8%*	*29.3%*	*95.0%*
40" - 49"	914	527	164	655	431	224	884
%V	*13.2%*	*15.6%*	*14.1%*	*11.8%*	*13.8%*	*9.3%*	*13.8%*
%H		*57.7%*	*17.9%*	*71.7%*	*47.2%*	*24.5%*	*96.7%*
50" - 59"	149	81	32	111	74	37	146
%V	*2.2%*	*2.4%*	*2.8%*	*2.0%*	*2.4%*	*1.5%*	*2.3%*
%H		*54.4%*	*21.5%*	*74.5%*	*49.7%*	*24.8%*	*98.0%*
60"+	13	8	2	7	4	3	13
%V	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*
%H		*61.5%*	*15.4%*	*53.8%*	*30.8%*	*23.1%*	*100.0%*
Don't know	203	88	30	168	84	84	178
%V	*2.9%*	*2.6%*	*2.6%*	*3.0%*	*2.7%*	*3.5%*	*2.8%*
%H		*43.3%*	*14.8%*	*82.8%*	*41.4%*	*41.4%*	*87.7%*

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	6927	3387	1162	5529	3131	2399	6388
%H		*48.9%*	*16.8%*	*79.8%*	*45.2%*	*34.6%*	*92.2%*
PVR	1547	1091	326	864	710	154	1492
%V	*22.3%*	*32.2%*	*28.1%*	*15.6%*	*22.7%*	*6.4%*	*23.4%*
%H		*70.5%*	*21.1%*	*55.9%*	*45.9%*	*10.0%*	*96.4%*
DVDR	25	13	3	21	12	9	25
%V	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*
%H		*52.0%*	*12.0%*	*84.0%*	*48.0%*	*36.0%*	*100.0%*
VCR	12	4	1	11	4	6	8
%V	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.3%*	*0.1%*
%H		*33.3%*	*8.3%*	*91.7%*	*33.3%*	*50.0%*	*66.7%*
Any recorder	1570	1101	328	884	718	166	1512
%V	*22.7%*	*32.5%*	*28.2%*	*16.0%*	*22.9%*	*6.9%*	*23.7%*
%H		*70.1%*	*20.9%*	*56.3%*	*45.7%*	*10.6%*	*96.3%*

Base: ITV MidWest - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 19.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	6927	3387	1162	5529	3131	2399	6388
%H		*48.9%*	*16.8%*	*79.8%*	*45.2%*	*34.6%*	*92.2%*
Receives HDTV (via STB or built-in reception)	2587	1334	514	2019	1252	767	2475
%V	*37.3%*	*39.4%*	*44.2%*	*36.5%*	*40.0%*	*32.0%*	*38.7%*
%H		*51.6%*	*19.9%*	*78.0%*	*48.4%*	*29.6%*	*95.7%*
DVD/Blu-ray player or recorder	2811	1422	514	2158	1276	882	2663
%V	*40.6%*	*42.0%*	*44.2%*	*39.0%*	*40.8%*	*36.8%*	*41.7%*
%H		*50.6%*	*18.3%*	*76.8%*	*45.4%*	*31.4%*	*94.7%*

Base: ITV MidWest - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV MidWest

Individual level data

Table 19.21: Age 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 Inds	16010	15532	6930	2550	11031	5211	5820	14450
%H		*97.0%*	*43.3%*	*15.9%*	*68.9%*	*32.5%*	*36.4%*	*90.3%*
Total Children	3041	2974	1524	536	1895	1037	858	2959
%V	*19.0%*	*19.1%*	*22.0%*	*21.0%*	*17.2%*	*19.9%*	*14.7%*	*20.5%*
%H		*97.8%*	*50.1%*	*17.6%*	*62.3%*	*34.1%*	*28.2%*	*97.3%*
0 - 3	731	703	353	121	432	223	209	703
%V	*4.6%*	*4.5%*	*5.1%*	*4.7%*	*3.9%*	*4.3%*	*3.6%*	*4.9%*
%H		*96.2%*	*48.3%*	*16.6%*	*59.1%*	*30.5%*	*28.6%*	*96.2%*
4 - 15	2310	2271	1170	414	1463	814	649	2256
%V	*14.4%*	*14.6%*	*16.9%*	*16.2%*	*13.3%*	*15.6%*	*11.2%*	*15.6%*
%H		*98.3%*	*50.6%*	*17.9%*	*63.3%*	*35.2%*	*28.1%*	*97.7%*
4 - 9	1205	1181	602	206	733	389	345	1173
%V	*7.5%*	*7.6%*	*8.7%*	*8.1%*	*6.6%*	*7.5%*	*5.9%*	*8.1%*
%H		*98.0%*	*50.0%*	*17.1%*	*60.8%*	*32.3%*	*28.6%*	*97.3%*
10 - 15	1105	1090	568	209	730	426	304	1083
%V	*6.9%*	*7.0%*	*8.2%*	*8.2%*	*6.6%*	*8.2%*	*5.2%*	*7.5%*
%H		*98.6%*	*51.4%*	*18.9%*	*66.1%*	*38.6%*	*27.5%*	*98.0%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV MidWest

Individual level data

Table 19.22: Adults - 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 Inds	16010	15532	6930	2550	11031	5211	5820	14450
%H		*97.0%*	*43.3%*	*15.9%*	*68.9%*	*32.5%*	*36.4%*	*90.3%*
Total Adults (16+)	12969	12558	5407	2014	9136	4174	4962	11491
%V	*81.0%*	*80.9%*	*78.0%*	*79.0%*	*82.8%*	*80.1%*	*85.3%*	*79.5%*
%H		*96.8%*	*41.7%*	*15.5%*	*70.4%*	*32.2%*	*38.3%*	*88.6%*
16 - 19	721	698	348	128	487	282	205	710
%V	*4.5%*	*4.5%*	*5.0%*	*5.0%*	*4.4%*	*5.4%*	*3.5%*	*4.9%*
%H		*96.8%*	*48.3%*	*17.8%*	*67.5%*	*39.1%*	*28.4%*	*98.5%*
20 - 24	1001	920	359	176	619	289	331	972
%V	*6.3%*	*5.9%*	*5.2%*	*6.9%*	*5.6%*	*5.5%*	*5.7%*	*6.7%*
%H		*91.9%*	*35.9%*	*17.6%*	*61.8%*	*28.9%*	*33.1%*	*97.1%*
25 - 34	2044	1923	852	351	1221	575	646	1972
%V	*12.8%*	*12.4%*	*12.3%*	*13.8%*	*11.1%*	*11.0%*	*11.1%*	*13.6%*
%H		*94.1%*	*41.7%*	*17.2%*	*59.7%*	*28.1%*	*31.6%*	*96.5%*
35 - 44	1897	1829	929	298	1214	648	566	1832
%V	*11.8%*	*11.8%*	*13.4%*	*11.7%*	*11.0%*	*12.4%*	*9.7%*	*12.7%*
%H		*96.4%*	*49.0%*	*15.7%*	*64.0%*	*34.2%*	*29.8%*	*96.6%*
45 - 54	2242	2192	1020	402	1605	837	769	2146
%V	*14.0%*	*14.1%*	*14.7%*	*15.8%*	*14.5%*	*16.1%*	*13.2%*	*14.9%*
%H		*97.8%*	*45.5%*	*17.9%*	*71.6%*	*37.3%*	*34.3%*	*95.7%*
55 - 64	1962	1929	835	308	1472	685	787	1784
%V	*12.3%*	*12.4%*	*12.0%*	*12.1%*	*13.3%*	*13.1%*	*13.5%*	*12.3%*
%H		*98.3%*	*42.6%*	*15.7%*	*75.0%*	*34.9%*	*40.1%*	*90.9%*
65+	3102	3068	1065	350	2517	858	1659	2074
%V	*19.4%*	*19.8%*	*15.4%*	*13.7%*	*22.8%*	*16.5%*	*28.5%*	*14.4%*
%H		*98.9%*	*34.3%*	*11.3%*	*81.1%*	*27.7%*	*53.5%*	*66.9%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	12969	12558	5407	2014	9136	4174	4962	11491
%H		*96.8%*	*41.7%*	*15.5%*	*70.4%*	*32.2%*	*38.3%*	*88.6%*
AB	3264	3189	1430	501	2339	1109	1229	3160
%V	*25.2%*	*25.4%*	*26.4%*	*24.9%*	*25.6%*	*26.6%*	*24.8%*	*27.5%*
%H		*97.7%*	*43.8%*	*15.3%*	*71.7%*	*34.0%*	*37.7%*	*96.8%*
C1	3664	3519	1532	598	2531	1216	1315	3393
%V	*28.3%*	*28.0%*	*28.3%*	*29.7%*	*27.7%*	*29.1%*	*26.5%*	*29.5%*
%H		*96.0%*	*41.8%*	*16.3%*	*69.1%*	*33.2%*	*35.9%*	*92.6%*
C2	2843	2781	1201	481	2068	995	1073	2544
%V	*21.9%*	*22.1%*	*22.2%*	*23.9%*	*22.6%*	*23.8%*	*21.6%*	*22.1%*
%H		*97.8%*	*42.2%*	*16.9%*	*72.7%*	*35.0%*	*37.7%*	*89.5%*
D	2116	2031	880	309	1421	602	819	1721
%V	*16.3%*	*16.2%*	*16.3%*	*15.3%*	*15.6%*	*14.4%*	*16.5%*	*15.0%*
%H		*96.0%*	*41.6%*	*14.6%*	*67.2%*	*28.4%*	*38.7%*	*81.3%*
E	1082	1037	364	125	778	252	526	672
%V	*8.3%*	*8.3%*	*6.7%*	*6.2%*	*8.5%*	*6.0%*	*10.6%*	*5.8%*
%H		*95.8%*	*33.6%*	*11.6%*	*71.9%*	*23.3%*	*48.6%*	*62.1%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	12969	12558	5407	2014	9136	4174	4962	11491
%H		*96.8%*	*41.7%*	*15.5%*	*70.4%*	*32.2%*	*38.3%*	*88.6%*
Working full time	5922	5737	2736	996	3977	2055	1923	5739
%V	*45.7%*	*45.7%*	*50.6%*	*49.5%*	*43.5%*	*49.2%*	*38.8%*	*49.9%*
%H		*96.9%*	*46.2%*	*16.8%*	*67.2%*	*34.7%*	*32.5%*	*96.9%*
Working part time	1293	1259	550	236	911	448	463	1232
%V	*10.0%*	*10.0%*	*10.2%*	*11.7%*	*10.0%*	*10.7%*	*9.3%*	*10.7%*
%H		*97.4%*	*42.5%*	*18.3%*	*70.5%*	*34.6%*	*35.8%*	*95.3%*
Not working	5754	5562	2121	783	4248	1671	2577	4519
%V	*44.4%*	*44.3%*	*39.2%*	*38.9%*	*46.5%*	*40.0%*	*51.9%*	*39.3%*
%H		*96.7%*	*36.9%*	*13.6%*	*73.8%*	*29.0%*	*44.8%*	*78.5%*
Housewife/Houseperson	6892	6652	2664	971	4902	1984	2918	5761
%V	*53.1%*	*53.0%*	*49.3%*	*48.2%*	*53.7%*	*47.5%*	*58.8%*	*50.1%*
%H		*96.5%*	*38.7%*	*14.1%*	*71.1%*	*28.8%*	*42.3%*	*83.6%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV MidWest

Individual level data

Table 19.25: Males - 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 Males (16+)	6345	6107	2672	1011	4403	2077	2326	5697
%H		*96.2%*	*42.1%*	*15.9%*	*69.4%*	*32.7%*	*36.7%*	*89.8%*
16 - 19	388	377	188	73	257	154	103	383
%V	*6.1%*	*6.2%*	*7.0%*	*7.2%*	*5.8%*	*7.4%*	*4.4%*	*6.7%*
%H		*97.2%*	*48.5%*	*18.8%*	*66.2%*	*39.7%*	*26.5%*	*98.7%*
20 - 24	498	452	179	98	297	147	150	485
%V	*7.8%*	*7.4%*	*6.7%*	*9.7%*	*6.7%*	*7.1%*	*6.4%*	*8.5%*
%H		*90.8%*	*35.9%*	*19.7%*	*59.6%*	*29.5%*	*30.1%*	*97.4%*
25 - 34	1035	965	419	180	623	299	324	999
%V	*16.3%*	*15.8%*	*15.7%*	*17.8%*	*14.1%*	*14.4%*	*13.9%*	*17.5%*
%H		*93.2%*	*40.5%*	*17.4%*	*60.2%*	*28.9%*	*31.3%*	*96.5%*
35 - 44	935	892	444	140	588	298	291	897
%V	*14.7%*	*14.6%*	*16.6%*	*13.8%*	*13.4%*	*14.3%*	*12.5%*	*15.7%*
%H		*95.4%*	*47.5%*	*15.0%*	*62.9%*	*31.9%*	*31.1%*	*95.9%*
45 - 54	1101	1069	501	199	779	414	366	1045
%V	*17.4%*	*17.5%*	*18.8%*	*19.7%*	*17.7%*	*19.9%*	*15.7%*	*18.3%*
%H		*97.1%*	*45.5%*	*18.1%*	*70.8%*	*37.6%*	*33.2%*	*94.9%*
55 - 64	963	944	402	148	723	329	394	864
%V	*15.2%*	*15.5%*	*15.0%*	*14.6%*	*16.4%*	*15.8%*	*16.9%*	*15.2%*
%H		*98.0%*	*41.7%*	*15.4%*	*75.1%*	*34.2%*	*40.9%*	*89.7%*
65+	1425	1409	539	173	1134	436	698	1024
%V	*22.5%*	*23.1%*	*20.2%*	*17.1%*	*25.8%*	*21.0%*	*30.0%*	*18.0%*
%H		*98.9%*	*37.8%*	*12.1%*	*79.6%*	*30.6%*	*49.0%*	*71.9%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV MidWest

Individual level data

Table 19.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6345	6107	2672	1011	4403	2077	2326	5697
%H		*96.2%*	*42.1%*	*15.9%*	*69.4%*	*32.7%*	*36.7%*	*89.8%*
AB	1649	1608	733	260	1171	570	601	1606
%V	*26.0%*	*26.3%*	*27.4%*	*25.7%*	*26.6%*	*27.4%*	*25.8%*	*28.2%*
%H		*97.5%*	*44.5%*	*15.8%*	*71.0%*	*34.6%*	*36.4%*	*97.4%*
C1	1730	1651	735	298	1162	586	576	1630
%V	*27.3%*	*27.0%*	*27.5%*	*29.5%*	*26.4%*	*28.2%*	*24.8%*	*28.6%*
%H		*95.4%*	*42.5%*	*17.2%*	*67.2%*	*33.9%*	*33.3%*	*94.2%*
C2	1510	1468	631	247	1092	517	575	1336
%V	*23.8%*	*24.0%*	*23.6%*	*24.4%*	*24.8%*	*24.9%*	*24.7%*	*23.5%*
%H		*97.2%*	*41.8%*	*16.4%*	*72.3%*	*34.2%*	*38.1%*	*88.5%*
D	1010	956	423	149	663	292	371	840
%V	*15.9%*	*15.7%*	*15.8%*	*14.7%*	*15.1%*	*14.1%*	*16.0%*	*14.7%*
%H		*94.7%*	*41.9%*	*14.8%*	*65.6%*	*28.9%*	*36.7%*	*83.2%*
E	446	423	150	58	315	111	204	286
%V	*7.0%*	*6.9%*	*5.6%*	*5.7%*	*7.2%*	*5.3%*	*8.8%*	*5.0%*
%H		*94.8%*	*33.6%*	*13.0%*	*70.6%*	*24.9%*	*45.7%*	*64.1%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6345	6107	2672	1011	4403	2077	2326	5697
%H		*96.2%*	*42.1%*	*15.9%*	*69.4%*	*32.7%*	*36.7%*	*89.8%*
Working full time	3607	3477	1645	620	2408	1244	1164	3476
%V	*56.8%*	*56.9%*	*61.6%*	*61.3%*	*54.7%*	*59.9%*	*50.0%*	*61.0%*
%H		*96.4%*	*45.6%*	*17.2%*	*66.8%*	*34.5%*	*32.3%*	*96.4%*
Working part time	272	257	99	38	194	81	113	249
%V	*4.3%*	*4.2%*	*3.7%*	*3.8%*	*4.4%*	*3.9%*	*4.9%*	*4.4%*
%H		*94.5%*	*36.4%*	*14.0%*	*71.3%*	*29.8%*	*41.5%*	*91.5%*
Not working	2466	2372	929	353	1801	752	1049	1971
%V	*38.9%*	*38.8%*	*34.8%*	*34.9%*	*40.9%*	*36.2%*	*45.1%*	*34.6%*
%H		*96.2%*	*37.7%*	*14.3%*	*73.0%*	*30.5%*	*42.5%*	*79.9%*
Housewife/Houseperson	1413	1314	451	170	966	308	658	1055
%V	*22.3%*	*21.5%*	*16.9%*	*16.8%*	*21.9%*	*14.8%*	*28.3%*	*18.5%*
%H		*93.0%*	*31.9%*	*12.0%*	*68.4%*	*21.8%*	*46.6%*	*74.7%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.28: Females - 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 Females (16+)	6624	6451	2735	1003	4733	2097	2636	5794
%H		*97.4%*	*41.3%*	*15.1%*	*71.5%*	*31.7%*	*39.8%*	*87.5%*
16 - 19	333	322	160	55	230	128	102	327
%V	*5.0%*	*5.0%*	*5.9%*	*5.5%*	*4.9%*	*6.1%*	*3.9%*	*5.6%*
%H		*96.7%*	*48.0%*	*16.5%*	*69.1%*	*38.4%*	*30.6%*	*98.2%*
20 - 24	504	468	180	78	323	142	181	487
%V	*7.6%*	*7.3%*	*6.6%*	*7.8%*	*6.8%*	*6.8%*	*6.9%*	*8.4%*
%H		*92.9%*	*35.7%*	*15.5%*	*64.1%*	*28.2%*	*35.9%*	*96.6%*
25 - 34	1009	958	432	171	598	276	322	973
%V	*15.2%*	*14.9%*	*15.8%*	*17.0%*	*12.6%*	*13.2%*	*12.2%*	*16.8%*
%H		*94.9%*	*42.8%*	*16.9%*	*59.3%*	*27.4%*	*31.9%*	*96.4%*
35 - 44	962	937	485	158	626	351	275	935
%V	*14.5%*	*14.5%*	*17.7%*	*15.8%*	*13.2%*	*16.7%*	*10.4%*	*16.1%*
%H		*97.4%*	*50.4%*	*16.4%*	*65.1%*	*36.5%*	*28.6%*	*97.2%*
45 - 54	1140	1123	519	203	826	423	403	1101
%V	*17.2%*	*17.4%*	*19.0%*	*20.2%*	*17.5%*	*20.2%*	*15.3%*	*19.0%*
%H		*98.5%*	*45.5%*	*17.8%*	*72.5%*	*37.1%*	*35.4%*	*96.6%*
55 - 64	999	985	433	161	749	356	393	921
%V	*15.1%*	*15.3%*	*15.8%*	*16.1%*	*15.8%*	*17.0%*	*14.9%*	*15.9%*
%H		*98.6%*	*43.3%*	*16.1%*	*75.0%*	*35.6%*	*39.3%*	*92.2%*
65+	1677	1660	526	177	1383	422	961	1050
%V	*25.3%*	*25.7%*	*19.2%*	*17.6%*	*29.2%*	*20.1%*	*36.5%*	*18.1%*
%H		*99.0%*	*31.4%*	*10.6%*	*82.5%*	*25.2%*	*57.3%*	*62.6%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6624	6451	2735	1003	4733	2097	2636	5794
%H		*97.4%*	*41.3%*	*15.1%*	*71.5%*	*31.7%*	*39.8%*	*87.5%*
AB	1615	1581	697	241	1168	539	629	1555
%V	*24.4%*	*24.5%*	*25.5%*	*24.0%*	*24.7%*	*25.7%*	*23.9%*	*26.8%*
%H		*97.9%*	*43.2%*	*14.9%*	*72.3%*	*33.4%*	*38.9%*	*96.3%*
C1	1934	1868	796	301	1369	630	739	1764
%V	*29.2%*	*29.0%*	*29.1%*	*30.0%*	*28.9%*	*30.0%*	*28.0%*	*30.4%*
%H		*96.6%*	*41.2%*	*15.6%*	*70.8%*	*32.6%*	*38.2%*	*91.2%*
C2	1333	1313	571	235	976	478	498	1208
%V	*20.1%*	*20.4%*	*20.9%*	*23.4%*	*20.6%*	*22.8%*	*18.9%*	*20.8%*
%H		*98.5%*	*42.8%*	*17.6%*	*73.2%*	*35.9%*	*37.4%*	*90.6%*
D	1105	1075	456	160	758	310	448	881
%V	*16.7%*	*16.7%*	*16.7%*	*16.0%*	*16.0%*	*14.8%*	*17.0%*	*15.2%*
%H		*97.3%*	*41.3%*	*14.5%*	*68.6%*	*28.1%*	*40.5%*	*79.7%*
E	637	614	214	67	463	140	322	386
%V	*9.6%*	*9.5%*	*7.8%*	*6.7%*	*9.8%*	*6.7%*	*12.2%*	*6.7%*
%H		*96.4%*	*33.6%*	*10.5%*	*72.7%*	*22.0%*	*50.5%*	*60.6%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV MidWest

Individual level data

Table 19.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6624	6451	2735	1003	4733	2097	2636	5794
%H		*97.4%*	*41.3%*	*15.1%*	*71.5%*	*31.7%*	*39.8%*	*87.5%*
Working full time	2315	2260	1091	376	1569	811	758	2263
%V	*34.9%*	*35.0%*	*39.9%*	*37.5%*	*33.2%*	*38.7%*	*28.8%*	*39.1%*
%H		*97.6%*	*47.1%*	*16.2%*	*67.8%*	*35.0%*	*32.7%*	*97.8%*
Working part time	1021	1002	451	197	717	367	350	983
%V	*15.4%*	*15.5%*	*16.5%*	*19.6%*	*15.1%*	*17.5%*	*13.3%*	*17.0%*
%H		*98.1%*	*44.2%*	*19.3%*	*70.2%*	*35.9%*	*34.3%*	*96.3%*
Not working	3288	3190	1192	430	2447	920	1528	2548
%V	*49.6%*	*49.4%*	*43.6%*	*42.9%*	*51.7%*	*43.9%*	*58.0%*	*44.0%*
%H		*97.0%*	*36.3%*	*13.1%*	*74.4%*	*28.0%*	*46.5%*	*77.5%*
Housewife/Houseperson	5479	5338	2213	801	3936	1676	2261	4706
%V	*82.7%*	*82.7%*	*80.9%*	*79.9%*	*83.2%*	*79.9%*	*85.8%*	*81.2%*
%H		*97.4%*	*40.4%*	*14.6%*	*71.8%*	*30.6%*	*41.3%*	*85.9%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South and South East

Contents Page

Household
- Table 20.1: Social Grade 536
- Table 20.2: Housewife Age 537
- Table 20.3: Size of Household 538
- Table 20.4: Presence of Children 539
- Table 20.5: Number of TV sets in household 540
- Table 20.6: Screen size 541
- Table 20.7: Location of ANY set in household 542
- Table 20.8: Platform Provider 543
- Table 20.9: Recorders and other equipment 544
- Table 20.10: Computers and Internet 545

Sets
- Table 20.11: Screen Size 546
- Table 20.12: Location of set 547
- Table 20.13: Recorders 548
- Table 20.14: Other TV equipment 548
- Table 20.15: Main Set Screen Size 549
- Table 20.16: Main Set Recorders 550
- Table 20.17: Main Set - Other TV equipment 550
- Table 20.18: Other Sets (non-Main Set) Screen Size 551
- Table 20.19: Other Set (non-Main Set) Recorders 552
- Table 20.20: Other Set (non-Main Set) - Other TV equipment 552

Individuals
- Table 20.21: Age of Children 553
- Table 20.22: Adults - Age 554
- Table 20.23: Social Grade (Adults 16+) 555
- Table 20.24: Working Status (Adults 16+) 556
- Table 20.25: Males - Age 557
- Table 20.26: Social Grade (Males 16+) 558
- Table 20.27: Working Status (Males 16+) 559
- Table 20.28: Females - Age 560
- Table 20.29: Social Grade (Females 16+) 561
- Table 20.30: Working Status (Females 16+) 562

Table 20.1: 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	3120	2986	1211	447	1996	718	1278	2732
%H (All HH)		*95.7%*	*38.8%*	*14.3%*	*64.0%*	*23.0%*	*41.0%*	*87.6%*
%H (TV HH)			*40.6%*	*15.0%*	*66.8%*	*24.0%*	*42.8%*	
AB	948	912	396	149	582	224	357	917
%V	*30.4%*	*30.5%*	*32.7%*	*33.3%*	*29.2%*	*31.2%*	*27.9%*	*33.6%*
%H (All HH)		*96.2%*	*41.8%*	*15.7%*	*61.4%*	*23.6%*	*37.7%*	*96.7%*
%H (TV HH)			*43.4%*	*16.3%*	*63.8%*	*24.6%*	*39.1%*	
C1	978	939	376	140	631	231	400	875
%V	*31.3%*	*31.4%*	*31.0%*	*31.3%*	*31.6%*	*32.2%*	*31.3%*	*32.0%*
%H (All HH)		*96.0%*	*38.4%*	*14.3%*	*64.5%*	*23.6%*	*40.9%*	*89.5%*
%H (TV HH)			*40.0%*	*14.9%*	*67.2%*	*24.6%*	*42.6%*	
C2	596	577	225	95	399	152	247	515
%V	*19.1%*	*19.3%*	*18.6%*	*21.3%*	*20.0%*	*21.2%*	*19.3%*	*18.9%*
%H (All HH)		*96.8%*	*37.8%*	*15.9%*	*66.9%*	*25.5%*	*41.4%*	*86.4%*
%H (TV HH)			*39.0%*	*16.5%*	*69.2%*	*26.3%*	*42.8%*	
D	371	347	147	43	225	72	153	286
%V	*11.9%*	*11.6%*	*12.1%*	*9.6%*	*11.3%*	*10.0%*	*12.0%*	*10.5%*
%H (All HH)		*93.5%*	*39.6%*	*11.6%*	*60.6%*	*19.4%*	*41.2%*	*77.1%*
%H (TV HH)			*42.4%*	*12.4%*	*64.8%*	*20.7%*	*44.1%*	
E	227	212	67	20	160	39	120	140
%V	*7.3%*	*7.1%*	*5.5%*	*4.5%*	*8.0%*	*5.4%*	*9.4%*	*5.1%*
%H (All HH)		*93.4%*	*29.5%*	*8.8%*	*70.5%*	*17.2%*	*52.9%*	*61.7%*
%H (TV HH)			*31.6%*	*9.4%*	*75.5%*	*18.4%*	*56.6%*	

Base: ITV South and 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

Table 20.2: 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	3120	2986	1211	447	1996	718	1278	2732
%H (All HH)		*95.7%*	*38.8%*	*14.3%*	*64.0%*	*23.0%*	*41.0%*	*87.6%*
%H (TV HH)			*40.6%*	*15.0%*	*66.8%*	*24.0%*	*42.8%*	
Under 25	119	97	26	11	51	11	40	112
%V	*3.8%*	*3.2%*	*2.1%*	*2.5%*	*2.6%*	*1.5%*	*3.1%*	*4.1%*
%H (All HH)		*81.5%*	*21.8%*	*9.2%*	*42.9%*	*9.2%*	*33.6%*	*94.1%*
%H (TV HH)			*26.8%*	*11.3%*	*52.6%*	*11.3%*	*41.2%*	
25 - 34	423	381	170	58	196	64	132	410
%V	*13.6%*	*12.8%*	*14.0%*	*13.0%*	*9.8%*	*8.9%*	*10.3%*	*15.0%*
%H (All HH)		*90.1%*	*40.2%*	*13.7%*	*46.3%*	*15.1%*	*31.2%*	*96.9%*
%H (TV HH)			*44.6%*	*15.2%*	*51.4%*	*16.8%*	*34.6%*	
35 - 44	503	484	236	88	276	131	145	490
%V	*16.1%*	*16.2%*	*19.5%*	*19.7%*	*13.8%*	*18.2%*	*11.3%*	*17.9%*
%H (All HH)		*96.2%*	*46.9%*	*17.5%*	*54.9%*	*26.0%*	*28.8%*	*97.4%*
%H (TV HH)			*48.8%*	*18.2%*	*57.0%*	*27.1%*	*30.0%*	
45 - 54	604	586	253	115	380	161	219	580
%V	*19.4%*	*19.6%*	*20.9%*	*25.7%*	*19.0%*	*22.4%*	*17.1%*	*21.2%*
%H (All HH)		*97.0%*	*41.9%*	*19.0%*	*62.9%*	*26.7%*	*36.3%*	*96.0%*
%H (TV HH)			*43.2%*	*19.6%*	*64.8%*	*27.5%*	*37.4%*	
55 - 64	516	499	207	83	347	139	208	479
%V	*16.5%*	*16.7%*	*17.1%*	*18.6%*	*17.4%*	*19.4%*	*16.3%*	*17.5%*
%H (All HH)		*96.7%*	*40.1%*	*16.1%*	*67.2%*	*26.9%*	*40.3%*	*92.8%*
%H (TV HH)			*41.5%*	*16.6%*	*69.5%*	*27.9%*	*41.7%*	
65 +	957	940	318	91	747	213	534	662
%V	*30.7%*	*31.5%*	*26.3%*	*20.4%*	*37.4%*	*29.7%*	*41.8%*	*24.2%*
%H (All HH)		*98.2%*	*33.2%*	*9.5%*	*78.1%*	*22.3%*	*55.8%*	*69.2%*
%H (TV HH)			*33.8%*	*9.7%*	*79.5%*	*22.7%*	*56.8%*	

Base: ITV South and 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

ITV South and South East

Household level data

Table 20.3: 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	3120	2986	1211	447	1996	718	1278	2732
%H (All HH)		*95.7%*	*38.8%*	*14.3%*	*64.0%*	*23.0%*	*41.0%*	*87.6%*
%H (TV HH)			*40.6%*	*15.0%*	*66.8%*	*24.0%*	*42.8%*	
1	938	878	259	101	644	146	498	660
%V	*30.1%*	*29.4%*	*21.4%*	*22.6%*	*32.3%*	*20.3%*	*39.0%*	*24.2%*
%H (All HH)		*93.6%*	*27.6%*	*10.8%*	*68.7%*	*15.6%*	*53.1%*	*70.4%*
%H (TV HH)			*29.5%*	*11.5%*	*73.3%*	*16.6%*	*56.7%*	
2	1114	1068	440	159	726	268	458	1026
%V	*35.7%*	*35.8%*	*36.3%*	*35.6%*	*36.4%*	*37.3%*	*35.8%*	*37.6%*
%H (All HH)		*95.9%*	*39.5%*	*14.3%*	*65.2%*	*24.1%*	*41.1%*	*92.1%*
%H (TV HH)			*41.2%*	*14.9%*	*68.0%*	*25.1%*	*42.9%*	
3	489	474	220	80	292	129	162	475
%V	*15.7%*	*15.9%*	*18.2%*	*17.9%*	*14.6%*	*18.0%*	*12.7%*	*17.4%*
%H (All HH)		*96.9%*	*45.0%*	*16.4%*	*59.7%*	*26.4%*	*33.1%*	*97.1%*
%H (TV HH)			*46.4%*	*16.9%*	*61.6%*	*27.2%*	*34.2%*	
4	402	393	207	69	232	122	111	395
%V	*12.9%*	*13.2%*	*17.1%*	*15.4%*	*11.6%*	*17.0%*	*8.7%*	*14.5%*
%H (All HH)		*97.8%*	*51.5%*	*17.2%*	*57.7%*	*30.3%*	*27.6%*	*98.3%*
%H (TV HH)			*52.7%*	*17.6%*	*59.0%*	*31.0%*	*28.2%*	
5+	177	174	85	38	102	53	49	176
%V	*5.7%*	*5.8%*	*7.0%*	*8.5%*	*5.1%*	*7.4%*	*3.8%*	*6.4%*
%H (All HH)		*98.3%*	*48.0%*	*21.5%*	*57.6%*	*29.9%*	*27.7%*	*99.4%*
%H (TV HH)			*48.9%*	*21.8%*	*58.6%*	*30.5%*	*28.2%*	
Average HH size	2.31	2.33	2.55	2.55	2.23	2.58	2.04	2.44

Base: ITV South and 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

Table 20.4: 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	3120	2986	1211	447	1996	718	1278	2732
%H (All HH)		*95.7%*	*38.8%*	*14.3%*	*64.0%*	*23.0%*	*41.0%*	*87.6%*
%H (TV HH)			*40.6%*	*15.0%*	*66.8%*	*24.0%*	*42.8%*	
Without	2327	2214	829	315	1551	518	1033	1956
%V	*74.6%*	*74.1%*	*68.5%*	*70.5%*	*77.7%*	*72.1%*	*80.8%*	*71.6%*
%H (All HH)		*95.1%*	*35.6%*	*13.5%*	*66.7%*	*22.3%*	*44.4%*	*84.1%*
%H (TV HH)			*37.4%*	*14.2%*	*70.1%*	*23.4%*	*46.7%*	
With	793	772	382	132	446	200	246	775
%V	*25.4%*	*25.9%*	*31.5%*	*29.5%*	*22.3%*	*27.9%*	*19.2%*	*28.4%*
%H (All HH)		*97.4%*	*48.2%*	*16.6%*	*56.2%*	*25.2%*	*31.0%*	*97.7%*
%H (TV HH)			*49.5%*	*17.1%*	*57.8%*	*25.9%*	*31.9%*	
0 - 3	290	277	142	38	156	65	91	278
%V	*9.3%*	*9.3%*	*11.7%*	*8.5%*	*7.8%*	*9.1%*	*7.1%*	*10.2%*
%H (All HH)		*95.5%*	*49.0%*	*13.1%*	*53.8%*	*22.4%*	*31.4%*	*95.9%*
%H (TV HH)			*51.3%*	*13.7%*	*56.3%*	*23.5%*	*32.9%*	
4 - 9	404	395	192	77	224	104	120	399
%V	*12.9%*	*13.2%*	*15.9%*	*17.2%*	*11.2%*	*14.5%*	*9.4%*	*14.6%*
%H (All HH)		*97.8%*	*47.5%*	*19.1%*	*55.4%*	*25.7%*	*29.7%*	*98.8%*
%H (TV HH)			*48.6%*	*19.5%*	*56.7%*	*26.3%*	*30.4%*	
10 - 15	370	366	185	66	224	112	113	365
%V	*11.9%*	*12.3%*	*15.3%*	*14.8%*	*11.2%*	*15.6%*	*8.8%*	*13.4%*
%H (All HH)		*98.9%*	*50.0%*	*17.8%*	*60.5%*	*30.3%*	*30.5%*	*98.6%*
%H (TV HH)			*50.5%*	*18.0%*	*61.2%*	*30.6%*	*30.9%*	

Base: ITV South and 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

ITV South and South East

Household level data

Table 20.5: 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	3120	2986	1211	447	1996	718	1278	2732
%H (All HH)		*95.7%*	*38.8%*	*14.3%*	*64.0%*	*23.0%*	*41.0%*	*87.6%*
%H (TV HH)			*40.6%*	*15.0%*	*66.8%*	*24.0%*	*42.8%*	
1	1235	1235	386	165	732	101	631	1014
%V	*39.6%*	*41.4%*	*31.9%*	*36.9%*	*36.7%*	*14.1%*	*49.4%*	*37.1%*
%H (All HH)		*100.0%*	*31.3%*	*13.4%*	*59.3%*	*8.2%*	*51.1%*	*82.1%*
%H (TV HH)			*31.3%*	*13.4%*	*59.3%*	*8.2%*	*51.1%*	
2	952	952	404	136	665	257	409	855
%V	*30.5%*	*31.9%*	*33.4%*	*30.4%*	*33.3%*	*35.8%*	*32.0%*	*31.3%*
%H (All HH)		*100.0%*	*42.4%*	*14.3%*	*69.9%*	*27.0%*	*43.0%*	*89.8%*
%H (TV HH)			*42.4%*	*14.3%*	*69.9%*	*27.0%*	*43.0%*	
3	485	485	251	86	344	194	150	450
%V	*15.5%*	*16.2%*	*20.7%*	*19.2%*	*17.2%*	*27.0%*	*11.7%*	*16.5%*
%H (All HH)		*100.0%*	*51.8%*	*17.7%*	*70.9%*	*40.0%*	*30.9%*	*92.8%*
%H (TV HH)			*51.8%*	*17.7%*	*70.9%*	*40.0%*	*30.9%*	
4	210	210	109	39	167	104	63	205
%V	*6.7%*	*7.0%*	*9.0%*	*8.7%*	*8.4%*	*14.5%*	*4.9%*	*7.5%*
%H (All HH)		*100.0%*	*51.9%*	*18.6%*	*79.5%*	*49.5%*	*30.0%*	*97.6%*
%H (TV HH)			*51.9%*	*18.6%*	*79.5%*	*49.5%*	*30.0%*	
5+	105	105	61	22	88	63	25	103
%V	*3.4%*	*3.5%*	*5.0%*	*4.9%*	*4.4%*	*8.8%*	*2.0%*	*3.8%*
%H (All HH)		*100.0%*	*58.1%*	*21.0%*	*83.8%*	*60.0%*	*23.8%*	*98.1%*
%H (TV HH)			*58.1%*	*21.0%*	*83.8%*	*60.0%*	*23.8%*	

Base: ITV South and 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

Table 20.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3120	2986	1211	447	1996	718	1278	2732
%H (All HH)		*95.7%*	*38.8%*	*14.3%*	*64.0%*	*23.0%*	*41.0%*	*87.6%*
%H (TV HH)			*40.6%*	*15.0%*	*66.8%*	*24.0%*	*42.8%*	
Under 20"	479	479	205	64	384	172	212	417
%V	*15.4%*	*16.0%*	*16.9%*	*14.3%*	*19.2%*	*24.0%*	*16.6%*	*15.3%*
%H (All HH)		*100.0%*	*42.8%*	*13.4%*	*80.2%*	*35.9%*	*44.3%*	*87.1%*
%H (TV HH)			*42.8%*	*13.4%*	*80.2%*	*35.9%*	*44.3%*	
20" - 29"	1043	1043	417	154	774	303	472	894
%V	*33.4%*	*34.9%*	*34.4%*	*34.5%*	*38.8%*	*42.2%*	*36.9%*	*32.7%*
%H (All HH)		*100.0%*	*40.0%*	*14.8%*	*74.2%*	*29.1%*	*45.3%*	*85.7%*
%H (TV HH)			*40.0%*	*14.8%*	*74.2%*	*29.1%*	*45.3%*	
30" - 39"	1515	1515	627	229	1071	421	650	1339
%V	*48.6%*	*50.7%*	*51.8%*	*51.2%*	*53.7%*	*58.6%*	*50.9%*	*49.0%*
%H (All HH)		*100.0%*	*41.4%*	*15.1%*	*70.7%*	*27.8%*	*42.9%*	*88.4%*
%H (TV HH)			*41.4%*	*15.1%*	*70.7%*	*27.8%*	*42.9%*	
40" - 49"	1366	1366	647	237	889	423	466	1296
%V	*43.8%*	*45.7%*	*53.4%*	*53.0%*	*44.5%*	*58.9%*	*36.5%*	*47.4%*
%H (All HH)		*100.0%*	*47.4%*	*17.3%*	*65.1%*	*31.0%*	*34.1%*	*94.9%*
%H (TV HH)			*47.4%*	*17.3%*	*65.1%*	*31.0%*	*34.1%*	
50" - 59"	383	383	213	69	226	133	93	371
%V	*12.3%*	*12.8%*	*17.6%*	*15.4%*	*11.3%*	*18.5%*	*7.3%*	*13.6%*
%H (All HH)		*100.0%*	*55.6%*	*18.0%*	*59.0%*	*34.7%*	*24.3%*	*96.9%*
%H (TV HH)			*55.6%*	*18.0%*	*59.0%*	*34.7%*	*24.3%*	
60"+	54	54	32	12	27	18	9	54
%V	*1.7%*	*1.8%*	*2.6%*	*2.7%*	*1.4%*	*2.5%*	*0.7%*	*2.0%*
%H (All HH)		*100.0%*	*59.3%*	*22.2%*	*50.0%*	*33.3%*	*16.7%*	*100.0%*
%H (TV HH)			*59.3%*	*22.2%*	*50.0%*	*33.3%*	*16.7%*	

Base: ITV South and 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

ITV South and South East

Household level data

Table 20.7: 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	3120	2986	1211	447	1996	718	1278	2732
%H (All HH)		*95.7%*	*38.8%*	*14.3%*	*64.0%*	*23.0%*	*41.0%*	*87.6%*
%H (TV HH)			*40.6%*	*15.0%*	*66.8%*	*24.0%*	*42.8%*	
Main living room	2952	2952	1203	445	1975	715	1260	2596
%V	*94.6%*	*98.9%*	*99.3%*	*99.6%*	*98.9%*	*99.6%*	*98.6%*	*95.0%*
%H (All HH)		*100.0%*	*40.8%*	*15.1%*	*66.9%*	*24.2%*	*42.7%*	*87.9%*
%H (TV HH)			*40.8%*	*15.1%*	*66.9%*	*24.2%*	*42.7%*	
Kitchen	330	330	156	49	273	146	127	302
%V	*10.6%*	*11.1%*	*12.9%*	*11.0%*	*13.7%*	*20.3%*	*9.9%*	*11.1%*
%H (All HH)		*100.0%*	*47.3%*	*14.8%*	*82.7%*	*44.2%*	*38.5%*	*91.5%*
%H (TV HH)			*47.3%*	*14.8%*	*82.7%*	*44.2%*	*38.5%*	
Adult's bedroom	1373	1373	647	233	987	495	492	1262
%V	*44.0%*	*46.0%*	*53.4%*	*52.1%*	*49.4%*	*68.9%*	*38.5%*	*46.2%*
%H (All HH)		*100.0%*	*47.1%*	*17.0%*	*71.9%*	*36.1%*	*35.8%*	*91.9%*
%H (TV HH)			*47.1%*	*17.0%*	*71.9%*	*36.1%*	*35.8%*	
Child's bedroom	241	241	144	43	155	98	56	236
%V	*7.7%*	*8.1%*	*11.9%*	*9.6%*	*7.8%*	*13.6%*	*4.4%*	*8.6%*
%H (All HH)		*100.0%*	*59.8%*	*17.8%*	*64.3%*	*40.7%*	*23.2%*	*97.9%*
%H (TV HH)			*59.8%*	*17.8%*	*64.3%*	*40.7%*	*23.2%*	
Other bedroom	255	255	131	46	198	117	82	239
%V	*8.2%*	*8.5%*	*10.8%*	*10.3%*	*9.9%*	*16.3%*	*6.4%*	*8.7%*
%H (All HH)		*100.0%*	*51.4%*	*18.0%*	*77.6%*	*45.9%*	*32.2%*	*93.7%*
%H (TV HH)			*51.4%*	*18.0%*	*77.6%*	*45.9%*	*32.2%*	
Second living/dining room	260	260	114	49	200	102	97	241
%V	*8.3%*	*8.7%*	*9.4%*	*11.0%*	*10.0%*	*14.2%*	*7.6%*	*8.8%*
%H (All HH)		*100.0%*	*43.8%*	*18.8%*	*76.9%*	*39.2%*	*37.3%*	*92.7%*
%H (TV HH)			*43.8%*	*18.8%*	*76.9%*	*39.2%*	*37.3%*	
Study/office	60	60	36	5	46	26	20	60
%V	*1.9%*	*2.0%*	*3.0%*	*1.1%*	*2.3%*	*3.6%*	*1.6%*	*2.2%*
%H (All HH)		*100.0%*	*60.0%*	*8.3%*	*76.7%*	*43.3%*	*33.3%*	*100.0%*
%H (TV HH)			*60.0%*	*8.3%*	*76.7%*	*43.3%*	*33.3%*	
TV room	26	26	17	4	15	9	6	25
%V	*0.8%*	*0.9%*	*1.4%*	*0.9%*	*0.8%*	*1.3%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*65.4%*	*15.4%*	*57.7%*	*34.6%*	*23.1%*	*96.2%*
%H (TV HH)			*65.4%*	*15.4%*	*57.7%*	*34.6%*	*23.1%*	
Conservatory	65	65	30	16	53	32	21	61
%V	*2.1%*	*2.2%*	*2.5%*	*3.6%*	*2.7%*	*4.5%*	*1.6%*	*2.2%*
%H (All HH)		*100.0%*	*46.2%*	*24.6%*	*81.5%*	*49.2%*	*32.3%*	*93.8%*
%H (TV HH)			*46.2%*	*24.6%*	*81.5%*	*49.2%*	*32.3%*	
Attic or loft room	7	7	5	0	6	4	2	7
%V	*0.2%*	*0.2%*	*0.4%*	*0.0%*	*0.3%*	*0.6%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*71.4%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	*100.0%*
%H (TV HH)			*71.4%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	
No specific location	6	6	2	1	3	2	1	6
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*33.3%*	*16.7%*	*50.0%*	*33.3%*	*16.7%*	*100.0%*
%H (TV HH)			*33.3%*	*16.7%*	*50.0%*	*33.3%*	*16.7%*	
Other	33	33	22	4	27	18	9	33
%V	*1.1%*	*1.1%*	*1.8%*	*0.9%*	*1.4%*	*2.5%*	*0.7%*	*1.2%*
%H (All HH)		*100.0%*	*66.7%*	*12.1%*	*81.8%*	*54.5%*	*27.3%*	*100.0%*
%H (TV HH)			*66.7%*	*12.1%*	*81.8%*	*54.5%*	*27.3%*	

Base: ITV South and 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

Table 20.8: 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	3120	2986	1211	447	1996	718	1278	2732
%H (All HH)		*95.7%*	*38.8%*	*14.3%*	*64.0%*	*23.0%*	*41.0%*	*87.6%*
%H (TV HH)			*40.6%*	*15.0%*	*66.8%*	*24.0%*	*42.8%*	
Any DSAT provider	1211	1211	1211	27	563	563	0	1139
%V	*38.8%*	*40.6%*	*100.0%*	*6.0%*	*28.2%*	*78.4%*	*0.0%*	*41.7%*
%H (All HH)			*100.0%*	*2.2%*	*46.5%*	*46.5%*	*0.0%*	*94.1%*
%H (TV HH)			*100.0%*	*2.2%*	*46.5%*	*46.5%*	*0.0%*	
Sky with subcription	964	964	964	10	446	446	0	918
%V	*30.9%*	*32.3%*	*79.6%*	*2.2%*	*22.3%*	*62.1%*	*0.0%*	*33.6%*
%H (All HH)			*100.0%*	*1.0%*	*46.3%*	*46.3%*	*0.0%*	*95.2%*
%H (TV HH)			*100.0%*	*1.0%*	*46.3%*	*46.3%*	*0.0%*	
Sky without subscription	73	73	73	8	30	30	0	61
%V	*2.3%*	*2.4%*	*6.0%*	*1.8%*	*1.5%*	*4.2%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*11.0%*	*41.1%*	*41.1%*	*0.0%*	*83.6%*
%H (TV HH)			*100.0%*	*11.0%*	*41.1%*	*41.1%*	*0.0%*	
Freesat	179	179	179	7	95	95	0	167
%V	*5.7%*	*6.0%*	*14.8%*	*1.6%*	*4.8%*	*13.2%*	*0.0%*	*6.1%*
%H (All HH)			*100.0%*	*3.9%*	*53.1%*	*53.1%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*3.9%*	*53.1%*	*53.1%*	*0.0%*	
Other satellite provider	57	57	57	7	29	29	0	57
%V	*1.8%*	*1.9%*	*4.7%*	*1.6%*	*1.5%*	*4.0%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*12.3%*	*50.9%*	*50.9%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*12.3%*	*50.9%*	*50.9%*	*0.0%*	
DCAB	447	447	27	447	167	167	0	427
%V	*14.3%*	*15.0%*	*2.2%*	*100.0%*	*8.4%*	*23.3%*	*0.0%*	*15.6%*
%H (All HH)			*6.0%*	*100.0%*	*37.4%*	*37.4%*	*0.0%*	*95.5%*
%H (TV HH)			*6.0%*	*100.0%*	*37.4%*	*37.4%*	*0.0%*	
DTT	1996	1996	563	167	1996	718	1278	1693
%V	*64.0%*	*66.8%*	*46.5%*	*37.4%*	*100.0%*	*100.0%*	*100.0%*	*62.0%*
%H (All HH)		*100.0%*	*28.2%*	*8.4%*	*100.0%*	*36.0%*	*64.0%*	*84.8%*
%H (TV HH)			*28.2%*	*8.4%*	*100.0%*	*36.0%*	*64.0%*	

Base: ITV South and 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

ITV South and South East

Household level data

Table 20.9: 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	3120	2986	1211	447	1996	718	1278	2732
%H (All HH)		*95.7%*	*38.8%*	*14.3%*	*64.0%*	*23.0%*	*41.0%*	*87.6%*
%H (TV HH)			*40.6%*	*15.0%*	*66.8%*	*24.0%*	*42.8%*	
PVR	2009	2009	1080	400	1212	660	552	1884
%V	*64.4%*	*67.3%*	*89.2%*	*89.5%*	*60.7%*	*91.9%*	*43.2%*	*69.0%*
%H (All HH)		*100.0%*	*53.8%*	*19.9%*	*60.3%*	*32.9%*	*27.5%*	*93.8%*
%H (TV HH)			*53.8%*	*19.9%*	*60.3%*	*32.9%*	*27.5%*	
DVDR	73	73	27	9	57	21	36	61
%V	*2.3%*	*2.4%*	*2.2%*	*2.0%*	*2.9%*	*2.9%*	*2.8%*	*2.2%*
%H (All HH)		*100.0%*	*37.0%*	*12.3%*	*78.1%*	*28.8%*	*49.3%*	*83.6%*
%H (TV HH)			*37.0%*	*12.3%*	*78.1%*	*28.8%*	*49.3%*	
VCR	31	31	11	3	26	8	18	23
%V	*1.0%*	*1.0%*	*0.9%*	*0.7%*	*1.3%*	*1.1%*	*1.4%*	*0.8%*
%H (All HH)		*100.0%*	*35.5%*	*9.7%*	*83.9%*	*25.8%*	*58.1%*	*74.2%*
%H (TV HH)			*35.5%*	*9.7%*	*83.9%*	*25.8%*	*58.1%*	
Any recorder	2046	2046	1085	401	1244	662	582	1909
%V	*65.6%*	*68.5%*	*89.6%*	*89.7%*	*62.3%*	*92.2%*	*45.5%*	*69.9%*
%H (All HH)		*100.0%*	*53.0%*	*19.6%*	*60.8%*	*32.4%*	*28.4%*	*93.3%*
%H (TV HH)			*53.0%*	*19.6%*	*60.8%*	*32.4%*	*28.4%*	
Receives HDTV (via STB or built-in reception)	2089	2089	929	401	1414	628	786	1951
%V	*67.0%*	*70.0%*	*76.7%*	*89.7%*	*70.8%*	*87.5%*	*61.5%*	*71.4%*
%H (All HH)		*100.0%*	*44.5%*	*19.2%*	*67.7%*	*30.1%*	*37.6%*	*93.4%*
%H (TV HH)			*44.5%*	*19.2%*	*67.7%*	*30.1%*	*37.6%*	
DVD/Blu-ray player or recorder	2203	2203	939	352	1478	597	882	2022
%V	*70.6%*	*73.8%*	*77.5%*	*78.7%*	*74.0%*	*83.1%*	*69.0%*	*74.0%*
%H (All HH)		*100.0%*	*42.6%*	*16.0%*	*67.1%*	*27.1%*	*40.0%*	*91.8%*
%H (TV HH)			*42.6%*	*16.0%*	*67.1%*	*27.1%*	*40.0%*	

Base: ITV South and 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

Table 20.10: 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	3120	2986	1211	447	1996	718	1278	2732
%H (All HH)		*95.7%*	*38.8%*	*14.3%*	*64.0%*	*23.0%*	*41.0%*	*87.6%*
%H (TV HH)			*40.6%*	*15.0%*	*66.8%*	*24.0%*	*42.8%*	
Has broadband internet	2732	2627	1139	427	1693	679	1014	2732
%V	*87.6%*	*88.0%*	*94.1%*	*95.5%*	*84.8%*	*94.6%*	*79.3%*	*100.0%*
%H (All HH)		*96.2%*	*41.7%*	*15.6%*	*62.0%*	*24.9%*	*37.1%*	*100.0%*
%H (TV HH)			*43.4%*	*16.3%*	*64.4%*	*25.8%*	*38.6%*	
Number of computers (PCs and laptops)								
0	451	421	98	32	339	50	289	97
%V	*14.5%*	*14.1%*	*8.1%*	*7.2%*	*17.0%*	*7.0%*	*22.6%*	*3.6%*
%H (All HH)		*93.3%*	*21.7%*	*7.1%*	*75.2%*	*11.1%*	*64.1%*	*21.5%*
%H (TV HH)			*23.3%*	*7.6%*	*80.5%*	*11.9%*	*68.6%*	
1	720	679	238	88	468	131	337	690
%V	*23.1%*	*22.7%*	*19.7%*	*19.7%*	*23.4%*	*18.2%*	*26.4%*	*25.3%*
%H (All HH)		*94.3%*	*33.1%*	*12.2%*	*65.0%*	*18.2%*	*46.8%*	*95.8%*
%H (TV HH)			*35.1%*	*13.0%*	*68.9%*	*19.3%*	*49.6%*	
2	769	735	313	124	456	177	279	767
%V	*24.6%*	*24.6%*	*25.8%*	*27.7%*	*22.8%*	*24.7%*	*21.8%*	*28.1%*
%H (All HH)		*95.6%*	*40.7%*	*16.1%*	*59.3%*	*23.0%*	*36.3%*	*99.7%*
%H (TV HH)			*42.6%*	*16.9%*	*62.0%*	*24.1%*	*38.0%*	
3	496	480	231	76	297	127	170	495
%V	*15.9%*	*16.1%*	*19.1%*	*17.0%*	*14.9%*	*17.7%*	*13.3%*	*18.1%*
%H (All HH)		*96.8%*	*46.6%*	*15.3%*	*59.9%*	*25.6%*	*34.3%*	*99.8%*
%H (TV HH)			*48.1%*	*15.8%*	*61.9%*	*26.5%*	*35.4%*	
4	301	296	144	54	192	97	96	301
%V	*9.6%*	*9.9%*	*11.9%*	*12.1%*	*9.6%*	*13.5%*	*7.5%*	*11.0%*
%H (All HH)		*98.3%*	*47.8%*	*17.9%*	*63.8%*	*32.2%*	*31.9%*	*100.0%*
%H (TV HH)			*48.6%*	*18.2%*	*64.9%*	*32.8%*	*32.4%*	
5+	383	374	185	72	244	135	109	382
%V	*12.3%*	*12.5%*	*15.3%*	*16.1%*	*12.2%*	*18.8%*	*8.5%*	*14.0%*
%H (All HH)		*97.7%*	*48.3%*	*18.8%*	*63.7%*	*35.2%*	*28.5%*	*99.7%*
%H (TV HH)			*49.5%*	*19.3%*	*65.2%*	*36.1%*	*29.1%*	

Base: ITV South and 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

Table 20.11: 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	5987	2708	964	4227	1946	2281	5436
%H		*45.2%*	*16.1%*	*70.6%*	*32.5%*	*38.1%*	*90.8%*
Under 20"	613	269	82	501	236	265	539
%V	*10.2%*	*9.9%*	*8.5%*	*11.9%*	*12.1%*	*11.6%*	*9.9%*
%H		*43.9%*	*13.4%*	*81.7%*	*38.5%*	*43.2%*	*87.9%*
20" - 29"	1378	582	204	1043	449	595	1196
%V	*23.0%*	*21.5%*	*21.2%*	*24.7%*	*23.1%*	*26.1%*	*22.0%*
%H		*42.2%*	*14.8%*	*75.7%*	*32.6%*	*43.2%*	*86.8%*
30" - 39"	1829	775	293	1296	543	752	1635
%V	*30.5%*	*28.6%*	*30.4%*	*30.7%*	*27.9%*	*33.0%*	*30.1%*
%H		*42.4%*	*16.0%*	*70.9%*	*29.7%*	*41.1%*	*89.4%*
40" - 49"	1614	784	290	1053	533	519	1541
%V	*27.0%*	*29.0%*	*30.1%*	*24.9%*	*27.4%*	*22.8%*	*28.3%*
%H		*48.6%*	*18.0%*	*65.2%*	*33.0%*	*32.2%*	*95.5%*
50" - 59"	412	232	75	247	149	97	400
%V	*6.9%*	*8.6%*	*7.8%*	*5.8%*	*7.7%*	*4.3%*	*7.4%*
%H		*56.3%*	*18.2%*	*60.0%*	*36.2%*	*23.5%*	*97.1%*
60"+	57	34	13	28	19	9	57
%V	*1.0%*	*1.3%*	*1.3%*	*0.7%*	*1.0%*	*0.4%*	*1.0%*
%H		*59.6%*	*22.8%*	*49.1%*	*33.3%*	*15.8%*	*100.0%*
Don't know	83	31	8	60	17	43	68
%V	*1.4%*	*1.1%*	*0.8%*	*1.4%*	*0.9%*	*1.9%*	*1.3%*
%H		*37.3%*	*9.6%*	*72.3%*	*20.5%*	*51.8%*	*81.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.12: 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	5987	2708	964	4227	1946	2281	5436
%H		*45.2%*	*16.1%*	*70.6%*	*32.5%*	*38.1%*	*90.8%*
Main living room	2966	1210	445	1985	718	1266	2606
%V	*49.5%*	*44.7%*	*46.2%*	*47.0%*	*36.9%*	*55.5%*	*47.9%*
%H		*40.8%*	*15.0%*	*66.9%*	*24.2%*	*42.7%*	*87.9%*
Kitchen	330	156	49	273	147	127	303
%V	*5.5%*	*5.8%*	*5.1%*	*6.5%*	*7.6%*	*5.6%*	*5.6%*
%H		*47.3%*	*14.8%*	*82.7%*	*44.5%*	*38.5%*	*91.8%*
Adult's bedroom	1610	764	281	1171	607	564	1491
%V	*26.9%*	*28.2%*	*29.1%*	*27.7%*	*31.2%*	*24.7%*	*27.4%*
%H		*47.5%*	*17.5%*	*72.7%*	*37.7%*	*35.0%*	*92.6%*
Child's bedroom	315	191	57	204	133	71	311
%V	*5.3%*	*7.1%*	*5.9%*	*4.8%*	*6.8%*	*3.1%*	*5.7%*
%H		*60.6%*	*18.1%*	*64.8%*	*42.2%*	*22.5%*	*98.7%*
Other bedroom	297	154	53	233	139	94	280
%V	*5.0%*	*5.7%*	*5.5%*	*5.5%*	*7.1%*	*4.1%*	*5.2%*
%H		*51.9%*	*17.8%*	*78.5%*	*46.8%*	*31.6%*	*94.3%*
Second living/dining room	264	116	49	204	104	99	246
%V	*4.4%*	*4.3%*	*5.1%*	*4.8%*	*5.3%*	*4.3%*	*4.5%*
%H		*43.9%*	*18.6%*	*77.3%*	*39.4%*	*37.5%*	*93.2%*
Study/office	62	37	5	47	27	20	62
%V	*1.0%*	*1.4%*	*0.5%*	*1.1%*	*1.4%*	*0.9%*	*1.1%*
%H		*59.7%*	*8.1%*	*75.8%*	*43.5%*	*32.3%*	*100.0%*
TV room	26	17	4	15	9	6	25
%V	*0.4%*	*0.6%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*65.4%*	*15.4%*	*57.7%*	*34.6%*	*23.1%*	*96.2%*
Conservatory	65	30	16	53	32	21	61
%V	*1.1%*	*1.1%*	*1.7%*	*1.3%*	*1.6%*	*0.9%*	*1.1%*
%H		*46.2%*	*24.6%*	*81.5%*	*49.2%*	*32.3%*	*93.8%*
Attic or loft room	7	5	0	6	4	2	7
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*71.4%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	*100.0%*
No specific location	7	2	1	5	2	3	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*28.6%*	*14.3%*	*71.4%*	*28.6%*	*42.9%*	*100.0%*
Other	38	26	5	32	22	9	37
%V	*0.6%*	*1.0%*	*0.5%*	*0.8%*	*1.1%*	*0.4%*	*0.7%*
%H		*68.4%*	*13.2%*	*84.2%*	*57.9%*	*23.7%*	*97.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5987	2708	964	4227	1946	2281	5436
%H		*45.2%*	*16.1%*	*70.6%*	*32.5%*	*38.1%*	*90.8%*
PVR	2698	1561	557	1566	944	622	2550
%V	*45.1%*	*57.6%*	*57.8%*	*37.0%*	*48.5%*	*27.3%*	*46.9%*
%H		*57.9%*	*20.6%*	*58.0%*	*35.0%*	*23.1%*	*94.5%*
DVDR	81	31	11	60	22	37	69
%V	*1.4%*	*1.1%*	*1.1%*	*1.4%*	*1.1%*	*1.6%*	*1.3%*
%H		*38.3%*	*13.6%*	*74.1%*	*27.2%*	*45.7%*	*85.2%*
VCR	32	12	3	26	9	18	24
%V	*0.5%*	*0.4%*	*0.3%*	*0.6%*	*0.5%*	*0.8%*	*0.4%*
%H		*37.5%*	*9.4%*	*81.3%*	*28.1%*	*56.3%*	*75.0%*
Any recorder	2749	1573	558	1608	950	658	2585
%V	*45.9%*	*58.1%*	*57.9%*	*38.0%*	*48.8%*	*28.8%*	*47.6%*
%H		*57.2%*	*20.3%*	*58.5%*	*34.6%*	*23.9%*	*94.0%*

Base: ITV South and South East - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 20.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5987	2708	964	4227	1946	2281	5436
%H		*45.2%*	*16.1%*	*70.6%*	*32.5%*	*38.1%*	*90.8%*
Receives HDTV (via STB or built-in reception)	3175	1489	648	2225	1142	1083	2996
%V	*53.0%*	*55.0%*	*67.2%*	*52.6%*	*58.7%*	*47.5%*	*55.1%*
%H		*46.9%*	*20.4%*	*70.1%*	*36.0%*	*34.1%*	*94.4%*
DVD/Blu-ray player or recorder	3257	1473	563	2229	1035	1194	3033
%V	*54.4%*	*54.4%*	*58.4%*	*52.7%*	*53.2%*	*52.3%*	*55.8%*
%H		*45.2%*	*17.3%*	*68.4%*	*31.8%*	*36.7%*	*93.1%*

Base: ITV South and South East - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV South and South East

Set level data

Table 20.15: 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	2985	1211	447	1995	718	1277	2626
%H		*40.6%*	*15.0%*	*66.8%*	*24.1%*	*42.8%*	*88.0%*
Under 20"	39	7	3	30	2	28	30
%V	*1.3%*	*0.6%*	*0.7%*	*1.5%*	*0.3%*	*2.2%*	*1.1%*
%H		*17.9%*	*7.7%*	*76.9%*	*5.1%*	*71.8%*	*76.9%*
20" - 29"	319	80	31	231	31	201	221
%V	*10.7%*	*6.6%*	*6.9%*	*11.6%*	*4.3%*	*15.7%*	*8.4%*
%H		*25.1%*	*9.7%*	*72.4%*	*9.7%*	*63.0%*	*69.3%*
30" - 39"	975	328	136	693	192	502	813
%V	*32.7%*	*27.1%*	*30.4%*	*34.7%*	*26.7%*	*39.3%*	*31.0%*
%H		*33.6%*	*13.9%*	*71.1%*	*19.7%*	*51.5%*	*83.4%*
40" - 49"	1205	557	203	779	354	425	1140
%V	*40.4%*	*46.0%*	*45.4%*	*39.0%*	*49.3%*	*33.3%*	*43.4%*
%H		*46.2%*	*16.8%*	*64.6%*	*29.4%*	*35.3%*	*94.6%*
50" - 59"	358	199	62	209	120	89	346
%V	*12.0%*	*16.4%*	*13.9%*	*10.5%*	*16.7%*	*7.0%*	*13.2%*
%H		*55.6%*	*17.3%*	*58.4%*	*33.5%*	*24.9%*	*96.6%*
60"+	47	27	11	21	14	8	47
%V	*1.6%*	*2.2%*	*2.5%*	*1.1%*	*1.9%*	*0.6%*	*1.8%*
%H		*57.4%*	*23.4%*	*44.7%*	*29.8%*	*17.0%*	*100.0%*
Don't know	42	14	1	31	6	25	29
%V	*1.4%*	*1.2%*	*0.2%*	*1.6%*	*0.8%*	*2.0%*	*1.1%*
%H		*33.3%*	*2.4%*	*73.8%*	*14.3%*	*59.5%*	*69.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2985	1211	447	1995	718	1277	2626
%H		*40.6%*	*15.0%*	*66.8%*	*24.1%*	*42.8%*	*88.0%*
PVR	1963	1067	395	1172	649	523	1844
%V	*65.8%*	*88.1%*	*88.4%*	*58.7%*	*90.4%*	*41.0%*	*70.2%*
%H		*54.4%*	*20.1%*	*59.7%*	*33.1%*	*26.6%*	*93.9%*
DVDR	59	21	7	45	15	30	48
%V	*2.0%*	*1.7%*	*1.6%*	*2.3%*	*2.1%*	*2.3%*	*1.8%*
%H		*35.6%*	*11.9%*	*76.3%*	*25.4%*	*50.8%*	*81.4%*
VCR	21	6	3	16	4	13	13
%V	*0.7%*	*0.5%*	*0.7%*	*0.8%*	*0.6%*	*1.0%*	*0.5%*
%H		*28.6%*	*14.3%*	*76.2%*	*19.0%*	*61.9%*	*61.9%*
Any recorder	1995	1073	395	1200	651	549	1862
%V	*66.8%*	*88.6%*	*88.4%*	*60.2%*	*90.7%*	*43.0%*	*70.9%*
%H		*53.8%*	*19.8%*	*60.2%*	*32.6%*	*27.5%*	*93.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2985	1211	447	1995	718	1277	2626
%H		*40.6%*	*15.0%*	*66.8%*	*24.1%*	*42.8%*	*88.0%*
Receives HDTV (via STB or built-in reception)	2029	896	396	1363	600	763	1894
%V	*68.0%*	*74.0%*	*88.6%*	*68.3%*	*83.6%*	*59.7%*	*72.1%*
%H		*44.2%*	*19.5%*	*67.2%*	*29.6%*	*37.6%*	*93.3%*
DVD/Blu-ray player or recorder	2012	847	324	1340	529	811	1848
%V	*67.4%*	*69.9%*	*72.5%*	*67.2%*	*73.7%*	*63.5%*	*70.4%*
%H		*42.1%*	*16.1%*	*66.6%*	*26.3%*	*40.3%*	*91.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.18: 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	3002	1497	517	2231	1228	1004	2811
%H		*49.9%*	*17.2%*	*74.3%*	*40.9%*	*33.4%*	*93.6%*
Under 20"	574	263	79	471	234	237	510
%V	*19.1%*	*17.6%*	*15.3%*	*21.1%*	*19.1%*	*23.6%*	*18.1%*
%H		*45.8%*	*13.8%*	*82.1%*	*40.8%*	*41.3%*	*88.9%*
20" - 29"	1058	502	173	812	418	394	975
%V	*35.2%*	*33.5%*	*33.5%*	*36.4%*	*34.0%*	*39.2%*	*34.7%*
%H		*47.4%*	*16.4%*	*76.7%*	*39.5%*	*37.2%*	*92.2%*
30" - 39"	854	447	157	603	352	251	822
%V	*28.4%*	*29.9%*	*30.4%*	*27.0%*	*28.7%*	*25.0%*	*29.2%*
%H		*52.3%*	*18.4%*	*70.6%*	*41.2%*	*29.4%*	*96.3%*
40" - 49"	409	227	87	274	179	95	401
%V	*13.6%*	*15.2%*	*16.8%*	*12.3%*	*14.6%*	*9.5%*	*14.3%*
%H		*55.5%*	*21.3%*	*67.0%*	*43.8%*	*23.2%*	*98.0%*
50" - 59"	54	33	13	37	29	8	54
%V	*1.8%*	*2.2%*	*2.5%*	*1.7%*	*2.4%*	*0.8%*	*1.9%*
%H		*61.1%*	*24.1%*	*68.5%*	*53.7%*	*14.8%*	*100.0%*
60"+	10	7	2	7	5	1	10
%V	*0.3%*	*0.5%*	*0.4%*	*0.3%*	*0.4%*	*0.1%*	*0.4%*
%H		*70.0%*	*20.0%*	*70.0%*	*50.0%*	*10.0%*	*100.0%*
Don't know	41	18	7	28	11	18	39
%V	*1.4%*	*1.2%*	*1.4%*	*1.3%*	*0.9%*	*1.8%*	*1.4%*
%H		*43.9%*	*17.1%*	*68.3%*	*26.8%*	*43.9%*	*95.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3002	1497	517	2231	1228	1004	2811
%H		*49.9%*	*17.2%*	*74.3%*	*40.9%*	*33.4%*	*93.6%*
PVR	735	494	162	394	295	99	706
%V	*24.5%*	*33.0%*	*31.3%*	*17.7%*	*24.0%*	*9.9%*	*25.1%*
%H		*67.2%*	*22.0%*	*53.6%*	*40.1%*	*13.5%*	*96.1%*
DVDR	22	9	3	15	7	8	21
%V	*0.7%*	*0.6%*	*0.6%*	*0.7%*	*0.6%*	*0.8%*	*0.7%*
%H		*40.9%*	*13.6%*	*68.2%*	*31.8%*	*36.4%*	*95.5%*
VCR	11	6	0	10	5	5	10
%V	*0.4%*	*0.4%*	*0.0%*	*0.4%*	*0.4%*	*0.5%*	*0.4%*
%H		*54.5%*	*0.0%*	*90.9%*	*45.5%*	*45.5%*	*90.9%*
Any recorder	754	500	163	408	299	109	723
%V	*25.1%*	*33.4%*	*31.5%*	*18.3%*	*24.3%*	*10.9%*	*25.7%*
%H		*66.3%*	*21.6%*	*54.1%*	*39.7%*	*14.5%*	*95.9%*

Base: ITV South and South East - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 20.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3002	1497	517	2231	1228	1004	2811
%H		*49.9%*	*17.2%*	*74.3%*	*40.9%*	*33.4%*	*93.6%*
Receives HDTV (via STB or built-in reception)	1146	594	252	863	542	321	1102
%V	*38.2%*	*39.7%*	*48.7%*	*38.7%*	*44.1%*	*32.0%*	*39.2%*
%H		*51.8%*	*22.0%*	*75.3%*	*47.3%*	*28.0%*	*96.2%*
DVD/Blu-ray player or recorder	1245	626	239	889	506	383	1185
%V	*41.5%*	*41.8%*	*46.2%*	*39.8%*	*41.2%*	*38.1%*	*42.2%*
%H		*50.3%*	*19.2%*	*71.4%*	*40.6%*	*30.8%*	*95.2%*

Base: ITV South and South East - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 20.21: Age 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 Inds	7203	6945	3090	1140	4455	1850	2605	6668
%H		*96.4%*	*42.9%*	*15.8%*	*61.8%*	*25.7%*	*36.2%*	*92.6%*
Total Children	1353	1321	672	232	774	372	403	1326
%V	*18.8%*	*19.0%*	*21.7%*	*20.4%*	*17.4%*	*20.1%*	*15.5%*	*19.9%*
%H		*97.6%*	*49.7%*	*17.1%*	*57.2%*	*27.5%*	*29.8%*	*98.0%*
0 - 3	343	329	174	47	180	79	101	330
%V	*4.8%*	*4.7%*	*5.6%*	*4.1%*	*4.0%*	*4.3%*	*3.9%*	*4.9%*
%H		*95.9%*	*50.7%*	*13.7%*	*52.5%*	*23.0%*	*29.4%*	*96.2%*
4 - 15	1010	992	498	184	594	293	301	996
%V	*14.0%*	*14.3%*	*16.1%*	*16.1%*	*13.3%*	*15.8%*	*11.6%*	*14.9%*
%H		*98.2%*	*49.3%*	*18.2%*	*58.8%*	*29.0%*	*29.8%*	*98.6%*
4 - 9	532	521	251	105	299	142	157	525
%V	*7.4%*	*7.5%*	*8.1%*	*9.2%*	*6.7%*	*7.7%*	*6.0%*	*7.9%*
%H		*97.9%*	*47.2%*	*19.7%*	*56.2%*	*26.7%*	*29.5%*	*98.7%*
10 - 15	478	472	246	79	295	151	144	471
%V	*6.6%*	*6.8%*	*8.0%*	*6.9%*	*6.6%*	*8.2%*	*5.5%*	*7.1%*
%H		*98.7%*	*51.5%*	*16.5%*	*61.7%*	*31.6%*	*30.1%*	*98.5%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.22: Adults - 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 Inds	7203	6945	3090	1140	4455	1850	2605	6668
%H		*96.4%*	*42.9%*	*15.8%*	*61.8%*	*25.7%*	*36.2%*	*92.6%*
Total Adults (16+)	5850	5624	2418	909	3681	1479	2202	5342
%V	*81.2%*	*81.0%*	*78.3%*	*79.7%*	*82.6%*	*79.9%*	*84.5%*	*80.1%*
%H		*96.1%*	*41.3%*	*15.5%*	*62.9%*	*25.3%*	*37.6%*	*91.3%*
16 - 19	286	277	139	54	171	92	80	282
%V	*4.0%*	*4.0%*	*4.5%*	*4.7%*	*3.8%*	*5.0%*	*3.1%*	*4.2%*
%H		*96.9%*	*48.6%*	*18.9%*	*59.8%*	*32.2%*	*28.0%*	*98.6%*
20 - 24	428	382	142	63	219	83	135	418
%V	*5.9%*	*5.5%*	*4.6%*	*5.5%*	*4.9%*	*4.5%*	*5.2%*	*6.3%*
%H		*89.3%*	*33.2%*	*14.7%*	*51.2%*	*19.4%*	*31.5%*	*97.7%*
25 - 34	869	794	351	139	422	155	267	844
%V	*12.1%*	*11.4%*	*11.4%*	*12.2%*	*9.5%*	*8.4%*	*10.2%*	*12.7%*
%H		*91.4%*	*40.4%*	*16.0%*	*48.6%*	*17.8%*	*30.7%*	*97.1%*
35 - 44	907	878	440	162	493	241	253	890
%V	*12.6%*	*12.6%*	*14.2%*	*14.2%*	*11.1%*	*13.0%*	*9.7%*	*13.3%*
%H		*96.8%*	*48.5%*	*17.9%*	*54.4%*	*26.6%*	*27.9%*	*98.1%*
45 - 54	1050	1022	461	202	669	306	363	1014
%V	*14.6%*	*14.7%*	*14.9%*	*17.7%*	*15.0%*	*16.5%*	*13.9%*	*15.2%*
%H		*97.3%*	*43.9%*	*19.2%*	*63.7%*	*29.1%*	*34.6%*	*96.6%*
55 - 64	847	828	365	134	572	241	331	799
%V	*11.8%*	*11.9%*	*11.8%*	*11.8%*	*12.8%*	*13.0%*	*12.7%*	*12.0%*
%H		*97.8%*	*43.1%*	*15.8%*	*67.5%*	*28.5%*	*39.1%*	*94.3%*
65+	1463	1442	520	156	1134	361	774	1095
%V	*20.3%*	*20.8%*	*16.8%*	*13.7%*	*25.5%*	*19.5%*	*29.7%*	*16.4%*
%H		*98.6%*	*35.5%*	*10.7%*	*77.5%*	*24.7%*	*52.9%*	*74.8%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5850	5624	2418	909	3681	1479	2202	5342
%H		*96.1%*	*41.3%*	*15.5%*	*62.9%*	*25.3%*	*37.6%*	*91.3%*
AB	1853	1792	816	303	1133	476	657	1812
%V	*31.7%*	*31.9%*	*33.7%*	*33.3%*	*30.8%*	*32.2%*	*29.8%*	*33.9%*
%H		*96.7%*	*44.0%*	*16.4%*	*61.1%*	*25.7%*	*35.5%*	*97.8%*
C1	1857	1780	752	294	1161	474	687	1735
%V	*31.7%*	*31.7%*	*31.1%*	*32.3%*	*31.5%*	*32.0%*	*31.2%*	*32.5%*
%H		*95.9%*	*40.5%*	*15.8%*	*62.5%*	*25.5%*	*37.0%*	*93.4%*
C2	1169	1138	469	189	785	323	462	1048
%V	*20.0%*	*20.2%*	*19.4%*	*20.8%*	*21.3%*	*21.8%*	*21.0%*	*19.6%*
%H		*97.3%*	*40.1%*	*16.2%*	*67.2%*	*27.6%*	*39.5%*	*89.6%*
D	668	630	288	92	385	145	240	552
%V	*11.4%*	*11.2%*	*11.9%*	*10.1%*	*10.5%*	*9.8%*	*10.9%*	*10.3%*
%H		*94.3%*	*43.1%*	*13.8%*	*57.6%*	*21.7%*	*35.9%*	*82.6%*
E	303	285	93	30	216	60	156	195
%V	*5.2%*	*5.1%*	*3.8%*	*3.3%*	*5.9%*	*4.1%*	*7.1%*	*3.7%*
%H		*94.1%*	*30.7%*	*9.9%*	*71.3%*	*19.8%*	*51.5%*	*64.4%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5850	5624	2418	909	3681	1479	2202	5342
%H		*96.1%*	*41.3%*	*15.5%*	*62.9%*	*25.3%*	*37.6%*	*91.3%*
Working full time	2791	2681	1226	501	1614	718	896	2732
%V	*47.7%*	*47.7%*	*50.7%*	*55.1%*	*43.8%*	*48.5%*	*40.7%*	*51.1%*
%H		*96.1%*	*43.9%*	*18.0%*	*57.8%*	*25.7%*	*32.1%*	*97.9%*
Working part time	638	618	289	94	414	179	235	607
%V	*10.9%*	*11.0%*	*12.0%*	*10.3%*	*11.2%*	*12.1%*	*10.7%*	*11.4%*
%H		*96.9%*	*45.3%*	*14.7%*	*64.9%*	*28.1%*	*36.8%*	*95.1%*
Not working	2421	2326	903	314	1652	582	1071	2003
%V	*41.4%*	*41.4%*	*37.3%*	*34.5%*	*44.9%*	*39.4%*	*48.6%*	*37.5%*
%H		*96.1%*	*37.3%*	*13.0%*	*68.2%*	*24.0%*	*44.2%*	*82.7%*
Housewife/Houseperson	3120	2986	1211	447	1996	718	1278	2732
%V	*53.3%*	*53.1%*	*50.1%*	*49.2%*	*54.2%*	*48.5%*	*58.0%*	*51.1%*
%H		*95.7%*	*38.8%*	*14.3%*	*64.0%*	*23.0%*	*41.0%*	*87.6%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.25: Males - 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 Males (16+)	2855	2734	1200	462	1746	737	1008	2640
%H		*95.8%*	*42.0%*	*16.2%*	*61.2%*	*25.8%*	*35.3%*	*92.5%*
16 - 19	145	139	72	24	84	45	38	143
%V	*5.1%*	*5.1%*	*6.0%*	*5.2%*	*4.8%*	*6.1%*	*3.8%*	*5.4%*
%H		*95.9%*	*49.7%*	*16.6%*	*57.9%*	*31.0%*	*26.2%*	*98.6%*
20 - 24	217	195	71	32	105	42	63	215
%V	*7.6%*	*7.1%*	*5.9%*	*6.9%*	*6.0%*	*5.7%*	*6.3%*	*8.1%*
%H		*89.9%*	*32.7%*	*14.7%*	*48.4%*	*19.4%*	*29.0%*	*99.1%*
25 - 34	432	391	164	71	207	71	135	417
%V	*15.1%*	*14.3%*	*13.7%*	*15.4%*	*11.9%*	*9.6%*	*13.4%*	*15.8%*
%H		*90.5%*	*38.0%*	*16.4%*	*47.9%*	*16.4%*	*31.3%*	*96.5%*
35 - 44	448	434	218	81	239	117	122	437
%V	*15.7%*	*15.9%*	*18.2%*	*17.5%*	*13.7%*	*15.9%*	*12.1%*	*16.6%*
%H		*96.9%*	*48.7%*	*18.1%*	*53.3%*	*26.1%*	*27.2%*	*97.5%*
45 - 54	524	509	225	107	334	156	178	503
%V	*18.4%*	*18.6%*	*18.8%*	*23.2%*	*19.1%*	*21.2%*	*17.7%*	*19.1%*
%H		*97.1%*	*42.9%*	*20.4%*	*63.7%*	*29.8%*	*34.0%*	*96.0%*
55 - 64	416	403	187	63	273	119	154	392
%V	*14.6%*	*14.7%*	*15.6%*	*13.6%*	*15.6%*	*16.1%*	*15.3%*	*14.8%*
%H		*96.9%*	*45.0%*	*15.1%*	*65.6%*	*28.6%*	*37.0%*	*94.2%*
65+	673	662	264	85	505	186	318	533
%V	*23.6%*	*24.2%*	*22.0%*	*18.4%*	*28.9%*	*25.2%*	*31.5%*	*20.2%*
%H		*98.4%*	*39.2%*	*12.6%*	*75.0%*	*27.6%*	*47.3%*	*79.2%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2855	2734	1200	462	1746	737	1008	2640
%H		*95.8%*	*42.0%*	*16.2%*	*61.2%*	*25.8%*	*35.3%*	*92.5%*
AB	926	896	411	156	559	238	321	912
%V	*32.4%*	*32.8%*	*34.3%*	*33.8%*	*32.0%*	*32.3%*	*31.8%*	*34.5%*
%H		*96.8%*	*44.4%*	*16.8%*	*60.4%*	*25.7%*	*34.7%*	*98.5%*
C1	858	821	356	146	513	226	286	826
%V	*30.1%*	*30.0%*	*29.7%*	*31.6%*	*29.4%*	*30.7%*	*28.4%*	*31.3%*
%H		*95.7%*	*41.5%*	*17.0%*	*59.8%*	*26.3%*	*33.3%*	*96.3%*
C2	621	601	244	103	413	171	242	550
%V	*21.8%*	*22.0%*	*20.3%*	*22.3%*	*23.7%*	*23.2%*	*24.0%*	*20.8%*
%H		*96.8%*	*39.3%*	*16.6%*	*66.5%*	*27.5%*	*39.0%*	*88.6%*
D	324	299	149	43	173	72	101	274
%V	*11.3%*	*10.9%*	*12.4%*	*9.3%*	*9.9%*	*9.8%*	*10.0%*	*10.4%*
%H		*92.3%*	*46.0%*	*13.3%*	*53.4%*	*22.2%*	*31.2%*	*84.6%*
E	125	116	40	13	89	30	58	77
%V	*4.4%*	*4.2%*	*3.3%*	*2.8%*	*5.1%*	*4.1%*	*5.8%*	*2.9%*
%H		*92.8%*	*32.0%*	*10.4%*	*71.2%*	*24.0%*	*46.4%*	*61.6%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2855	2734	1200	462	1746	737	1008	2640
%H		*95.8%*	*42.0%*	*16.2%*	*61.2%*	*25.8%*	*35.3%*	*92.5%*
Working full time	1690	1619	747	303	972	438	533	1652
%V	*59.2%*	*59.2%*	*62.3%*	*65.6%*	*55.7%*	*59.4%*	*52.9%*	*62.6%*
%H		*95.8%*	*44.2%*	*17.9%*	*57.5%*	*25.9%*	*31.5%*	*97.8%*
Working part time	142	132	51	22	90	32	58	127
%V	*5.0%*	*4.8%*	*4.3%*	*4.8%*	*5.2%*	*4.3%*	*5.8%*	*4.8%*
%H		*93.0%*	*35.9%*	*15.5%*	*63.4%*	*22.5%*	*40.8%*	*89.4%*
Not working	1024	982	401	137	684	267	418	860
%V	*35.9%*	*35.9%*	*33.4%*	*29.7%*	*39.2%*	*36.2%*	*41.5%*	*32.6%*
%H		*95.9%*	*39.2%*	*13.4%*	*66.8%*	*26.1%*	*40.8%*	*84.0%*
Housewife/Houseperson	651	600	221	99	387	130	256	530
%V	*22.8%*	*21.9%*	*18.4%*	*21.4%*	*22.2%*	*17.6%*	*25.4%*	*20.1%*
%H		*92.2%*	*33.9%*	*15.2%*	*59.4%*	*20.0%*	*39.3%*	*81.4%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.28: Females - 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 Females (16+)	2994	2890	1218	447	1935	741	1194	2702
%H		*96.5%*	*40.7%*	*14.9%*	*64.6%*	*24.7%*	*39.9%*	*90.2%*
16 - 19	141	137	67	29	88	46	41	139
%V	*4.7%*	*4.7%*	*5.5%*	*6.5%*	*4.5%*	*6.2%*	*3.4%*	*5.1%*
%H		*97.2%*	*47.5%*	*20.6%*	*62.4%*	*32.6%*	*29.1%*	*98.6%*
20 - 24	211	187	71	31	114	42	72	204
%V	*7.0%*	*6.5%*	*5.8%*	*6.9%*	*5.9%*	*5.7%*	*6.0%*	*7.5%*
%H		*88.6%*	*33.6%*	*14.7%*	*54.0%*	*19.9%*	*34.1%*	*96.7%*
25 - 34	437	403	187	68	216	84	132	426
%V	*14.6%*	*13.9%*	*15.4%*	*15.2%*	*11.2%*	*11.3%*	*11.1%*	*15.8%*
%H		*92.2%*	*42.8%*	*15.6%*	*49.4%*	*19.2%*	*30.2%*	*97.5%*
35 - 44	459	444	222	81	254	123	131	453
%V	*15.3%*	*15.4%*	*18.2%*	*18.1%*	*13.1%*	*16.6%*	*11.0%*	*16.8%*
%H		*96.7%*	*48.4%*	*17.6%*	*55.3%*	*26.8%*	*28.5%*	*98.7%*
45 - 54	526	514	236	95	335	150	185	512
%V	*17.6%*	*17.8%*	*19.4%*	*21.3%*	*17.3%*	*20.2%*	*15.5%*	*18.9%*
%H		*97.7%*	*44.9%*	*18.1%*	*63.7%*	*28.5%*	*35.2%*	*97.3%*
55 - 64	430	424	179	71	298	122	177	407
%V	*14.4%*	*14.7%*	*14.7%*	*15.9%*	*15.4%*	*16.5%*	*14.8%*	*15.1%*
%H		*98.6%*	*41.6%*	*16.5%*	*69.3%*	*28.4%*	*41.2%*	*94.7%*
65+	790	781	256	70	630	174	455	561
%V	*26.4%*	*27.0%*	*21.0%*	*15.7%*	*32.6%*	*23.5%*	*38.1%*	*20.8%*
%H		*98.9%*	*32.4%*	*8.9%*	*79.7%*	*22.0%*	*57.6%*	*71.0%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2994	2890	1218	447	1935	741	1194	2702
%H		*96.5%*	*40.7%*	*14.9%*	*64.6%*	*24.7%*	*39.9%*	*90.2%*
AB	926	896	405	147	574	238	336	900
%V	*30.9%*	*31.0%*	*33.3%*	*32.9%*	*29.7%*	*32.1%*	*28.1%*	*33.3%*
%H		*96.8%*	*43.7%*	*15.9%*	*62.0%*	*25.7%*	*36.3%*	*97.2%*
C1	999	959	395	148	648	248	401	908
%V	*33.4%*	*33.2%*	*32.4%*	*33.1%*	*33.5%*	*33.5%*	*33.6%*	*33.6%*
%H		*96.0%*	*39.5%*	*14.8%*	*64.9%*	*24.8%*	*40.1%*	*90.9%*
C2	548	536	225	86	372	152	220	498
%V	*18.3%*	*18.5%*	*18.5%*	*19.2%*	*19.2%*	*20.5%*	*18.4%*	*18.4%*
%H		*97.8%*	*41.1%*	*15.7%*	*67.9%*	*27.7%*	*40.1%*	*90.9%*
D	343	331	140	49	212	74	139	278
%V	*11.5%*	*11.5%*	*11.5%*	*11.0%*	*11.0%*	*10.0%*	*11.6%*	*10.3%*
%H		*96.5%*	*40.8%*	*14.3%*	*61.8%*	*21.6%*	*40.5%*	*81.0%*
E	178	169	53	17	127	30	98	118
%V	*5.9%*	*5.8%*	*4.4%*	*3.8%*	*6.6%*	*4.0%*	*8.2%*	*4.4%*
%H		*94.9%*	*29.8%*	*9.6%*	*71.3%*	*16.9%*	*55.1%*	*66.3%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2994	2890	1218	447	1935	741	1194	2702
%H		*96.5%*	*40.7%*	*14.9%*	*64.6%*	*24.7%*	*39.9%*	*90.2%*
Working full time	1102	1061	479	198	642	280	363	1080
%V	*36.8%*	*36.7%*	*39.3%*	*44.3%*	*33.2%*	*37.8%*	*30.4%*	*40.0%*
%H		*96.3%*	*43.5%*	*18.0%*	*58.3%*	*25.4%*	*32.9%*	*98.0%*
Working part time	496	485	238	72	324	146	178	480
%V	*16.6%*	*16.8%*	*19.5%*	*16.1%*	*16.7%*	*19.7%*	*14.9%*	*17.8%*
%H		*97.8%*	*48.0%*	*14.5%*	*65.3%*	*29.4%*	*35.9%*	*96.8%*
Not working	1397	1343	501	177	968	315	653	1142
%V	*46.7%*	*46.5%*	*41.1%*	*39.6%*	*50.0%*	*42.5%*	*54.7%*	*42.3%*
%H		*96.1%*	*35.9%*	*12.7%*	*69.3%*	*22.5%*	*46.7%*	*81.7%*
Housewife/Houseperson	2469	2387	990	348	1610	588	1022	2202
%V	*82.5%*	*82.6%*	*81.3%*	*77.9%*	*83.2%*	*79.4%*	*85.6%*	*81.5%*
%H		*96.7%*	*40.1%*	*14.1%*	*65.2%*	*23.8%*	*41.4%*	*89.2%*

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents Page

Household
- Table 21.1: Social Grade 564
- Table 21.2: Housewife Age 565
- Table 21.3: Size of Household 566
- Table 21.4: Presence of Children 567
- Table 21.5: Number of TV sets in household 568
- Table 21.6: Screen size 569
- Table 21.7: Location of ANY set in household 570
- Table 21.8: Platform Provider 571
- Table 21.9: Recorders and other equipment 572
- Table 21.10: Computers and Internet 573

Sets
- Table 21.11: Screen Size 574
- Table 21.12: Location of set 575
- Table 21.13: Recorders 576
- Table 21.14: Other TV equipment 576
- Table 21.15: Main Set Screen Size 577
- Table 21.16: Main Set Recorders 578
- Table 21.17: Main Set - Other TV equipment 578
- Table 21.18: Other Sets (non-Main Set) Screen Size 579
- Table 21.19: Other Set (non-Main Set) Recorders 580
- Table 21.20: Other Set (non-Main Set) - Other TV equipment 580

Individuals
- Table 21.21: Age of Children 581
- Table 21.22: Adults - Age 582
- Table 21.23: Social Grade (Adults 16+) 583
- Table 21.24: Working Status (Adults 16+) 584
- Table 21.25: Males - Age 585
- Table 21.26: Social Grade (Males 16+) 586
- Table 21.27: Working Status (Males 16+) 587
- Table 21.28: Females - Age 588
- Table 21.29: Social Grade (Females 16+) 589
- Table 21.30: Working Status (Females 16+) 590

Table 21.1: 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	5277	5072	2191	691	3432	1329	2103	4634
%H (All HH)		*96.1%*	*41.5%*	*13.1%*	*65.0%*	*25.2%*	*39.9%*	*87.8%*
%H (TV HH)			*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.5%*	
AB	1535	1479	652	217	963	372	592	1476
%V	*29.1%*	*29.2%*	*29.8%*	*31.4%*	*28.1%*	*28.0%*	*28.2%*	*31.9%*
%H (All HH)		*96.4%*	*42.5%*	*14.1%*	*62.7%*	*24.2%*	*38.6%*	*96.2%*
%H (TV HH)			*44.1%*	*14.7%*	*65.1%*	*25.2%*	*40.0%*	
C1	1609	1553	693	210	1045	429	616	1460
%V	*30.5%*	*30.6%*	*31.6%*	*30.4%*	*30.4%*	*32.3%*	*29.3%*	*31.5%*
%H (All HH)		*96.5%*	*43.1%*	*13.1%*	*64.9%*	*26.7%*	*38.3%*	*90.7%*
%H (TV HH)			*44.6%*	*13.5%*	*67.3%*	*27.6%*	*39.7%*	
C2	1040	1010	450	151	705	306	399	920
%V	*19.7%*	*19.9%*	*20.5%*	*21.9%*	*20.5%*	*23.0%*	*19.0%*	*19.9%*
%H (All HH)		*97.1%*	*43.3%*	*14.5%*	*67.8%*	*29.4%*	*38.4%*	*88.5%*
%H (TV HH)			*44.6%*	*15.0%*	*69.8%*	*30.3%*	*39.5%*	
D	670	629	269	77	415	146	269	521
%V	*12.7%*	*12.4%*	*12.3%*	*11.1%*	*12.1%*	*11.0%*	*12.8%*	*11.2%*
%H (All HH)		*93.9%*	*40.1%*	*11.5%*	*61.9%*	*21.8%*	*40.1%*	*77.8%*
%H (TV HH)			*42.8%*	*12.2%*	*66.0%*	*23.2%*	*42.8%*	
E	424	401	129	36	303	76	227	257
%V	*8.0%*	*7.9%*	*5.9%*	*5.2%*	*8.8%*	*5.7%*	*10.8%*	*5.5%*
%H (All HH)		*94.6%*	*30.4%*	*8.5%*	*71.5%*	*17.9%*	*53.5%*	*60.6%*
%H (TV HH)			*32.2%*	*9.0%*	*75.6%*	*19.0%*	*56.6%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.2: 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	5277	5072	2191	691	3432	1329	2103	4634
%H (All HH)		*96.1%*	*41.5%*	*13.1%*	*65.0%*	*25.2%*	*39.9%*	*87.8%*
%H (TV HH)			*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.5%*	
Under 25	193	159	52	20	89	29	60	184
%V	*3.7%*	*3.1%*	*2.4%*	*2.9%*	*2.6%*	*2.2%*	*2.9%*	*4.0%*
%H (All HH)		*82.4%*	*26.9%*	*10.4%*	*46.1%*	*15.0%*	*31.1%*	*95.3%*
%H (TV HH)			*32.7%*	*12.6%*	*56.0%*	*18.2%*	*37.7%*	
25 - 34	724	664	313	98	349	141	208	708
%V	*13.7%*	*13.1%*	*14.3%*	*14.2%*	*10.2%*	*10.6%*	*9.9%*	*15.3%*
%H (All HH)		*91.7%*	*43.2%*	*13.5%*	*48.2%*	*19.5%*	*28.7%*	*97.8%*
%H (TV HH)			*47.1%*	*14.8%*	*52.6%*	*21.2%*	*31.3%*	
35 - 44	865	829	438	136	474	241	233	846
%V	*16.4%*	*16.3%*	*20.0%*	*19.7%*	*13.8%*	*18.1%*	*11.1%*	*18.3%*
%H (All HH)		*95.8%*	*50.6%*	*15.7%*	*54.8%*	*27.9%*	*26.9%*	*97.8%*
%H (TV HH)			*52.8%*	*16.4%*	*57.2%*	*29.1%*	*28.1%*	
45 - 54	1004	977	460	172	649	299	350	962
%V	*19.0%*	*19.3%*	*21.0%*	*24.9%*	*18.9%*	*22.5%*	*16.6%*	*20.8%*
%H (All HH)		*97.3%*	*45.8%*	*17.1%*	*64.6%*	*29.8%*	*34.9%*	*95.8%*
%H (TV HH)			*47.1%*	*17.6%*	*66.4%*	*30.6%*	*35.8%*	
55 - 64	903	882	381	130	632	258	374	844
%V	*17.1%*	*17.4%*	*17.4%*	*18.8%*	*18.4%*	*19.4%*	*17.8%*	*18.2%*
%H (All HH)		*97.7%*	*42.2%*	*14.4%*	*70.0%*	*28.6%*	*41.4%*	*93.5%*
%H (TV HH)			*43.2%*	*14.7%*	*71.7%*	*29.3%*	*42.4%*	
65 +	1589	1560	548	136	1239	361	879	1089
%V	*30.1%*	*30.8%*	*25.0%*	*19.7%*	*36.1%*	*27.2%*	*41.8%*	*23.5%*
%H (All HH)		*98.2%*	*34.5%*	*8.6%*	*78.0%*	*22.7%*	*55.3%*	*68.5%*
%H (TV HH)			*35.1%*	*8.7%*	*79.4%*	*23.1%*	*56.3%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.3: 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	5277	5072	2191	691	3432	1329	2103	4634
%H (All HH)		*96.1%*	*41.5%*	*13.1%*	*65.0%*	*25.2%*	*39.9%*	*87.8%*
%H (TV HH)			*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.5%*	
1	1555	1454	475	147	1054	253	800	1092
%V	*29.5%*	*28.7%*	*21.7%*	*21.3%*	*30.7%*	*19.0%*	*38.0%*	*23.6%*
%H (All HH)		*93.5%*	*30.5%*	*9.5%*	*67.8%*	*16.3%*	*51.4%*	*70.2%*
%H (TV HH)			*32.7%*	*10.1%*	*72.5%*	*17.4%*	*55.0%*	
2	1896	1837	771	254	1285	498	787	1747
%V	*35.9%*	*36.2%*	*35.2%*	*36.8%*	*37.4%*	*37.5%*	*37.4%*	*37.7%*
%H (All HH)		*96.9%*	*40.7%*	*13.4%*	*67.8%*	*26.3%*	*41.5%*	*92.1%*
%H (TV HH)			*42.0%*	*13.8%*	*70.0%*	*27.1%*	*42.8%*	
3	807	781	400	116	498	248	250	787
%V	*15.3%*	*15.4%*	*18.3%*	*16.8%*	*14.5%*	*18.7%*	*11.9%*	*17.0%*
%H (All HH)		*96.8%*	*49.6%*	*14.4%*	*61.7%*	*30.7%*	*31.0%*	*97.5%*
%H (TV HH)			*51.2%*	*14.9%*	*63.8%*	*31.8%*	*32.0%*	
4	710	699	386	117	422	235	187	701
%V	*13.5%*	*13.8%*	*17.6%*	*16.9%*	*12.3%*	*17.7%*	*8.9%*	*15.1%*
%H (All HH)		*98.5%*	*54.4%*	*16.5%*	*59.4%*	*33.1%*	*26.3%*	*98.7%*
%H (TV HH)			*55.2%*	*16.7%*	*60.4%*	*33.6%*	*26.8%*	
5+	309	302	160	58	173	95	78	307
%V	*5.9%*	*6.0%*	*7.3%*	*8.4%*	*5.0%*	*7.1%*	*3.7%*	*6.6%*
%H (All HH)		*97.7%*	*51.8%*	*18.8%*	*56.0%*	*30.7%*	*25.2%*	*99.4%*
%H (TV HH)			*53.0%*	*19.2%*	*57.3%*	*31.5%*	*25.8%*	
Average HH size	2.33	2.34	2.57	2.57	2.26	2.60	2.04	2.46

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.4: 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	5277	5072	2191	691	3432	1329	2103	4634
%H (All HH)		*96.1%*	*41.5%*	*13.1%*	*65.0%*	*25.2%*	*39.9%*	*87.8%*
%H (TV HH)			*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.5%*	
Without	3931	3758	1492	487	2661	940	1720	3309
%V	*74.5%*	*74.1%*	*68.1%*	*70.5%*	*77.5%*	*70.7%*	*81.8%*	*71.4%*
%H (All HH)		*95.6%*	*38.0%*	*12.4%*	*67.7%*	*23.9%*	*43.8%*	*84.2%*
%H (TV HH)			*39.7%*	*13.0%*	*70.8%*	*25.0%*	*45.8%*	
With	1346	1314	700	204	771	389	382	1325
%V	*25.5%*	*25.9%*	*31.9%*	*29.5%*	*22.5%*	*29.3%*	*18.2%*	*28.6%*
%H (All HH)		*97.6%*	*52.0%*	*15.2%*	*57.3%*	*28.9%*	*28.4%*	*98.4%*
%H (TV HH)			*53.3%*	*15.5%*	*58.7%*	*29.6%*	*29.1%*	
0 - 3	489	472	255	62	269	128	141	475
%V	*9.3%*	*9.3%*	*11.6%*	*9.0%*	*7.8%*	*9.6%*	*6.7%*	*10.3%*
%H (All HH)		*96.5%*	*52.1%*	*12.7%*	*55.0%*	*26.2%*	*28.8%*	*97.1%*
%H (TV HH)			*54.0%*	*13.1%*	*57.0%*	*27.1%*	*29.9%*	
4 - 9	696	681	366	119	376	197	179	688
%V	*13.2%*	*13.4%*	*16.7%*	*17.2%*	*11.0%*	*14.8%*	*8.5%*	*14.8%*
%H (All HH)		*97.8%*	*52.6%*	*17.1%*	*54.0%*	*28.3%*	*25.7%*	*98.9%*
%H (TV HH)			*53.7%*	*17.5%*	*55.2%*	*28.9%*	*26.3%*	
10 - 15	629	621	326	104	391	207	184	623
%V	*11.9%*	*12.2%*	*14.9%*	*15.1%*	*11.4%*	*15.6%*	*8.7%*	*13.4%*
%H (All HH)		*98.7%*	*51.8%*	*16.5%*	*62.2%*	*32.9%*	*29.3%*	*99.0%*
%H (TV HH)			*52.5%*	*16.7%*	*63.0%*	*33.3%*	*29.6%*	

Base: ITV South East Macro - Households (000s)

%V = percentage 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

ITV South East Macro

Household level data

Table 21.5: 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	5277	5072	2191	691	3432	1329	2103	4634
%H (All HH)		*96.1%*	*41.5%*	*13.1%*	*65.0%*	*25.2%*	*39.9%*	*87.8%*
%H (TV HH)			*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.5%*	
1	2006	2006	673	242	1199	192	1006	1646
%V	*38.0%*	*39.6%*	*30.7%*	*35.0%*	*34.9%*	*14.4%*	*47.8%*	*35.5%*
%H (All HH)		*100.0%*	*33.5%*	*12.1%*	*59.8%*	*9.6%*	*50.1%*	*82.1%*
%H (TV HH)			*33.5%*	*12.1%*	*59.8%*	*9.6%*	*50.1%*	
2	1673	1673	758	219	1162	481	682	1489
%V	*31.7%*	*33.0%*	*34.6%*	*31.7%*	*33.9%*	*36.2%*	*32.4%*	*32.1%*
%H (All HH)		*100.0%*	*45.3%*	*13.1%*	*69.5%*	*28.8%*	*40.8%*	*89.0%*
%H (TV HH)			*45.3%*	*13.1%*	*69.5%*	*28.8%*	*40.8%*	
3	824	824	440	133	606	350	256	774
%V	*15.6%*	*16.2%*	*20.1%*	*19.2%*	*17.7%*	*26.3%*	*12.2%*	*16.7%*
%H (All HH)		*100.0%*	*53.4%*	*16.1%*	*73.5%*	*42.5%*	*31.1%*	*93.9%*
%H (TV HH)			*53.4%*	*16.1%*	*73.5%*	*42.5%*	*31.1%*	
4	374	374	199	61	297	183	114	365
%V	*7.1%*	*7.4%*	*9.1%*	*8.8%*	*8.7%*	*13.8%*	*5.4%*	*7.9%*
%H (All HH)		*100.0%*	*53.2%*	*16.3%*	*79.4%*	*48.9%*	*30.5%*	*97.6%*
%H (TV HH)			*53.2%*	*16.3%*	*79.4%*	*48.9%*	*30.5%*	
5+	195	195	121	36	167	122	45	191
%V	*3.7%*	*3.8%*	*5.5%*	*5.2%*	*4.9%*	*9.2%*	*2.1%*	*4.1%*
%H (All HH)		*100.0%*	*62.1%*	*18.5%*	*85.6%*	*62.6%*	*23.1%*	*97.9%*
%H (TV HH)			*62.1%*	*18.5%*	*85.6%*	*62.6%*	*23.1%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5277	5072	2191	691	3432	1329	2103	4634
%H (All HH)		*96.1%*	*41.5%*	*13.1%*	*65.0%*	*25.2%*	*39.9%*	*87.8%*
%H (TV HH)			*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.5%*	
Under 20"	894	894	394	115	725	340	384	776
%V	*16.9%*	*17.6%*	*18.0%*	*16.6%*	*21.1%*	*25.6%*	*18.3%*	*16.7%*
%H (All HH)		*100.0%*	*44.1%*	*12.9%*	*81.1%*	*38.0%*	*43.0%*	*86.8%*
%H (TV HH)			*44.1%*	*12.9%*	*81.1%*	*38.0%*	*43.0%*	
20" - 29"	1695	1695	702	228	1296	534	762	1463
%V	*32.1%*	*33.4%*	*32.0%*	*33.0%*	*37.8%*	*40.2%*	*36.2%*	*31.6%*
%H (All HH)		*100.0%*	*41.4%*	*13.5%*	*76.5%*	*31.5%*	*45.0%*	*86.3%*
%H (TV HH)			*41.4%*	*13.5%*	*76.5%*	*31.5%*	*45.0%*	
30" - 39"	2597	2597	1162	357	1826	766	1060	2295
%V	*49.2%*	*51.2%*	*53.0%*	*51.7%*	*53.2%*	*57.6%*	*50.4%*	*49.5%*
%H (All HH)		*100.0%*	*44.7%*	*13.7%*	*70.3%*	*29.5%*	*40.8%*	*88.4%*
%H (TV HH)			*44.7%*	*13.7%*	*70.3%*	*29.5%*	*40.8%*	
40" - 49"	2362	2362	1166	373	1566	780	786	2231
%V	*44.8%*	*46.6%*	*53.2%*	*54.0%*	*45.6%*	*58.7%*	*37.4%*	*48.1%*
%H (All HH)		*100.0%*	*49.4%*	*15.8%*	*66.3%*	*33.0%*	*33.3%*	*94.5%*
%H (TV HH)			*49.4%*	*15.8%*	*66.3%*	*33.0%*	*33.3%*	
50" - 59"	716	716	426	113	432	265	167	694
%V	*13.6%*	*14.1%*	*19.4%*	*16.4%*	*12.6%*	*19.9%*	*7.9%*	*15.0%*
%H (All HH)		*100.0%*	*59.5%*	*15.8%*	*60.3%*	*37.0%*	*23.3%*	*96.9%*
%H (TV HH)			*59.5%*	*15.8%*	*60.3%*	*37.0%*	*23.3%*	
60"+	83	83	50	16	46	28	17	83
%V	*1.6%*	*1.6%*	*2.3%*	*2.3%*	*1.3%*	*2.1%*	*0.8%*	*1.8%*
%H (All HH)		*100.0%*	*60.2%*	*19.3%*	*55.4%*	*33.7%*	*20.5%*	*100.0%*
%H (TV HH)			*60.2%*	*19.3%*	*55.4%*	*33.7%*	*20.5%*	

Base: ITV South East Macro - Households (000s)

%V = percentage 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

ITV South East Macro

Household level data

Table 21.7: 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	5277	5072	2191	691	3432	1329	2103	4634
%H (All HH)		*96.1%*	*41.5%*	*13.1%*	*65.0%*	*25.2%*	*39.9%*	*87.8%*
%H (TV HH)			*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.5%*	
Main living room	5019	5019	2177	688	3400	1323	2076	4417
%V	*95.1%*	*99.0%*	*99.4%*	*99.6%*	*99.1%*	*99.5%*	*98.7%*	*95.3%*
%H (All HH)		*100.0%*	*43.4%*	*13.7%*	*67.7%*	*26.4%*	*41.4%*	*88.0%*
%H (TV HH)			*43.4%*	*13.7%*	*67.7%*	*26.4%*	*41.4%*	
Kitchen	635	635	305	85	530	285	246	584
%V	*12.0%*	*12.5%*	*13.9%*	*12.3%*	*15.4%*	*21.4%*	*11.7%*	*12.6%*
%H (All HH)		*100.0%*	*48.0%*	*13.4%*	*83.5%*	*44.9%*	*38.7%*	*92.0%*
%H (TV HH)			*48.0%*	*13.4%*	*83.5%*	*44.9%*	*38.7%*	
Adult's bedroom	2371	2371	1192	367	1729	918	812	2184
%V	*44.9%*	*46.7%*	*54.4%*	*53.1%*	*50.4%*	*69.1%*	*38.6%*	*47.1%*
%H (All HH)		*100.0%*	*50.3%*	*15.5%*	*72.9%*	*38.7%*	*34.2%*	*92.1%*
%H (TV HH)			*50.3%*	*15.5%*	*72.9%*	*38.7%*	*34.2%*	
Child's bedroom	428	428	258	70	283	183	100	424
%V	*8.1%*	*8.4%*	*11.8%*	*10.1%*	*8.2%*	*13.8%*	*4.8%*	*9.1%*
%H (All HH)		*100.0%*	*60.3%*	*16.4%*	*66.1%*	*42.8%*	*23.4%*	*99.1%*
%H (TV HH)			*60.3%*	*16.4%*	*66.1%*	*42.8%*	*23.4%*	
Other bedroom	358	358	188	61	285	172	113	340
%V	*6.8%*	*7.1%*	*8.6%*	*8.8%*	*8.3%*	*12.9%*	*5.4%*	*7.3%*
%H (All HH)		*100.0%*	*52.5%*	*17.0%*	*79.6%*	*48.0%*	*31.6%*	*95.0%*
%H (TV HH)			*52.5%*	*17.0%*	*79.6%*	*48.0%*	*31.6%*	
Second living/dining room	465	465	220	74	351	182	170	428
%V	*8.8%*	*9.2%*	*10.0%*	*10.7%*	*10.2%*	*13.7%*	*8.1%*	*9.2%*
%H (All HH)		*100.0%*	*47.3%*	*15.9%*	*75.5%*	*39.1%*	*36.6%*	*92.0%*
%H (TV HH)			*47.3%*	*15.9%*	*75.5%*	*39.1%*	*36.6%*	
Study/office	105	105	66	11	80	52	29	104
%V	*2.0%*	*2.1%*	*3.0%*	*1.6%*	*2.3%*	*3.9%*	*1.4%*	*2.2%*
%H (All HH)		*100.0%*	*62.9%*	*10.5%*	*76.2%*	*49.5%*	*27.6%*	*99.0%*
%H (TV HH)			*62.9%*	*10.5%*	*76.2%*	*49.5%*	*27.6%*	
TV room	52	52	32	6	34	21	12	51
%V	*1.0%*	*1.0%*	*1.5%*	*0.9%*	*1.0%*	*1.6%*	*0.6%*	*1.1%*
%H (All HH)		*100.0%*	*61.5%*	*11.5%*	*65.4%*	*40.4%*	*23.1%*	*98.1%*
%H (TV HH)			*61.5%*	*11.5%*	*65.4%*	*40.4%*	*23.1%*	
Conservatory	117	117	57	18	96	52	44	107
%V	*2.2%*	*2.3%*	*2.6%*	*2.6%*	*2.8%*	*3.9%*	*2.1%*	*2.3%*
%H (All HH)		*100.0%*	*48.7%*	*15.4%*	*82.1%*	*44.4%*	*37.6%*	*91.5%*
%H (TV HH)			*48.7%*	*15.4%*	*82.1%*	*44.4%*	*37.6%*	
Attic or loft room	8	8	6	0	7	5	2	8
%V	*0.2%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.4%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*	
No specific location	13	13	5	1	10	5	5	13
%V	*0.2%*	*0.3%*	*0.2%*	*0.1%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*38.5%*	*7.7%*	*76.9%*	*38.5%*	*38.5%*	*100.0%*
%H (TV HH)			*38.5%*	*7.7%*	*76.9%*	*38.5%*	*38.5%*	
Other	63	63	40	8	53	33	20	62
%V	*1.2%*	*1.2%*	*1.8%*	*1.2%*	*1.5%*	*2.5%*	*1.0%*	*1.3%*
%H (All HH)		*100.0%*	*63.5%*	*12.7%*	*84.1%*	*52.4%*	*31.7%*	*98.4%*
%H (TV HH)			*63.5%*	*12.7%*	*84.1%*	*52.4%*	*31.7%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.8: 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	5277	5072	2191	691	3432	1329	2103	4634
%H (All HH)		*96.1%*	*41.5%*	*13.1%*	*65.0%*	*25.2%*	*39.9%*	*87.8%*
%H (TV HH)			*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.5%*	
Any DSAT provider	2191	2191	2191	45	1077	1077	0	2060
%V	*41.5%*	*43.2%*	*100.0%*	*6.5%*	*31.4%*	*81.0%*	*0.0%*	*44.5%*
%H (All HH)			*100.0%*	*2.1%*	*49.2%*	*49.2%*	*0.0%*	*94.0%*
%H (TV HH)			*100.0%*	*2.1%*	*49.2%*	*49.2%*	*0.0%*	
Sky with subcription	1764	1764	1764	20	863	863	0	1675
%V	*33.4%*	*34.8%*	*80.5%*	*2.9%*	*25.1%*	*64.9%*	*0.0%*	*36.1%*
%H (All HH)			*100.0%*	*1.1%*	*48.9%*	*48.9%*	*0.0%*	*95.0%*
%H (TV HH)			*100.0%*	*1.1%*	*48.9%*	*48.9%*	*0.0%*	
Sky without subscription	110	110	110	10	49	49	0	94
%V	*2.1%*	*2.2%*	*5.0%*	*1.4%*	*1.4%*	*3.7%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*9.1%*	*44.5%*	*44.5%*	*0.0%*	*85.5%*
%H (TV HH)			*100.0%*	*9.1%*	*44.5%*	*44.5%*	*0.0%*	
Freesat	315	315	315	12	174	174	0	289
%V	*6.0%*	*6.2%*	*14.4%*	*1.7%*	*5.1%*	*13.1%*	*0.0%*	*6.2%*
%H (All HH)			*100.0%*	*3.8%*	*55.2%*	*55.2%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*3.8%*	*55.2%*	*55.2%*	*0.0%*	
Other satellite provider	117	117	117	11	58	58	0	113
%V	*2.2%*	*2.3%*	*5.3%*	*1.6%*	*1.7%*	*4.4%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*9.4%*	*49.6%*	*49.6%*	*0.0%*	*96.6%*
%H (TV HH)			*100.0%*	*9.4%*	*49.6%*	*49.6%*	*0.0%*	
DCAB	691	691	45	691	274	274	0	659
%V	*13.1%*	*13.6%*	*2.1%*	*100.0%*	*8.0%*	*20.6%*	*0.0%*	*14.2%*
%H (All HH)			*6.5%*	*100.0%*	*39.7%*	*39.7%*	*0.0%*	*95.4%*
%H (TV HH)			*6.5%*	*100.0%*	*39.7%*	*39.7%*	*0.0%*	
DTT	3432	3432	1077	274	3432	1329	2103	2918
%V	*65.0%*	*67.7%*	*49.2%*	*39.7%*	*100.0%*	*100.0%*	*100.0%*	*63.0%*
%H (All HH)		*100.0%*	*31.4%*	*8.0%*	*100.0%*	*38.7%*	*61.3%*	*85.0%*
%H (TV HH)			*31.4%*	*8.0%*	*100.0%*	*38.7%*	*61.3%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.9: 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	5277	5072	2191	691	3432	1329	2103	4634
%H (All HH)		*96.1%*	*41.5%*	*13.1%*	*65.0%*	*25.2%*	*39.9%*	*87.8%*
%H (TV HH)			*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.5%*	
PVR	3402	3402	1954	623	2070	1212	858	3190
%V	*64.5%*	*67.1%*	*89.2%*	*90.2%*	*60.3%*	*91.2%*	*40.8%*	*68.8%*
%H (All HH)		*100.0%*	*57.4%*	*18.3%*	*60.8%*	*35.6%*	*25.2%*	*93.8%*
%H (TV HH)			*57.4%*	*18.3%*	*60.8%*	*35.6%*	*25.2%*	
DVDR	100	100	40	11	81	33	48	81
%V	*1.9%*	*2.0%*	*1.8%*	*1.6%*	*2.4%*	*2.5%*	*2.3%*	*1.7%*
%H (All HH)		*100.0%*	*40.0%*	*11.0%*	*81.0%*	*33.0%*	*48.0%*	*81.0%*
%H (TV HH)			*40.0%*	*11.0%*	*81.0%*	*33.0%*	*48.0%*	
VCR	62	62	23	4	53	18	34	44
%V	*1.2%*	*1.2%*	*1.0%*	*0.6%*	*1.5%*	*1.4%*	*1.6%*	*0.9%*
%H (All HH)		*100.0%*	*37.1%*	*6.5%*	*85.5%*	*29.0%*	*54.8%*	*71.0%*
%H (TV HH)			*37.1%*	*6.5%*	*85.5%*	*29.0%*	*54.8%*	
Any recorder	3464	3464	1962	626	2125	1217	908	3226
%V	*65.6%*	*68.3%*	*89.5%*	*90.6%*	*61.9%*	*91.6%*	*43.2%*	*69.6%*
%H (All HH)		*100.0%*	*56.6%*	*18.1%*	*61.3%*	*35.1%*	*26.2%*	*93.1%*
%H (TV HH)			*56.6%*	*18.1%*	*61.3%*	*35.1%*	*26.2%*	
Receives HDTV (via STB or built-in reception)	3573	3573	1718	616	2448	1167	1282	3333
%V	*67.7%*	*70.4%*	*78.4%*	*89.1%*	*71.3%*	*87.8%*	*61.0%*	*71.9%*
%H (All HH)		*100.0%*	*48.1%*	*17.2%*	*68.5%*	*32.7%*	*35.9%*	*93.3%*
%H (TV HH)			*48.1%*	*17.2%*	*68.5%*	*32.7%*	*35.9%*	
DVD/Blu-ray player or recorder	3760	3760	1682	542	2573	1091	1482	3421
%V	*71.3%*	*74.1%*	*76.8%*	*78.4%*	*75.0%*	*82.1%*	*70.5%*	*73.8%*
%H (All HH)		*100.0%*	*44.7%*	*14.4%*	*68.4%*	*29.0%*	*39.4%*	*91.0%*
%H (TV HH)			*44.7%*	*14.4%*	*68.4%*	*29.0%*	*39.4%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.10: 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	5277	5072	2191	691	3432	1329	2103	4634
%H (All HH)		*96.1%*	*41.5%*	*13.1%*	*65.0%*	*25.2%*	*39.9%*	*87.8%*
%H (TV HH)			*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.5%*	
Has broadband internet	4634	4465	2060	659	2918	1255	1663	4634
%V	*87.8%*	*88.0%*	*94.0%*	*95.4%*	*85.0%*	*94.4%*	*79.1%*	*100.0%*
%H (All HH)		*96.4%*	*44.5%*	*14.2%*	*63.0%*	*27.1%*	*35.9%*	*100.0%*
%H (TV HH)			*46.1%*	*14.8%*	*65.4%*	*28.1%*	*37.2%*	
Number of computers (PCs and laptops)								
0	735	693	180	47	557	96	461	156
%V	*13.9%*	*13.7%*	*8.2%*	*6.8%*	*16.2%*	*7.2%*	*21.9%*	*3.4%*
%H (All HH)		*94.3%*	*24.5%*	*6.4%*	*75.8%*	*13.1%*	*62.7%*	*21.2%*
%H (TV HH)			*26.0%*	*6.8%*	*80.4%*	*13.9%*	*66.5%*	
1	1211	1147	423	138	803	238	565	1156
%V	*22.9%*	*22.6%*	*19.3%*	*20.0%*	*23.4%*	*17.9%*	*26.9%*	*24.9%*
%H (All HH)		*94.7%*	*34.9%*	*11.4%*	*66.3%*	*19.7%*	*46.7%*	*95.5%*
%H (TV HH)			*36.9%*	*12.0%*	*70.0%*	*20.7%*	*49.3%*	
2	1313	1264	603	192	784	340	444	1310
%V	*24.9%*	*24.9%*	*27.5%*	*27.8%*	*22.8%*	*25.6%*	*21.1%*	*28.3%*
%H (All HH)		*96.3%*	*45.9%*	*14.6%*	*59.7%*	*25.9%*	*33.8%*	*99.8%*
%H (TV HH)			*47.7%*	*15.2%*	*62.0%*	*26.9%*	*35.1%*	
3	853	829	407	124	530	249	281	852
%V	*16.2%*	*16.3%*	*18.6%*	*17.9%*	*15.4%*	*18.7%*	*13.4%*	*18.4%*
%H (All HH)		*97.2%*	*47.7%*	*14.5%*	*62.1%*	*29.2%*	*32.9%*	*99.9%*
%H (TV HH)			*49.1%*	*15.0%*	*63.9%*	*30.0%*	*33.9%*	
4	513	501	257	74	336	171	166	512
%V	*9.7%*	*9.9%*	*11.7%*	*10.7%*	*9.8%*	*12.9%*	*7.9%*	*11.0%*
%H (All HH)		*97.7%*	*50.1%*	*14.4%*	*65.5%*	*33.3%*	*32.4%*	*99.8%*
%H (TV HH)			*51.3%*	*14.8%*	*67.1%*	*34.1%*	*33.1%*	
5+	651	639	321	115	421	235	187	649
%V	*12.3%*	*12.6%*	*14.7%*	*16.6%*	*12.3%*	*17.7%*	*8.9%*	*14.0%*
%H (All HH)		*98.2%*	*49.3%*	*17.7%*	*64.7%*	*36.1%*	*28.7%*	*99.7%*
%H (TV HH)			*50.2%*	*18.0%*	*65.9%*	*36.8%*	*29.3%*	

Base: ITV South East Macro - Households (000s)

%V = percentage 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

ITV South East Macro

Set level data

Table 21.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	10359	4961	1508	7419	3593	3826	9422
%H		*47.9%*	*14.6%*	*71.6%*	*34.7%*	*36.9%*	*91.0%*
Under 20"	1130	513	142	933	460	473	991
%V	*10.9%*	*10.3%*	*9.4%*	*12.6%*	*12.8%*	*12.4%*	*10.5%*
%H		*45.4%*	*12.6%*	*82.6%*	*40.7%*	*41.9%*	*87.7%*
20" - 29"	2238	965	305	1744	773	971	1964
%V	*21.6%*	*19.5%*	*20.2%*	*23.5%*	*21.5%*	*25.4%*	*20.8%*
%H		*43.1%*	*13.6%*	*77.9%*	*34.5%*	*43.4%*	*87.8%*
30" - 39"	3200	1483	448	2263	1012	1251	2863
%V	*30.9%*	*29.9%*	*29.7%*	*30.5%*	*28.2%*	*32.7%*	*30.4%*
%H		*46.3%*	*14.0%*	*70.7%*	*31.6%*	*39.1%*	*89.5%*
40" - 49"	2801	1426	463	1868	994	874	2660
%V	*27.0%*	*28.7%*	*30.7%*	*25.2%*	*27.7%*	*22.8%*	*28.2%*
%H		*50.9%*	*16.5%*	*66.7%*	*35.5%*	*31.2%*	*95.0%*
50" - 59"	773	465	121	472	293	178	749
%V	*7.5%*	*9.4%*	*8.0%*	*6.4%*	*8.2%*	*4.7%*	*7.9%*
%H		*60.2%*	*15.7%*	*61.1%*	*37.9%*	*23.0%*	*96.9%*
60"+	87	52	17	47	29	18	87
%V	*0.8%*	*1.0%*	*1.1%*	*0.6%*	*0.8%*	*0.5%*	*0.9%*
%H		*59.8%*	*19.5%*	*54.0%*	*33.3%*	*20.7%*	*100.0%*
Don't know	129	57	12	92	32	60	107
%V	*1.2%*	*1.1%*	*0.8%*	*1.2%*	*0.9%*	*1.6%*	*1.1%*
%H		*44.2%*	*9.3%*	*71.3%*	*24.8%*	*46.5%*	*82.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV South East Macro

Set level data

Table 21.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	10359	4961	1508	7419	3593	3826	9422
%H		*47.9%*	*14.6%*	*71.6%*	*34.7%*	*36.9%*	*91.0%*
Main living room	5047	2190	690	3418	1329	2089	4440
%V	*48.7%*	*44.1%*	*45.8%*	*46.1%*	*37.0%*	*54.6%*	*47.1%*
%H		*43.4%*	*13.7%*	*67.7%*	*26.3%*	*41.4%*	*88.0%*
Kitchen	637	307	85	532	285	246	587
%V	*6.1%*	*6.2%*	*5.6%*	*7.2%*	*7.9%*	*6.4%*	*6.2%*
%H		*48.2%*	*13.3%*	*83.5%*	*44.7%*	*38.6%*	*92.2%*
Adult's bedroom	2846	1458	445	2098	1153	945	2642
%V	*27.5%*	*29.4%*	*29.5%*	*28.3%*	*32.1%*	*24.7%*	*28.0%*
%H		*51.2%*	*15.6%*	*73.7%*	*40.5%*	*33.2%*	*92.8%*
Child's bedroom	569	341	95	385	252	133	565
%V	*5.5%*	*6.9%*	*6.3%*	*5.2%*	*7.0%*	*3.5%*	*6.0%*
%H		*59.9%*	*16.7%*	*67.7%*	*44.3%*	*23.4%*	*99.3%*
Other bedroom	419	226	71	337	209	128	397
%V	*4.0%*	*4.6%*	*4.7%*	*4.5%*	*5.8%*	*3.3%*	*4.2%*
%H		*53.9%*	*16.9%*	*80.4%*	*49.9%*	*30.5%*	*94.7%*
Second living/dining room	472	223	75	358	186	172	434
%V	*4.6%*	*4.5%*	*5.0%*	*4.8%*	*5.2%*	*4.5%*	*4.6%*
%H		*47.2%*	*15.9%*	*75.8%*	*39.4%*	*36.4%*	*91.9%*
Study/office	107	67	11	82	53	29	105
%V	*1.0%*	*1.4%*	*0.7%*	*1.1%*	*1.5%*	*0.8%*	*1.1%*
%H		*62.6%*	*10.3%*	*76.6%*	*49.5%*	*27.1%*	*98.1%*
TV room	52	32	6	34	21	12	51
%V	*0.5%*	*0.6%*	*0.4%*	*0.5%*	*0.6%*	*0.3%*	*0.5%*
%H		*61.5%*	*11.5%*	*65.4%*	*40.4%*	*23.1%*	*98.1%*
Conservatory	117	57	18	96	52	44	107
%V	*1.1%*	*1.1%*	*1.2%*	*1.3%*	*1.4%*	*1.2%*	*1.1%*
%H		*48.7%*	*15.4%*	*82.1%*	*44.4%*	*37.6%*	*91.5%*
Attic or loft room	8	6	0	7	5	2	8
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*	*100.0%*
No specific location	14	5	1	12	5	7	14
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*
%H		*35.7%*	*7.1%*	*85.7%*	*35.7%*	*50.0%*	*100.0%*
Other	72	48	10	62	42	21	71
%V	*0.7%*	*1.0%*	*0.7%*	*0.8%*	*1.2%*	*0.5%*	*0.8%*
%H		*66.7%*	*13.9%*	*86.1%*	*58.3%*	*29.2%*	*98.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	10359	4961	1508	7419	3593	3826	9422
%H		*47.9%*	*14.6%*	*71.6%*	*34.7%*	*36.9%*	*91.0%*
PVR	4655	2893	871	2701	1745	955	4398
%V	*44.9%*	*58.3%*	*57.8%*	*36.4%*	*48.6%*	*25.0%*	*46.7%*
%H		*62.1%*	*18.7%*	*58.0%*	*37.5%*	*20.5%*	*94.5%*
DVDR	111	46	12	87	36	51	90
%V	*1.1%*	*0.9%*	*0.8%*	*1.2%*	*1.0%*	*1.3%*	*1.0%*
%H		*41.4%*	*10.8%*	*78.4%*	*32.4%*	*45.9%*	*81.1%*
VCR	64	24	4	55	20	35	45
%V	*0.6%*	*0.5%*	*0.3%*	*0.7%*	*0.6%*	*0.9%*	*0.5%*
%H		*37.5%*	*6.3%*	*85.9%*	*31.3%*	*54.7%*	*70.3%*
Any recorder	4740	2913	875	2775	1761	1014	4453
%V	*45.8%*	*58.7%*	*58.0%*	*37.4%*	*49.0%*	*26.5%*	*47.3%*
%H		*61.5%*	*18.5%*	*58.5%*	*37.2%*	*21.4%*	*93.9%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 21.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	10359	4961	1508	7419	3593	3826	9422
%H		*47.9%*	*14.6%*	*71.6%*	*34.7%*	*36.9%*	*91.0%*
Receives HDTV (via STB or built-in reception)	5461	2779	989	3822	2050	1773	5153
%V	*52.7%*	*56.0%*	*65.6%*	*51.5%*	*57.1%*	*46.3%*	*54.7%*
%H		*50.9%*	*18.1%*	*70.0%*	*37.5%*	*32.5%*	*94.4%*
DVD/Blu-ray player or recorder	5570	2641	867	3908	1893	2015	5153
%V	*53.8%*	*53.2%*	*57.5%*	*52.7%*	*52.7%*	*52.7%*	*54.7%*
%H		*47.4%*	*15.6%*	*70.2%*	*34.0%*	*36.2%*	*92.5%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 21.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5071	2191	691	3431	1329	2101	4464
%H		*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.4%*	*88.0%*
Under 20"	67	14	4	56	8	47	49
%V	*1.3%*	*0.6%*	*0.6%*	*1.6%*	*0.6%*	*2.2%*	*1.1%*
%H		*20.9%*	*6.0%*	*83.6%*	*11.9%*	*70.1%*	*73.1%*
20" - 29"	504	123	43	380	53	327	350
%V	*9.9%*	*5.6%*	*6.2%*	*11.1%*	*4.0%*	*15.6%*	*7.8%*
%H		*24.4%*	*8.5%*	*75.4%*	*10.5%*	*64.9%*	*69.4%*
30" - 39"	1617	597	199	1142	342	800	1342
%V	*31.9%*	*27.2%*	*28.8%*	*33.3%*	*25.7%*	*38.1%*	*30.1%*
%H		*36.9%*	*12.3%*	*70.6%*	*21.2%*	*49.5%*	*83.0%*
40" - 49"	2079	994	325	1369	648	720	1958
%V	*41.0%*	*45.4%*	*47.0%*	*39.9%*	*48.8%*	*34.3%*	*43.9%*
%H		*47.8%*	*15.6%*	*65.8%*	*31.2%*	*34.6%*	*94.2%*
50" - 59"	666	397	102	399	242	157	645
%V	*13.1%*	*18.1%*	*14.8%*	*11.6%*	*18.2%*	*7.5%*	*14.4%*
%H		*59.6%*	*15.3%*	*59.9%*	*36.3%*	*23.6%*	*96.8%*
60"+	74	43	14	38	22	16	74
%V	*1.5%*	*2.0%*	*2.0%*	*1.1%*	*1.7%*	*0.8%*	*1.7%*
%H		*58.1%*	*18.9%*	*51.4%*	*29.7%*	*21.6%*	*100.0%*
Don't know	64	24	3	47	13	34	46
%V	*1.3%*	*1.1%*	*0.4%*	*1.4%*	*1.0%*	*1.6%*	*1.0%*
%H		*37.5%*	*4.7%*	*73.4%*	*20.3%*	*53.1%*	*71.9%*

%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 21.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5071	2191	691	3431	1329	2101	4464
%H		*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.4%*	*88.0%*
PVR	3332	1930	614	2009	1189	820	3131
%V	*65.7%*	*88.1%*	*88.9%*	*58.6%*	*89.5%*	*39.0%*	*70.1%*
%H		*57.9%*	*18.4%*	*60.3%*	*35.7%*	*24.6%*	*94.0%*
DVDR	82	31	9	65	23	42	65
%V	*1.6%*	*1.4%*	*1.3%*	*1.9%*	*1.7%*	*2.0%*	*1.5%*
%H		*37.8%*	*11.0%*	*79.3%*	*28.0%*	*51.2%*	*79.3%*
VCR	45	13	4	37	9	28	28
%V	*0.9%*	*0.6%*	*0.6%*	*1.1%*	*0.7%*	*1.3%*	*0.6%*
%H		*28.9%*	*8.9%*	*82.2%*	*20.0%*	*62.2%*	*62.2%*
Any recorder	3388	1938	616	2059	1193	866	3160
%V	*66.8%*	*88.5%*	*89.1%*	*60.0%*	*89.8%*	*41.2%*	*70.8%*
%H		*57.2%*	*18.2%*	*60.8%*	*35.2%*	*25.6%*	*93.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5071	2191	691	3431	1329	2101	4464
%H		*43.2%*	*13.6%*	*67.7%*	*26.2%*	*41.4%*	*88.0%*
Receives HDTV (via STB or built-in reception)	3480	1675	607	2366	1126	1240	3247
%V	*68.6%*	*76.4%*	*87.8%*	*69.0%*	*84.7%*	*59.0%*	*72.7%*
%H		*48.1%*	*17.4%*	*68.0%*	*32.4%*	*35.6%*	*93.3%*
DVD/Blu-ray player or recorder	3427	1518	488	2340	969	1371	3114
%V	*67.6%*	*69.3%*	*70.6%*	*68.2%*	*72.9%*	*65.3%*	*69.8%*
%H		*44.3%*	*14.2%*	*68.3%*	*28.3%*	*40.0%*	*90.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.18: 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	5288	2769	817	3988	2264	1725	4958
%H		*52.4%*	*15.5%*	*75.4%*	*42.8%*	*32.6%*	*93.8%*
Under 20"	1063	499	137	878	452	426	942
%V	*20.1%*	*18.0%*	*16.8%*	*22.0%*	*20.0%*	*24.7%*	*19.0%*
%H		*46.9%*	*12.9%*	*82.6%*	*42.5%*	*40.1%*	*88.6%*
20" - 29"	1735	842	262	1364	719	645	1614
%V	*32.8%*	*30.4%*	*32.1%*	*34.2%*	*31.8%*	*37.4%*	*32.6%*
%H		*48.5%*	*15.1%*	*78.6%*	*41.4%*	*37.2%*	*93.0%*
30" - 39"	1584	886	249	1121	670	451	1520
%V	*30.0%*	*32.0%*	*30.5%*	*28.1%*	*29.6%*	*26.1%*	*30.7%*
%H		*55.9%*	*15.7%*	*70.8%*	*42.3%*	*28.5%*	*96.0%*
40" - 49"	721	432	138	499	346	153	702
%V	*13.6%*	*15.6%*	*16.9%*	*12.5%*	*15.3%*	*8.9%*	*14.2%*
%H		*59.9%*	*19.1%*	*69.2%*	*48.0%*	*21.2%*	*97.4%*
50" - 59"	107	68	20	73	51	22	104
%V	*2.0%*	*2.5%*	*2.4%*	*1.8%*	*2.3%*	*1.3%*	*2.1%*
%H		*63.6%*	*18.7%*	*68.2%*	*47.7%*	*20.6%*	*97.2%*
60"+	14	9	3	9	7	2	14
%V	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*	*0.1%*	*0.3%*
%H		*64.3%*	*21.4%*	*64.3%*	*50.0%*	*14.3%*	*100.0%*
Don't know	65	33	9	44	19	25	61
%V	*1.2%*	*1.2%*	*1.1%*	*1.1%*	*0.8%*	*1.4%*	*1.2%*
%H		*50.8%*	*13.8%*	*67.7%*	*29.2%*	*38.5%*	*93.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	5288	2769	817	3988	2264	1725	4958
%H		*52.4%*	*15.5%*	*75.4%*	*42.8%*	*32.6%*	*93.8%*
PVR	1323	963	257	692	557	135	1268
%V	*25.0%*	*34.8%*	*31.5%*	*17.4%*	*24.6%*	*7.8%*	*25.6%*
%H		*72.8%*	*19.4%*	*52.3%*	*42.1%*	*10.2%*	*95.8%*
DVDR	29	15	3	22	13	9	25
%V	*0.5%*	*0.5%*	*0.4%*	*0.6%*	*0.6%*	*0.5%*	*0.5%*
%H		*51.7%*	*10.3%*	*75.9%*	*44.8%*	*31.0%*	*86.2%*
VCR	20	11	1	19	11	8	17
%V	*0.4%*	*0.4%*	*0.1%*	*0.5%*	*0.5%*	*0.5%*	*0.3%*
%H		*55.0%*	*5.0%*	*95.0%*	*55.0%*	*40.0%*	*85.0%*
Any recorder	1352	975	259	716	568	148	1293
%V	*25.6%*	*35.2%*	*31.7%*	*18.0%*	*25.1%*	*8.6%*	*26.1%*
%H		*72.1%*	*19.2%*	*53.0%*	*42.0%*	*10.9%*	*95.6%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 21.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	5288	2769	817	3988	2264	1725	4958
%H		*52.4%*	*15.5%*	*75.4%*	*42.8%*	*32.6%*	*93.8%*
Receives HDTV (via STB or built-in reception)	1981	1105	381	1456	923	533	1906
%V	*37.5%*	*39.9%*	*46.6%*	*36.5%*	*40.8%*	*30.9%*	*38.4%*
%H		*55.8%*	*19.2%*	*73.5%*	*46.6%*	*26.9%*	*96.2%*
DVD/Blu-ray player or recorder	2143	1123	379	1568	924	644	2039
%V	*40.5%*	*40.6%*	*46.4%*	*39.3%*	*40.8%*	*37.3%*	*41.1%*
%H		*52.4%*	*17.7%*	*73.2%*	*43.1%*	*30.1%*	*95.1%*

Base: ITV South East Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 21.21: Age 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 Inds	12277	11886	5628	1776	7740	3450	4290	11407
%H		*96.8%*	*45.8%*	*14.5%*	*63.0%*	*28.1%*	*34.9%*	*92.9%*
Total Children	2299	2249	1204	361	1321	682	638	2266
%V	*18.7%*	*18.9%*	*21.4%*	*20.3%*	*17.1%*	*19.8%*	*14.9%*	*19.9%*
%H		*97.8%*	*52.4%*	*15.7%*	*57.5%*	*29.7%*	*27.8%*	*98.6%*
0 - 3	574	556	305	74	312	150	163	559
%V	*4.7%*	*4.7%*	*5.4%*	*4.2%*	*4.0%*	*4.3%*	*3.8%*	*4.9%*
%H		*96.9%*	*53.1%*	*12.9%*	*54.4%*	*26.1%*	*28.4%*	*97.4%*
4 - 15	1725	1693	900	287	1008	533	476	1707
%V	*14.1%*	*14.2%*	*16.0%*	*16.2%*	*13.0%*	*15.4%*	*11.1%*	*15.0%*
%H		*98.1%*	*52.2%*	*16.6%*	*58.4%*	*30.9%*	*27.6%*	*99.0%*
4 - 9	918	898	477	161	499	262	236	908
%V	*7.5%*	*7.6%*	*8.5%*	*9.1%*	*6.4%*	*7.6%*	*5.5%*	*8.0%*
%H		*97.8%*	*52.0%*	*17.5%*	*54.4%*	*28.5%*	*25.7%*	*98.9%*
10 - 15	807	795	422	126	510	270	239	799
%V	*6.6%*	*6.7%*	*7.5%*	*7.1%*	*6.6%*	*7.8%*	*5.6%*	*7.0%*
%H		*98.5%*	*52.3%*	*15.6%*	*63.2%*	*33.5%*	*29.6%*	*99.0%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV South East Macro

Individual level data

Table 21.22: Adults - 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 Inds	12277	11886	5628	1776	7740	3450	4290	11407
%H		*96.8%*	*45.8%*	*14.5%*	*63.0%*	*28.1%*	*34.9%*	*92.9%*
Total Adults (16+)	9978	9637	4424	1415	6419	2768	3651	9142
%V	*81.3%*	*81.1%*	*78.6%*	*79.7%*	*82.9%*	*80.2%*	*85.1%*	*80.1%*
%H		*96.6%*	*44.3%*	*14.2%*	*64.3%*	*27.7%*	*36.6%*	*91.6%*
16 - 19	526	513	281	86	333	187	145	520
%V	*4.3%*	*4.3%*	*5.0%*	*4.8%*	*4.3%*	*5.4%*	*3.4%*	*4.6%*
%H		*97.5%*	*53.4%*	*16.3%*	*63.3%*	*35.6%*	*27.6%*	*98.9%*
20 - 24	695	631	279	101	375	177	198	684
%V	*5.7%*	*5.3%*	*5.0%*	*5.7%*	*4.8%*	*5.1%*	*4.6%*	*6.0%*
%H		*90.8%*	*40.1%*	*14.5%*	*54.0%*	*25.5%*	*28.5%*	*98.4%*
25 - 34	1511	1400	669	232	758	338	420	1478
%V	*12.3%*	*11.8%*	*11.9%*	*13.1%*	*9.8%*	*9.8%*	*9.8%*	*13.0%*
%H		*92.7%*	*44.3%*	*15.4%*	*50.2%*	*22.4%*	*27.8%*	*97.8%*
35 - 44	1548	1493	795	242	856	440	416	1522
%V	*12.6%*	*12.6%*	*14.1%*	*13.6%*	*11.1%*	*12.8%*	*9.7%*	*13.3%*
%H		*96.4%*	*51.4%*	*15.6%*	*55.3%*	*28.4%*	*26.9%*	*98.3%*
45 - 54	1770	1731	839	305	1150	552	598	1708
%V	*14.4%*	*14.6%*	*14.9%*	*17.2%*	*14.9%*	*16.0%*	*13.9%*	*15.0%*
%H		*97.8%*	*47.4%*	*17.2%*	*65.0%*	*31.2%*	*33.8%*	*96.5%*
55 - 64	1473	1447	661	213	1036	456	580	1394
%V	*12.0%*	*12.2%*	*11.7%*	*12.0%*	*13.4%*	*13.2%*	*13.5%*	*12.2%*
%H		*98.2%*	*44.9%*	*14.5%*	*70.3%*	*31.0%*	*39.4%*	*94.6%*
65+	2456	2422	899	237	1913	618	1294	1837
%V	*20.0%*	*20.4%*	*16.0%*	*13.3%*	*24.7%*	*17.9%*	*30.2%*	*16.1%*
%H		*98.6%*	*36.6%*	*9.6%*	*77.9%*	*25.2%*	*52.7%*	*74.8%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	9978	9637	4424	1415	6419	2768	3651	9142
%H		*96.6%*	*44.3%*	*14.2%*	*64.3%*	*27.7%*	*36.6%*	*91.6%*
AB	3039	2947	1367	446	1906	803	1103	2961
%V	*30.5%*	*30.6%*	*30.9%*	*31.5%*	*29.7%*	*29.0%*	*30.2%*	*32.4%*
%H		*97.0%*	*45.0%*	*14.7%*	*62.7%*	*26.4%*	*36.3%*	*97.4%*
C1	3074	2967	1393	435	1963	883	1079	2893
%V	*30.8%*	*30.8%*	*31.5%*	*30.7%*	*30.6%*	*31.9%*	*29.6%*	*31.6%*
%H		*96.5%*	*45.3%*	*14.2%*	*63.9%*	*28.7%*	*35.1%*	*94.1%*
C2	2065	2012	939	320	1411	667	743	1888
%V	*20.7%*	*20.9%*	*21.2%*	*22.6%*	*22.0%*	*24.1%*	*20.4%*	*20.7%*
%H		*97.4%*	*45.5%*	*15.5%*	*68.3%*	*32.3%*	*36.0%*	*91.4%*
D	1228	1166	540	161	732	299	433	1030
%V	*12.3%*	*12.1%*	*12.2%*	*11.4%*	*11.4%*	*10.8%*	*11.9%*	*11.3%*
%H		*95.0%*	*44.0%*	*13.1%*	*59.6%*	*24.3%*	*35.3%*	*83.9%*
E	572	546	185	54	407	115	293	370
%V	*5.7%*	*5.7%*	*4.2%*	*3.8%*	*6.3%*	*4.2%*	*8.0%*	*4.0%*
%H		*95.5%*	*32.3%*	*9.4%*	*71.2%*	*20.1%*	*51.2%*	*64.7%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV South East Macro

Individual level data

Table 21.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	9978	9637	4424	1415	6419	2768	3651	9142
%H		*96.6%*	*44.3%*	*14.2%*	*64.3%*	*27.7%*	*36.6%*	*91.6%*
Working full time	4793	4610	2295	773	2842	1391	1451	4702
%V	*48.0%*	*47.8%*	*51.9%*	*54.6%*	*44.3%*	*50.3%*	*39.7%*	*51.4%*
%H		*96.2%*	*47.9%*	*16.1%*	*59.3%*	*29.0%*	*30.3%*	*98.1%*
Working part time	1095	1066	511	157	719	324	396	1046
%V	*11.0%*	*11.1%*	*11.6%*	*11.1%*	*11.2%*	*11.7%*	*10.8%*	*11.4%*
%H		*97.4%*	*46.7%*	*14.3%*	*65.7%*	*29.6%*	*36.2%*	*95.5%*
Not working	4091	3961	1618	486	2858	1053	1805	3394
%V	*41.0%*	*41.1%*	*36.6%*	*34.3%*	*44.5%*	*38.0%*	*49.4%*	*37.1%*
%H		*96.8%*	*39.6%*	*11.9%*	*69.9%*	*25.7%*	*44.1%*	*83.0%*
Housewife/Houseperson	5277	5072	2191	691	3432	1329	2103	4634
%V	*52.9%*	*52.6%*	*49.5%*	*48.8%*	*53.5%*	*48.0%*	*57.6%*	*50.7%*
%H		*96.1%*	*41.5%*	*13.1%*	*65.0%*	*25.2%*	*39.9%*	*87.8%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.25: Males - 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 Males (16+)	4896	4704	2196	718	3082	1385	1697	4531
%H		*96.1%*	*44.9%*	*14.7%*	*62.9%*	*28.3%*	*34.7%*	*92.5%*
16 - 19	269	262	141	39	170	94	77	267
%V	*5.5%*	*5.6%*	*6.4%*	*5.4%*	*5.5%*	*6.8%*	*4.5%*	*5.9%*
%H		*97.4%*	*52.4%*	*14.5%*	*63.2%*	*34.9%*	*28.6%*	*99.3%*
20 - 24	353	322	139	53	184	91	93	349
%V	*7.2%*	*6.8%*	*6.3%*	*7.4%*	*6.0%*	*6.6%*	*5.5%*	*7.7%*
%H		*91.2%*	*39.4%*	*15.0%*	*52.1%*	*25.8%*	*26.3%*	*98.9%*
25 - 34	758	696	327	120	373	165	207	738
%V	*15.5%*	*14.8%*	*14.9%*	*16.7%*	*12.1%*	*11.9%*	*12.2%*	*16.3%*
%H		*91.8%*	*43.1%*	*15.8%*	*49.2%*	*21.8%*	*27.3%*	*97.4%*
35 - 44	759	728	380	121	416	211	205	745
%V	*15.5%*	*15.5%*	*17.3%*	*16.9%*	*13.5%*	*15.2%*	*12.1%*	*16.4%*
%H		*95.9%*	*50.1%*	*15.9%*	*54.8%*	*27.8%*	*27.0%*	*98.2%*
45 - 54	880	859	412	156	568	275	293	843
%V	*18.0%*	*18.3%*	*18.8%*	*21.7%*	*18.4%*	*19.9%*	*17.3%*	*18.6%*
%H		*97.6%*	*46.8%*	*17.7%*	*64.5%*	*31.3%*	*33.3%*	*95.8%*
55 - 64	723	705	334	102	500	229	271	679
%V	*14.8%*	*15.0%*	*15.2%*	*14.2%*	*16.2%*	*16.5%*	*16.0%*	*15.0%*
%H		*97.5%*	*46.2%*	*14.1%*	*69.2%*	*31.7%*	*37.5%*	*93.9%*
65+	1153	1132	462	127	871	320	551	910
%V	*23.5%*	*24.1%*	*21.0%*	*17.7%*	*28.3%*	*23.1%*	*32.5%*	*20.1%*
%H		*98.2%*	*40.1%*	*11.0%*	*75.5%*	*27.8%*	*47.8%*	*78.9%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4896	4704	2196	718	3082	1385	1697	4531
%H		*96.1%*	*44.9%*	*14.7%*	*62.9%*	*28.3%*	*34.7%*	*92.5%*
AB	1515	1467	689	224	938	399	539	1485
%V	*30.9%*	*31.2%*	*31.4%*	*31.2%*	*30.4%*	*28.8%*	*31.8%*	*32.8%*
%H		*96.8%*	*45.5%*	*14.8%*	*61.9%*	*26.3%*	*35.6%*	*98.0%*
C1	1428	1374	661	218	889	434	455	1374
%V	*29.2%*	*29.2%*	*30.1%*	*30.4%*	*28.8%*	*31.3%*	*26.8%*	*30.3%*
%H		*96.2%*	*46.3%*	*15.3%*	*62.3%*	*30.4%*	*31.9%*	*96.2%*
C2	1098	1064	488	173	740	347	392	997
%V	*22.4%*	*22.6%*	*22.2%*	*24.1%*	*24.0%*	*25.1%*	*23.1%*	*22.0%*
%H		*96.9%*	*44.4%*	*15.8%*	*67.4%*	*31.6%*	*35.7%*	*90.8%*
D	615	576	284	80	346	152	194	527
%V	*12.6%*	*12.2%*	*12.9%*	*11.1%*	*11.2%*	*11.0%*	*11.4%*	*11.6%*
%H		*93.7%*	*46.2%*	*13.0%*	*56.3%*	*24.7%*	*31.5%*	*85.7%*
E	240	223	74	24	169	52	117	147
%V	*4.9%*	*4.7%*	*3.4%*	*3.3%*	*5.5%*	*3.8%*	*6.9%*	*3.2%*
%H		*92.9%*	*30.8%*	*10.0%*	*70.4%*	*21.7%*	*48.8%*	*61.3%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4896	4704	2196	718	3082	1385	1697	4531
%H		*96.1%*	*44.9%*	*14.7%*	*62.9%*	*28.3%*	*34.7%*	*92.5%*
Working full time	2921	2805	1395	473	1718	843	875	2864
%V	*59.7%*	*59.6%*	*63.5%*	*65.9%*	*55.7%*	*60.9%*	*51.6%*	*63.2%*
%H		*96.0%*	*47.8%*	*16.2%*	*58.8%*	*28.9%*	*30.0%*	*98.0%*
Working part time	237	226	99	37	156	66	91	215
%V	*4.8%*	*4.8%*	*4.5%*	*5.2%*	*5.1%*	*4.8%*	*5.4%*	*4.7%*
%H		*95.4%*	*41.8%*	*15.6%*	*65.8%*	*27.8%*	*38.4%*	*90.7%*
Not working	1737	1673	701	208	1208	477	732	1452
%V	*35.5%*	*35.6%*	*31.9%*	*29.0%*	*39.2%*	*34.4%*	*43.1%*	*32.0%*
%H		*96.3%*	*40.4%*	*12.0%*	*69.5%*	*27.5%*	*42.1%*	*83.6%*
Housewife/Houseperson	1083	997	391	142	656	227	429	872
%V	*22.1%*	*21.2%*	*17.8%*	*19.8%*	*21.3%*	*16.4%*	*25.3%*	*19.2%*
%H		*92.1%*	*36.1%*	*13.1%*	*60.6%*	*21.0%*	*39.6%*	*80.5%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.28: Females - 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 Females (16+)	5083	4933	2228	697	3337	1383	1954	4611
%H		*97.0%*	*43.8%*	*13.7%*	*65.7%*	*27.2%*	*38.4%*	*90.7%*
16 - 19	256	251	140	47	162	94	69	252
%V	*5.0%*	*5.1%*	*6.3%*	*6.7%*	*4.9%*	*6.8%*	*3.5%*	*5.5%*
%H		*98.0%*	*54.7%*	*18.4%*	*63.3%*	*36.7%*	*27.0%*	*98.4%*
20 - 24	342	310	140	48	191	86	105	335
%V	*6.7%*	*6.3%*	*6.3%*	*6.9%*	*5.7%*	*6.2%*	*5.4%*	*7.3%*
%H		*90.6%*	*40.9%*	*14.0%*	*55.8%*	*25.1%*	*30.7%*	*98.0%*
25 - 34	753	704	342	112	385	172	213	740
%V	*14.8%*	*14.3%*	*15.4%*	*16.1%*	*11.5%*	*12.4%*	*10.9%*	*16.0%*
%H		*93.5%*	*45.4%*	*14.9%*	*51.1%*	*22.8%*	*28.3%*	*98.3%*
35 - 44	789	764	416	122	439	228	211	777
%V	*15.5%*	*15.5%*	*18.7%*	*17.5%*	*13.2%*	*16.5%*	*10.8%*	*16.9%*
%H		*96.8%*	*52.7%*	*15.5%*	*55.6%*	*28.9%*	*26.7%*	*98.5%*
45 - 54	890	872	427	148	582	277	305	864
%V	*17.5%*	*17.7%*	*19.2%*	*21.2%*	*17.4%*	*20.0%*	*15.6%*	*18.7%*
%H		*98.0%*	*48.0%*	*16.6%*	*65.4%*	*31.1%*	*34.3%*	*97.1%*
55 - 64	750	742	327	110	535	227	308	715
%V	*14.8%*	*15.0%*	*14.7%*	*15.8%*	*16.0%*	*16.4%*	*15.8%*	*15.5%*
%H		*98.9%*	*43.6%*	*14.7%*	*71.3%*	*30.3%*	*41.1%*	*95.3%*
65+	1304	1290	437	110	1042	298	743	927
%V	*25.7%*	*26.2%*	*19.6%*	*15.8%*	*31.2%*	*21.5%*	*38.0%*	*20.1%*
%H		*98.9%*	*33.5%*	*8.4%*	*79.9%*	*22.9%*	*57.0%*	*71.1%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5083	4933	2228	697	3337	1383	1954	4611
%H		*97.0%*	*43.8%*	*13.7%*	*65.7%*	*27.2%*	*38.4%*	*90.7%*
AB	1524	1481	678	222	968	404	564	1475
%V	*30.0%*	*30.0%*	*30.4%*	*31.9%*	*29.0%*	*29.2%*	*28.9%*	*32.0%*
%H		*97.2%*	*44.5%*	*14.6%*	*63.5%*	*26.5%*	*37.0%*	*96.8%*
C1	1646	1593	732	217	1074	449	625	1519
%V	*32.4%*	*32.3%*	*32.9%*	*31.1%*	*32.2%*	*32.5%*	*32.0%*	*32.9%*
%H		*96.8%*	*44.5%*	*13.2%*	*65.2%*	*27.3%*	*38.0%*	*92.3%*
C2	968	947	451	147	671	320	351	891
%V	*19.0%*	*19.2%*	*20.2%*	*21.1%*	*20.1%*	*23.1%*	*18.0%*	*19.3%*
%H		*97.8%*	*46.6%*	*15.2%*	*69.3%*	*33.1%*	*36.3%*	*92.0%*
D	613	589	256	81	386	147	239	503
%V	*12.1%*	*11.9%*	*11.5%*	*11.6%*	*11.6%*	*10.6%*	*12.2%*	*10.9%*
%H		*96.1%*	*41.8%*	*13.2%*	*63.0%*	*24.0%*	*39.0%*	*82.1%*
E	333	323	112	30	238	62	176	223
%V	*6.6%*	*6.5%*	*5.0%*	*4.3%*	*7.1%*	*4.5%*	*9.0%*	*4.8%*
%H		*97.0%*	*33.6%*	*9.0%*	*71.5%*	*18.6%*	*52.9%*	*67.0%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5083	4933	2228	697	3337	1383	1954	4611
%H		*97.0%*	*43.8%*	*13.7%*	*65.7%*	*27.2%*	*38.4%*	*90.7%*
Working full time	1872	1805	900	299	1124	548	576	1838
%V	*36.8%*	*36.6%*	*40.4%*	*42.9%*	*33.7%*	*39.6%*	*29.5%*	*39.9%*
%H		*96.4%*	*48.1%*	*16.0%*	*60.0%*	*29.3%*	*30.8%*	*98.2%*
Working part time	857	840	412	120	563	258	305	831
%V	*16.9%*	*17.0%*	*18.5%*	*17.2%*	*16.9%*	*18.7%*	*15.6%*	*18.0%*
%H		*98.0%*	*48.1%*	*14.0%*	*65.7%*	*30.1%*	*35.6%*	*97.0%*
Not working	2353	2288	916	278	1650	576	1073	1942
%V	*46.3%*	*46.4%*	*41.1%*	*39.9%*	*49.4%*	*41.6%*	*54.9%*	*42.1%*
%H		*97.2%*	*38.9%*	*11.8%*	*70.1%*	*24.5%*	*45.6%*	*82.5%*
Housewife/Houseperson	4195	4075	1801	549	2776	1103	1674	3762
%V	*82.5%*	*82.6%*	*80.8%*	*78.8%*	*83.2%*	*79.8%*	*85.7%*	*81.6%*
%H		*97.1%*	*42.9%*	*13.1%*	*66.2%*	*26.3%*	*39.9%*	*89.7%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents Page

Household
- Table 22.1: Social Grade 592
- Table 22.2: Housewife Age 593
- Table 22.3: Size of Household 594
- Table 22.4: Presence of Children 595
- Table 22.5: Number of TV sets in household 596
- Table 22.6: Screen size 597
- Table 22.7: Location of ANY set in household 598
- Table 22.8: Platform Provider 599
- Table 22.9: Recorders and other equipment 600
- Table 22.10: Computers and Internet 601

Sets
- Table 22.11: Screen Size 602
- Table 22.12: Location of set 603
- Table 22.13: Recorders 604
- Table 22.14: Other TV equipment 604
- Table 22.15: Main Set Screen Size 605
- Table 22.16: Main Set Recorders 606
- Table 22.17: Main Set - Other TV equipment 606
- Table 22.18: Other Sets (non-Main Set) Screen Size 607
- Table 22.19: Other Set (non-Main Set) Recorders 608
- Table 22.20: Other Set (non-Main Set) - Other TV equipment 608

Individuals
- Table 22.21: Age of Children 609
- Table 22.22: Adults - Age 610
- Table 22.23: Social Grade (Adults 16+) 611
- Table 22.24: Working Status (Adults 16+) 612
- Table 22.25: Males - Age 613
- Table 22.26: Social Grade (Males 16+) 614
- Table 22.27: Working Status (Males 16+) 615
- Table 22.28: Females - Age 616
- Table 22.29: Social Grade (Females 16+) 617
- Table 22.30: Working Status (Females 16+) 618

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Macro

Household level data

Table 22.1: 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	7386	7160	2846	991	5305	2091	3215	6117
%H (All HH)		*96.9%*	*38.5%*	*13.4%*	*71.8%*	*28.3%*	*43.5%*	*82.8%*
%H (TV HH)			*39.7%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	
AB	1541	1509	661	209	1126	496	630	1459
%V	*20.9%*	*21.1%*	*23.2%*	*21.1%*	*21.2%*	*23.7%*	*19.6%*	*23.9%*
%H (All HH)		*97.9%*	*42.9%*	*13.6%*	*73.1%*	*32.2%*	*40.9%*	*94.7%*
%H (TV HH)			*43.8%*	*13.9%*	*74.6%*	*32.9%*	*41.7%*	
C1	2020	1962	828	293	1451	643	808	1812
%V	*27.3%*	*27.4%*	*29.1%*	*29.6%*	*27.4%*	*30.8%*	*25.1%*	*29.6%*
%H (All HH)		*97.1%*	*41.0%*	*14.5%*	*71.8%*	*31.8%*	*40.0%*	*89.7%*
%H (TV HH)			*42.2%*	*14.9%*	*74.0%*	*32.8%*	*41.2%*	
C2	1492	1461	621	201	1080	454	627	1278
%V	*20.2%*	*20.4%*	*21.8%*	*20.3%*	*20.4%*	*21.7%*	*19.5%*	*20.9%*
%H (All HH)		*97.9%*	*41.6%*	*13.5%*	*72.4%*	*30.4%*	*42.0%*	*85.7%*
%H (TV HH)			*42.5%*	*13.8%*	*73.9%*	*31.1%*	*42.9%*	
D	1274	1222	465	167	886	320	566	974
%V	*17.2%*	*17.1%*	*16.3%*	*16.9%*	*16.7%*	*15.3%*	*17.6%*	*15.9%*
%H (All HH)		*95.9%*	*36.5%*	*13.1%*	*69.5%*	*25.1%*	*44.4%*	*76.5%*
%H (TV HH)			*38.1%*	*13.7%*	*72.5%*	*26.2%*	*46.3%*	
E	1059	1007	271	122	761	178	584	593
%V	*14.3%*	*14.1%*	*9.5%*	*12.3%*	*14.3%*	*8.5%*	*18.2%*	*9.7%*
%H (All HH)		*95.1%*	*25.6%*	*11.5%*	*71.9%*	*16.8%*	*55.1%*	*56.0%*
%H (TV HH)			*26.9%*	*12.1%*	*75.6%*	*17.7%*	*58.0%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.2: 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	7386	7160	2846	991	5305	2091	3215	6117
%H (All HH)		*96.9%*	*38.5%*	*13.4%*	*71.8%*	*28.3%*	*43.5%*	*82.8%*
%H (TV HH)			*39.7%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	
Under 25	340	304	100	30	208	64	144	322
%V	*4.6%*	*4.2%*	*3.5%*	*3.0%*	*3.9%*	*3.1%*	*4.5%*	*5.3%*
%H (All HH)		*89.4%*	*29.4%*	*8.8%*	*61.2%*	*18.8%*	*42.4%*	*94.7%*
%H (TV HH)			*32.9%*	*9.9%*	*68.4%*	*21.1%*	*47.4%*	
25 - 34	1102	1039	462	142	630	258	372	1063
%V	*14.9%*	*14.5%*	*16.2%*	*14.3%*	*11.9%*	*12.3%*	*11.6%*	*17.4%*
%H (All HH)		*94.3%*	*41.9%*	*12.9%*	*57.2%*	*23.4%*	*33.8%*	*96.5%*
%H (TV HH)			*44.5%*	*13.7%*	*60.6%*	*24.8%*	*35.8%*	
35 - 44	1123	1079	531	165	712	341	370	1065
%V	*15.2%*	*15.1%*	*18.7%*	*16.6%*	*13.4%*	*16.3%*	*11.5%*	*17.4%*
%H (All HH)		*96.1%*	*47.3%*	*14.7%*	*63.4%*	*30.4%*	*32.9%*	*94.8%*
%H (TV HH)			*49.2%*	*15.3%*	*66.0%*	*31.6%*	*34.3%*	
45 - 54	1446	1419	647	241	1062	531	531	1354
%V	*19.6%*	*19.8%*	*22.7%*	*24.3%*	*20.0%*	*25.4%*	*16.5%*	*22.1%*
%H (All HH)		*98.1%*	*44.7%*	*16.7%*	*73.4%*	*36.7%*	*36.7%*	*93.6%*
%H (TV HH)			*45.6%*	*17.0%*	*74.8%*	*37.4%*	*37.4%*	
55 - 64	1285	1251	521	200	953	422	531	1099
%V	*17.4%*	*17.5%*	*18.3%*	*20.2%*	*18.0%*	*20.2%*	*16.5%*	*18.0%*
%H (All HH)		*97.4%*	*40.5%*	*15.6%*	*74.2%*	*32.8%*	*41.3%*	*85.5%*
%H (TV HH)			*41.6%*	*16.0%*	*76.2%*	*33.7%*	*42.4%*	
65 +	2091	2068	587	213	1741	474	1267	1215
%V	*28.3%*	*28.9%*	*20.6%*	*21.5%*	*32.8%*	*22.7%*	*39.4%*	*19.9%*
%H (All HH)		*98.9%*	*28.1%*	*10.2%*	*83.3%*	*22.7%*	*60.6%*	*58.1%*
%H (TV HH)			*28.4%*	*10.3%*	*84.2%*	*22.9%*	*61.3%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.3: 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	7386	7160	2846	991	5305	2091	3215	6117
%H (All HH)		*96.9%*	*38.5%*	*13.4%*	*71.8%*	*28.3%*	*43.5%*	*82.8%*
%H (TV HH)			*39.7%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	
1	2355	2234	573	215	1779	378	1401	1430
%V	*31.9%*	*31.2%*	*20.1%*	*21.7%*	*33.5%*	*18.1%*	*43.6%*	*23.4%*
%H (All HH)		*94.9%*	*24.3%*	*9.1%*	*75.5%*	*16.1%*	*59.5%*	*60.7%*
%H (TV HH)			*25.6%*	*9.6%*	*79.6%*	*16.9%*	*62.7%*	
2	2632	2578	1075	357	1928	817	1111	2338
%V	*35.6%*	*36.0%*	*37.8%*	*36.0%*	*36.3%*	*39.1%*	*34.6%*	*38.2%*
%H (All HH)		*97.9%*	*40.8%*	*13.6%*	*73.3%*	*31.0%*	*42.2%*	*88.8%*
%H (TV HH)			*41.7%*	*13.8%*	*74.8%*	*31.7%*	*43.1%*	
3	1120	1098	532	189	782	414	367	1090
%V	*15.2%*	*15.3%*	*18.7%*	*19.1%*	*14.7%*	*19.8%*	*11.4%*	*17.8%*
%H (All HH)		*98.0%*	*47.5%*	*16.9%*	*69.8%*	*37.0%*	*32.8%*	*97.3%*
%H (TV HH)			*48.5%*	*17.2%*	*71.2%*	*37.7%*	*33.4%*	
4	882	866	459	160	580	340	240	871
%V	*11.9%*	*12.1%*	*16.1%*	*16.1%*	*10.9%*	*16.3%*	*7.5%*	*14.2%*
%H (All HH)		*98.2%*	*52.0%*	*18.1%*	*65.8%*	*38.5%*	*27.2%*	*98.8%*
%H (TV HH)			*53.0%*	*18.5%*	*67.0%*	*39.3%*	*27.7%*	
5+	397	383	208	70	237	141	96	388
%V	*5.4%*	*5.3%*	*7.3%*	*7.1%*	*4.5%*	*6.7%*	*3.0%*	*6.3%*
%H (All HH)		*96.5%*	*52.4%*	*17.6%*	*59.7%*	*35.5%*	*24.2%*	*97.7%*
%H (TV HH)			*54.3%*	*18.3%*	*61.9%*	*36.8%*	*25.1%*	
Average HH size	2.26	2.27	2.56	2.53	2.18	2.57	1.93	2.45

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.4: 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	7386	7160	2846	991	5305	2091	3215	6117
%H (All HH)		*96.9%*	*38.5%*	*13.4%*	*71.8%*	*28.3%*	*43.5%*	*82.8%*
%H (TV HH)			*39.7%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	
Without	5555	5364	1932	697	4126	1467	2659	4326
%V	*75.2%*	*74.9%*	*67.9%*	*70.3%*	*77.8%*	*70.2%*	*82.7%*	*70.7%*
%H (All HH)		*96.6%*	*34.8%*	*12.5%*	*74.3%*	*26.4%*	*47.9%*	*77.9%*
%H (TV HH)			*36.0%*	*13.0%*	*76.9%*	*27.3%*	*49.6%*	
With	1832	1797	915	295	1179	623	556	1791
%V	*24.8%*	*25.1%*	*32.2%*	*29.8%*	*22.2%*	*29.8%*	*17.3%*	*29.3%*
%H (All HH)		*98.1%*	*49.9%*	*16.1%*	*64.4%*	*34.0%*	*30.3%*	*97.8%*
%H (TV HH)			*50.9%*	*16.4%*	*65.6%*	*34.7%*	*30.9%*	
0 - 3	677	658	333	90	406	191	215	658
%V	*9.2%*	*9.2%*	*11.7%*	*9.1%*	*7.7%*	*9.1%*	*6.7%*	*10.8%*
%H (All HH)		*97.2%*	*49.2%*	*13.3%*	*60.0%*	*28.2%*	*31.8%*	*97.2%*
%H (TV HH)			*50.6%*	*13.7%*	*61.7%*	*29.0%*	*32.7%*	
4 - 9	937	919	478	148	591	316	276	914
%V	*12.7%*	*12.8%*	*16.8%*	*14.9%*	*11.1%*	*15.1%*	*8.6%*	*14.9%*
%H (All HH)		*98.1%*	*51.0%*	*15.8%*	*63.1%*	*33.7%*	*29.5%*	*97.5%*
%H (TV HH)			*52.0%*	*16.1%*	*64.3%*	*34.4%*	*30.0%*	
10 - 15	874	862	463	164	570	343	227	857
%V	*11.8%*	*12.0%*	*16.3%*	*16.5%*	*10.7%*	*16.4%*	*7.1%*	*14.0%*
%H (All HH)		*98.6%*	*53.0%*	*18.8%*	*65.2%*	*39.2%*	*26.0%*	*98.1%*
%H (TV HH)			*53.7%*	*19.0%*	*66.1%*	*39.8%*	*26.3%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.5: 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	7386	7160	2846	991	5305	2091	3215	6117
%H (All HH)		*96.9%*	*38.5%*	*13.4%*	*71.8%*	*28.3%*	*43.5%*	*82.8%*
%H (TV HH)			*39.7%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	
1	2745	2745	847	291	1812	305	1507	2020
%V	*37.2%*	*38.3%*	*29.8%*	*29.4%*	*34.2%*	*14.6%*	*46.9%*	*33.0%*
%H (All HH)		*100.0%*	*30.9%*	*10.6%*	*66.0%*	*11.1%*	*54.9%*	*73.6%*
%H (TV HH)			*30.9%*	*10.6%*	*66.0%*	*11.1%*	*54.9%*	
2	2431	2431	967	364	1853	772	1081	2040
%V	*32.9%*	*34.0%*	*34.0%*	*36.7%*	*34.9%*	*36.9%*	*33.6%*	*33.3%*
%H (All HH)		*100.0%*	*39.8%*	*15.0%*	*76.2%*	*31.8%*	*44.5%*	*83.9%*
%H (TV HH)			*39.8%*	*15.0%*	*76.2%*	*31.8%*	*44.5%*	
3	1175	1175	580	181	949	532	417	1094
%V	*15.9%*	*16.4%*	*20.4%*	*18.3%*	*17.9%*	*25.4%*	*13.0%*	*17.9%*
%H (All HH)		*100.0%*	*49.4%*	*15.4%*	*80.8%*	*45.3%*	*35.5%*	*93.1%*
%H (TV HH)			*49.4%*	*15.4%*	*80.8%*	*45.3%*	*35.5%*	
4	534	534	290	102	447	301	146	517
%V	*7.2%*	*7.5%*	*10.2%*	*10.3%*	*8.4%*	*14.4%*	*4.5%*	*8.5%*
%H (All HH)		*100.0%*	*54.3%*	*19.1%*	*83.7%*	*56.4%*	*27.3%*	*96.8%*
%H (TV HH)			*54.3%*	*19.1%*	*83.7%*	*56.4%*	*27.3%*	
5+	275	275	162	54	244	180	64	272
%V	*3.7%*	*3.8%*	*5.7%*	*5.4%*	*4.6%*	*8.6%*	*2.0%*	*4.4%*
%H (All HH)		*100.0%*	*58.9%*	*19.6%*	*88.7%*	*65.5%*	*23.3%*	*98.9%*
%H (TV HH)			*58.9%*	*19.6%*	*88.7%*	*65.5%*	*23.3%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7386	7160	2846	991	5305	2091	3215	6117
%H (All HH)		*96.9%*	*38.5%*	*13.4%*	*71.8%*	*28.3%*	*43.5%*	*82.8%*
%H (TV HH)			*39.7%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	
Under 20"	977	977	383	137	846	398	448	795
%V	*13.2%*	*13.6%*	*13.5%*	*13.8%*	*15.9%*	*19.0%*	*13.9%*	*13.0%*
%H (All HH)		*100.0%*	*39.2%*	*14.0%*	*86.6%*	*40.7%*	*45.9%*	*81.4%*
%H (TV HH)			*39.2%*	*14.0%*	*86.6%*	*40.7%*	*45.9%*	
20" - 29"	2160	2160	847	309	1803	807	996	1774
%V	*29.2%*	*30.2%*	*29.8%*	*31.2%*	*34.0%*	*38.6%*	*31.0%*	*29.0%*
%H (All HH)		*100.0%*	*39.2%*	*14.3%*	*83.5%*	*37.4%*	*46.1%*	*82.1%*
%H (TV HH)			*39.2%*	*14.3%*	*83.5%*	*37.4%*	*46.1%*	
30" - 39"	3579	3579	1446	514	2754	1170	1584	3010
%V	*48.5%*	*50.0%*	*50.8%*	*51.9%*	*51.9%*	*56.0%*	*49.3%*	*49.2%*
%H (All HH)		*100.0%*	*40.4%*	*14.4%*	*76.9%*	*32.7%*	*44.3%*	*84.1%*
%H (TV HH)			*40.4%*	*14.4%*	*76.9%*	*32.7%*	*44.3%*	
40" - 49"	3502	3502	1619	564	2551	1252	1299	3158
%V	*47.4%*	*48.9%*	*56.9%*	*56.9%*	*48.1%*	*59.9%*	*40.4%*	*51.6%*
%H (All HH)		*100.0%*	*46.2%*	*16.1%*	*72.8%*	*35.8%*	*37.1%*	*90.2%*
%H (TV HH)			*46.2%*	*16.1%*	*72.8%*	*35.8%*	*37.1%*	
50" - 59"	1116	1116	619	178	763	457	306	1062
%V	*15.1%*	*15.6%*	*21.7%*	*18.0%*	*14.4%*	*21.9%*	*9.5%*	*17.4%*
%H (All HH)		*100.0%*	*55.5%*	*15.9%*	*68.4%*	*40.9%*	*27.4%*	*95.2%*
%H (TV HH)			*55.5%*	*15.9%*	*68.4%*	*40.9%*	*27.4%*	
60"+	108	108	59	17	70	40	30	107
%V	*1.5%*	*1.5%*	*2.1%*	*1.7%*	*1.3%*	*1.9%*	*0.9%*	*1.7%*
%H (All HH)		*100.0%*	*54.6%*	*15.7%*	*64.8%*	*37.0%*	*27.8%*	*99.1%*
%H (TV HH)			*54.6%*	*15.7%*	*64.8%*	*37.0%*	*27.8%*	

Base: ITV North Macro - Households (000s)

%V = percentage 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

ITV North Macro

Household level data

Table 22.7: 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	7386	7160	2846	991	5305	2091	3215	6117
%H (All HH)		*96.9%*	*38.5%*	*13.4%*	*71.8%*	*28.3%*	*43.5%*	*82.8%*
%H (TV HH)			*39.7%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	
Main living room	7091	7091	2828	988	5258	2080	3177	5890
%V	*96.0%*	*99.0%*	*99.4%*	*99.7%*	*99.1%*	*99.5%*	*98.8%*	*96.3%*
%H (All HH)		*100.0%*	*39.9%*	*13.9%*	*74.2%*	*29.3%*	*44.8%*	*83.1%*
%H (TV HH)			*39.9%*	*13.9%*	*74.2%*	*29.3%*	*44.8%*	
Kitchen	771	771	382	91	676	375	301	683
%V	*10.4%*	*10.8%*	*13.4%*	*9.2%*	*12.7%*	*17.9%*	*9.4%*	*11.2%*
%H (All HH)		*100.0%*	*49.5%*	*11.8%*	*87.7%*	*48.6%*	*39.0%*	*88.6%*
%H (TV HH)			*49.5%*	*11.8%*	*87.7%*	*48.6%*	*39.0%*	
Adult's bedroom	3346	3346	1525	528	2679	1395	1284	2997
%V	*45.3%*	*46.7%*	*53.6%*	*53.3%*	*50.5%*	*66.7%*	*39.9%*	*49.0%*
%H (All HH)		*100.0%*	*45.6%*	*15.8%*	*80.1%*	*41.7%*	*38.4%*	*89.6%*
%H (TV HH)			*45.6%*	*15.8%*	*80.1%*	*41.7%*	*38.4%*	
Child's bedroom	682	682	373	122	502	317	185	666
%V	*9.2%*	*9.5%*	*13.1%*	*12.3%*	*9.5%*	*15.2%*	*5.8%*	*10.9%*
%H (All HH)		*100.0%*	*54.7%*	*17.9%*	*73.6%*	*46.5%*	*27.1%*	*97.7%*
%H (TV HH)			*54.7%*	*17.9%*	*73.6%*	*46.5%*	*27.1%*	
Other bedroom	691	691	345	131	564	345	219	652
%V	*9.4%*	*9.7%*	*12.1%*	*13.2%*	*10.6%*	*16.5%*	*6.8%*	*10.7%*
%H (All HH)		*100.0%*	*49.9%*	*19.0%*	*81.6%*	*49.9%*	*31.7%*	*94.4%*
%H (TV HH)			*49.9%*	*19.0%*	*81.6%*	*49.9%*	*31.7%*	
Second living/dining room	765	765	356	146	605	337	269	680
%V	*10.4%*	*10.7%*	*12.5%*	*14.7%*	*11.4%*	*16.1%*	*8.4%*	*11.1%*
%H (All HH)		*100.0%*	*46.5%*	*19.1%*	*79.1%*	*44.1%*	*35.2%*	*88.9%*
%H (TV HH)			*46.5%*	*19.1%*	*79.1%*	*44.1%*	*35.2%*	
Study/office	85	85	45	14	69	43	26	83
%V	*1.2%*	*1.2%*	*1.6%*	*1.4%*	*1.3%*	*2.1%*	*0.8%*	*1.4%*
%H (All HH)		*100.0%*	*52.9%*	*16.5%*	*81.2%*	*50.6%*	*30.6%*	*97.6%*
%H (TV HH)			*52.9%*	*16.5%*	*81.2%*	*50.6%*	*30.6%*	
TV room	56	56	31	10	39	22	17	55
%V	*0.8%*	*0.8%*	*1.1%*	*1.0%*	*0.7%*	*1.1%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*55.4%*	*17.9%*	*69.6%*	*39.3%*	*30.4%*	*98.2%*
%H (TV HH)			*55.4%*	*17.9%*	*69.6%*	*39.3%*	*30.4%*	
Conservatory	242	242	131	35	207	126	81	230
%V	*3.3%*	*3.4%*	*4.6%*	*3.5%*	*3.9%*	*6.0%*	*2.5%*	*3.8%*
%H (All HH)		*100.0%*	*54.1%*	*14.5%*	*85.5%*	*52.1%*	*33.5%*	*95.0%*
%H (TV HH)			*54.1%*	*14.5%*	*85.5%*	*52.1%*	*33.5%*	
Attic or loft room	24	24	8	7	22	13	9	24
%V	*0.3%*	*0.3%*	*0.3%*	*0.7%*	*0.4%*	*0.6%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*33.3%*	*29.2%*	*91.7%*	*54.2%*	*37.5%*	*100.0%*
%H (TV HH)			*33.3%*	*29.2%*	*91.7%*	*54.2%*	*37.5%*	
No specific location	11	11	5	2	9	5	4	9
%V	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*45.5%*	*18.2%*	*81.8%*	*45.5%*	*36.4%*	*81.8%*
%H (TV HH)			*45.5%*	*18.2%*	*81.8%*	*45.5%*	*36.4%*	
Other	64	64	35	10	57	36	21	63
%V	*0.9%*	*0.9%*	*1.2%*	*1.0%*	*1.1%*	*1.7%*	*0.7%*	*1.0%*
%H (All HH)		*100.0%*	*54.7%*	*15.6%*	*89.1%*	*56.3%*	*32.8%*	*98.4%*
%H (TV HH)			*54.7%*	*15.6%*	*89.1%*	*56.3%*	*32.8%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.8: 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	7386	7160	2846	991	5305	2091	3215	6117
%H (All HH)		*96.9%*	*38.5%*	*13.4%*	*71.8%*	*28.3%*	*43.5%*	*82.8%*
%H (TV HH)			*39.7%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	
Any DSAT provider	2846	2846	2846	40	1588	1588	0	2622
%V	*38.5%*	*39.7%*	*100.0%*	*4.0%*	*29.9%*	*75.9%*	*0.0%*	*42.9%*
%H (All HH)			*100.0%*	*1.4%*	*55.8%*	*55.8%*	*0.0%*	*92.1%*
%H (TV HH)			*100.0%*	*1.4%*	*55.8%*	*55.8%*	*0.0%*	
Sky with subcription	2406	2406	2406	21	1334	1334	0	2236
%V	*32.6%*	*33.6%*	*84.5%*	*2.1%*	*25.1%*	*63.8%*	*0.0%*	*36.6%*
%H (All HH)			*100.0%*	*0.9%*	*55.4%*	*55.4%*	*0.0%*	*92.9%*
%H (TV HH)			*100.0%*	*0.9%*	*55.4%*	*55.4%*	*0.0%*	
Sky without subscription	176	176	176	6	96	96	0	154
%V	*2.4%*	*2.5%*	*6.2%*	*0.6%*	*1.8%*	*4.6%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*3.4%*	*54.5%*	*54.5%*	*0.0%*	*87.5%*
%H (TV HH)			*100.0%*	*3.4%*	*54.5%*	*54.5%*	*0.0%*	
Freesat	253	253	253	9	167	167	0	228
%V	*3.4%*	*3.5%*	*8.9%*	*0.9%*	*3.1%*	*8.0%*	*0.0%*	*3.7%*
%H (All HH)			*100.0%*	*3.6%*	*66.0%*	*66.0%*	*0.0%*	*90.1%*
%H (TV HH)			*100.0%*	*3.6%*	*66.0%*	*66.0%*	*0.0%*	
Other satellite provider	148	148	148	7	83	83	0	136
%V	*2.0%*	*2.1%*	*5.2%*	*0.7%*	*1.6%*	*4.0%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*4.7%*	*56.1%*	*56.1%*	*0.0%*	*91.9%*
%H (TV HH)			*100.0%*	*4.7%*	*56.1%*	*56.1%*	*0.0%*	
DCAB	991	991	40	991	527	527	0	923
%V	*13.4%*	*13.8%*	*1.4%*	*100.0%*	*9.9%*	*25.2%*	*0.0%*	*15.1%*
%H (All HH)			*4.0%*	*100.0%*	*53.2%*	*53.2%*	*0.0%*	*93.1%*
%H (TV HH)			*4.0%*	*100.0%*	*53.2%*	*53.2%*	*0.0%*	
DTT	5305	5305	1588	527	5305	2091	3215	4250
%V	*71.8%*	*74.1%*	*55.8%*	*53.2%*	*100.0%*	*100.0%*	*100.0%*	*69.5%*
%H (All HH)		*100.0%*	*29.9%*	*9.9%*	*100.0%*	*39.4%*	*60.6%*	*80.1%*
%H (TV HH)			*29.9%*	*9.9%*	*100.0%*	*39.4%*	*60.6%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.9: 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	7386	7160	2846	991	5305	2091	3215	6117
%H (All HH)		*96.9%*	*38.5%*	*13.4%*	*71.8%*	*28.3%*	*43.5%*	*82.8%*
%H (TV HH)			*39.7%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	
PVR	4569	4569	2581	901	3026	1907	1119	4185
%V	*61.9%*	*63.8%*	*90.7%*	*90.9%*	*57.0%*	*91.2%*	*34.8%*	*68.4%*
%H (All HH)		*100.0%*	*56.5%*	*19.7%*	*66.2%*	*41.7%*	*24.5%*	*91.6%*
%H (TV HH)			*56.5%*	*19.7%*	*66.2%*	*41.7%*	*24.5%*	
DVDR	116	116	38	16	95	33	62	102
%V	*1.6%*	*1.6%*	*1.3%*	*1.6%*	*1.8%*	*1.6%*	*1.9%*	*1.7%*
%H (All HH)		*100.0%*	*32.8%*	*13.8%*	*81.9%*	*28.4%*	*53.4%*	*87.9%*
%H (TV HH)			*32.8%*	*13.8%*	*81.9%*	*28.4%*	*53.4%*	
VCR	78	78	31	8	69	30	39	54
%V	*1.1%*	*1.1%*	*1.1%*	*0.8%*	*1.3%*	*1.4%*	*1.2%*	*0.9%*
%H (All HH)		*100.0%*	*39.7%*	*10.3%*	*88.5%*	*38.5%*	*50.0%*	*69.2%*
%H (TV HH)			*39.7%*	*10.3%*	*88.5%*	*38.5%*	*50.0%*	
Any recorder	4643	4643	2591	902	3094	1914	1180	4235
%V	*62.9%*	*64.8%*	*91.0%*	*91.0%*	*58.3%*	*91.5%*	*36.7%*	*69.2%*
%H (All HH)		*100.0%*	*55.8%*	*19.4%*	*66.6%*	*41.2%*	*25.4%*	*91.2%*
%H (TV HH)			*55.8%*	*19.4%*	*66.6%*	*41.2%*	*25.4%*	
Receives HDTV (via STB or built-in reception)	4610	4610	2197	837	3343	1733	1610	4203
%V	*62.4%*	*64.4%*	*77.2%*	*84.5%*	*63.0%*	*82.9%*	*50.1%*	*68.7%*
%H (All HH)		*100.0%*	*47.7%*	*18.2%*	*72.5%*	*37.6%*	*34.9%*	*91.2%*
%H (TV HH)			*47.7%*	*18.2%*	*72.5%*	*37.6%*	*34.9%*	
DVD/Blu-ray player or recorder	4813	4813	2025	706	3624	1608	2016	4216
%V	*65.2%*	*67.2%*	*71.2%*	*71.2%*	*68.3%*	*76.9%*	*62.7%*	*68.9%*
%H (All HH)		*100.0%*	*42.1%*	*14.7%*	*75.3%*	*33.4%*	*41.9%*	*87.6%*
%H (TV HH)			*42.1%*	*14.7%*	*75.3%*	*33.4%*	*41.9%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.10: 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	7386	7160	2846	991	5305	2091	3215	6117
%H (All HH)		*96.9%*	*38.5%*	*13.4%*	*71.8%*	*28.3%*	*43.5%*	*82.8%*
%H (TV HH)			*39.7%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	
Has broadband internet	6117	5943	2622	923	4250	1946	2305	6117
%V	*82.8%*	*83.0%*	*92.1%*	*93.1%*	*80.1%*	*93.1%*	*71.7%*	*100.0%*
%H (All HH)		*97.2%*	*42.9%*	*15.1%*	*69.5%*	*31.8%*	*37.7%*	*100.0%*
%H (TV HH)			*44.1%*	*15.5%*	*71.5%*	*32.7%*	*38.8%*	
Number of computers (PCs and laptops)								
0	1612	1539	357	106	1268	211	1058	419
%V	*21.8%*	*21.5%*	*12.5%*	*10.7%*	*23.9%*	*10.1%*	*32.9%*	*6.8%*
%H (All HH)		*95.5%*	*22.1%*	*6.6%*	*78.7%*	*13.1%*	*65.6%*	*26.0%*
%H (TV HH)			*23.2%*	*6.9%*	*82.4%*	*13.7%*	*68.7%*	
1	2007	1923	706	272	1367	461	906	1950
%V	*27.2%*	*26.9%*	*24.8%*	*27.4%*	*25.8%*	*22.0%*	*28.2%*	*31.9%*
%H (All HH)		*95.8%*	*35.2%*	*13.6%*	*68.1%*	*23.0%*	*45.1%*	*97.2%*
%H (TV HH)			*36.7%*	*14.1%*	*71.1%*	*24.0%*	*47.1%*	
2	1674	1644	739	246	1196	562	633	1658
%V	*22.7%*	*23.0%*	*26.0%*	*24.8%*	*22.5%*	*26.9%*	*19.7%*	*27.1%*
%H (All HH)		*98.2%*	*44.1%*	*14.7%*	*71.4%*	*33.6%*	*37.8%*	*99.0%*
%H (TV HH)			*45.0%*	*15.0%*	*72.7%*	*34.2%*	*38.5%*	
3	970	954	498	160	675	389	286	969
%V	*13.1%*	*13.3%*	*17.5%*	*16.1%*	*12.7%*	*18.6%*	*8.9%*	*15.8%*
%H (All HH)		*98.4%*	*51.3%*	*16.5%*	*69.6%*	*40.1%*	*29.5%*	*99.9%*
%H (TV HH)			*52.2%*	*16.8%*	*70.8%*	*40.8%*	*30.0%*	
4	535	527	259	100	375	212	162	534
%V	*7.2%*	*7.4%*	*9.1%*	*10.1%*	*7.1%*	*10.1%*	*5.0%*	*8.7%*
%H (All HH)		*98.5%*	*48.4%*	*18.7%*	*70.1%*	*39.6%*	*30.3%*	*99.8%*
%H (TV HH)			*49.1%*	*19.0%*	*71.2%*	*40.2%*	*30.7%*	
5+	588	573	287	107	425	255	169	587
%V	*8.0%*	*8.0%*	*10.1%*	*10.8%*	*8.0%*	*12.2%*	*5.3%*	*9.6%*
%H (All HH)		*97.4%*	*48.8%*	*18.2%*	*72.3%*	*43.4%*	*28.7%*	*99.8%*
%H (TV HH)			*50.1%*	*18.7%*	*74.2%*	*44.5%*	*29.5%*	

Base: ITV North Macro - Households (000s)

%V = percentage 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

ITV North Macro

Set level data

Table 22.11: 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	14744	6559	2262	11461	5621	5840	12913
%H		*44.5%*	*15.3%*	*77.7%*	*38.1%*	*39.6%*	*87.6%*
Under 20"	1221	500	174	1061	523	538	1018
%V	*8.3%*	*7.6%*	*7.7%*	*9.3%*	*9.3%*	*9.2%*	*7.9%*
%H		*41.0%*	*14.3%*	*86.9%*	*42.8%*	*44.1%*	*83.4%*
20" - 29"	2822	1143	418	2387	1126	1261	2369
%V	*19.1%*	*17.4%*	*18.5%*	*20.8%*	*20.0%*	*21.6%*	*18.3%*
%H		*40.5%*	*14.8%*	*84.6%*	*39.9%*	*44.7%*	*83.9%*
30" - 39"	4531	1918	676	3513	1612	1901	3910
%V	*30.7%*	*29.2%*	*29.9%*	*30.7%*	*28.7%*	*32.6%*	*30.3%*
%H		*42.3%*	*14.9%*	*77.5%*	*35.6%*	*42.0%*	*86.3%*
40" - 49"	4206	2007	695	3072	1584	1488	3834
%V	*28.5%*	*30.6%*	*30.7%*	*26.8%*	*28.2%*	*25.5%*	*29.7%*
%H		*47.7%*	*16.5%*	*73.0%*	*37.7%*	*35.4%*	*91.2%*
50" - 59"	1238	701	199	847	521	326	1181
%V	*8.4%*	*10.7%*	*8.8%*	*7.4%*	*9.3%*	*5.6%*	*9.1%*
%H		*56.6%*	*16.1%*	*68.4%*	*42.1%*	*26.3%*	*95.4%*
60"+	115	62	17	77	43	35	114
%V	*0.8%*	*0.9%*	*0.8%*	*0.7%*	*0.8%*	*0.6%*	*0.9%*
%H		*53.9%*	*14.8%*	*67.0%*	*37.4%*	*30.4%*	*99.1%*
Don't know	611	228	82	504	212	292	487
%V	*4.1%*	*3.5%*	*3.6%*	*4.4%*	*3.8%*	*5.0%*	*3.8%*
%H		*37.3%*	*13.4%*	*82.5%*	*34.7%*	*47.8%*	*79.7%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.12: 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	14744	6559	2262	11461	5621	5840	12913
%H		*44.5%*	*15.3%*	*77.7%*	*38.1%*	*39.6%*	*87.6%*
Main living room	7120	2844	990	5281	2093	3188	5913
%V	*48.3%*	*43.4%*	*43.8%*	*46.1%*	*37.2%*	*54.6%*	*45.8%*
%H		*39.9%*	*13.9%*	*74.2%*	*29.4%*	*44.8%*	*83.0%*
Kitchen	771	383	91	676	375	301	684
%V	*5.2%*	*5.8%*	*4.0%*	*5.9%*	*6.7%*	*5.2%*	*5.3%*
%H		*49.7%*	*11.8%*	*87.7%*	*48.6%*	*39.0%*	*88.7%*
Adult's bedroom	3889	1819	631	3149	1716	1433	3519
%V	*26.4%*	*27.7%*	*27.9%*	*27.5%*	*30.5%*	*24.5%*	*27.3%*
%H		*46.8%*	*16.2%*	*81.0%*	*44.1%*	*36.8%*	*90.5%*
Child's bedroom	879	483	169	656	429	227	860
%V	*6.0%*	*7.4%*	*7.5%*	*5.7%*	*7.6%*	*3.9%*	*6.7%*
%H		*54.9%*	*19.2%*	*74.6%*	*48.8%*	*25.8%*	*97.8%*
Other bedroom	813	409	154	671	414	257	771
%V	*5.5%*	*6.2%*	*6.8%*	*5.9%*	*7.4%*	*4.4%*	*6.0%*
%H		*50.3%*	*18.9%*	*82.5%*	*50.9%*	*31.6%*	*94.8%*
Second living/dining room	779	362	148	616	342	274	692
%V	*5.3%*	*5.5%*	*6.5%*	*5.4%*	*6.1%*	*4.7%*	*5.4%*
%H		*46.5%*	*19.0%*	*79.1%*	*43.9%*	*35.2%*	*88.8%*
Study/office	87	45	15	71	44	27	85
%V	*0.6%*	*0.7%*	*0.7%*	*0.6%*	*0.8%*	*0.5%*	*0.7%*
%H		*51.7%*	*17.2%*	*81.6%*	*50.6%*	*31.0%*	*97.7%*
TV room	56	31	10	39	22	17	55
%V	*0.4%*	*0.5%*	*0.4%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H		*55.4%*	*17.9%*	*69.6%*	*39.3%*	*30.4%*	*98.2%*
Conservatory	243	131	35	207	126	81	230
%V	*1.6%*	*2.0%*	*1.5%*	*1.8%*	*2.2%*	*1.4%*	*1.8%*
%H		*53.9%*	*14.4%*	*85.2%*	*51.9%*	*33.3%*	*94.7%*
Attic or loft room	24	8	7	22	13	9	24
%V	*0.2%*	*0.1%*	*0.3%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*33.3%*	*29.2%*	*91.7%*	*54.2%*	*37.5%*	*100.0%*
No specific location	11	5	2	9	5	4	9
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*45.5%*	*18.2%*	*81.8%*	*45.5%*	*36.4%*	*81.8%*
Other	72	40	10	65	42	23	70
%V	*0.5%*	*0.6%*	*0.4%*	*0.6%*	*0.7%*	*0.4%*	*0.5%*
%H		*55.6%*	*13.9%*	*90.3%*	*58.3%*	*31.9%*	*97.2%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Macro

Set level data

Table 22.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14744	6559	2262	11461	5621	5840	12913
%H		*44.5%*	*15.3%*	*77.7%*	*38.1%*	*39.6%*	*87.6%*
PVR	6393	3894	1284	4033	2752	1281	5949
%V	*43.4%*	*59.4%*	*56.8%*	*35.2%*	*49.0%*	*21.9%*	*46.1%*
%H		*60.9%*	*20.1%*	*63.1%*	*43.0%*	*20.0%*	*93.1%*
DVDR	122	40	18	99	36	64	108
%V	*0.8%*	*0.6%*	*0.8%*	*0.9%*	*0.6%*	*1.1%*	*0.8%*
%H		*32.8%*	*14.8%*	*81.1%*	*29.5%*	*52.5%*	*88.5%*
VCR	80	32	8	71	31	40	56
%V	*0.5%*	*0.5%*	*0.4%*	*0.6%*	*0.6%*	*0.7%*	*0.4%*
%H		*40.0%*	*10.0%*	*88.8%*	*38.8%*	*50.0%*	*70.0%*
Any recorder	6494	3913	1292	4125	2771	1353	6022
%V	*44.0%*	*59.7%*	*57.1%*	*36.0%*	*49.3%*	*23.2%*	*46.6%*
%H		*60.3%*	*19.9%*	*63.5%*	*42.7%*	*20.8%*	*92.7%*

Base: ITV North Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 22.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14744	6559	2262	11461	5621	5840	12913
%H		*44.5%*	*15.3%*	*77.7%*	*38.1%*	*39.6%*	*87.6%*
Receives HDTV (via STB or built-in reception)	7259	3650	1368	5331	3011	2320	6742
%V	*49.2%*	*55.6%*	*60.5%*	*46.5%*	*53.6%*	*39.7%*	*52.2%*
%H		*50.3%*	*18.8%*	*73.4%*	*41.5%*	*32.0%*	*92.9%*
DVD/Blu-ray player or recorder	7086	3157	1140	5421	2706	2715	6367
%V	*48.1%*	*48.1%*	*50.4%*	*47.3%*	*48.1%*	*46.5%*	*49.3%*
%H		*44.6%*	*16.1%*	*76.5%*	*38.2%*	*38.3%*	*89.9%*

Base: ITV North Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Macro

Set level data

Table 22.15: 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	7159	2846	991	5304	2091	3214	5943
%H		*39.8%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	*83.0%*
Under 20"	69	8	3	56	6	50	33
%V	*1.0%*	*0.3%*	*0.3%*	*1.1%*	*0.3%*	*1.6%*	*0.6%*
%H		*11.6%*	*4.3%*	*81.2%*	*8.7%*	*72.5%*	*47.8%*
20" - 29"	521	108	37	430	67	363	308
%V	*7.3%*	*3.8%*	*3.7%*	*8.1%*	*3.2%*	*11.3%*	*5.2%*
%H		*20.7%*	*7.1%*	*82.5%*	*12.9%*	*69.7%*	*59.1%*
30" - 39"	2106	675	261	1612	482	1130	1607
%V	*29.4%*	*23.7%*	*26.3%*	*30.4%*	*23.1%*	*35.2%*	*27.0%*
%H		*32.1%*	*12.4%*	*76.5%*	*22.9%*	*53.7%*	*76.3%*
40" - 49"	3051	1364	484	2213	1029	1184	2725
%V	*42.6%*	*47.9%*	*48.8%*	*41.7%*	*49.2%*	*36.8%*	*45.9%*
%H		*44.7%*	*15.9%*	*72.5%*	*33.7%*	*38.8%*	*89.3%*
50" - 59"	1019	557	162	691	405	286	967
%V	*14.2%*	*19.6%*	*16.3%*	*13.0%*	*19.4%*	*8.9%*	*16.3%*
%H		*54.7%*	*15.9%*	*67.8%*	*39.7%*	*28.1%*	*94.9%*
60"+	97	54	12	63	35	27	95
%V	*1.4%*	*1.9%*	*1.2%*	*1.2%*	*1.7%*	*0.8%*	*1.6%*
%H		*55.7%*	*12.4%*	*64.9%*	*36.1%*	*27.8%*	*97.9%*
Don't know	297	81	32	240	66	173	208
%V	*4.1%*	*2.8%*	*3.2%*	*4.5%*	*3.2%*	*5.4%*	*3.5%*
%H		*27.3%*	*10.8%*	*80.8%*	*22.2%*	*58.2%*	*70.0%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	7159	2846	991	5304	2091	3214	5943
%H		*39.8%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	*83.0%*
PVR	4467	2548	887	2931	1869	1062	4096
%V	*62.4%*	*89.5%*	*89.5%*	*55.3%*	*89.4%*	*33.0%*	*68.9%*
%H		*57.0%*	*19.9%*	*65.6%*	*41.8%*	*23.8%*	*91.7%*
DVDR	82	27	9	67	20	48	72
%V	*1.1%*	*0.9%*	*0.9%*	*1.3%*	*1.0%*	*1.5%*	*1.2%*
%H		*32.9%*	*11.0%*	*81.7%*	*24.4%*	*58.5%*	*87.8%*
VCR	64	26	6	56	24	32	45
%V	*0.9%*	*0.9%*	*0.6%*	*1.1%*	*1.1%*	*1.0%*	*0.8%*
%H		*40.6%*	*9.4%*	*87.5%*	*37.5%*	*50.0%*	*70.3%*
Any recorder	4531	2557	888	2991	1875	1116	4139
%V	*63.3%*	*89.8%*	*89.6%*	*56.4%*	*89.7%*	*34.7%*	*69.6%*
%H		*56.4%*	*19.6%*	*66.0%*	*41.4%*	*24.6%*	*91.3%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	7159	2846	991	5304	2091	3214	5943
%H		*39.8%*	*13.8%*	*74.1%*	*29.2%*	*44.9%*	*83.0%*
Receives HDTV (via STB or built-in reception)	4470	2140	818	3214	1670	1543	4078
%V	*62.4%*	*75.2%*	*82.5%*	*60.6%*	*79.9%*	*48.0%*	*68.6%*
%H		*47.9%*	*18.3%*	*71.9%*	*37.4%*	*34.5%*	*91.2%*
DVD/Blu-ray player or recorder	4233	1751	607	3166	1357	1809	3682
%V	*59.1%*	*61.5%*	*61.3%*	*59.7%*	*64.9%*	*56.3%*	*62.0%*
%H		*41.4%*	*14.3%*	*74.8%*	*32.1%*	*42.7%*	*87.0%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7585	3713	1271	6157	3531	2626	6970
%H		*49.0%*	*16.8%*	*81.2%*	*46.6%*	*34.6%*	*91.9%*
Under 20"	1152	492	171	1005	518	487	985
%V	*15.2%*	*13.3%*	*13.5%*	*16.3%*	*14.7%*	*18.5%*	*14.1%*
%H		*42.7%*	*14.8%*	*87.2%*	*45.0%*	*42.3%*	*85.5%*
20" - 29"	2301	1036	381	1958	1059	899	2061
%V	*30.3%*	*27.9%*	*30.0%*	*31.8%*	*30.0%*	*34.2%*	*29.6%*
%H		*45.0%*	*16.6%*	*85.1%*	*46.0%*	*39.1%*	*89.6%*
30" - 39"	2425	1243	415	1901	1130	770	2302
%V	*32.0%*	*33.5%*	*32.7%*	*30.9%*	*32.0%*	*29.3%*	*33.0%*
%H		*51.3%*	*17.1%*	*78.4%*	*46.6%*	*31.8%*	*94.9%*
40" - 49"	1155	643	211	858	554	304	1109
%V	*15.2%*	*17.3%*	*16.6%*	*13.9%*	*15.7%*	*11.6%*	*15.9%*
%H		*55.7%*	*18.3%*	*74.3%*	*48.0%*	*26.3%*	*96.0%*
50" - 59"	219	144	37	156	116	40	214
%V	*2.9%*	*3.9%*	*2.9%*	*2.5%*	*3.3%*	*1.5%*	*3.1%*
%H		*65.8%*	*16.9%*	*71.2%*	*53.0%*	*18.3%*	*97.7%*
60"+	19	8	5	14	7	7	19
%V	*0.3%*	*0.2%*	*0.4%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*
%H		*42.1%*	*26.3%*	*73.7%*	*36.8%*	*36.8%*	*100.0%*
Don't know	314	147	50	265	146	119	280
%V	*4.1%*	*4.0%*	*3.9%*	*4.3%*	*4.1%*	*4.5%*	*4.0%*
%H		*46.8%*	*15.9%*	*84.4%*	*46.5%*	*37.9%*	*89.2%*

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7585	3713	1271	6157	3531	2626	6970
%H		*49.0%*	*16.8%*	*81.2%*	*46.6%*	*34.6%*	*91.9%*
PVR	1927	1346	397	1102	883	219	1853
%V	*25.4%*	*36.3%*	*31.2%*	*17.9%*	*25.0%*	*8.3%*	*26.6%*
%H		*69.8%*	*20.6%*	*57.2%*	*45.8%*	*11.4%*	*96.2%*
DVDR	39	13	9	32	16	16	35
%V	*0.5%*	*0.4%*	*0.7%*	*0.5%*	*0.5%*	*0.6%*	*0.5%*
%H		*33.3%*	*23.1%*	*82.1%*	*41.0%*	*41.0%*	*89.7%*
VCR	16	6	2	15	7	8	11
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*
%H		*37.5%*	*12.5%*	*93.8%*	*43.8%*	*50.0%*	*68.8%*
Any recorder	1963	1356	403	1134	896	237	1883
%V	*25.9%*	*36.5%*	*31.7%*	*18.4%*	*25.4%*	*9.0%*	*27.0%*
%H		*69.1%*	*20.5%*	*57.8%*	*45.6%*	*12.1%*	*95.9%*

Base: ITV North Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 22.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7585	3713	1271	6157	3531	2626	6970
%H		*49.0%*	*16.8%*	*81.2%*	*46.6%*	*34.6%*	*91.9%*
Receives HDTV (via STB or built-in reception)	2789	1510	550	2118	1341	777	2664
%V	*36.8%*	*40.7%*	*43.3%*	*34.4%*	*38.0%*	*29.6%*	*38.2%*
%H		*54.1%*	*19.7%*	*75.9%*	*48.1%*	*27.9%*	*95.5%*
DVD/Blu-ray player or recorder	2853	1406	533	2255	1349	905	2684
%V	*37.6%*	*37.9%*	*41.9%*	*36.6%*	*38.2%*	*34.5%*	*38.5%*
%H		*49.3%*	*18.7%*	*79.0%*	*47.3%*	*31.7%*	*94.1%*

Base: ITV North Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 22.21: Age 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 Inds	16665	16228	7281	2511	11578	5374	6204	14964
%H		*97.4%*	*43.7%*	*15.1%*	*69.5%*	*32.2%*	*37.2%*	*89.8%*
Total Children	3129	3063	1589	510	1975	1070	905	3053
%V	*18.8%*	*18.9%*	*21.8%*	*20.3%*	*17.1%*	*19.9%*	*14.6%*	*20.4%*
%H		*97.9%*	*50.8%*	*16.3%*	*63.1%*	*34.2%*	*28.9%*	*97.6%*
0 - 3	782	761	386	98	470	221	250	760
%V	*4.7%*	*4.7%*	*5.3%*	*3.9%*	*4.1%*	*4.1%*	*4.0%*	*5.1%*
%H		*97.3%*	*49.4%*	*12.5%*	*60.1%*	*28.3%*	*32.0%*	*97.2%*
4 - 15	2347	2302	1203	412	1504	849	656	2293
%V	*14.1%*	*14.2%*	*16.5%*	*16.4%*	*13.0%*	*15.8%*	*10.6%*	*15.3%*
%H		*98.1%*	*51.3%*	*17.6%*	*64.1%*	*36.2%*	*28.0%*	*97.7%*
4 - 9	1234	1209	626	199	775	414	361	1204
%V	*7.4%*	*7.5%*	*8.6%*	*7.9%*	*6.7%*	*7.7%*	*5.8%*	*8.0%*
%H		*98.0%*	*50.7%*	*16.1%*	*62.8%*	*33.5%*	*29.3%*	*97.6%*
10 - 15	1113	1093	577	213	729	435	294	1089
%V	*6.7%*	*6.7%*	*7.9%*	*8.5%*	*6.3%*	*8.1%*	*4.7%*	*7.3%*
%H		*98.2%*	*51.8%*	*19.1%*	*65.5%*	*39.1%*	*26.4%*	*97.8%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Macro

Individual level data

Table 22.22: Adults - 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 Inds	16665	16228	7281	2511	11578	5374	6204	14964
%H		*97.4%*	*43.7%*	*15.1%*	*69.5%*	*32.2%*	*37.2%*	*89.8%*
Total Adults (16+)	13535	13165	5692	2001	9603	4304	5298	11911
%V	*81.2%*	*81.1%*	*78.2%*	*79.7%*	*82.9%*	*80.1%*	*85.4%*	*79.6%*
%H		*97.3%*	*42.1%*	*14.8%*	*70.9%*	*31.8%*	*39.1%*	*88.0%*
16 - 19	749	712	345	136	502	285	217	731
%V	*4.5%*	*4.4%*	*4.7%*	*5.4%*	*4.3%*	*5.3%*	*3.5%*	*4.9%*
%H		*95.1%*	*46.1%*	*18.2%*	*67.0%*	*38.1%*	*29.0%*	*97.6%*
20 - 24	1061	1002	416	149	698	317	381	1028
%V	*6.4%*	*6.2%*	*5.7%*	*5.9%*	*6.0%*	*5.9%*	*6.1%*	*6.9%*
%H		*94.4%*	*39.2%*	*14.0%*	*65.8%*	*29.9%*	*35.9%*	*96.9%*
25 - 34	2171	2070	967	312	1287	598	689	2109
%V	*13.0%*	*12.8%*	*13.3%*	*12.4%*	*11.1%*	*11.1%*	*11.1%*	*14.1%*
%H		*95.3%*	*44.5%*	*14.4%*	*59.3%*	*27.5%*	*31.7%*	*97.1%*
35 - 44	1958	1891	966	312	1240	642	598	1877
%V	*11.7%*	*11.7%*	*13.3%*	*12.4%*	*10.7%*	*11.9%*	*9.6%*	*12.5%*
%H		*96.6%*	*49.3%*	*15.9%*	*63.3%*	*32.8%*	*30.5%*	*95.9%*
45 - 54	2383	2346	1119	403	1734	909	825	2264
%V	*14.3%*	*14.5%*	*15.4%*	*16.0%*	*15.0%*	*16.9%*	*13.3%*	*15.1%*
%H		*98.4%*	*47.0%*	*16.9%*	*72.8%*	*38.1%*	*34.6%*	*95.0%*
55 - 64	2085	2044	894	331	1550	726	824	1860
%V	*12.5%*	*12.6%*	*12.3%*	*13.2%*	*13.4%*	*13.5%*	*13.3%*	*12.4%*
%H		*98.0%*	*42.9%*	*15.9%*	*74.3%*	*34.8%*	*39.5%*	*89.2%*
65+	3128	3101	985	357	2592	828	1764	2042
%V	*18.8%*	*19.1%*	*13.5%*	*14.2%*	*22.4%*	*15.4%*	*28.4%*	*13.6%*
%H		*99.1%*	*31.5%*	*11.4%*	*82.9%*	*26.5%*	*56.4%*	*65.3%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13535	13165	5692	2001	9603	4304	5298	11911
%H		*97.3%*	*42.1%*	*14.8%*	*70.9%*	*31.8%*	*39.1%*	*88.0%*
AB	3015	2961	1366	444	2189	1049	1140	2905
%V	*22.3%*	*22.5%*	*24.0%*	*22.2%*	*22.8%*	*24.4%*	*21.5%*	*24.4%*
%H		*98.2%*	*45.3%*	*14.7%*	*72.6%*	*34.8%*	*37.8%*	*96.4%*
C1	3872	3765	1675	603	2768	1357	1411	3604
%V	*28.6%*	*28.6%*	*29.4%*	*30.1%*	*28.8%*	*31.5%*	*26.6%*	*30.3%*
%H		*97.2%*	*43.3%*	*15.6%*	*71.5%*	*35.0%*	*36.4%*	*93.1%*
C2	2896	2845	1300	435	2069	968	1101	2598
%V	*21.4%*	*21.6%*	*22.8%*	*21.7%*	*21.5%*	*22.5%*	*20.8%*	*21.8%*
%H		*98.2%*	*44.9%*	*15.0%*	*71.4%*	*33.4%*	*38.0%*	*89.7%*
D	2316	2231	953	336	1566	664	903	1923
%V	*17.1%*	*16.9%*	*16.7%*	*16.8%*	*16.3%*	*15.4%*	*17.0%*	*16.1%*
%H		*96.3%*	*41.1%*	*14.5%*	*67.6%*	*28.7%*	*39.0%*	*83.0%*
E	1437	1363	398	183	1011	267	745	882
%V	*10.6%*	*10.4%*	*7.0%*	*9.1%*	*10.5%*	*6.2%*	*14.1%*	*7.4%*
%H		*94.9%*	*27.7%*	*12.7%*	*70.4%*	*18.6%*	*51.8%*	*61.4%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13535	13165	5692	2001	9603	4304	5298	11911
%H		*97.3%*	*42.1%*	*14.8%*	*70.9%*	*31.8%*	*39.1%*	*88.0%*
Working full time	6217	6079	2996	1009	4170	2184	1986	6048
%V	*45.9%*	*46.2%*	*52.6%*	*50.4%*	*43.4%*	*50.7%*	*37.5%*	*50.8%*
%H		*97.8%*	*48.2%*	*16.2%*	*67.1%*	*35.1%*	*31.9%*	*97.3%*
Working part time	1265	1243	561	201	936	460	476	1214
%V	*9.3%*	*9.4%*	*9.9%*	*10.0%*	*9.7%*	*10.7%*	*9.0%*	*10.2%*
%H		*98.3%*	*44.3%*	*15.9%*	*74.0%*	*36.4%*	*37.6%*	*96.0%*
Not working	6053	5843	2134	790	4496	1661	2835	4648
%V	*44.7%*	*44.4%*	*37.5%*	*39.5%*	*46.8%*	*38.6%*	*53.5%*	*39.0%*
%H		*96.5%*	*35.3%*	*13.1%*	*74.3%*	*27.4%*	*46.8%*	*76.8%*
Housewife/Houseperson	7386	7160	2846	991	5305	2091	3215	6117
%V	*54.6%*	*54.4%*	*50.0%*	*49.5%*	*55.2%*	*48.6%*	*60.7%*	*51.4%*
%H		*96.9%*	*38.5%*	*13.4%*	*71.8%*	*28.3%*	*43.5%*	*82.8%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North Macro

Individual level data

Table 22.25: Males - 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 Males (16+)	6606	6401	2807	990	4630	2127	2503	5889
%H		*96.9%*	*42.5%*	*15.0%*	*70.1%*	*32.2%*	*37.9%*	*89.1%*
16 - 19	397	389	185	79	279	160	120	386
%V	*6.0%*	*6.1%*	*6.6%*	*8.0%*	*6.0%*	*7.5%*	*4.8%*	*6.6%*
%H		*98.0%*	*46.6%*	*19.9%*	*70.3%*	*40.3%*	*30.2%*	*97.2%*
20 - 24	521	497	220	79	334	162	172	508
%V	*7.9%*	*7.8%*	*7.8%*	*8.0%*	*7.2%*	*7.6%*	*6.9%*	*8.6%*
%H		*95.4%*	*42.2%*	*15.2%*	*64.1%*	*31.1%*	*33.0%*	*97.5%*
25 - 34	1077	1019	462	156	637	300	338	1046
%V	*16.3%*	*15.9%*	*16.5%*	*15.8%*	*13.8%*	*14.1%*	*13.5%*	*17.8%*
%H		*94.6%*	*42.9%*	*14.5%*	*59.1%*	*27.9%*	*31.4%*	*97.1%*
35 - 44	964	921	467	153	597	304	293	917
%V	*14.6%*	*14.4%*	*16.6%*	*15.5%*	*12.9%*	*14.3%*	*11.7%*	*15.6%*
%H		*95.5%*	*48.4%*	*15.9%*	*61.9%*	*31.5%*	*30.4%*	*95.1%*
45 - 54	1165	1136	536	193	838	434	405	1099
%V	*17.6%*	*17.7%*	*19.1%*	*19.5%*	*18.1%*	*20.4%*	*16.2%*	*18.7%*
%H		*97.5%*	*46.0%*	*16.6%*	*71.9%*	*37.3%*	*34.8%*	*94.3%*
55 - 64	1031	1009	437	157	762	344	418	916
%V	*15.6%*	*15.8%*	*15.6%*	*15.9%*	*16.5%*	*16.2%*	*16.7%*	*15.6%*
%H		*97.9%*	*42.4%*	*15.2%*	*73.9%*	*33.4%*	*40.5%*	*88.8%*
65+	1451	1429	500	173	1183	424	759	1019
%V	*22.0%*	*22.3%*	*17.8%*	*17.5%*	*25.6%*	*19.9%*	*30.3%*	*17.3%*
%H		*98.5%*	*34.5%*	*11.9%*	*81.5%*	*29.2%*	*52.3%*	*70.2%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6606	6401	2807	990	4630	2127	2503	5889
%H		*96.9%*	*42.5%*	*15.0%*	*70.1%*	*32.2%*	*37.9%*	*89.1%*
AB	1504	1472	682	217	1081	516	565	1454
%V	*22.8%*	*23.0%*	*24.3%*	*21.9%*	*23.3%*	*24.3%*	*22.6%*	*24.7%*
%H		*97.9%*	*45.3%*	*14.4%*	*71.9%*	*34.3%*	*37.6%*	*96.7%*
C1	1827	1783	815	292	1300	667	634	1736
%V	*27.7%*	*27.9%*	*29.0%*	*29.5%*	*28.1%*	*31.4%*	*25.3%*	*29.5%*
%H		*97.6%*	*44.6%*	*16.0%*	*71.2%*	*36.5%*	*34.7%*	*95.0%*
C2	1558	1524	682	231	1115	516	599	1377
%V	*23.6%*	*23.8%*	*24.3%*	*23.3%*	*24.1%*	*24.3%*	*23.9%*	*23.4%*
%H		*97.8%*	*43.8%*	*14.8%*	*71.6%*	*33.1%*	*38.4%*	*88.4%*
D	1119	1067	472	167	730	323	407	957
%V	*16.9%*	*16.7%*	*16.8%*	*16.9%*	*15.8%*	*15.2%*	*16.3%*	*16.3%*
%H		*95.4%*	*42.2%*	*14.9%*	*65.2%*	*28.9%*	*36.4%*	*85.5%*
E	596	554	156	82	403	105	298	366
%V	*9.0%*	*8.7%*	*5.6%*	*8.3%*	*8.7%*	*4.9%*	*11.9%*	*6.2%*
%H		*93.0%*	*26.2%*	*13.8%*	*67.6%*	*17.6%*	*50.0%*	*61.4%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6606	6401	2807	990	4630	2127	2503	5889
%H		*96.9%*	*42.5%*	*15.0%*	*70.1%*	*32.2%*	*37.9%*	*89.1%*
Working full time	3732	3637	1797	594	2488	1303	1185	3618
%V	*56.5%*	*56.8%*	*64.0%*	*60.0%*	*53.7%*	*61.3%*	*47.3%*	*61.4%*
%H		*97.5%*	*48.2%*	*15.9%*	*66.7%*	*34.9%*	*31.8%*	*96.9%*
Working part time	272	264	107	39	208	93	115	254
%V	*4.1%*	*4.1%*	*3.8%*	*3.9%*	*4.5%*	*4.4%*	*4.6%*	*4.3%*
%H		*97.1%*	*39.3%*	*14.3%*	*76.5%*	*34.2%*	*42.3%*	*93.4%*
Not working	2601	2499	904	358	1933	730	1203	2017
%V	*39.4%*	*39.0%*	*32.2%*	*36.2%*	*41.7%*	*34.3%*	*48.1%*	*34.3%*
%H		*96.1%*	*34.8%*	*13.8%*	*74.3%*	*28.1%*	*46.3%*	*77.5%*
Housewife/Houseperson	1653	1545	507	181	1154	345	809	1230
%V	*25.0%*	*24.1%*	*18.1%*	*18.3%*	*24.9%*	*16.2%*	*32.3%*	*20.9%*
%H		*93.5%*	*30.7%*	*10.9%*	*69.8%*	*20.9%*	*48.9%*	*74.4%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.28: Females - 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 Females (16+)	6929	6765	2885	1010	4973	2177	2795	6022
%H		*97.6%*	*41.6%*	*14.6%*	*71.8%*	*31.4%*	*40.3%*	*86.9%*
16 - 19	352	323	161	57	223	126	97	346
%V	*5.1%*	*4.8%*	*5.6%*	*5.6%*	*4.5%*	*5.8%*	*3.5%*	*5.7%*
%H		*91.8%*	*45.7%*	*16.2%*	*63.4%*	*35.8%*	*27.6%*	*98.3%*
20 - 24	539	504	196	70	364	155	209	520
%V	*7.8%*	*7.5%*	*6.8%*	*6.9%*	*7.3%*	*7.1%*	*7.5%*	*8.6%*
%H		*93.5%*	*36.4%*	*13.0%*	*67.5%*	*28.8%*	*38.8%*	*96.5%*
25 - 34	1093	1052	506	156	650	299	351	1063
%V	*15.8%*	*15.6%*	*17.5%*	*15.4%*	*13.1%*	*13.7%*	*12.6%*	*17.7%*
%H		*96.2%*	*46.3%*	*14.3%*	*59.5%*	*27.4%*	*32.1%*	*97.3%*
35 - 44	995	970	500	159	643	338	306	960
%V	*14.4%*	*14.3%*	*17.3%*	*15.7%*	*12.9%*	*15.5%*	*10.9%*	*15.9%*
%H		*97.5%*	*50.3%*	*16.0%*	*64.6%*	*34.0%*	*30.8%*	*96.5%*
45 - 54	1219	1210	582	210	896	475	421	1165
%V	*17.6%*	*17.9%*	*20.2%*	*20.8%*	*18.0%*	*21.8%*	*15.1%*	*19.3%*
%H		*99.3%*	*47.7%*	*17.2%*	*73.5%*	*39.0%*	*34.5%*	*95.6%*
55 - 64	1054	1035	456	174	788	381	406	944
%V	*15.2%*	*15.3%*	*15.8%*	*17.2%*	*15.8%*	*17.5%*	*14.5%*	*15.7%*
%H		*98.2%*	*43.3%*	*16.5%*	*74.8%*	*36.1%*	*38.5%*	*89.6%*
65+	1677	1671	485	184	1409	404	1005	1023
%V	*24.2%*	*24.7%*	*16.8%*	*18.2%*	*28.3%*	*18.6%*	*36.0%*	*17.0%*
%H		*99.6%*	*28.9%*	*11.0%*	*84.0%*	*24.1%*	*59.9%*	*61.0%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6929	6765	2885	1010	4973	2177	2795	6022
%H		*97.6%*	*41.6%*	*14.6%*	*71.8%*	*31.4%*	*40.3%*	*86.9%*
AB	1510	1489	685	227	1108	533	575	1451
%V	*21.8%*	*22.0%*	*23.7%*	*22.5%*	*22.3%*	*24.5%*	*20.6%*	*24.1%*
%H		*98.6%*	*45.4%*	*15.0%*	*73.4%*	*35.3%*	*38.1%*	*96.1%*
C1	2044	1982	860	311	1467	690	777	1867
%V	*29.5%*	*29.3%*	*29.8%*	*30.8%*	*29.5%*	*31.7%*	*27.8%*	*31.0%*
%H		*97.0%*	*42.1%*	*15.2%*	*71.8%*	*33.8%*	*38.0%*	*91.3%*
C2	1338	1321	618	203	953	452	502	1222
%V	*19.3%*	*19.5%*	*21.4%*	*20.1%*	*19.2%*	*20.8%*	*18.0%*	*20.3%*
%H		*98.7%*	*46.2%*	*15.2%*	*71.2%*	*33.8%*	*37.5%*	*91.3%*
D	1197	1164	480	168	836	340	496	966
%V	*17.3%*	*17.2%*	*16.6%*	*16.6%*	*16.8%*	*15.6%*	*17.7%*	*16.0%*
%H		*97.2%*	*40.1%*	*14.0%*	*69.8%*	*28.4%*	*41.4%*	*80.7%*
E	840	809	242	101	608	162	446	516
%V	*12.1%*	*12.0%*	*8.4%*	*10.0%*	*12.2%*	*7.4%*	*16.0%*	*8.6%*
%H		*96.3%*	*28.8%*	*12.0%*	*72.4%*	*19.3%*	*53.1%*	*61.4%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6929	6765	2885	1010	4973	2177	2795	6022
%H		*97.6%*	*41.6%*	*14.6%*	*71.8%*	*31.4%*	*40.3%*	*86.9%*
Working full time	2485	2441	1200	415	1682	880	802	2430
%V	*35.9%*	*36.1%*	*41.6%*	*41.1%*	*33.8%*	*40.4%*	*28.7%*	*40.4%*
%H		*98.2%*	*48.3%*	*16.7%*	*67.7%*	*35.4%*	*32.3%*	*97.8%*
Working part time	993	980	454	162	728	367	361	960
%V	*14.3%*	*14.5%*	*15.7%*	*16.0%*	*14.6%*	*16.9%*	*12.9%*	*15.9%*
%H		*98.7%*	*45.7%*	*16.3%*	*73.3%*	*37.0%*	*36.4%*	*96.7%*
Not working	3452	3344	1231	433	2563	930	1632	2631
%V	*49.8%*	*49.4%*	*42.7%*	*42.9%*	*51.5%*	*42.7%*	*58.4%*	*43.7%*
%H		*96.9%*	*35.7%*	*12.5%*	*74.2%*	*26.9%*	*47.3%*	*76.2%*
Housewife/Houseperson	5734	5615	2339	811	4151	1746	2406	4886
%V	*82.8%*	*83.0%*	*81.1%*	*80.3%*	*83.5%*	*80.2%*	*86.1%*	*81.1%*
%H		*97.9%*	*40.8%*	*14.1%*	*72.4%*	*30.4%*	*42.0%*	*85.2%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire / North East Macro

Contents Page

Household
- Table 23.1: Social Grade 620
- Table 23.2: Housewife Age 621
- Table 23.3: Size of Household 622
- Table 23.4: Presence of Children 623
- Table 23.5: Number of TV sets in household 624
- Table 23.6: Screen size 625
- Table 23.7: Location of ANY set in household 626
- Table 23.8: Platform Provider 627
- Table 23.9: Recorders and other equipment 628
- Table 23.10: Computers and Internet 629

Sets
- Table 23.11: Screen Size 630
- Table 23.12: Location of set 631
- Table 23.13: Recorders 632
- Table 23.14: Other TV equipment 632
- Table 23.15: Main Set Screen Size 633
- Table 23.16: Main Set Recorders 634
- Table 23.17: Main Set - Other TV equipment 634
- Table 23.18: Other Sets (non-Main Set) Screen Size 635
- Table 23.19: Other Set (non-Main Set) Recorders 636
- Table 23.20: Other Set (non-Main Set) - Other TV equipment 636

Individuals
- Table 23.21: Age of Children 637
- Table 23.22: Adults - Age 638
- Table 23.23: Social Grade (Adults 16+) 639
- Table 23.24: Working Status (Adults 16+) 640
- Table 23.25: Males - Age 641
- Table 23.26: Social Grade (Males 16+) 642
- Table 23.27: Working Status (Males 16+) 643
- Table 23.28: Females - Age 644
- Table 23.29: Social Grade (Females 16+) 645
- Table 23.30: Working Status (Females 16+) 646

Table 23.1: 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	4020	3881	1567	456	2979	1186	1793	3306
%H (All HH)		*96.5%*	*39.0%*	*11.3%*	*74.1%*	*29.5%*	*44.6%*	*82.2%*
%H (TV HH)			*40.4%*	*11.7%*	*76.8%*	*30.6%*	*46.2%*	
AB	825	803	345	109	610	267	343	773
%V	*20.5%*	*20.7%*	*22.0%*	*23.9%*	*20.5%*	*22.5%*	*19.1%*	*23.4%*
%H (All HH)		*97.3%*	*41.8%*	*13.2%*	*73.9%*	*32.4%*	*41.6%*	*93.7%*
%H (TV HH)			*43.0%*	*13.6%*	*76.0%*	*33.3%*	*42.7%*	
C1	1102	1066	460	132	806	353	453	988
%V	*27.4%*	*27.5%*	*29.4%*	*28.9%*	*27.1%*	*29.8%*	*25.3%*	*29.9%*
%H (All HH)		*96.7%*	*41.7%*	*12.0%*	*73.1%*	*32.0%*	*41.1%*	*89.7%*
%H (TV HH)			*43.2%*	*12.4%*	*75.6%*	*33.1%*	*42.5%*	
C2	858	839	362	91	655	275	380	729
%V	*21.3%*	*21.6%*	*23.1%*	*20.0%*	*22.0%*	*23.2%*	*21.2%*	*22.1%*
%H (All HH)		*97.8%*	*42.2%*	*10.6%*	*76.3%*	*32.1%*	*44.3%*	*85.0%*
%H (TV HH)			*43.1%*	*10.8%*	*78.1%*	*32.8%*	*45.3%*	
D	681	652	255	76	491	184	307	512
%V	*16.9%*	*16.8%*	*16.3%*	*16.7%*	*16.5%*	*15.5%*	*17.1%*	*15.5%*
%H (All HH)		*95.7%*	*37.4%*	*11.2%*	*72.1%*	*27.0%*	*45.1%*	*75.2%*
%H (TV HH)			*39.1%*	*11.7%*	*75.3%*	*28.2%*	*47.1%*	
E	553	521	145	49	417	107	310	303
%V	*13.8%*	*13.4%*	*9.3%*	*10.7%*	*14.0%*	*9.0%*	*17.3%*	*9.2%*
%H (All HH)		*94.2%*	*26.2%*	*8.9%*	*75.4%*	*19.3%*	*56.1%*	*54.8%*
%H (TV HH)			*27.8%*	*9.4%*	*80.0%*	*20.5%*	*59.5%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.2: 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	4020	3881	1567	456	2979	1186	1793	3306
%H (All HH)		*96.5%*	*39.0%*	*11.3%*	*74.1%*	*29.5%*	*44.6%*	*82.2%*
%H (TV HH)			*40.4%*	*11.7%*	*76.8%*	*30.6%*	*46.2%*	
Under 25	198	172	57	12	120	37	83	189
%V	*4.9%*	*4.4%*	*3.6%*	*2.6%*	*4.0%*	*3.1%*	*4.6%*	*5.7%*
%H (All HH)		*86.9%*	*28.8%*	*6.1%*	*60.6%*	*18.7%*	*41.9%*	*95.5%*
%H (TV HH)			*33.1%*	*7.0%*	*69.8%*	*21.5%*	*48.3%*	
25 - 34	595	557	261	64	338	144	195	573
%V	*14.8%*	*14.4%*	*16.7%*	*14.0%*	*11.3%*	*12.1%*	*10.9%*	*17.3%*
%H (All HH)		*93.6%*	*43.9%*	*10.8%*	*56.8%*	*24.2%*	*32.8%*	*96.3%*
%H (TV HH)			*46.9%*	*11.5%*	*60.7%*	*25.9%*	*35.0%*	
35 - 44	598	570	290	63	394	186	208	574
%V	*14.9%*	*14.7%*	*18.5%*	*13.8%*	*13.2%*	*15.7%*	*11.6%*	*17.4%*
%H (All HH)		*95.3%*	*48.5%*	*10.5%*	*65.9%*	*31.1%*	*34.8%*	*96.0%*
%H (TV HH)			*50.9%*	*11.1%*	*69.1%*	*32.6%*	*36.5%*	
45 - 54	786	771	370	118	604	318	285	738
%V	*19.6%*	*19.9%*	*23.6%*	*25.9%*	*20.3%*	*26.8%*	*15.9%*	*22.3%*
%H (All HH)		*98.1%*	*47.1%*	*15.0%*	*76.8%*	*40.5%*	*36.3%*	*93.9%*
%H (TV HH)			*48.0%*	*15.3%*	*78.3%*	*41.2%*	*37.0%*	
55 - 64	696	677	285	93	540	239	301	591
%V	*17.3%*	*17.4%*	*18.2%*	*20.4%*	*18.1%*	*20.2%*	*16.8%*	*17.9%*
%H (All HH)		*97.3%*	*40.9%*	*13.4%*	*77.6%*	*34.3%*	*43.2%*	*84.9%*
%H (TV HH)			*42.1%*	*13.7%*	*79.8%*	*35.3%*	*44.5%*	
65 +	1147	1134	305	106	983	261	722	640
%V	*28.5%*	*29.2%*	*19.5%*	*23.2%*	*33.0%*	*22.0%*	*40.3%*	*19.4%*
%H (All HH)		*98.9%*	*26.6%*	*9.2%*	*85.7%*	*22.8%*	*62.9%*	*55.8%*
%H (TV HH)			*26.9%*	*9.3%*	*86.7%*	*23.0%*	*63.7%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.3: 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	4020	3881	1567	456	2979	1186	1793	3306
%H (All HH)		*96.5%*	*39.0%*	*11.3%*	*74.1%*	*29.5%*	*44.6%*	*82.2%*
%H (TV HH)			*40.4%*	*11.7%*	*76.8%*	*30.6%*	*46.2%*	
1	1265	1192	301	105	986	224	762	750
%V	*31.5%*	*30.7%*	*19.2%*	*23.0%*	*33.1%*	*18.9%*	*42.5%*	*22.7%*
%H (All HH)		*94.2%*	*23.8%*	*8.3%*	*77.9%*	*17.7%*	*60.2%*	*59.3%*
%H (TV HH)			*25.3%*	*8.8%*	*82.7%*	*18.8%*	*63.9%*	
2	1441	1410	586	160	1097	458	639	1270
%V	*35.8%*	*36.3%*	*37.4%*	*35.1%*	*36.8%*	*38.6%*	*35.6%*	*38.4%*
%H (All HH)		*97.8%*	*40.7%*	*11.1%*	*76.1%*	*31.8%*	*44.3%*	*88.1%*
%H (TV HH)			*41.6%*	*11.3%*	*77.8%*	*32.5%*	*45.3%*	
3	625	609	310	88	445	238	207	609
%V	*15.5%*	*15.7%*	*19.8%*	*19.3%*	*14.9%*	*20.1%*	*11.5%*	*18.4%*
%H (All HH)		*97.4%*	*49.6%*	*14.1%*	*71.2%*	*38.1%*	*33.1%*	*97.4%*
%H (TV HH)			*50.9%*	*14.4%*	*73.1%*	*39.1%*	*34.0%*	
4	474	464	255	70	325	191	134	467
%V	*11.8%*	*12.0%*	*16.3%*	*15.4%*	*10.9%*	*16.1%*	*7.5%*	*14.1%*
%H (All HH)		*97.9%*	*53.8%*	*14.8%*	*68.6%*	*40.3%*	*28.3%*	*98.5%*
%H (TV HH)			*55.0%*	*15.1%*	*70.0%*	*41.2%*	*28.9%*	
5+	214	205	115	33	126	75	50	210
%V	*5.3%*	*5.3%*	*7.3%*	*7.2%*	*4.2%*	*6.3%*	*2.8%*	*6.4%*
%H (All HH)		*95.8%*	*53.7%*	*15.4%*	*58.9%*	*35.0%*	*23.4%*	*98.1%*
%H (TV HH)			*56.1%*	*16.1%*	*61.5%*	*36.6%*	*24.4%*	
Average HH size	2.26	2.27	2.58	2.51	2.18	2.55	1.93	2.46

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.4: 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	4020	3881	1567	456	2979	1186	1793	3306
%H (All HH)		*96.5%*	*39.0%*	*11.3%*	*74.1%*	*29.5%*	*44.6%*	*82.2%*
%H (TV HH)			*40.4%*	*11.7%*	*76.8%*	*30.6%*	*46.2%*	
Without	3024	2909	1043	328	2328	836	1491	2335
%V	*75.2%*	*75.0%*	*66.6%*	*71.9%*	*78.1%*	*70.5%*	*83.2%*	*70.6%*
%H (All HH)		*96.2%*	*34.5%*	*10.8%*	*77.0%*	*27.6%*	*49.3%*	*77.2%*
%H (TV HH)			*35.9%*	*11.3%*	*80.0%*	*28.7%*	*51.3%*	
With	996	972	524	129	651	349	302	971
%V	*24.8%*	*25.0%*	*33.4%*	*28.3%*	*21.9%*	*29.4%*	*16.8%*	*29.4%*
%H (All HH)		*97.6%*	*52.6%*	*13.0%*	*65.4%*	*35.0%*	*30.3%*	*97.5%*
%H (TV HH)			*53.9%*	*13.3%*	*67.0%*	*35.9%*	*31.1%*	
0 - 3	361	347	188	38	210	99	110	348
%V	*9.0%*	*8.9%*	*12.0%*	*8.3%*	*7.0%*	*8.3%*	*6.1%*	*10.5%*
%H (All HH)		*96.1%*	*52.1%*	*10.5%*	*58.2%*	*27.4%*	*30.5%*	*96.4%*
%H (TV HH)			*54.2%*	*11.0%*	*60.5%*	*28.5%*	*31.7%*	
4 - 9	508	497	269	67	326	173	153	493
%V	*12.6%*	*12.8%*	*17.2%*	*14.7%*	*10.9%*	*14.6%*	*8.5%*	*14.9%*
%H (All HH)		*97.8%*	*53.0%*	*13.2%*	*64.2%*	*34.1%*	*30.1%*	*97.0%*
%H (TV HH)			*54.1%*	*13.5%*	*65.6%*	*34.8%*	*30.8%*	
10 - 15	478	471	269	72	317	193	124	468
%V	*11.9%*	*12.1%*	*17.2%*	*15.8%*	*10.6%*	*16.3%*	*6.9%*	*14.2%*
%H (All HH)		*98.5%*	*56.3%*	*15.1%*	*66.3%*	*40.4%*	*25.9%*	*97.9%*
%H (TV HH)			*57.1%*	*15.3%*	*67.3%*	*41.0%*	*26.3%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage 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

ITV Yorkshire / North East Macro

Household level data

Table 23.5: 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	4020	3881	1567	456	2979	1186	1793	3306
%H (All HH)		*96.5%*	*39.0%*	*11.3%*	*74.1%*	*29.5%*	*44.6%*	*82.2%*
%H (TV HH)			*40.4%*	*11.7%*	*76.8%*	*30.6%*	*46.2%*	
1	1427	1427	450	121	975	181	794	1047
%V	*35.5%*	*36.8%*	*28.7%*	*26.5%*	*32.7%*	*15.3%*	*44.3%*	*31.7%*
%H (All HH)		*100.0%*	*31.5%*	*8.5%*	*68.3%*	*12.7%*	*55.6%*	*73.4%*
%H (TV HH)			*31.5%*	*8.5%*	*68.3%*	*12.7%*	*55.6%*	
2	1324	1324	525	177	1049	433	616	1086
%V	*32.9%*	*34.1%*	*33.5%*	*38.8%*	*35.2%*	*36.5%*	*34.4%*	*32.8%*
%H (All HH)		*100.0%*	*39.7%*	*13.4%*	*79.2%*	*32.7%*	*46.5%*	*82.0%*
%H (TV HH)			*39.7%*	*13.4%*	*79.2%*	*32.7%*	*46.5%*	
3	653	653	319	85	536	288	248	599
%V	*16.2%*	*16.8%*	*20.4%*	*18.6%*	*18.0%*	*24.3%*	*13.8%*	*18.1%*
%H (All HH)		*100.0%*	*48.9%*	*13.0%*	*82.1%*	*44.1%*	*38.0%*	*91.7%*
%H (TV HH)			*48.9%*	*13.0%*	*82.1%*	*44.1%*	*38.0%*	
4	318	318	177	47	275	180	95	305
%V	*7.9%*	*8.2%*	*11.3%*	*10.3%*	*9.2%*	*15.2%*	*5.3%*	*9.2%*
%H (All HH)		*100.0%*	*55.7%*	*14.8%*	*86.5%*	*56.6%*	*29.9%*	*95.9%*
%H (TV HH)			*55.7%*	*14.8%*	*86.5%*	*56.6%*	*29.9%*	
5+	159	159	96	27	143	103	40	158
%V	*4.0%*	*4.1%*	*6.1%*	*5.9%*	*4.8%*	*8.7%*	*2.2%*	*4.8%*
%H (All HH)		*100.0%*	*60.4%*	*17.0%*	*89.9%*	*64.8%*	*25.2%*	*99.4%*
%H (TV HH)			*60.4%*	*17.0%*	*89.9%*	*64.8%*	*25.2%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4020	3881	1567	456	2979	1186	1793	3306
%H (All HH)		*96.5%*	*39.0%*	*11.3%*	*74.1%*	*29.5%*	*44.6%*	*82.2%*
%H (TV HH)			*40.4%*	*11.7%*	*76.8%*	*30.6%*	*46.2%*	
Under 20"	588	588	229	67	520	232	288	468
%V	*14.6%*	*15.2%*	*14.6%*	*14.7%*	*17.5%*	*19.6%*	*16.1%*	*14.2%*
%H (All HH)		*100.0%*	*38.9%*	*11.4%*	*88.4%*	*39.5%*	*49.0%*	*79.6%*
%H (TV HH)			*38.9%*	*11.4%*	*88.4%*	*39.5%*	*49.0%*	
20" - 29"	1225	1225	482	155	1033	450	583	993
%V	*30.5%*	*31.6%*	*30.8%*	*34.0%*	*34.7%*	*37.9%*	*32.5%*	*30.0%*
%H (All HH)		*100.0%*	*39.3%*	*12.7%*	*84.3%*	*36.7%*	*47.6%*	*81.1%*
%H (TV HH)			*39.3%*	*12.7%*	*84.3%*	*36.7%*	*47.6%*	
30" - 39"	1889	1889	771	238	1499	639	860	1593
%V	*47.0%*	*48.7%*	*49.2%*	*52.2%*	*50.3%*	*53.9%*	*48.0%*	*48.2%*
%H (All HH)		*100.0%*	*40.8%*	*12.6%*	*79.4%*	*33.8%*	*45.5%*	*84.3%*
%H (TV HH)			*40.8%*	*12.6%*	*79.4%*	*33.8%*	*45.5%*	
40" - 49"	1881	1881	891	261	1415	700	715	1678
%V	*46.8%*	*48.5%*	*56.9%*	*57.2%*	*47.5%*	*59.0%*	*39.9%*	*50.8%*
%H (All HH)		*100.0%*	*47.4%*	*13.9%*	*75.2%*	*37.2%*	*38.0%*	*89.2%*
%H (TV HH)			*47.4%*	*13.9%*	*75.2%*	*37.2%*	*38.0%*	
50" - 59"	644	644	372	85	454	276	178	604
%V	*16.0%*	*16.6%*	*23.7%*	*18.6%*	*15.2%*	*23.3%*	*9.9%*	*18.3%*
%H (All HH)		*100.0%*	*57.8%*	*13.2%*	*70.5%*	*42.9%*	*27.6%*	*93.8%*
%H (TV HH)			*57.8%*	*13.2%*	*70.5%*	*42.9%*	*27.6%*	
60"+	57	57	35	8	37	22	15	56
%V	*1.4%*	*1.5%*	*2.2%*	*1.8%*	*1.2%*	*1.9%*	*0.8%*	*1.7%*
%H (All HH)		*100.0%*	*61.4%*	*14.0%*	*64.9%*	*38.6%*	*26.3%*	*98.2%*
%H (TV HH)			*61.4%*	*14.0%*	*64.9%*	*38.6%*	*26.3%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage 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

ITV Yorkshire / North East Macro

Household level data

Table 23.7: 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	4020	3881	1567	456	2979	1186	1793	3306
%H (All HH)		*96.5%*	*39.0%*	*11.3%*	*74.1%*	*29.5%*	*44.6%*	*82.2%*
%H (TV HH)			*40.4%*	*11.7%*	*76.8%*	*30.6%*	*46.2%*	
Main living room	3838	3838	1556	453	2951	1180	1771	3162
%V	*95.5%*	*98.9%*	*99.3%*	*99.3%*	*99.1%*	*99.5%*	*98.8%*	*95.6%*
%H (All HH)		*100.0%*	*40.5%*	*11.8%*	*76.9%*	*30.7%*	*46.1%*	*82.4%*
%H (TV HH)			*40.5%*	*11.8%*	*76.9%*	*30.7%*	*46.1%*	
Kitchen	462	462	225	44	413	219	194	402
%V	*11.5%*	*11.9%*	*14.4%*	*9.6%*	*13.9%*	*18.5%*	*10.8%*	*12.2%*
%H (All HH)		*100.0%*	*48.7%*	*9.5%*	*89.4%*	*47.4%*	*42.0%*	*87.0%*
%H (TV HH)			*48.7%*	*9.5%*	*89.4%*	*47.4%*	*42.0%*	
Adult's bedroom	1846	1846	845	258	1521	780	740	1631
%V	*45.9%*	*47.6%*	*53.9%*	*56.6%*	*51.1%*	*65.8%*	*41.3%*	*49.3%*
%H (All HH)		*100.0%*	*45.8%*	*14.0%*	*82.4%*	*42.3%*	*40.1%*	*88.4%*
%H (TV HH)			*45.8%*	*14.0%*	*82.4%*	*42.3%*	*40.1%*	
Child's bedroom	416	416	235	58	311	190	121	407
%V	*10.3%*	*10.7%*	*15.0%*	*12.7%*	*10.4%*	*16.0%*	*6.7%*	*12.3%*
%H (All HH)		*100.0%*	*56.5%*	*13.9%*	*74.8%*	*45.7%*	*29.1%*	*97.8%*
%H (TV HH)			*56.5%*	*13.9%*	*74.8%*	*45.7%*	*29.1%*	
Other bedroom	387	387	203	60	328	202	127	362
%V	*9.6%*	*10.0%*	*13.0%*	*13.2%*	*11.0%*	*17.0%*	*7.1%*	*10.9%*
%H (All HH)		*100.0%*	*52.5%*	*15.5%*	*84.8%*	*52.2%*	*32.8%*	*93.5%*
%H (TV HH)			*52.5%*	*15.5%*	*84.8%*	*52.2%*	*32.8%*	
Second living/dining room	403	403	176	70	332	173	159	348
%V	*10.0%*	*10.4%*	*11.2%*	*15.4%*	*11.1%*	*14.6%*	*8.9%*	*10.5%*
%H (All HH)		*100.0%*	*43.7%*	*17.4%*	*82.4%*	*42.9%*	*39.5%*	*86.4%*
%H (TV HH)			*43.7%*	*17.4%*	*82.4%*	*42.9%*	*39.5%*	
Study/office	49	49	26	8	40	25	16	49
%V	*1.2%*	*1.3%*	*1.7%*	*1.8%*	*1.3%*	*2.1%*	*0.9%*	*1.5%*
%H (All HH)		*100.0%*	*53.1%*	*16.3%*	*81.6%*	*51.0%*	*32.7%*	*100.0%*
%H (TV HH)			*53.1%*	*16.3%*	*81.6%*	*51.0%*	*32.7%*	
TV room	31	31	17	4	23	12	11	30
%V	*0.8%*	*0.8%*	*1.1%*	*0.9%*	*0.8%*	*1.0%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*54.8%*	*12.9%*	*74.2%*	*38.7%*	*35.5%*	*96.8%*
%H (TV HH)			*54.8%*	*12.9%*	*74.2%*	*38.7%*	*35.5%*	
Conservatory	137	137	75	18	120	72	48	129
%V	*3.4%*	*3.5%*	*4.8%*	*3.9%*	*4.0%*	*6.1%*	*2.7%*	*3.9%*
%H (All HH)		*100.0%*	*54.7%*	*13.1%*	*87.6%*	*52.6%*	*35.0%*	*94.2%*
%H (TV HH)			*54.7%*	*13.1%*	*87.6%*	*52.6%*	*35.0%*	
Attic or loft room	13	13	4	5	12	7	5	13
%V	*0.3%*	*0.3%*	*0.3%*	*1.1%*	*0.4%*	*0.6%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*30.8%*	*38.5%*	*92.3%*	*53.8%*	*38.5%*	*100.0%*
%H (TV HH)			*30.8%*	*38.5%*	*92.3%*	*53.8%*	*38.5%*	
No specific location	6	6	3	1	5	2	2	5
%V	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*16.7%*	*83.3%*	*33.3%*	*33.3%*	*83.3%*
%H (TV HH)			*50.0%*	*16.7%*	*83.3%*	*33.3%*	*33.3%*	
Other	34	34	20	5	31	22	9	32
%V	*0.8%*	*0.9%*	*1.3%*	*1.1%*	*1.0%*	*1.9%*	*0.5%*	*1.0%*
%H (All HH)		*100.0%*	*58.8%*	*14.7%*	*91.2%*	*64.7%*	*26.5%*	*94.1%*
%H (TV HH)			*58.8%*	*14.7%*	*91.2%*	*64.7%*	*26.5%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.8: 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	4020	3881	1567	456	2979	1186	1793	3306
%H (All HH)		*96.5%*	*39.0%*	*11.3%*	*74.1%*	*29.5%*	*44.6%*	*82.2%*
%H (TV HH)			*40.4%*	*11.7%*	*76.8%*	*30.6%*	*46.2%*	
Any DSAT provider	1567	1567	1567	23	938	938	0	1448
%V	*39.0%*	*40.4%*	*100.0%*	*5.0%*	*31.5%*	*79.1%*	*0.0%*	*43.8%*
%H (All HH)			*100.0%*	*1.5%*	*59.9%*	*59.9%*	*0.0%*	*92.4%*
%H (TV HH)			*100.0%*	*1.5%*	*59.9%*	*59.9%*	*0.0%*	
Sky with subcription	1314	1314	1314	12	772	772	0	1227
%V	*32.7%*	*33.9%*	*83.9%*	*2.6%*	*25.9%*	*65.1%*	*0.0%*	*37.1%*
%H (All HH)			*100.0%*	*0.9%*	*58.8%*	*58.8%*	*0.0%*	*93.4%*
%H (TV HH)			*100.0%*	*0.9%*	*58.8%*	*58.8%*	*0.0%*	
Sky without subscription	93	93	93	3	60	60	0	86
%V	*2.3%*	*2.4%*	*5.9%*	*0.7%*	*2.0%*	*5.1%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*3.2%*	*64.5%*	*64.5%*	*0.0%*	*92.5%*
%H (TV HH)			*100.0%*	*3.2%*	*64.5%*	*64.5%*	*0.0%*	
Freesat	164	164	164	6	116	116	0	144
%V	*4.1%*	*4.2%*	*10.5%*	*1.3%*	*3.9%*	*9.8%*	*0.0%*	*4.4%*
%H (All HH)			*100.0%*	*3.7%*	*70.7%*	*70.7%*	*0.0%*	*87.8%*
%H (TV HH)			*100.0%*	*3.7%*	*70.7%*	*70.7%*	*0.0%*	
Other satellite provider	76	76	76	5	47	47	0	69
%V	*1.9%*	*2.0%*	*4.9%*	*1.1%*	*1.6%*	*4.0%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*6.6%*	*61.8%*	*61.8%*	*0.0%*	*90.8%*
%H (TV HH)			*100.0%*	*6.6%*	*61.8%*	*61.8%*	*0.0%*	
DCAB	456	456	23	456	263	263	0	420
%V	*11.3%*	*11.7%*	*1.5%*	*100.0%*	*8.8%*	*22.2%*	*0.0%*	*12.7%*
%H (All HH)			*5.0%*	*100.0%*	*57.7%*	*57.7%*	*0.0%*	*92.1%*
%H (TV HH)			*5.0%*	*100.0%*	*57.7%*	*57.7%*	*0.0%*	
DTT	2979	2979	938	263	2979	1186	1793	2369
%V	*74.1%*	*76.8%*	*59.9%*	*57.7%*	*100.0%*	*100.0%*	*100.0%*	*71.7%*
%H (All HH)		*100.0%*	*31.5%*	*8.8%*	*100.0%*	*39.8%*	*60.2%*	*79.5%*
%H (TV HH)			*31.5%*	*8.8%*	*100.0%*	*39.8%*	*60.2%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.9: 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	4020	3881	1567	456	2979	1186	1793	3306
%H (All HH)		*96.5%*	*39.0%*	*11.3%*	*74.1%*	*29.5%*	*44.6%*	*82.2%*
%H (TV HH)			*40.4%*	*11.7%*	*76.8%*	*30.6%*	*46.2%*	
PVR	2407	2407	1414	404	1674	1069	605	2191
%V	*59.9%*	*62.0%*	*90.2%*	*88.6%*	*56.2%*	*90.1%*	*33.7%*	*66.3%*
%H (All HH)		*100.0%*	*58.7%*	*16.8%*	*69.5%*	*44.4%*	*25.1%*	*91.0%*
%H (TV HH)			*58.7%*	*16.8%*	*69.5%*	*44.4%*	*25.1%*	
DVDR	65	65	20	7	59	21	38	56
%V	*1.6%*	*1.7%*	*1.3%*	*1.5%*	*2.0%*	*1.8%*	*2.1%*	*1.7%*
%H (All HH)		*100.0%*	*30.8%*	*10.8%*	*90.8%*	*32.3%*	*58.5%*	*86.2%*
%H (TV HH)			*30.8%*	*10.8%*	*90.8%*	*32.3%*	*58.5%*	
VCR	53	53	21	5	47	21	26	38
%V	*1.3%*	*1.4%*	*1.3%*	*1.1%*	*1.6%*	*1.8%*	*1.5%*	*1.1%*
%H (All HH)		*100.0%*	*39.6%*	*9.4%*	*88.7%*	*39.6%*	*49.1%*	*71.7%*
%H (TV HH)			*39.6%*	*9.4%*	*88.7%*	*39.6%*	*49.1%*	
Any recorder	2455	2455	1420	404	1718	1073	646	2224
%V	*61.1%*	*63.3%*	*90.6%*	*88.6%*	*57.7%*	*90.5%*	*36.0%*	*67.3%*
%H (All HH)		*100.0%*	*57.8%*	*16.5%*	*70.0%*	*43.7%*	*26.3%*	*90.6%*
%H (TV HH)			*57.8%*	*16.5%*	*70.0%*	*43.7%*	*26.3%*	
Receives HDTV (via STB or built-in reception)	2427	2427	1189	391	1831	966	865	2202
%V	*60.4%*	*62.5%*	*75.9%*	*85.7%*	*61.5%*	*81.5%*	*48.2%*	*66.6%*
%H (All HH)		*100.0%*	*49.0%*	*16.1%*	*75.4%*	*39.8%*	*35.6%*	*90.7%*
%H (TV HH)			*49.0%*	*16.1%*	*75.4%*	*39.8%*	*35.6%*	
DVD/Blu-ray player or recorder	2640	2640	1122	347	2048	920	1128	2293
%V	*65.7%*	*68.0%*	*71.6%*	*76.1%*	*68.7%*	*77.6%*	*62.9%*	*69.4%*
%H (All HH)		*100.0%*	*42.5%*	*13.1%*	*77.6%*	*34.8%*	*42.7%*	*86.9%*
%H (TV HH)			*42.5%*	*13.1%*	*77.6%*	*34.8%*	*42.7%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.10: 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	4020	3881	1567	456	2979	1186	1793	3306
%H (All HH)		*96.5%*	*39.0%*	*11.3%*	*74.1%*	*29.5%*	*44.6%*	*82.2%*
%H (TV HH)			*40.4%*	*11.7%*	*76.8%*	*30.6%*	*46.2%*	
Has broadband internet	3306	3195	1448	420	2369	1098	1272	3306
%V	*82.2%*	*82.3%*	*92.4%*	*92.1%*	*79.5%*	*92.6%*	*70.9%*	*100.0%*
%H (All HH)		*96.6%*	*43.8%*	*12.7%*	*71.7%*	*33.2%*	*38.5%*	*100.0%*
%H (TV HH)			*45.3%*	*13.1%*	*74.1%*	*34.4%*	*39.8%*	
Number of computers (PCs and laptops)								
0	872	831	184	44	714	121	593	194
%V	*21.7%*	*21.4%*	*11.7%*	*9.6%*	*24.0%*	*10.2%*	*33.1%*	*5.9%*
%H (All HH)		*95.3%*	*21.1%*	*5.0%*	*81.9%*	*13.9%*	*68.0%*	*22.2%*
%H (TV HH)			*22.1%*	*5.3%*	*85.9%*	*14.6%*	*71.4%*	
1	1079	1025	391	108	779	273	506	1050
%V	*26.8%*	*26.4%*	*25.0%*	*23.7%*	*26.1%*	*23.0%*	*28.2%*	*31.8%*
%H (All HH)		*95.0%*	*36.2%*	*10.0%*	*72.2%*	*25.3%*	*46.9%*	*97.3%*
%H (TV HH)			*38.1%*	*10.5%*	*76.0%*	*26.6%*	*49.4%*	
2	895	873	391	120	643	298	345	889
%V	*22.3%*	*22.5%*	*25.0%*	*26.3%*	*21.6%*	*25.1%*	*19.2%*	*26.9%*
%H (All HH)		*97.5%*	*43.7%*	*13.4%*	*71.8%*	*33.3%*	*38.5%*	*99.3%*
%H (TV HH)			*44.8%*	*13.7%*	*73.7%*	*34.1%*	*39.5%*	
3	547	538	291	81	394	236	158	547
%V	*13.6%*	*13.9%*	*18.6%*	*17.8%*	*13.2%*	*19.9%*	*8.8%*	*16.5%*
%H (All HH)		*98.4%*	*53.2%*	*14.8%*	*72.0%*	*43.1%*	*28.9%*	*100.0%*
%H (TV HH)			*54.1%*	*15.1%*	*73.2%*	*43.9%*	*29.4%*	
4	305	300	150	56	207	114	93	304
%V	*7.6%*	*7.7%*	*9.6%*	*12.3%*	*6.9%*	*9.6%*	*5.2%*	*9.2%*
%H (All HH)		*98.4%*	*49.2%*	*18.4%*	*67.9%*	*37.4%*	*30.5%*	*99.7%*
%H (TV HH)			*50.0%*	*18.7%*	*69.0%*	*38.0%*	*31.0%*	
5+	321	313	160	48	241	144	97	321
%V	*8.0%*	*8.1%*	*10.2%*	*10.5%*	*8.1%*	*12.1%*	*5.4%*	*9.7%*
%H (All HH)		*97.5%*	*49.8%*	*15.0%*	*75.1%*	*44.9%*	*30.2%*	*100.0%*
%H (TV HH)			*51.1%*	*15.3%*	*77.0%*	*46.0%*	*31.0%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage 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

ITV Yorkshire / North East Macro

Set level data

Table 23.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8145	3676	1061	6534	3177	3357	7070
%H		*45.1%*	*13.0%*	*80.2%*	*39.0%*	*41.2%*	*86.8%*
Under 20"	749	309	90	663	317	347	616
%V	*9.2%*	*8.4%*	*8.5%*	*10.1%*	*10.0%*	*10.3%*	*8.7%*
%H		*41.3%*	*12.0%*	*88.5%*	*42.3%*	*46.3%*	*82.2%*
20" - 29"	1594	649	201	1361	618	743	1322
%V	*19.6%*	*17.7%*	*18.9%*	*20.8%*	*19.5%*	*22.1%*	*18.7%*
%H		*40.7%*	*12.6%*	*85.4%*	*38.8%*	*46.6%*	*82.9%*
30" - 39"	2396	1037	304	1910	878	1031	2072
%V	*29.4%*	*28.2%*	*28.7%*	*29.2%*	*27.6%*	*30.7%*	*29.3%*
%H		*43.3%*	*12.7%*	*79.7%*	*36.6%*	*43.0%*	*86.5%*
40" - 49"	2234	1088	322	1685	873	812	2011
%V	*27.4%*	*29.6%*	*30.3%*	*25.8%*	*27.5%*	*24.2%*	*28.4%*
%H		*48.7%*	*14.4%*	*75.4%*	*39.1%*	*36.3%*	*90.0%*
50" - 59"	709	412	98	508	316	192	668
%V	*8.7%*	*11.2%*	*9.2%*	*7.8%*	*9.9%*	*5.7%*	*9.4%*
%H		*58.1%*	*13.8%*	*71.7%*	*44.6%*	*27.1%*	*94.2%*
60"+	58	36	8	38	24	15	58
%V	*0.7%*	*1.0%*	*0.8%*	*0.6%*	*0.8%*	*0.4%*	*0.8%*
%H		*62.1%*	*13.8%*	*65.5%*	*41.4%*	*25.9%*	*100.0%*
Don't know	405	145	37	368	152	216	323
%V	*5.0%*	*3.9%*	*3.5%*	*5.6%*	*4.8%*	*6.4%*	*4.6%*
%H		*35.8%*	*9.1%*	*90.9%*	*37.5%*	*53.3%*	*79.8%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.12: 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	8145	3676	1061	6534	3177	3357	7070
%H		*45.1%*	*13.0%*	*80.2%*	*39.0%*	*41.2%*	*86.8%*
Main living room	3853	1564	454	2964	1186	1778	3174
%V	*47.3%*	*42.5%*	*42.8%*	*45.4%*	*37.3%*	*53.0%*	*44.9%*
%H		*40.6%*	*11.8%*	*76.9%*	*30.8%*	*46.1%*	*82.4%*
Kitchen	463	226	44	413	219	194	403
%V	*5.7%*	*6.1%*	*4.1%*	*6.3%*	*6.9%*	*5.8%*	*5.7%*
%H		*48.8%*	*9.5%*	*89.2%*	*47.3%*	*41.9%*	*87.0%*
Adult's bedroom	2151	1015	298	1791	957	834	1922
%V	*26.4%*	*27.6%*	*28.1%*	*27.4%*	*30.1%*	*24.8%*	*27.2%*
%H		*47.2%*	*13.9%*	*83.3%*	*44.5%*	*38.8%*	*89.4%*
Child's bedroom	539	306	79	407	256	152	528
%V	*6.6%*	*8.3%*	*7.4%*	*6.2%*	*8.1%*	*4.5%*	*7.5%*
%H		*56.8%*	*14.7%*	*75.5%*	*47.5%*	*28.2%*	*98.0%*
Other bedroom	455	241	74	387	242	145	428
%V	*5.6%*	*6.6%*	*7.0%*	*5.9%*	*7.6%*	*4.3%*	*6.1%*
%H		*53.0%*	*16.3%*	*85.1%*	*53.2%*	*31.9%*	*94.1%*
Second living/dining room	410	179	71	337	175	162	353
%V	*5.0%*	*4.9%*	*6.7%*	*5.2%*	*5.5%*	*4.8%*	*5.0%*
%H		*43.7%*	*17.3%*	*82.2%*	*42.7%*	*39.5%*	*86.1%*
Study/office	50	26	8	41	25	17	50
%V	*0.6%*	*0.7%*	*0.8%*	*0.6%*	*0.8%*	*0.5%*	*0.7%*
%H		*52.0%*	*16.0%*	*82.0%*	*50.0%*	*34.0%*	*100.0%*
TV room	31	17	4	23	12	11	30
%V	*0.4%*	*0.5%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*
%H		*54.8%*	*12.9%*	*74.2%*	*38.7%*	*35.5%*	*96.8%*
Conservatory	137	75	18	120	72	48	129
%V	*1.7%*	*2.0%*	*1.7%*	*1.8%*	*2.3%*	*1.4%*	*1.8%*
%H		*54.7%*	*13.1%*	*87.6%*	*52.6%*	*35.0%*	*94.2%*
Attic or loft room	13	4	5	12	7	5	13
%V	*0.2%*	*0.1%*	*0.5%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*30.8%*	*38.5%*	*92.3%*	*53.8%*	*38.5%*	*100.0%*
No specific location	6	3	1	5	2	2	5
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*16.7%*	*83.3%*	*33.3%*	*33.3%*	*83.3%*
Other	36	22	5	33	24	10	35
%V	*0.4%*	*0.6%*	*0.5%*	*0.5%*	*0.8%*	*0.3%*	*0.5%*
%H		*61.1%*	*13.9%*	*91.7%*	*66.7%*	*27.8%*	*97.2%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8145	3676	1061	6534	3177	3357	7070
%H		*45.1%*	*13.0%*	*80.2%*	*39.0%*	*41.2%*	*86.8%*
PVR	3312	2108	557	2210	1529	681	3065
%V	*40.7%*	*57.3%*	*52.5%*	*33.8%*	*48.1%*	*20.3%*	*43.4%*
%H		*63.6%*	*16.8%*	*66.7%*	*46.2%*	*20.6%*	*92.5%*
DVDR	67	21	8	60	22	38	57
%V	*0.8%*	*0.6%*	*0.8%*	*0.9%*	*0.7%*	*1.1%*	*0.8%*
%H		*31.3%*	*11.9%*	*89.6%*	*32.8%*	*56.7%*	*85.1%*
VCR	54	23	5	49	22	27	40
%V	*0.7%*	*0.6%*	*0.5%*	*0.7%*	*0.7%*	*0.8%*	*0.6%*
%H		*42.6%*	*9.3%*	*90.7%*	*40.7%*	*50.0%*	*74.1%*
Any recorder	3375	2122	560	2268	1541	727	3110
%V	*41.4%*	*57.7%*	*52.8%*	*34.7%*	*48.5%*	*21.7%*	*44.0%*
%H		*62.9%*	*16.6%*	*67.2%*	*45.7%*	*21.5%*	*92.1%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 23.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8145	3676	1061	6534	3177	3357	7070
%H		*45.1%*	*13.0%*	*80.2%*	*39.0%*	*41.2%*	*86.8%*
Receives HDTV (via STB or built-in reception)	3790	1971	623	2911	1669	1241	3505
%V	*46.5%*	*53.6%*	*58.7%*	*44.6%*	*52.5%*	*37.0%*	*49.6%*
%H		*52.0%*	*16.4%*	*76.8%*	*44.0%*	*32.7%*	*92.5%*
DVD/Blu-ray player or recorder	3951	1789	554	3102	1546	1556	3523
%V	*48.5%*	*48.7%*	*52.2%*	*47.5%*	*48.7%*	*46.4%*	*49.8%*
%H		*45.3%*	*14.0%*	*78.5%*	*39.1%*	*39.4%*	*89.2%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 23.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3880	1567	456	2978	1186	1792	3194
%H		*40.4%*	*11.8%*	*76.8%*	*30.6%*	*46.2%*	*82.3%*
Under 20"	43	6	1	36	4	32	20
%V	*1.1%*	*0.4%*	*0.2%*	*1.2%*	*0.3%*	*1.8%*	*0.6%*
%H		*14.0%*	*2.3%*	*83.7%*	*9.3%*	*74.4%*	*46.5%*
20" - 29"	309	66	22	253	41	212	185
%V	*8.0%*	*4.2%*	*4.8%*	*8.5%*	*3.5%*	*11.8%*	*5.8%*
%H		*21.4%*	*7.1%*	*81.9%*	*13.3%*	*68.6%*	*59.9%*
30" - 39"	1074	334	117	858	255	603	825
%V	*27.7%*	*21.3%*	*25.7%*	*28.8%*	*21.5%*	*33.6%*	*25.8%*
%H		*31.1%*	*10.9%*	*79.9%*	*23.7%*	*56.1%*	*76.8%*
40" - 49"	1614	741	220	1207	566	641	1425
%V	*41.6%*	*47.3%*	*48.2%*	*40.5%*	*47.7%*	*35.8%*	*44.6%*
%H		*45.9%*	*13.6%*	*74.8%*	*35.1%*	*39.7%*	*88.3%*
50" - 59"	589	337	77	414	248	166	551
%V	*15.2%*	*21.5%*	*16.9%*	*13.9%*	*20.9%*	*9.3%*	*17.3%*
%H		*57.2%*	*13.1%*	*70.3%*	*42.1%*	*28.2%*	*93.5%*
60"+	51	31	5	34	20	14	50
%V	*1.3%*	*2.0%*	*1.1%*	*1.1%*	*1.7%*	*0.8%*	*1.6%*
%H		*60.8%*	*9.8%*	*66.7%*	*39.2%*	*27.5%*	*98.0%*
Don't know	200	53	14	176	51	124	138
%V	*5.2%*	*3.4%*	*3.1%*	*5.9%*	*4.3%*	*6.9%*	*4.3%*
%H		*26.5%*	*7.0%*	*88.0%*	*25.5%*	*62.0%*	*69.0%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3880	1567	456	2978	1186	1792	3194
%H		*40.4%*	*11.8%*	*76.8%*	*30.6%*	*46.2%*	*82.3%*
PVR	2351	1395	398	1622	1048	574	2143
%V	*60.6%*	*89.0%*	*87.3%*	*54.5%*	*88.4%*	*32.0%*	*67.1%*
%H		*59.3%*	*16.9%*	*69.0%*	*44.6%*	*24.4%*	*91.2%*
DVDR	44	13	3	41	12	28	38
%V	*1.1%*	*0.8%*	*0.7%*	*1.4%*	*1.0%*	*1.6%*	*1.2%*
%H		*29.5%*	*6.8%*	*93.2%*	*27.3%*	*63.6%*	*86.4%*
VCR	42	18	3	37	16	21	32
%V	*1.1%*	*1.1%*	*0.7%*	*1.2%*	*1.3%*	*1.2%*	*1.0%*
%H		*42.9%*	*7.1%*	*88.1%*	*38.1%*	*50.0%*	*76.2%*
Any recorder	2391	1401	398	1660	1051	609	2171
%V	*61.6%*	*89.4%*	*87.3%*	*55.7%*	*88.6%*	*34.0%*	*68.0%*
%H		*58.6%*	*16.6%*	*69.4%*	*44.0%*	*25.5%*	*90.8%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3880	1567	456	2978	1186	1792	3194
%H		*40.4%*	*11.8%*	*76.8%*	*30.6%*	*46.2%*	*82.3%*
Receives HDTV (via STB or built-in reception)	2350	1161	383	1757	934	824	2135
%V	*60.6%*	*74.1%*	*84.0%*	*59.0%*	*78.8%*	*46.0%*	*66.8%*
%H		*49.4%*	*16.3%*	*74.8%*	*39.7%*	*35.1%*	*90.9%*
DVD/Blu-ray player or recorder	2305	967	297	1777	777	1000	1989
%V	*59.4%*	*61.7%*	*65.1%*	*59.7%*	*65.5%*	*55.8%*	*62.3%*
%H		*42.0%*	*12.9%*	*77.1%*	*33.7%*	*43.4%*	*86.3%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	4265	2109	604	3556	1991	1564	3876
%H		*49.4%*	*14.2%*	*83.4%*	*46.7%*	*36.7%*	*90.9%*
Under 20"	706	303	88	627	312	315	596
%V	*16.6%*	*14.4%*	*14.6%*	*17.6%*	*15.7%*	*20.1%*	*15.4%*
%H		*42.9%*	*12.5%*	*88.8%*	*44.2%*	*44.6%*	*84.4%*
20" - 29"	1285	583	179	1108	577	531	1137
%V	*30.1%*	*27.6%*	*29.6%*	*31.2%*	*29.0%*	*34.0%*	*29.3%*
%H		*45.4%*	*13.9%*	*86.2%*	*44.9%*	*41.3%*	*88.5%*
30" - 39"	1321	703	188	1052	623	428	1247
%V	*31.0%*	*33.3%*	*31.1%*	*29.6%*	*31.3%*	*27.4%*	*32.2%*
%H		*53.2%*	*14.2%*	*79.6%*	*47.2%*	*32.4%*	*94.4%*
40" - 49"	620	347	103	478	307	171	586
%V	*14.5%*	*16.5%*	*17.1%*	*13.4%*	*15.4%*	*10.9%*	*15.1%*
%H		*56.0%*	*16.6%*	*77.1%*	*49.5%*	*27.6%*	*94.5%*
50" - 59"	120	76	21	93	67	26	118
%V	*2.8%*	*3.6%*	*3.5%*	*2.6%*	*3.4%*	*1.7%*	*3.0%*
%H		*63.3%*	*17.5%*	*77.5%*	*55.8%*	*21.7%*	*98.3%*
60"+	7	5	2	5	4	1	7
%V	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*71.4%*	*28.6%*	*71.4%*	*57.1%*	*14.3%*	*100.0%*
Don't know	205	92	23	193	101	92	185
%V	*4.8%*	*4.4%*	*3.8%*	*5.4%*	*5.1%*	*5.9%*	*4.8%*
%H		*44.9%*	*11.2%*	*94.1%*	*49.3%*	*44.9%*	*90.2%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	4265	2109	604	3556	1991	1564	3876
%H		*49.4%*	*14.2%*	*83.4%*	*46.7%*	*36.7%*	*90.9%*
PVR	960	713	158	588	481	107	922
%V	*22.5%*	*33.8%*	*26.2%*	*16.5%*	*24.2%*	*6.8%*	*23.8%*
%H		*74.3%*	*16.5%*	*61.3%*	*50.1%*	*11.1%*	*96.0%*
DVDR	23	8	5	19	10	9	19
%V	*0.5%*	*0.4%*	*0.8%*	*0.5%*	*0.5%*	*0.6%*	*0.5%*
%H		*34.8%*	*21.7%*	*82.6%*	*43.5%*	*39.1%*	*82.6%*
VCR	13	5	2	12	6	6	8
%V	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*
%H		*38.5%*	*15.4%*	*92.3%*	*46.2%*	*46.2%*	*61.5%*
Any recorder	984	721	161	609	490	118	939
%V	*23.1%*	*34.2%*	*26.7%*	*17.1%*	*24.6%*	*7.5%*	*24.2%*
%H		*73.3%*	*16.4%*	*61.9%*	*49.8%*	*12.0%*	*95.4%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 23.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	4265	2109	604	3556	1991	1564	3876
%H		*49.4%*	*14.2%*	*83.4%*	*46.7%*	*36.7%*	*90.9%*
Receives HDTV (via STB or built-in reception)	1440	810	240	1153	736	418	1371
%V	*33.8%*	*38.4%*	*39.7%*	*32.4%*	*37.0%*	*26.7%*	*35.4%*
%H		*56.3%*	*16.7%*	*80.1%*	*51.1%*	*29.0%*	*95.2%*
DVD/Blu-ray player or recorder	1647	822	257	1325	769	556	1534
%V	*38.6%*	*39.0%*	*42.5%*	*37.3%*	*38.6%*	*35.5%*	*39.6%*
%H		*49.9%*	*15.6%*	*80.4%*	*46.7%*	*33.8%*	*93.1%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 23.21: Age 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 Inds	9080	8811	4046	1144	6491	3022	3470	8124
%H		*97.0%*	*44.6%*	*12.6%*	*71.5%*	*33.3%*	*38.2%*	*89.5%*
Total Children	1693	1652	907	224	1079	589	490	1646
%V	*18.6%*	*18.7%*	*22.4%*	*19.6%*	*16.6%*	*19.5%*	*14.1%*	*20.3%*
%H		*97.6%*	*53.6%*	*13.2%*	*63.7%*	*34.8%*	*28.9%*	*97.2%*
0 - 3	422	407	219	42	248	117	131	405
%V	*4.6%*	*4.6%*	*5.4%*	*3.7%*	*3.8%*	*3.9%*	*3.8%*	*5.0%*
%H		*96.4%*	*51.9%*	*10.0%*	*58.8%*	*27.7%*	*31.0%*	*96.0%*
4 - 15	1271	1245	688	181	831	472	359	1241
%V	*14.0%*	*14.1%*	*17.0%*	*15.8%*	*12.8%*	*15.6%*	*10.3%*	*15.3%*
%H		*98.0%*	*54.1%*	*14.2%*	*65.4%*	*37.1%*	*28.2%*	*97.6%*
4 - 9	670	656	355	87	433	230	203	652
%V	*7.4%*	*7.4%*	*8.8%*	*7.6%*	*6.7%*	*7.6%*	*5.9%*	*8.0%*
%H		*97.9%*	*53.0%*	*13.0%*	*64.6%*	*34.3%*	*30.3%*	*97.3%*
10 - 15	600	590	333	94	398	241	156	589
%V	*6.6%*	*6.7%*	*8.2%*	*8.2%*	*6.1%*	*8.0%*	*4.5%*	*7.3%*
%H		*98.3%*	*55.5%*	*15.7%*	*66.3%*	*40.2%*	*26.0%*	*98.2%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Yorkshire / North East Macro

Individual level data

Table 23.22: Adults - 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 Inds	9080	8811	4046	1144	6491	3022	3470	8124
%H		*97.0%*	*44.6%*	*12.6%*	*71.5%*	*33.3%*	*38.2%*	*89.5%*
Total Adults (16+)	7387	7159	3139	920	5412	2433	2980	6478
%V	*81.4%*	*81.3%*	*77.6%*	*80.4%*	*83.4%*	*80.5%*	*85.9%*	*79.7%*
%H		*96.9%*	*42.5%*	*12.5%*	*73.3%*	*32.9%*	*40.3%*	*87.7%*
16 - 19	412	385	182	62	292	162	129	405
%V	*4.5%*	*4.4%*	*4.5%*	*5.4%*	*4.5%*	*5.4%*	*3.7%*	*5.0%*
%H		*93.4%*	*44.2%*	*15.0%*	*70.9%*	*39.3%*	*31.3%*	*98.3%*
20 - 24	597	558	231	65	396	177	220	582
%V	*6.6%*	*6.3%*	*5.7%*	*5.7%*	*6.1%*	*5.9%*	*6.3%*	*7.2%*
%H		*93.5%*	*38.7%*	*10.9%*	*66.3%*	*29.6%*	*36.9%*	*97.5%*
25 - 34	1161	1102	545	142	680	331	349	1128
%V	*12.8%*	*12.5%*	*13.5%*	*12.4%*	*10.5%*	*11.0%*	*10.1%*	*13.9%*
%H		*94.9%*	*46.9%*	*12.2%*	*58.6%*	*28.5%*	*30.1%*	*97.2%*
35 - 44	1051	1008	524	127	696	350	346	1014
%V	*11.6%*	*11.4%*	*13.0%*	*11.1%*	*10.7%*	*11.6%*	*10.0%*	*12.5%*
%H		*95.9%*	*49.9%*	*12.1%*	*66.2%*	*33.3%*	*32.9%*	*96.5%*
45 - 54	1291	1271	636	192	983	536	447	1234
%V	*14.2%*	*14.4%*	*15.7%*	*16.8%*	*15.1%*	*17.7%*	*12.9%*	*15.2%*
%H		*98.5%*	*49.3%*	*14.9%*	*76.1%*	*41.5%*	*34.6%*	*95.6%*
55 - 64	1144	1121	495	153	889	413	476	1016
%V	*12.6%*	*12.7%*	*12.2%*	*13.4%*	*13.7%*	*13.7%*	*13.7%*	*12.5%*
%H		*98.0%*	*43.3%*	*13.4%*	*77.7%*	*36.1%*	*41.6%*	*88.8%*
65+	1731	1714	527	179	1475	463	1012	1100
%V	*19.1%*	*19.5%*	*13.0%*	*15.6%*	*22.7%*	*15.3%*	*29.2%*	*13.5%*
%H		*99.0%*	*30.4%*	*10.3%*	*85.2%*	*26.7%*	*58.5%*	*63.5%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Yorkshire / North East Macro

Individual level data

Table 23.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7387	7159	3139	920	5412	2433	2980	6478
%H		*96.9%*	*42.5%*	*12.5%*	*73.3%*	*32.9%*	*40.3%*	*87.7%*
AB	1622	1581	721	230	1189	566	622	1550
%V	*22.0%*	*22.1%*	*23.0%*	*25.0%*	*22.0%*	*23.3%*	*20.9%*	*23.9%*
%H		*97.5%*	*44.5%*	*14.2%*	*73.3%*	*34.9%*	*38.3%*	*95.6%*
C1	2119	2051	913	271	1551	740	810	1976
%V	*28.7%*	*28.6%*	*29.1%*	*29.5%*	*28.7%*	*30.4%*	*27.2%*	*30.5%*
%H		*96.8%*	*43.1%*	*12.8%*	*73.2%*	*34.9%*	*38.2%*	*93.3%*
C2	1664	1634	765	192	1257	584	673	1484
%V	*22.5%*	*22.8%*	*24.4%*	*20.9%*	*23.2%*	*24.0%*	*22.6%*	*22.9%*
%H		*98.2%*	*46.0%*	*11.5%*	*75.5%*	*35.1%*	*40.4%*	*89.2%*
D	1241	1197	535	154	863	384	479	1023
%V	*16.8%*	*16.7%*	*17.0%*	*16.7%*	*15.9%*	*15.8%*	*16.1%*	*15.8%*
%H		*96.5%*	*43.1%*	*12.4%*	*69.5%*	*30.9%*	*38.6%*	*82.4%*
E	741	697	206	73	553	158	395	446
%V	*10.0%*	*9.7%*	*6.6%*	*7.9%*	*10.2%*	*6.5%*	*13.3%*	*6.9%*
%H		*94.1%*	*27.8%*	*9.9%*	*74.6%*	*21.3%*	*53.3%*	*60.2%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Yorkshire / North East Macro

Individual level data

Table 23.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7387	7159	3139	920	5412	2433	2980	6478
%H		*96.9%*	*42.5%*	*12.5%*	*73.3%*	*32.9%*	*40.3%*	*87.7%*
Working full time	3253	3174	1649	426	2246	1200	1046	3177
%V	*44.0%*	*44.3%*	*52.5%*	*46.3%*	*41.5%*	*49.3%*	*35.1%*	*49.0%*
%H		*97.6%*	*50.7%*	*13.1%*	*69.0%*	*36.9%*	*32.2%*	*97.7%*
Working part time	744	732	334	98	565	272	293	715
%V	*10.1%*	*10.2%*	*10.6%*	*10.7%*	*10.4%*	*11.2%*	*9.8%*	*11.0%*
%H		*98.4%*	*44.9%*	*13.2%*	*75.9%*	*36.6%*	*39.4%*	*96.1%*
Not working	3390	3253	1156	396	2602	961	1641	2586
%V	*45.9%*	*45.4%*	*36.8%*	*43.0%*	*48.1%*	*39.5%*	*55.1%*	*39.9%*
%H		*96.0%*	*34.1%*	*11.7%*	*76.8%*	*28.3%*	*48.4%*	*76.3%*
Housewife/Houseperson	4020	3881	1567	456	2979	1186	1793	3306
%V	*54.4%*	*54.2%*	*49.9%*	*49.6%*	*55.0%*	*48.7%*	*60.2%*	*51.0%*
%H		*96.5%*	*39.0%*	*11.3%*	*74.1%*	*29.5%*	*44.6%*	*82.2%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV Yorkshire / North East Macro

Individual level data

Table 23.25: Males - 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 Males (16+)	3598	3475	1547	462	2602	1207	1396	3214
%H		*96.6%*	*43.0%*	*12.8%*	*72.3%*	*33.5%*	*38.8%*	*89.3%*
16 - 19	214	208	97	37	157	88	69	210
%V	*5.9%*	*6.0%*	*6.3%*	*8.0%*	*6.0%*	*7.3%*	*4.9%*	*6.5%*
%H		*97.2%*	*45.3%*	*17.3%*	*73.4%*	*41.1%*	*32.2%*	*98.1%*
20 - 24	298	282	120	37	194	92	102	291
%V	*8.3%*	*8.1%*	*7.8%*	*8.0%*	*7.5%*	*7.6%*	*7.3%*	*9.1%*
%H		*94.6%*	*40.3%*	*12.4%*	*65.1%*	*30.9%*	*34.2%*	*97.7%*
25 - 34	573	540	267	71	332	169	164	556
%V	*15.9%*	*15.5%*	*17.3%*	*15.4%*	*12.8%*	*14.0%*	*11.7%*	*17.3%*
%H		*94.2%*	*46.6%*	*12.4%*	*57.9%*	*29.5%*	*28.6%*	*97.0%*
35 - 44	516	489	252	66	338	173	165	496
%V	*14.3%*	*14.1%*	*16.3%*	*14.3%*	*13.0%*	*14.3%*	*11.8%*	*15.4%*
%H		*94.8%*	*48.8%*	*12.8%*	*65.5%*	*33.5%*	*32.0%*	*96.1%*
45 - 54	631	614	304	92	471	253	218	599
%V	*17.5%*	*17.7%*	*19.7%*	*19.9%*	*18.1%*	*21.0%*	*15.6%*	*18.6%*
%H		*97.3%*	*48.2%*	*14.6%*	*74.6%*	*40.1%*	*34.5%*	*94.9%*
55 - 64	568	557	241	74	442	197	245	509
%V	*15.8%*	*16.0%*	*15.6%*	*16.0%*	*17.0%*	*16.3%*	*17.6%*	*15.8%*
%H		*98.1%*	*42.4%*	*13.0%*	*77.8%*	*34.7%*	*43.1%*	*89.6%*
65+	799	785	267	85	669	235	434	553
%V	*22.2%*	*22.6%*	*17.3%*	*18.4%*	*25.7%*	*19.5%*	*31.1%*	*17.2%*
%H		*98.2%*	*33.4%*	*10.6%*	*83.7%*	*29.4%*	*54.3%*	*69.2%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3598	3475	1547	462	2602	1207	1396	3214
%H		*96.6%*	*43.0%*	*12.8%*	*72.3%*	*33.5%*	*38.8%*	*89.3%*
AB	812	789	360	112	589	279	310	780
%V	*22.6%*	*22.7%*	*23.3%*	*24.2%*	*22.6%*	*23.1%*	*22.2%*	*24.3%*
%H		*97.2%*	*44.3%*	*13.8%*	*72.5%*	*34.4%*	*38.2%*	*96.1%*
C1	991	966	437	133	728	363	365	946
%V	*27.5%*	*27.8%*	*28.2%*	*28.8%*	*28.0%*	*30.1%*	*26.1%*	*29.4%*
%H		*97.5%*	*44.1%*	*13.4%*	*73.5%*	*36.6%*	*36.8%*	*95.5%*
C2	901	881	402	106	678	313	366	793
%V	*25.0%*	*25.4%*	*26.0%*	*22.9%*	*26.1%*	*25.9%*	*26.2%*	*24.7%*
%H		*97.8%*	*44.6%*	*11.8%*	*75.2%*	*34.7%*	*40.6%*	*88.0%*
D	603	574	274	78	398	191	207	517
%V	*16.8%*	*16.5%*	*17.7%*	*16.9%*	*15.3%*	*15.8%*	*14.8%*	*16.1%*
%H		*95.2%*	*45.4%*	*12.9%*	*66.0%*	*31.7%*	*34.3%*	*85.7%*
E	291	265	75	32	210	61	148	179
%V	*8.1%*	*7.6%*	*4.8%*	*6.9%*	*8.1%*	*5.1%*	*10.6%*	*5.6%*
%H		*91.1%*	*25.8%*	*11.0%*	*72.2%*	*21.0%*	*50.9%*	*61.5%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3598	3475	1547	462	2602	1207	1396	3214
%H		*96.6%*	*43.0%*	*12.8%*	*72.3%*	*33.5%*	*38.8%*	*89.3%*
Working full time	1998	1944	1013	263	1367	738	629	1947
%V	*55.5%*	*55.9%*	*65.5%*	*56.9%*	*52.5%*	*61.1%*	*45.1%*	*60.6%*
%H		*97.3%*	*50.7%*	*13.2%*	*68.4%*	*36.9%*	*31.5%*	*97.4%*
Working part time	153	149	56	18	120	49	71	141
%V	*4.3%*	*4.3%*	*3.6%*	*3.9%*	*4.6%*	*4.1%*	*5.1%*	*4.4%*
%H		*97.4%*	*36.6%*	*11.8%*	*78.4%*	*32.0%*	*46.4%*	*92.2%*
Not working	1448	1382	479	181	1115	419	696	1125
%V	*40.2%*	*39.8%*	*31.0%*	*39.2%*	*42.9%*	*34.7%*	*49.9%*	*35.0%*
%H		*95.4%*	*33.1%*	*12.5%*	*77.0%*	*28.9%*	*48.1%*	*77.7%*
Housewife/Houseperson	855	793	253	85	618	191	427	634
%V	*23.8%*	*22.8%*	*16.4%*	*18.4%*	*23.8%*	*15.8%*	*30.6%*	*19.7%*
%H		*92.7%*	*29.6%*	*9.9%*	*72.3%*	*22.3%*	*49.9%*	*74.2%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.28: Females - 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 Females (16+)	3789	3685	1592	458	2810	1226	1584	3264
%H		*97.3%*	*42.0%*	*12.1%*	*74.2%*	*32.4%*	*41.8%*	*86.1%*
16 - 19	199	177	85	25	135	75	60	195
%V	*5.3%*	*4.8%*	*5.3%*	*5.5%*	*4.8%*	*6.1%*	*3.8%*	*6.0%*
%H		*88.9%*	*42.7%*	*12.6%*	*67.8%*	*37.7%*	*30.2%*	*98.0%*
20 - 24	299	276	111	27	202	84	118	290
%V	*7.9%*	*7.5%*	*7.0%*	*5.9%*	*7.2%*	*6.9%*	*7.4%*	*8.9%*
%H		*92.3%*	*37.1%*	*9.0%*	*67.6%*	*28.1%*	*39.5%*	*97.0%*
25 - 34	588	562	278	71	348	162	186	572
%V	*15.5%*	*15.3%*	*17.5%*	*15.5%*	*12.4%*	*13.2%*	*11.7%*	*17.5%*
%H		*95.6%*	*47.3%*	*12.1%*	*59.2%*	*27.6%*	*31.6%*	*97.3%*
35 - 44	535	519	272	62	358	177	182	518
%V	*14.1%*	*14.1%*	*17.1%*	*13.5%*	*12.7%*	*14.4%*	*11.5%*	*15.9%*
%H		*97.0%*	*50.8%*	*11.6%*	*66.9%*	*33.1%*	*34.0%*	*96.8%*
45 - 54	661	658	332	100	512	283	229	635
%V	*17.4%*	*17.9%*	*20.9%*	*21.8%*	*18.2%*	*23.1%*	*14.5%*	*19.5%*
%H		*99.5%*	*50.2%*	*15.1%*	*77.5%*	*42.8%*	*34.6%*	*96.1%*
55 - 64	576	564	254	80	448	217	231	507
%V	*15.2%*	*15.3%*	*16.0%*	*17.5%*	*15.9%*	*17.7%*	*14.6%*	*15.5%*
%H		*97.9%*	*44.1%*	*13.9%*	*77.8%*	*37.7%*	*40.1%*	*88.0%*
65+	932	929	260	93	806	228	578	547
%V	*24.6%*	*25.2%*	*16.3%*	*20.3%*	*28.7%*	*18.6%*	*36.5%*	*16.8%*
%H		*99.7%*	*27.9%*	*10.0%*	*86.5%*	*24.5%*	*62.0%*	*58.7%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3789	3685	1592	458	2810	1226	1584	3264
%H		*97.3%*	*42.0%*	*12.1%*	*74.2%*	*32.4%*	*41.8%*	*86.1%*
AB	810	792	361	117	600	288	312	770
%V	*21.4%*	*21.5%*	*22.7%*	*25.5%*	*21.4%*	*23.5%*	*19.7%*	*23.6%*
%H		*97.8%*	*44.6%*	*14.4%*	*74.1%*	*35.6%*	*38.5%*	*95.1%*
C1	1128	1085	476	138	823	377	446	1030
%V	*29.8%*	*29.4%*	*29.9%*	*30.1%*	*29.3%*	*30.8%*	*28.2%*	*31.6%*
%H		*96.2%*	*42.2%*	*12.2%*	*73.0%*	*33.4%*	*39.5%*	*91.3%*
C2	763	753	362	86	578	271	307	691
%V	*20.1%*	*20.4%*	*22.7%*	*18.8%*	*20.6%*	*22.1%*	*19.4%*	*21.2%*
%H		*98.7%*	*47.4%*	*11.3%*	*75.8%*	*35.5%*	*40.2%*	*90.6%*
D	638	624	262	76	465	193	273	506
%V	*16.8%*	*16.9%*	*16.5%*	*16.6%*	*16.5%*	*15.7%*	*17.2%*	*15.5%*
%H		*97.8%*	*41.1%*	*11.9%*	*72.9%*	*30.3%*	*42.8%*	*79.3%*
E	450	431	131	41	344	97	247	267
%V	*11.9%*	*11.7%*	*8.2%*	*9.0%*	*12.2%*	*7.9%*	*15.6%*	*8.2%*
%H		*95.8%*	*29.1%*	*9.1%*	*76.4%*	*21.6%*	*54.9%*	*59.3%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3789	3685	1592	458	2810	1226	1584	3264
%H		*97.3%*	*42.0%*	*12.1%*	*74.2%*	*32.4%*	*41.8%*	*86.1%*
Working full time	1255	1230	637	163	878	461	417	1230
%V	*33.1%*	*33.4%*	*40.0%*	*35.6%*	*31.2%*	*37.6%*	*26.3%*	*37.7%*
%H		*98.0%*	*50.8%*	*13.0%*	*70.0%*	*36.7%*	*33.2%*	*98.0%*
Working part time	591	583	278	80	445	223	222	574
%V	*15.6%*	*15.8%*	*17.5%*	*17.5%*	*15.8%*	*18.2%*	*14.0%*	*17.6%*
%H		*98.6%*	*47.0%*	*13.5%*	*75.3%*	*37.7%*	*37.6%*	*97.1%*
Not working	1943	1872	677	215	1487	542	945	1461
%V	*51.3%*	*50.8%*	*42.5%*	*46.9%*	*52.9%*	*44.2%*	*59.7%*	*44.8%*
%H		*96.3%*	*34.8%*	*11.1%*	*76.5%*	*27.9%*	*48.6%*	*75.2%*
Housewife/Houseperson	3165	3088	1314	371	2361	995	1366	2671
%V	*83.5%*	*83.8%*	*82.5%*	*81.0%*	*84.0%*	*81.2%*	*86.2%*	*81.8%*
%H		*97.6%*	*41.5%*	*11.7%*	*74.6%*	*31.4%*	*43.2%*	*84.4%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North West / Border Macro

Contents Page

Household
- Table 24.1: Social Grade 648
- Table 24.2: Housewife Age 649
- Table 24.3: Size of Household 650
- Table 24.4: Presence of Children 651
- Table 24.5: Number of TV sets in household 652
- Table 24.6: Screen size 653
- Table 24.7: Location of ANY set in household 654
- Table 24.8: Platform Provider 655
- Table 24.9: Recorders and other equipment 656
- Table 24.10: Computers and Internet 657

Sets
- Table 24.11: Screen Size 658
- Table 24.12: Location of set 659
- Table 24.13: Recorders 660
- Table 24.14: Other TV equipment 660
- Table 24.15: Main Set Screen Size 661
- Table 24.16: Main Set Recorders 662
- Table 24.17: Main Set - Other TV equipment 662
- Table 24.18: Other Sets (non-Main Set) Screen Size 663
- Table 24.19: Other Set (non-Main Set) Recorders 664
- Table 24.20: Other Set (non-Main Set) - Other TV equipment 664

Individuals
- Table 24.21: Age of Children 665
- Table 24.22: Adults - Age 666
- Table 24.23: Social Grade (Adults 16+) 667
- Table 24.24: Working Status (Adults 16+) 668
- Table 24.25: Males - Age 669
- Table 24.26: Social Grade (Males 16+) 670
- Table 24.27: Working Status (Males 16+) 671
- Table 24.28: Females - Age 672
- Table 24.29: Social Grade (Females 16+) 673
- Table 24.30: Working Status (Females 16+) 674

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North West / Border Macro

Household level data

Table 24.1: 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	3367	3279	1279	535	2326	905	1422	2811
%H (All HH)		*97.4%*	*38.0%*	*15.9%*	*69.1%*	*26.9%*	*42.2%*	*83.5%*
%H (TV HH)			*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	
AB	716	706	315	100	516	229	286	686
%V	*21.3%*	*21.5%*	*24.6%*	*18.7%*	*22.2%*	*25.3%*	*20.1%*	*24.4%*
%H (All HH)		*98.6%*	*44.0%*	*14.0%*	*72.1%*	*32.0%*	*39.9%*	*95.8%*
%H (TV HH)			*44.6%*	*14.2%*	*73.1%*	*32.4%*	*40.5%*	
C1	918	896	367	161	646	290	355	824
%V	*27.3%*	*27.3%*	*28.7%*	*30.1%*	*27.8%*	*32.0%*	*25.0%*	*29.3%*
%H (All HH)		*97.6%*	*40.0%*	*17.5%*	*70.4%*	*31.6%*	*38.7%*	*89.8%*
%H (TV HH)			*41.0%*	*18.0%*	*72.1%*	*32.4%*	*39.6%*	
C2	634	622	260	110	425	179	247	549
%V	*18.8%*	*19.0%*	*20.3%*	*20.6%*	*18.3%*	*19.8%*	*17.4%*	*19.5%*
%H (All HH)		*98.1%*	*41.0%*	*17.4%*	*67.0%*	*28.2%*	*39.0%*	*86.6%*
%H (TV HH)			*41.8%*	*17.7%*	*68.3%*	*28.8%*	*39.7%*	
D	593	570	211	91	396	136	259	462
%V	*17.6%*	*17.4%*	*16.5%*	*17.0%*	*17.0%*	*15.0%*	*18.2%*	*16.4%*
%H (All HH)		*96.1%*	*35.6%*	*15.3%*	*66.8%*	*22.9%*	*43.7%*	*77.9%*
%H (TV HH)			*37.0%*	*16.0%*	*69.5%*	*23.9%*	*45.4%*	
E	505	485	126	73	344	70	274	290
%V	*15.0%*	*14.8%*	*9.9%*	*13.6%*	*14.8%*	*7.7%*	*19.3%*	*10.3%*
%H (All HH)		*96.0%*	*25.0%*	*14.5%*	*68.1%*	*13.9%*	*54.3%*	*57.4%*
%H (TV HH)			*26.0%*	*15.1%*	*70.9%*	*14.4%*	*56.5%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 24.2: 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	3367	3279	1279	535	2326	905	1422	2811
%H (All HH)		*97.4%*	*38.0%*	*15.9%*	*69.1%*	*26.9%*	*42.2%*	*83.5%*
%H (TV HH)			*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	
Under 25	142	132	43	18	88	27	61	133
%V	*4.2%*	*4.0%*	*3.4%*	*3.4%*	*3.8%*	*3.0%*	*4.3%*	*4.7%*
%H (All HH)		*93.0%*	*30.3%*	*12.7%*	*62.0%*	*19.0%*	*43.0%*	*93.7%*
%H (TV HH)			*32.6%*	*13.6%*	*66.7%*	*20.5%*	*46.2%*	
25 - 34	507	482	201	79	292	114	177	489
%V	*15.1%*	*14.7%*	*15.7%*	*14.8%*	*12.6%*	*12.6%*	*12.4%*	*17.4%*
%H (All HH)		*95.1%*	*39.6%*	*15.6%*	*57.6%*	*22.5%*	*34.9%*	*96.4%*
%H (TV HH)			*41.7%*	*16.4%*	*60.6%*	*23.7%*	*36.7%*	
35 - 44	525	509	241	101	318	155	163	491
%V	*15.6%*	*15.5%*	*18.8%*	*18.9%*	*13.7%*	*17.1%*	*11.5%*	*17.5%*
%H (All HH)		*97.0%*	*45.9%*	*19.2%*	*60.6%*	*29.5%*	*31.0%*	*93.5%*
%H (TV HH)			*47.3%*	*19.8%*	*62.5%*	*30.5%*	*32.0%*	
45 - 54	660	648	277	122	458	213	245	616
%V	*19.6%*	*19.8%*	*21.7%*	*22.8%*	*19.7%*	*23.5%*	*17.2%*	*21.9%*
%H (All HH)		*98.2%*	*42.0%*	*18.5%*	*69.4%*	*32.3%*	*37.1%*	*93.3%*
%H (TV HH)			*42.7%*	*18.8%*	*70.7%*	*32.9%*	*37.8%*	
55 - 64	589	574	236	108	413	183	230	507
%V	*17.5%*	*17.5%*	*18.5%*	*20.2%*	*17.8%*	*20.2%*	*16.2%*	*18.0%*
%H (All HH)		*97.5%*	*40.1%*	*18.3%*	*70.1%*	*31.1%*	*39.0%*	*86.1%*
%H (TV HH)			*41.1%*	*18.8%*	*72.0%*	*31.9%*	*40.1%*	
65 +	943	934	281	107	758	213	545	575
%V	*28.0%*	*28.5%*	*22.0%*	*20.0%*	*32.6%*	*23.5%*	*38.3%*	*20.5%*
%H (All HH)		*99.0%*	*29.8%*	*11.3%*	*80.4%*	*22.6%*	*57.8%*	*61.0%*
%H (TV HH)			*30.1%*	*11.5%*	*81.2%*	*22.8%*	*58.4%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 24.3: 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	3367	3279	1279	535	2326	905	1422	2811
%H (All HH)		*97.4%*	*38.0%*	*15.9%*	*69.1%*	*26.9%*	*42.2%*	*83.5%*
%H (TV HH)			*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	
1	1090	1042	272	109	793	154	638	681
%V	*32.4%*	*31.8%*	*21.3%*	*20.4%*	*34.1%*	*17.0%*	*44.9%*	*24.2%*
%H (All HH)		*95.6%*	*25.0%*	*10.0%*	*72.8%*	*14.1%*	*58.5%*	*62.5%*
%H (TV HH)			*26.1%*	*10.5%*	*76.1%*	*14.8%*	*61.2%*	
2	1191	1168	489	197	831	359	472	1068
%V	*35.4%*	*35.6%*	*38.2%*	*36.8%*	*35.7%*	*39.7%*	*33.2%*	*38.0%*
%H (All HH)		*98.1%*	*41.1%*	*16.5%*	*69.8%*	*30.1%*	*39.6%*	*89.7%*
%H (TV HH)			*41.9%*	*16.9%*	*71.1%*	*30.7%*	*40.4%*	
3	495	488	223	101	337	177	160	481
%V	*14.7%*	*14.9%*	*17.4%*	*18.9%*	*14.5%*	*19.6%*	*11.3%*	*17.1%*
%H (All HH)		*98.6%*	*45.1%*	*20.4%*	*68.1%*	*35.8%*	*32.3%*	*97.2%*
%H (TV HH)			*45.7%*	*20.7%*	*69.1%*	*36.3%*	*32.8%*	
4	408	402	203	90	255	149	106	403
%V	*12.1%*	*12.3%*	*15.9%*	*16.8%*	*11.0%*	*16.5%*	*7.5%*	*14.3%*
%H (All HH)		*98.5%*	*49.8%*	*22.1%*	*62.5%*	*36.5%*	*26.0%*	*98.8%*
%H (TV HH)			*50.5%*	*22.4%*	*63.4%*	*37.1%*	*26.4%*	
5+	183	178	93	38	111	66	45	178
%V	*5.4%*	*5.4%*	*7.3%*	*7.1%*	*4.8%*	*7.3%*	*3.2%*	*6.3%*
%H (All HH)		*97.3%*	*50.8%*	*20.8%*	*60.7%*	*36.1%*	*24.6%*	*97.3%*
%H (TV HH)			*52.2%*	*21.3%*	*62.4%*	*37.1%*	*25.3%*	
Average HH size	2.25	2.26	2.53	2.55	2.19	2.60	1.92	2.43

Base: ITV North West / Border Macro - Households (000s)

%V = percentage 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

ITV North West / Border Macro

Household level data

Table 24.4: 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	3367	3279	1279	535	2326	905	1422	2811
%H (All HH)		*97.4%*	*38.0%*	*15.9%*	*69.1%*	*26.9%*	*42.2%*	*83.5%*
%H (TV HH)			*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	
Without	2530	2455	889	369	1798	631	1167	1991
%V	*75.1%*	*74.9%*	*69.5%*	*69.0%*	*77.3%*	*69.7%*	*82.1%*	*70.8%*
%H (All HH)		*97.0%*	*35.1%*	*14.6%*	*71.1%*	*24.9%*	*46.1%*	*78.7%*
%H (TV HH)			*36.2%*	*15.0%*	*73.2%*	*25.7%*	*47.5%*	
With	836	824	390	166	528	274	254	820
%V	*24.8%*	*25.1%*	*30.5%*	*31.0%*	*22.7%*	*30.3%*	*17.9%*	*29.2%*
%H (All HH)		*98.6%*	*46.7%*	*19.9%*	*63.2%*	*32.8%*	*30.4%*	*98.1%*
%H (TV HH)			*47.3%*	*20.1%*	*64.1%*	*33.3%*	*30.8%*	
0 - 3	316	311	145	51	196	92	104	310
%V	*9.4%*	*9.5%*	*11.3%*	*9.5%*	*8.4%*	*10.2%*	*7.3%*	*11.0%*
%H (All HH)		*98.4%*	*45.9%*	*16.1%*	*62.0%*	*29.1%*	*32.9%*	*98.1%*
%H (TV HH)			*46.6%*	*16.4%*	*63.0%*	*29.6%*	*33.4%*	
4 - 9	429	422	210	82	265	143	122	421
%V	*12.7%*	*12.9%*	*16.4%*	*15.3%*	*11.4%*	*15.8%*	*8.6%*	*15.0%*
%H (All HH)		*98.4%*	*49.0%*	*19.1%*	*61.8%*	*33.3%*	*28.4%*	*98.1%*
%H (TV HH)			*49.8%*	*19.4%*	*62.8%*	*33.9%*	*28.9%*	
10 - 15	397	391	194	91	253	150	103	389
%V	*11.8%*	*11.9%*	*15.2%*	*17.0%*	*10.9%*	*16.6%*	*7.2%*	*13.8%*
%H (All HH)		*98.5%*	*48.9%*	*22.9%*	*63.7%*	*37.8%*	*25.9%*	*98.0%*
%H (TV HH)			*49.6%*	*23.3%*	*64.7%*	*38.4%*	*26.3%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 24.5: 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	3367	3279	1279	535	2326	905	1422	2811
%H (All HH)		*97.4%*	*38.0%*	*15.9%*	*69.1%*	*26.9%*	*42.2%*	*83.5%*
%H (TV HH)			*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	
1	1318	1318	397	169	837	123	713	973
%V	*39.1%*	*40.2%*	*31.0%*	*31.6%*	*36.0%*	*13.6%*	*50.1%*	*34.6%*
%H (All HH)		*100.0%*	*30.1%*	*12.8%*	*63.5%*	*9.3%*	*54.1%*	*73.8%*
%H (TV HH)			*30.1%*	*12.8%*	*63.5%*	*9.3%*	*54.1%*	
2	1107	1107	442	187	804	339	465	954
%V	*32.9%*	*33.8%*	*34.6%*	*35.0%*	*34.6%*	*37.5%*	*32.7%*	*33.9%*
%H (All HH)		*100.0%*	*39.9%*	*16.9%*	*72.6%*	*30.6%*	*42.0%*	*86.2%*
%H (TV HH)			*39.9%*	*16.9%*	*72.6%*	*30.6%*	*42.0%*	
3	522	522	261	96	413	244	169	495
%V	*15.5%*	*15.9%*	*20.4%*	*17.9%*	*17.8%*	*27.0%*	*11.9%*	*17.6%*
%H (All HH)		*100.0%*	*50.0%*	*18.4%*	*79.1%*	*46.7%*	*32.4%*	*94.8%*
%H (TV HH)			*50.0%*	*18.4%*	*79.1%*	*46.7%*	*32.4%*	
4	215	215	113	56	172	121	50	212
%V	*6.4%*	*6.6%*	*8.8%*	*10.5%*	*7.4%*	*13.4%*	*3.5%*	*7.5%*
%H (All HH)		*100.0%*	*52.6%*	*26.0%*	*80.0%*	*56.3%*	*23.3%*	*98.6%*
%H (TV HH)			*52.6%*	*26.0%*	*80.0%*	*56.3%*	*23.3%*	
5+	116	116	66	28	101	77	24	114
%V	*3.4%*	*3.5%*	*5.2%*	*5.2%*	*4.3%*	*8.5%*	*1.7%*	*4.1%*
%H (All HH)		*100.0%*	*56.9%*	*24.1%*	*87.1%*	*66.4%*	*20.7%*	*98.3%*
%H (TV HH)			*56.9%*	*24.1%*	*87.1%*	*66.4%*	*20.7%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 24.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3367	3279	1279	535	2326	905	1422	2811
%H (All HH)		*97.4%*	*38.0%*	*15.9%*	*69.1%*	*26.9%*	*42.2%*	*83.5%*
%H (TV HH)			*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	
Under 20"	389	389	154	70	326	166	160	326
%V	*11.6%*	*11.9%*	*12.0%*	*13.1%*	*14.0%*	*18.3%*	*11.3%*	*11.6%*
%H (All HH)		*100.0%*	*39.6%*	*18.0%*	*83.8%*	*42.7%*	*41.1%*	*83.8%*
%H (TV HH)			*39.6%*	*18.0%*	*83.8%*	*42.7%*	*41.1%*	
20" - 29"	935	935	364	154	770	357	413	781
%V	*27.8%*	*28.5%*	*28.5%*	*28.8%*	*33.1%*	*39.4%*	*29.0%*	*27.8%*
%H (All HH)		*100.0%*	*38.9%*	*16.5%*	*82.4%*	*38.2%*	*44.2%*	*83.5%*
%H (TV HH)			*38.9%*	*16.5%*	*82.4%*	*38.2%*	*44.2%*	
30" - 39"	1691	1691	675	276	1256	532	724	1417
%V	*50.2%*	*51.6%*	*52.8%*	*51.6%*	*54.0%*	*58.8%*	*50.9%*	*50.4%*
%H (All HH)		*100.0%*	*39.9%*	*16.3%*	*74.3%*	*31.5%*	*42.8%*	*83.8%*
%H (TV HH)			*39.9%*	*16.3%*	*74.3%*	*31.5%*	*42.8%*	
40" - 49"	1621	1621	727	303	1136	552	584	1480
%V	*48.1%*	*49.4%*	*56.8%*	*56.6%*	*48.8%*	*61.0%*	*41.1%*	*52.7%*
%H (All HH)		*100.0%*	*44.8%*	*18.7%*	*70.1%*	*34.1%*	*36.0%*	*91.3%*
%H (TV HH)			*44.8%*	*18.7%*	*70.1%*	*34.1%*	*36.0%*	
50" - 59"	473	473	247	93	309	181	128	457
%V	*14.0%*	*14.4%*	*19.3%*	*17.4%*	*13.3%*	*20.0%*	*9.0%*	*16.3%*
%H (All HH)		*100.0%*	*52.2%*	*19.7%*	*65.3%*	*38.3%*	*27.1%*	*96.6%*
%H (TV HH)			*52.2%*	*19.7%*	*65.3%*	*38.3%*	*27.1%*	
60"+	51	51	25	9	33	18	15	50
%V	*1.5%*	*1.6%*	*2.0%*	*1.7%*	*1.4%*	*2.0%*	*1.1%*	*1.8%*
%H (All HH)		*100.0%*	*49.0%*	*17.6%*	*64.7%*	*35.3%*	*29.4%*	*98.0%*
%H (TV HH)			*49.0%*	*17.6%*	*64.7%*	*35.3%*	*29.4%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage 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

ITV North West / Border Macro

Household level data

Table 24.7: 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	3367	3279	1279	535	2326	905	1422	2811
%H (All HH)		*97.4%*	*38.0%*	*15.9%*	*69.1%*	*26.9%*	*42.2%*	*83.5%*
%H (TV HH)			*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	
Main living room	3254	3254	1273	534	2306	900	1406	2728
%V	*96.6%*	*99.2%*	*99.5%*	*99.8%*	*99.1%*	*99.4%*	*98.9%*	*97.0%*
%H (All HH)		*100.0%*	*39.1%*	*16.4%*	*70.9%*	*27.7%*	*43.2%*	*83.8%*
%H (TV HH)			*39.1%*	*16.4%*	*70.9%*	*27.7%*	*43.2%*	
Kitchen	309	309	157	47	263	156	107	281
%V	*9.2%*	*9.4%*	*12.3%*	*8.8%*	*11.3%*	*17.2%*	*7.5%*	*10.0%*
%H (All HH)		*100.0%*	*50.8%*	*15.2%*	*85.1%*	*50.5%*	*34.6%*	*90.9%*
%H (TV HH)			*50.8%*	*15.2%*	*85.1%*	*50.5%*	*34.6%*	
Adult's bedroom	1499	1499	680	270	1158	615	544	1366
%V	*44.5%*	*45.7%*	*53.2%*	*50.5%*	*49.8%*	*68.0%*	*38.3%*	*48.6%*
%H (All HH)		*100.0%*	*45.4%*	*18.0%*	*77.3%*	*41.0%*	*36.3%*	*91.1%*
%H (TV HH)			*45.4%*	*18.0%*	*77.3%*	*41.0%*	*36.3%*	
Child's bedroom	266	266	138	64	191	128	64	259
%V	*7.9%*	*8.1%*	*10.8%*	*12.0%*	*8.2%*	*14.1%*	*4.5%*	*9.2%*
%H (All HH)		*100.0%*	*51.9%*	*24.1%*	*71.8%*	*48.1%*	*24.1%*	*97.4%*
%H (TV HH)			*51.9%*	*24.1%*	*71.8%*	*48.1%*	*24.1%*	
Other bedroom	304	304	142	71	236	143	93	290
%V	*9.0%*	*9.3%*	*11.1%*	*13.3%*	*10.1%*	*15.8%*	*6.5%*	*10.3%*
%H (All HH)		*100.0%*	*46.7%*	*23.4%*	*77.6%*	*47.0%*	*30.6%*	*95.4%*
%H (TV HH)			*46.7%*	*23.4%*	*77.6%*	*47.0%*	*30.6%*	
Second living/dining room	362	362	180	76	274	164	110	332
%V	*10.8%*	*11.0%*	*14.1%*	*14.2%*	*11.8%*	*18.1%*	*7.7%*	*11.8%*
%H (All HH)		*100.0%*	*49.7%*	*21.0%*	*75.7%*	*45.3%*	*30.4%*	*91.7%*
%H (TV HH)			*49.7%*	*21.0%*	*75.7%*	*45.3%*	*30.4%*	
Study/office	35	35	20	5	28	18	10	33
%V	*1.0%*	*1.1%*	*1.6%*	*0.9%*	*1.2%*	*2.0%*	*0.7%*	*1.2%*
%H (All HH)		*100.0%*	*57.1%*	*14.3%*	*80.0%*	*51.4%*	*28.6%*	*94.3%*
%H (TV HH)			*57.1%*	*14.3%*	*80.0%*	*51.4%*	*28.6%*	
TV room	25	25	14	5	16	10	6	25
%V	*0.7%*	*0.8%*	*1.1%*	*0.9%*	*0.7%*	*1.1%*	*0.4%*	*0.9%*
%H (All HH)		*100.0%*	*56.0%*	*20.0%*	*64.0%*	*40.0%*	*24.0%*	*100.0%*
%H (TV HH)			*56.0%*	*20.0%*	*64.0%*	*40.0%*	*24.0%*	
Conservatory	105	105	56	18	87	54	33	101
%V	*3.1%*	*3.2%*	*4.4%*	*3.4%*	*3.7%*	*6.0%*	*2.3%*	*3.6%*
%H (All HH)		*100.0%*	*53.3%*	*17.1%*	*82.9%*	*51.4%*	*31.4%*	*96.2%*
%H (TV HH)			*53.3%*	*17.1%*	*82.9%*	*51.4%*	*31.4%*	
Attic or loft room	11	11	5	3	10	6	4	11
%V	*0.3%*	*0.3%*	*0.4%*	*0.6%*	*0.4%*	*0.7%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*45.5%*	*27.3%*	*90.9%*	*54.5%*	*36.4%*	*100.0%*
%H (TV HH)			*45.5%*	*27.3%*	*90.9%*	*54.5%*	*36.4%*	
No specific location	4	4	1	1	4	2	2	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%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	31	31	15	5	27	15	12	31
%V	*0.9%*	*0.9%*	*1.2%*	*0.9%*	*1.2%*	*1.7%*	*0.8%*	*1.1%*
%H (All HH)		*100.0%*	*48.4%*	*16.1%*	*87.1%*	*48.4%*	*38.7%*	*100.0%*
%H (TV HH)			*48.4%*	*16.1%*	*87.1%*	*48.4%*	*38.7%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 24.8: 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	3367	3279	1279	535	2326	905	1422	2811
%H (All HH)		*97.4%*	*38.0%*	*15.9%*	*69.1%*	*26.9%*	*42.2%*	*83.5%*
%H (TV HH)			*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	
Any DSAT provider	1279	1279	1279	17	650	650	0	1174
%V	*38.0%*	*39.0%*	*100.0%*	*3.2%*	*27.9%*	*71.8%*	*0.0%*	*41.8%*
%H (All HH)			*100.0%*	*1.3%*	*50.8%*	*50.8%*	*0.0%*	*91.8%*
%H (TV HH)			*100.0%*	*1.3%*	*50.8%*	*50.8%*	*0.0%*	
Sky with subcription	1091	1091	1091	8	562	562	0	1010
%V	*32.4%*	*33.3%*	*85.3%*	*1.5%*	*24.2%*	*62.1%*	*0.0%*	*35.9%*
%H (All HH)			*100.0%*	*0.7%*	*51.5%*	*51.5%*	*0.0%*	*92.6%*
%H (TV HH)			*100.0%*	*0.7%*	*51.5%*	*51.5%*	*0.0%*	
Sky without subscription	82	82	82	3	36	36	0	68
%V	*2.4%*	*2.5%*	*6.4%*	*0.6%*	*1.5%*	*4.0%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*3.7%*	*43.9%*	*43.9%*	*0.0%*	*82.9%*
%H (TV HH)			*100.0%*	*3.7%*	*43.9%*	*43.9%*	*0.0%*	
Freesat	89	89	89	3	52	52	0	84
%V	*2.6%*	*2.7%*	*7.0%*	*0.6%*	*2.2%*	*5.7%*	*0.0%*	*3.0%*
%H (All HH)			*100.0%*	*3.4%*	*58.4%*	*58.4%*	*0.0%*	*94.4%*
%H (TV HH)			*100.0%*	*3.4%*	*58.4%*	*58.4%*	*0.0%*	
Other satellite provider	72	72	72	3	36	36	0	67
%V	*2.1%*	*2.2%*	*5.6%*	*0.6%*	*1.5%*	*4.0%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*4.2%*	*50.0%*	*50.0%*	*0.0%*	*93.1%*
%H (TV HH)			*100.0%*	*4.2%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	535	535	17	535	263	263	0	504
%V	*15.9%*	*16.3%*	*1.3%*	*100.0%*	*11.3%*	*29.1%*	*0.0%*	*17.9%*
%H (All HH)			*3.2%*	*100.0%*	*49.2%*	*49.2%*	*0.0%*	*94.2%*
%H (TV HH)			*3.2%*	*100.0%*	*49.2%*	*49.2%*	*0.0%*	
DTT	2326	2326	650	263	2326	905	1422	1881
%V	*69.1%*	*70.9%*	*50.8%*	*49.2%*	*100.0%*	*100.0%*	*100.0%*	*66.9%*
%H (All HH)		*100.0%*	*27.9%*	*11.3%*	*100.0%*	*38.9%*	*61.1%*	*80.9%*
%H (TV HH)			*27.9%*	*11.3%*	*100.0%*	*38.9%*	*61.1%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 24.9: 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	3367	3279	1279	535	2326	905	1422	2811
%H (All HH)		*97.4%*	*38.0%*	*15.9%*	*69.1%*	*26.9%*	*42.2%*	*83.5%*
%H (TV HH)			*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	
PVR	2162	2162	1167	496	1352	839	513	1994
%V	*64.2%*	*65.9%*	*91.2%*	*92.7%*	*58.1%*	*92.7%*	*36.1%*	*70.9%*
%H (All HH)		*100.0%*	*54.0%*	*22.9%*	*62.5%*	*38.8%*	*23.7%*	*92.2%*
%H (TV HH)			*54.0%*	*22.9%*	*62.5%*	*38.8%*	*23.7%*	
DVDR	50	50	18	9	36	12	24	46
%V	*1.5%*	*1.5%*	*1.4%*	*1.7%*	*1.5%*	*1.3%*	*1.7%*	*1.6%*
%H (All HH)		*100.0%*	*36.0%*	*18.0%*	*72.0%*	*24.0%*	*48.0%*	*92.0%*
%H (TV HH)			*36.0%*	*18.0%*	*72.0%*	*24.0%*	*48.0%*	
VCR	26	26	9	3	22	9	13	16
%V	*0.8%*	*0.8%*	*0.7%*	*0.6%*	*0.9%*	*1.0%*	*0.9%*	*0.6%*
%H (All HH)		*100.0%*	*34.6%*	*11.5%*	*84.6%*	*34.6%*	*50.0%*	*61.5%*
%H (TV HH)			*34.6%*	*11.5%*	*84.6%*	*34.6%*	*50.0%*	
Any recorder	2189	2189	1171	498	1376	841	535	2012
%V	*65.0%*	*66.8%*	*91.6%*	*93.1%*	*59.2%*	*92.9%*	*37.6%*	*71.6%*
%H (All HH)		*100.0%*	*53.5%*	*22.8%*	*62.9%*	*38.4%*	*24.4%*	*91.9%*
%H (TV HH)			*53.5%*	*22.8%*	*62.9%*	*38.4%*	*24.4%*	
Receives HDTV (via STB or built-in reception)	2183	2183	1008	446	1512	767	745	2001
%V	*64.8%*	*66.6%*	*78.8%*	*83.4%*	*65.0%*	*84.8%*	*52.4%*	*71.2%*
%H (All HH)		*100.0%*	*46.2%*	*20.4%*	*69.3%*	*35.1%*	*34.1%*	*91.7%*
%H (TV HH)			*46.2%*	*20.4%*	*69.3%*	*35.1%*	*34.1%*	
DVD/Blu-ray player or recorder	2173	2173	903	359	1576	688	887	1923
%V	*64.5%*	*66.3%*	*70.6%*	*67.1%*	*67.8%*	*76.0%*	*62.4%*	*68.4%*
%H (All HH)		*100.0%*	*41.6%*	*16.5%*	*72.5%*	*31.7%*	*40.8%*	*88.5%*
%H (TV HH)			*41.6%*	*16.5%*	*72.5%*	*31.7%*	*40.8%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 24.10: 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	3367	3279	1279	535	2326	905	1422	2811
%H (All HH)		*97.4%*	*38.0%*	*15.9%*	*69.1%*	*26.9%*	*42.2%*	*83.5%*
%H (TV HH)			*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	
Has broadband internet	2811	2749	1174	504	1881	848	1033	2811
%V	*83.5%*	*83.8%*	*91.8%*	*94.2%*	*80.9%*	*93.7%*	*72.6%*	*100.0%*
%H (All HH)		*97.8%*	*41.8%*	*17.9%*	*66.9%*	*30.2%*	*36.7%*	*100.0%*
%H (TV HH)			*42.7%*	*18.3%*	*68.4%*	*30.8%*	*37.6%*	
Number of computers (PCs and laptops)								
0	740	708	173	63	554	90	465	225
%V	*22.0%*	*21.6%*	*13.5%*	*11.8%*	*23.8%*	*9.9%*	*32.7%*	*8.0%*
%H (All HH)		*95.7%*	*23.4%*	*8.5%*	*74.9%*	*12.2%*	*62.8%*	*30.4%*
%H (TV HH)			*24.4%*	*8.9%*	*78.2%*	*12.7%*	*65.7%*	
1	928	897	315	164	588	188	400	900
%V	*27.6%*	*27.4%*	*24.6%*	*30.7%*	*25.3%*	*20.8%*	*28.1%*	*32.0%*
%H (All HH)		*96.7%*	*33.9%*	*17.7%*	*63.4%*	*20.3%*	*43.1%*	*97.0%*
%H (TV HH)			*35.1%*	*18.3%*	*65.6%*	*21.0%*	*44.6%*	
2	779	771	348	127	553	264	288	769
%V	*23.1%*	*23.5%*	*27.2%*	*23.7%*	*23.8%*	*29.2%*	*20.3%*	*27.4%*
%H (All HH)		*99.0%*	*44.7%*	*16.3%*	*71.0%*	*33.9%*	*37.0%*	*98.7%*
%H (TV HH)			*45.1%*	*16.5%*	*71.7%*	*34.2%*	*37.4%*	
3	423	416	206	79	280	153	127	422
%V	*12.6%*	*12.7%*	*16.1%*	*14.8%*	*12.0%*	*16.9%*	*8.9%*	*15.0%*
%H (All HH)		*98.3%*	*48.7%*	*18.7%*	*66.2%*	*36.2%*	*30.0%*	*99.8%*
%H (TV HH)			*49.5%*	*19.0%*	*67.3%*	*36.8%*	*30.5%*	
4	230	227	110	44	168	98	69	229
%V	*6.8%*	*6.9%*	*8.6%*	*8.2%*	*7.2%*	*10.8%*	*4.9%*	*8.1%*
%H (All HH)		*98.7%*	*47.8%*	*19.1%*	*73.0%*	*42.6%*	*30.0%*	*99.6%*
%H (TV HH)			*48.5%*	*19.4%*	*74.0%*	*43.2%*	*30.4%*	
5+	266	260	127	59	183	111	72	266
%V	*7.9%*	*7.9%*	*9.9%*	*11.0%*	*7.9%*	*12.3%*	*5.1%*	*9.5%*
%H (All HH)		*97.7%*	*47.7%*	*22.2%*	*68.8%*	*41.7%*	*27.1%*	*100.0%*
%H (TV HH)			*48.8%*	*22.7%*	*70.4%*	*42.7%*	*27.7%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage 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

ITV North West / Border Macro

Set level data

Table 24.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6599	2883	1202	4928	2444	2484	5843
%H		*43.7%*	*18.2%*	*74.7%*	*37.0%*	*37.6%*	*88.5%*
Under 20"	471	191	84	397	206	191	402
%V	*7.1%*	*6.6%*	*7.0%*	*8.1%*	*8.4%*	*7.7%*	*6.9%*
%H		*40.6%*	*17.8%*	*84.3%*	*43.7%*	*40.6%*	*85.4%*
20" - 29"	1228	495	217	1026	508	518	1047
%V	*18.6%*	*17.2%*	*18.1%*	*20.8%*	*20.8%*	*20.9%*	*17.9%*
%H		*40.3%*	*17.7%*	*83.6%*	*41.4%*	*42.2%*	*85.3%*
30" - 39"	2136	881	372	1603	734	870	1838
%V	*32.4%*	*30.6%*	*30.9%*	*32.5%*	*30.0%*	*35.0%*	*31.5%*
%H		*41.2%*	*17.4%*	*75.0%*	*34.4%*	*40.7%*	*86.0%*
40" - 49"	1972	919	373	1387	711	676	1823
%V	*29.9%*	*31.9%*	*31.0%*	*28.1%*	*29.1%*	*27.2%*	*31.2%*
%H		*46.6%*	*18.9%*	*70.3%*	*36.1%*	*34.3%*	*92.4%*
50" - 59"	529	288	101	340	206	134	513
%V	*8.0%*	*10.0%*	*8.4%*	*6.9%*	*8.4%*	*5.4%*	*8.8%*
%H		*54.4%*	*19.1%*	*64.3%*	*38.9%*	*25.3%*	*97.0%*
60"+	57	26	10	39	19	20	56
%V	*0.9%*	*0.9%*	*0.8%*	*0.8%*	*0.8%*	*0.8%*	*1.0%*
%H		*45.6%*	*17.5%*	*68.4%*	*33.3%*	*35.1%*	*98.2%*
Don't know	206	83	45	136	60	76	164
%V	*3.1%*	*2.9%*	*3.7%*	*2.8%*	*2.5%*	*3.1%*	*2.8%*
%H		*40.3%*	*21.8%*	*66.0%*	*29.1%*	*36.9%*	*79.6%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6599	2883	1202	4928	2444	2484	5843
%H		*43.7%*	*18.2%*	*74.7%*	*37.0%*	*37.6%*	*88.5%*
Main living room	3267	1280	536	2317	907	1410	2739
%V	*49.5%*	*44.4%*	*44.6%*	*47.0%*	*37.1%*	*56.8%*	*46.9%*
%H		*39.2%*	*16.4%*	*70.9%*	*27.8%*	*43.2%*	*83.8%*
Kitchen	309	157	47	263	156	107	281
%V	*4.7%*	*5.4%*	*3.9%*	*5.3%*	*6.4%*	*4.3%*	*4.8%*
%H		*50.8%*	*15.2%*	*85.1%*	*50.5%*	*34.6%*	*90.9%*
Adult's bedroom	1737	804	333	1358	759	600	1597
%V	*26.3%*	*27.9%*	*27.7%*	*27.6%*	*31.1%*	*24.2%*	*27.3%*
%H		*46.3%*	*19.2%*	*78.2%*	*43.7%*	*34.5%*	*91.9%*
Child's bedroom	340	177	90	248	173	75	332
%V	*5.2%*	*6.1%*	*7.5%*	*5.0%*	*7.1%*	*3.0%*	*5.7%*
%H		*52.1%*	*26.5%*	*72.9%*	*50.9%*	*22.1%*	*97.6%*
Other bedroom	358	168	80	284	172	112	343
%V	*5.4%*	*5.8%*	*6.7%*	*5.8%*	*7.0%*	*4.5%*	*5.9%*
%H		*46.9%*	*22.3%*	*79.3%*	*48.0%*	*31.3%*	*95.8%*
Second living/dining room	370	183	77	279	167	112	339
%V	*5.6%*	*6.3%*	*6.4%*	*5.7%*	*6.8%*	*4.5%*	*5.8%*
%H		*49.5%*	*20.8%*	*75.4%*	*45.1%*	*30.3%*	*91.6%*
Study/office	36	20	6	30	19	10	34
%V	*0.5%*	*0.7%*	*0.5%*	*0.6%*	*0.8%*	*0.4%*	*0.6%*
%H		*55.6%*	*16.7%*	*83.3%*	*52.8%*	*27.8%*	*94.4%*
TV room	25	14	5	16	10	6	25
%V	*0.4%*	*0.5%*	*0.4%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H		*56.0%*	*20.0%*	*64.0%*	*40.0%*	*24.0%*	*100.0%*
Conservatory	106	56	18	87	54	33	101
%V	*1.6%*	*1.9%*	*1.5%*	*1.8%*	*2.2%*	*1.3%*	*1.7%*
%H		*52.8%*	*17.0%*	*82.1%*	*50.9%*	*31.1%*	*95.3%*
Attic or loft room	11	5	3	10	6	4	11
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*45.5%*	*27.3%*	*90.9%*	*54.5%*	*36.4%*	*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	35	18	5	31	18	13	35
%V	*0.5%*	*0.6%*	*0.4%*	*0.6%*	*0.7%*	*0.5%*	*0.6%*
%H		*51.4%*	*14.3%*	*88.6%*	*51.4%*	*37.1%*	*100.0%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6599	2883	1202	4928	2444	2484	5843
%H		*43.7%*	*18.2%*	*74.7%*	*37.0%*	*37.6%*	*88.5%*
PVR	3082	1785	727	1823	1223	600	2884
%V	*46.7%*	*61.9%*	*60.5%*	*37.0%*	*50.0%*	*24.2%*	*49.4%*
%H		*57.9%*	*23.6%*	*59.1%*	*39.7%*	*19.5%*	*93.6%*
DVDR	55	19	11	39	13	26	50
%V	*0.8%*	*0.7%*	*0.9%*	*0.8%*	*0.5%*	*1.0%*	*0.9%*
%H		*34.5%*	*20.0%*	*70.9%*	*23.6%*	*47.3%*	*90.9%*
VCR	26	10	3	22	9	13	16
%V	*0.4%*	*0.3%*	*0.2%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*
%H		*38.5%*	*11.5%*	*84.6%*	*34.6%*	*50.0%*	*61.5%*
Any recorder	3119	1791	732	1856	1230	626	2912
%V	*47.3%*	*62.1%*	*60.9%*	*37.7%*	*50.3%*	*25.2%*	*49.8%*
%H		*57.4%*	*23.5%*	*59.5%*	*39.4%*	*20.1%*	*93.4%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 24.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6599	2883	1202	4928	2444	2484	5843
%H		*43.7%*	*18.2%*	*74.7%*	*37.0%*	*37.6%*	*88.5%*
Receives HDTV (via STB or built-in reception)	3469	1679	745	2421	1342	1079	3237
%V	*52.6%*	*58.2%*	*62.0%*	*49.1%*	*54.9%*	*43.4%*	*55.4%*
%H		*48.4%*	*21.5%*	*69.8%*	*38.7%*	*31.1%*	*93.3%*
DVD/Blu-ray player or recorder	3135	1368	586	2319	1160	1159	2844
%V	*47.5%*	*47.5%*	*48.8%*	*47.1%*	*47.5%*	*46.7%*	*48.7%*
%H		*43.6%*	*18.7%*	*74.0%*	*37.0%*	*37.0%*	*90.7%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 24.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3279	1279	535	2326	905	1422	2749
%H		*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	*83.8%*
Under 20"	26	2	2	20	1	19	13
%V	*0.8%*	*0.2%*	*0.4%*	*0.9%*	*0.1%*	*1.3%*	*0.5%*
%H		*7.7%*	*7.7%*	*76.9%*	*3.8%*	*73.1%*	*50.0%*
20" - 29"	212	42	15	177	26	150	123
%V	*6.5%*	*3.3%*	*2.8%*	*7.6%*	*2.9%*	*10.5%*	*4.5%*
%H		*19.8%*	*7.1%*	*83.5%*	*12.3%*	*70.8%*	*58.0%*
30" - 39"	1031	341	145	754	227	528	783
%V	*31.4%*	*26.7%*	*27.1%*	*32.4%*	*25.1%*	*37.1%*	*28.5%*
%H		*33.1%*	*14.1%*	*73.1%*	*22.0%*	*51.2%*	*75.9%*
40" - 49"	1437	623	265	1006	463	543	1300
%V	*43.8%*	*48.7%*	*49.5%*	*43.3%*	*51.2%*	*38.2%*	*47.3%*
%H		*43.4%*	*18.4%*	*70.0%*	*32.2%*	*37.8%*	*90.5%*
50" - 59"	430	221	85	277	157	120	416
%V	*13.1%*	*17.3%*	*15.9%*	*11.9%*	*17.3%*	*8.4%*	*15.1%*
%H		*51.4%*	*19.8%*	*64.4%*	*36.5%*	*27.9%*	*96.7%*
60"+	46	23	7	29	15	14	45
%V	*1.4%*	*1.8%*	*1.3%*	*1.2%*	*1.7%*	*1.0%*	*1.6%*
%H		*50.0%*	*15.2%*	*63.0%*	*32.6%*	*30.4%*	*97.8%*
Don't know	97	28	18	64	15	49	69
%V	*3.0%*	*2.2%*	*3.4%*	*2.8%*	*1.7%*	*3.4%*	*2.5%*
%H		*28.9%*	*18.6%*	*66.0%*	*15.5%*	*50.5%*	*71.1%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3279	1279	535	2326	905	1422	2749
%H		*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	*83.8%*
PVR	2116	1153	489	1309	821	488	1953
%V	*64.5%*	*90.1%*	*91.4%*	*56.3%*	*90.7%*	*34.3%*	*71.0%*
%H		*54.5%*	*23.1%*	*61.9%*	*38.8%*	*23.1%*	*92.3%*
DVDR	38	14	6	27	8	19	34
%V	*1.2%*	*1.1%*	*1.1%*	*1.2%*	*0.9%*	*1.3%*	*1.2%*
%H		*36.8%*	*15.8%*	*71.1%*	*21.1%*	*50.0%*	*89.5%*
VCR	22	8	3	19	8	11	13
%V	*0.7%*	*0.6%*	*0.6%*	*0.8%*	*0.9%*	*0.8%*	*0.5%*
%H		*36.4%*	*13.6%*	*86.4%*	*36.4%*	*50.0%*	*59.1%*
Any recorder	2140	1156	490	1331	824	507	1968
%V	*65.3%*	*90.4%*	*91.6%*	*57.2%*	*91.0%*	*35.7%*	*71.6%*
%H		*54.0%*	*22.9%*	*62.2%*	*38.5%*	*23.7%*	*92.0%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 24.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3279	1279	535	2326	905	1422	2749
%H		*39.0%*	*16.3%*	*70.9%*	*27.6%*	*43.4%*	*83.8%*
Receives HDTV (via STB or built-in reception)	2120	979	435	1456	737	720	1944
%V	*64.7%*	*76.5%*	*81.3%*	*62.6%*	*81.4%*	*50.6%*	*70.7%*
%H		*46.2%*	*20.5%*	*68.7%*	*34.8%*	*34.0%*	*91.7%*
DVD/Blu-ray player or recorder	1929	785	310	1389	580	809	1694
%V	*58.8%*	*61.4%*	*57.9%*	*59.7%*	*64.1%*	*56.9%*	*61.6%*
%H		*40.7%*	*16.1%*	*72.0%*	*30.1%*	*41.9%*	*87.8%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 24.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3320	1604	666	2601	1539	1062	3094
%H		*48.3%*	*20.1%*	*78.3%*	*46.4%*	*32.0%*	*93.2%*
Under 20"	446	189	82	378	205	172	389
%V	*13.4%*	*11.8%*	*12.3%*	*14.5%*	*13.3%*	*16.2%*	*12.6%*
%H		*42.4%*	*18.4%*	*84.8%*	*46.0%*	*38.6%*	*87.2%*
20" - 29"	1016	453	202	849	482	368	924
%V	*30.6%*	*28.2%*	*30.3%*	*32.6%*	*31.3%*	*34.7%*	*29.9%*
%H		*44.6%*	*19.9%*	*83.6%*	*47.4%*	*36.2%*	*90.9%*
30" - 39"	1104	540	227	849	507	342	1055
%V	*33.3%*	*33.7%*	*34.1%*	*32.6%*	*32.9%*	*32.2%*	*34.1%*
%H		*48.9%*	*20.6%*	*76.9%*	*45.9%*	*31.0%*	*95.6%*
40" - 49"	535	296	108	381	247	133	523
%V	*16.1%*	*18.5%*	*16.2%*	*14.6%*	*16.0%*	*12.5%*	*16.9%*
%H		*55.3%*	*20.2%*	*71.2%*	*46.2%*	*24.9%*	*97.8%*
50" - 59"	99	68	16	63	49	14	96
%V	*3.0%*	*4.2%*	*2.4%*	*2.4%*	*3.2%*	*1.3%*	*3.1%*
%H		*68.7%*	*16.2%*	*63.6%*	*49.5%*	*14.1%*	*97.0%*
60"+	11	3	3	10	4	6	11
%V	*0.3%*	*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	109	55	27	72	45	26	95
%V	*3.3%*	*3.4%*	*4.1%*	*2.8%*	*2.9%*	*2.4%*	*3.1%*
%H		*50.5%*	*24.8%*	*66.1%*	*41.3%*	*23.9%*	*87.2%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3320	1604	666	2601	1539	1062	3094
%H		*48.3%*	*20.1%*	*78.3%*	*46.4%*	*32.0%*	*93.2%*
PVR	966	633	238	514	402	112	932
%V	*29.1%*	*39.5%*	*35.7%*	*19.8%*	*26.1%*	*10.5%*	*30.1%*
%H		*65.5%*	*24.6%*	*53.2%*	*41.6%*	*11.6%*	*96.5%*
DVDR	16	5	5	12	6	7	16
%V	*0.5%*	*0.3%*	*0.8%*	*0.5%*	*0.4%*	*0.7%*	*0.5%*
%H		*31.3%*	*31.3%*	*75.0%*	*37.5%*	*43.8%*	*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	979	635	242	525	406	119	944
%V	*29.5%*	*39.6%*	*36.3%*	*20.2%*	*26.4%*	*11.2%*	*30.5%*
%H		*64.9%*	*24.7%*	*53.6%*	*41.5%*	*12.2%*	*96.4%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 24.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3320	1604	666	2601	1539	1062	3094
%H		*48.3%*	*20.1%*	*78.3%*	*46.4%*	*32.0%*	*93.2%*
Receives HDTV (via STB or built-in reception)	1349	700	310	964	605	359	1293
%V	*40.6%*	*43.6%*	*46.5%*	*37.1%*	*39.3%*	*33.8%*	*41.8%*
%H		*51.9%*	*23.0%*	*71.5%*	*44.8%*	*26.6%*	*95.8%*
DVD/Blu-ray player or recorder	1206	583	276	930	581	349	1150
%V	*36.3%*	*36.3%*	*41.4%*	*35.8%*	*37.8%*	*32.9%*	*37.2%*
%H		*48.3%*	*22.9%*	*77.1%*	*48.2%*	*28.9%*	*95.4%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 24.21: Age 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 Inds	7584	7417	3235	1367	5086	2352	2734	6840
%H		*97.8%*	*42.7%*	*18.0%*	*67.1%*	*31.0%*	*36.0%*	*90.2%*
Total Children	1436	1411	682	287	896	481	415	1407
%V	*18.9%*	*19.0%*	*21.1%*	*21.0%*	*17.6%*	*20.5%*	*15.2%*	*20.6%*
%H		*98.3%*	*47.5%*	*20.0%*	*62.4%*	*33.5%*	*28.9%*	*98.0%*
0 - 3	360	354	167	56	223	104	119	355
%V	*4.7%*	*4.8%*	*5.2%*	*4.1%*	*4.4%*	*4.4%*	*4.4%*	*5.2%*
%H		*98.3%*	*46.4%*	*15.6%*	*61.9%*	*28.9%*	*33.1%*	*98.6%*
4 - 15	1076	1057	515	231	673	377	296	1052
%V	*14.2%*	*14.3%*	*15.9%*	*16.9%*	*13.2%*	*16.0%*	*10.8%*	*15.4%*
%H		*98.2%*	*47.9%*	*21.5%*	*62.5%*	*35.0%*	*27.5%*	*97.8%*
4 - 9	564	553	271	112	342	184	158	552
%V	*7.4%*	*7.5%*	*8.4%*	*8.2%*	*6.7%*	*7.8%*	*5.8%*	*8.1%*
%H		*98.0%*	*48.0%*	*19.9%*	*60.6%*	*32.6%*	*28.0%*	*97.9%*
10 - 15	512	503	245	119	331	193	138	500
%V	*6.8%*	*6.8%*	*7.6%*	*8.7%*	*6.5%*	*8.2%*	*5.0%*	*7.3%*
%H		*98.2%*	*47.9%*	*23.2%*	*64.6%*	*37.7%*	*27.0%*	*97.7%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.22: Adults - 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 Inds	7584	7417	3235	1367	5086	2352	2734	6840
%H		*97.8%*	*42.7%*	*18.0%*	*67.1%*	*31.0%*	*36.0%*	*90.2%*
Total Adults (16+)	6148	6006	2553	1081	4191	1872	2319	5433
%V	*81.1%*	*81.0%*	*78.9%*	*79.1%*	*82.4%*	*79.6%*	*84.8%*	*79.4%*
%H		*97.7%*	*41.5%*	*17.6%*	*68.2%*	*30.4%*	*37.7%*	*88.4%*
16 - 19	336	327	163	74	210	123	87	327
%V	*4.4%*	*4.4%*	*5.0%*	*5.4%*	*4.1%*	*5.2%*	*3.2%*	*4.8%*
%H		*97.3%*	*48.5%*	*22.0%*	*62.5%*	*36.6%*	*25.9%*	*97.3%*
20 - 24	464	444	185	84	302	140	162	446
%V	*6.1%*	*6.0%*	*5.7%*	*6.1%*	*5.9%*	*6.0%*	*5.9%*	*6.5%*
%H		*95.7%*	*39.9%*	*18.1%*	*65.1%*	*30.2%*	*34.9%*	*96.1%*
25 - 34	1010	968	422	171	606	267	339	981
%V	*13.3%*	*13.1%*	*13.0%*	*12.5%*	*11.9%*	*11.4%*	*12.4%*	*14.3%*
%H		*95.8%*	*41.8%*	*16.9%*	*60.0%*	*26.4%*	*33.6%*	*97.1%*
35 - 44	908	883	443	185	544	292	252	863
%V	*12.0%*	*11.9%*	*13.7%*	*13.5%*	*10.7%*	*12.4%*	*9.2%*	*12.6%*
%H		*97.2%*	*48.8%*	*20.4%*	*59.9%*	*32.2%*	*27.8%*	*95.0%*
45 - 54	1092	1075	483	211	751	373	378	1030
%V	*14.4%*	*14.5%*	*14.9%*	*15.4%*	*14.8%*	*15.9%*	*13.8%*	*15.1%*
%H		*98.4%*	*44.2%*	*19.3%*	*68.8%*	*34.2%*	*34.6%*	*94.3%*
55 - 64	941	923	399	178	660	312	348	844
%V	*12.4%*	*12.4%*	*12.3%*	*13.0%*	*13.0%*	*13.3%*	*12.7%*	*12.3%*
%H		*98.1%*	*42.4%*	*18.9%*	*70.1%*	*33.2%*	*37.0%*	*89.7%*
65+	1397	1386	458	179	1117	365	752	942
%V	*18.4%*	*18.7%*	*14.2%*	*13.1%*	*22.0%*	*15.5%*	*27.5%*	*13.8%*
%H		*99.2%*	*32.8%*	*12.8%*	*80.0%*	*26.1%*	*53.8%*	*67.4%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6148	6006	2553	1081	4191	1872	2319	5433
%H		*97.7%*	*41.5%*	*17.6%*	*68.2%*	*30.4%*	*37.7%*	*88.4%*
AB	1393	1380	646	214	1000	483	517	1355
%V	*22.7%*	*23.0%*	*25.3%*	*19.8%*	*23.9%*	*25.8%*	*22.3%*	*24.9%*
%H		*99.1%*	*46.4%*	*15.4%*	*71.8%*	*34.7%*	*37.1%*	*97.3%*
C1	1752	1714	762	333	1217	617	600	1627
%V	*28.5%*	*28.5%*	*29.8%*	*30.8%*	*29.0%*	*33.0%*	*25.9%*	*29.9%*
%H		*97.8%*	*43.5%*	*19.0%*	*69.5%*	*35.2%*	*34.2%*	*92.9%*
C2	1232	1211	535	242	812	384	428	1115
%V	*20.0%*	*20.2%*	*21.0%*	*22.4%*	*19.4%*	*20.5%*	*18.5%*	*20.5%*
%H		*98.3%*	*43.4%*	*19.6%*	*65.9%*	*31.2%*	*34.7%*	*90.5%*
D	1074	1034	417	181	703	280	424	900
%V	*17.5%*	*17.2%*	*16.3%*	*16.7%*	*16.8%*	*15.0%*	*18.3%*	*16.6%*
%H		*96.3%*	*38.8%*	*16.9%*	*65.5%*	*26.1%*	*39.5%*	*83.8%*
E	696	667	192	110	458	109	349	436
%V	*11.3%*	*11.1%*	*7.5%*	*10.2%*	*10.9%*	*5.8%*	*15.0%*	*8.0%*
%H		*95.8%*	*27.6%*	*15.8%*	*65.8%*	*15.7%*	*50.1%*	*62.6%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

ITV North West / Border Macro

Individual level data

Table 24.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6148	6006	2553	1081	4191	1872	2319	5433
%H		*97.7%*	*41.5%*	*17.6%*	*68.2%*	*30.4%*	*37.7%*	*88.4%*
Working full time	2963	2905	1347	583	1925	984	941	2871
%V	*48.2%*	*48.4%*	*52.8%*	*53.9%*	*45.9%*	*52.6%*	*40.6%*	*52.8%*
%H		*98.0%*	*45.5%*	*19.7%*	*65.0%*	*33.2%*	*31.8%*	*96.9%*
Working part time	521	512	227	103	371	188	183	499
%V	*8.5%*	*8.5%*	*8.9%*	*9.5%*	*8.9%*	*10.0%*	*7.9%*	*9.2%*
%H		*98.3%*	*43.6%*	*19.8%*	*71.2%*	*36.1%*	*35.1%*	*95.8%*
Not working	2663	2589	979	395	1894	700	1194	2062
%V	*43.3%*	*43.1%*	*38.3%*	*36.5%*	*45.2%*	*37.4%*	*51.5%*	*38.0%*
%H		*97.2%*	*36.8%*	*14.8%*	*71.1%*	*26.3%*	*44.8%*	*77.4%*
Housewife/Houseperson	3367	3279	1279	535	2326	905	1422	2811
%V	*54.8%*	*54.6%*	*50.1%*	*49.5%*	*55.5%*	*48.3%*	*61.3%*	*51.7%*
%H		*97.4%*	*38.0%*	*15.9%*	*69.1%*	*26.9%*	*42.2%*	*83.5%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.25: Males - 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 Males (16+)	3007	2926	1260	529	2028	920	1107	2675
%H		*97.3%*	*41.9%*	*17.6%*	*67.4%*	*30.6%*	*36.8%*	*89.0%*
16 - 19	183	180	88	42	123	72	51	176
%V	*6.1%*	*6.2%*	*7.0%*	*7.9%*	*6.1%*	*7.8%*	*4.6%*	*6.6%*
%H		*98.4%*	*48.1%*	*23.0%*	*67.2%*	*39.3%*	*27.9%*	*96.2%*
20 - 24	223	216	100	42	140	69	70	216
%V	*7.4%*	*7.4%*	*7.9%*	*7.9%*	*6.9%*	*7.5%*	*6.3%*	*8.1%*
%H		*96.9%*	*44.8%*	*18.8%*	*62.8%*	*30.9%*	*31.4%*	*96.9%*
25 - 34	504	478	195	85	305	131	174	490
%V	*16.8%*	*16.3%*	*15.5%*	*16.1%*	*15.0%*	*14.2%*	*15.7%*	*18.3%*
%H		*94.8%*	*38.7%*	*16.9%*	*60.5%*	*26.0%*	*34.5%*	*97.2%*
35 - 44	448	432	215	87	259	131	128	421
%V	*14.9%*	*14.8%*	*17.1%*	*16.4%*	*12.8%*	*14.2%*	*11.6%*	*15.7%*
%H		*96.4%*	*48.0%*	*19.4%*	*57.8%*	*29.2%*	*28.6%*	*94.0%*
45 - 54	534	522	232	101	367	181	187	500
%V	*17.8%*	*17.8%*	*18.4%*	*19.1%*	*18.1%*	*19.7%*	*16.9%*	*18.7%*
%H		*97.8%*	*43.4%*	*18.9%*	*68.7%*	*33.9%*	*35.0%*	*93.6%*
55 - 64	463	452	197	83	321	148	173	406
%V	*15.4%*	*15.4%*	*15.6%*	*15.7%*	*15.8%*	*16.1%*	*15.6%*	*15.2%*
%H		*97.6%*	*42.5%*	*17.9%*	*69.3%*	*32.0%*	*37.4%*	*87.7%*
65+	652	645	233	88	514	189	325	467
%V	*21.7%*	*22.0%*	*18.5%*	*16.6%*	*25.3%*	*20.5%*	*29.4%*	*17.5%*
%H		*98.9%*	*35.7%*	*13.5%*	*78.8%*	*29.0%*	*49.8%*	*71.6%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3007	2926	1260	529	2028	920	1107	2675
%H		*97.3%*	*41.9%*	*17.6%*	*67.4%*	*30.6%*	*36.8%*	*89.0%*
AB	693	683	322	105	492	237	255	674
%V	*23.0%*	*23.3%*	*25.6%*	*19.8%*	*24.3%*	*25.8%*	*23.0%*	*25.2%*
%H		*98.6%*	*46.5%*	*15.2%*	*71.0%*	*34.2%*	*36.8%*	*97.3%*
C1	836	817	378	159	573	304	269	790
%V	*27.8%*	*27.9%*	*30.0%*	*30.1%*	*28.3%*	*33.0%*	*24.3%*	*29.5%*
%H		*97.7%*	*45.2%*	*19.0%*	*68.5%*	*36.4%*	*32.2%*	*94.5%*
C2	657	643	280	125	437	203	233	584
%V	*21.8%*	*22.0%*	*22.2%*	*23.6%*	*21.5%*	*22.1%*	*21.0%*	*21.8%*
%H		*97.9%*	*42.6%*	*19.0%*	*66.5%*	*30.9%*	*35.5%*	*88.9%*
D	516	494	199	89	333	133	200	440
%V	*17.2%*	*16.9%*	*15.8%*	*16.8%*	*16.4%*	*14.5%*	*18.1%*	*16.4%*
%H		*95.7%*	*38.6%*	*17.2%*	*64.5%*	*25.8%*	*38.8%*	*85.3%*
E	305	289	81	50	193	43	150	187
%V	*10.1%*	*9.9%*	*6.4%*	*9.5%*	*9.5%*	*4.7%*	*13.6%*	*7.0%*
%H		*94.8%*	*26.6%*	*16.4%*	*63.3%*	*14.1%*	*49.2%*	*61.3%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3007	2926	1260	529	2028	920	1107	2675
%H		*97.3%*	*41.9%*	*17.6%*	*67.4%*	*30.6%*	*36.8%*	*89.0%*
Working full time	1734	1693	784	331	1121	565	556	1670
%V	*57.7%*	*57.9%*	*62.2%*	*62.6%*	*55.3%*	*61.4%*	*50.2%*	*62.4%*
%H		*97.6%*	*45.2%*	*19.1%*	*64.6%*	*32.6%*	*32.1%*	*96.3%*
Working part time	119	115	51	21	88	44	44	113
%V	*4.0%*	*3.9%*	*4.0%*	*4.0%*	*4.3%*	*4.8%*	*4.0%*	*4.2%*
%H		*96.6%*	*42.9%*	*17.6%*	*73.9%*	*37.0%*	*37.0%*	*95.0%*
Not working	1154	1117	425	177	818	311	507	892
%V	*38.4%*	*38.2%*	*33.7%*	*33.5%*	*40.3%*	*33.8%*	*45.8%*	*33.3%*
%H		*96.8%*	*36.8%*	*15.3%*	*70.9%*	*26.9%*	*43.9%*	*77.3%*
Housewife/Houseperson	798	752	254	95	536	154	382	596
%V	*26.5%*	*25.7%*	*20.2%*	*18.0%*	*26.4%*	*16.7%*	*34.5%*	*22.3%*
%H		*94.2%*	*31.8%*	*11.9%*	*67.2%*	*19.3%*	*47.9%*	*74.7%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.28: Females - 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 Females (16+)	3141	3080	1293	552	2163	951	1211	2757
%H		*98.1%*	*41.2%*	*17.6%*	*68.9%*	*30.3%*	*38.6%*	*87.8%*
16 - 19	153	146	76	32	88	51	37	151
%V	*4.9%*	*4.7%*	*5.9%*	*5.8%*	*4.1%*	*5.4%*	*3.1%*	*5.5%*
%H		*95.4%*	*49.7%*	*20.9%*	*57.5%*	*33.3%*	*24.2%*	*98.7%*
20 - 24	241	228	85	43	162	71	92	230
%V	*7.7%*	*7.4%*	*6.6%*	*7.8%*	*7.5%*	*7.5%*	*7.6%*	*8.3%*
%H		*94.6%*	*35.3%*	*17.8%*	*67.2%*	*29.5%*	*38.2%*	*95.4%*
25 - 34	505	490	227	85	302	136	165	491
%V	*16.1%*	*15.9%*	*17.6%*	*15.4%*	*14.0%*	*14.3%*	*13.6%*	*17.8%*
%H		*97.0%*	*45.0%*	*16.8%*	*59.8%*	*26.9%*	*32.7%*	*97.2%*
35 - 44	460	451	228	97	285	161	124	442
%V	*14.6%*	*14.6%*	*17.6%*	*17.6%*	*13.2%*	*16.9%*	*10.2%*	*16.0%*
%H		*98.0%*	*49.6%*	*21.1%*	*62.0%*	*35.0%*	*27.0%*	*96.1%*
45 - 54	558	552	250	109	384	192	192	530
%V	*17.8%*	*17.9%*	*19.3%*	*19.7%*	*17.8%*	*20.2%*	*15.9%*	*19.2%*
%H		*98.9%*	*44.8%*	*19.5%*	*68.8%*	*34.4%*	*34.4%*	*95.0%*
55 - 64	479	471	202	94	340	165	175	438
%V	*15.2%*	*15.3%*	*15.6%*	*17.0%*	*15.7%*	*17.4%*	*14.5%*	*15.9%*
%H		*98.3%*	*42.2%*	*19.6%*	*71.0%*	*34.4%*	*36.5%*	*91.4%*
65+	745	742	225	91	602	176	427	475
%V	*23.7%*	*24.1%*	*17.4%*	*16.5%*	*27.8%*	*18.5%*	*35.3%*	*17.2%*
%H		*99.6%*	*30.2%*	*12.2%*	*80.8%*	*23.6%*	*57.3%*	*63.8%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3141	3080	1293	552	2163	951	1211	2757
%H		*98.1%*	*41.2%*	*17.6%*	*68.9%*	*30.3%*	*38.6%*	*87.8%*
AB	701	697	324	109	508	245	263	680
%V	*22.3%*	*22.6%*	*25.1%*	*19.7%*	*23.5%*	*25.8%*	*21.7%*	*24.7%*
%H		*99.4%*	*46.2%*	*15.5%*	*72.5%*	*35.0%*	*37.5%*	*97.0%*
C1	916	897	384	173	644	313	331	837
%V	*29.2%*	*29.1%*	*29.7%*	*31.3%*	*29.8%*	*32.9%*	*27.3%*	*30.4%*
%H		*97.9%*	*41.9%*	*18.9%*	*70.3%*	*34.2%*	*36.1%*	*91.4%*
C2	575	568	255	118	375	181	195	531
%V	*18.3%*	*18.4%*	*19.7%*	*21.4%*	*17.3%*	*19.0%*	*16.1%*	*19.3%*
%H		*98.8%*	*44.3%*	*20.5%*	*65.2%*	*31.5%*	*33.9%*	*92.3%*
D	558	540	219	92	371	147	223	460
%V	*17.8%*	*17.5%*	*16.9%*	*16.7%*	*17.2%*	*15.5%*	*18.4%*	*16.7%*
%H		*96.8%*	*39.2%*	*16.5%*	*66.5%*	*26.3%*	*40.0%*	*82.4%*
E	390	378	111	60	265	65	199	249
%V	*12.4%*	*12.3%*	*8.6%*	*10.9%*	*12.3%*	*6.8%*	*16.4%*	*9.0%*
%H		*96.9%*	*28.5%*	*15.4%*	*67.9%*	*16.7%*	*51.0%*	*63.8%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3141	3080	1293	552	2163	951	1211	2757
%H		*98.1%*	*41.2%*	*17.6%*	*68.9%*	*30.3%*	*38.6%*	*87.8%*
Working full time	1229	1211	563	252	803	419	384	1201
%V	*39.1%*	*39.3%*	*43.5%*	*45.7%*	*37.1%*	*44.1%*	*31.7%*	*43.6%*
%H		*98.5%*	*45.8%*	*20.5%*	*65.3%*	*34.1%*	*31.2%*	*97.7%*
Working part time	403	397	176	82	283	144	139	386
%V	*12.8%*	*12.9%*	*13.6%*	*14.9%*	*13.1%*	*15.1%*	*11.5%*	*14.0%*
%H		*98.5%*	*43.7%*	*20.3%*	*70.2%*	*35.7%*	*34.5%*	*95.8%*
Not working	1509	1472	554	218	1076	389	688	1170
%V	*48.0%*	*47.8%*	*42.8%*	*39.5%*	*49.7%*	*40.9%*	*56.8%*	*42.4%*
%H		*97.5%*	*36.7%*	*14.4%*	*71.3%*	*25.8%*	*45.6%*	*77.5%*
Housewife/Houseperson	2569	2527	1025	440	1790	751	1040	2215
%V	*81.8%*	*82.0%*	*79.3%*	*79.7%*	*82.8%*	*79.0%*	*85.9%*	*80.3%*
%H		*98.4%*	*39.9%*	*17.1%*	*69.7%*	*29.2%*	*40.5%*	*86.2%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents Page

Household

Table 25.1: Social Grade 676
Table 25.2: Housewife Age 677
Table 25.3: Size of Household 678
Table 25.4: Presence of Children 679
Table 25.5: Number of TV sets in household 680
Table 25.6: Screen size 681
Table 25.7: Location of ANY set in household 682
Table 25.8: Platform Provider 683
Table 25.9: Recorders and other equipment 684
Table 25.10: Computers and Internet 685

Sets

Table 25.11: Screen Size 686
Table 25.12: Location of set 687
Table 25.13: Recorders 688
Table 25.14: Other TV equipment 688
Table 25.15: Main Set Screen Size 689
Table 25.16: Main Set Recorders 690
Table 25.17: Main Set - Other TV equipment 690
Table 25.18: Other Sets (non-Main Set) Screen Size 691
Table 25.19: Other Set (non-Main Set) Recorders 692
Table 25.20: Other Set (non-Main Set) - Other TV equipment 692

Individuals

Table 25.21: Age of Children 693
Table 25.22: Adults - Age 694
Table 25.23: Social Grade (Adults 16+) 695
Table 25.24: Working Status (Adults 16+) 696
Table 25.25: Males - Age 697
Table 25.26: Social Grade (Males 16+) 698
Table 25.27: Working Status (Males 16+) 699
Table 25.28: Females - Age 700
Table 25.29: Social Grade (Females 16+) 701
Table 25.30: Working Status (Females 16+) 702

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Household level data

Table 25.1: 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	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%*	
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: S4C - Households (000s)

%V = percentage of vertical total

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

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

Table 25.2: 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: S4C - Households (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

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Household level data

Table 25.3: 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	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: S4C - Households (000s)

%V = percentage of vertical total

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

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

Table 25.4: 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: S4C - Households (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

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Household level data

Table 25.5: 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	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: S4C - Households (000s)

%V = percentage of vertical total

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

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

Table 25.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1346	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 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: S4C - Households (000s)

%V = percentage 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

S4C

Household level data

Table 25.7: 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	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: S4C - Households (000s)

%V = percentage 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

S4C

Household level data

Table 25.8: 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	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 subcription	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: S4C - Households (000s)

%V = percentage 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

S4C

Household level data

Table 25.9: 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: S4C - Households (000s)

%V = percentage of vertical total

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

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

Table 25.10: 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	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: S4C - Households (000s)

%V = percentage 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

S4C

Set level data

Table 25.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Set level data

Table 25.12: 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Set level data

Table 25.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 25.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Set level data

Table 25.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Set level data

Table 25.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 25.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 25.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Set level data

Table 25.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 25.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Individual level data

Table 25.21: Age 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 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Individual level data

Table 25.22: Adults - 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 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Individual level data

Table 25.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 25.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Individual level data

Table 25.25: Males - 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 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 25.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 25.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Individual level data

Table 25.28: Females - 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 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 25.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

S4C

Individual level data

Table 25.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - South Macro Region

Contents Page

Household
- Table 26.1: Social Grade 704
- Table 26.2: Housewife Age 705
- Table 26.3: Size of Household 706
- Table 26.4: Presence of Children 707
- Table 26.5: Number of TV sets in household 708
- Table 26.6: Screen size 709
- Table 26.7: Location of ANY set in household 710
- Table 26.8: Platform Provider 711
- Table 26.9: Recorders and other equipment 712
- Table 26.10: Computers and Internet 713

Sets
- Table 26.11: Screen Size 714
- Table 26.12: Location of set 715
- Table 26.13: Recorders 716
- Table 26.14: Other TV equipment 716
- Table 26.15: Main Set Screen Size 717
- Table 26.16: Main Set Recorders 718
- Table 26.17: Main Set - Other TV equipment 718
- Table 26.18: Other Sets (non-Main Set) Screen Size 719
- Table 26.19: Other Set (non-Main Set) Recorders 720
- Table 26.20: Other Set (non-Main Set) - Other TV equipment 720

Individuals
- Table 26.21: Age of Children 721
- Table 26.22: Adults - Age 722
- Table 26.23: Social Grade (Adults 16+) 723
- Table 26.24: Working Status (Adults 16+) 724
- Table 26.25: Males - Age 725
- Table 26.26: Social Grade (Males 16+) 726
- Table 26.27: Working Status (Males 16+) 727
- Table 26.28: Females - Age 728
- Table 26.29: Social Grade (Females 16+) 729
- Table 26.30: Working Status (Females 16+) 730

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - South Macro Region

Household level data

Table 26.1: 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	8464	8157	3560	1022	5611	2182	3429	7345
%H (All HH)		*96.4%*	*42.1%*	*12.1%*	*66.3%*	*25.8%*	*40.5%*	*86.8%*
%H (TV HH)			*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	
AB	2339	2259	1000	308	1525	603	921	2241
%V	*27.6%*	*27.7%*	*28.1%*	*30.1%*	*27.2%*	*27.6%*	*26.9%*	*30.5%*
%H (All HH)		*96.6%*	*42.8%*	*13.2%*	*65.2%*	*25.8%*	*39.4%*	*95.8%*
%H (TV HH)			*44.3%*	*13.6%*	*67.5%*	*26.7%*	*40.8%*	
C1	2529	2441	1072	315	1674	673	1001	2283
%V	*29.9%*	*29.9%*	*30.1%*	*30.8%*	*29.8%*	*30.8%*	*29.2%*	*31.1%*
%H (All HH)		*96.5%*	*42.4%*	*12.5%*	*66.2%*	*26.6%*	*39.6%*	*90.3%*
%H (TV HH)			*43.9%*	*12.9%*	*68.6%*	*27.6%*	*41.0%*	
C2	1701	1658	755	227	1162	506	656	1495
%V	*20.1%*	*20.3%*	*21.2%*	*22.2%*	*20.7%*	*23.2%*	*19.1%*	*20.4%*
%H (All HH)		*97.5%*	*44.4%*	*13.3%*	*68.3%*	*29.7%*	*38.6%*	*87.9%*
%H (TV HH)			*45.5%*	*13.7%*	*70.1%*	*30.5%*	*39.6%*	
D	1158	1100	479	123	734	264	470	895
%V	*13.7%*	*13.5%*	*13.5%*	*12.0%*	*13.1%*	*12.1%*	*13.7%*	*12.2%*
%H (All HH)		*95.0%*	*41.4%*	*10.6%*	*63.4%*	*22.8%*	*40.6%*	*77.3%*
%H (TV HH)			*43.5%*	*11.2%*	*66.7%*	*24.0%*	*42.7%*	
E	736	699	253	50	516	136	380	431
%V	*8.7%*	*8.6%*	*7.1%*	*4.9%*	*9.2%*	*6.2%*	*11.1%*	*5.9%*
%H (All HH)		*95.0%*	*34.4%*	*6.8%*	*70.1%*	*18.5%*	*51.6%*	*58.6%*
%H (TV HH)			*36.2%*	*7.2%*	*73.8%*	*19.5%*	*54.4%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 26.2: 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	8464	8157	3560	1022	5611	2182	3429	7345
%H (All HH)		*96.4%*	*42.1%*	*12.1%*	*66.3%*	*25.8%*	*40.5%*	*86.8%*
%H (TV HH)			*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	
Under 25	325	276	90	34	157	48	109	311
%V	*3.8%*	*3.4%*	*2.5%*	*3.3%*	*2.8%*	*2.2%*	*3.2%*	*4.2%*
%H (All HH)		*84.9%*	*27.7%*	*10.5%*	*48.3%*	*14.8%*	*33.5%*	*95.7%*
%H (TV HH)			*32.6%*	*12.3%*	*56.9%*	*17.4%*	*39.5%*	
25 - 34	1161	1076	506	157	583	239	345	1132
%V	*13.7%*	*13.2%*	*14.2%*	*15.4%*	*10.4%*	*11.0%*	*10.1%*	*15.4%*
%H (All HH)		*92.7%*	*43.6%*	*13.5%*	*50.2%*	*20.6%*	*29.7%*	*97.5%*
%H (TV HH)			*47.0%*	*14.6%*	*54.2%*	*22.2%*	*32.1%*	
35 - 44	1325	1276	679	190	752	381	371	1296
%V	*15.7%*	*15.6%*	*19.1%*	*18.6%*	*13.4%*	*17.5%*	*10.8%*	*17.6%*
%H (All HH)		*96.3%*	*51.2%*	*14.3%*	*56.8%*	*28.8%*	*28.0%*	*97.8%*
%H (TV HH)			*53.2%*	*14.9%*	*58.9%*	*29.9%*	*29.1%*	
45 - 54	1600	1553	734	246	1056	484	572	1531
%V	*18.9%*	*19.0%*	*20.6%*	*24.1%*	*18.8%*	*22.2%*	*16.7%*	*20.8%*
%H (All HH)		*97.1%*	*45.9%*	*15.4%*	*66.0%*	*30.3%*	*35.8%*	*95.7%*
%H (TV HH)			*47.3%*	*15.8%*	*68.0%*	*31.2%*	*36.8%*	
55 - 64	1466	1431	643	190	1034	437	597	1350
%V	*17.3%*	*17.5%*	*18.1%*	*18.6%*	*18.4%*	*20.0%*	*17.4%*	*18.4%*
%H (All HH)		*97.6%*	*43.9%*	*13.0%*	*70.5%*	*29.8%*	*40.7%*	*92.1%*
%H (TV HH)			*44.9%*	*13.3%*	*72.3%*	*30.5%*	*41.7%*	
65 +	2587	2544	907	205	2028	593	1435	1726
%V	*30.6%*	*31.2%*	*25.5%*	*20.1%*	*36.1%*	*27.2%*	*41.8%*	*23.5%*
%H (All HH)		*98.3%*	*35.1%*	*7.9%*	*78.4%*	*22.9%*	*55.5%*	*66.7%*
%H (TV HH)			*35.7%*	*8.1%*	*79.7%*	*23.3%*	*56.4%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 26.3: 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	8464	8157	3560	1022	5611	2182	3429	7345
%H (All HH)		*96.4%*	*42.1%*	*12.1%*	*66.3%*	*25.8%*	*40.5%*	*86.8%*
%H (TV HH)			*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	
1	2554	2397	781	222	1764	421	1343	1741
%V	*30.2%*	*29.4%*	*21.9%*	*21.7%*	*31.4%*	*19.3%*	*39.2%*	*23.7%*
%H (All HH)		*93.9%*	*30.6%*	*8.7%*	*69.1%*	*16.5%*	*52.6%*	*68.2%*
%H (TV HH)			*32.6%*	*9.3%*	*73.6%*	*17.6%*	*56.0%*	
2	3071	2984	1295	370	2114	838	1275	2814
%V	*36.3%*	*36.6%*	*36.4%*	*36.2%*	*37.7%*	*38.4%*	*37.2%*	*38.3%*
%H (All HH)		*97.2%*	*42.2%*	*12.0%*	*68.8%*	*27.3%*	*41.5%*	*91.6%*
%H (TV HH)			*43.4%*	*12.4%*	*70.8%*	*28.1%*	*42.7%*	
3	1269	1233	640	176	794	400	395	1238
%V	*15.0%*	*15.1%*	*18.0%*	*17.2%*	*14.2%*	*18.3%*	*11.5%*	*16.9%*
%H (All HH)		*97.2%*	*50.4%*	*13.9%*	*62.6%*	*31.5%*	*31.1%*	*97.6%*
%H (TV HH)			*51.9%*	*14.3%*	*64.4%*	*32.4%*	*32.0%*	
4	1083	1065	583	175	663	371	292	1070
%V	*12.8%*	*13.1%*	*16.4%*	*17.1%*	*11.8%*	*17.0%*	*8.5%*	*14.6%*
%H (All HH)		*98.3%*	*53.8%*	*16.2%*	*61.2%*	*34.3%*	*27.0%*	*98.8%*
%H (TV HH)			*54.7%*	*16.4%*	*62.3%*	*34.8%*	*27.4%*	
5+	487	477	260	80	276	152	123	483
%V	*5.8%*	*5.8%*	*7.3%*	*7.8%*	*4.9%*	*7.0%*	*3.6%*	*6.6%*
%H (All HH)		*97.9%*	*53.4%*	*16.4%*	*56.7%*	*31.2%*	*25.3%*	*99.2%*
%H (TV HH)			*54.5%*	*16.8%*	*57.9%*	*31.9%*	*25.8%*	
Average HH size	2.30	2.32	2.54	2.56	2.23	2.57	2.02	2.45

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 26.4: 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	8464	8157	3560	1022	5611	2182	3429	7345
%H (All HH)		*96.4%*	*42.1%*	*12.1%*	*66.3%*	*25.8%*	*40.5%*	*86.8%*
%H (TV HH)			*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	
Without	6390	6128	2470	720	4400	1562	2837	5306
%V	*75.5%*	*75.1%*	*69.4%*	*70.5%*	*78.4%*	*71.6%*	*82.7%*	*72.2%*
%H (All HH)		*95.9%*	*38.7%*	*11.3%*	*68.9%*	*24.4%*	*44.4%*	*83.0%*
%H (TV HH)			*40.3%*	*11.7%*	*71.8%*	*25.5%*	*46.3%*	
With	2073	2028	1090	302	1211	620	591	2039
%V	*24.5%*	*24.9%*	*30.6%*	*29.5%*	*21.6%*	*28.4%*	*17.2%*	*27.8%*
%H (All HH)		*97.8%*	*52.6%*	*14.6%*	*58.4%*	*29.9%*	*28.5%*	*98.4%*
%H (TV HH)			*53.7%*	*14.9%*	*59.7%*	*30.6%*	*29.1%*	
0 - 3	753	731	396	97	421	207	214	732
%V	*8.9%*	*9.0%*	*11.1%*	*9.5%*	*7.5%*	*9.5%*	*6.2%*	*10.0%*
%H (All HH)		*97.1%*	*52.6%*	*12.9%*	*55.9%*	*27.5%*	*28.4%*	*97.2%*
%H (TV HH)			*54.2%*	*13.3%*	*57.6%*	*28.3%*	*29.3%*	
4 - 9	1073	1054	576	167	600	316	284	1059
%V	*12.7%*	*12.9%*	*16.2%*	*16.3%*	*10.7%*	*14.5%*	*8.3%*	*14.4%*
%H (All HH)		*98.2%*	*53.7%*	*15.6%*	*55.9%*	*29.5%*	*26.5%*	*98.7%*
%H (TV HH)			*54.6%*	*15.8%*	*56.9%*	*30.0%*	*26.9%*	
10 - 15	978	965	522	152	612	333	279	968
%V	*11.6%*	*11.8%*	*14.7%*	*14.9%*	*10.9%*	*15.3%*	*8.1%*	*13.2%*
%H (All HH)		*98.7%*	*53.4%*	*15.5%*	*62.6%*	*34.0%*	*28.5%*	*99.0%*
%H (TV HH)			*54.1%*	*15.8%*	*63.4%*	*34.5%*	*28.9%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage 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

C4/Five - South Macro Region

Household level data

Table 26.5: 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	8464	8157	3560	1022	5611	2182	3429	7345
%H (All HH)		*96.4%*	*42.1%*	*12.1%*	*66.3%*	*25.8%*	*40.5%*	*86.8%*
%H (TV HH)			*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	
1	3182	3182	1076	358	1925	309	1616	2555
%V	*37.6%*	*39.0%*	*30.2%*	*35.0%*	*34.3%*	*14.2%*	*47.1%*	*34.8%*
%H (All HH)		*100.0%*	*33.8%*	*11.3%*	*60.5%*	*9.7%*	*50.8%*	*80.3%*
%H (TV HH)			*33.8%*	*11.3%*	*60.5%*	*9.7%*	*50.8%*	
2	2725	2725	1257	329	1930	814	1116	2393
%V	*32.2%*	*33.4%*	*35.3%*	*32.2%*	*34.4%*	*37.3%*	*32.5%*	*32.6%*
%H (All HH)		*100.0%*	*46.1%*	*12.1%*	*70.8%*	*29.9%*	*41.0%*	*87.8%*
%H (TV HH)			*46.1%*	*12.1%*	*70.8%*	*29.9%*	*41.0%*	
3	1368	1368	725	200	1035	589	446	1286
%V	*16.2%*	*16.8%*	*20.4%*	*19.6%*	*18.4%*	*27.0%*	*13.0%*	*17.5%*
%H (All HH)		*100.0%*	*53.0%*	*14.6%*	*75.7%*	*43.1%*	*32.6%*	*94.0%*
%H (TV HH)			*53.0%*	*14.6%*	*75.7%*	*43.1%*	*32.6%*	
4	578	578	312	88	461	284	177	561
%V	*6.8%*	*7.1%*	*8.8%*	*8.6%*	*8.2%*	*13.0%*	*5.2%*	*7.6%*
%H (All HH)		*100.0%*	*54.0%*	*15.2%*	*79.8%*	*49.1%*	*30.6%*	*97.1%*
%H (TV HH)			*54.0%*	*15.2%*	*79.8%*	*49.1%*	*30.6%*	
5+	303	303	190	48	259	186	73	297
%V	*3.6%*	*3.7%*	*5.3%*	*4.7%*	*4.6%*	*8.5%*	*2.1%*	*4.0%*
%H (All HH)		*100.0%*	*62.7%*	*15.8%*	*85.5%*	*61.4%*	*24.1%*	*98.0%*
%H (TV HH)			*62.7%*	*15.8%*	*85.5%*	*61.4%*	*24.1%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 26.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8464	8157	3560	1022	5611	2182	3429	7345
%H (All HH)		*96.4%*	*42.1%*	*12.1%*	*66.3%*	*25.8%*	*40.5%*	*86.8%*
%H (TV HH)			*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	
Under 20"	1371	1371	618	153	1119	523	596	1192
%V	*16.2%*	*16.8%*	*17.4%*	*15.0%*	*19.9%*	*24.0%*	*17.4%*	*16.2%*
%H (All HH)		*100.0%*	*45.1%*	*11.2%*	*81.6%*	*38.1%*	*43.5%*	*86.9%*
%H (TV HH)			*45.1%*	*11.2%*	*81.6%*	*38.1%*	*43.5%*	
20" - 29"	2747	2747	1148	340	2137	887	1250	2339
%V	*32.5%*	*33.7%*	*32.2%*	*33.3%*	*38.1%*	*40.7%*	*36.5%*	*31.8%*
%H (All HH)		*100.0%*	*41.8%*	*12.4%*	*77.8%*	*32.3%*	*45.5%*	*85.1%*
%H (TV HH)			*41.8%*	*12.4%*	*77.8%*	*32.3%*	*45.5%*	
30" - 39"	4237	4237	1896	528	3029	1263	1767	3690
%V	*50.1%*	*51.9%*	*53.3%*	*51.7%*	*54.0%*	*57.9%*	*51.5%*	*50.2%*
%H (All HH)		*100.0%*	*44.7%*	*12.5%*	*71.5%*	*29.8%*	*41.7%*	*87.1%*
%H (TV HH)			*44.7%*	*12.5%*	*71.5%*	*29.8%*	*41.7%*	
40" - 49"	3788	3788	1918	552	2548	1288	1260	3545
%V	*44.8%*	*46.4%*	*53.9%*	*54.0%*	*45.4%*	*59.0%*	*36.7%*	*48.3%*
%H (All HH)		*100.0%*	*50.6%*	*14.6%*	*67.3%*	*34.0%*	*33.3%*	*93.6%*
%H (TV HH)			*50.6%*	*14.6%*	*67.3%*	*34.0%*	*33.3%*	
50" - 59"	1113	1113	664	167	684	413	271	1080
%V	*13.1%*	*13.6%*	*18.7%*	*16.3%*	*12.2%*	*18.9%*	*7.9%*	*14.7%*
%H (All HH)		*100.0%*	*59.7%*	*15.0%*	*61.5%*	*37.1%*	*24.3%*	*97.0%*
%H (TV HH)			*59.7%*	*15.0%*	*61.5%*	*37.1%*	*24.3%*	
60"+	115	115	69	21	65	40	25	115
%V	*1.4%*	*1.4%*	*1.9%*	*2.1%*	*1.2%*	*1.8%*	*0.7%*	*1.6%*
%H (All HH)		*100.0%*	*60.0%*	*18.3%*	*56.5%*	*34.8%*	*21.7%*	*100.0%*
%H (TV HH)			*60.0%*	*18.3%*	*56.5%*	*34.8%*	*21.7%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage 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

C4/Five - South Macro Region

Household level data

Table 26.7: 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	8464	8157	3560	1022	5611	2182	3429	7345
%H (All HH)		*96.4%*	*42.1%*	*12.1%*	*66.3%*	*25.8%*	*40.5%*	*86.8%*
%H (TV HH)			*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	
Main living room	8074	8074	3537	1018	5562	2172	3390	7017
%V	*95.4%*	*99.0%*	*99.4%*	*99.6%*	*99.1%*	*99.5%*	*98.9%*	*95.5%*
%H (All HH)		*100.0%*	*43.8%*	*12.6%*	*68.9%*	*26.9%*	*42.0%*	*86.9%*
%H (TV HH)			*43.8%*	*12.6%*	*68.9%*	*26.9%*	*42.0%*	
Kitchen	1038	1038	499	121	873	453	420	940
%V	*12.3%*	*12.7%*	*14.0%*	*11.8%*	*15.6%*	*20.8%*	*12.2%*	*12.8%*
%H (All HH)		*100.0%*	*48.1%*	*11.7%*	*84.1%*	*43.6%*	*40.5%*	*90.6%*
%H (TV HH)			*48.1%*	*11.7%*	*84.1%*	*43.6%*	*40.5%*	
Adult's bedroom	3789	3789	1910	537	2823	1492	1331	3473
%V	*44.8%*	*46.5%*	*53.7%*	*52.5%*	*50.3%*	*68.4%*	*38.8%*	*47.3%*
%H (All HH)		*100.0%*	*50.4%*	*14.2%*	*74.5%*	*39.4%*	*35.1%*	*91.7%*
%H (TV HH)			*50.4%*	*14.2%*	*74.5%*	*39.4%*	*35.1%*	
Child's bedroom	704	704	427	108	469	303	165	698
%V	*8.3%*	*8.6%*	*12.0%*	*10.6%*	*8.4%*	*13.9%*	*4.8%*	*9.5%*
%H (All HH)		*100.0%*	*60.7%*	*15.3%*	*66.6%*	*43.0%*	*23.4%*	*99.1%*
%H (TV HH)			*60.7%*	*15.3%*	*66.6%*	*43.0%*	*23.4%*	
Other bedroom	605	605	317	91	482	282	200	573
%V	*7.1%*	*7.4%*	*8.9%*	*8.9%*	*8.6%*	*12.9%*	*5.8%*	*7.8%*
%H (All HH)		*100.0%*	*52.4%*	*15.0%*	*79.7%*	*46.6%*	*33.1%*	*94.7%*
%H (TV HH)			*52.4%*	*15.0%*	*79.7%*	*46.6%*	*33.1%*	
Second living/dining room	803	803	394	113	618	323	295	730
%V	*9.5%*	*9.8%*	*11.1%*	*11.1%*	*11.0%*	*14.8%*	*8.6%*	*9.9%*
%H (All HH)		*100.0%*	*49.1%*	*14.1%*	*77.0%*	*40.2%*	*36.7%*	*90.9%*
%H (TV HH)			*49.1%*	*14.1%*	*77.0%*	*40.2%*	*36.7%*	
Study/office	158	158	95	18	124	79	45	154
%V	*1.9%*	*1.9%*	*2.7%*	*1.8%*	*2.2%*	*3.6%*	*1.3%*	*2.1%*
%H (All HH)		*100.0%*	*60.1%*	*11.4%*	*78.5%*	*50.0%*	*28.5%*	*97.5%*
%H (TV HH)			*60.1%*	*11.4%*	*78.5%*	*50.0%*	*28.5%*	
TV room	80	80	48	9	53	32	21	79
%V	*0.9%*	*1.0%*	*1.3%*	*0.9%*	*0.9%*	*1.5%*	*0.6%*	*1.1%*
%H (All HH)		*100.0%*	*60.0%*	*11.3%*	*66.3%*	*40.0%*	*26.3%*	*98.8%*
%H (TV HH)			*60.0%*	*11.3%*	*66.3%*	*40.0%*	*26.3%*	
Conservatory	184	184	98	23	153	88	65	166
%V	*2.2%*	*2.3%*	*2.8%*	*2.3%*	*2.7%*	*4.0%*	*1.9%*	*2.3%*
%H (All HH)		*100.0%*	*53.3%*	*12.5%*	*83.2%*	*47.8%*	*35.3%*	*90.2%*
%H (TV HH)			*53.3%*	*12.5%*	*83.2%*	*47.8%*	*35.3%*	
Attic or loft room	15	15	10	1	12	8	4	15
%V	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*	*0.4%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*66.7%*	*6.7%*	*80.0%*	*53.3%*	*26.7%*	*100.0%*
%H (TV HH)			*66.7%*	*6.7%*	*80.0%*	*53.3%*	*26.7%*	
No specific location	16	16	6	2	12	5	7	16
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*37.5%*	*12.5%*	*75.0%*	*31.3%*	*43.8%*	*100.0%*
%H (TV HH)			*37.5%*	*12.5%*	*75.0%*	*31.3%*	*43.8%*	
Other	86	86	51	9	72	44	28	84
%V	*1.0%*	*1.1%*	*1.4%*	*0.9%*	*1.3%*	*2.0%*	*0.8%*	*1.1%*
%H (All HH)		*100.0%*	*59.3%*	*10.5%*	*83.7%*	*51.2%*	*32.6%*	*97.7%*
%H (TV HH)			*59.3%*	*10.5%*	*83.7%*	*51.2%*	*32.6%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage 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

C4/Five - South Macro Region

Household level data

Table 26.8: 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	8464	8157	3560	1022	5611	2182	3429	7345
%H (All HH)		*96.4%*	*42.1%*	*12.1%*	*66.3%*	*25.8%*	*40.5%*	*86.8%*
%H (TV HH)			*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	
Any DSAT provider	3560	3560	3560	53	1770	1770	0	3302
%V	*42.1%*	*43.6%*	*100.0%*	*5.2%*	*31.5%*	*81.1%*	*0.0%*	*45.0%*
%H (All HH)			*100.0%*	*1.5%*	*49.7%*	*49.7%*	*0.0%*	*92.8%*
%H (TV HH)			*100.0%*	*1.5%*	*49.7%*	*49.7%*	*0.0%*	
Sky with subcription	2843	2843	2843	24	1408	1408	0	2670
%V	*33.6%*	*34.9%*	*79.9%*	*2.3%*	*25.1%*	*64.5%*	*0.0%*	*36.4%*
%H (All HH)			*100.0%*	*0.8%*	*49.5%*	*49.5%*	*0.0%*	*93.9%*
%H (TV HH)			*100.0%*	*0.8%*	*49.5%*	*49.5%*	*0.0%*	
Sky without subscription	220	220	220	11	102	102	0	179
%V	*2.6%*	*2.7%*	*6.2%*	*1.1%*	*1.8%*	*4.7%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*5.0%*	*46.4%*	*46.4%*	*0.0%*	*81.4%*
%H (TV HH)			*100.0%*	*5.0%*	*46.4%*	*46.4%*	*0.0%*	
Freesat	484	484	484	14	262	262	0	444
%V	*5.7%*	*5.9%*	*13.6%*	*1.4%*	*4.7%*	*12.0%*	*0.0%*	*6.0%*
%H (All HH)			*100.0%*	*2.9%*	*54.1%*	*54.1%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*2.9%*	*54.1%*	*54.1%*	*0.0%*	
Other satellite provider	187	187	187	13	96	96	0	178
%V	*2.2%*	*2.3%*	*5.3%*	*1.3%*	*1.7%*	*4.4%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*7.0%*	*51.3%*	*51.3%*	*0.0%*	*95.2%*
%H (TV HH)			*100.0%*	*7.0%*	*51.3%*	*51.3%*	*0.0%*	
DCAB	1022	1022	53	1022	438	438	0	975
%V	*12.1%*	*12.5%*	*1.5%*	*100.0%*	*7.8%*	*20.1%*	*0.0%*	*13.3%*
%H (All HH)			*5.2%*	*100.0%*	*42.9%*	*42.9%*	*0.0%*	*95.4%*
%H (TV HH)			*5.2%*	*100.0%*	*42.9%*	*42.9%*	*0.0%*	
DTT	5611	5611	1770	438	5611	2182	3429	4731
%V	*66.3%*	*68.8%*	*49.7%*	*42.9%*	*100.0%*	*100.0%*	*100.0%*	*64.4%*
%H (All HH)		*100.0%*	*31.5%*	*7.8%*	*100.0%*	*38.9%*	*61.1%*	*84.3%*
%H (TV HH)			*31.5%*	*7.8%*	*100.0%*	*38.9%*	*61.1%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage 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

C4/Five - South Macro Region

Household level data

Table 26.9: 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	8464	8157	3560	1022	5611	2182	3429	7345
%H (All HH)		*96.4%*	*42.1%*	*12.1%*	*66.3%*	*25.8%*	*40.5%*	*86.8%*
%H (TV HH)			*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	
PVR	5423	5423	3137	934	3376	1986	1390	5042
%V	*64.1%*	*66.5%*	*88.1%*	*91.4%*	*60.2%*	*91.0%*	*40.5%*	*68.6%*
%H (All HH)		*100.0%*	*57.8%*	*17.2%*	*62.3%*	*36.6%*	*25.6%*	*93.0%*
%H (TV HH)			*57.8%*	*17.2%*	*62.3%*	*36.6%*	*25.6%*	
DVDR	148	148	59	14	119	45	73	122
%V	*1.7%*	*1.8%*	*1.7%*	*1.4%*	*2.1%*	*2.1%*	*2.1%*	*1.7%*
%H (All HH)		*100.0%*	*39.9%*	*9.5%*	*80.4%*	*30.4%*	*49.3%*	*82.4%*
%H (TV HH)			*39.9%*	*9.5%*	*80.4%*	*30.4%*	*49.3%*	
VCR	85	85	30	7	72	24	48	60
%V	*1.0%*	*1.0%*	*0.8%*	*0.7%*	*1.3%*	*1.1%*	*1.4%*	*0.8%*
%H (All HH)		*100.0%*	*35.3%*	*8.2%*	*84.7%*	*28.2%*	*56.5%*	*70.6%*
%H (TV HH)			*35.3%*	*8.2%*	*84.7%*	*28.2%*	*56.5%*	
Any recorder	5508	5508	3148	937	3453	1992	1461	5094
%V	*65.1%*	*67.5%*	*88.4%*	*91.7%*	*61.5%*	*91.3%*	*42.6%*	*69.4%*
%H (All HH)		*100.0%*	*57.2%*	*17.0%*	*62.7%*	*36.2%*	*26.5%*	*92.5%*
%H (TV HH)			*57.2%*	*17.0%*	*62.7%*	*36.2%*	*26.5%*	
Receives HDTV (via STB or built-in reception)	5643	5643	2754	914	3903	1878	2025	5226
%V	*66.7%*	*69.2%*	*77.4%*	*89.4%*	*69.6%*	*86.1%*	*59.1%*	*71.2%*
%H (All HH)		*100.0%*	*48.8%*	*16.2%*	*69.2%*	*33.3%*	*35.9%*	*92.6%*
%H (TV HH)			*48.8%*	*16.2%*	*69.2%*	*33.3%*	*35.9%*	
DVD/Blu-ray player or recorder	6141	6141	2779	812	4275	1823	2451	5529
%V	*72.6%*	*75.3%*	*78.1%*	*79.5%*	*76.2%*	*83.5%*	*71.5%*	*75.3%*
%H (All HH)		*100.0%*	*45.3%*	*13.2%*	*69.6%*	*29.7%*	*39.9%*	*90.0%*
%H (TV HH)			*45.3%*	*13.2%*	*69.6%*	*29.7%*	*39.9%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 26.10: 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	8464	8157	3560	1022	5611	2182	3429	7345
%H (All HH)		*96.4%*	*42.1%*	*12.1%*	*66.3%*	*25.8%*	*40.5%*	*86.8%*
%H (TV HH)			*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	
Has broadband internet	7345	7092	3302	975	4731	2054	2677	7345
%V	*86.8%*	*86.9%*	*92.8%*	*95.4%*	*84.3%*	*94.1%*	*78.1%*	*100.0%*
%H (All HH)		*96.6%*	*45.0%*	*13.3%*	*64.4%*	*28.0%*	*36.4%*	*100.0%*
%H (TV HH)			*46.6%*	*13.7%*	*66.7%*	*29.0%*	*37.7%*	
Number of computers (PCs and laptops)								
0	1303	1238	344	73	977	168	809	269
%V	*15.4%*	*15.2%*	*9.7%*	*7.1%*	*17.4%*	*7.7%*	*23.6%*	*3.7%*
%H (All HH)		*95.0%*	*26.4%*	*5.6%*	*75.0%*	*12.9%*	*62.1%*	*20.6%*
%H (TV HH)			*27.8%*	*5.9%*	*78.9%*	*13.6%*	*65.3%*	
1	2010	1911	740	215	1335	417	918	1936
%V	*23.7%*	*23.4%*	*20.8%*	*21.0%*	*23.8%*	*19.1%*	*26.8%*	*26.4%*
%H (All HH)		*95.1%*	*36.8%*	*10.7%*	*66.4%*	*20.7%*	*45.7%*	*96.3%*
%H (TV HH)			*38.7%*	*11.3%*	*69.9%*	*21.8%*	*48.0%*	
2	2068	1995	955	274	1299	573	726	2063
%V	*24.4%*	*24.5%*	*26.8%*	*26.8%*	*23.2%*	*26.3%*	*21.2%*	*28.1%*
%H (All HH)		*96.5%*	*46.2%*	*13.2%*	*62.8%*	*27.7%*	*35.1%*	*99.8%*
%H (TV HH)			*47.9%*	*13.7%*	*65.1%*	*28.7%*	*36.4%*	
3	1320	1287	637	180	847	400	447	1318
%V	*15.6%*	*15.8%*	*17.9%*	*17.6%*	*15.1%*	*18.3%*	*13.0%*	*17.9%*
%H (All HH)		*97.5%*	*48.3%*	*13.6%*	*64.2%*	*30.3%*	*33.9%*	*99.8%*
%H (TV HH)			*49.5%*	*14.0%*	*65.8%*	*31.1%*	*34.7%*	
4	776	758	387	116	512	266	246	775
%V	*9.2%*	*9.3%*	*10.9%*	*11.4%*	*9.1%*	*12.2%*	*7.2%*	*10.6%*
%H (All HH)		*97.7%*	*49.9%*	*14.9%*	*66.0%*	*34.3%*	*31.7%*	*99.9%*
%H (TV HH)			*51.1%*	*15.3%*	*67.5%*	*35.1%*	*32.5%*	
5+	986	967	497	163	641	359	282	984
%V	*11.6%*	*11.9%*	*14.0%*	*15.9%*	*11.4%*	*16.5%*	*8.2%*	*13.4%*
%H (All HH)		*98.1%*	*50.4%*	*16.5%*	*65.0%*	*36.4%*	*28.6%*	*99.8%*
%H (TV HH)			*51.4%*	*16.9%*	*66.3%*	*37.1%*	*29.2%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 26.11: 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	16678	8044	2214	12123	5838	6285	15037
%H		*48.2%*	*13.3%*	*72.7%*	*35.0%*	*37.7%*	*90.2%*
Under 20"	1736	800	190	1442	701	741	1525
%V	*10.4%*	*9.9%*	*8.6%*	*11.9%*	*12.0%*	*11.8%*	*10.1%*
%H		*46.1%*	*10.9%*	*83.1%*	*40.4%*	*42.7%*	*87.8%*
20" - 29"	3595	1555	447	2847	1256	1591	3115
%V	*21.6%*	*19.3%*	*20.2%*	*23.5%*	*21.5%*	*25.3%*	*20.7%*
%H		*43.3%*	*12.4%*	*79.2%*	*34.9%*	*44.3%*	*86.6%*
30" - 39"	5268	2450	668	3791	1691	2100	4655
%V	*31.6%*	*30.5%*	*30.2%*	*31.3%*	*29.0%*	*33.4%*	*31.0%*
%H		*46.5%*	*12.7%*	*72.0%*	*32.1%*	*39.9%*	*88.4%*
40" - 49"	4485	2336	677	3033	1623	1410	4224
%V	*26.9%*	*29.0%*	*30.6%*	*25.0%*	*27.8%*	*22.4%*	*28.1%*
%H		*52.1%*	*15.1%*	*67.6%*	*36.2%*	*31.4%*	*94.2%*
50" - 59"	1203	720	182	744	456	289	1167
%V	*7.2%*	*9.0%*	*8.2%*	*6.1%*	*7.8%*	*4.6%*	*7.8%*
%H		*59.9%*	*15.1%*	*61.8%*	*37.9%*	*24.0%*	*97.0%*
60"+	123	73	23	68	42	26	122
%V	*0.7%*	*0.9%*	*1.0%*	*0.6%*	*0.7%*	*0.4%*	*0.8%*
%H		*59.3%*	*18.7%*	*55.3%*	*34.1%*	*21.1%*	*99.2%*
Don't know	269	109	27	197	69	128	229
%V	*1.6%*	*1.4%*	*1.2%*	*1.6%*	*1.2%*	*2.0%*	*1.5%*
%H		*40.5%*	*10.0%*	*73.2%*	*25.7%*	*47.6%*	*85.1%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - South Macro Region

Set level data

Table 26.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	16678	8044	2214	12123	5838	6285	15037
%H		*48.2%*	*13.3%*	*72.7%*	*35.0%*	*37.7%*	*90.2%*
Main living room	8113	3556	1021	5589	2183	3406	7049
%V	*48.6%*	*44.2%*	*46.1%*	*46.1%*	*37.4%*	*54.2%*	*46.9%*
%H		*43.8%*	*12.6%*	*68.9%*	*26.9%*	*42.0%*	*86.9%*
Kitchen	1042	501	121	875	454	421	944
%V	*6.2%*	*6.2%*	*5.5%*	*7.2%*	*7.8%*	*6.7%*	*6.3%*
%H		*48.1%*	*11.6%*	*84.0%*	*43.6%*	*40.4%*	*90.6%*
Adult's bedroom	4496	2308	637	3378	1842	1537	4158
%V	*27.0%*	*28.7%*	*28.8%*	*27.9%*	*31.6%*	*24.5%*	*27.7%*
%H		*51.3%*	*14.2%*	*75.1%*	*41.0%*	*34.2%*	*92.5%*
Child's bedroom	934	568	147	631	414	217	928
%V	*5.6%*	*7.1%*	*6.6%*	*5.2%*	*7.1%*	*3.5%*	*6.2%*
%H		*60.8%*	*15.7%*	*67.6%*	*44.3%*	*23.2%*	*99.4%*
Other bedroom	721	389	108	577	348	229	682
%V	*4.3%*	*4.8%*	*4.9%*	*4.8%*	*6.0%*	*3.6%*	*4.5%*
%H		*54.0%*	*15.0%*	*80.0%*	*48.3%*	*31.8%*	*94.6%*
Second living/dining room	818	401	115	631	330	301	745
%V	*4.9%*	*5.0%*	*5.2%*	*5.2%*	*5.7%*	*4.8%*	*5.0%*
%H		*49.0%*	*14.1%*	*77.1%*	*40.3%*	*36.8%*	*91.1%*
Study/office	159	97	18	125	80	45	156
%V	*1.0%*	*1.2%*	*0.8%*	*1.0%*	*1.4%*	*0.7%*	*1.0%*
%H		*61.0%*	*11.3%*	*78.6%*	*50.3%*	*28.3%*	*98.1%*
TV room	80	48	9	53	32	21	79
%V	*0.5%*	*0.6%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*60.0%*	*11.3%*	*66.3%*	*40.0%*	*26.3%*	*98.8%*
Conservatory	184	98	23	153	88	65	167
%V	*1.1%*	*1.2%*	*1.0%*	*1.3%*	*1.5%*	*1.0%*	*1.1%*
%H		*53.3%*	*12.5%*	*83.2%*	*47.8%*	*35.3%*	*90.8%*
Attic or loft room	15	10	1	12	8	4	15
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*66.7%*	*6.7%*	*80.0%*	*53.3%*	*26.7%*	*100.0%*
No specific location	17	6	2	14	5	8	17
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*35.3%*	*11.8%*	*82.4%*	*29.4%*	*47.1%*	*100.0%*
Other	98	61	12	84	53	31	97
%V	*0.6%*	*0.8%*	*0.5%*	*0.7%*	*0.9%*	*0.5%*	*0.6%*
%H		*62.2%*	*12.2%*	*85.7%*	*54.1%*	*31.6%*	*99.0%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - South Macro Region

Set level data

Table 26.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	16678	8044	2214	12123	5838	6285	15037
%H		*48.2%*	*13.3%*	*72.7%*	*35.0%*	*37.7%*	*90.2%*
PVR	7348	4595	1285	4343	2803	1540	6898
%V	*44.1%*	*57.1%*	*58.0%*	*35.8%*	*48.0%*	*24.5%*	*45.9%*
%H		*62.5%*	*17.5%*	*59.1%*	*38.1%*	*21.0%*	*93.9%*
DVDR	163	67	16	129	50	79	136
%V	*1.0%*	*0.8%*	*0.7%*	*1.1%*	*0.9%*	*1.3%*	*0.9%*
%H		*41.1%*	*9.8%*	*79.1%*	*30.7%*	*48.5%*	*83.4%*
VCR	88	32	7	76	26	50	62
%V	*0.5%*	*0.4%*	*0.3%*	*0.6%*	*0.4%*	*0.8%*	*0.4%*
%H		*36.4%*	*8.0%*	*86.4%*	*29.5%*	*56.8%*	*70.5%*
Any recorder	7468	4625	1290	4448	2823	1625	6979
%V	*44.8%*	*57.5%*	*58.3%*	*36.7%*	*48.4%*	*25.9%*	*46.4%*
%H		*61.9%*	*17.3%*	*59.6%*	*37.8%*	*21.8%*	*93.5%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 26.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	16678	8044	2214	12123	5838	6285	15037
%H		*48.2%*	*13.3%*	*72.7%*	*35.0%*	*37.7%*	*90.2%*
Receives HDTV (via STB or built-in reception)	8599	4423	1435	6070	3238	2833	8071
%V	*51.6%*	*55.0%*	*64.8%*	*50.1%*	*55.5%*	*45.1%*	*53.7%*
%H		*51.4%*	*16.7%*	*70.6%*	*37.7%*	*32.9%*	*93.9%*
DVD/Blu-ray player or recorder	9122	4378	1305	6502	3163	3340	8383
%V	*54.7%*	*54.4%*	*58.9%*	*53.6%*	*54.2%*	*53.1%*	*55.7%*
%H		*48.0%*	*14.3%*	*71.3%*	*34.7%*	*36.6%*	*91.9%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - South Macro Region

Set level data

Table 26.15: 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	8155	3559	1022	5609	2182	3427	7090
%H		*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	*86.9%*
Under 20"	104	22	5	85	12	73	75
%V	*1.3%*	*0.6%*	*0.5%*	*1.5%*	*0.5%*	*2.1%*	*1.1%*
%H		*21.2%*	*4.8%*	*81.7%*	*11.5%*	*70.2%*	*72.1%*
20" - 29"	791	195	56	608	84	524	540
%V	*9.7%*	*5.5%*	*5.5%*	*10.8%*	*3.8%*	*15.3%*	*7.6%*
%H		*24.7%*	*7.1%*	*76.9%*	*10.6%*	*66.2%*	*68.3%*
30" - 39"	2657	975	294	1906	564	1343	2160
%V	*32.6%*	*27.4%*	*28.8%*	*34.0%*	*25.8%*	*39.2%*	*30.5%*
%H		*36.7%*	*11.1%*	*71.7%*	*21.2%*	*50.5%*	*81.3%*
40" - 49"	3345	1650	487	2240	1092	1147	3116
%V	*41.0%*	*46.4%*	*47.7%*	*39.9%*	*50.0%*	*33.5%*	*43.9%*
%H		*49.3%*	*14.6%*	*67.0%*	*32.6%*	*34.3%*	*93.2%*
50" - 59"	1031	617	149	626	375	251	999
%V	*12.6%*	*17.3%*	*14.6%*	*11.2%*	*17.2%*	*7.3%*	*14.1%*
%H		*59.8%*	*14.5%*	*60.7%*	*36.4%*	*24.3%*	*96.9%*
60"+	102	59	18	56	32	24	101
%V	*1.3%*	*1.7%*	*1.8%*	*1.0%*	*1.5%*	*0.7%*	*1.4%*
%H		*57.8%*	*17.6%*	*54.9%*	*31.4%*	*23.5%*	*99.0%*
Don't know	125	41	12	88	22	66	98
%V	*1.5%*	*1.2%*	*1.2%*	*1.6%*	*1.0%*	*1.9%*	*1.4%*
%H		*32.8%*	*9.6%*	*70.4%*	*17.6%*	*52.8%*	*78.4%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	8155	3559	1022	5609	2182	3427	7090
%H		*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	*86.9%*
PVR	5313	3097	923	3282	1949	1332	4948
%V	*65.2%*	*87.0%*	*90.3%*	*58.5%*	*89.3%*	*38.9%*	*69.8%*
%H		*58.3%*	*17.4%*	*61.8%*	*36.7%*	*25.1%*	*93.1%*
DVDR	121	45	12	97	33	64	98
%V	*1.5%*	*1.3%*	*1.2%*	*1.7%*	*1.5%*	*1.9%*	*1.4%*
%H		*37.2%*	*9.9%*	*80.2%*	*27.3%*	*52.9%*	*81.0%*
VCR	64	19	5	52	13	39	41
%V	*0.8%*	*0.5%*	*0.5%*	*0.9%*	*0.6%*	*1.1%*	*0.6%*
%H		*29.7%*	*7.8%*	*81.3%*	*20.3%*	*60.9%*	*64.1%*
Any recorder	5392	3108	925	3352	1955	1397	4993
%V	*66.1%*	*87.3%*	*90.5%*	*59.8%*	*89.6%*	*40.8%*	*70.4%*
%H		*57.6%*	*17.2%*	*62.2%*	*36.3%*	*25.9%*	*92.6%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 26.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	8155	3559	1022	5609	2182	3427	7090
%H		*43.6%*	*12.5%*	*68.8%*	*26.8%*	*42.0%*	*86.9%*
Receives HDTV (via STB or built-in reception)	5483	2676	898	3765	1806	1958	5078
%V	*67.2%*	*75.2%*	*87.9%*	*67.1%*	*82.8%*	*57.1%*	*71.6%*
%H		*48.8%*	*16.4%*	*68.7%*	*32.9%*	*35.7%*	*92.6%*
DVD/Blu-ray player or recorder	5594	2505	733	3891	1629	2263	5025
%V	*68.6%*	*70.4%*	*71.7%*	*69.4%*	*74.7%*	*66.0%*	*70.9%*
%H		*44.8%*	*13.1%*	*69.6%*	*29.1%*	*40.5%*	*89.8%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 26.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	8523	4485	1192	6514	3656	2858	7946
%H		*52.6%*	*14.0%*	*76.4%*	*42.9%*	*33.5%*	*93.2%*
Under 20"	1632	778	185	1357	688	669	1450
%V	*19.1%*	*17.3%*	*15.5%*	*20.8%*	*18.8%*	*23.4%*	*18.2%*
%H		*47.7%*	*11.3%*	*83.1%*	*42.2%*	*41.0%*	*88.8%*
20" - 29"	2804	1360	390	2239	1172	1067	2575
%V	*32.9%*	*30.3%*	*32.7%*	*34.4%*	*32.1%*	*37.3%*	*32.4%*
%H		*48.5%*	*13.9%*	*79.9%*	*41.8%*	*38.1%*	*91.8%*
30" - 39"	2611	1475	374	1885	1128	757	2495
%V	*30.6%*	*32.9%*	*31.4%*	*28.9%*	*30.9%*	*26.5%*	*31.4%*
%H		*56.5%*	*14.3%*	*72.2%*	*43.2%*	*29.0%*	*95.6%*
40" - 49"	1140	687	190	794	531	263	1108
%V	*13.4%*	*15.3%*	*15.9%*	*12.2%*	*14.5%*	*9.2%*	*13.9%*
%H		*60.3%*	*16.7%*	*69.6%*	*46.6%*	*23.1%*	*97.2%*
50" - 59"	172	103	33	118	80	38	169
%V	*2.0%*	*2.3%*	*2.8%*	*1.8%*	*2.2%*	*1.3%*	*2.1%*
%H		*59.9%*	*19.2%*	*68.6%*	*46.5%*	*22.1%*	*98.3%*
60"+	21	15	5	12	10	2	21
%V	*0.2%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*	*0.1%*	*0.3%*
%H		*71.4%*	*23.8%*	*57.1%*	*47.6%*	*9.5%*	*100.0%*
Don't know	144	68	15	109	47	62	130
%V	*1.7%*	*1.5%*	*1.3%*	*1.7%*	*1.3%*	*2.2%*	*1.6%*
%H		*47.2%*	*10.4%*	*75.7%*	*32.6%*	*43.1%*	*90.3%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	8523	4485	1192	6514	3656	2858	7946
%H		*52.6%*	*14.0%*	*76.4%*	*42.9%*	*33.5%*	*93.2%*
PVR	2035	1499	362	1061	853	208	1950
%V	*23.9%*	*33.4%*	*30.4%*	*16.3%*	*23.3%*	*7.3%*	*24.5%*
%H		*73.7%*	*17.8%*	*52.1%*	*41.9%*	*10.2%*	*95.8%*
DVDR	42	22	4	33	18	15	38
%V	*0.5%*	*0.5%*	*0.3%*	*0.5%*	*0.5%*	*0.5%*	*0.5%*
%H		*52.4%*	*9.5%*	*78.6%*	*42.9%*	*35.7%*	*90.5%*
VCR	25	12	2	24	13	11	20
%V	*0.3%*	*0.3%*	*0.2%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*
%H		*48.0%*	*8.0%*	*96.0%*	*52.0%*	*44.0%*	*80.0%*
Any recorder	2076	1517	365	1096	869	227	1986
%V	*24.4%*	*33.8%*	*30.6%*	*16.8%*	*23.8%*	*7.9%*	*25.0%*
%H		*73.1%*	*17.6%*	*52.8%*	*41.9%*	*10.9%*	*95.7%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 26.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	8523	4485	1192	6514	3656	2858	7946
%H		*52.6%*	*14.0%*	*76.4%*	*42.9%*	*33.5%*	*93.2%*
Receives HDTV (via STB or built-in reception)	3116	1747	537	2306	1431	875	2993
%V	*36.6%*	*39.0%*	*45.1%*	*35.4%*	*39.1%*	*30.6%*	*37.7%*
%H		*56.1%*	*17.2%*	*74.0%*	*45.9%*	*28.1%*	*96.1%*
DVD/Blu-ray player or recorder	3528	1873	572	2611	1534	1077	3357
%V	*41.4%*	*41.8%*	*48.0%*	*40.1%*	*42.0%*	*37.7%*	*42.2%*
%H		*53.1%*	*16.2%*	*74.0%*	*43.5%*	*30.5%*	*95.2%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 26.21: Age 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 Inds	19475	18905	9031	2618	12518	5603	6915	17979
%H		*97.1%*	*46.4%*	*13.4%*	*64.3%*	*28.8%*	*35.5%*	*92.3%*
Total Children	3569	3500	1904	533	2084	1098	987	3513
%V	*18.3%*	*18.5%*	*21.1%*	*20.4%*	*16.6%*	*19.6%*	*14.3%*	*19.5%*
%H		*98.1%*	*53.3%*	*14.9%*	*58.4%*	*30.8%*	*27.7%*	*98.4%*
0 - 3	881	855	470	115	484	238	246	856
%V	*4.5%*	*4.5%*	*5.2%*	*4.4%*	*3.9%*	*4.2%*	*3.6%*	*4.8%*
%H		*97.0%*	*53.3%*	*13.1%*	*54.9%*	*27.0%*	*27.9%*	*97.2%*
4 - 15	2688	2645	1433	418	1600	859	741	2658
%V	*13.8%*	*14.0%*	*15.9%*	*16.0%*	*12.8%*	*15.3%*	*10.7%*	*14.8%*
%H		*98.4%*	*53.3%*	*15.6%*	*59.5%*	*32.0%*	*27.6%*	*98.9%*
4 - 9	1419	1393	749	226	795	416	378	1401
%V	*7.3%*	*7.4%*	*8.3%*	*8.6%*	*6.4%*	*7.4%*	*5.5%*	*7.8%*
%H		*98.2%*	*52.8%*	*15.9%*	*56.0%*	*29.3%*	*26.6%*	*98.7%*
10 - 15	1269	1252	685	192	805	443	362	1256
%V	*6.5%*	*6.6%*	*7.6%*	*7.3%*	*6.4%*	*7.9%*	*5.2%*	*7.0%*
%H		*98.7%*	*54.0%*	*15.1%*	*63.4%*	*34.9%*	*28.5%*	*99.0%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - South Macro Region

Individual level data

Table 26.22: Adults - 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 Inds	19475	18905	9031	2618	12518	5603	6915	17979
%H		*97.1%*	*46.4%*	*13.4%*	*64.3%*	*28.8%*	*35.5%*	*92.3%*
Total Adults (16+)	15906	15405	7127	2085	10433	4505	5928	14466
%V	*81.7%*	*81.5%*	*78.9%*	*79.6%*	*83.3%*	*80.4%*	*85.7%*	*80.5%*
%H		*96.9%*	*44.8%*	*13.1%*	*65.6%*	*28.3%*	*37.3%*	*90.9%*
16 - 19	835	816	431	125	528	285	244	825
%V	*4.3%*	*4.3%*	*4.8%*	*4.8%*	*4.2%*	*5.1%*	*3.5%*	*4.6%*
%H		*97.7%*	*51.6%*	*15.0%*	*63.2%*	*34.1%*	*29.2%*	*98.8%*
20 - 24	1155	1061	458	156	642	284	358	1134
%V	*5.9%*	*5.6%*	*5.1%*	*6.0%*	*5.1%*	*5.1%*	*5.2%*	*6.3%*
%H		*91.9%*	*39.7%*	*13.5%*	*55.6%*	*24.6%*	*31.0%*	*98.2%*
25 - 34	2373	2222	1066	355	1246	561	685	2324
%V	*12.2%*	*11.8%*	*11.8%*	*13.6%*	*10.0%*	*10.0%*	*9.9%*	*12.9%*
%H		*93.6%*	*44.9%*	*15.0%*	*52.5%*	*23.6%*	*28.9%*	*97.9%*
35 - 44	2360	2284	1225	344	1349	693	656	2316
%V	*12.1%*	*12.1%*	*13.6%*	*13.1%*	*10.8%*	*12.4%*	*9.5%*	*12.9%*
%H		*96.8%*	*51.9%*	*14.6%*	*57.2%*	*29.4%*	*27.8%*	*98.1%*
45 - 54	2787	2721	1338	433	1842	887	955	2689
%V	*14.3%*	*14.4%*	*14.8%*	*16.5%*	*14.7%*	*15.8%*	*13.8%*	*15.0%*
%H		*97.6%*	*48.0%*	*15.5%*	*66.1%*	*31.8%*	*34.3%*	*96.5%*
55 - 64	2407	2363	1105	320	1711	770	941	2256
%V	*12.4%*	*12.5%*	*12.2%*	*12.2%*	*13.7%*	*13.7%*	*13.6%*	*12.5%*
%H		*98.2%*	*45.9%*	*13.3%*	*71.1%*	*32.0%*	*39.1%*	*93.7%*
65+	3988	3937	1504	351	3115	1026	2089	2922
%V	*20.5%*	*20.8%*	*16.7%*	*13.4%*	*24.9%*	*18.3%*	*30.2%*	*16.3%*
%H		*98.7%*	*37.7%*	*8.8%*	*78.1%*	*25.7%*	*52.4%*	*73.3%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	15906	15405	7127	2085	10433	4505	5928	14466
%H		*96.9%*	*44.8%*	*13.1%*	*65.6%*	*28.3%*	*37.3%*	*90.9%*
AB	4604	4471	2079	632	2998	1289	1709	4472
%V	*28.9%*	*29.0%*	*29.2%*	*30.3%*	*28.7%*	*28.6%*	*28.8%*	*30.9%*
%H		*97.1%*	*45.2%*	*13.7%*	*65.1%*	*28.0%*	*37.1%*	*97.1%*
C1	4828	4662	2148	647	3136	1380	1756	4527
%V	*30.4%*	*30.3%*	*30.1%*	*31.0%*	*30.1%*	*30.6%*	*29.6%*	*31.3%*
%H		*96.6%*	*44.5%*	*13.4%*	*65.0%*	*28.6%*	*36.4%*	*93.8%*
C2	3384	3310	1585	479	2316	1096	1220	3082
%V	*21.3%*	*21.5%*	*22.2%*	*23.0%*	*22.2%*	*24.3%*	*20.6%*	*21.3%*
%H		*97.8%*	*46.8%*	*14.2%*	*68.4%*	*32.4%*	*36.1%*	*91.1%*
D	2094	2008	942	251	1292	532	759	1749
%V	*13.2%*	*13.0%*	*13.2%*	*12.0%*	*12.4%*	*11.8%*	*12.8%*	*12.1%*
%H		*95.9%*	*45.0%*	*12.0%*	*61.7%*	*25.4%*	*36.2%*	*83.5%*
E	995	953	372	76	691	208	483	636
%V	*6.3%*	*6.2%*	*5.2%*	*3.6%*	*6.6%*	*4.6%*	*8.1%*	*4.4%*
%H		*95.8%*	*37.4%*	*7.6%*	*69.4%*	*20.9%*	*48.5%*	*63.9%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	15906	15405	7127	2085	10433	4505	5928	14466
%H		*96.9%*	*44.8%*	*13.1%*	*65.6%*	*28.3%*	*37.3%*	*90.9%*
Working full time	7436	7180	3620	1110	4518	2206	2312	7281
%V	*46.7%*	*46.6%*	*50.8%*	*53.2%*	*43.3%*	*49.0%*	*39.0%*	*50.3%*
%H		*96.6%*	*48.7%*	*14.9%*	*60.8%*	*29.7%*	*31.1%*	*97.9%*
Working part time	1728	1685	803	244	1156	532	625	1657
%V	*10.9%*	*10.9%*	*11.3%*	*11.7%*	*11.1%*	*11.8%*	*10.5%*	*11.5%*
%H		*97.5%*	*46.5%*	*14.1%*	*66.9%*	*30.8%*	*36.2%*	*95.9%*
Not working	6742	6540	2704	732	4759	1768	2991	5528
%V	*42.4%*	*42.5%*	*37.9%*	*35.1%*	*45.6%*	*39.2%*	*50.5%*	*38.2%*
%H		*97.0%*	*40.1%*	*10.9%*	*70.6%*	*26.2%*	*44.4%*	*82.0%*
Housewife/Houseperson	8464	8157	3560	1022	5611	2182	3429	7345
%V	*53.2%*	*53.0%*	*50.0%*	*49.0%*	*53.8%*	*48.4%*	*57.8%*	*50.8%*
%H		*96.4%*	*42.1%*	*12.1%*	*66.3%*	*25.8%*	*40.5%*	*86.8%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - South Macro Region

Individual level data

Table 26.25: Males - 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 Males (16+)	7777	7503	3533	1053	5008	2253	2756	7153
%H		*96.5%*	*45.4%*	*13.5%*	*64.4%*	*29.0%*	*35.4%*	*92.0%*
16 - 19	437	427	220	63	276	148	128	434
%V	*5.6%*	*5.7%*	*6.2%*	*6.0%*	*5.5%*	*6.6%*	*4.6%*	*6.1%*
%H		*97.7%*	*50.3%*	*14.4%*	*63.2%*	*33.9%*	*29.3%*	*99.3%*
20 - 24	571	525	227	82	303	141	162	563
%V	*7.3%*	*7.0%*	*6.4%*	*7.8%*	*6.1%*	*6.3%*	*5.9%*	*7.9%*
%H		*91.9%*	*39.8%*	*14.4%*	*53.1%*	*24.7%*	*28.4%*	*98.6%*
25 - 34	1195	1111	527	179	623	280	342	1168
%V	*15.4%*	*14.8%*	*14.9%*	*17.0%*	*12.4%*	*12.4%*	*12.4%*	*16.3%*
%H		*93.0%*	*44.1%*	*15.0%*	*52.1%*	*23.4%*	*28.6%*	*97.7%*
35 - 44	1158	1115	590	170	655	333	322	1132
%V	*14.9%*	*14.9%*	*16.7%*	*16.1%*	*13.1%*	*14.8%*	*11.7%*	*15.8%*
%H		*96.3%*	*50.9%*	*14.7%*	*56.6%*	*28.8%*	*27.8%*	*97.8%*
45 - 54	1373	1335	659	218	898	438	460	1316
%V	*17.7%*	*17.8%*	*18.7%*	*20.7%*	*17.9%*	*19.4%*	*16.7%*	*18.4%*
%H		*97.2%*	*48.0%*	*15.9%*	*65.4%*	*31.9%*	*33.5%*	*95.8%*
55 - 64	1180	1152	540	156	833	377	456	1093
%V	*15.2%*	*15.4%*	*15.3%*	*14.8%*	*16.6%*	*16.7%*	*16.5%*	*15.3%*
%H		*97.6%*	*45.8%*	*13.2%*	*70.6%*	*31.9%*	*38.6%*	*92.6%*
65+	1862	1835	770	186	1420	534	886	1447
%V	*23.9%*	*24.5%*	*21.8%*	*17.7%*	*28.4%*	*23.7%*	*32.1%*	*20.2%*
%H		*98.5%*	*41.4%*	*10.0%*	*76.3%*	*28.7%*	*47.6%*	*77.7%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	7777	7503	3533	1053	5008	2253	2756	7153
%H		*96.5%*	*45.4%*	*13.5%*	*64.4%*	*29.0%*	*35.4%*	*92.0%*
AB	2297	2228	1055	315	1480	645	835	2244
%V	*29.5%*	*29.7%*	*29.9%*	*29.9%*	*29.6%*	*28.6%*	*30.3%*	*31.4%*
%H		*97.0%*	*45.9%*	*13.7%*	*64.4%*	*28.1%*	*36.4%*	*97.7%*
C1	2252	2171	1024	324	1429	677	752	2155
%V	*29.0%*	*28.9%*	*29.0%*	*30.8%*	*28.5%*	*30.0%*	*27.3%*	*30.1%*
%H		*96.4%*	*45.5%*	*14.4%*	*63.5%*	*30.1%*	*33.4%*	*95.7%*
C2	1793	1748	830	257	1215	574	640	1621
%V	*23.1%*	*23.3%*	*23.5%*	*24.4%*	*24.3%*	*25.5%*	*23.2%*	*22.7%*
%H		*97.5%*	*46.3%*	*14.3%*	*67.8%*	*32.0%*	*35.7%*	*90.4%*
D	1028	975	480	124	604	267	337	875
%V	*13.2%*	*13.0%*	*13.6%*	*11.8%*	*12.1%*	*11.9%*	*12.2%*	*12.2%*
%H		*94.8%*	*46.7%*	*12.1%*	*58.8%*	*26.0%*	*32.8%*	*85.1%*
E	406	381	145	33	281	90	191	259
%V	*5.2%*	*5.1%*	*4.1%*	*3.1%*	*5.6%*	*4.0%*	*6.9%*	*3.6%*
%H		*93.8%*	*35.7%*	*8.1%*	*69.2%*	*22.2%*	*47.0%*	*63.8%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	7777	7503	3533	1053	5008	2253	2756	7153
%H		*96.5%*	*45.4%*	*13.5%*	*64.4%*	*29.0%*	*35.4%*	*92.0%*
Working full time	4512	4350	2195	681	2725	1341	1384	4411
%V	*58.0%*	*58.0%*	*62.1%*	*64.7%*	*54.4%*	*59.5%*	*50.2%*	*61.7%*
%H		*96.4%*	*48.6%*	*15.1%*	*60.4%*	*29.7%*	*30.7%*	*97.8%*
Working part time	371	356	150	53	251	103	149	340
%V	*4.8%*	*4.7%*	*4.2%*	*5.0%*	*5.0%*	*4.6%*	*5.4%*	*4.8%*
%H		*96.0%*	*40.4%*	*14.3%*	*67.7%*	*27.8%*	*40.2%*	*91.6%*
Not working	2894	2797	1188	319	2032	809	1223	2403
%V	*37.2%*	*37.3%*	*33.6%*	*30.3%*	*40.6%*	*35.9%*	*44.4%*	*33.6%*
%H		*96.6%*	*41.1%*	*11.0%*	*70.2%*	*28.0%*	*42.3%*	*83.0%*
Housewife/Houseperson	1719	1597	623	202	1075	360	715	1354
%V	*22.1%*	*21.3%*	*17.6%*	*19.2%*	*21.5%*	*16.0%*	*25.9%*	*18.9%*
%H		*92.9%*	*36.2%*	*11.8%*	*62.5%*	*20.9%*	*41.6%*	*78.8%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - South Macro Region

Individual level data

Table 26.28: Females - 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 Females (16+)	8129	7902	3594	1032	5425	2253	3172	7312
%H		*97.2%*	*44.2%*	*12.7%*	*66.7%*	*27.7%*	*39.0%*	*89.9%*
16 - 19	398	389	211	62	252	137	115	391
%V	*4.9%*	*4.9%*	*5.9%*	*6.0%*	*4.6%*	*6.1%*	*3.6%*	*5.3%*
%H		*97.7%*	*53.0%*	*15.6%*	*63.3%*	*34.4%*	*28.9%*	*98.2%*
20 - 24	584	535	231	74	339	142	196	571
%V	*7.2%*	*6.8%*	*6.4%*	*7.2%*	*6.2%*	*6.3%*	*6.2%*	*7.8%*
%H		*91.6%*	*39.6%*	*12.7%*	*58.0%*	*24.3%*	*33.6%*	*97.8%*
25 - 34	1178	1111	539	176	623	281	342	1156
%V	*14.5%*	*14.1%*	*15.0%*	*17.1%*	*11.5%*	*12.5%*	*10.8%*	*15.8%*
%H		*94.3%*	*45.8%*	*14.9%*	*52.9%*	*23.9%*	*29.0%*	*98.1%*
35 - 44	1202	1168	635	174	694	360	334	1184
%V	*14.8%*	*14.8%*	*17.7%*	*16.9%*	*12.8%*	*16.0%*	*10.5%*	*16.2%*
%H		*97.2%*	*52.8%*	*14.5%*	*57.7%*	*30.0%*	*27.8%*	*98.5%*
45 - 54	1413	1386	679	216	944	448	496	1372
%V	*17.4%*	*17.5%*	*18.9%*	*20.9%*	*17.4%*	*19.9%*	*15.6%*	*18.8%*
%H		*98.1%*	*48.1%*	*15.3%*	*66.8%*	*31.7%*	*35.1%*	*97.1%*
55 - 64	1227	1211	565	164	877	393	485	1163
%V	*15.1%*	*15.3%*	*15.7%*	*15.9%*	*16.2%*	*17.4%*	*15.3%*	*15.9%*
%H		*98.7%*	*46.0%*	*13.4%*	*71.5%*	*32.0%*	*39.5%*	*94.8%*
65+	2126	2102	734	166	1695	492	1204	1474
%V	*26.2%*	*26.6%*	*20.4%*	*16.1%*	*31.2%*	*21.8%*	*38.0%*	*20.2%*
%H		*98.9%*	*34.5%*	*7.8%*	*79.7%*	*23.1%*	*56.6%*	*69.3%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - South Macro Region

Individual level data

Table 26.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	8129	7902	3594	1032	5425	2253	3172	7312
%H		*97.2%*	*44.2%*	*12.7%*	*66.7%*	*27.7%*	*39.0%*	*89.9%*
AB	2307	2243	1024	318	1518	643	875	2228
%V	*28.4%*	*28.4%*	*28.5%*	*30.8%*	*28.0%*	*28.5%*	*27.6%*	*30.5%*
%H		*97.2%*	*44.4%*	*13.8%*	*65.8%*	*27.9%*	*37.9%*	*96.6%*
C1	2576	2492	1124	322	1708	704	1004	2372
%V	*31.7%*	*31.5%*	*31.3%*	*31.2%*	*31.5%*	*31.2%*	*31.7%*	*32.4%*
%H		*96.7%*	*43.6%*	*12.5%*	*66.3%*	*27.3%*	*39.0%*	*92.1%*
C2	1591	1562	755	222	1101	521	580	1461
%V	*19.6%*	*19.8%*	*21.0%*	*21.5%*	*20.3%*	*23.1%*	*18.3%*	*20.0%*
%H		*98.2%*	*47.5%*	*14.0%*	*69.2%*	*32.7%*	*36.5%*	*91.8%*
D	1066	1033	463	127	688	266	422	874
%V	*13.1%*	*13.1%*	*12.9%*	*12.3%*	*12.7%*	*11.8%*	*13.3%*	*12.0%*
%H		*96.9%*	*43.4%*	*11.9%*	*64.5%*	*25.0%*	*39.6%*	*82.0%*
E	589	572	227	44	411	118	292	377
%V	*7.2%*	*7.2%*	*6.3%*	*4.3%*	*7.6%*	*5.2%*	*9.2%*	*5.2%*
%H		*97.1%*	*38.5%*	*7.5%*	*69.8%*	*20.0%*	*49.6%*	*64.0%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - South Macro Region

Individual level data

Table 26.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	8129	7902	3594	1032	5425	2253	3172	7312
%H		*97.2%*	*44.2%*	*12.7%*	*66.7%*	*27.7%*	*39.0%*	*89.9%*
Working full time	2925	2831	1425	429	1793	865	928	2870
%V	*36.0%*	*35.8%*	*39.6%*	*41.6%*	*33.1%*	*38.4%*	*29.3%*	*39.3%*
%H		*96.8%*	*48.7%*	*14.7%*	*61.3%*	*29.6%*	*31.7%*	*98.1%*
Working part time	1357	1329	652	191	905	429	476	1317
%V	*16.7%*	*16.8%*	*18.1%*	*18.5%*	*16.7%*	*19.0%*	*15.0%*	*18.0%*
%H		*97.9%*	*48.0%*	*14.1%*	*66.7%*	*31.6%*	*35.1%*	*97.1%*
Not working	3847	3742	1517	413	2727	958	1768	3125
%V	*47.3%*	*47.4%*	*42.2%*	*40.0%*	*50.3%*	*42.5%*	*55.7%*	*42.7%*
%H		*97.3%*	*39.4%*	*10.7%*	*70.9%*	*24.9%*	*46.0%*	*81.2%*
Housewife/Houseperson	6745	6560	2937	821	4536	1822	2714	5991
%V	*83.0%*	*83.0%*	*81.7%*	*79.6%*	*83.6%*	*80.9%*	*85.6%*	*81.9%*
%H		*97.3%*	*43.5%*	*12.2%*	*67.2%*	*27.0%*	*40.2%*	*88.8%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - North Macro Region

Contents Page

Household
- Table 27.1: Social Grade 732
- Table 27.2: Housewife Age 733
- Table 27.3: Size of Household 734
- Table 27.4: Presence of Children 735
- Table 27.5: Number of TV sets in household 736
- Table 27.6: Screen size 737
- Table 27.7: Location of ANY set in household 738
- Table 27.8: Platform Provider 739
- Table 27.9: Recorders and other equipment 740
- Table 27.10: Computers and Internet 741

Sets
- Table 27.11: Screen Size 742
- Table 27.12: Location of set 743
- Table 27.13: Recorders 744
- Table 27.14: Other TV equipment 744
- Table 27.15: Main Set Screen Size 745
- Table 27.16: Main Set Recorders 746
- Table 27.17: Main Set - Other TV equipment 746
- Table 27.18: Other Sets (non-Main Set) Screen Size 747
- Table 27.19: Other Set (non-Main Set) Recorders 748
- Table 27.20: Other Set (non-Main Set) - Other TV equipment 748

Individuals
- Table 27.21: Age of Children 749
- Table 27.22: Adults - Age 750
- Table 27.23: Social Grade (Adults 16+) 751
- Table 27.24: Working Status (Adults 16+) 752
- Table 27.25: Males - Age 753
- Table 27.26: Social Grade (Males 16+) 754
- Table 27.27: Working Status (Males 16+) 755
- Table 27.28: Females - Age 756
- Table 27.29: Social Grade (Females 16+) 757
- Table 27.30: Working Status (Females 16+) 758

Table 27.1: 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	7096	6876	2696	988	5112	2022	3090	5883
%H (All HH)		*96.9%*	*38.0%*	*13.9%*	*72.0%*	*28.5%*	*43.5%*	*82.9%*
%H (TV HH)			*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	
AB	1475	1444	627	208	1080	479	600	1397
%V	*20.8%*	*21.0%*	*23.3%*	*21.1%*	*21.1%*	*23.7%*	*19.4%*	*23.7%*
%H (All HH)		*97.9%*	*42.5%*	*14.1%*	*73.2%*	*32.5%*	*40.7%*	*94.7%*
%H (TV HH)			*43.4%*	*14.4%*	*74.8%*	*33.2%*	*41.6%*	
C1	1946	1889	789	292	1402	625	777	1751
%V	*27.4%*	*27.5%*	*29.3%*	*29.6%*	*27.4%*	*30.9%*	*25.1%*	*29.8%*
%H (All HH)		*97.1%*	*40.5%*	*15.0%*	*72.0%*	*32.1%*	*39.9%*	*90.0%*
%H (TV HH)			*41.8%*	*15.5%*	*74.2%*	*33.1%*	*41.1%*	
C2	1428	1396	583	199	1040	436	603	1224
%V	*20.1%*	*20.3%*	*21.6%*	*20.1%*	*20.3%*	*21.6%*	*19.5%*	*20.8%*
%H (All HH)		*97.8%*	*40.8%*	*13.9%*	*72.8%*	*30.5%*	*42.2%*	*85.7%*
%H (TV HH)			*41.8%*	*14.3%*	*74.5%*	*31.2%*	*43.2%*	
D	1217	1167	439	167	846	307	539	933
%V	*17.2%*	*17.0%*	*16.3%*	*16.9%*	*16.5%*	*15.2%*	*17.4%*	*15.9%*
%H (All HH)		*95.9%*	*36.1%*	*13.7%*	*69.5%*	*25.2%*	*44.3%*	*76.7%*
%H (TV HH)			*37.6%*	*14.3%*	*72.5%*	*26.3%*	*46.2%*	
E	1031	980	258	122	744	174	571	578
%V	*14.5%*	*14.3%*	*9.6%*	*12.3%*	*14.6%*	*8.6%*	*18.5%*	*9.8%*
%H (All HH)		*95.1%*	*25.0%*	*11.8%*	*72.2%*	*16.9%*	*55.4%*	*56.1%*
%H (TV HH)			*26.3%*	*12.4%*	*75.9%*	*17.8%*	*58.3%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 27.2: 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	7096	6876	2696	988	5112	2022	3090	5883
%H (All HH)		*96.9%*	*38.0%*	*13.9%*	*72.0%*	*28.5%*	*43.5%*	*82.9%*
%H (TV HH)			*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	
Under 25	329	293	92	30	201	59	142	311
%V	*4.6%*	*4.3%*	*3.4%*	*3.0%*	*3.9%*	*2.9%*	*4.6%*	*5.3%*
%H (All HH)		*89.1%*	*28.0%*	*9.1%*	*61.1%*	*17.9%*	*43.2%*	*94.5%*
%H (TV HH)			*31.4%*	*10.2%*	*68.6%*	*20.1%*	*48.5%*	
25 - 34	1065	1004	444	141	611	252	359	1026
%V	*15.0%*	*14.6%*	*16.5%*	*14.3%*	*12.0%*	*12.5%*	*11.6%*	*17.4%*
%H (All HH)		*94.3%*	*41.7%*	*13.2%*	*57.4%*	*23.7%*	*33.7%*	*96.3%*
%H (TV HH)			*44.2%*	*14.0%*	*60.9%*	*25.1%*	*35.8%*	
35 - 44	1088	1043	508	163	690	332	358	1031
%V	*15.3%*	*15.2%*	*18.8%*	*16.5%*	*13.5%*	*16.4%*	*11.6%*	*17.5%*
%H (All HH)		*95.9%*	*46.7%*	*15.0%*	*63.4%*	*30.5%*	*32.9%*	*94.8%*
%H (TV HH)			*48.7%*	*15.6%*	*66.2%*	*31.8%*	*34.3%*	
45 - 54	1388	1363	617	240	1023	517	506	1301
%V	*19.6%*	*19.8%*	*22.9%*	*24.3%*	*20.0%*	*25.6%*	*16.4%*	*22.1%*
%H (All HH)		*98.2%*	*44.5%*	*17.3%*	*73.7%*	*37.2%*	*36.5%*	*93.7%*
%H (TV HH)			*45.3%*	*17.6%*	*75.1%*	*37.9%*	*37.1%*	
55 - 64	1228	1196	490	200	912	405	507	1050
%V	*17.3%*	*17.4%*	*18.2%*	*20.2%*	*17.8%*	*20.0%*	*16.4%*	*17.8%*
%H (All HH)		*97.4%*	*39.9%*	*16.3%*	*74.3%*	*33.0%*	*41.3%*	*85.5%*
%H (TV HH)			*41.0%*	*16.7%*	*76.3%*	*33.9%*	*42.4%*	
65 +	1999	1977	545	213	1675	457	1218	1163
%V	*28.2%*	*28.8%*	*20.2%*	*21.6%*	*32.8%*	*22.6%*	*39.4%*	*19.8%*
%H (All HH)		*98.9%*	*27.3%*	*10.7%*	*83.8%*	*22.9%*	*60.9%*	*58.2%*
%H (TV HH)			*27.6%*	*10.8%*	*84.7%*	*23.1%*	*61.6%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage 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

C4/Five - North Macro Region

Household level data

Table 27.3: 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	7096	6876	2696	988	5112	2022	3090	5883
%H (All HH)		*96.9%*	*38.0%*	*13.9%*	*72.0%*	*28.5%*	*43.5%*	*82.9%*
%H (TV HH)			*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	
1	2255	2138	534	215	1713	367	1346	1370
%V	*31.8%*	*31.1%*	*19.8%*	*21.8%*	*33.5%*	*18.2%*	*43.6%*	*23.3%*
%H (All HH)		*94.8%*	*23.7%*	*9.5%*	*76.0%*	*16.3%*	*59.7%*	*60.8%*
%H (TV HH)			*25.0%*	*10.1%*	*80.1%*	*17.2%*	*63.0%*	
2	2519	2468	1014	356	1851	787	1065	2239
%V	*35.5%*	*35.9%*	*37.6%*	*36.0%*	*36.2%*	*38.9%*	*34.5%*	*38.1%*
%H (All HH)		*98.0%*	*40.3%*	*14.1%*	*73.5%*	*31.2%*	*42.3%*	*88.9%*
%H (TV HH)			*41.1%*	*14.4%*	*75.0%*	*31.9%*	*43.2%*	
3	1080	1058	508	188	755	401	353	1052
%V	*15.2%*	*15.4%*	*18.8%*	*19.0%*	*14.8%*	*19.8%*	*11.4%*	*17.9%*
%H (All HH)		*98.0%*	*47.0%*	*17.4%*	*69.9%*	*37.1%*	*32.7%*	*97.4%*
%H (TV HH)			*48.0%*	*17.8%*	*71.4%*	*37.9%*	*33.4%*	
4	852	837	438	158	562	329	233	842
%V	*12.0%*	*12.2%*	*16.2%*	*16.0%*	*11.0%*	*16.3%*	*7.5%*	*14.3%*
%H (All HH)		*98.2%*	*51.4%*	*18.5%*	*66.0%*	*38.6%*	*27.3%*	*98.8%*
%H (TV HH)			*52.3%*	*18.9%*	*67.1%*	*39.3%*	*27.8%*	
5+	390	376	202	70	231	137	93	381
%V	*5.5%*	*5.5%*	*7.5%*	*7.1%*	*4.5%*	*6.8%*	*3.0%*	*6.5%*
%H (All HH)		*96.4%*	*51.8%*	*17.9%*	*59.2%*	*35.1%*	*23.8%*	*97.7%*
%H (TV HH)			*53.7%*	*18.6%*	*61.4%*	*36.4%*	*24.7%*	
Average HH size	2.26	2.27	2.57	2.53	2.19	2.57	1.93	2.45

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 27.4: 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	7096	6876	2696	988	5112	2022	3090	5883
%H (All HH)		*96.9%*	*38.0%*	*13.9%*	*72.0%*	*28.5%*	*43.5%*	*82.9%*
%H (TV HH)			*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	
Without	5324	5139	1819	695	3972	1418	2554	4150
%V	*75.0%*	*74.7%*	*67.5%*	*70.3%*	*77.7%*	*70.1%*	*82.7%*	*70.5%*
%H (All HH)		*96.5%*	*34.2%*	*13.1%*	*74.6%*	*26.6%*	*48.0%*	*77.9%*
%H (TV HH)			*35.4%*	*13.5%*	*77.3%*	*27.6%*	*49.7%*	
With	1772	1738	877	293	1140	603	537	1733
%V	*25.0%*	*25.3%*	*32.5%*	*29.7%*	*22.3%*	*29.8%*	*17.4%*	*29.5%*
%H (All HH)		*98.1%*	*49.5%*	*16.5%*	*64.3%*	*34.0%*	*30.3%*	*97.8%*
%H (TV HH)			*50.5%*	*16.9%*	*65.6%*	*34.7%*	*30.9%*	
0 - 3	655	636	320	89	392	184	207	637
%V	*9.2%*	*9.2%*	*11.9%*	*9.0%*	*7.7%*	*9.1%*	*6.7%*	*10.8%*
%H (All HH)		*97.1%*	*48.9%*	*13.6%*	*59.8%*	*28.1%*	*31.6%*	*97.3%*
%H (TV HH)			*50.3%*	*14.0%*	*61.6%*	*28.9%*	*32.5%*	
4 - 9	908	890	459	147	575	307	268	885
%V	*12.8%*	*12.9%*	*17.0%*	*14.9%*	*11.2%*	*15.2%*	*8.7%*	*15.0%*
%H (All HH)		*98.0%*	*50.6%*	*16.2%*	*63.3%*	*33.8%*	*29.5%*	*97.5%*
%H (TV HH)			*51.6%*	*16.5%*	*64.6%*	*34.5%*	*30.1%*	
10 - 15	846	834	445	162	550	332	218	829
%V	*11.9%*	*12.1%*	*16.5%*	*16.4%*	*10.8%*	*16.4%*	*7.1%*	*14.1%*
%H (All HH)		*98.6%*	*52.6%*	*19.1%*	*65.0%*	*39.2%*	*25.8%*	*98.0%*
%H (TV HH)			*53.4%*	*19.4%*	*65.9%*	*39.8%*	*26.1%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage 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

C4/Five - North Macro Region

Household level data

Table 27.5: 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	7096	6876	2696	988	5112	2022	3090	5883
%H (All HH)		*96.9%*	*38.0%*	*13.9%*	*72.0%*	*28.5%*	*43.5%*	*82.9%*
%H (TV HH)			*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	
1	2624	2624	794	289	1738	293	1446	1934
%V	*37.0%*	*38.2%*	*29.5%*	*29.3%*	*34.0%*	*14.5%*	*46.8%*	*32.9%*
%H (All HH)		*100.0%*	*30.3%*	*11.0%*	*66.2%*	*11.2%*	*55.1%*	*73.7%*
%H (TV HH)			*30.3%*	*11.0%*	*66.2%*	*11.2%*	*55.1%*	
2	2335	2335	916	363	1785	748	1037	1961
%V	*32.9%*	*34.0%*	*34.0%*	*36.7%*	*34.9%*	*37.0%*	*33.6%*	*33.3%*
%H (All HH)		*100.0%*	*39.2%*	*15.5%*	*76.4%*	*32.0%*	*44.4%*	*84.0%*
%H (TV HH)			*39.2%*	*15.5%*	*76.4%*	*32.0%*	*44.4%*	
3	1137	1137	554	180	921	515	406	1058
%V	*16.0%*	*16.5%*	*20.5%*	*18.2%*	*18.0%*	*25.5%*	*13.1%*	*18.0%*
%H (All HH)		*100.0%*	*48.7%*	*15.8%*	*81.0%*	*45.3%*	*35.7%*	*93.1%*
%H (TV HH)			*48.7%*	*15.8%*	*81.0%*	*45.3%*	*35.7%*	
4	514	514	277	102	431	291	140	498
%V	*7.2%*	*7.5%*	*10.3%*	*10.3%*	*8.4%*	*14.4%*	*4.5%*	*8.5%*
%H (All HH)		*100.0%*	*53.9%*	*19.8%*	*83.9%*	*56.6%*	*27.2%*	*96.9%*
%H (TV HH)			*53.9%*	*19.8%*	*83.9%*	*56.6%*	*27.2%*	
5+	267	267	156	54	237	175	62	264
%V	*3.8%*	*3.9%*	*5.8%*	*5.5%*	*4.6%*	*8.7%*	*2.0%*	*4.5%*
%H (All HH)		*100.0%*	*58.4%*	*20.2%*	*88.8%*	*65.5%*	*23.2%*	*98.9%*
%H (TV HH)			*58.4%*	*20.2%*	*88.8%*	*65.5%*	*23.2%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 27.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7096	6876	2696	988	5112	2022	3090	5883
%H (All HH)		*96.9%*	*38.0%*	*13.9%*	*72.0%*	*28.5%*	*43.5%*	*82.9%*
%H (TV HH)			*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	
Under 20"	932	932	357	137	812	382	430	755
%V	*13.1%*	*13.6%*	*13.2%*	*13.9%*	*15.9%*	*18.9%*	*13.9%*	*12.8%*
%H (All HH)		*100.0%*	*38.3%*	*14.7%*	*87.1%*	*41.0%*	*46.1%*	*81.0%*
%H (TV HH)			*38.3%*	*14.7%*	*87.1%*	*41.0%*	*46.1%*	
20" - 29"	2071	2071	801	309	1733	779	954	1703
%V	*29.2%*	*30.1%*	*29.7%*	*31.3%*	*33.9%*	*38.5%*	*30.9%*	*28.9%*
%H (All HH)		*100.0%*	*38.7%*	*14.9%*	*83.7%*	*37.6%*	*46.1%*	*82.2%*
%H (TV HH)			*38.7%*	*14.9%*	*83.7%*	*37.6%*	*46.1%*	
30" - 39"	3423	3423	1363	512	2644	1128	1516	2884
%V	*48.2%*	*49.8%*	*50.6%*	*51.8%*	*51.7%*	*55.8%*	*49.1%*	*49.0%*
%H (All HH)		*100.0%*	*39.8%*	*15.0%*	*77.2%*	*33.0%*	*44.3%*	*84.3%*
%H (TV HH)			*39.8%*	*15.0%*	*77.2%*	*33.0%*	*44.3%*	
40" - 49"	3370	3370	1537	561	2464	1213	1251	3039
%V	*47.5%*	*49.0%*	*57.0%*	*56.8%*	*48.2%*	*60.0%*	*40.5%*	*51.7%*
%H (All HH)		*100.0%*	*45.6%*	*16.6%*	*73.1%*	*36.0%*	*37.1%*	*90.2%*
%H (TV HH)			*45.6%*	*16.6%*	*73.1%*	*36.0%*	*37.1%*	
50" - 59"	1083	1083	597	177	740	444	295	1031
%V	*15.3%*	*15.8%*	*22.1%*	*17.9%*	*14.5%*	*22.0%*	*9.5%*	*17.5%*
%H (All HH)		*100.0%*	*55.1%*	*16.3%*	*68.3%*	*41.0%*	*27.2%*	*95.2%*
%H (TV HH)			*55.1%*	*16.3%*	*68.3%*	*41.0%*	*27.2%*	
60"+	104	104	57	17	68	39	29	103
%V	*1.5%*	*1.5%*	*2.1%*	*1.7%*	*1.3%*	*1.9%*	*0.9%*	*1.8%*
%H (All HH)		*100.0%*	*54.8%*	*16.3%*	*65.4%*	*37.5%*	*27.9%*	*99.0%*
%H (TV HH)			*54.8%*	*16.3%*	*65.4%*	*37.5%*	*27.9%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage 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

C4/Five - North Macro Region

Household level data

Table 27.7: 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	7096	6876	2696	988	5112	2022	3090	5883
%H (All HH)		*96.9%*	*38.0%*	*13.9%*	*72.0%*	*28.5%*	*43.5%*	*82.9%*
%H (TV HH)			*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	
Main living room	6810	6810	2679	984	5065	2012	3054	5663
%V	*96.0%*	*99.0%*	*99.4%*	*99.6%*	*99.1%*	*99.5%*	*98.8%*	*96.3%*
%H (All HH)		*100.0%*	*39.3%*	*14.4%*	*74.4%*	*29.5%*	*44.8%*	*83.2%*
%H (TV HH)			*39.3%*	*14.4%*	*74.4%*	*29.5%*	*44.8%*	
Kitchen	721	721	354	90	636	357	279	642
%V	*10.2%*	*10.5%*	*13.1%*	*9.1%*	*12.4%*	*17.7%*	*9.0%*	*10.9%*
%H (All HH)		*100.0%*	*49.1%*	*12.5%*	*88.2%*	*49.5%*	*38.7%*	*89.0%*
%H (TV HH)			*49.1%*	*12.5%*	*88.2%*	*49.5%*	*38.7%*	
Adult's bedroom	3234	3234	1458	527	2596	1354	1242	2896
%V	*45.6%*	*47.0%*	*54.1%*	*53.3%*	*50.8%*	*67.0%*	*40.2%*	*49.2%*
%H (All HH)		*100.0%*	*45.1%*	*16.3%*	*80.3%*	*41.9%*	*38.4%*	*89.5%*
%H (TV HH)			*45.1%*	*16.3%*	*80.3%*	*41.9%*	*38.4%*	
Child's bedroom	657	657	354	121	485	306	179	641
%V	*9.3%*	*9.6%*	*13.1%*	*12.2%*	*9.5%*	*15.1%*	*5.8%*	*10.9%*
%H (All HH)		*100.0%*	*53.9%*	*18.4%*	*73.8%*	*46.6%*	*27.2%*	*97.6%*
%H (TV HH)			*53.9%*	*18.4%*	*73.8%*	*46.6%*	*27.2%*	
Other bedroom	673	673	333	131	551	337	214	636
%V	*9.5%*	*9.8%*	*12.4%*	*13.3%*	*10.8%*	*16.7%*	*6.9%*	*10.8%*
%H (All HH)		*100.0%*	*49.5%*	*19.5%*	*81.9%*	*50.1%*	*31.8%*	*94.5%*
%H (TV HH)			*49.5%*	*19.5%*	*81.9%*	*50.1%*	*31.8%*	
Second living/dining room	744	744	341	145	590	327	263	659
%V	*10.5%*	*10.8%*	*12.6%*	*14.7%*	*11.5%*	*16.2%*	*8.5%*	*11.2%*
%H (All HH)		*100.0%*	*45.8%*	*19.5%*	*79.3%*	*44.0%*	*35.3%*	*88.6%*
%H (TV HH)			*45.8%*	*19.5%*	*79.3%*	*44.0%*	*35.3%*	
Study/office	82	82	44	14	67	42	25	80
%V	*1.2%*	*1.2%*	*1.6%*	*1.4%*	*1.3%*	*2.1%*	*0.8%*	*1.4%*
%H (All HH)		*100.0%*	*53.7%*	*17.1%*	*81.7%*	*51.2%*	*30.5%*	*97.6%*
%H (TV HH)			*53.7%*	*17.1%*	*81.7%*	*51.2%*	*30.5%*	
TV room	54	54	30	10	38	22	16	53
%V	*0.8%*	*0.8%*	*1.1%*	*1.0%*	*0.7%*	*1.1%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*55.6%*	*18.5%*	*70.4%*	*40.7%*	*29.6%*	*98.1%*
%H (TV HH)			*55.6%*	*18.5%*	*70.4%*	*40.7%*	*29.6%*	
Conservatory	233	233	124	35	200	121	79	221
%V	*3.3%*	*3.4%*	*4.6%*	*3.5%*	*3.9%*	*6.0%*	*2.6%*	*3.8%*
%H (All HH)		*100.0%*	*53.2%*	*15.0%*	*85.8%*	*51.9%*	*33.9%*	*94.8%*
%H (TV HH)			*53.2%*	*15.0%*	*85.8%*	*51.9%*	*33.9%*	
Attic or loft room	24	24	8	7	21	12	9	24
%V	*0.3%*	*0.3%*	*0.3%*	*0.7%*	*0.4%*	*0.6%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*33.3%*	*29.2%*	*87.5%*	*50.0%*	*37.5%*	*100.0%*
%H (TV HH)			*33.3%*	*29.2%*	*87.5%*	*50.0%*	*37.5%*	
No specific location	11	11	5	2	9	5	4	9
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*45.5%*	*18.2%*	*81.8%*	*45.5%*	*36.4%*	*81.8%*
%H (TV HH)			*45.5%*	*18.2%*	*81.8%*	*45.5%*	*36.4%*	
Other	63	63	34	10	57	36	21	62
%V	*0.9%*	*0.9%*	*1.3%*	*1.0%*	*1.1%*	*1.8%*	*0.7%*	*1.1%*
%H (All HH)		*100.0%*	*54.0%*	*15.9%*	*90.5%*	*57.1%*	*33.3%*	*98.4%*
%H (TV HH)			*54.0%*	*15.9%*	*90.5%*	*57.1%*	*33.3%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 27.8: 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	7096	6876	2696	988	5112	2022	3090	5883
%H (All HH)		*96.9%*	*38.0%*	*13.9%*	*72.0%*	*28.5%*	*43.5%*	*82.9%*
%H (TV HH)			*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	
Any DSAT provider	2696	2696	2696	38	1520	1520	0	2493
%V	*38.0%*	*39.2%*	*100.0%*	*3.8%*	*29.7%*	*75.2%*	*0.0%*	*42.4%*
%H (All HH)			*100.0%*	*1.4%*	*56.4%*	*56.4%*	*0.0%*	*92.5%*
%H (TV HH)			*100.0%*	*1.4%*	*56.4%*	*56.4%*	*0.0%*	
Sky with subcription	2293	2293	2293	20	1285	1285	0	2139
%V	*32.3%*	*33.3%*	*85.1%*	*2.0%*	*25.1%*	*63.6%*	*0.0%*	*36.4%*
%H (All HH)			*100.0%*	*0.9%*	*56.0%*	*56.0%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*0.9%*	*56.0%*	*56.0%*	*0.0%*	
Sky without subscription	159	159	159	6	87	87	0	142
%V	*2.2%*	*2.3%*	*5.9%*	*0.6%*	*1.7%*	*4.3%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*3.8%*	*54.7%*	*54.7%*	*0.0%*	*89.3%*
%H (TV HH)			*100.0%*	*3.8%*	*54.7%*	*54.7%*	*0.0%*	
Freesat	235	235	235	8	158	158	0	211
%V	*3.3%*	*3.4%*	*8.7%*	*0.8%*	*3.1%*	*7.8%*	*0.0%*	*3.6%*
%H (All HH)			*100.0%*	*3.4%*	*67.2%*	*67.2%*	*0.0%*	*89.8%*
%H (TV HH)			*100.0%*	*3.4%*	*67.2%*	*67.2%*	*0.0%*	
Other satellite provider	138	138	138	7	78	78	0	126
%V	*1.9%*	*2.0%*	*5.1%*	*0.7%*	*1.5%*	*3.9%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*5.1%*	*56.5%*	*56.5%*	*0.0%*	*91.3%*
%H (TV HH)			*100.0%*	*5.1%*	*56.5%*	*56.5%*	*0.0%*	
DCAB	988	988	38	988	524	524	0	920
%V	*13.9%*	*14.4%*	*1.4%*	*100.0%*	*10.3%*	*25.9%*	*0.0%*	*15.6%*
%H (All HH)			*3.8%*	*100.0%*	*53.0%*	*53.0%*	*0.0%*	*93.1%*
%H (TV HH)			*3.8%*	*100.0%*	*53.0%*	*53.0%*	*0.0%*	
DTT	5112	5112	1520	524	5112	2022	3090	4098
%V	*72.0%*	*74.3%*	*56.4%*	*53.0%*	*100.0%*	*100.0%*	*100.0%*	*69.7%*
%H (All HH)		*100.0%*	*29.7%*	*10.3%*	*100.0%*	*39.6%*	*60.4%*	*80.2%*
%H (TV HH)			*29.7%*	*10.3%*	*100.0%*	*39.6%*	*60.4%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage 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

C4/Five - North Macro Region

Household level data

Table 27.9: 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	7096	6876	2696	988	5112	2022	3090	5883
%H (All HH)		*96.9%*	*38.0%*	*13.9%*	*72.0%*	*28.5%*	*43.5%*	*82.9%*
%H (TV HH)			*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	
PVR	4388	4388	2451	898	2915	1847	1068	4024
%V	*61.8%*	*63.8%*	*90.9%*	*90.9%*	*57.0%*	*91.3%*	*34.6%*	*68.4%*
%H (All HH)		*100.0%*	*55.9%*	*20.5%*	*66.4%*	*42.1%*	*24.3%*	*91.7%*
%H (TV HH)			*55.9%*	*20.5%*	*66.4%*	*42.1%*	*24.3%*	
DVDR	112	112	36	16	93	33	60	98
%V	*1.6%*	*1.6%*	*1.3%*	*1.6%*	*1.8%*	*1.6%*	*1.9%*	*1.7%*
%H (All HH)		*100.0%*	*32.1%*	*14.3%*	*83.0%*	*29.5%*	*53.6%*	*87.5%*
%H (TV HH)			*32.1%*	*14.3%*	*83.0%*	*29.5%*	*53.6%*	
VCR	76	76	30	8	68	30	38	53
%V	*1.1%*	*1.1%*	*1.1%*	*0.8%*	*1.3%*	*1.5%*	*1.2%*	*0.9%*
%H (All HH)		*100.0%*	*39.5%*	*10.5%*	*89.5%*	*39.5%*	*50.0%*	*69.7%*
%H (TV HH)			*39.5%*	*10.5%*	*89.5%*	*39.5%*	*50.0%*	
Any recorder	4461	4461	2461	900	2982	1854	1128	4073
%V	*62.9%*	*64.9%*	*91.3%*	*91.1%*	*58.3%*	*91.7%*	*36.5%*	*69.2%*
%H (All HH)		*100.0%*	*55.2%*	*20.2%*	*66.8%*	*41.6%*	*25.3%*	*91.3%*
%H (TV HH)			*55.2%*	*20.2%*	*66.8%*	*41.6%*	*25.3%*	
Receives HDTV (via STB or built-in reception)	4463	4463	2103	834	3243	1686	1557	4070
%V	*62.9%*	*64.9%*	*78.0%*	*84.4%*	*63.4%*	*83.4%*	*50.4%*	*69.2%*
%H (All HH)		*100.0%*	*47.1%*	*18.7%*	*72.7%*	*37.8%*	*34.9%*	*91.2%*
%H (TV HH)			*47.1%*	*18.7%*	*72.7%*	*37.8%*	*34.9%*	
DVD/Blu-ray player or recorder	4623	4623	1917	703	3493	1555	1938	4056
%V	*65.1%*	*67.2%*	*71.1%*	*71.2%*	*68.3%*	*76.9%*	*62.7%*	*68.9%*
%H (All HH)		*100.0%*	*41.5%*	*15.2%*	*75.6%*	*33.6%*	*41.9%*	*87.7%*
%H (TV HH)			*41.5%*	*15.2%*	*75.6%*	*33.6%*	*41.9%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage 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

C4/Five - North Macro Region

Household level data

Table 27.10: 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	7096	6876	2696	988	5112	2022	3090	5883
%H (All HH)		*96.9%*	*38.0%*	*13.9%*	*72.0%*	*28.5%*	*43.5%*	*82.9%*
%H (TV HH)			*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	
Has broadband internet	5883	5714	2493	920	4098	1885	2213	5883
%V	*82.9%*	*83.1%*	*92.5%*	*93.1%*	*80.2%*	*93.2%*	*71.6%*	*100.0%*
%H (All HH)		*97.1%*	*42.4%*	*15.6%*	*69.7%*	*32.0%*	*37.6%*	*100.0%*
%H (TV HH)			*43.6%*	*16.1%*	*71.7%*	*33.0%*	*38.7%*	
Number of computers (PCs and laptops)								
0	1553	1481	334	107	1226	202	1024	410
%V	*21.9%*	*21.5%*	*12.4%*	*10.8%*	*24.0%*	*10.0%*	*33.1%*	*7.0%*
%H (All HH)		*95.4%*	*21.5%*	*6.9%*	*78.9%*	*13.0%*	*65.9%*	*26.4%*
%H (TV HH)			*22.6%*	*7.2%*	*82.8%*	*13.6%*	*69.1%*	
1	1923	1841	665	272	1316	448	868	1871
%V	*27.1%*	*26.8%*	*24.7%*	*27.5%*	*25.7%*	*22.2%*	*28.1%*	*31.8%*
%H (All HH)		*95.7%*	*34.6%*	*14.1%*	*68.4%*	*23.3%*	*45.1%*	*97.3%*
%H (TV HH)			*36.1%*	*14.8%*	*71.5%*	*24.3%*	*47.1%*	
2	1610	1581	703	245	1153	544	609	1595
%V	*22.7%*	*23.0%*	*26.1%*	*24.8%*	*22.6%*	*26.9%*	*19.7%*	*27.1%*
%H (All HH)		*98.2%*	*43.7%*	*15.2%*	*71.6%*	*33.8%*	*37.8%*	*99.1%*
%H (TV HH)			*44.5%*	*15.5%*	*72.9%*	*34.4%*	*38.5%*	
3	930	914	475	158	647	376	271	929
%V	*13.1%*	*13.3%*	*17.6%*	*16.0%*	*12.7%*	*18.6%*	*8.8%*	*15.8%*
%H (All HH)		*98.3%*	*51.1%*	*17.0%*	*69.6%*	*40.4%*	*29.1%*	*99.9%*
%H (TV HH)			*52.0%*	*17.3%*	*70.8%*	*41.1%*	*29.6%*	
4	512	504	247	99	359	206	153	511
%V	*7.2%*	*7.3%*	*9.2%*	*10.0%*	*7.0%*	*10.2%*	*5.0%*	*8.7%*
%H (All HH)		*98.4%*	*48.2%*	*19.3%*	*70.1%*	*40.2%*	*29.9%*	*99.8%*
%H (TV HH)			*49.0%*	*19.6%*	*71.2%*	*40.9%*	*30.4%*	
5+	569	554	273	107	412	247	165	568
%V	*8.0%*	*8.1%*	*10.1%*	*10.8%*	*8.1%*	*12.2%*	*5.3%*	*9.7%*
%H (All HH)		*97.4%*	*48.0%*	*18.8%*	*72.4%*	*43.4%*	*29.0%*	*99.8%*
%H (TV HH)			*49.3%*	*19.3%*	*74.4%*	*44.6%*	*29.8%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage 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

C4/Five - North Macro Region

Set level data

Table 27.11: 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	14193	6237	2255	11065	5442	5623	12440
%H		*43.9%*	*15.9%*	*78.0%*	*38.3%*	*39.6%*	*87.6%*
Under 20"	1168	468	173	1021	502	518	971
%V	*8.2%*	*7.5%*	*7.7%*	*9.2%*	*9.2%*	*9.2%*	*7.8%*
%H		*40.1%*	*14.8%*	*87.4%*	*43.0%*	*44.3%*	*83.1%*
20" - 29"	2708	1079	417	2295	1082	1213	2277
%V	*19.1%*	*17.3%*	*18.5%*	*20.7%*	*19.9%*	*21.6%*	*18.3%*
%H		*39.8%*	*15.4%*	*84.7%*	*40.0%*	*44.8%*	*84.1%*
30" - 39"	4343	1817	674	3379	1560	1819	3755
%V	*30.6%*	*29.1%*	*29.9%*	*30.5%*	*28.7%*	*32.3%*	*30.2%*
%H		*41.8%*	*15.5%*	*77.8%*	*35.9%*	*41.9%*	*86.5%*
40" - 49"	4050	1909	692	2969	1536	1433	3692
%V	*28.5%*	*30.6%*	*30.7%*	*26.8%*	*28.2%*	*25.5%*	*29.7%*
%H		*47.1%*	*17.1%*	*73.3%*	*37.9%*	*35.4%*	*91.2%*
50" - 59"	1203	678	198	823	508	315	1149
%V	*8.5%*	*10.9%*	*8.8%*	*7.4%*	*9.3%*	*5.6%*	*9.2%*
%H		*56.4%*	*16.5%*	*68.4%*	*42.2%*	*26.2%*	*95.5%*
60"+	112	60	17	75	42	33	111
%V	*0.8%*	*1.0%*	*0.8%*	*0.7%*	*0.8%*	*0.6%*	*0.9%*
%H		*53.6%*	*15.2%*	*67.0%*	*37.5%*	*29.5%*	*99.1%*
Don't know	609	227	82	504	212	291	486
%V	*4.3%*	*3.6%*	*3.6%*	*4.6%*	*3.9%*	*5.2%*	*3.9%*
%H		*37.3%*	*13.5%*	*82.8%*	*34.8%*	*47.8%*	*79.8%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Set level data

Table 27.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14193	6237	2255	11065	5442	5623	12440
%H		*43.9%*	*15.9%*	*78.0%*	*38.3%*	*39.6%*	*87.6%*
Main living room	6837	2693	986	5088	2024	3064	5684
%V	*48.2%*	*43.2%*	*43.7%*	*46.0%*	*37.2%*	*54.5%*	*45.7%*
%H		*39.4%*	*14.4%*	*74.4%*	*29.6%*	*44.8%*	*83.1%*
Kitchen	722	355	90	636	357	279	643
%V	*5.1%*	*5.7%*	*4.0%*	*5.7%*	*6.6%*	*5.0%*	*5.2%*
%H		*49.2%*	*12.5%*	*88.1%*	*49.4%*	*38.6%*	*89.1%*
Adult's bedroom	3757	1738	629	3050	1665	1385	3400
%V	*26.5%*	*27.9%*	*27.9%*	*27.6%*	*30.6%*	*24.6%*	*27.3%*
%H		*46.3%*	*16.7%*	*81.2%*	*44.3%*	*36.9%*	*90.5%*
Child's bedroom	848	459	167	634	413	221	830
%V	*6.0%*	*7.4%*	*7.4%*	*5.7%*	*7.6%*	*3.9%*	*6.7%*
%H		*54.1%*	*19.7%*	*74.8%*	*48.7%*	*26.1%*	*97.9%*
Other bedroom	794	396	154	656	406	250	753
%V	*5.6%*	*6.3%*	*6.8%*	*5.9%*	*7.5%*	*4.4%*	*6.1%*
%H		*49.9%*	*19.4%*	*82.6%*	*51.1%*	*31.5%*	*94.8%*
Second living/dining room	758	346	148	601	333	268	672
%V	*5.3%*	*5.5%*	*6.6%*	*5.4%*	*6.1%*	*4.8%*	*5.4%*
%H		*45.6%*	*19.5%*	*79.3%*	*43.9%*	*35.4%*	*88.7%*
Study/office	84	44	15	69	43	26	82
%V	*0.6%*	*0.7%*	*0.7%*	*0.6%*	*0.8%*	*0.5%*	*0.7%*
%H		*52.4%*	*17.9%*	*82.1%*	*51.2%*	*31.0%*	*97.6%*
TV room	54	30	10	38	22	16	53
%V	*0.4%*	*0.5%*	*0.4%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H		*55.6%*	*18.5%*	*70.4%*	*40.7%*	*29.6%*	*98.1%*
Conservatory	233	124	35	200	121	79	221
%V	*1.6%*	*2.0%*	*1.6%*	*1.8%*	*2.2%*	*1.4%*	*1.8%*
%H		*53.2%*	*15.0%*	*85.8%*	*51.9%*	*33.9%*	*94.8%*
Attic or loft room	24	8	7	21	12	9	24
%V	*0.2%*	*0.1%*	*0.3%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*33.3%*	*29.2%*	*87.5%*	*50.0%*	*37.5%*	*100.0%*
No specific location	11	5	2	9	5	4	9
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*45.5%*	*18.2%*	*81.8%*	*45.5%*	*36.4%*	*81.8%*
Other	71	39	10	64	42	22	69
%V	*0.5%*	*0.6%*	*0.4%*	*0.6%*	*0.8%*	*0.4%*	*0.6%*
%H		*54.9%*	*14.1%*	*90.1%*	*59.2%*	*31.0%*	*97.2%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Set level data

Table 27.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14193	6237	2255	11065	5442	5623	12440
%H		*43.9%*	*15.9%*	*78.0%*	*38.3%*	*39.6%*	*87.6%*
PVR	6152	3712	1278	3891	2666	1225	5732
%V	*43.3%*	*59.5%*	*56.7%*	*35.2%*	*49.0%*	*21.8%*	*46.1%*
%H		*60.3%*	*20.8%*	*63.2%*	*43.3%*	*19.9%*	*93.2%*
DVDR	118	39	18	97	35	61	104
%V	*0.8%*	*0.6%*	*0.8%*	*0.9%*	*0.6%*	*1.1%*	*0.8%*
%H		*33.1%*	*15.3%*	*82.2%*	*29.7%*	*51.7%*	*88.1%*
VCR	78	31	8	70	31	39	55
%V	*0.5%*	*0.5%*	*0.4%*	*0.6%*	*0.6%*	*0.7%*	*0.4%*
%H		*39.7%*	*10.3%*	*89.7%*	*39.7%*	*50.0%*	*70.5%*
Any recorder	6251	3731	1286	3980	2685	1295	5803
%V	*44.0%*	*59.8%*	*57.0%*	*36.0%*	*49.3%*	*23.0%*	*46.6%*
%H		*59.7%*	*20.6%*	*63.7%*	*43.0%*	*20.7%*	*92.8%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 27.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14193	6237	2255	11065	5442	5623	12440
%H		*43.9%*	*15.9%*	*78.0%*	*38.3%*	*39.6%*	*87.6%*
Receives HDTV (via STB or built-in reception)	7057	3515	1364	5192	2938	2254	6557
%V	*49.7%*	*56.4%*	*60.5%*	*46.9%*	*54.0%*	*40.1%*	*52.7%*
%H		*49.8%*	*19.3%*	*73.6%*	*41.6%*	*31.9%*	*92.9%*
DVD/Blu-ray player or recorder	6827	3004	1137	5238	2625	2613	6142
%V	*48.1%*	*48.2%*	*50.4%*	*47.3%*	*48.2%*	*46.5%*	*49.4%*
%H		*44.0%*	*16.7%*	*76.7%*	*38.5%*	*38.3%*	*90.0%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Set level data

Table 27.15: 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	6875	2696	988	5111	2022	3089	5714
%H		*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	*83.1%*
Under 20"	67	8	3	55	6	50	32
%V	*1.0%*	*0.3%*	*0.3%*	*1.1%*	*0.3%*	*1.6%*	*0.6%*
%H		*11.9%*	*4.5%*	*82.1%*	*9.0%*	*74.6%*	*47.8%*
20" - 29"	498	100	37	412	65	347	294
%V	*7.2%*	*3.7%*	*3.7%*	*8.1%*	*3.2%*	*11.2%*	*5.1%*
%H		*20.1%*	*7.4%*	*82.7%*	*13.1%*	*69.7%*	*59.0%*
30" - 39"	2000	626	261	1538	460	1078	1530
%V	*29.1%*	*23.2%*	*26.4%*	*30.1%*	*22.7%*	*34.9%*	*26.8%*
%H		*31.3%*	*13.1%*	*76.9%*	*23.0%*	*53.9%*	*76.5%*
40" - 49"	2933	1293	482	2136	996	1140	2621
%V	*42.7%*	*48.0%*	*48.8%*	*41.8%*	*49.3%*	*36.9%*	*45.9%*
%H		*44.1%*	*16.4%*	*72.8%*	*34.0%*	*38.9%*	*89.4%*
50" - 59"	989	538	161	670	394	276	939
%V	*14.4%*	*20.0%*	*16.3%*	*13.1%*	*19.5%*	*8.9%*	*16.4%*
%H		*54.4%*	*16.3%*	*67.7%*	*39.8%*	*27.9%*	*94.9%*
60"+	93	52	12	61	34	26	92
%V	*1.4%*	*1.9%*	*1.2%*	*1.2%*	*1.7%*	*0.8%*	*1.6%*
%H		*55.9%*	*12.9%*	*65.6%*	*36.6%*	*28.0%*	*98.9%*
Don't know	296	80	32	239	66	173	206
%V	*4.3%*	*3.0%*	*3.2%*	*4.7%*	*3.3%*	*5.6%*	*3.6%*
%H		*27.0%*	*10.8%*	*80.7%*	*22.3%*	*58.4%*	*69.6%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6875	2696	988	5111	2022	3089	5714
%H		*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	*83.1%*
PVR	4290	2420	884	2824	1811	1013	3938
%V	*62.4%*	*89.8%*	*89.5%*	*55.3%*	*89.6%*	*32.8%*	*68.9%*
%H		*56.4%*	*20.6%*	*65.8%*	*42.2%*	*23.6%*	*91.8%*
DVDR	79	25	9	66	20	46	69
%V	*1.1%*	*0.9%*	*0.9%*	*1.3%*	*1.0%*	*1.5%*	*1.2%*
%H		*31.6%*	*11.4%*	*83.5%*	*25.3%*	*58.2%*	*87.3%*
VCR	62	25	6	55	24	31	44
%V	*0.9%*	*0.9%*	*0.6%*	*1.1%*	*1.2%*	*1.0%*	*0.8%*
%H		*40.3%*	*9.7%*	*88.7%*	*38.7%*	*50.0%*	*71.0%*
Any recorder	4352	2429	886	2883	1816	1067	3980
%V	*63.3%*	*90.1%*	*89.7%*	*56.4%*	*89.8%*	*34.5%*	*69.7%*
%H		*55.8%*	*20.4%*	*66.2%*	*41.7%*	*24.5%*	*91.5%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6875	2696	988	5111	2022	3089	5714
%H		*39.2%*	*14.4%*	*74.3%*	*29.4%*	*44.9%*	*83.1%*
Receives HDTV (via STB or built-in reception)	4328	2050	816	3118	1625	1493	3950
%V	*63.0%*	*76.0%*	*82.6%*	*61.0%*	*80.4%*	*48.3%*	*69.1%*
%H		*47.4%*	*18.9%*	*72.0%*	*37.5%*	*34.5%*	*91.3%*
DVD/Blu-ray player or recorder	4060	1656	604	3046	1310	1736	3538
%V	*59.1%*	*61.4%*	*61.1%*	*59.6%*	*64.8%*	*56.2%*	*61.9%*
%H		*40.8%*	*14.9%*	*75.0%*	*32.3%*	*42.8%*	*87.1%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Set level data

Table 27.18: 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	7317	3541	1267	5954	3421	2534	6727
%H		*48.4%*	*17.3%*	*81.4%*	*46.8%*	*34.6%*	*91.9%*
Under 20"	1101	460	170	966	497	469	939
%V	*15.0%*	*13.0%*	*13.4%*	*16.2%*	*14.5%*	*18.5%*	*14.0%*
%H		*41.8%*	*15.4%*	*87.7%*	*45.1%*	*42.6%*	*85.3%*
20" - 29"	2210	979	381	1883	1018	865	1983
%V	*30.2%*	*27.6%*	*30.1%*	*31.6%*	*29.8%*	*34.1%*	*29.5%*
%H		*44.3%*	*17.2%*	*85.2%*	*46.1%*	*39.1%*	*89.7%*
30" - 39"	2343	1191	414	1840	1100	741	2225
%V	*32.0%*	*33.6%*	*32.7%*	*30.9%*	*32.2%*	*29.2%*	*33.1%*
%H		*50.8%*	*17.7%*	*78.5%*	*46.9%*	*31.6%*	*95.0%*
40" - 49"	1117	617	210	833	540	294	1071
%V	*15.3%*	*17.4%*	*16.6%*	*14.0%*	*15.8%*	*11.6%*	*15.9%*
%H		*55.2%*	*18.8%*	*74.6%*	*48.3%*	*26.3%*	*95.9%*
50" - 59"	214	140	37	154	114	40	210
%V	*2.9%*	*4.0%*	*2.9%*	*2.6%*	*3.3%*	*1.6%*	*3.1%*
%H		*65.4%*	*17.3%*	*72.0%*	*53.3%*	*18.7%*	*98.1%*
60"+	19	8	5	14	7	7	19
%V	*0.3%*	*0.2%*	*0.4%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*
%H		*42.1%*	*26.3%*	*73.7%*	*36.8%*	*36.8%*	*100.0%*
Don't know	313	147	50	264	146	118	279
%V	*4.3%*	*4.2%*	*3.9%*	*4.4%*	*4.3%*	*4.7%*	*4.1%*
%H		*47.0%*	*16.0%*	*84.3%*	*46.6%*	*37.7%*	*89.1%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Set level data

Table 27.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7317	3541	1267	5954	3421	2534	6727
%H		*48.4%*	*17.3%*	*81.4%*	*46.8%*	*34.6%*	*91.9%*
PVR	1863	1292	394	1067	855	211	1794
%V	*25.5%*	*36.5%*	*31.1%*	*17.9%*	*25.0%*	*8.3%*	*26.7%*
%H		*69.4%*	*21.1%*	*57.3%*	*45.9%*	*11.3%*	*96.3%*
DVDR	39	13	9	31	16	15	35
%V	*0.5%*	*0.4%*	*0.7%*	*0.5%*	*0.5%*	*0.6%*	*0.5%*
%H		*33.3%*	*23.1%*	*79.5%*	*41.0%*	*38.5%*	*89.7%*
VCR	16	6	2	15	7	8	11
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.2%*
%H		*37.5%*	*12.5%*	*93.8%*	*43.8%*	*50.0%*	*68.8%*
Any recorder	1898	1302	400	1097	869	229	1823
%V	*25.9%*	*36.8%*	*31.6%*	*18.4%*	*25.4%*	*9.0%*	*27.1%*
%H		*68.6%*	*21.1%*	*57.8%*	*45.8%*	*12.1%*	*96.0%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 27.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7317	3541	1267	5954	3421	2534	6727
%H		*48.4%*	*17.3%*	*81.4%*	*46.8%*	*34.6%*	*91.9%*
Receives HDTV (via STB or built-in reception)	2728	1465	548	2074	1313	761	2607
%V	*37.3%*	*41.4%*	*43.3%*	*34.8%*	*38.4%*	*30.0%*	*38.8%*
%H		*53.7%*	*20.1%*	*76.0%*	*48.1%*	*27.9%*	*95.6%*
DVD/Blu-ray player or recorder	2766	1348	533	2193	1315	878	2604
%V	*37.8%*	*38.1%*	*42.1%*	*36.8%*	*38.4%*	*34.6%*	*38.7%*
%H		*48.7%*	*19.3%*	*79.3%*	*47.5%*	*31.7%*	*94.1%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Individual level data

Table 27.21: Age 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 Inds	16058	15632	6935	2500	11172	5200	5972	14433
%H		*97.3%*	*43.2%*	*15.6%*	*69.6%*	*32.4%*	*37.2%*	*89.9%*
Total Children	3032	2967	1529	508	1911	1038	873	2958
%V	*18.9%*	*19.0%*	*22.0%*	*20.3%*	*17.1%*	*20.0%*	*14.6%*	*20.5%*
%H		*97.9%*	*50.4%*	*16.8%*	*63.0%*	*34.2%*	*28.8%*	*97.6%*
0 - 3	759	738	373	97	455	214	241	737
%V	*4.7%*	*4.7%*	*5.4%*	*3.9%*	*4.1%*	*4.1%*	*4.0%*	*5.1%*
%H		*97.2%*	*49.1%*	*12.8%*	*59.9%*	*28.2%*	*31.8%*	*97.1%*
4 - 15	2273	2229	1156	410	1455	824	632	2221
%V	*14.2%*	*14.3%*	*16.7%*	*16.4%*	*13.0%*	*15.8%*	*10.6%*	*15.4%*
%H		*98.1%*	*50.9%*	*18.0%*	*64.0%*	*36.3%*	*27.8%*	*97.7%*
4 - 9	1197	1172	602	198	754	404	350	1167
%V	*7.5%*	*7.5%*	*8.7%*	*7.9%*	*6.7%*	*7.8%*	*5.9%*	*8.1%*
%H		*97.9%*	*50.3%*	*16.5%*	*63.0%*	*33.8%*	*29.2%*	*97.5%*
10 - 15	1076	1056	554	212	702	420	281	1054
%V	*6.7%*	*6.8%*	*8.0%*	*8.5%*	*6.3%*	*8.1%*	*4.7%*	*7.3%*
%H		*98.1%*	*51.5%*	*19.7%*	*65.2%*	*39.0%*	*26.1%*	*98.0%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Individual level data

Table 27.22: Adults - 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 Inds	16058	15632	6935	2500	11172	5200	5972	14433
%H		*97.3%*	*43.2%*	*15.6%*	*69.6%*	*32.4%*	*37.2%*	*89.9%*
Total Adults (16+)	13026	12665	5406	1992	9261	4162	5099	11476
%V	*81.1%*	*81.0%*	*78.0%*	*79.7%*	*82.9%*	*80.0%*	*85.4%*	*79.5%*
%H		*97.2%*	*41.5%*	*15.3%*	*71.1%*	*32.0%*	*39.1%*	*88.1%*
16 - 19	726	690	331	136	486	277	209	711
%V	*4.5%*	*4.4%*	*4.8%*	*5.4%*	*4.4%*	*5.3%*	*3.5%*	*4.9%*
%H		*95.0%*	*45.6%*	*18.7%*	*66.9%*	*38.2%*	*28.8%*	*97.9%*
20 - 24	1031	972	393	148	681	304	377	999
%V	*6.4%*	*6.2%*	*5.7%*	*5.9%*	*6.1%*	*5.8%*	*6.3%*	*6.9%*
%H		*94.3%*	*38.1%*	*14.4%*	*66.1%*	*29.5%*	*36.6%*	*96.9%*
25 - 34	2098	2000	929	309	1245	580	664	2038
%V	*13.1%*	*12.8%*	*13.4%*	*12.4%*	*11.1%*	*11.2%*	*11.1%*	*14.1%*
%H		*95.3%*	*44.3%*	*14.7%*	*59.3%*	*27.6%*	*31.6%*	*97.1%*
35 - 44	1894	1827	923	309	1205	626	579	1815
%V	*11.8%*	*11.7%*	*13.3%*	*12.4%*	*10.8%*	*12.0%*	*9.7%*	*12.6%*
%H		*96.5%*	*48.7%*	*16.3%*	*63.6%*	*33.1%*	*30.6%*	*95.8%*
45 - 54	2292	2257	1069	402	1672	884	788	2180
%V	*14.3%*	*14.4%*	*15.4%*	*16.1%*	*15.0%*	*17.0%*	*13.2%*	*15.1%*
%H		*98.5%*	*46.6%*	*17.5%*	*72.9%*	*38.6%*	*34.4%*	*95.1%*
55 - 64	1998	1959	844	331	1487	698	789	1783
%V	*12.4%*	*12.5%*	*12.2%*	*13.2%*	*13.3%*	*13.4%*	*13.2%*	*12.4%*
%H		*98.0%*	*42.2%*	*16.6%*	*74.4%*	*34.9%*	*39.5%*	*89.2%*
65+	2987	2960	917	357	2486	794	1692	1950
%V	*18.6%*	*18.9%*	*13.2%*	*14.3%*	*22.3%*	*15.3%*	*28.3%*	*13.5%*
%H		*99.1%*	*30.7%*	*12.0%*	*83.2%*	*26.6%*	*56.6%*	*65.3%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Individual level data

Table 27.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13026	12665	5406	1992	9261	4162	5099	11476
%H		*97.2%*	*41.5%*	*15.3%*	*71.1%*	*32.0%*	*39.1%*	*88.1%*
AB	2896	2844	1301	442	2108	1016	1092	2791
%V	*22.2%*	*22.5%*	*24.1%*	*22.2%*	*22.8%*	*24.4%*	*21.4%*	*24.3%*
%H		*98.2%*	*44.9%*	*15.3%*	*72.8%*	*35.1%*	*37.7%*	*96.4%*
C1	3738	3633	1599	601	2677	1318	1360	3486
%V	*28.7%*	*28.7%*	*29.6%*	*30.2%*	*28.9%*	*31.7%*	*26.7%*	*30.4%*
%H		*97.2%*	*42.8%*	*16.1%*	*71.6%*	*35.3%*	*36.4%*	*93.3%*
C2	2774	2724	1225	431	1990	932	1058	2493
%V	*21.3%*	*21.5%*	*22.7%*	*21.6%*	*21.5%*	*22.4%*	*20.7%*	*21.7%*
%H		*98.2%*	*44.2%*	*15.5%*	*71.7%*	*33.6%*	*38.1%*	*89.9%*
D	2217	2135	902	335	1496	637	860	1847
%V	*17.0%*	*16.9%*	*16.7%*	*16.8%*	*16.2%*	*15.3%*	*16.9%*	*16.1%*
%H		*96.3%*	*40.7%*	*15.1%*	*67.5%*	*28.7%*	*38.8%*	*83.3%*
E	1401	1329	378	183	989	260	729	860
%V	*10.8%*	*10.5%*	*7.0%*	*9.2%*	*10.7%*	*6.2%*	*14.3%*	*7.5%*
%H		*94.9%*	*27.0%*	*13.1%*	*70.6%*	*18.6%*	*52.0%*	*61.4%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 27.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13026	12665	5406	1992	9261	4162	5099	11476
%H		*97.2%*	*41.5%*	*15.3%*	*71.1%*	*32.0%*	*39.1%*	*88.1%*
Working full time	5983	5851	2855	1003	4026	2115	1911	5826
%V	*45.9%*	*46.2%*	*52.8%*	*50.4%*	*43.5%*	*50.8%*	*37.5%*	*50.8%*
%H		*97.8%*	*47.7%*	*16.8%*	*67.3%*	*35.4%*	*31.9%*	*97.4%*
Working part time	1209	1189	532	199	893	442	451	1163
%V	*9.3%*	*9.4%*	*9.8%*	*10.0%*	*9.6%*	*10.6%*	*8.8%*	*10.1%*
%H		*98.3%*	*44.0%*	*16.5%*	*73.9%*	*36.6%*	*37.3%*	*96.2%*
Not working	5833	5625	2020	790	4341	1606	2736	4487
%V	*44.8%*	*44.4%*	*37.4%*	*39.7%*	*46.9%*	*38.6%*	*53.7%*	*39.1%*
%H		*96.4%*	*34.6%*	*13.5%*	*74.4%*	*27.5%*	*46.9%*	*76.9%*
Housewife/Houseperson	7096	6876	2696	988	5112	2022	3090	5883
%V	*54.5%*	*54.3%*	*49.9%*	*49.6%*	*55.2%*	*48.6%*	*60.6%*	*51.3%*
%H		*96.9%*	*38.0%*	*13.9%*	*72.0%*	*28.5%*	*43.5%*	*82.9%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Individual level data

Table 27.25: Males - 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 Males (16+)	6357	6156	2668	986	4462	2056	2406	5675
%H		*96.8%*	*42.0%*	*15.5%*	*70.2%*	*32.3%*	*37.8%*	*89.3%*
16 - 19	385	377	177	79	271	154	116	376
%V	*6.1%*	*6.1%*	*6.6%*	*8.0%*	*6.1%*	*7.5%*	*4.8%*	*6.6%*
%H		*97.9%*	*46.0%*	*20.5%*	*70.4%*	*40.0%*	*30.1%*	*97.7%*
20 - 24	505	481	207	79	324	155	169	491
%V	*7.9%*	*7.8%*	*7.8%*	*8.0%*	*7.3%*	*7.5%*	*7.0%*	*8.7%*
%H		*95.2%*	*41.0%*	*15.6%*	*64.2%*	*30.7%*	*33.5%*	*97.2%*
25 - 34	1043	985	444	154	616	289	327	1011
%V	*16.4%*	*16.0%*	*16.6%*	*15.6%*	*13.8%*	*14.1%*	*13.6%*	*17.8%*
%H		*94.4%*	*42.6%*	*14.8%*	*59.1%*	*27.7%*	*31.4%*	*96.9%*
35 - 44	931	889	446	152	580	298	282	885
%V	*14.6%*	*14.4%*	*16.7%*	*15.4%*	*13.0%*	*14.5%*	*11.7%*	*15.6%*
%H		*95.5%*	*47.9%*	*16.3%*	*62.3%*	*32.0%*	*30.3%*	*95.1%*
45 - 54	1121	1094	514	192	808	422	386	1060
%V	*17.6%*	*17.8%*	*19.3%*	*19.5%*	*18.1%*	*20.5%*	*16.0%*	*18.7%*
%H		*97.6%*	*45.9%*	*17.1%*	*72.1%*	*37.6%*	*34.4%*	*94.6%*
55 - 64	990	969	414	157	734	332	402	880
%V	*15.6%*	*15.7%*	*15.5%*	*15.9%*	*16.5%*	*16.1%*	*16.7%*	*15.5%*
%H		*97.9%*	*41.8%*	*15.9%*	*74.1%*	*33.5%*	*40.6%*	*88.9%*
65+	1381	1360	466	173	1129	405	724	972
%V	*21.7%*	*22.1%*	*17.5%*	*17.5%*	*25.3%*	*19.7%*	*30.1%*	*17.1%*
%H		*98.5%*	*33.7%*	*12.5%*	*81.8%*	*29.3%*	*52.4%*	*70.4%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 27.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6357	6156	2668	986	4462	2056	2406	5675
%H		*96.8%*	*42.0%*	*15.5%*	*70.2%*	*32.3%*	*37.8%*	*89.3%*
AB	1443	1411	649	216	1039	500	540	1395
%V	*22.7%*	*22.9%*	*24.3%*	*21.9%*	*23.3%*	*24.3%*	*22.4%*	*24.6%*
%H		*97.8%*	*45.0%*	*15.0%*	*72.0%*	*34.7%*	*37.4%*	*96.7%*
C1	1765	1722	778	291	1258	646	612	1679
%V	*27.8%*	*28.0%*	*29.2%*	*29.5%*	*28.2%*	*31.4%*	*25.4%*	*29.6%*
%H		*97.6%*	*44.1%*	*16.5%*	*71.3%*	*36.6%*	*34.7%*	*95.1%*
C2	1492	1459	642	229	1073	497	576	1321
%V	*23.5%*	*23.7%*	*24.1%*	*23.2%*	*24.0%*	*24.2%*	*23.9%*	*23.3%*
%H		*97.8%*	*43.0%*	*15.3%*	*71.9%*	*33.3%*	*38.6%*	*88.5%*
D	1074	1025	451	167	698	312	387	922
%V	*16.9%*	*16.7%*	*16.9%*	*16.9%*	*15.6%*	*15.2%*	*16.1%*	*16.2%*
%H		*95.4%*	*42.0%*	*15.5%*	*65.0%*	*29.1%*	*36.0%*	*85.8%*
E	582	540	148	82	394	102	292	357
%V	*9.2%*	*8.8%*	*5.5%*	*8.3%*	*8.8%*	*5.0%*	*12.1%*	*6.3%*
%H		*92.8%*	*25.4%*	*14.1%*	*67.7%*	*17.5%*	*50.2%*	*61.3%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 27.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6357	6156	2668	986	4462	2056	2406	5675
%H		*96.8%*	*42.0%*	*15.5%*	*70.2%*	*32.3%*	*37.8%*	*89.3%*
Working full time	3591	3499	1713	590	2399	1261	1138	3483
%V	*56.5%*	*56.8%*	*64.2%*	*59.8%*	*53.8%*	*61.3%*	*47.3%*	*61.4%*
%H		*97.4%*	*47.7%*	*16.4%*	*66.8%*	*35.1%*	*31.7%*	*97.0%*
Working part time	262	254	102	39	201	90	111	245
%V	*4.1%*	*4.1%*	*3.8%*	*4.0%*	*4.5%*	*4.4%*	*4.6%*	*4.3%*
%H		*96.9%*	*38.9%*	*14.9%*	*76.7%*	*34.4%*	*42.4%*	*93.5%*
Not working	2503	2402	853	357	1861	704	1157	1946
%V	*39.4%*	*39.0%*	*32.0%*	*36.2%*	*41.7%*	*34.2%*	*48.1%*	*34.3%*
%H		*96.0%*	*34.1%*	*14.3%*	*74.4%*	*28.1%*	*46.2%*	*77.7%*
Housewife/Houseperson	1589	1483	481	180	1112	336	776	1185
%V	*25.0%*	*24.1%*	*18.0%*	*18.3%*	*24.9%*	*16.3%*	*32.3%*	*20.9%*
%H		*93.3%*	*30.3%*	*11.3%*	*70.0%*	*21.1%*	*48.8%*	*74.6%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Individual level data

Table 27.28: Females - 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 Females (16+)	6669	6509	2739	1006	4799	2106	2692	5801
%H		*97.6%*	*41.1%*	*15.1%*	*72.0%*	*31.6%*	*40.4%*	*87.0%*
16 - 19	341	313	154	57	215	122	93	335
%V	*5.1%*	*4.8%*	*5.6%*	*5.7%*	*4.5%*	*5.8%*	*3.5%*	*5.8%*
%H		*91.8%*	*45.2%*	*16.7%*	*63.0%*	*35.8%*	*27.3%*	*98.2%*
20 - 24	526	491	186	69	356	149	208	507
%V	*7.9%*	*7.5%*	*6.8%*	*6.9%*	*7.4%*	*7.1%*	*7.7%*	*8.7%*
%H		*93.3%*	*35.4%*	*13.1%*	*67.7%*	*28.3%*	*39.5%*	*96.4%*
25 - 34	1056	1015	485	155	629	291	338	1027
%V	*15.8%*	*15.6%*	*17.7%*	*15.4%*	*13.1%*	*13.8%*	*12.6%*	*17.7%*
%H		*96.1%*	*45.9%*	*14.7%*	*59.6%*	*27.6%*	*32.0%*	*97.3%*
35 - 44	962	938	477	157	625	328	297	930
%V	*14.4%*	*14.4%*	*17.4%*	*15.6%*	*13.0%*	*15.6%*	*11.0%*	*16.0%*
%H		*97.5%*	*49.6%*	*16.3%*	*65.0%*	*34.1%*	*30.9%*	*96.7%*
45 - 54	1170	1163	555	209	864	461	402	1120
%V	*17.5%*	*17.9%*	*20.3%*	*20.8%*	*18.0%*	*21.9%*	*14.9%*	*19.3%*
%H		*99.4%*	*47.4%*	*17.9%*	*73.8%*	*39.4%*	*34.4%*	*95.7%*
55 - 64	1008	989	430	174	752	365	387	903
%V	*15.1%*	*15.2%*	*15.7%*	*17.3%*	*15.7%*	*17.3%*	*14.4%*	*15.6%*
%H		*98.1%*	*42.7%*	*17.3%*	*74.6%*	*36.2%*	*38.4%*	*89.6%*
65+	1606	1600	451	184	1357	389	968	978
%V	*24.1%*	*24.6%*	*16.5%*	*18.3%*	*28.3%*	*18.5%*	*36.0%*	*16.9%*
%H		*99.6%*	*28.1%*	*11.5%*	*84.5%*	*24.2%*	*60.3%*	*60.9%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Individual level data

Table 27.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6669	6509	2739	1006	4799	2106	2692	5801
%H		*97.6%*	*41.1%*	*15.1%*	*72.0%*	*31.6%*	*40.4%*	*87.0%*
AB	1453	1432	652	226	1069	517	552	1395
%V	*21.8%*	*22.0%*	*23.8%*	*22.5%*	*22.3%*	*24.5%*	*20.5%*	*24.0%*
%H		*98.6%*	*44.9%*	*15.6%*	*73.6%*	*35.6%*	*38.0%*	*96.0%*
C1	1973	1912	821	310	1420	671	748	1807
%V	*29.6%*	*29.4%*	*30.0%*	*30.8%*	*29.6%*	*31.9%*	*27.8%*	*31.1%*
%H		*96.9%*	*41.6%*	*15.7%*	*72.0%*	*34.0%*	*37.9%*	*91.6%*
C2	1282	1265	584	202	917	435	482	1172
%V	*19.2%*	*19.4%*	*21.3%*	*20.1%*	*19.1%*	*20.7%*	*17.9%*	*20.2%*
%H		*98.7%*	*45.6%*	*15.8%*	*71.5%*	*33.9%*	*37.6%*	*91.4%*
D	1142	1111	451	168	798	325	473	925
%V	*17.1%*	*17.1%*	*16.5%*	*16.7%*	*16.6%*	*15.4%*	*17.6%*	*15.9%*
%H		*97.3%*	*39.5%*	*14.7%*	*69.9%*	*28.5%*	*41.4%*	*81.0%*
E	819	789	231	101	596	159	437	502
%V	*12.3%*	*12.1%*	*8.4%*	*10.0%*	*12.4%*	*7.5%*	*16.2%*	*8.7%*
%H		*96.3%*	*28.2%*	*12.3%*	*72.8%*	*19.4%*	*53.4%*	*61.3%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - North Macro Region

Individual level data

Table 27.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6669	6509	2739	1006	4799	2106	2692	5801
%H		*97.6%*	*41.1%*	*15.1%*	*72.0%*	*31.6%*	*40.4%*	*87.0%*
Working full time	2392	2351	1142	413	1626	853	773	2342
%V	*35.9%*	*36.1%*	*41.7%*	*41.1%*	*33.9%*	*40.5%*	*28.7%*	*40.4%*
%H		*98.3%*	*47.7%*	*17.3%*	*68.0%*	*35.7%*	*32.3%*	*97.9%*
Working part time	948	934	430	161	692	352	341	918
%V	*14.2%*	*14.3%*	*15.7%*	*16.0%*	*14.4%*	*16.7%*	*12.7%*	*15.8%*
%H		*98.5%*	*45.4%*	*17.0%*	*73.0%*	*37.1%*	*36.0%*	*96.8%*
Not working	3330	3224	1166	432	2480	901	1579	2541
%V	*49.9%*	*49.5%*	*42.6%*	*42.9%*	*51.7%*	*42.8%*	*58.7%*	*43.8%*
%H		*96.8%*	*35.0%*	*13.0%*	*74.5%*	*27.1%*	*47.4%*	*76.3%*
Housewife/Houseperson	5507	5394	2215	807	4000	1686	2314	4697
%V	*82.6%*	*82.9%*	*80.9%*	*80.2%*	*83.4%*	*80.1%*	*86.0%*	*81.0%*
%H		*97.9%*	*40.2%*	*14.7%*	*72.6%*	*30.6%*	*42.0%*	*85.3%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - Scotland Macro Region

Contents Page

Household
- Table 28.1: Social Grade 760
- Table 28.2: Housewife Age 761
- Table 28.3: Size of Household 762
- Table 28.4: Presence of Children 763
- Table 28.5: Number of TV sets in household 764
- Table 28.6: Screen size 765
- Table 28.7: Location of ANY set in household 766
- Table 28.8: Platform Provider 767
- Table 28.9: Recorders and other equipment 768
- Table 28.10: Computers and Internet 769

Sets
- Table 28.11: Screen Size 770
- Table 28.12: Location of set 771
- Table 28.13: Recorders 772
- Table 28.14: Other TV equipment 772
- Table 28.15: Main Set Screen Size 773
- Table 28.16: Main Set Recorders 774
- Table 28.17: Main Set - Other TV equipment 774
- Table 28.18: Other Sets (non-Main Set) Screen Size 775
- Table 28.19: Other Set (non-Main Set) Recorders 776
- Table 28.20: Other Set (non-Main Set) - Other TV equipment 776

Individuals
- Table 28.21: Age of Children 777
- Table 28.22: Adults - Age 778
- Table 28.23: Social Grade (Adults 16+) 779
- Table 28.24: Working Status (Adults 16+) 780
- Table 28.25: Males - Age 781
- Table 28.26: Social Grade (Males 16+) 782
- Table 28.27: Working Status (Males 16+) 783
- Table 28.28: Females - Age 784
- Table 28.29: Social Grade (Females 16+) 785
- Table 28.30: Working Status (Females 16+) 786

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - Scotland Macro Region

Household level data

Table 28.1: 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	2637	2503	1080	386	1733	761	972	2200
%H (All HH)		*94.9%*	*41.0%*	*14.6%*	*65.7%*	*28.9%*	*36.9%*	*83.4%*
%H (TV HH)			*43.1%*	*15.4%*	*69.2%*	*30.4%*	*38.8%*	
AB	631	609	277	105	414	198	216	595
%V	*23.9%*	*24.3%*	*25.6%*	*27.2%*	*23.9%*	*26.0%*	*22.2%*	*27.0%*
%H (All HH)		*96.5%*	*43.9%*	*16.6%*	*65.6%*	*31.4%*	*34.2%*	*94.3%*
%H (TV HH)			*45.5%*	*17.2%*	*68.0%*	*32.5%*	*35.5%*	
C1	712	664	286	115	443	204	239	637
%V	*27.0%*	*26.5%*	*26.5%*	*29.8%*	*25.6%*	*26.8%*	*24.6%*	*29.0%*
%H (All HH)		*93.3%*	*40.2%*	*16.2%*	*62.2%*	*28.7%*	*33.6%*	*89.5%*
%H (TV HH)			*43.1%*	*17.3%*	*66.7%*	*30.7%*	*36.0%*	
C2	519	500	245	75	345	178	167	451
%V	*19.7%*	*20.0%*	*22.7%*	*19.4%*	*19.9%*	*23.4%*	*17.2%*	*20.5%*
%H (All HH)		*96.3%*	*47.2%*	*14.5%*	*66.5%*	*34.3%*	*32.2%*	*86.9%*
%H (TV HH)			*49.0%*	*15.0%*	*69.0%*	*35.6%*	*33.4%*	
D	478	455	184	60	325	125	200	362
%V	*18.1%*	*18.2%*	*17.0%*	*15.5%*	*18.8%*	*16.4%*	*20.6%*	*16.5%*
%H (All HH)		*95.2%*	*38.5%*	*12.6%*	*68.0%*	*26.2%*	*41.8%*	*75.7%*
%H (TV HH)			*40.4%*	*13.2%*	*71.4%*	*27.5%*	*44.0%*	
E	296	275	88	31	205	55	150	155
%V	*11.2%*	*11.0%*	*8.1%*	*8.0%*	*11.8%*	*7.2%*	*15.4%*	*7.0%*
%H (All HH)		*92.9%*	*29.7%*	*10.5%*	*69.3%*	*18.6%*	*50.7%*	*52.4%*
%H (TV HH)			*32.0%*	*11.3%*	*74.5%*	*20.0%*	*54.5%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 28.2: 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	2637	2503	1080	386	1733	761	972	2200
%H (All HH)		*94.9%*	*41.0%*	*14.6%*	*65.7%*	*28.9%*	*36.9%*	*83.4%*
%H (TV HH)			*43.1%*	*15.4%*	*69.2%*	*30.4%*	*38.8%*	
Under 25	124	96	38	11	57	24	33	116
%V	*4.7%*	*3.8%*	*3.5%*	*2.8%*	*3.3%*	*3.2%*	*3.4%*	*5.3%*
%H (All HH)		*77.4%*	*30.6%*	*8.9%*	*46.0%*	*19.4%*	*26.6%*	*93.5%*
%H (TV HH)			*39.6%*	*11.5%*	*59.4%*	*25.0%*	*34.4%*	
25 - 34	397	355	164	48	198	93	105	385
%V	*15.1%*	*14.2%*	*15.2%*	*12.4%*	*11.4%*	*12.2%*	*10.8%*	*17.5%*
%H (All HH)		*89.4%*	*41.3%*	*12.1%*	*49.9%*	*23.4%*	*26.4%*	*97.0%*
%H (TV HH)			*46.2%*	*13.5%*	*55.8%*	*26.2%*	*29.6%*	
35 - 44	395	378	186	63	238	121	117	376
%V	*15.0%*	*15.1%*	*17.2%*	*16.3%*	*13.7%*	*15.9%*	*12.0%*	*17.1%*
%H (All HH)		*95.7%*	*47.1%*	*15.9%*	*60.3%*	*30.6%*	*29.6%*	*95.2%*
%H (TV HH)			*49.2%*	*16.7%*	*63.0%*	*32.0%*	*31.0%*	
45 - 54	510	488	239	87	328	169	160	477
%V	*19.3%*	*19.5%*	*22.1%*	*22.5%*	*18.9%*	*22.2%*	*16.5%*	*21.7%*
%H (All HH)		*95.7%*	*46.9%*	*17.1%*	*64.3%*	*33.1%*	*31.4%*	*93.5%*
%H (TV HH)			*49.0%*	*17.8%*	*67.2%*	*34.6%*	*32.8%*	
55 - 64	472	463	205	79	344	166	178	413
%V	*17.9%*	*18.5%*	*19.0%*	*20.5%*	*19.8%*	*21.8%*	*18.3%*	*18.8%*
%H (All HH)		*98.1%*	*43.4%*	*16.7%*	*72.9%*	*35.2%*	*37.7%*	*87.5%*
%H (TV HH)			*44.3%*	*17.1%*	*74.3%*	*35.9%*	*38.4%*	
65 +	738	724	247	97	568	188	380	432
%V	*28.0%*	*28.9%*	*22.9%*	*25.1%*	*32.8%*	*24.7%*	*39.1%*	*19.6%*
%H (All HH)		*98.1%*	*33.5%*	*13.1%*	*77.0%*	*25.5%*	*51.5%*	*58.5%*
%H (TV HH)			*34.1%*	*13.4%*	*78.5%*	*26.0%*	*52.5%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 28.3: 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	2637	2503	1080	386	1733	761	972	2200
%H (All HH)		*94.9%*	*41.0%*	*14.6%*	*65.7%*	*28.9%*	*36.9%*	*83.4%*
%H (TV HH)			*43.1%*	*15.4%*	*69.2%*	*30.4%*	*38.8%*	
1	951	881	265	117	647	173	474	608
%V	*36.1%*	*35.2%*	*24.5%*	*30.3%*	*37.3%*	*22.7%*	*48.8%*	*27.6%*
%H (All HH)		*92.6%*	*27.9%*	*12.3%*	*68.0%*	*18.2%*	*49.8%*	*63.9%*
%H (TV HH)			*30.1%*	*13.3%*	*73.4%*	*19.6%*	*53.8%*	
2	899	867	402	134	598	292	306	820
%V	*34.1%*	*34.6%*	*37.2%*	*34.7%*	*34.5%*	*38.4%*	*31.5%*	*37.3%*
%H (All HH)		*96.4%*	*44.7%*	*14.9%*	*66.5%*	*32.5%*	*34.0%*	*91.2%*
%H (TV HH)			*46.4%*	*15.5%*	*69.0%*	*33.7%*	*35.3%*	
3	379	359	191	62	235	136	99	368
%V	*14.4%*	*14.3%*	*17.7%*	*16.1%*	*13.6%*	*17.9%*	*10.2%*	*16.7%*
%H (All HH)		*94.7%*	*50.4%*	*16.4%*	*62.0%*	*35.9%*	*26.1%*	*97.1%*
%H (TV HH)			*53.2%*	*17.3%*	*65.5%*	*37.9%*	*27.6%*	
4	298	291	163	55	182	116	65	295
%V	*11.3%*	*11.6%*	*15.1%*	*14.2%*	*10.5%*	*15.2%*	*6.7%*	*13.4%*
%H (All HH)		*97.7%*	*54.7%*	*18.5%*	*61.1%*	*38.9%*	*21.8%*	*99.0%*
%H (TV HH)			*56.0%*	*18.9%*	*62.5%*	*39.9%*	*22.3%*	
5+	110	104	59	18	70	43	27	109
%V	*4.2%*	*4.2%*	*5.5%*	*4.7%*	*4.0%*	*5.7%*	*2.8%*	*5.0%*
%H (All HH)		*94.5%*	*53.6%*	*16.4%*	*63.6%*	*39.1%*	*24.5%*	*99.1%*
%H (TV HH)			*56.7%*	*17.3%*	*67.3%*	*41.3%*	*26.0%*	
Average HH size	2.15	2.16	2.42	2.29	2.11	2.45	1.84	2.33

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage 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

C4/Five - Scotland Macro Region

Household level data

Table 28.4: 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	2637	2503	1080	386	1733	761	972	2200
%H (All HH)		*94.9%*	*41.0%*	*14.6%*	*65.7%*	*28.9%*	*36.9%*	*83.4%*
%H (TV HH)			*43.1%*	*15.4%*	*69.2%*	*30.4%*	*38.8%*	
Without	2050	1935	771	294	1372	554	818	1626
%V	*77.7%*	*77.3%*	*71.4%*	*76.2%*	*79.2%*	*72.8%*	*84.2%*	*73.9%*
%H (All HH)		*94.4%*	*37.6%*	*14.3%*	*66.9%*	*27.0%*	*39.9%*	*79.3%*
%H (TV HH)			*39.8%*	*15.2%*	*70.9%*	*28.6%*	*42.3%*	
With	586	568	308	93	360	207	154	574
%V	*22.2%*	*22.7%*	*28.5%*	*24.1%*	*20.8%*	*27.2%*	*15.8%*	*26.1%*
%H (All HH)		*96.9%*	*52.6%*	*15.9%*	*61.4%*	*35.3%*	*26.3%*	*98.0%*
%H (TV HH)			*54.2%*	*16.4%*	*63.4%*	*36.4%*	*27.1%*	
0 - 3	208	199	109	25	121	65	57	202
%V	*7.9%*	*8.0%*	*10.1%*	*6.5%*	*7.0%*	*8.5%*	*5.9%*	*9.2%*
%H (All HH)		*95.7%*	*52.4%*	*12.0%*	*58.2%*	*31.3%*	*27.4%*	*97.1%*
%H (TV HH)			*54.8%*	*12.6%*	*60.8%*	*32.7%*	*28.6%*	
4 - 9	302	295	159	51	182	104	78	297
%V	*11.5%*	*11.8%*	*14.7%*	*13.2%*	*10.5%*	*13.7%*	*8.0%*	*13.5%*
%H (All HH)		*97.7%*	*52.6%*	*16.9%*	*60.3%*	*34.4%*	*25.8%*	*98.3%*
%H (TV HH)			*53.9%*	*17.3%*	*61.7%*	*35.3%*	*26.4%*	
10 - 15	276	270	150	46	181	110	71	272
%V	*10.5%*	*10.8%*	*13.9%*	*11.9%*	*10.4%*	*14.5%*	*7.3%*	*12.4%*
%H (All HH)		*97.8%*	*54.3%*	*16.7%*	*65.6%*	*39.9%*	*25.7%*	*98.6%*
%H (TV HH)			*55.6%*	*17.0%*	*67.0%*	*40.7%*	*26.3%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 28.5: 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	2637	2503	1080	386	1733	761	972	2200
%H (All HH)		*94.9%*	*41.0%*	*14.6%*	*65.7%*	*28.9%*	*36.9%*	*83.4%*
%H (TV HH)			*43.1%*	*15.4%*	*69.2%*	*30.4%*	*38.8%*	
1	940	940	296	116	570	105	465	709
%V	*35.6%*	*37.6%*	*27.4%*	*30.1%*	*32.9%*	*13.8%*	*47.8%*	*32.2%*
%H (All HH)		*100.0%*	*31.5%*	*12.3%*	*60.6%*	*11.2%*	*49.5%*	*75.4%*
%H (TV HH)			*31.5%*	*12.3%*	*60.6%*	*11.2%*	*49.5%*	
2	846	846	373	142	610	284	327	706
%V	*32.1%*	*33.8%*	*34.5%*	*36.8%*	*35.2%*	*37.3%*	*33.6%*	*32.1%*
%H (All HH)		*100.0%*	*44.1%*	*16.8%*	*72.1%*	*33.6%*	*38.7%*	*83.5%*
%H (TV HH)			*44.1%*	*16.8%*	*72.1%*	*33.6%*	*38.7%*	
3	436	436	236	75	334	208	126	403
%V	*16.5%*	*17.4%*	*21.9%*	*19.4%*	*19.3%*	*27.3%*	*13.0%*	*18.3%*
%H (All HH)		*100.0%*	*54.1%*	*17.2%*	*76.6%*	*47.7%*	*28.9%*	*92.4%*
%H (TV HH)			*54.1%*	*17.2%*	*76.6%*	*47.7%*	*28.9%*	
4	186	186	114	36	140	102	38	183
%V	*7.1%*	*7.4%*	*10.6%*	*9.3%*	*8.1%*	*13.4%*	*3.9%*	*8.3%*
%H (All HH)		*100.0%*	*61.3%*	*19.4%*	*75.3%*	*54.8%*	*20.4%*	*98.4%*
%H (TV HH)			*61.3%*	*19.4%*	*75.3%*	*54.8%*	*20.4%*	
5+	95	95	61	18	78	62	16	95
%V	*3.6%*	*3.8%*	*5.6%*	*4.7%*	*4.5%*	*8.1%*	*1.6%*	*4.3%*
%H (All HH)		*100.0%*	*64.2%*	*18.9%*	*82.1%*	*65.3%*	*16.8%*	*100.0%*
%H (TV HH)			*64.2%*	*18.9%*	*82.1%*	*65.3%*	*16.8%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 28.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2637	2503	1080	386	1733	761	972	2200
%H (All HH)		*94.9%*	*41.0%*	*14.6%*	*65.7%*	*28.9%*	*36.9%*	*83.4%*
%H (TV HH)			*43.1%*	*15.4%*	*69.2%*	*30.4%*	*38.8%*	
Under 20"	336	336	156	47	259	130	129	282
%V	*12.7%*	*13.4%*	*14.4%*	*12.2%*	*14.9%*	*17.1%*	*13.3%*	*12.8%*
%H (All HH)		*100.0%*	*46.4%*	*14.0%*	*77.1%*	*38.7%*	*38.4%*	*83.9%*
%H (TV HH)			*46.4%*	*14.0%*	*77.1%*	*38.7%*	*38.4%*	
20" - 29"	782	782	346	122	606	300	306	634
%V	*29.7%*	*31.2%*	*32.0%*	*31.6%*	*35.0%*	*39.4%*	*31.5%*	*28.8%*
%H (All HH)		*100.0%*	*44.2%*	*15.6%*	*77.5%*	*38.4%*	*39.1%*	*81.1%*
%H (TV HH)			*44.2%*	*15.6%*	*77.5%*	*38.4%*	*39.1%*	
30" - 39"	1293	1293	568	196	941	435	506	1084
%V	*49.0%*	*51.7%*	*52.6%*	*50.8%*	*54.3%*	*57.2%*	*52.1%*	*49.3%*
%H (All HH)		*100.0%*	*43.9%*	*15.2%*	*72.8%*	*33.6%*	*39.1%*	*83.8%*
%H (TV HH)			*43.9%*	*15.2%*	*72.8%*	*33.6%*	*39.1%*	
40" - 49"	1225	1225	613	216	840	462	378	1110
%V	*46.5%*	*48.9%*	*56.8%*	*56.0%*	*48.5%*	*60.7%*	*38.9%*	*50.5%*
%H (All HH)		*100.0%*	*50.0%*	*17.6%*	*68.6%*	*37.7%*	*30.9%*	*90.6%*
%H (TV HH)			*50.0%*	*17.6%*	*68.6%*	*37.7%*	*30.9%*	
50" - 59"	416	416	231	74	289	181	108	395
%V	*15.8%*	*16.6%*	*21.4%*	*19.2%*	*16.7%*	*23.8%*	*11.1%*	*18.0%*
%H (All HH)		*100.0%*	*55.5%*	*17.8%*	*69.5%*	*43.5%*	*26.0%*	*95.0%*
%H (TV HH)			*55.5%*	*17.8%*	*69.5%*	*43.5%*	*26.0%*	
60"+	43	43	29	6	26	18	8	42
%V	*1.6%*	*1.7%*	*2.7%*	*1.6%*	*1.5%*	*2.4%*	*0.8%*	*1.9%*
%H (All HH)		*100.0%*	*67.4%*	*14.0%*	*60.5%*	*41.9%*	*18.6%*	*97.7%*
%H (TV HH)			*67.4%*	*14.0%*	*60.5%*	*41.9%*	*18.6%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage 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

C4/Five - Scotland Macro Region

Household level data

Table 28.7: 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	2637	2503	1080	386	1733	761	972	2200
%H (All HH)		*94.9%*	*41.0%*	*14.6%*	*65.7%*	*28.9%*	*36.9%*	*83.4%*
%H (TV HH)			*43.1%*	*15.4%*	*69.2%*	*30.4%*	*38.8%*	
Main living room	2469	2469	1067	384	1713	755	958	2066
%V	*93.6%*	*98.6%*	*98.8%*	*99.5%*	*98.8%*	*99.2%*	*98.6%*	*93.9%*
%H (All HH)		*100.0%*	*43.2%*	*15.6%*	*69.4%*	*30.6%*	*38.8%*	*83.7%*
%H (TV HH)			*43.2%*	*15.6%*	*69.4%*	*30.6%*	*38.8%*	
Kitchen	307	307	162	40	247	139	109	276
%V	*11.6%*	*12.3%*	*15.0%*	*10.4%*	*14.3%*	*18.3%*	*11.2%*	*12.5%*
%H (All HH)		*100.0%*	*52.8%*	*13.0%*	*80.5%*	*45.3%*	*35.5%*	*89.9%*
%H (TV HH)			*52.8%*	*13.0%*	*80.5%*	*45.3%*	*35.5%*	
Adult's bedroom	1198	1198	601	214	902	523	379	1062
%V	*45.4%*	*47.9%*	*55.6%*	*55.4%*	*52.0%*	*68.7%*	*39.0%*	*48.3%*
%H (All HH)		*100.0%*	*50.2%*	*17.9%*	*75.3%*	*43.7%*	*31.6%*	*88.6%*
%H (TV HH)			*50.2%*	*17.9%*	*75.3%*	*43.7%*	*31.6%*	
Child's bedroom	268	268	159	49	179	122	57	264
%V	*10.2%*	*10.7%*	*14.7%*	*12.7%*	*10.3%*	*16.0%*	*5.9%*	*12.0%*
%H (All HH)		*100.0%*	*59.3%*	*18.3%*	*66.8%*	*45.5%*	*21.3%*	*98.5%*
%H (TV HH)			*59.3%*	*18.3%*	*66.8%*	*45.5%*	*21.3%*	
Other bedroom	177	177	94	28	138	84	55	162
%V	*6.7%*	*7.1%*	*8.7%*	*7.3%*	*8.0%*	*11.0%*	*5.7%*	*7.4%*
%H (All HH)		*100.0%*	*53.1%*	*15.8%*	*78.0%*	*47.5%*	*31.1%*	*91.5%*
%H (TV HH)			*53.1%*	*15.8%*	*78.0%*	*47.5%*	*31.1%*	
Second living/dining room	200	200	116	31	158	104	54	190
%V	*7.6%*	*8.0%*	*10.7%*	*8.0%*	*9.1%*	*13.7%*	*5.6%*	*8.6%*
%H (All HH)		*100.0%*	*58.0%*	*15.5%*	*79.0%*	*52.0%*	*27.0%*	*95.0%*
%H (TV HH)			*58.0%*	*15.5%*	*79.0%*	*52.0%*	*27.0%*	
Study/office	35	35	18	5	28	18	10	34
%V	*1.3%*	*1.4%*	*1.7%*	*1.3%*	*1.6%*	*2.4%*	*1.0%*	*1.5%*
%H (All HH)		*100.0%*	*51.4%*	*14.3%*	*80.0%*	*51.4%*	*28.6%*	*97.1%*
%H (TV HH)			*51.4%*	*14.3%*	*80.0%*	*51.4%*	*28.6%*	
TV room	41	41	25	6	30	19	10	38
%V	*1.6%*	*1.6%*	*2.3%*	*1.6%*	*1.7%*	*2.5%*	*1.0%*	*1.7%*
%H (All HH)		*100.0%*	*61.0%*	*14.6%*	*73.2%*	*46.3%*	*24.4%*	*92.7%*
%H (TV HH)			*61.0%*	*14.6%*	*73.2%*	*46.3%*	*24.4%*	
Conservatory	60	60	36	8	45	30	15	54
%V	*2.3%*	*2.4%*	*3.3%*	*2.1%*	*2.6%*	*3.9%*	*1.5%*	*2.5%*
%H (All HH)		*100.0%*	*60.0%*	*13.3%*	*75.0%*	*50.0%*	*25.0%*	*90.0%*
%H (TV HH)			*60.0%*	*13.3%*	*75.0%*	*50.0%*	*25.0%*	
Attic or loft room	5	5	4	0	3	2	1	5
%V	*0.2%*	*0.2%*	*0.4%*	*0.0%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*100.0%*
%H (TV HH)			*80.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	
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	*0.8%*	*0.8%*	*1.4%*	*1.3%*	*1.0%*	*2.0%*	*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: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 28.8: 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	2637	2503	1080	386	1733	761	972	2200
%H (All HH)		*94.9%*	*41.0%*	*14.6%*	*65.7%*	*28.9%*	*36.9%*	*83.4%*
%H (TV HH)			*43.1%*	*15.4%*	*69.2%*	*30.4%*	*38.8%*	
Any DSAT provider	1080	1080	1080	12	569	569	0	990
%V	*41.0%*	*43.1%*	*100.0%*	*3.1%*	*32.8%*	*74.8%*	*0.0%*	*45.0%*
%H (All HH)			*100.0%*	*1.1%*	*52.7%*	*52.7%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*1.1%*	*52.7%*	*52.7%*	*0.0%*	
Sky with subcription	896	896	896	5	482	482	0	836
%V	*34.0%*	*35.8%*	*83.0%*	*1.3%*	*27.8%*	*63.3%*	*0.0%*	*38.0%*
%H (All HH)			*100.0%*	*0.6%*	*53.8%*	*53.8%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*0.6%*	*53.8%*	*53.8%*	*0.0%*	
Sky without subscription	68	68	68	3	32	32	0	57
%V	*2.6%*	*2.7%*	*6.3%*	*0.8%*	*1.8%*	*4.2%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*4.4%*	*47.1%*	*47.1%*	*0.0%*	*83.8%*
%H (TV HH)			*100.0%*	*4.4%*	*47.1%*	*47.1%*	*0.0%*	
Freesat	120	120	120	2	57	57	0	106
%V	*4.6%*	*4.8%*	*11.1%*	*0.5%*	*3.3%*	*7.5%*	*0.0%*	*4.8%*
%H (All HH)			*100.0%*	*1.7%*	*47.5%*	*47.5%*	*0.0%*	*88.3%*
%H (TV HH)			*100.0%*	*1.7%*	*47.5%*	*47.5%*	*0.0%*	
Other satellite provider	62	62	62	4	29	29	0	56
%V	*2.4%*	*2.5%*	*5.7%*	*1.0%*	*1.7%*	*3.8%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*6.5%*	*46.8%*	*46.8%*	*0.0%*	*90.3%*
%H (TV HH)			*100.0%*	*6.5%*	*46.8%*	*46.8%*	*0.0%*	
DCAB	386	386	12	386	198	198	0	361
%V	*14.6%*	*15.4%*	*1.1%*	*100.0%*	*11.4%*	*26.0%*	*0.0%*	*16.4%*
%H (All HH)			*3.1%*	*100.0%*	*51.3%*	*51.3%*	*0.0%*	*93.5%*
%H (TV HH)			*3.1%*	*100.0%*	*51.3%*	*51.3%*	*0.0%*	
DTT	1733	1733	569	198	1733	761	972	1396
%V	*65.7%*	*69.2%*	*52.7%*	*51.3%*	*100.0%*	*100.0%*	*100.0%*	*63.5%*
%H (All HH)		*100.0%*	*32.8%*	*11.4%*	*100.0%*	*43.9%*	*56.1%*	*80.6%*
%H (TV HH)			*32.8%*	*11.4%*	*100.0%*	*43.9%*	*56.1%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage 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

C4/Five - Scotland Macro Region

Household level data

Table 28.9: 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	2637	2503	1080	386	1733	761	972	2200
%H (All HH)		*94.9%*	*41.0%*	*14.6%*	*65.7%*	*28.9%*	*36.9%*	*83.4%*
%H (TV HH)			*43.1%*	*15.4%*	*69.2%*	*30.4%*	*38.8%*	
PVR	1622	1622	966	354	1011	698	313	1500
%V	*61.5%*	*64.8%*	*89.4%*	*91.7%*	*58.3%*	*91.7%*	*32.2%*	*68.2%*
%H (All HH)		*100.0%*	*59.6%*	*21.8%*	*62.3%*	*43.0%*	*19.3%*	*92.5%*
%H (TV HH)			*59.6%*	*21.8%*	*62.3%*	*43.0%*	*19.3%*	
DVDR	30	30	16	3	22	11	11	26
%V	*1.1%*	*1.2%*	*1.5%*	*0.8%*	*1.3%*	*1.4%*	*1.1%*	*1.2%*
%H (All HH)		*100.0%*	*53.3%*	*10.0%*	*73.3%*	*36.7%*	*36.7%*	*86.7%*
%H (TV HH)			*53.3%*	*10.0%*	*73.3%*	*36.7%*	*36.7%*	
VCR	21	21	8	4	16	7	9	13
%V	*0.8%*	*0.8%*	*0.7%*	*1.0%*	*0.9%*	*0.9%*	*0.9%*	*0.6%*
%H (All HH)		*100.0%*	*38.1%*	*19.0%*	*76.2%*	*33.3%*	*42.9%*	*61.9%*
%H (TV HH)			*38.1%*	*19.0%*	*76.2%*	*33.3%*	*42.9%*	
Any recorder	1635	1635	969	354	1023	699	324	1507
%V	*62.0%*	*65.3%*	*89.7%*	*91.7%*	*59.0%*	*91.9%*	*33.3%*	*68.5%*
%H (All HH)		*100.0%*	*59.3%*	*21.7%*	*62.6%*	*42.8%*	*19.8%*	*92.2%*
%H (TV HH)			*59.3%*	*21.7%*	*62.6%*	*42.8%*	*19.8%*	
Receives HDTV (via STB or built-in reception)	1660	1660	853	331	1129	642	488	1511
%V	*63.0%*	*66.3%*	*79.0%*	*85.8%*	*65.1%*	*84.4%*	*50.2%*	*68.7%*
%H (All HH)		*100.0%*	*51.4%*	*19.9%*	*68.0%*	*38.7%*	*29.4%*	*91.0%*
%H (TV HH)			*51.4%*	*19.9%*	*68.0%*	*38.7%*	*29.4%*	
DVD/Blu-ray player or recorder	1793	1793	812	297	1250	605	645	1556
%V	*68.0%*	*71.6%*	*75.2%*	*76.9%*	*72.1%*	*79.5%*	*66.4%*	*70.7%*
%H (All HH)		*100.0%*	*45.3%*	*16.6%*	*69.7%*	*33.7%*	*36.0%*	*86.8%*
%H (TV HH)			*45.3%*	*16.6%*	*69.7%*	*33.7%*	*36.0%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage 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

C4/Five - Scotland Macro Region

Household level data

Table 28.10: 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	2637	2503	1080	386	1733	761	972	2200
%H (All HH)		*94.9%*	*41.0%*	*14.6%*	*65.7%*	*28.9%*	*36.9%*	*83.4%*
%H (TV HH)			*43.1%*	*15.4%*	*69.2%*	*30.4%*	*38.8%*	
Has broadband internet	2200	2095	990	361	1396	712	684	2200
%V	*83.4%*	*83.7%*	*91.7%*	*93.5%*	*80.6%*	*93.6%*	*70.4%*	*100.0%*
%H (All HH)		*95.2%*	*45.0%*	*16.4%*	*63.5%*	*32.4%*	*31.1%*	*100.0%*
%H (TV HH)			*47.3%*	*17.2%*	*66.6%*	*34.0%*	*32.6%*	
Number of computers (PCs and laptops)								
0	538	504	132	40	401	82	319	130
%V	*20.4%*	*20.1%*	*12.2%*	*10.4%*	*23.1%*	*10.8%*	*32.8%*	*5.9%*
%H (All HH)		*93.7%*	*24.5%*	*7.4%*	*74.5%*	*15.2%*	*59.3%*	*24.2%*
%H (TV HH)			*26.2%*	*7.9%*	*79.6%*	*16.3%*	*63.3%*	
1	679	635	267	98	423	168	254	657
%V	*25.7%*	*25.4%*	*24.7%*	*25.4%*	*24.4%*	*22.1%*	*26.1%*	*29.9%*
%H (All HH)		*93.5%*	*39.3%*	*14.4%*	*62.3%*	*24.7%*	*37.4%*	*96.8%*
%H (TV HH)			*42.0%*	*15.4%*	*66.6%*	*26.5%*	*40.0%*	
2	617	594	285	102	403	210	193	612
%V	*23.4%*	*23.7%*	*26.4%*	*26.4%*	*23.3%*	*27.6%*	*19.9%*	*27.8%*
%H (All HH)		*96.3%*	*46.2%*	*16.5%*	*65.3%*	*34.0%*	*31.3%*	*99.2%*
%H (TV HH)			*48.0%*	*17.2%*	*67.8%*	*35.4%*	*32.5%*	
3	372	354	176	64	237	137	100	371
%V	*14.1%*	*14.1%*	*16.3%*	*16.6%*	*13.7%*	*18.0%*	*10.3%*	*16.9%*
%H (All HH)		*95.2%*	*47.3%*	*17.2%*	*63.7%*	*36.8%*	*26.9%*	*99.7%*
%H (TV HH)			*49.7%*	*18.1%*	*66.9%*	*38.7%*	*28.2%*	
4	207	202	104	39	130	74	56	207
%V	*7.8%*	*8.1%*	*9.6%*	*10.1%*	*7.5%*	*9.7%*	*5.8%*	*9.4%*
%H (All HH)		*97.6%*	*50.2%*	*18.8%*	*62.8%*	*35.7%*	*27.1%*	*100.0%*
%H (TV HH)			*51.5%*	*19.3%*	*64.4%*	*36.6%*	*27.7%*	
5+	223	213	117	43	139	90	49	222
%V	*8.5%*	*8.5%*	*10.8%*	*11.1%*	*8.0%*	*11.8%*	*5.0%*	*10.1%*
%H (All HH)		*95.5%*	*52.5%*	*19.3%*	*62.3%*	*40.4%*	*22.0%*	*99.6%*
%H (TV HH)			*54.9%*	*20.2%*	*65.3%*	*42.3%*	*23.0%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage 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

C4/Five - Scotland Macro Region

Set level data

Table 28.11: 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	5199	2541	862	3774	2040	1733	4572
%H		*48.9%*	*16.6%*	*72.6%*	*39.2%*	*33.3%*	*87.9%*
Under 20"	407	192	58	316	161	155	349
%V	*7.8%*	*7.6%*	*6.7%*	*8.4%*	*7.9%*	*8.9%*	*7.6%*
%H		*47.2%*	*14.3%*	*77.6%*	*39.6%*	*38.1%*	*85.7%*
20" - 29"	1008	468	160	792	419	374	834
%V	*19.4%*	*18.4%*	*18.6%*	*21.0%*	*20.5%*	*21.6%*	*18.2%*
%H		*46.4%*	*15.9%*	*78.6%*	*41.6%*	*37.1%*	*82.7%*
30" - 39"	1634	752	258	1200	602	599	1405
%V	*31.4%*	*29.6%*	*29.9%*	*31.8%*	*29.5%*	*34.6%*	*30.7%*
%H		*46.0%*	*15.8%*	*73.4%*	*36.8%*	*36.7%*	*86.0%*
40" - 49"	1487	770	267	1032	598	434	1367
%V	*28.6%*	*30.3%*	*31.0%*	*27.3%*	*29.3%*	*25.0%*	*29.9%*
%H		*51.8%*	*18.0%*	*69.4%*	*40.2%*	*29.2%*	*91.9%*
50" - 59"	457	255	84	318	202	116	434
%V	*8.8%*	*10.0%*	*9.7%*	*8.4%*	*9.9%*	*6.7%*	*9.5%*
%H		*55.8%*	*18.4%*	*69.6%*	*44.2%*	*25.4%*	*95.0%*
60"+	46	31	7	28	20	8	44
%V	*0.9%*	*1.2%*	*0.8%*	*0.7%*	*1.0%*	*0.5%*	*1.0%*
%H		*67.4%*	*15.2%*	*60.9%*	*43.5%*	*17.4%*	*95.7%*
Don't know	159	73	30	88	39	48	139
%V	*3.1%*	*2.9%*	*3.5%*	*2.3%*	*1.9%*	*2.8%*	*3.0%*
%H		*45.9%*	*18.9%*	*55.3%*	*24.5%*	*30.2%*	*87.4%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 28.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5199	2541	862	3774	2040	1733	4572
%H		*48.9%*	*16.6%*	*72.6%*	*39.2%*	*33.3%*	*87.9%*
Main living room	2484	1074	388	1725	764	961	2080
%V	*47.8%*	*42.3%*	*45.0%*	*45.7%*	*37.5%*	*55.5%*	*45.5%*
%H		*43.2%*	*15.6%*	*69.4%*	*30.8%*	*38.7%*	*83.7%*
Kitchen	308	163	40	248	139	109	276
%V	*5.9%*	*6.4%*	*4.6%*	*6.6%*	*6.8%*	*6.3%*	*6.0%*
%H		*52.9%*	*13.0%*	*80.5%*	*45.1%*	*35.4%*	*89.6%*
Adult's bedroom	1486	763	280	1120	682	438	1335
%V	*28.6%*	*30.0%*	*32.5%*	*29.7%*	*33.4%*	*25.3%*	*29.2%*
%H		*51.3%*	*18.8%*	*75.4%*	*45.9%*	*29.5%*	*89.8%*
Child's bedroom	344	209	65	229	160	68	340
%V	*6.6%*	*8.2%*	*7.5%*	*6.1%*	*7.8%*	*3.9%*	*7.4%*
%H		*60.8%*	*18.9%*	*66.6%*	*46.5%*	*19.8%*	*98.8%*
Other bedroom	206	112	31	164	102	62	189
%V	*4.0%*	*4.4%*	*3.6%*	*4.3%*	*5.0%*	*3.6%*	*4.1%*
%H		*54.4%*	*15.0%*	*79.6%*	*49.5%*	*30.1%*	*91.7%*
Second living/dining room	203	119	31	159	105	54	193
%V	*3.9%*	*4.7%*	*3.6%*	*4.2%*	*5.1%*	*3.1%*	*4.2%*
%H		*58.6%*	*15.3%*	*78.3%*	*51.7%*	*26.6%*	*95.1%*
Study/office	36	19	5	29	19	10	35
%V	*0.7%*	*0.7%*	*0.6%*	*0.8%*	*0.9%*	*0.6%*	*0.8%*
%H		*52.8%*	*13.9%*	*80.6%*	*52.8%*	*27.8%*	*97.2%*
TV room	41	25	6	30	19	10	38
%V	*0.8%*	*1.0%*	*0.7%*	*0.8%*	*0.9%*	*0.6%*	*0.8%*
%H		*61.0%*	*14.6%*	*73.2%*	*46.3%*	*24.4%*	*92.7%*
Conservatory	60	37	8	45	30	15	55
%V	*1.2%*	*1.5%*	*0.9%*	*1.2%*	*1.5%*	*0.9%*	*1.2%*
%H		*61.7%*	*13.3%*	*75.0%*	*50.0%*	*25.0%*	*91.7%*
Attic or loft room	5	4	0	3	2	1	5
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*80.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*100.0%*
No specific location	2	1	0	2	1	1	2
%V	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*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%*	*0.5%*	*0.8%*	*0.2%*	*0.5%*
%H		*70.8%*	*25.0%*	*83.3%*	*70.8%*	*12.5%*	*100.0%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - Scotland Macro Region

Set level data

Table 28.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5199	2541	862	3774	2040	1733	4572
%H		*48.9%*	*16.6%*	*72.6%*	*39.2%*	*33.3%*	*87.9%*
PVR	2270	1446	499	1357	1007	350	2125
%V	*43.7%*	*56.9%*	*57.9%*	*36.0%*	*49.4%*	*20.2%*	*46.5%*
%H		*63.7%*	*22.0%*	*59.8%*	*44.4%*	*15.4%*	*93.6%*
DVDR	32	17	3	24	12	12	28
%V	*0.6%*	*0.7%*	*0.3%*	*0.6%*	*0.6%*	*0.7%*	*0.6%*
%H		*53.1%*	*9.4%*	*75.0%*	*37.5%*	*37.5%*	*87.5%*
VCR	24	9	4	19	8	11	16
%V	*0.5%*	*0.4%*	*0.5%*	*0.5%*	*0.4%*	*0.6%*	*0.3%*
%H		*37.5%*	*16.7%*	*79.2%*	*33.3%*	*45.8%*	*66.7%*
Any recorder	2291	1453	499	1375	1012	364	2138
%V	*44.1%*	*57.2%*	*57.9%*	*36.4%*	*49.6%*	*21.0%*	*46.8%*
%H		*63.4%*	*21.8%*	*60.0%*	*44.2%*	*15.9%*	*93.3%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 28.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5199	2541	862	3774	2040	1733	4572
%H		*48.9%*	*16.6%*	*72.6%*	*39.2%*	*33.3%*	*87.9%*
Receives HDTV (via STB or built-in reception)	2637	1406	552	1854	1150	704	2429
%V	*50.7%*	*55.3%*	*64.0%*	*49.1%*	*56.4%*	*40.6%*	*53.1%*
%H		*53.3%*	*20.9%*	*70.3%*	*43.6%*	*26.7%*	*92.1%*
DVD/Blu-ray player or recorder	2676	1304	461	1898	1027	871	2397
%V	*51.5%*	*51.3%*	*53.5%*	*50.3%*	*50.3%*	*50.3%*	*52.4%*
%H		*48.7%*	*17.2%*	*70.9%*	*38.4%*	*32.5%*	*89.6%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 28.15: 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	2502	1080	386	1733	761	972	2094
%H		*43.2%*	*15.4%*	*69.3%*	*30.4%*	*38.8%*	*83.7%*
Under 20"	21	3	1	16	1	14	15
%V	*0.8%*	*0.3%*	*0.3%*	*0.9%*	*0.1%*	*1.4%*	*0.7%*
%H		*14.3%*	*4.8%*	*76.2%*	*4.8%*	*66.7%*	*71.4%*
20" - 29"	206	50	21	155	31	124	130
%V	*8.2%*	*4.6%*	*5.4%*	*8.9%*	*4.1%*	*12.8%*	*6.2%*
%H		*24.3%*	*10.2%*	*75.2%*	*15.0%*	*60.2%*	*63.1%*
30" - 39"	735	255	95	534	171	363	553
%V	*29.4%*	*23.6%*	*24.6%*	*30.8%*	*22.5%*	*37.3%*	*26.4%*
%H		*34.7%*	*12.9%*	*72.7%*	*23.3%*	*49.4%*	*75.2%*
40" - 49"	1051	515	182	710	375	335	942
%V	*42.0%*	*47.7%*	*47.2%*	*41.0%*	*49.3%*	*34.5%*	*45.0%*
%H		*49.0%*	*17.3%*	*67.6%*	*35.7%*	*31.9%*	*89.6%*
50" - 59"	371	202	67	259	160	99	352
%V	*14.8%*	*18.7%*	*17.4%*	*14.9%*	*21.0%*	*10.2%*	*16.8%*
%H		*54.4%*	*18.1%*	*69.8%*	*43.1%*	*26.7%*	*94.9%*
60"+	39	25	6	23	16	7	37
%V	*1.6%*	*2.3%*	*1.6%*	*1.3%*	*2.1%*	*0.7%*	*1.8%*
%H		*64.1%*	*15.4%*	*59.0%*	*41.0%*	*17.9%*	*94.9%*
Don't know	79	29	13	36	7	29	66
%V	*3.2%*	*2.7%*	*3.4%*	*2.1%*	*0.9%*	*3.0%*	*3.2%*
%H		*36.7%*	*16.5%*	*45.6%*	*8.9%*	*36.7%*	*83.5%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2502	1080	386	1733	761	972	2094
%H		*43.2%*	*15.4%*	*69.3%*	*30.4%*	*38.8%*	*83.7%*
PVR	1581	946	348	976	678	298	1463
%V	*63.2%*	*87.6%*	*90.2%*	*56.3%*	*89.1%*	*30.7%*	*69.9%*
%H		*59.8%*	*22.0%*	*61.7%*	*42.9%*	*18.8%*	*92.5%*
DVDR	24	12	3	18	8	9	21
%V	*1.0%*	*1.1%*	*0.8%*	*1.0%*	*1.1%*	*0.9%*	*1.0%*
%H		*50.0%*	*12.5%*	*75.0%*	*33.3%*	*37.5%*	*87.5%*
VCR	17	6	4	13	5	8	10
%V	*0.7%*	*0.6%*	*1.0%*	*0.8%*	*0.7%*	*0.8%*	*0.5%*
%H		*35.3%*	*23.5%*	*76.5%*	*29.4%*	*47.1%*	*58.8%*
Any recorder	1595	950	348	988	679	308	1470
%V	*63.7%*	*88.0%*	*90.2%*	*57.0%*	*89.2%*	*31.7%*	*70.2%*
%H		*59.6%*	*21.8%*	*61.9%*	*42.6%*	*19.3%*	*92.2%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2502	1080	386	1733	761	972	2094
%H		*43.2%*	*15.4%*	*69.3%*	*30.4%*	*38.8%*	*83.7%*
Receives HDTV (via STB or built-in reception)	1600	827	323	1077	616	461	1460
%V	*63.9%*	*76.6%*	*83.7%*	*62.1%*	*80.9%*	*47.4%*	*69.7%*
%H		*51.7%*	*20.2%*	*67.3%*	*38.5%*	*28.8%*	*91.3%*
DVD/Blu-ray player or recorder	1550	677	255	1077	495	582	1331
%V	*62.0%*	*62.7%*	*66.1%*	*62.1%*	*65.0%*	*59.9%*	*63.6%*
%H		*43.7%*	*16.5%*	*69.5%*	*31.9%*	*37.5%*	*85.9%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 28.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2696	1461	477	2041	1280	761	2478
%H		*54.2%*	*17.7%*	*75.7%*	*47.5%*	*28.2%*	*91.9%*
Under 20"	386	189	57	300	160	141	333
%V	*14.3%*	*12.9%*	*11.9%*	*14.7%*	*12.5%*	*18.5%*	*13.4%*
%H		*49.0%*	*14.8%*	*77.7%*	*41.5%*	*36.5%*	*86.3%*
20" - 29"	803	418	139	637	387	250	704
%V	*29.8%*	*28.6%*	*29.1%*	*31.2%*	*30.2%*	*32.9%*	*28.4%*
%H		*52.1%*	*17.3%*	*79.3%*	*48.2%*	*31.1%*	*87.7%*
30" - 39"	898	498	163	666	431	236	853
%V	*33.3%*	*34.1%*	*34.2%*	*32.6%*	*33.7%*	*31.0%*	*34.4%*
%H		*55.5%*	*18.2%*	*74.2%*	*48.0%*	*26.3%*	*95.0%*
40" - 49"	436	255	85	322	223	99	425
%V	*16.2%*	*17.5%*	*17.8%*	*15.8%*	*17.4%*	*13.0%*	*17.2%*
%H		*58.5%*	*19.5%*	*73.9%*	*51.1%*	*22.7%*	*97.5%*
50" - 59"	86	52	16	59	42	17	82
%V	*3.2%*	*3.6%*	*3.4%*	*2.9%*	*3.3%*	*2.2%*	*3.3%*
%H		*60.5%*	*18.6%*	*68.6%*	*48.8%*	*19.8%*	*95.3%*
60"+	7	6	1	5	4	0	7
%V	*0.3%*	*0.4%*	*0.2%*	*0.2%*	*0.3%*	*0.0%*	*0.3%*
%H		*85.7%*	*14.3%*	*71.4%*	*57.1%*	*0.0%*	*100.0%*
Don't know	80	44	17	51	32	19	73
%V	*3.0%*	*3.0%*	*3.6%*	*2.5%*	*2.5%*	*2.5%*	*2.9%*
%H		*55.0%*	*21.3%*	*63.8%*	*40.0%*	*23.8%*	*91.3%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2696	1461	477	2041	1280	761	2478
%H		*54.2%*	*17.7%*	*75.7%*	*47.5%*	*28.2%*	*91.9%*
PVR	689	500	151	381	329	52	662
%V	*25.6%*	*34.2%*	*31.7%*	*18.7%*	*25.7%*	*6.8%*	*26.7%*
%H		*72.6%*	*21.9%*	*55.3%*	*47.8%*	*7.5%*	*96.1%*
DVDR	8	5	0	6	4	3	8
%V	*0.3%*	*0.3%*	*0.0%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*
%H		*62.5%*	*0.0%*	*75.0%*	*50.0%*	*37.5%*	*100.0%*
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	696	503	151	388	332	56	668
%V	*25.8%*	*34.4%*	*31.7%*	*19.0%*	*25.9%*	*7.4%*	*27.0%*
%H		*72.3%*	*21.7%*	*55.7%*	*47.7%*	*8.0%*	*96.0%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 28.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2696	1461	477	2041	1280	761	2478
%H		*54.2%*	*17.7%*	*75.7%*	*47.5%*	*28.2%*	*91.9%*
Receives HDTV (via STB or built-in reception)	1037	580	229	777	534	243	969
%V	*38.5%*	*39.7%*	*48.0%*	*38.1%*	*41.7%*	*31.9%*	*39.1%*
%H		*55.9%*	*22.1%*	*74.9%*	*51.5%*	*23.4%*	*93.4%*
DVD/Blu-ray player or recorder	1126	627	206	821	532	290	1066
%V	*41.8%*	*42.9%*	*43.2%*	*40.2%*	*41.6%*	*38.1%*	*43.0%*
%H		*55.7%*	*18.3%*	*72.9%*	*47.2%*	*25.8%*	*94.7%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - Scotland Macro Region

Individual level data

Table 28.21: Age 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 Inds	5672	5417	2613	885	3649	1861	1788	5123
%H		*95.5%*	*46.1%*	*15.6%*	*64.3%*	*32.8%*	*31.5%*	*90.3%*
Total Children	966	941	517	154	595	347	248	949
%V	*17.0%*	*17.4%*	*19.8%*	*17.4%*	*16.3%*	*18.6%*	*13.9%*	*18.5%*
%H		*97.4%*	*53.5%*	*15.9%*	*61.6%*	*35.9%*	*25.7%*	*98.2%*
0 - 3	233	222	120	29	133	69	64	226
%V	*4.1%*	*4.1%*	*4.6%*	*3.3%*	*3.6%*	*3.7%*	*3.6%*	*4.4%*
%H		*95.3%*	*51.5%*	*12.4%*	*57.1%*	*29.6%*	*27.5%*	*97.0%*
4 - 15	734	718	397	125	461	277	184	723
%V	*12.9%*	*13.3%*	*15.2%*	*14.1%*	*12.6%*	*14.9%*	*10.3%*	*14.1%*
%H		*97.8%*	*54.1%*	*17.0%*	*62.8%*	*37.7%*	*25.1%*	*98.5%*
4 - 9	389	381	206	70	231	135	96	383
%V	*6.9%*	*7.0%*	*7.9%*	*7.9%*	*6.3%*	*7.3%*	*5.4%*	*7.5%*
%H		*97.9%*	*53.0%*	*18.0%*	*59.4%*	*34.7%*	*24.7%*	*98.5%*
10 - 15	344	338	191	55	230	142	88	340
%V	*6.1%*	*6.2%*	*7.3%*	*6.2%*	*6.3%*	*7.6%*	*4.9%*	*6.6%*
%H		*98.3%*	*55.5%*	*16.0%*	*66.9%*	*41.3%*	*25.6%*	*98.8%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - Scotland Macro Region

Individual level data

Table 28.22: Adults - 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 Inds	5672	5417	2613	885	3649	1861	1788	5123
%H		*95.5%*	*46.1%*	*15.6%*	*64.3%*	*32.8%*	*31.5%*	*90.3%*
Total Adults (16+)	4706	4477	2096	731	3055	1514	1540	4174
%V	*83.0%*	*82.6%*	*80.2%*	*82.6%*	*83.7%*	*81.4%*	*86.1%*	*81.5%*
%H		*95.1%*	*44.5%*	*15.5%*	*64.9%*	*32.2%*	*32.7%*	*88.7%*
16 - 19	247	224	111	39	151	87	64	243
%V	*4.4%*	*4.1%*	*4.2%*	*4.4%*	*4.1%*	*4.7%*	*3.6%*	*4.7%*
%H		*90.7%*	*44.9%*	*15.8%*	*61.1%*	*35.2%*	*25.9%*	*98.4%*
20 - 24	349	292	136	56	173	98	75	338
%V	*6.2%*	*5.4%*	*5.2%*	*6.3%*	*4.7%*	*5.3%*	*4.2%*	*6.6%*
%H		*83.7%*	*39.0%*	*16.0%*	*49.6%*	*28.1%*	*21.5%*	*96.8%*
25 - 34	761	689	336	99	409	208	200	742
%V	*13.4%*	*12.7%*	*12.9%*	*11.2%*	*11.2%*	*11.2%*	*11.2%*	*14.5%*
%H		*90.5%*	*44.2%*	*13.0%*	*53.7%*	*27.3%*	*26.3%*	*97.5%*
35 - 44	696	672	343	118	416	224	192	670
%V	*12.3%*	*12.4%*	*13.1%*	*13.3%*	*11.4%*	*12.0%*	*10.7%*	*13.1%*
%H		*96.6%*	*49.3%*	*17.0%*	*59.8%*	*32.2%*	*27.6%*	*96.3%*
45 - 54	841	815	425	146	544	304	240	798
%V	*14.8%*	*15.0%*	*16.3%*	*16.5%*	*14.9%*	*16.3%*	*13.4%*	*15.6%*
%H		*96.9%*	*50.5%*	*17.4%*	*64.7%*	*36.1%*	*28.5%*	*94.9%*
55 - 64	754	741	356	130	544	287	257	688
%V	*13.3%*	*13.7%*	*13.6%*	*14.7%*	*14.9%*	*15.4%*	*14.4%*	*13.4%*
%H		*98.3%*	*47.2%*	*17.2%*	*72.1%*	*38.1%*	*34.1%*	*91.2%*
65+	1058	1042	389	142	818	307	512	695
%V	*18.7%*	*19.2%*	*14.9%*	*16.0%*	*22.4%*	*16.5%*	*28.6%*	*13.6%*
%H		*98.5%*	*36.8%*	*13.4%*	*77.3%*	*29.0%*	*48.4%*	*65.7%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - Scotland Macro Region

Individual level data

Table 28.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4706	4477	2096	731	3055	1514	1540	4174
%H		*95.1%*	*44.5%*	*15.5%*	*64.9%*	*32.2%*	*32.7%*	*88.7%*
AB	1186	1153	559	204	775	400	375	1139
%V	*25.2%*	*25.8%*	*26.7%*	*27.9%*	*25.4%*	*26.4%*	*24.4%*	*27.3%*
%H		*97.2%*	*47.1%*	*17.2%*	*65.3%*	*33.7%*	*31.6%*	*96.0%*
C1	1334	1228	567	218	812	416	396	1244
%V	*28.3%*	*27.4%*	*27.1%*	*29.8%*	*26.6%*	*27.5%*	*25.7%*	*29.8%*
%H		*92.1%*	*42.5%*	*16.3%*	*60.9%*	*31.2%*	*29.7%*	*93.3%*
C2	986	958	496	154	657	370	287	892
%V	*21.0%*	*21.4%*	*23.7%*	*21.1%*	*21.5%*	*24.4%*	*18.6%*	*21.4%*
%H		*97.2%*	*50.3%*	*15.6%*	*66.6%*	*37.5%*	*29.1%*	*90.5%*
D	826	787	353	114	550	248	301	683
%V	*17.6%*	*17.6%*	*16.8%*	*15.6%*	*18.0%*	*16.4%*	*19.5%*	*16.4%*
%H		*95.3%*	*42.7%*	*13.8%*	*66.6%*	*30.0%*	*36.4%*	*82.7%*
E	374	351	121	42	260	80	181	215
%V	*7.9%*	*7.8%*	*5.8%*	*5.7%*	*8.5%*	*5.3%*	*11.8%*	*5.2%*
%H		*93.9%*	*32.4%*	*11.2%*	*69.5%*	*21.4%*	*48.4%*	*57.5%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 28.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4706	4477	2096	731	3055	1514	1540	4174
%H		*95.1%*	*44.5%*	*15.5%*	*64.9%*	*32.2%*	*32.7%*	*88.7%*
Working full time	2215	2134	1097	370	1369	763	606	2151
%V	*47.1%*	*47.7%*	*52.3%*	*50.6%*	*44.8%*	*50.4%*	*39.4%*	*51.5%*
%H		*96.3%*	*49.5%*	*16.7%*	*61.8%*	*34.4%*	*27.4%*	*97.1%*
Working part time	471	457	234	77	304	162	141	452
%V	*10.0%*	*10.2%*	*11.2%*	*10.5%*	*10.0%*	*10.7%*	*9.2%*	*10.8%*
%H		*97.0%*	*49.7%*	*16.3%*	*64.5%*	*34.4%*	*29.9%*	*96.0%*
Not working	2020	1886	765	283	1382	589	793	1570
%V	*42.9%*	*42.1%*	*36.5%*	*38.7%*	*45.2%*	*38.9%*	*51.5%*	*37.6%*
%H		*93.4%*	*37.9%*	*14.0%*	*68.4%*	*29.2%*	*39.3%*	*77.7%*
Housewife/Houseperson	2637	2503	1080	386	1733	761	972	2200
%V	*56.0%*	*55.9%*	*51.5%*	*52.8%*	*56.7%*	*50.3%*	*63.1%*	*52.7%*
%H		*94.9%*	*41.0%*	*14.6%*	*65.7%*	*28.9%*	*36.9%*	*83.4%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - Scotland Macro Region

Individual level data

Table 28.25: Males - 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 Males (16+)	2268	2147	1034	344	1444	740	704	2040
%H		*94.7%*	*45.6%*	*15.2%*	*63.7%*	*32.6%*	*31.0%*	*89.9%*
16 - 19	126	115	59	20	76	45	30	124
%V	*5.6%*	*5.4%*	*5.7%*	*5.8%*	*5.3%*	*6.1%*	*4.3%*	*6.1%*
%H		*91.3%*	*46.8%*	*15.9%*	*60.3%*	*35.7%*	*23.8%*	*98.4%*
20 - 24	178	152	71	28	87	48	39	171
%V	*7.8%*	*7.1%*	*6.9%*	*8.1%*	*6.0%*	*6.5%*	*5.5%*	*8.4%*
%H		*85.4%*	*39.9%*	*15.7%*	*48.9%*	*27.0%*	*21.9%*	*96.1%*
25 - 34	374	336	162	48	198	101	96	365
%V	*16.5%*	*15.6%*	*15.7%*	*14.0%*	*13.7%*	*13.6%*	*13.6%*	*17.9%*
%H		*89.8%*	*43.3%*	*12.8%*	*52.9%*	*27.0%*	*25.7%*	*97.6%*
35 - 44	339	325	167	58	195	109	86	325
%V	*14.9%*	*15.1%*	*16.2%*	*16.9%*	*13.5%*	*14.7%*	*12.2%*	*15.9%*
%H		*95.9%*	*49.3%*	*17.1%*	*57.5%*	*32.2%*	*25.4%*	*95.9%*
45 - 54	404	390	205	66	262	146	116	382
%V	*17.8%*	*18.2%*	*19.8%*	*19.2%*	*18.1%*	*19.7%*	*16.5%*	*18.7%*
%H		*96.5%*	*50.7%*	*16.3%*	*64.9%*	*36.1%*	*28.7%*	*94.6%*
55 - 64	365	358	178	61	261	141	121	329
%V	*16.1%*	*16.7%*	*17.2%*	*17.7%*	*18.1%*	*19.1%*	*17.2%*	*16.1%*
%H		*98.1%*	*48.8%*	*16.7%*	*71.5%*	*38.6%*	*33.2%*	*90.1%*
65+	480	470	193	63	366	151	215	345
%V	*21.2%*	*21.9%*	*18.7%*	*18.3%*	*25.3%*	*20.4%*	*30.5%*	*16.9%*
%H		*97.9%*	*40.2%*	*13.1%*	*76.3%*	*31.5%*	*44.8%*	*71.9%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2268	2147	1034	344	1444	740	704	2040
%H		*94.7%*	*45.6%*	*15.2%*	*63.7%*	*32.6%*	*31.0%*	*89.9%*
AB	593	571	285	100	379	202	177	575
%V	*26.1%*	*26.6%*	*27.6%*	*29.1%*	*26.2%*	*27.3%*	*25.1%*	*28.2%*
%H		*96.3%*	*48.1%*	*16.9%*	*63.9%*	*34.1%*	*29.8%*	*97.0%*
C1	608	560	264	99	365	194	171	580
%V	*26.8%*	*26.1%*	*25.5%*	*28.8%*	*25.3%*	*26.2%*	*24.3%*	*28.4%*
%H		*92.1%*	*43.4%*	*16.3%*	*60.0%*	*31.9%*	*28.1%*	*95.4%*
C2	531	514	268	80	353	199	154	474
%V	*23.4%*	*23.9%*	*25.9%*	*23.3%*	*24.4%*	*26.9%*	*21.9%*	*23.2%*
%H		*96.8%*	*50.5%*	*15.1%*	*66.5%*	*37.5%*	*29.0%*	*89.3%*
D	379	357	163	51	244	113	131	320
%V	*16.7%*	*16.6%*	*15.8%*	*14.8%*	*16.9%*	*15.3%*	*18.6%*	*15.7%*
%H		*94.2%*	*43.0%*	*13.5%*	*64.4%*	*29.8%*	*34.6%*	*84.4%*
E	156	145	55	15	104	33	71	90
%V	*6.9%*	*6.8%*	*5.3%*	*4.4%*	*7.2%*	*4.5%*	*10.1%*	*4.4%*
%H		*92.9%*	*35.3%*	*9.6%*	*66.7%*	*21.2%*	*45.5%*	*57.7%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 28.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2268	2147	1034	344	1444	740	704	2040
%H		*94.7%*	*45.6%*	*15.2%*	*63.7%*	*32.6%*	*31.0%*	*89.9%*
Working full time	1320	1267	672	213	809	463	346	1284
%V	*58.2%*	*59.0%*	*65.0%*	*61.9%*	*56.0%*	*62.6%*	*49.1%*	*62.9%*
%H		*96.0%*	*50.9%*	*16.1%*	*61.3%*	*35.1%*	*26.2%*	*97.3%*
Working part time	80	74	35	11	48	23	26	77
%V	*3.5%*	*3.4%*	*3.4%*	*3.2%*	*3.3%*	*3.1%*	*3.7%*	*3.8%*
%H		*92.5%*	*43.8%*	*13.8%*	*60.0%*	*28.8%*	*32.5%*	*96.3%*
Not working	868	806	327	120	586	255	332	680
%V	*38.3%*	*37.5%*	*31.6%*	*34.9%*	*40.6%*	*34.5%*	*47.2%*	*33.3%*
%H		*92.9%*	*37.7%*	*13.8%*	*67.5%*	*29.4%*	*38.2%*	*78.3%*
Housewife/Houseperson	597	539	199	72	365	127	238	447
%V	*26.3%*	*25.1%*	*19.2%*	*20.9%*	*25.3%*	*17.2%*	*33.8%*	*21.9%*
%H		*90.3%*	*33.3%*	*12.1%*	*61.1%*	*21.3%*	*39.9%*	*74.9%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - Scotland Macro Region

Individual level data

Table 28.28: Females - 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 Females (16+)	2438	2329	1061	387	1610	774	837	2134
%H		*95.5%*	*43.5%*	*15.9%*	*66.0%*	*31.7%*	*34.3%*	*87.5%*
16 - 19	121	109	52	19	75	41	34	119
%V	*5.0%*	*4.7%*	*4.9%*	*4.9%*	*4.7%*	*5.3%*	*4.1%*	*5.6%*
%H		*90.1%*	*43.0%*	*15.7%*	*62.0%*	*33.9%*	*28.1%*	*98.3%*
20 - 24	170	140	65	28	87	50	37	167
%V	*7.0%*	*6.0%*	*6.1%*	*7.2%*	*5.4%*	*6.5%*	*4.4%*	*7.8%*
%H		*82.4%*	*38.2%*	*16.5%*	*51.2%*	*29.4%*	*21.8%*	*98.2%*
25 - 34	387	354	174	51	211	107	104	377
%V	*15.9%*	*15.2%*	*16.4%*	*13.2%*	*13.1%*	*13.8%*	*12.4%*	*17.7%*
%H		*91.5%*	*45.0%*	*13.2%*	*54.5%*	*27.6%*	*26.9%*	*97.4%*
35 - 44	357	347	176	60	221	115	105	345
%V	*14.6%*	*14.9%*	*16.6%*	*15.5%*	*13.7%*	*14.9%*	*12.5%*	*16.2%*
%H		*97.2%*	*49.3%*	*16.8%*	*61.9%*	*32.2%*	*29.4%*	*96.6%*
45 - 54	436	425	220	80	282	158	124	417
%V	*17.9%*	*18.2%*	*20.7%*	*20.7%*	*17.5%*	*20.4%*	*14.8%*	*19.5%*
%H		*97.5%*	*50.5%*	*18.3%*	*64.7%*	*36.2%*	*28.4%*	*95.6%*
55 - 64	388	382	178	69	282	146	136	358
%V	*15.9%*	*16.4%*	*16.8%*	*17.8%*	*17.5%*	*18.9%*	*16.2%*	*16.8%*
%H		*98.5%*	*45.9%*	*17.8%*	*72.7%*	*37.6%*	*35.1%*	*92.3%*
65+	578	572	196	79	452	156	296	350
%V	*23.7%*	*24.6%*	*18.5%*	*20.4%*	*28.1%*	*20.2%*	*35.4%*	*16.4%*
%H		*99.0%*	*33.9%*	*13.7%*	*78.2%*	*27.0%*	*51.2%*	*60.6%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2438	2329	1061	387	1610	774	837	2134
%H		*95.5%*	*43.5%*	*15.9%*	*66.0%*	*31.7%*	*34.3%*	*87.5%*
AB	592	581	274	104	397	199	198	564
%V	*24.3%*	*24.9%*	*25.8%*	*26.9%*	*24.7%*	*25.7%*	*23.7%*	*26.4%*
%H		*98.1%*	*46.3%*	*17.6%*	*67.1%*	*33.6%*	*33.4%*	*95.3%*
C1	726	668	304	119	448	222	225	664
%V	*29.8%*	*28.7%*	*28.7%*	*30.7%*	*27.8%*	*28.7%*	*26.9%*	*31.1%*
%H		*92.0%*	*41.9%*	*16.4%*	*61.7%*	*30.6%*	*31.0%*	*91.5%*
C2	455	444	227	74	304	171	133	418
%V	*18.7%*	*19.1%*	*21.4%*	*19.1%*	*18.9%*	*22.1%*	*15.9%*	*19.6%*
%H		*97.6%*	*49.9%*	*16.3%*	*66.8%*	*37.6%*	*29.2%*	*91.9%*
D	447	430	191	63	306	136	170	363
%V	*18.3%*	*18.5%*	*18.0%*	*16.3%*	*19.0%*	*17.6%*	*20.3%*	*17.0%*
%H		*96.2%*	*42.7%*	*14.1%*	*68.5%*	*30.4%*	*38.0%*	*81.2%*
E	218	206	66	27	156	46	110	125
%V	*8.9%*	*8.8%*	*6.2%*	*7.0%*	*9.7%*	*5.9%*	*13.1%*	*5.9%*
%H		*94.5%*	*30.3%*	*12.4%*	*71.6%*	*21.1%*	*50.5%*	*57.3%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
July 2016 - June 2017

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2438	2329	1061	387	1610	774	837	2134
%H		*95.5%*	*43.5%*	*15.9%*	*66.0%*	*31.7%*	*34.3%*	*87.5%*
Working full time	895	866	425	158	559	300	260	867
%V	*36.7%*	*37.2%*	*40.1%*	*40.8%*	*34.7%*	*38.8%*	*31.1%*	*40.6%*
%H		*96.8%*	*47.5%*	*17.7%*	*62.5%*	*33.5%*	*29.1%*	*96.9%*
Working part time	390	383	199	66	256	140	116	375
%V	*16.0%*	*16.4%*	*18.8%*	*17.1%*	*15.9%*	*18.1%*	*13.9%*	*17.6%*
%H		*98.2%*	*51.0%*	*16.9%*	*65.6%*	*35.9%*	*29.7%*	*96.2%*
Not working	1152	1080	438	163	796	334	461	891
%V	*47.3%*	*46.4%*	*41.3%*	*42.1%*	*49.4%*	*43.2%*	*55.1%*	*41.8%*
%H		*93.8%*	*38.0%*	*14.1%*	*69.1%*	*29.0%*	*40.0%*	*77.3%*
Housewife/Houseperson	2039	1964	880	314	1368	634	734	1753
%V	*83.6%*	*84.3%*	*82.9%*	*81.1%*	*85.0%*	*81.9%*	*87.7%*	*82.1%*
%H		*96.3%*	*43.2%*	*15.4%*	*67.1%*	*31.1%*	*36.0%*	*86.0%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total