

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

Apr 2017 to Mar 2018



Ipsos Connect



BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

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See also

Volume 1 - Total Network and Appendices

Volume 3 - ITV areas

Introduction

Page 2

This reports contains the weighted data results from the Establishment survey for the period Apr 2017 - Mar 2018

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

Appendices can be found in the Volume 1 report. These contain details of the survey objectives, sample design, response rates and standard definitions. A copy of the questionnaire is also included at the end of the report.

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Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5482	5045	1888	972	3266	1228	2037	4921
%H (All HH)		92.0%	34.4%	17.7%	59.6%	22.4%	37.2%	89.8%
%H (TV HH)			37.4%	19.3%	64.7%	24.3%	40.4%	
AB	1667	1521	571	329	949	379	570	1630
%V	30.4%	30.1%	30.2%	33.8%	29.1%	30.9%	28.0%	33.1%
%H (All HH)		91.2%	34.3%	19.7%	56.9%	22.7%	34.2%	97.8%
%H (TV HH)			37.5%	21.6%	62.4%	24.9%	37.5%	
C1	1583	1460	549	307	955	393	562	1471
%V	28.9%	28.9%	29.1%	31.6%	29.2%	32.0%	27.6%	29.9%
%H (All HH)		92.2%	34.7%	19.4%	60.3%	24.8%	35.5%	92.9%
%H (TV HH)			37.6%	21.0%	65.4%	26.9%	38.5%	
C2	857	807	339	159	532	239	293	777
%V	15.6%	16.0%	18.0%	16.4%	16.3%	19.5%	14.4%	15.8%
%H (All HH)		94.2%	39.6%	18.6%	62.1%	27.9%	34.2%	90.7%
%H (TV HH)			42.0%	19.7%	65.9%	29.6%	36.3%	
D	825	745	284	111	450	131	319	699
%V	15.0%	14.8%	15.0%	11.4%	13.8%	10.7%	15.7%	14.2%
%H (All HH)		90.3%	34.4%	13.5%	54.5%	15.9%	38.7%	84.7%
%H (TV HH)			38.1%	14.9%	60.4%	17.6%	42.8%	
E	549	513	146	67	380	86	294	344
%V	10.0%	10.2%	7.7%	6.9%	11.6%	7.0%	14.4%	7.0%
%H (All HH)		93.4%	26.6%	12.2%	69.2%	15.7%	53.6%	62.7%
%H (TV HH)			28.5%	13.1%	74.1%	16.8%	57.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 1.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5482	5045	1888	972	3266	1228	2037	4921
%H (All HH)		92.0%	34.4%	17.7%	59.6%	22.4%	37.2%	89.8%
%H (TV HH)			37.4%	19.3%	64.7%	24.3%	40.4%	
Under 25	228	162	54	23	92	31	60	220
%V	4.2%	3.2%	2.9%	2.4%	2.8%	2.5%	2.9%	4.5%
%H (All HH)		71.1%	23.7%	10.1%	40.4%	13.6%	26.3%	96.5%
%H (TV HH)			33.3%	14.2%	56.8%	19.1%	37.0%	
25 - 34	1064	901	324	159	495	163	332	1044
%V	19.4%	17.9%	17.2%	16.4%	15.2%	13.3%	16.3%	21.2%
%H (All HH)		84.7%	30.5%	14.9%	46.5%	15.3%	31.2%	98.1%
%H (TV HH)			36.0%	17.6%	54.9%	18.1%	36.8%	
35 - 44	1133	1040	457	214	577	246	331	1112
%V	20.7%	20.6%	24.2%	22.0%	17.7%	20.0%	16.2%	22.6%
%H (All HH)		91.8%	40.3%	18.9%	50.9%	21.7%	29.2%	98.1%
%H (TV HH)			43.9%	20.6%	55.5%	23.7%	31.8%	
45 - 54	1042	983	426	223	620	290	330	1005
%V	19.0%	19.5%	22.6%	22.9%	19.0%	23.6%	16.2%	20.4%
%H (All HH)		94.3%	40.9%	21.4%	59.5%	27.8%	31.7%	96.4%
%H (TV HH)			43.3%	22.7%	63.1%	29.5%	33.6%	
55 - 64	805	780	293	173	554	240	314	740
%V	14.7%	15.5%	15.5%	17.8%	17.0%	19.5%	15.4%	15.0%
%H (All HH)		96.9%	36.4%	21.5%	68.8%	29.8%	39.0%	91.9%
%H (TV HH)			37.6%	22.2%	71.0%	30.8%	40.3%	
65 +	1210	1179	334	180	928	258	671	802
%V	22.1%	23.4%	17.7%	18.5%	28.4%	21.0%	32.9%	16.3%
%H (All HH)		97.4%	27.6%	14.9%	76.7%	21.3%	55.5%	66.3%
%H (TV HH)			28.3%	15.3%	78.7%	21.9%	56.9%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5482	5045	1888	972	3266	1228	2037	4921
%H (All HH)		92.0%	34.4%	17.7%	59.6%	22.4%	37.2%	89.8%
%H (TV HH)			37.4%	19.3%	64.7%	24.3%	40.4%	
1	1638	1432	374	194	1060	228	832	1217
%V	29.9%	28.4%	19.8%	20.0%	32.5%	18.6%	40.8%	24.7%
%H (All HH)		87.4%	22.8%	11.8%	64.7%	13.9%	50.8%	74.3%
%H (TV HH)			26.1%	13.5%	74.0%	15.9%	58.1%	
2	1703	1597	595	327	1049	423	626	1588
%V	31.1%	31.7%	31.5%	33.6%	32.1%	34.4%	30.7%	32.3%
%H (All HH)		93.8%	34.9%	19.2%	61.6%	24.8%	36.8%	93.2%
%H (TV HH)			37.3%	20.5%	65.7%	26.5%	39.2%	
3	911	855	375	190	509	250	259	897
%V	16.6%	16.9%	19.9%	19.5%	15.6%	20.4%	12.7%	18.2%
%H (All HH)		93.9%	41.2%	20.9%	55.9%	27.4%	28.4%	98.5%
%H (TV HH)			43.9%	22.2%	59.5%	29.2%	30.3%	
4	826	788	355	183	442	219	223	820
%V	15.1%	15.6%	18.8%	18.8%	13.5%	17.8%	10.9%	16.7%
%H (All HH)		95.4%	43.0%	22.2%	53.5%	26.5%	27.0%	99.3%
%H (TV HH)			45.1%	23.2%	56.1%	27.8%	28.3%	
5+	404	373	190	78	205	108	97	399
%V	7.4%	7.4%	10.1%	8.0%	6.3%	8.8%	4.8%	8.1%
%H (All HH)		92.3%	47.0%	19.3%	50.7%	26.7%	24.0%	98.8%
%H (TV HH)			50.9%	20.9%	55.0%	29.0%	26.0%	
Average HH size	2.42	2.45	2.72	2.64	2.31	2.67	2.10	2.54

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5482	5045	1888	972	3266	1228	2037	4921
%H (All HH)		92.0%	34.4%	17.7%	59.6%	22.4%	37.2%	89.8%
%H (TV HH)			37.4%	19.3%	64.7%	24.3%	40.4%	
Without	3897	3532	1198	652	2427	841	1586	3355
%V	71.1%	70.0%	63.5%	67.1%	74.3%	68.5%	77.9%	68.2%
%H (All HH)		90.6%	30.7%	16.7%	62.3%	21.6%	40.7%	86.1%
%H (TV HH)			33.9%	18.5%	68.7%	23.8%	44.9%	
With	1585	1513	690	320	839	388	451	1566
%V	28.9%	30.0%	36.5%	32.9%	25.7%	31.6%	22.1%	31.8%
%H (All HH)		95.5%	43.5%	20.2%	52.9%	24.5%	28.5%	98.8%
%H (TV HH)			45.6%	21.2%	55.5%	25.6%	29.8%	
0 - 3	615	578	265	113	304	130	174	606
%V	11.2%	11.5%	14.0%	11.6%	9.3%	10.6%	8.5%	12.3%
%H (All HH)		94.0%	43.1%	18.4%	49.4%	21.1%	28.3%	98.5%
%H (TV HH)			45.8%	19.6%	52.6%	22.5%	30.1%	
4 - 9	830	797	370	160	439	200	239	819
%V	15.1%	15.8%	19.6%	16.5%	13.4%	16.3%	11.7%	16.6%
%H (All HH)		96.0%	44.6%	19.3%	52.9%	24.1%	28.8%	98.7%
%H (TV HH)			46.4%	20.1%	55.1%	25.1%	30.0%	
10 - 15	695	673	317	150	386	195	191	689
%V	12.7%	13.3%	16.8%	15.4%	11.8%	15.9%	9.4%	14.0%
%H (All HH)		96.8%	45.6%	21.6%	55.5%	28.1%	27.5%	99.1%
%H (TV HH)			47.1%	22.3%	57.4%	29.0%	28.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5482	5045	1888	972	3266	1228	2037	4921
%H (All HH)		92.0%	34.4%	17.7%	59.6%	22.4%	37.2%	89.8%
%H (TV HH)			37.4%	19.3%	64.7%	24.3%	40.4%	
1	2568	2568	786	400	1484	271	1214	2225
%V	46.8%	50.9%	41.6%	41.2%	45.4%	22.1%	59.6%	45.2%
%H (All HH)		100.0%	30.6%	15.6%	57.8%	10.6%	47.3%	86.6%
%H (TV HH)			30.6%	15.6%	57.8%	10.6%	47.3%	
2	1514	1514	624	327	1046	482	564	1378
%V	27.6%	30.0%	33.1%	33.6%	32.0%	39.3%	27.7%	28.0%
%H (All HH)		100.0%	41.2%	21.6%	69.1%	31.8%	37.3%	91.0%
%H (TV HH)			41.2%	21.6%	69.1%	31.8%	37.3%	
3	636	636	307	155	473	290	184	614
%V	11.6%	12.6%	16.3%	15.9%	14.5%	23.6%	9.0%	12.5%
%H (All HH)		100.0%	48.3%	24.4%	74.4%	45.6%	28.9%	96.5%
%H (TV HH)			48.3%	24.4%	74.4%	45.6%	28.9%	
4	224	224	109	62	180	123	57	217
%V	4.1%	4.4%	5.8%	6.4%	5.5%	10.0%	2.8%	4.4%
%H (All HH)		100.0%	48.7%	27.7%	80.4%	54.9%	25.4%	96.9%
%H (TV HH)			48.7%	27.7%	80.4%	54.9%	25.4%	
5+	103	103	62	28	82	64	18	102
%V	1.9%	2.0%	3.3%	2.9%	2.5%	5.2%	0.9%	2.1%
%H (All HH)		100.0%	60.2%	27.2%	79.6%	62.1%	17.5%	99.0%
%H (TV HH)			60.2%	27.2%	79.6%	62.1%	17.5%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5482	5045	1888	972	3266	1228	2037	4921
%H (All HH)		92.0%	34.4%	17.7%	59.6%	22.4%	37.2%	89.8%
%H (TV HH)			37.4%	19.3%	64.7%	24.3%	40.4%	
Under 20"	526	526	180	110	447	208	240	457
%V	9.6%	10.4%	9.5%	11.3%	13.7%	16.9%	11.8%	9.3%
%H (All HH)		100.0%	34.2%	20.9%	85.0%	39.5%	45.6%	86.9%
%H (TV HH)			34.2%	20.9%	85.0%	39.5%	45.6%	
20" - 29"	1309	1309	454	268	1017	434	582	1152
%V	23.9%	25.9%	24.0%	27.6%	31.1%	35.3%	28.6%	23.4%
%H (All HH)		100.0%	34.7%	20.5%	77.7%	33.2%	44.5%	88.0%
%H (TV HH)			34.7%	20.5%	77.7%	33.2%	44.5%	
30" - 39"	2199	2199	833	443	1521	638	883	1984
%V	40.1%	43.6%	44.1%	45.6%	46.6%	52.0%	43.3%	40.3%
%H (All HH)		100.0%	37.9%	20.1%	69.2%	29.0%	40.2%	90.2%
%H (TV HH)			37.9%	20.1%	69.2%	29.0%	40.2%	
40" - 49"	2340	2340	1035	498	1463	696	767	2204
%V	42.7%	46.4%	54.8%	51.2%	44.8%	56.7%	37.7%	44.8%
%H (All HH)		100.0%	44.2%	21.3%	62.5%	29.7%	32.8%	94.2%
%H (TV HH)			44.2%	21.3%	62.5%	29.7%	32.8%	
50" - 59"	781	781	397	184	430	255	175	764
%V	14.2%	15.5%	21.0%	18.9%	13.2%	20.8%	8.6%	15.5%
%H (All HH)		100.0%	50.8%	23.6%	55.1%	32.7%	22.4%	97.8%
%H (TV HH)			50.8%	23.6%	55.1%	32.7%	22.4%	
60"+	103	103	53	23	52	29	23	101
%V	1.9%	2.0%	2.8%	2.4%	1.6%	2.4%	1.1%	2.1%
%H (All HH)		100.0%	51.5%	22.3%	50.5%	28.2%	22.3%	98.1%
%H (TV HH)			51.5%	22.3%	50.5%	28.2%	22.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5482	5045	1888	972	3266	1228	2037	4921
%H (All HH)		92.0%	34.4%	17.7%	59.6%	22.4%	37.2%	89.8%
%H (TV HH)			37.4%	19.3%	64.7%	24.3%	40.4%	
Main living room	4935	4935	1864	961	3196	1216	1980	4438
%V	90.0%	97.8%	98.7%	98.9%	97.9%	99.0%	97.2%	90.2%
%H (All HH)		100.0%	37.8%	19.5%	64.8%	24.6%	40.1%	89.9%
%H (TV HH)			37.8%	19.5%	64.8%	24.6%	40.1%	
Kitchen	485	485	226	103	392	222	170	455
%V	8.8%	9.6%	12.0%	10.6%	12.0%	18.1%	8.3%	9.2%
%H (All HH)		100.0%	46.6%	21.2%	80.8%	45.8%	35.1%	93.8%
%H (TV HH)			46.6%	21.2%	80.8%	45.8%	35.1%	
Adult's bedroom	1989	1989	886	455	1440	791	649	1861
%V	36.3%	39.4%	46.9%	46.8%	44.1%	64.4%	31.9%	37.8%
%H (All HH)		100.0%	44.5%	22.9%	72.4%	39.8%	32.6%	93.6%
%H (TV HH)			44.5%	22.9%	72.4%	39.8%	32.6%	
Child's bedroom	241	241	125	67	160	108	52	240
%V	4.4%	4.8%	6.6%	6.9%	4.9%	8.8%	2.6%	4.9%
%H (All HH)		100.0%	51.9%	27.8%	66.4%	44.8%	21.6%	99.6%
%H (TV HH)			51.9%	27.8%	66.4%	44.8%	21.6%	
Other bedroom	176	176	76	49	137	80	57	167
%V	3.2%	3.5%	4.0%	5.0%	4.2%	6.5%	2.8%	3.4%
%H (All HH)		100.0%	43.2%	27.8%	77.8%	45.5%	32.4%	94.9%
%H (TV HH)			43.2%	27.8%	77.8%	45.5%	32.4%	
Second living/dining room	334	334	157	81	234	135	99	309
%V	6.1%	6.6%	8.3%	8.3%	7.2%	11.0%	4.9%	6.3%
%H (All HH)		100.0%	47.0%	24.3%	70.1%	40.4%	29.6%	92.5%
%H (TV HH)			47.0%	24.3%	70.1%	40.4%	29.6%	
Study/office	64	64	28	13	51	25	26	62
%V	1.2%	1.3%	1.5%	1.3%	1.6%	2.0%	1.3%	1.3%
%H (All HH)		100.0%	43.8%	20.3%	79.7%	39.1%	40.6%	96.9%
%H (TV HH)			43.8%	20.3%	79.7%	39.1%	40.6%	
TV room	42	42	24	7	31	20	11	41
%V	0.8%	0.8%	1.3%	0.7%	0.9%	1.6%	0.5%	0.8%
%H (All HH)		100.0%	57.1%	16.7%	73.8%	47.6%	26.2%	97.6%
%H (TV HH)			57.1%	16.7%	73.8%	47.6%	26.2%	
Conservatory	47	47	27	10	36	24	12	46
%V	0.9%	0.9%	1.4%	1.0%	1.1%	2.0%	0.6%	0.9%
%H (All HH)		100.0%	57.4%	21.3%	76.6%	51.1%	25.5%	97.9%
%H (TV HH)			57.4%	21.3%	76.6%	51.1%	25.5%	
Attic or loft room	13	13	6	3	9	4	4	13
%V	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	46.2%	23.1%	69.2%	30.8%	30.8%	100.0%
%H (TV HH)			46.2%	23.1%	69.2%	30.8%	30.8%	
No specific location	7	7	3	1	5	3	3	6
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	42.9%	14.3%	71.4%	42.9%	42.9%	85.7%
%H (TV HH)			42.9%	14.3%	71.4%	42.9%	42.9%	
Other	57	57	32	13	38	25	12	55
%V	1.0%	1.1%	1.7%	1.3%	1.2%	2.0%	0.6%	1.1%
%H (All HH)		100.0%	56.1%	22.8%	66.7%	43.9%	21.1%	96.5%
%H (TV HH)			56.1%	22.8%	66.7%	43.9%	21.1%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5482	5045	1888	972	3266	1228	2037	4921
%H (All HH)		92.0%	34.4%	17.7%	59.6%	22.4%	37.2%	89.8%
%H (TV HH)			37.4%	19.3%	64.7%	24.3%	40.4%	
Any DSAT provider	1888	1888	1888	62	817	817	0	1799
%V	34.4%	37.4%	100.0%	6.4%	25.0%	66.5%	0.0%	36.6%
%H (All HH)			100.0%	3.3%	43.3%	43.3%	0.0%	95.3%
%H (TV HH)			100.0%	3.3%	43.3%	43.3%	0.0%	
Sky with subcription	1583	1583	1583	34	692	692	0	1518
%V	28.9%	31.4%	83.8%	3.5%	21.2%	56.4%	0.0%	30.8%
%H (All HH)			100.0%	2.1%	43.7%	43.7%	0.0%	95.9%
%H (TV HH)			100.0%	2.1%	43.7%	43.7%	0.0%	
Sky without subscription	100	100	100	8	32	32	0	88
%V	1.8%	2.0%	5.3%	0.8%	1.0%	2.6%	0.0%	1.8%
%H (All HH)			100.0%	8.0%	32.0%	32.0%	0.0%	88.0%
%H (TV HH)			100.0%	8.0%	32.0%	32.0%	0.0%	
Freesat	130	130	130	10	71	71	0	124
%V	2.4%	2.6%	6.9%	1.0%	2.2%	5.8%	0.0%	2.5%
%H (All HH)			100.0%	7.7%	54.6%	54.6%	0.0%	95.4%
%H (TV HH)			100.0%	7.7%	54.6%	54.6%	0.0%	
Other satellite provider	138	138	138	16	64	64	0	131
%V	2.5%	2.7%	7.3%	1.6%	2.0%	5.2%	0.0%	2.7%
%H (All HH)			100.0%	11.6%	46.4%	46.4%	0.0%	94.9%
%H (TV HH)			100.0%	11.6%	46.4%	46.4%	0.0%	
DCAB	972	972	62	972	443	443	0	939
%V	17.7%	19.3%	3.3%	100.0%	13.6%	36.1%	0.0%	19.1%
%H (All HH)			6.4%	100.0%	45.6%	45.6%	0.0%	96.6%
%H (TV HH)			6.4%	100.0%	45.6%	45.6%	0.0%	
DTT	3266	3266	817	443	3266	1228	2037	2839
%V	59.6%	64.7%	43.3%	45.6%	100.0%	100.0%	100.0%	57.7%
%H (All HH)		100.0%	25.0%	13.6%	100.0%	37.6%	62.4%	86.9%
%H (TV HH)			25.0%	13.6%	100.0%	37.6%	62.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5482	5045	1888	972	3266	1228	2037	4921
%H (All HH)		92.0%	34.4%	17.7%	59.6%	22.4%	37.2%	89.8%
%H (TV HH)			37.4%	19.3%	64.7%	24.3%	40.4%	
PVR	3055	3055	1660	884	1680	1115	565	2920
%V	55.7%	60.6%	87.9%	90.9%	51.4%	90.8%	27.7%	59.3%
%H (All HH)		100.0%	54.3%	28.9%	55.0%	36.5%	18.5%	95.6%
%H (TV HH)			54.3%	28.9%	55.0%	36.5%	18.5%	
DVDR	82	82	31	14	60	22	38	74
%V	1.5%	1.6%	1.6%	1.4%	1.8%	1.8%	1.9%	1.5%
%H (All HH)		100.0%	37.8%	17.1%	73.2%	26.8%	46.3%	90.2%
%H (TV HH)			37.8%	17.1%	73.2%	26.8%	46.3%	
VCR	42	42	10	3	37	8	29	25
%V	0.8%	0.8%	0.5%	0.3%	1.1%	0.7%	1.4%	0.5%
%H (All HH)		100.0%	23.8%	7.1%	88.1%	19.0%	69.0%	59.5%
%H (TV HH)			23.8%	7.1%	88.1%	19.0%	69.0%	
Any recorder	3102	3102	1666	886	1721	1118	603	2951
%V	56.6%	61.5%	88.2%	91.2%	52.7%	91.0%	29.6%	60.0%
%H (All HH)		100.0%	53.7%	28.6%	55.5%	36.0%	19.4%	95.1%
%H (TV HH)			53.7%	28.6%	55.5%	36.0%	19.4%	
Receives HDTV (via STB or built-in reception)	3481	3481	1445	852	2309	1068	1241	3292
%V	63.5%	69.0%	76.5%	87.7%	70.7%	87.0%	60.9%	66.9%
%H (All HH)		100.0%	41.5%	24.5%	66.3%	30.7%	35.7%	94.6%
%H (TV HH)			41.5%	24.5%	66.3%	30.7%	35.7%	
DVD/Blu-ray player or recorder	3066	3066	1201	644	2047	874	1173	2819
%V	55.9%	60.8%	63.6%	66.3%	62.7%	71.2%	57.6%	57.3%
%H (All HH)		100.0%	39.2%	21.0%	66.8%	28.5%	38.3%	91.9%
%H (TV HH)			39.2%	21.0%	66.8%	28.5%	38.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5482	5045	1888	972	3266	1228	2037	4921
%H (All HH)		92.0%	34.4%	17.7%	59.6%	22.4%	37.2%	89.8%
%H (TV HH)			37.4%	19.3%	64.7%	24.3%	40.4%	
Has broadband internet	4921	4536	1799	939	2839	1184	1655	4921
%V	89.8%	89.9%	95.3%	96.6%	86.9%	96.4%	81.2%	100.0%
%H (All HH)		92.2%	36.6%	19.1%	57.7%	24.1%	33.6%	100.0%
%H (TV HH)			39.7%	20.7%	62.6%	26.1%	36.5%	
Number of computers (PCs and laptops)								
0	765	687	153	57	540	75	464	256
%V	14.0%	13.6%	8.1%	5.9%	16.5%	6.1%	22.8%	5.2%
%H (All HH)		89.8%	20.0%	7.5%	70.6%	9.8%	60.7%	33.5%
%H (TV HH)			22.3%	8.3%	78.6%	10.9%	67.5%	
1	1549	1391	511	230	874	274	600	1507
%V	28.3%	27.6%	27.1%	23.7%	26.8%	22.3%	29.5%	30.6%
%H (All HH)		89.8%	33.0%	14.8%	56.4%	17.7%	38.7%	97.3%
%H (TV HH)			36.7%	16.5%	62.8%	19.7%	43.1%	
2	1402	1295	526	268	808	346	463	1398
%V	25.6%	25.7%	27.9%	27.6%	24.7%	28.2%	22.7%	28.4%
%H (All HH)		92.4%	37.5%	19.1%	57.6%	24.7%	33.0%	99.7%
%H (TV HH)			40.6%	20.7%	62.4%	26.7%	35.8%	
3	803	760	307	176	470	226	245	799
%V	14.6%	15.1%	16.3%	18.1%	14.4%	18.4%	12.0%	16.2%
%H (All HH)		94.6%	38.2%	21.9%	58.5%	28.1%	30.5%	99.5%
%H (TV HH)			40.4%	23.2%	61.8%	29.7%	32.2%	
4	485	456	200	113	285	152	133	484
%V	8.8%	9.0%	10.6%	11.6%	8.7%	12.4%	6.5%	9.8%
%H (All HH)		94.0%	41.2%	23.3%	58.8%	31.3%	27.4%	99.8%
%H (TV HH)			43.9%	24.8%	62.5%	33.3%	29.2%	
5+	478	458	191	127	288	155	133	478
%V	8.7%	9.1%	10.1%	13.1%	8.8%	12.6%	6.5%	9.7%
%H (All HH)		95.8%	40.0%	26.6%	60.3%	32.4%	27.8%	100.0%
%H (TV HH)			41.7%	27.7%	62.9%	33.8%	29.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8961	3731	1921	6162	2943	3219	8248
%H		41.6%	21.4%	68.8%	32.8%	35.9%	92.0%
Under 20"	642	223	139	548	261	287	562
%V	7.2%	6.0%	7.2%	8.9%	8.9%	8.9%	6.8%
%H		34.7%	21.7%	85.4%	40.7%	44.7%	87.5%
20" - 29"	1622	586	339	1277	579	698	1440
%V	18.1%	15.7%	17.6%	20.7%	19.7%	21.7%	17.5%
%H		36.1%	20.9%	78.7%	35.7%	43.0%	88.8%
30" - 39"	2650	1056	548	1848	836	1012	2418
%V	29.6%	28.3%	28.5%	30.0%	28.4%	31.4%	29.3%
%H		39.8%	20.7%	69.7%	31.5%	38.2%	91.2%
40" - 49"	2708	1225	601	1705	857	848	2562
%V	30.2%	32.8%	31.3%	27.7%	29.1%	26.3%	31.1%
%H		45.2%	22.2%	63.0%	31.6%	31.3%	94.6%
50" - 59"	841	434	198	467	282	185	823
%V	9.4%	11.6%	10.3%	7.6%	9.6%	5.7%	10.0%
%H		51.6%	23.5%	55.5%	33.5%	22.0%	97.9%
60"+	111	58	25	55	31	24	109
%V	1.2%	1.6%	1.3%	0.9%	1.1%	0.7%	1.3%
%H		52.3%	22.5%	49.5%	27.9%	21.6%	98.2%
Don't know	388	148	71	262	97	165	334
%V	4.3%	4.0%	3.7%	4.3%	3.3%	5.1%	4.0%
%H		38.1%	18.3%	67.5%	25.0%	42.5%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8961	3731	1921	6162	2943	3219	8248
%H		41.6%	21.4%	68.8%	32.8%	35.9%	92.0%
Main living room	4957	1873	966	3210	1222	1987	4457
%V	55.3%	50.2%	50.3%	52.1%	41.5%	61.7%	54.0%
%H		37.8%	19.5%	64.8%	24.7%	40.1%	89.9%
Kitchen	488	227	103	393	222	171	457
%V	5.4%	6.1%	5.4%	6.4%	7.5%	5.3%	5.5%
%H		46.5%	21.1%	80.5%	45.5%	35.0%	93.6%
Adult's bedroom	2444	1108	580	1791	1026	766	2303
%V	27.3%	29.7%	30.2%	29.1%	34.9%	23.8%	27.9%
%H		45.3%	23.7%	73.3%	42.0%	31.3%	94.2%
Child's bedroom	299	152	87	202	140	62	298
%V	3.3%	4.1%	4.5%	3.3%	4.8%	1.9%	3.6%
%H		50.8%	29.1%	67.6%	46.8%	20.7%	99.7%
Other bedroom	202	89	56	156	93	64	193
%V	2.3%	2.4%	2.9%	2.5%	3.2%	2.0%	2.3%
%H		44.1%	27.7%	77.2%	46.0%	31.7%	95.5%
Second living/dining room	338	159	81	237	136	101	313
%V	3.8%	4.3%	4.2%	3.8%	4.6%	3.1%	3.8%
%H		47.0%	24.0%	70.1%	40.2%	29.9%	92.6%
Study/office	65	28	13	51	26	26	63
%V	0.7%	0.8%	0.7%	0.8%	0.9%	0.8%	0.8%
%H		43.1%	20.0%	78.5%	40.0%	40.0%	96.9%
TV room	43	25	7	31	20	11	41
%V	0.5%	0.7%	0.4%	0.5%	0.7%	0.3%	0.5%
%H		58.1%	16.3%	72.1%	46.5%	25.6%	95.3%
Conservatory	47	27	10	36	24	12	46
%V	0.5%	0.7%	0.5%	0.6%	0.8%	0.4%	0.6%
%H		57.4%	21.3%	76.6%	51.1%	25.5%	97.9%
Attic or loft room	13	6	3	9	4	4	13
%V	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.2%
%H		46.2%	23.1%	69.2%	30.8%	30.8%	100.0%
No specific location	7	3	1	5	3	3	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		42.9%	14.3%	71.4%	42.9%	42.9%	85.7%
Other	60	35	14	40	27	12	58
%V	0.7%	0.9%	0.7%	0.6%	0.9%	0.4%	0.7%
%H		58.3%	23.3%	66.7%	45.0%	20.0%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data
Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8961	3731	1921	6162	2943	3219	8248
%H		41.6%	21.4%	68.8%	32.8%	35.9%	92.0%
PVR	4176	2426	1219	2164	1537	628	4020
%V	46.6%	65.0%	63.5%	35.1%	52.2%	19.5%	48.7%
%H		58.1%	29.2%	51.8%	36.8%	15.0%	96.3%
DVDR	88	34	15	64	24	40	78
%V	1.0%	0.9%	0.8%	1.0%	0.8%	1.2%	0.9%
%H		38.6%	17.0%	72.7%	27.3%	45.5%	88.6%
VCR	46	11	3	41	9	32	27
%V	0.5%	0.3%	0.2%	0.7%	0.3%	1.0%	0.3%
%H		23.9%	6.5%	89.1%	19.6%	69.6%	58.7%
Any recorder	4237	2438	1223	2217	1546	672	4063
%V	47.3%	65.3%	63.7%	36.0%	52.5%	20.9%	49.3%
%H		57.5%	28.9%	52.3%	36.5%	15.9%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8961	3731	1921	6162	2943	3219	8248
%H		41.6%	21.4%	68.8%	32.8%	35.9%	92.0%
Receives HDTV (via STB or built-in reception)	5231	2362	1332	3505	1859	1645	4988
%V	58.4%	63.3%	69.3%	56.9%	63.2%	51.1%	60.5%
%H		45.2%	25.5%	67.0%	35.5%	31.4%	95.4%
DVD/Blu-ray player or recorder	4091	1704	919	2772	1336	1436	3812
%V	45.7%	45.7%	47.8%	45.0%	45.4%	44.6%	46.2%
%H		41.7%	22.5%	67.8%	32.7%	35.1%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	5043	1888	972	3265	1228	2037	4535
%H		37.4%	19.3%	64.7%	24.4%	40.4%	89.9%
Under 20"	73	7	5	62	4	59	52
%V	1.4%	0.4%	0.5%	1.9%	0.3%	2.9%	1.1%
%H		9.6%	6.8%	84.9%	5.5%	80.8%	71.2%
20" - 29"	459	81	62	357	56	301	349
%V	9.1%	4.3%	6.4%	10.9%	4.6%	14.8%	7.7%
%H		17.6%	13.5%	77.8%	12.2%	65.6%	76.0%
30" - 39"	1426	437	249	985	296	689	1232
%V	28.3%	23.1%	25.6%	30.2%	24.1%	33.8%	27.2%
%H		30.6%	17.5%	69.1%	20.8%	48.3%	86.4%
40" - 49"	2074	883	436	1296	585	710	1945
%V	41.1%	46.8%	44.9%	39.7%	47.6%	34.9%	42.9%
%H		42.6%	21.0%	62.5%	28.2%	34.2%	93.8%
50" - 59"	719	367	166	392	231	161	703
%V	14.3%	19.4%	17.1%	12.0%	18.8%	7.9%	15.5%
%H		51.0%	23.1%	54.5%	32.1%	22.4%	97.8%
60"+	92	45	23	45	24	21	91
%V	1.8%	2.4%	2.4%	1.4%	2.0%	1.0%	2.0%
%H		48.9%	25.0%	48.9%	26.1%	22.8%	98.9%
Don't know	200	68	31	129	33	96	162
%V	4.0%	3.6%	3.2%	4.0%	2.7%	4.7%	3.6%
%H		34.0%	15.5%	64.5%	16.5%	48.0%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	5043	1888	972	3265	1228	2037	4535
%H		37.4%	19.3%	64.7%	24.4%	40.4%	89.9%
PVR	3005	1644	873	1639	1097	542	2873
%V	59.6%	87.1%	89.8%	50.2%	89.3%	26.6%	63.4%
%H		54.7%	29.1%	54.5%	36.5%	18.0%	95.6%
DVDR	71	27	11	50	17	33	63
%V	1.4%	1.4%	1.1%	1.5%	1.4%	1.6%	1.4%
%H		38.0%	15.5%	70.4%	23.9%	46.5%	88.7%
VCR	37	8	3	33	6	27	21
%V	0.7%	0.4%	0.3%	1.0%	0.5%	1.3%	0.5%
%H		21.6%	8.1%	89.2%	16.2%	73.0%	56.8%
Any recorder	3050	1651	875	1678	1100	578	2902
%V	60.5%	87.4%	90.0%	51.4%	89.6%	28.4%	64.0%
%H		54.1%	28.7%	55.0%	36.1%	19.0%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	5043	1888	972	3265	1228	2037	4535
%H		37.4%	19.3%	64.7%	24.4%	40.4%	89.9%
Receives HDTV (via STB or built-in reception)	3389	1402	837	2229	1026	1203	3205
%V	67.2%	74.3%	86.1%	68.3%	83.6%	59.1%	70.7%
%H		41.4%	24.7%	65.8%	30.3%	35.5%	94.6%
DVD/Blu-ray player or recorder	2798	1073	581	1861	765	1096	2563
%V	55.5%	56.8%	59.8%	57.0%	62.3%	53.8%	56.5%
%H		38.3%	20.8%	66.5%	27.3%	39.2%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC London

Set level data

Table 1.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3918	1843	948	2896	1715	1182	3713
%H		47.0%	24.2%	73.9%	43.8%	30.2%	94.8%
Under 20"	569	217	133	486	257	229	510
%V	14.5%	11.8%	14.0%	16.8%	15.0%	19.4%	13.7%
%H		38.1%	23.4%	85.4%	45.2%	40.2%	89.6%
20" - 29"	1162	506	278	920	523	397	1091
%V	29.7%	27.5%	29.3%	31.8%	30.5%	33.6%	29.4%
%H		43.5%	23.9%	79.2%	45.0%	34.2%	93.9%
30" - 39"	1224	619	299	863	540	323	1185
%V	31.2%	33.6%	31.5%	29.8%	31.5%	27.3%	31.9%
%H		50.6%	24.4%	70.5%	44.1%	26.4%	96.8%
40" - 49"	634	341	165	409	272	138	617
%V	16.2%	18.5%	17.4%	14.1%	15.9%	11.7%	16.6%
%H		53.8%	26.0%	64.5%	42.9%	21.8%	97.3%
50" - 59"	122	67	32	75	51	24	121
%V	3.1%	3.6%	3.4%	2.6%	3.0%	2.0%	3.3%
%H		54.9%	26.2%	61.5%	41.8%	19.7%	99.2%
60"+	18	13	2	10	7	3	18
%V	0.5%	0.7%	0.2%	0.3%	0.4%	0.3%	0.5%
%H		72.2%	11.1%	55.6%	38.9%	16.7%	100.0%
Don't know	188	81	40	133	64	69	172
%V	4.8%	4.4%	4.2%	4.6%	3.7%	5.8%	4.6%
%H		43.1%	21.3%	70.7%	34.0%	36.7%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC London

Set level data

Table 1.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3918	1843	948	2896	1715	1182	3713
%H		47.0%	24.2%	73.9%	43.8%	30.2%	94.8%
PVR	1170	781	346	525	440	85	1147
%V	29.9%	42.4%	36.5%	18.1%	25.7%	7.2%	30.9%
%H		66.8%	29.6%	44.9%	37.6%	7.3%	98.0%
DVDR	17	8	4	14	7	6	16
%V	0.4%	0.4%	0.4%	0.5%	0.4%	0.5%	0.4%
%H		47.1%	23.5%	82.4%	41.2%	35.3%	94.1%
VCR	9	4	0	8	2	5	6
%V	0.2%	0.2%	0.0%	0.3%	0.1%	0.4%	0.2%
%H		44.4%	0.0%	88.9%	22.2%	55.6%	66.7%
Any recorder	1186	787	348	539	445	94	1160
%V	30.3%	42.7%	36.7%	18.6%	25.9%	8.0%	31.2%
%H		66.4%	29.3%	45.4%	37.5%	7.9%	97.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3918	1843	948	2896	1715	1182	3713
%H		47.0%	24.2%	73.9%	43.8%	30.2%	94.8%
Receives HDTV (via STB or built-in reception)	1842	961	495	1275	833	442	1783
%V	47.0%	52.1%	52.2%	44.0%	48.6%	37.4%	48.0%
%H		52.2%	26.9%	69.2%	45.2%	24.0%	96.8%
DVD/Blu-ray player or recorder	1292	631	338	911	570	340	1249
%V	33.0%	34.2%	35.7%	31.5%	33.2%	28.8%	33.6%
%H		48.8%	26.2%	70.5%	44.1%	26.3%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	13250	12347	5129	2568	7551	3282	4270	12506
%H		93.2%	38.7%	19.4%	57.0%	24.8%	32.2%	94.4%
Total Children	2752	2627	1214	546	1452	671	781	2717
%V	20.8%	21.3%	23.7%	21.3%	19.2%	20.4%	18.3%	21.7%
%H		95.5%	44.1%	19.8%	52.8%	24.4%	28.4%	98.7%
0 - 3	724	679	313	130	354	149	205	712
%V	5.5%	5.5%	6.1%	5.1%	4.7%	4.5%	4.8%	5.7%
%H		93.8%	43.2%	18.0%	48.9%	20.6%	28.3%	98.3%
4 - 15	2028	1949	901	417	1098	522	576	2006
%V	15.3%	15.8%	17.6%	16.2%	14.5%	15.9%	13.5%	16.0%
%H		96.1%	44.4%	20.6%	54.1%	25.7%	28.4%	98.9%
4 - 9	1107	1057	493	213	581	262	320	1092
%V	8.4%	8.6%	9.6%	8.3%	7.7%	8.0%	7.5%	8.7%
%H		95.5%	44.5%	19.2%	52.5%	23.7%	28.9%	98.6%
10 - 15	921	892	409	204	516	260	256	913
%V	7.0%	7.2%	8.0%	7.9%	6.8%	7.9%	6.0%	7.3%
%H		96.9%	44.4%	22.1%	56.0%	28.2%	27.8%	99.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	13250	12347	5129	2568	7551	3282	4270	12506
%H		93.2%	38.7%	19.4%	57.0%	24.8%	32.2%	94.4%
Total Adults (16+)	10498	9719	3915	2021	6100	2611	3489	9789
%V	79.2%	78.7%	76.3%	78.7%	80.8%	79.6%	81.7%	78.3%
%H		92.6%	37.3%	19.3%	58.1%	24.9%	33.2%	93.2%
16 - 19	494	474	221	113	284	151	133	490
%V	3.7%	3.8%	4.3%	4.4%	3.8%	4.6%	3.1%	3.9%
%H		96.0%	44.7%	22.9%	57.5%	30.6%	26.9%	99.2%
20 - 24	820	677	271	151	401	200	202	804
%V	6.2%	5.5%	5.3%	5.9%	5.3%	6.1%	4.7%	6.4%
%H		82.6%	33.0%	18.4%	48.9%	24.4%	24.6%	98.0%
25 - 34	2241	1931	748	361	1067	408	659	2206
%V	16.9%	15.6%	14.6%	14.1%	14.1%	12.4%	15.4%	17.6%
%H		86.2%	33.4%	16.1%	47.6%	18.2%	29.4%	98.4%
35 - 44	2047	1896	835	398	1047	460	588	2015
%V	15.4%	15.4%	16.3%	15.5%	13.9%	14.0%	13.8%	16.1%
%H		92.6%	40.8%	19.4%	51.1%	22.5%	28.7%	98.4%
45 - 54	1788	1707	766	400	1064	530	534	1738
%V	13.5%	13.8%	14.9%	15.6%	14.1%	16.1%	12.5%	13.9%
%H		95.5%	42.8%	22.4%	59.5%	29.6%	29.9%	97.2%
55 - 64	1324	1287	513	310	888	420	468	1246
%V	10.0%	10.4%	10.0%	12.1%	11.8%	12.8%	11.0%	10.0%
%H		97.2%	38.7%	23.4%	67.1%	31.7%	35.3%	94.1%
65+	1784	1747	560	289	1347	441	906	1290
%V	13.5%	14.1%	10.9%	11.3%	17.8%	13.4%	21.2%	10.3%
%H		97.9%	31.4%	16.2%	75.5%	24.7%	50.8%	72.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		10498	9719	3915	2021	6100	2611	3489	9789
	%H		92.6%	37.3%	19.3%	58.1%	24.9%	33.2%	93.2%
AB		3324	3080	1214	701	1896	834	1062	3277
	%V	31.7%	31.7%	31.0%	34.7%	31.1%	31.9%	30.4%	33.5%
	%H		92.7%	36.5%	21.1%	57.0%	25.1%	31.9%	98.6%
C1		3066	2827	1137	642	1794	829	965	2926
	%V	29.2%	29.1%	29.0%	31.8%	29.4%	31.8%	27.7%	29.9%
	%H		92.2%	37.1%	20.9%	58.5%	27.0%	31.5%	95.4%
C2		1787	1681	757	361	1070	533	537	1671
	%V	17.0%	17.3%	19.3%	17.9%	17.5%	20.4%	15.4%	17.1%
	%H		94.1%	42.4%	20.2%	59.9%	29.8%	30.1%	93.5%
D		1564	1418	589	216	825	281	544	1405
	%V	14.9%	14.6%	15.0%	10.7%	13.5%	10.8%	15.6%	14.4%
	%H		90.7%	37.7%	13.8%	52.7%	18.0%	34.8%	89.8%
E		756	713	217	102	515	135	380	511
	%V	7.2%	7.3%	5.5%	5.0%	8.4%	5.2%	10.9%	5.2%
	%H		94.3%	28.7%	13.5%	68.1%	17.9%	50.3%	67.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10498	9719	3915	2021	6100	2611	3489	9789
%H		92.6%	37.3%	19.3%	58.1%	24.9%	33.2%	93.2%
Working full time	5693	5221	2164	1154	3061	1380	1681	5609
%V	54.2%	53.7%	55.3%	57.1%	50.2%	52.9%	48.2%	57.3%
%H		91.7%	38.0%	20.3%	53.8%	24.2%	29.5%	98.5%
Working part time	1024	965	426	213	605	294	311	994
%V	9.8%	9.9%	10.9%	10.5%	9.9%	11.3%	8.9%	10.2%
%H		94.2%	41.6%	20.8%	59.1%	28.7%	30.4%	97.1%
Not working	3781	3533	1324	654	2434	937	1497	3186
%V	36.0%	36.4%	33.8%	32.4%	39.9%	35.9%	42.9%	32.5%
%H		93.4%	35.0%	17.3%	64.4%	24.8%	39.6%	84.3%
Houseperson	5482	5045	1888	972	3266	1228	2037	4921
%V	52.2%	51.9%	48.2%	48.1%	53.5%	47.0%	58.4%	50.3%
%H		92.0%	34.4%	17.7%	59.6%	22.4%	37.2%	89.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5156	4720	1919	984	2926	1279	1646	4847
%H		91.5%	37.2%	19.1%	56.7%	24.8%	31.9%	94.0%
16 - 19	265	258	118	61	158	82	76	264
%V	5.1%	5.5%	6.1%	6.2%	5.4%	6.4%	4.6%	5.4%
%H		97.4%	44.5%	23.0%	59.6%	30.9%	28.7%	99.6%
20 - 24	401	340	134	78	200	101	99	393
%V	7.8%	7.2%	7.0%	7.9%	6.8%	7.9%	6.0%	8.1%
%H		84.8%	33.4%	19.5%	49.9%	25.2%	24.7%	98.0%
25 - 34	1117	938	357	171	512	197	315	1099
%V	21.7%	19.9%	18.6%	17.4%	17.5%	15.4%	19.1%	22.7%
%H		84.0%	32.0%	15.3%	45.8%	17.6%	28.2%	98.4%
35 - 44	1028	930	399	185	517	218	299	1009
%V	19.9%	19.7%	20.8%	18.8%	17.7%	17.0%	18.2%	20.8%
%H		90.5%	38.8%	18.0%	50.3%	21.2%	29.1%	98.2%
45 - 54	899	850	385	198	522	258	263	868
%V	17.4%	18.0%	20.1%	20.1%	17.8%	20.2%	16.0%	17.9%
%H		94.5%	42.8%	22.0%	58.1%	28.7%	29.3%	96.6%
55 - 64	647	627	256	147	431	203	227	604
%V	12.5%	13.3%	13.3%	14.9%	14.7%	15.9%	13.8%	12.5%
%H		96.9%	39.6%	22.7%	66.6%	31.4%	35.1%	93.4%
65+	799	777	271	144	586	219	367	611
%V	15.5%	16.5%	14.1%	14.6%	20.0%	17.1%	22.3%	12.6%
%H		97.2%	33.9%	18.0%	73.3%	27.4%	45.9%	76.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		5156	4720	1919	984	2926	1279	1646	4847
	%H		91.5%	37.2%	19.1%	56.7%	24.8%	31.9%	94.0%
AB		1692	1556	618	346	947	420	527	1671
	%V	32.8%	33.0%	32.2%	35.2%	32.4%	32.8%	32.0%	34.5%
	%H		92.0%	36.5%	20.4%	56.0%	24.8%	31.1%	98.8%
C1		1446	1330	540	308	825	391	434	1398
	%V	28.0%	28.2%	28.1%	31.3%	28.2%	30.6%	26.4%	28.8%
	%H		92.0%	37.3%	21.3%	57.1%	27.0%	30.0%	96.7%
C2		955	887	398	187	563	280	283	888
	%V	18.5%	18.8%	20.7%	19.0%	19.2%	21.9%	17.2%	18.3%
	%H		92.9%	41.7%	19.6%	59.0%	29.3%	29.6%	93.0%
D		760	669	276	107	387	134	253	691
	%V	14.7%	14.2%	14.4%	10.9%	13.2%	10.5%	15.4%	14.3%
	%H		88.0%	36.3%	14.1%	50.9%	17.6%	33.3%	90.9%
E		302	279	88	37	204	55	149	200
	%V	5.9%	5.9%	4.6%	3.8%	7.0%	4.3%	9.1%	4.1%
	%H		92.4%	29.1%	12.3%	67.5%	18.2%	49.3%	66.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5156	4720	1919	984	2926	1279	1646	4847
%H		91.5%	37.2%	19.1%	56.7%	24.8%	31.9%	94.0%
Working full time	3431	3119	1321	673	1801	824	977	3372
%V	66.5%	66.1%	68.8%	68.4%	61.6%	64.4%	59.4%	69.6%
%H		90.9%	38.5%	19.6%	52.5%	24.0%	28.5%	98.3%
Working part time	261	238	95	46	152	62	90	249
%V	5.1%	5.0%	5.0%	4.7%	5.2%	4.8%	5.5%	5.1%
%H		91.2%	36.4%	17.6%	58.2%	23.8%	34.5%	95.4%
Not working	1465	1364	504	265	973	394	580	1226
%V	28.4%	28.9%	26.3%	26.9%	33.3%	30.8%	35.2%	25.3%
%H		93.1%	34.4%	18.1%	66.4%	26.9%	39.6%	83.7%
Houseperson	1347	1161	392	192	774	250	524	1158
%V	26.1%	24.6%	20.4%	19.5%	26.5%	19.5%	31.8%	23.9%
%H		86.2%	29.1%	14.3%	57.5%	18.6%	38.9%	86.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5342	5000	1995	1037	3174	1332	1842	4942
%H		93.6%	37.3%	19.4%	59.4%	24.9%	34.5%	92.5%
16 - 19	229	216	103	51	126	69	57	227
%V	4.3%	4.3%	5.2%	4.9%	4.0%	5.2%	3.1%	4.6%
%H		94.3%	45.0%	22.3%	55.0%	30.1%	24.9%	99.1%
20 - 24	419	337	138	73	201	98	103	412
%V	7.8%	6.7%	6.9%	7.0%	6.3%	7.4%	5.6%	8.3%
%H		80.4%	32.9%	17.4%	48.0%	23.4%	24.6%	98.3%
25 - 34	1124	993	391	190	555	211	344	1107
%V	21.0%	19.9%	19.6%	18.3%	17.5%	15.8%	18.7%	22.4%
%H		88.3%	34.8%	16.9%	49.4%	18.8%	30.6%	98.5%
35 - 44	1018	966	437	213	530	242	289	1005
%V	19.1%	19.3%	21.9%	20.5%	16.7%	18.2%	15.7%	20.3%
%H		94.9%	42.9%	20.9%	52.1%	23.8%	28.4%	98.7%
45 - 54	889	857	382	203	542	272	270	871
%V	16.6%	17.1%	19.1%	19.6%	17.1%	20.4%	14.7%	17.6%
%H		96.4%	43.0%	22.8%	61.0%	30.6%	30.4%	98.0%
55 - 64	677	661	257	163	458	217	241	642
%V	12.7%	13.2%	12.9%	15.7%	14.4%	16.3%	13.1%	13.0%
%H		97.6%	38.0%	24.1%	67.7%	32.1%	35.6%	94.8%
65+	986	970	289	145	761	222	539	679
%V	18.5%	19.4%	14.5%	14.0%	24.0%	16.7%	29.3%	13.7%
%H		98.4%	29.3%	14.7%	77.2%	22.5%	54.7%	68.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		5342	5000	1995	1037	3174	1332	1842	4942
	%H		93.6%	37.3%	19.4%	59.4%	24.9%	34.5%	92.5%
AB		1631	1524	596	355	949	413	535	1606
	%V	30.5%	30.5%	29.9%	34.2%	29.9%	31.0%	29.0%	32.5%
	%H		93.4%	36.5%	21.8%	58.2%	25.3%	32.8%	98.5%
C1		1619	1497	598	334	969	438	531	1528
	%V	30.3%	29.9%	30.0%	32.2%	30.5%	32.9%	28.8%	30.9%
	%H		92.5%	36.9%	20.6%	59.9%	27.1%	32.8%	94.4%
C2		832	794	360	173	507	253	254	783
	%V	15.6%	15.9%	18.0%	16.7%	16.0%	19.0%	13.8%	15.8%
	%H		95.4%	43.3%	20.8%	60.9%	30.4%	30.5%	94.1%
D		804	749	314	110	439	148	291	714
	%V	15.1%	15.0%	15.7%	10.6%	13.8%	11.1%	15.8%	14.4%
	%H		93.2%	39.1%	13.7%	54.6%	18.4%	36.2%	88.8%
E		454	435	129	65	311	80	231	311
	%V	8.5%	8.7%	6.5%	6.3%	9.8%	6.0%	12.5%	6.3%
	%H		95.8%	28.4%	14.3%	68.5%	17.6%	50.9%	68.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5342	5000	1995	1037	3174	1332	1842	4942
%H		93.6%	37.3%	19.4%	59.4%	24.9%	34.5%	92.5%
Working full time	2262	2103	843	481	1260	556	704	2237
%V	42.3%	42.1%	42.3%	46.4%	39.7%	41.7%	38.2%	45.3%
%H		93.0%	37.3%	21.3%	55.7%	24.6%	31.1%	98.9%
Working part time	763	727	331	167	454	232	221	745
%V	14.3%	14.5%	16.6%	16.1%	14.3%	17.4%	12.0%	15.1%
%H		95.3%	43.4%	21.9%	59.5%	30.4%	29.0%	97.6%
Not working	2317	2170	821	390	1460	543	917	1960
%V	43.4%	43.4%	41.2%	37.6%	46.0%	40.8%	49.8%	39.7%
%H		93.7%	35.4%	16.8%	63.0%	23.4%	39.6%	84.6%
Houseperson	4135	3885	1496	780	2491	978	1513	3763
%V	77.4%	77.7%	75.0%	75.2%	78.5%	73.4%	82.1%	76.1%
%H		94.0%	36.2%	18.9%	60.2%	23.7%	36.6%	91.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1148	1102	483	146	716	268	447	1011
%H (All HH)		96.0%	42.1%	12.7%	62.4%	23.3%	38.9%	88.1%
%H (TV HH)			43.8%	13.2%	65.0%	24.3%	40.6%	
AB	333	322	137	51	207	77	131	317
%V	29.0%	29.2%	28.4%	34.9%	28.9%	28.7%	29.3%	31.4%
%H (All HH)		96.7%	41.1%	15.3%	62.2%	23.1%	39.3%	95.2%
%H (TV HH)			42.5%	15.8%	64.3%	23.9%	40.7%	
C1	341	325	149	39	207	78	129	308
%V	29.7%	29.5%	30.8%	26.7%	28.9%	29.1%	28.9%	30.5%
%H (All HH)		95.3%	43.7%	11.4%	60.7%	22.9%	37.8%	90.3%
%H (TV HH)			45.8%	12.0%	63.7%	24.0%	39.7%	
C2	201	196	86	31	132	61	71	179
%V	17.5%	17.8%	17.8%	21.2%	18.4%	22.8%	15.9%	17.7%
%H (All HH)		97.5%	42.8%	15.4%	65.7%	30.3%	35.3%	89.1%
%H (TV HH)			43.9%	15.8%	67.3%	31.1%	36.2%	
D	151	145	65	17	90	31	60	122
%V	13.2%	13.2%	13.5%	11.6%	12.6%	11.6%	13.4%	12.1%
%H (All HH)		96.0%	43.0%	11.3%	59.6%	20.5%	39.7%	80.8%
%H (TV HH)			44.8%	11.7%	62.1%	21.4%	41.4%	
E	122	113	46	7	80	22	57	85
%V	10.6%	10.3%	9.5%	4.8%	11.2%	8.2%	12.8%	8.4%
%H (All HH)		92.6%	37.7%	5.7%	65.6%	18.0%	46.7%	69.7%
%H (TV HH)			40.7%	6.2%	70.8%	19.5%	50.4%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South East

Household level data

Table 2.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1148	1102	483	146	716	268	447	1011
%H (All HH)		96.0%	42.1%	12.7%	62.4%	23.3%	38.9%	88.1%
%H (TV HH)			43.8%	13.2%	65.0%	24.3%	40.6%	
Under 25	48	36	12	2	18	5	13	48
%V	4.2%	3.3%	2.5%	1.4%	2.5%	1.9%	2.9%	4.7%
%H (All HH)		75.0%	25.0%	4.2%	37.5%	10.4%	27.1%	100.0%
%H (TV HH)			33.3%	5.6%	50.0%	13.9%	36.1%	
25 - 34	165	159	69	22	79	26	53	160
%V	14.4%	14.4%	14.3%	15.1%	11.0%	9.7%	11.9%	15.8%
%H (All HH)		96.4%	41.8%	13.3%	47.9%	15.8%	32.1%	97.0%
%H (TV HH)			43.4%	13.8%	49.7%	16.4%	33.3%	
35 - 44	163	158	87	32	84	50	35	160
%V	14.2%	14.3%	18.0%	21.9%	11.7%	18.7%	7.8%	15.8%
%H (All HH)		96.9%	53.4%	19.6%	51.5%	30.7%	21.5%	98.2%
%H (TV HH)			55.1%	20.3%	53.2%	31.6%	22.2%	
45 - 54	221	213	102	35	132	57	74	210
%V	19.3%	19.3%	21.1%	24.0%	18.4%	21.3%	16.6%	20.8%
%H (All HH)		96.4%	46.2%	15.8%	59.7%	25.8%	33.5%	95.0%
%H (TV HH)			47.9%	16.4%	62.0%	26.8%	34.7%	
55 - 64	204	198	91	30	137	58	79	191
%V	17.8%	18.0%	18.8%	20.5%	19.1%	21.6%	17.7%	18.9%
%H (All HH)		97.1%	44.6%	14.7%	67.2%	28.4%	38.7%	93.6%
%H (TV HH)			46.0%	15.2%	69.2%	29.3%	39.9%	
65 +	346	338	121	25	265	73	192	242
%V	30.1%	30.7%	25.1%	17.1%	37.0%	27.2%	43.0%	23.9%
%H (All HH)		97.7%	35.0%	7.2%	76.6%	21.1%	55.5%	69.9%
%H (TV HH)			35.8%	7.4%	78.4%	21.6%	56.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1148	1102	483	146	716	268	447	1011
%H (All HH)		96.0%	42.1%	12.7%	62.4%	23.3%	38.9%	88.1%
%H (TV HH)			43.8%	13.2%	65.0%	24.3%	40.6%	
1	356	331	103	31	242	54	188	251
%V	31.0%	30.0%	21.3%	21.2%	33.8%	20.1%	42.1%	24.8%
%H (All HH)		93.0%	28.9%	8.7%	68.0%	15.2%	52.8%	70.5%
%H (TV HH)			31.1%	9.4%	73.1%	16.3%	56.8%	
2	424	413	184	54	281	115	166	396
%V	36.9%	37.5%	38.1%	37.0%	39.2%	42.9%	37.1%	39.2%
%H (All HH)		97.4%	43.4%	12.7%	66.3%	27.1%	39.2%	93.4%
%H (TV HH)			44.6%	13.1%	68.0%	27.8%	40.2%	
3	168	165	84	24	96	43	53	166
%V	14.6%	15.0%	17.4%	16.4%	13.4%	16.0%	11.9%	16.4%
%H (All HH)		98.2%	50.0%	14.3%	57.1%	25.6%	31.5%	98.8%
%H (TV HH)			50.9%	14.5%	58.2%	26.1%	32.1%	
4	133	129	73	29	62	39	24	132
%V	11.6%	11.7%	15.1%	19.9%	8.7%	14.6%	5.4%	13.1%
%H (All HH)		97.0%	54.9%	21.8%	46.6%	29.3%	18.0%	99.2%
%H (TV HH)			56.6%	22.5%	48.1%	30.2%	18.6%	
5+	67	65	38	9	34	19	16	66
%V	5.8%	5.9%	7.9%	6.2%	4.7%	7.1%	3.6%	6.5%
%H (All HH)		97.0%	56.7%	13.4%	50.7%	28.4%	23.9%	98.5%
%H (TV HH)			58.5%	13.8%	52.3%	29.2%	24.6%	
Average HH size	2.27	2.29	2.55	2.54	2.14	2.50	1.92	2.41

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1148	1102	483	146	716	268	447	1011
%H (All HH)		96.0%	42.1%	12.7%	62.4%	23.3%	38.9%	88.1%
%H (TV HH)			43.8%	13.2%	65.0%	24.3%	40.6%	
Without	875	833	336	103	577	200	377	742
%V	76.2%	75.6%	69.6%	70.5%	80.6%	74.6%	84.3%	73.4%
%H (All HH)		95.2%	38.4%	11.8%	65.9%	22.9%	43.1%	84.8%
%H (TV HH)			40.3%	12.4%	69.3%	24.0%	45.3%	
With	272	269	147	43	139	68	71	269
%V	23.7%	24.4%	30.4%	29.5%	19.4%	25.4%	15.9%	26.6%
%H (All HH)		98.9%	54.0%	15.8%	51.1%	25.0%	26.1%	98.9%
%H (TV HH)			54.6%	16.0%	51.7%	25.3%	26.4%	
0 - 3	104	102	56	11	50	21	29	102
%V	9.1%	9.3%	11.6%	7.5%	7.0%	7.8%	6.5%	10.1%
%H (All HH)		98.1%	53.8%	10.6%	48.1%	20.2%	27.9%	98.1%
%H (TV HH)			54.9%	10.8%	49.0%	20.6%	28.4%	
4 - 9	144	142	80	22	69	34	34	143
%V	12.5%	12.9%	16.6%	15.1%	9.6%	12.7%	7.6%	14.1%
%H (All HH)		98.6%	55.6%	15.3%	47.9%	23.6%	23.6%	99.3%
%H (TV HH)			56.3%	15.5%	48.6%	23.9%	23.9%	
10 - 15	131	130	73	24	70	40	30	130
%V	11.4%	11.8%	15.1%	16.4%	9.8%	14.9%	6.7%	12.9%
%H (All HH)		99.2%	55.7%	18.3%	53.4%	30.5%	22.9%	99.2%
%H (TV HH)			56.2%	18.5%	53.8%	30.8%	23.1%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1148	1102	483	146	716	268	447	1011
%H (All HH)		96.0%	42.1%	12.7%	62.4%	23.3%	38.9%	88.1%
%H (TV HH)			43.8%	13.2%	65.0%	24.3%	40.6%	
1	465	465	154	55	278	48	230	387
%V	40.5%	42.2%	31.9%	37.7%	38.8%	17.9%	51.5%	38.3%
%H (All HH)		100.0%	33.1%	11.8%	59.8%	10.3%	49.5%	83.2%
%H (TV HH)			33.1%	11.8%	59.8%	10.3%	49.5%	
2	339	339	162	44	226	94	133	301
%V	29.5%	30.8%	33.5%	30.1%	31.6%	35.1%	29.8%	29.8%
%H (All HH)		100.0%	47.8%	13.0%	66.7%	27.7%	39.2%	88.8%
%H (TV HH)			47.8%	13.0%	66.7%	27.7%	39.2%	
3	174	174	96	24	126	73	53	163
%V	15.2%	15.8%	19.9%	16.4%	17.6%	27.2%	11.9%	16.1%
%H (All HH)		100.0%	55.2%	13.8%	72.4%	42.0%	30.5%	93.7%
%H (TV HH)			55.2%	13.8%	72.4%	42.0%	30.5%	
4	85	85	46	15	59	35	24	85
%V	7.4%	7.7%	9.5%	10.3%	8.2%	13.1%	5.4%	8.4%
%H (All HH)		100.0%	54.1%	17.6%	69.4%	41.2%	28.2%	100.0%
%H (TV HH)			54.1%	17.6%	69.4%	41.2%	28.2%	
5+	39	39	24	8	27	19	8	38
%V	3.4%	3.5%	5.0%	5.5%	3.8%	7.1%	1.8%	3.8%
%H (All HH)		100.0%	61.5%	20.5%	69.2%	48.7%	20.5%	97.4%
%H (TV HH)			61.5%	20.5%	69.2%	48.7%	20.5%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1148	1102	483	146	716	268	447	1011
%H (All HH)		96.0%	42.1%	12.7%	62.4%	23.3%	38.9%	88.1%
%H (TV HH)			43.8%	13.2%	65.0%	24.3%	40.6%	
Under 20"	159	159	71	17	126	57	70	136
%V	13.9%	14.4%	14.7%	11.6%	17.6%	21.3%	15.7%	13.5%
%H (All HH)		100.0%	44.7%	10.7%	79.2%	35.8%	44.0%	85.5%
%H (TV HH)			44.7%	10.7%	79.2%	35.8%	44.0%	
20" - 29"	365	365	153	46	275	110	165	307
%V	31.8%	33.1%	31.7%	31.5%	38.4%	41.0%	36.9%	30.4%
%H (All HH)		100.0%	41.9%	12.6%	75.3%	30.1%	45.2%	84.1%
%H (TV HH)			41.9%	12.6%	75.3%	30.1%	45.2%	
30" - 39"	509	509	227	79	340	145	195	463
%V	44.3%	46.2%	47.0%	54.1%	47.5%	54.1%	43.6%	45.8%
%H (All HH)		100.0%	44.6%	15.5%	66.8%	28.5%	38.3%	91.0%
%H (TV HH)			44.6%	15.5%	66.8%	28.5%	38.3%	
40" - 49"	520	520	261	81	326	156	170	492
%V	45.3%	47.2%	54.0%	55.5%	45.5%	58.2%	38.0%	48.7%
%H (All HH)		100.0%	50.2%	15.6%	62.7%	30.0%	32.7%	94.6%
%H (TV HH)			50.2%	15.6%	62.7%	30.0%	32.7%	
50" - 59"	185	185	114	26	102	60	42	179
%V	16.1%	16.8%	23.6%	17.8%	14.2%	22.4%	9.4%	17.7%
%H (All HH)		100.0%	61.6%	14.1%	55.1%	32.4%	22.7%	96.8%
%H (TV HH)			61.6%	14.1%	55.1%	32.4%	22.7%	
60"+	20	20	15	3	5	4	1	20
%V	1.7%	1.8%	3.1%	2.1%	0.7%	1.5%	0.2%	2.0%
%H (All HH)		100.0%	75.0%	15.0%	25.0%	20.0%	5.0%	100.0%
%H (TV HH)			75.0%	15.0%	25.0%	20.0%	5.0%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018
BBC South East
Household level data
Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1148	1102	483	146	716	268	447	1011
%H (All HH)		96.0%	42.1%	12.7%	62.4%	23.3%	38.9%	88.1%
%H (TV HH)			43.8%	13.2%	65.0%	24.3%	40.6%	
Main living room	1085	1085	478	144	706	265	441	959
%V	94.5%	98.5%	99.0%	98.6%	98.6%	98.9%	98.7%	94.9%
%H (All HH)		100.0%	44.1%	13.3%	65.1%	24.4%	40.6%	88.4%
%H (TV HH)			44.1%	13.3%	65.1%	24.4%	40.6%	
Kitchen	118	118	56	15	100	53	47	107
%V	10.3%	10.7%	11.6%	10.3%	14.0%	19.8%	10.5%	10.6%
%H (All HH)		100.0%	47.5%	12.7%	84.7%	44.9%	39.8%	90.7%
%H (TV HH)			47.5%	12.7%	84.7%	44.9%	39.8%	
Adult's bedroom	491	491	254	71	337	174	163	452
%V	42.8%	44.6%	52.6%	48.6%	47.1%	64.9%	36.5%	44.7%
%H (All HH)		100.0%	51.7%	14.5%	68.6%	35.4%	33.2%	92.1%
%H (TV HH)			51.7%	14.5%	68.6%	35.4%	33.2%	
Child's bedroom	105	105	64	20	59	39	20	104
%V	9.1%	9.5%	13.3%	13.7%	8.2%	14.6%	4.5%	10.3%
%H (All HH)		100.0%	61.0%	19.0%	56.2%	37.1%	19.0%	99.0%
%H (TV HH)			61.0%	19.0%	56.2%	37.1%	19.0%	
Other bedroom	108	108	59	17	83	49	34	104
%V	9.4%	9.8%	12.2%	11.6%	11.6%	18.3%	7.6%	10.3%
%H (All HH)		100.0%	54.6%	15.7%	76.9%	45.4%	31.5%	96.3%
%H (TV HH)			54.6%	15.7%	76.9%	45.4%	31.5%	
Second living/dining room	74	74	37	13	50	25	26	70
%V	6.4%	6.7%	7.7%	8.9%	7.0%	9.3%	5.8%	6.9%
%H (All HH)		100.0%	50.0%	17.6%	67.6%	33.8%	35.1%	94.6%
%H (TV HH)			50.0%	17.6%	67.6%	33.8%	35.1%	
Study/office	20	20	10	2	15	6	9	20
%V	1.7%	1.8%	2.1%	1.4%	2.1%	2.2%	2.0%	2.0%
%H (All HH)		100.0%	50.0%	10.0%	75.0%	30.0%	45.0%	100.0%
%H (TV HH)			50.0%	10.0%	75.0%	30.0%	45.0%	
TV room	15	15	10	2	10	6	4	15
%V	1.3%	1.4%	2.1%	1.4%	1.4%	2.2%	0.9%	1.5%
%H (All HH)		100.0%	66.7%	13.3%	66.7%	40.0%	26.7%	100.0%
%H (TV HH)			66.7%	13.3%	66.7%	40.0%	26.7%	
Conservatory	34	34	20	5	26	15	11	34
%V	3.0%	3.1%	4.1%	3.4%	3.6%	5.6%	2.5%	3.4%
%H (All HH)		100.0%	58.8%	14.7%	76.5%	44.1%	32.4%	100.0%
%H (TV HH)			58.8%	14.7%	76.5%	44.1%	32.4%	
Attic or loft room	2	2	2	0	2	2	0	2
%V	0.2%	0.2%	0.4%	0.0%	0.3%	0.7%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	16	16	10	1	11	7	5	15
%V	1.4%	1.5%	2.1%	0.7%	1.5%	2.6%	1.1%	1.5%
%H (All HH)		100.0%	62.5%	6.3%	68.8%	43.8%	31.3%	93.8%
%H (TV HH)			62.5%	6.3%	68.8%	43.8%	31.3%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South East

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1148	1102	483	146	716	268	447	1011
%V (All HH)		96.0%	42.1%	12.7%	62.4%	23.3%	38.9%	88.1%
%H (TV HH)			43.8%	13.2%	65.0%	24.3%	40.6%	
Any DSAT provider	483	483	483	7	221	221	0	455
%V	42.1%	43.8%	100.0%	4.8%	30.9%	82.5%	0.0%	45.0%
%H (All HH)			100.0%	1.4%	45.8%	45.8%	0.0%	94.2%
%H (TV HH)			100.0%	1.4%	45.8%	45.8%	0.0%	
Sky with subcription	381	381	381	3	168	168	0	367
%V	33.2%	34.6%	78.9%	2.1%	23.5%	62.7%	0.0%	36.3%
%H (All HH)			100.0%	0.8%	44.1%	44.1%	0.0%	96.3%
%H (TV HH)			100.0%	0.8%	44.1%	44.1%	0.0%	
Sky without subscription	31	31	31	1	12	12	0	23
%V	2.7%	2.8%	6.4%	0.7%	1.7%	4.5%	0.0%	2.3%
%H (All HH)			100.0%	3.2%	38.7%	38.7%	0.0%	74.2%
%H (TV HH)			100.0%	3.2%	38.7%	38.7%	0.0%	
Freesat	75	75	75	4	44	44	0	67
%V	6.5%	6.8%	15.5%	2.7%	6.1%	16.4%	0.0%	6.6%
%H (All HH)			100.0%	5.3%	58.7%	58.7%	0.0%	89.3%
%H (TV HH)			100.0%	5.3%	58.7%	58.7%	0.0%	
Other satellite provider	24	24	24	1	13	13	0	24
%V	2.1%	2.2%	5.0%	0.7%	1.8%	4.9%	0.0%	2.4%
%H (All HH)			100.0%	4.2%	54.2%	54.2%	0.0%	100.0%
%H (TV HH)			100.0%	4.2%	54.2%	54.2%	0.0%	
DCAB	146	146	7	146	52	52	0	139
%V	12.7%	13.2%	1.4%	100.0%	7.3%	19.4%	0.0%	13.7%
%H (All HH)			4.8%	100.0%	35.6%	35.6%	0.0%	95.2%
%H (TV HH)			4.8%	100.0%	35.6%	35.6%	0.0%	
DTT	716	716	221	52	716	268	447	608
%V	62.4%	65.0%	45.8%	35.6%	100.0%	100.0%	100.0%	60.1%
%H (All HH)		100.0%	30.9%	7.3%	100.0%	37.4%	62.4%	84.9%
%H (TV HH)			30.9%	7.3%	100.0%	37.4%	62.4%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1148	1102	483	146	716	268	447	1011
%H (All HH)		96.0%	42.1%	12.7%	62.4%	23.3%	38.9%	88.1%
%H (TV HH)			43.8%	13.2%	65.0%	24.3%	40.6%	
PVR	749	749	436	135	433	250	183	708
%V	65.2%	68.0%	90.3%	92.5%	60.5%	93.3%	40.9%	70.0%
%H (All HH)		100.0%	58.2%	18.0%	57.8%	33.4%	24.4%	94.5%
%H (TV HH)			58.2%	18.0%	57.8%	33.4%	24.4%	
DVDR	23	23	8	6	17	7	10	22
%V	2.0%	2.1%	1.7%	4.1%	2.4%	2.6%	2.2%	2.2%
%H (All HH)		100.0%	34.8%	26.1%	73.9%	30.4%	43.5%	95.7%
%H (TV HH)			34.8%	26.1%	73.9%	30.4%	43.5%	
VCR	8	8	3	3	7	5	2	6
%V	0.7%	0.7%	0.6%	2.1%	1.0%	1.9%	0.4%	0.6%
%H (All HH)		100.0%	37.5%	37.5%	87.5%	62.5%	25.0%	75.0%
%H (TV HH)			37.5%	37.5%	87.5%	62.5%	25.0%	
Any recorder	759	759	438	136	443	254	189	718
%V	66.1%	68.9%	90.7%	93.2%	61.9%	94.8%	42.3%	71.0%
%H (All HH)		100.0%	57.7%	17.9%	58.4%	33.5%	24.9%	94.6%
%H (TV HH)			57.7%	17.9%	58.4%	33.5%	24.9%	
Receives HDTV (via STB or built-in reception)	786	786	389	133	503	232	271	734
%V	68.5%	71.3%	80.5%	91.1%	70.3%	86.6%	60.6%	72.6%
%H (All HH)		100.0%	49.5%	16.9%	64.0%	29.5%	34.5%	93.4%
%H (TV HH)			49.5%	16.9%	64.0%	29.5%	34.5%	
DVD/Blu-ray player or recorder	849	849	394	118	556	232	323	774
%V	74.0%	77.0%	81.6%	80.8%	77.7%	86.6%	72.3%	76.6%
%H (All HH)		100.0%	46.4%	13.9%	65.5%	27.3%	38.0%	91.2%
%H (TV HH)			46.4%	13.9%	65.5%	27.3%	38.0%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1148	1102	483	146	716	268	447	1011
%H (All HH)		96.0%	42.1%	12.7%	62.4%	23.3%	38.9%	88.1%
%H (TV HH)			43.8%	13.2%	65.0%	24.3%	40.6%	
Has broadband internet	1011	974	455	139	608	253	355	1011
%V	88.1%	88.4%	94.2%	95.2%	84.9%	94.4%	79.4%	100.0%
%H (All HH)		96.3%	45.0%	13.7%	60.1%	25.0%	35.1%	100.0%
%H (TV HH)			46.7%	14.3%	62.4%	26.0%	36.4%	
Number of computers (PCs and laptops)								
0	170	158	40	10	119	17	101	48
%V	14.8%	14.3%	8.3%	6.8%	16.6%	6.3%	22.6%	4.7%
%H (All HH)		92.9%	23.5%	5.9%	70.0%	10.0%	59.4%	28.2%
Houseperson			25.3%	6.3%	75.3%	10.8%	63.9%	
1	289	275	115	26	181	53	128	275
%V	25.2%	25.0%	23.8%	17.8%	25.3%	19.8%	28.6%	27.2%
%H (All HH)		95.2%	39.8%	9.0%	62.6%	18.3%	44.3%	95.2%
%H (TV HH)			41.8%	9.5%	65.8%	19.3%	46.5%	
2	271	260	113	39	172	70	102	270
%V	23.6%	23.6%	23.4%	26.7%	24.0%	26.1%	22.8%	26.7%
%H (All HH)		95.9%	41.7%	14.4%	63.5%	25.8%	37.6%	99.6%
%H (TV HH)			43.5%	15.0%	66.2%	26.9%	39.2%	
3	171	167	85	27	96	45	51	170
%V	14.9%	15.2%	17.6%	18.5%	13.4%	16.8%	11.4%	16.8%
%H (All HH)		97.7%	49.7%	15.8%	56.1%	26.3%	29.8%	99.4%
%H (TV HH)			50.9%	16.2%	57.5%	26.9%	30.5%	
4	121	119	65	19	73	43	31	121
%V	10.5%	10.8%	13.5%	13.0%	10.2%	16.0%	6.9%	12.0%
%H (All HH)		98.3%	53.7%	15.7%	60.3%	35.5%	25.6%	100.0%
%H (TV HH)			54.6%	16.0%	61.3%	36.1%	26.1%	
5+	126	123	65	24	75	41	33	126
%V	11.0%	11.2%	13.5%	16.4%	10.5%	15.3%	7.4%	12.5%
%H (All HH)		97.6%	51.6%	19.0%	59.5%	32.5%	26.2%	100.0%
%H (TV HH)			52.8%	19.5%	61.0%	33.3%	26.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2210	1078	317	1485	693	792	2018
%H		48.8%	14.3%	67.2%	31.4%	35.8%	91.3%
Under 20"	196	86	21	160	72	88	168
%V	8.9%	8.0%	6.6%	10.8%	10.4%	11.1%	8.3%
%H		43.9%	10.7%	81.6%	36.7%	44.9%	85.7%
20" - 29"	457	201	61	343	149	194	389
%V	20.7%	18.6%	19.2%	23.1%	21.5%	24.5%	19.3%
%H		44.0%	13.3%	75.1%	32.6%	42.5%	85.1%
30" - 39"	639	301	98	427	193	234	588
%V	28.9%	27.9%	30.9%	28.8%	27.8%	29.5%	29.1%
%H		47.1%	15.3%	66.8%	30.2%	36.6%	92.0%
40" - 49"	618	314	102	386	192	194	589
%V	28.0%	29.1%	32.2%	26.0%	27.7%	24.5%	29.2%
%H		50.8%	16.5%	62.5%	31.1%	31.4%	95.3%
50" - 59"	205	126	27	116	69	47	200
%V	9.3%	11.7%	8.5%	7.8%	10.0%	5.9%	9.9%
%H		61.5%	13.2%	56.6%	33.7%	22.9%	97.6%
60"+	20	16	3	5	4	1	20
%V	0.9%	1.5%	0.9%	0.3%	0.6%	0.1%	1.0%
%H		80.0%	15.0%	25.0%	20.0%	5.0%	100.0%
Don't know	76	33	5	49	14	35	64
%V	3.4%	3.1%	1.6%	3.3%	2.0%	4.4%	3.2%
%H		43.4%	6.6%	64.5%	18.4%	46.1%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2210	1078	317	1485	693	792	2018
%H		48.8%	14.3%	67.2%	31.4%	35.8%	91.3%
Main living room	1090	479	144	709	265	444	962
%V	49.3%	44.4%	45.4%	47.7%	38.2%	56.1%	47.7%
%H		43.9%	13.2%	65.0%	24.3%	40.7%	88.3%
Kitchen	118	56	15	100	53	47	107
%V	5.3%	5.2%	4.7%	6.7%	7.6%	5.9%	5.3%
%H		47.5%	12.7%	84.7%	44.9%	39.8%	90.7%
Adult's bedroom	566	298	84	385	206	180	525
%V	25.6%	27.6%	26.5%	25.9%	29.7%	22.7%	26.0%
%H		52.7%	14.8%	68.0%	36.4%	31.8%	92.8%
Child's bedroom	143	86	31	76	52	24	142
%V	6.5%	8.0%	9.8%	5.1%	7.5%	3.0%	7.0%
%H		60.1%	21.7%	53.1%	36.4%	16.8%	99.3%
Other bedroom	129	70	20	97	56	41	124
%V	5.8%	6.5%	6.3%	6.5%	8.1%	5.2%	6.1%
%H		54.3%	15.5%	75.2%	43.4%	31.8%	96.1%
Second living/dining room	75	37	13	51	25	26	71
%V	3.4%	3.4%	4.1%	3.4%	3.6%	3.3%	3.5%
%H		49.3%	17.3%	68.0%	33.3%	34.7%	94.7%
Study/office	20	10	2	15	6	9	20
%V	0.9%	0.9%	0.6%	1.0%	0.9%	1.1%	1.0%
%H		50.0%	10.0%	75.0%	30.0%	45.0%	100.0%
TV room	16	10	2	10	6	4	15
%V	0.7%	0.9%	0.6%	0.7%	0.9%	0.5%	0.7%
%H		62.5%	12.5%	62.5%	37.5%	25.0%	93.8%
Conservatory	34	20	5	26	15	11	34
%V	1.5%	1.9%	1.6%	1.8%	2.2%	1.4%	1.7%
%H		58.8%	14.7%	76.5%	44.1%	32.4%	100.0%
Attic or loft room	2	2	0	2	2	0	2
%V	0.1%	0.2%	0.0%	0.1%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	17	10	1	12	7	6	16
%V	0.8%	0.9%	0.3%	0.8%	1.0%	0.8%	0.8%
%H		58.8%	5.9%	70.6%	41.2%	35.3%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2210	1078	317	1485	693	792	2018
%H		48.8%	14.3%	67.2%	31.4%	35.8%	91.3%
PVR	1044	668	188	558	357	201	996
%V	47.2%	62.0%	59.3%	37.6%	51.5%	25.4%	49.4%
%H		64.0%	18.0%	53.4%	34.2%	19.3%	95.4%
DVDR	25	9	6	18	7	10	24
%V	1.1%	0.8%	1.9%	1.2%	1.0%	1.3%	1.2%
%H		36.0%	24.0%	72.0%	28.0%	40.0%	96.0%
VCR	8	3	3	7	6	2	7
%V	0.4%	0.3%	0.9%	0.5%	0.9%	0.3%	0.3%
%H		37.5%	37.5%	87.5%	75.0%	25.0%	87.5%
Any recorder	1059	673	190	571	363	208	1009
%V	47.9%	62.4%	59.9%	38.5%	52.4%	26.3%	50.0%
%H		63.6%	17.9%	53.9%	34.3%	19.6%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2210	1078	317	1485	693	792	2018
%H		48.8%	14.3%	67.2%	31.4%	35.8%	91.3%
Receives HDTV (via STB or built-in reception)	1239	666	214	799	424	375	1171
%V	56.1%	61.8%	67.5%	53.8%	61.2%	47.3%	58.0%
%H		53.8%	17.3%	64.5%	34.2%	30.3%	94.5%
DVD/Blu-ray player or recorder	1270	626	197	835	401	434	1183
%V	57.5%	58.1%	62.1%	56.2%	57.9%	54.8%	58.6%
%H		49.3%	15.5%	65.7%	31.6%	34.2%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1101	483	146	715	268	447	973
%H		43.9%	13.3%	64.9%	24.3%	40.6%	88.4%
Under 20"	15	2	0	12	1	12	9
%V	1.4%	0.4%	0.0%	1.7%	0.4%	2.7%	0.9%
%H		13.3%	0.0%	80.0%	6.7%	80.0%	60.0%
20" - 29"	125	29	13	95	14	81	83
%V	11.4%	6.0%	8.9%	13.3%	5.2%	18.1%	8.5%
%H		23.2%	10.4%	76.0%	11.2%	64.8%	66.4%
30" - 39"	295	111	40	201	65	136	255
%V	26.8%	23.0%	27.4%	28.1%	24.3%	30.4%	26.2%
%H		37.6%	13.6%	68.1%	22.0%	46.1%	86.4%
40" - 49"	443	215	68	280	129	151	417
%V	40.2%	44.5%	46.6%	39.2%	48.1%	33.8%	42.9%
%H		48.5%	15.3%	63.2%	29.1%	34.1%	94.1%
50" - 59"	165	99	23	92	52	40	160
%V	15.0%	20.5%	15.8%	12.9%	19.4%	8.9%	16.4%
%H		60.0%	13.9%	55.8%	31.5%	24.2%	97.0%
60"+	18	14	3	5	3	1	18
%V	1.6%	2.9%	2.1%	0.7%	1.1%	0.2%	1.8%
%H		77.8%	16.7%	27.8%	16.7%	5.6%	100.0%
Don't know	41	13	1	30	5	25	31
%V	3.7%	2.7%	0.7%	4.2%	1.9%	5.6%	3.2%
%H		31.7%	2.4%	73.2%	12.2%	61.0%	75.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1101	483	146	715	268	447	973
%H		43.9%	13.3%	64.9%	24.3%	40.6%	88.4%
PVR	734	431	133	420	245	175	693
%V	66.7%	89.2%	91.1%	58.7%	91.4%	39.1%	71.2%
%H		58.7%	18.1%	57.2%	33.4%	23.8%	94.4%
DVDR	21	6	6	15	6	10	20
%V	1.9%	1.2%	4.1%	2.1%	2.2%	2.2%	2.1%
%H		28.6%	28.6%	71.4%	28.6%	47.6%	95.2%
VCR	7	2	3	6	4	2	6
%V	0.6%	0.4%	2.1%	0.8%	1.5%	0.4%	0.6%
%H		28.6%	42.9%	85.7%	57.1%	28.6%	85.7%
Any recorder	744	433	134	430	249	181	702
%V	67.6%	89.6%	91.8%	60.1%	92.9%	40.5%	72.1%
%H		58.2%	18.0%	57.8%	33.5%	24.3%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1101	483	146	715	268	447	973
%H		43.9%	13.3%	64.9%	24.3%	40.6%	88.4%
Receives HDTV (via STB or built-in reception)	769	381	132	488	225	263	719
%V	69.8%	78.9%	90.4%	68.3%	84.0%	58.8%	73.9%
%H		49.5%	17.2%	63.5%	29.3%	34.2%	93.5%
DVD/Blu-ray player or recorder	776	358	106	510	210	299	703
%V	70.5%	74.1%	72.6%	71.3%	78.4%	66.9%	72.3%
%H		46.1%	13.7%	65.7%	27.1%	38.5%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC South East

Set level data

Table 2.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1109	595	171	770	425	345	1045
%H		53.7%	15.4%	69.4%	38.3%	31.1%	94.2%
Under 20"	181	84	21	147	71	76	159
%V	16.3%	14.1%	12.3%	19.1%	16.7%	22.0%	15.2%
%H		46.4%	11.6%	81.2%	39.2%	42.0%	87.8%
20" - 29"	332	172	49	248	135	113	306
%V	29.9%	28.9%	28.7%	32.2%	31.8%	32.8%	29.3%
%H		51.8%	14.8%	74.7%	40.7%	34.0%	92.2%
30" - 39"	344	190	58	225	128	98	333
%V	31.0%	31.9%	33.9%	29.2%	30.1%	28.4%	31.9%
%H		55.2%	16.9%	65.4%	37.2%	28.5%	96.8%
40" - 49"	175	99	34	106	63	43	172
%V	15.8%	16.6%	19.9%	13.8%	14.8%	12.5%	16.5%
%H		56.6%	19.4%	60.6%	36.0%	24.6%	98.3%
50" - 59"	40	28	5	24	18	6	39
%V	3.6%	4.7%	2.9%	3.1%	4.2%	1.7%	3.7%
%H		70.0%	12.5%	60.0%	45.0%	15.0%	97.5%
60"+	2	2	0	1	1	0	2
%V	0.2%	0.3%	0.0%	0.1%	0.2%	0.0%	0.2%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Don't know	35	20	4	19	9	10	33
%V	3.2%	3.4%	2.3%	2.5%	2.1%	2.9%	3.2%
%H		57.1%	11.4%	54.3%	25.7%	28.6%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1109	595	171	770	425	345	1045
%H		53.7%	15.4%	69.4%	38.3%	31.1%	94.2%
PVR	311	237	56	138	112	26	303
%V	28.0%	39.8%	32.7%	17.9%	26.4%	7.5%	29.0%
%H		76.2%	18.0%	44.4%	36.0%	8.4%	97.4%
DVDR	4	3	0	2	2	1	4
%V	0.4%	0.5%	0.0%	0.3%	0.5%	0.3%	0.4%
%H		75.0%	0.0%	50.0%	50.0%	25.0%	100.0%
VCR	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	315	240	56	141	114	27	307
%V	28.4%	40.3%	32.7%	18.3%	26.8%	7.8%	29.4%
%H		76.2%	17.8%	44.8%	36.2%	8.6%	97.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1109	595	171	770	425	345	1045
%H		53.7%	15.4%	69.4%	38.3%	31.1%	94.2%
Receives HDTV (via STB or built-in reception)	470	285	82	311	199	112	452
%V	42.4%	47.9%	48.0%	40.4%	46.8%	32.5%	43.3%
%H		60.6%	17.4%	66.2%	42.3%	23.8%	96.2%
DVD/Blu-ray player or recorder	493	268	91	325	190	135	481
%V	44.5%	45.0%	53.2%	42.2%	44.7%	39.1%	46.0%
%H		54.4%	18.5%	65.9%	38.5%	27.4%	97.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2609	2525	1228	371	1531	671	861	2436
%H		96.8%	47.1%	14.2%	58.7%	25.7%	33.0%	93.4%
Total Children	476	469	261	76	237	123	114	470
%V	18.2%	18.6%	21.3%	20.5%	15.5%	18.3%	13.2%	19.3%
%H		98.5%	54.8%	16.0%	49.8%	25.8%	23.9%	98.7%
0 - 3	120	117	65	13	58	24	34	118
%V	4.6%	4.6%	5.3%	3.5%	3.8%	3.6%	3.9%	4.8%
%H		97.5%	54.2%	10.8%	48.3%	20.0%	28.3%	98.3%
4 - 15	356	352	196	64	179	99	81	352
%V	13.6%	13.9%	16.0%	17.3%	11.7%	14.8%	9.4%	14.4%
%H		98.9%	55.1%	18.0%	50.3%	27.8%	22.8%	98.9%
4 - 9	186	184	103	28	90	45	45	185
%V	7.1%	7.3%	8.4%	7.5%	5.9%	6.7%	5.2%	7.6%
%H		98.9%	55.4%	15.1%	48.4%	24.2%	24.2%	99.5%
10 - 15	169	167	93	35	89	54	35	167
%V	6.5%	6.6%	7.6%	9.4%	5.8%	8.0%	4.1%	6.9%
%H		98.8%	55.0%	20.7%	52.7%	32.0%	20.7%	98.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2609	2525	1228	371	1531	671	861	2436
%H		96.8%	47.1%	14.2%	58.7%	25.7%	33.0%	93.4%
Total Adults (16+)	2133	2056	967	295	1294	548	746	1966
%V	81.8%	81.4%	78.7%	79.5%	84.5%	81.7%	86.6%	80.7%
%H		96.4%	45.3%	13.8%	60.7%	25.7%	35.0%	92.2%
16 - 19	99	95	58	19	50	32	18	99
%V	3.8%	3.8%	4.7%	5.1%	3.3%	4.8%	2.1%	4.1%
%H		96.0%	58.6%	19.2%	50.5%	32.3%	18.2%	100.0%
20 - 24	182	153	61	19	87	34	54	182
%V	7.0%	6.1%	5.0%	5.1%	5.7%	5.1%	6.3%	7.5%
%H		84.1%	33.5%	10.4%	47.8%	18.7%	29.7%	100.0%
35 - 44	323	311	141	46	162	63	100	316
%V	12.4%	12.3%	11.5%	12.4%	10.6%	9.4%	11.6%	13.0%
%H		96.3%	43.7%	14.2%	50.2%	19.5%	31.0%	97.8%
35 - 44	292	285	164	51	147	86	62	289
%V	11.2%	11.3%	13.4%	13.7%	9.6%	12.8%	7.2%	11.9%
%H		97.6%	56.2%	17.5%	50.3%	29.5%	21.2%	99.0%
45 - 54	372	363	185	64	220	108	112	358
%V	14.3%	14.4%	15.1%	17.3%	14.4%	16.1%	13.0%	14.7%
%H		97.6%	49.7%	17.2%	59.1%	29.0%	30.1%	96.2%
55 - 64	338	330	156	51	227	99	128	322
%V	13.0%	13.1%	12.7%	13.7%	14.8%	14.8%	14.9%	13.2%
%H		97.6%	46.2%	15.1%	67.2%	29.3%	37.9%	95.3%
65+	526	518	202	45	401	127	274	400
%V	20.2%	20.5%	16.4%	12.1%	26.2%	18.9%	31.8%	16.4%
%H		98.5%	38.4%	8.6%	76.2%	24.1%	52.1%	76.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2133	2056	967	295	1294	548	746	1966
%H		96.4%	45.3%	13.8%	60.7%	25.7%	35.0%	92.2%
AB	614	600	285	98	379	163	216	593
%V	28.8%	29.2%	29.5%	33.2%	29.3%	29.7%	29.0%	30.2%
%H		97.7%	46.4%	16.0%	61.7%	26.5%	35.2%	96.6%
C1	665	628	301	79	392	164	228	626
%V	31.2%	30.5%	31.1%	26.8%	30.3%	29.9%	30.6%	31.8%
%H		94.4%	45.3%	11.9%	58.9%	24.7%	34.3%	94.1%
C2	420	412	186	73	263	129	135	389
%V	19.7%	20.0%	19.2%	24.7%	20.3%	23.5%	18.1%	19.8%
%H		98.1%	44.3%	17.4%	62.6%	30.7%	32.1%	92.6%
D	270	262	129	33	157	63	94	237
%V	12.7%	12.7%	13.3%	11.2%	12.1%	11.5%	12.6%	12.1%
%H		97.0%	47.8%	12.2%	58.1%	23.3%	34.8%	87.8%
E	164	154	66	11	103	30	73	121
%V	7.7%	7.5%	6.8%	3.7%	8.0%	5.5%	9.8%	6.2%
%H		93.9%	40.2%	6.7%	62.8%	18.3%	44.5%	73.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2133	2056	967	295	1294	548	746	1966
%H		96.4%	45.3%	13.8%	60.7%	25.7%	35.0%	92.2%
Working full time	956	933	461	174	531	259	273	941
%V	44.8%	45.4%	47.7%	59.0%	41.0%	47.3%	36.6%	47.9%
%H		97.6%	48.2%	18.2%	55.5%	27.1%	28.6%	98.4%
Working part time	220	214	116	28	135	63	72	213
%V	10.3%	10.4%	12.0%	9.5%	10.4%	11.5%	9.7%	10.8%
%H		97.3%	52.7%	12.7%	61.4%	28.6%	32.7%	96.8%
Not working	957	908	391	93	629	227	402	812
%V	44.9%	44.2%	40.4%	31.5%	48.6%	41.4%	53.9%	41.3%
%H		94.9%	40.9%	9.7%	65.7%	23.7%	42.0%	84.8%
Houseperson	1148	1102	483	146	716	268	447	1011
%V	53.8%	53.6%	49.9%	49.5%	55.3%	48.9%	59.9%	51.4%
%H		96.0%	42.1%	12.7%	62.4%	23.3%	38.9%	88.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1032	989	478	145	611	272	338	960
%H		95.8%	46.3%	14.1%	59.2%	26.4%	32.8%	93.0%
16 - 19	49	47	30	10	24	17	7	49
%V	4.7%	4.8%	6.3%	6.9%	3.9%	6.3%	2.1%	5.1%
%H		95.9%	61.2%	20.4%	49.0%	34.7%	14.3%	100.0%
20 - 24	89	73	31	7	40	17	23	89
%V	8.6%	7.4%	6.5%	4.8%	6.5%	6.3%	6.8%	9.3%
%H		82.0%	34.8%	7.9%	44.9%	19.1%	25.8%	100.0%
25 - 34	149	142	63	25	71	30	41	148
%V	14.4%	14.4%	13.2%	17.2%	11.6%	11.0%	12.1%	15.4%
%H		95.3%	42.3%	16.8%	47.7%	20.1%	27.5%	99.3%
35 - 44	148	142	80	22	72	38	34	145
%V	14.3%	14.4%	16.7%	15.2%	11.8%	14.0%	10.1%	15.1%
%H		95.9%	54.1%	14.9%	48.6%	25.7%	23.0%	98.0%
45 - 54	182	180	99	33	106	59	47	173
%V	17.6%	18.2%	20.7%	22.8%	17.3%	21.7%	13.9%	18.0%
%H		98.9%	54.4%	18.1%	58.2%	32.4%	25.8%	95.1%
55 - 64	167	163	75	23	112	46	66	157
%V	16.2%	16.5%	15.7%	15.9%	18.3%	16.9%	19.5%	16.4%
%H		97.6%	44.9%	13.8%	67.1%	27.5%	39.5%	94.0%
65+	248	242	99	25	187	66	120	198
%V	24.0%	24.5%	20.7%	17.2%	30.6%	24.3%	35.5%	20.6%
%H		97.6%	39.9%	10.1%	75.4%	26.6%	48.4%	79.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1032	989	478	145	611	272	338	960
%H		95.8%	46.3%	14.1%	59.2%	26.4%	32.8%	93.0%
AB	297	290	137	52	179	77	102	286
%V	28.8%	29.3%	28.7%	35.9%	29.3%	28.3%	30.2%	29.8%
%H		97.6%	46.1%	17.5%	60.3%	25.9%	34.3%	96.3%
C1	301	285	148	34	172	80	92	290
%V	29.2%	28.8%	31.0%	23.4%	28.2%	29.4%	27.2%	30.2%
%H		94.7%	49.2%	11.3%	57.1%	26.6%	30.6%	96.3%
C2	225	218	95	38	142	69	73	207
%V	21.8%	22.0%	19.9%	26.2%	23.2%	25.4%	21.6%	21.6%
%H		96.9%	42.2%	16.9%	63.1%	30.7%	32.4%	92.0%
D	136	130	68	17	75	33	43	120
%V	13.2%	13.1%	14.2%	11.7%	12.3%	12.1%	12.7%	12.5%
%H		95.6%	50.0%	12.5%	55.1%	24.3%	31.6%	88.2%
E	74	66	31	4	43	13	30	58
%V	7.2%	6.7%	6.5%	2.8%	7.0%	4.8%	8.9%	6.0%
%H		89.2%	41.9%	5.4%	58.1%	17.6%	40.5%	78.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1032	989	478	145	611	272	338	960
%H		95.8%	46.3%	14.1%	59.2%	26.4%	32.8%	93.0%
Working full time	569	556	285	97	315	155	161	559
%V	55.1%	56.2%	59.6%	66.9%	51.6%	57.0%	47.6%	58.2%
%H		97.7%	50.1%	17.0%	55.4%	27.2%	28.3%	98.2%
Working part time	48	45	27	5	27	14	14	46
%V	4.7%	4.6%	5.6%	3.4%	4.4%	5.1%	4.1%	4.8%
%H		93.8%	56.3%	10.4%	56.3%	29.2%	29.2%	95.8%
Not working	415	388	167	43	268	104	164	356
%V	40.2%	39.2%	34.9%	29.7%	43.9%	38.2%	48.5%	37.1%
%H		93.5%	40.2%	10.4%	64.6%	25.1%	39.5%	85.8%
Houseperson	242	219	78	26	144	38	107	194
%V	23.4%	22.1%	16.3%	17.9%	23.6%	14.0%	31.7%	20.2%
%H		90.5%	32.2%	10.7%	59.5%	15.7%	44.2%	80.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1101	1067	489	150	684	276	408	1006
%H		96.9%	44.4%	13.6%	62.1%	25.1%	37.1%	91.4%
16 - 19	50	48	28	9	26	16	11	50
%V	4.5%	4.5%	5.7%	6.0%	3.8%	5.8%	2.7%	5.0%
%H		96.0%	56.0%	18.0%	52.0%	32.0%	22.0%	100.0%
20 - 24	94	80	30	12	47	17	31	94
%V	8.5%	7.5%	6.1%	8.0%	6.9%	6.2%	7.6%	9.3%
%H		85.1%	31.9%	12.8%	50.0%	18.1%	33.0%	100.0%
25 - 34	174	169	78	21	91	33	58	168
%V	15.8%	15.8%	16.0%	14.0%	13.3%	12.0%	14.2%	16.7%
%H		97.1%	44.8%	12.1%	52.3%	19.0%	33.3%	96.6%
35 - 44	145	143	84	29	76	48	28	143
%V	13.2%	13.4%	17.2%	19.3%	11.1%	17.4%	6.9%	14.2%
%H		98.6%	57.9%	20.0%	52.4%	33.1%	19.3%	98.6%
45 - 54	190	183	86	31	115	50	65	185
%V	17.3%	17.2%	17.6%	20.7%	16.8%	18.1%	15.9%	18.4%
%H		96.3%	45.3%	16.3%	60.5%	26.3%	34.2%	97.4%
55 - 64	171	167	80	28	115	53	62	165
%V	15.5%	15.7%	16.4%	18.7%	16.8%	19.2%	15.2%	16.4%
%H		97.7%	46.8%	16.4%	67.3%	31.0%	36.3%	96.5%
65+	278	276	103	20	214	61	153	202
%V	25.2%	25.9%	21.1%	13.3%	31.3%	22.1%	37.5%	20.1%
%H		99.3%	37.1%	7.2%	77.0%	21.9%	55.0%	72.7%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1101	1067	489	150	684	276	408	1006
%H		96.9%	44.4%	13.6%	62.1%	25.1%	37.1%	91.4%
AB	316	311	149	46	200	85	115	307
%V	28.7%	29.1%	30.5%	30.7%	29.2%	30.8%	28.2%	30.5%
%H		98.4%	47.2%	14.6%	63.3%	26.9%	36.4%	97.2%
C1	364	343	153	45	220	84	136	336
%V	33.1%	32.1%	31.3%	30.0%	32.2%	30.4%	33.3%	33.4%
%H		94.2%	42.0%	12.4%	60.4%	23.1%	37.4%	92.3%
C2	195	193	91	36	121	60	62	182
%V	17.7%	18.1%	18.6%	24.0%	17.7%	21.7%	15.2%	18.1%
%H		99.0%	46.7%	18.5%	62.1%	30.8%	31.8%	93.3%
D	135	132	61	16	82	30	52	117
%V	12.3%	12.4%	12.5%	10.7%	12.0%	10.9%	12.7%	11.6%
%H		97.8%	45.2%	11.9%	60.7%	22.2%	38.5%	86.7%
E	90	88	35	7	61	17	43	64
%V	8.2%	8.2%	7.2%	4.7%	8.9%	6.2%	10.5%	6.4%
%H		97.8%	38.9%	7.8%	67.8%	18.9%	47.8%	71.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1101	1067	489	150	684	276	408	1006
%H		96.9%	44.4%	13.6%	62.1%	25.1%	37.1%	91.4%
Working full time	387	378	176	77	216	104	112	382
%V	35.1%	35.4%	36.0%	51.3%	31.6%	37.7%	27.5%	38.0%
%H		97.7%	45.5%	19.9%	55.8%	26.9%	28.9%	98.7%
Working part time	172	169	89	23	107	49	58	168
%V	15.6%	15.8%	18.2%	15.3%	15.6%	17.8%	14.2%	16.7%
%H		98.3%	51.7%	13.4%	62.2%	28.5%	33.7%	97.7%
Not working	542	520	224	50	361	123	238	456
%V	49.2%	48.7%	45.8%	33.3%	52.8%	44.6%	58.3%	45.3%
%H		95.9%	41.3%	9.2%	66.6%	22.7%	43.9%	84.1%
Houseperson	906	883	405	120	571	231	341	817
%V	82.3%	82.8%	82.8%	80.0%	83.5%	83.7%	83.6%	81.2%
%H		97.5%	44.7%	13.2%	63.0%	25.5%	37.6%	90.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3724	3597	1268	643	2662	1039	1623	3150
%H (All HH)		96.6%	34.0%	17.3%	71.5%	27.9%	43.6%	84.6%
%H (TV HH)			35.3%	17.9%	74.0%	28.9%	45.1%	
AB	883	864	339	154	625	272	353	852
%V	23.7%	24.0%	26.7%	24.0%	23.5%	26.2%	21.7%	27.0%
%H (All HH)		97.8%	38.4%	17.4%	70.8%	30.8%	40.0%	96.5%
%H (TV HH)			39.2%	17.8%	72.3%	31.5%	40.9%	
C1	963	926	336	182	686	293	392	867
%V	25.9%	25.7%	26.5%	28.3%	25.8%	28.2%	24.2%	27.5%
%H (All HH)		96.2%	34.9%	18.9%	71.2%	30.4%	40.7%	90.0%
%H (TV HH)			36.3%	19.7%	74.1%	31.6%	42.3%	
C2	799	779	290	146	586	248	337	679
%V	21.5%	21.7%	22.9%	22.7%	22.0%	23.9%	20.8%	21.6%
%H (All HH)		97.5%	36.3%	18.3%	73.3%	31.0%	42.2%	85.0%
%H (TV HH)			37.2%	18.7%	75.2%	31.8%	43.3%	
D	671	639	209	113	455	153	302	513
%V	18.0%	17.8%	16.5%	17.6%	17.1%	14.7%	18.6%	16.3%
%H (All HH)		95.2%	31.1%	16.8%	67.8%	22.8%	45.0%	76.5%
%H (TV HH)			32.7%	17.7%	71.2%	23.9%	47.3%	
E	408	388	94	48	311	73	238	238
%V	11.0%	10.8%	7.4%	7.5%	11.7%	7.0%	14.7%	7.6%
%H (All HH)		95.1%	23.0%	11.8%	76.2%	17.9%	58.3%	58.3%
%H (TV HH)			24.2%	12.4%	80.2%	18.8%	61.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Household level data

Table 3.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3724	3597	1268	643	2662	1039	1623	3150
%H (All HH)		96.6%	34.0%	17.3%	71.5%	27.9%	43.6%	84.6%
%H (TV HH)			35.3%	17.9%	74.0%	28.9%	45.1%	
Under 25	165	143	34	24	96	24	72	158
%V	4.4%	4.0%	2.7%	3.7%	3.6%	2.3%	4.4%	5.0%
%H (All HH)		86.7%	20.6%	14.5%	58.2%	14.5%	43.6%	95.8%
%H (TV HH)			23.8%	16.8%	67.1%	16.8%	50.3%	
25 - 34	567	526	197	93	338	136	202	540
%V	15.2%	14.6%	15.5%	14.5%	12.7%	13.1%	12.4%	17.1%
%H (All HH)		92.8%	34.7%	16.4%	59.6%	24.0%	35.6%	95.2%
%H (TV HH)			37.5%	17.7%	64.3%	25.9%	38.4%	
35 - 44	592	566	247	116	373	187	187	567
%V	15.9%	15.7%	19.5%	18.0%	14.0%	18.0%	11.5%	18.0%
%H (All HH)		95.6%	41.7%	19.6%	63.0%	31.6%	31.6%	95.8%
%H (TV HH)			43.6%	20.5%	65.9%	33.0%	33.0%	
45 - 54	704	688	273	142	496	231	265	665
%V	18.9%	19.1%	21.5%	22.1%	18.6%	22.2%	16.3%	21.1%
%H (All HH)		97.7%	38.8%	20.2%	70.5%	32.8%	37.6%	94.5%
%H (TV HH)			39.7%	20.6%	72.1%	33.6%	38.5%	
55 - 64	635	622	226	128	474	201	272	568
%V	17.1%	17.3%	17.8%	19.9%	17.8%	19.3%	16.8%	18.0%
%H (All HH)		98.0%	35.6%	20.2%	74.6%	31.7%	42.8%	89.4%
%H (TV HH)			36.3%	20.6%	76.2%	32.3%	43.7%	
65 +	1062	1052	291	139	885	260	625	652
%V	28.5%	29.2%	22.9%	21.6%	33.2%	25.0%	38.5%	20.7%
%H (All HH)		99.1%	27.4%	13.1%	83.3%	24.5%	58.9%	61.4%
%H (TV HH)			27.7%	13.2%	84.1%	24.7%	59.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3724	3597	1268	643	2662	1039	1623	3150
%H (All HH)		96.6%	34.0%	17.3%	71.5%	27.9%	43.6%	84.6%
%H (TV HH)			35.3%	17.9%	74.0%	28.9%	45.1%	
1	1116	1061	243	126	852	181	671	715
%V	30.0%	29.5%	19.2%	19.6%	32.0%	17.4%	41.3%	22.7%
%H (All HH)		95.1%	21.8%	11.3%	76.3%	16.2%	60.1%	64.1%
%H (TV HH)			22.9%	11.9%	80.3%	17.1%	63.2%	
2	1295	1263	461	232	955	397	558	1155
%V	34.8%	35.1%	36.4%	36.1%	35.9%	38.2%	34.4%	36.7%
%H (All HH)		97.5%	35.6%	17.9%	73.7%	30.7%	43.1%	89.2%
%H (TV HH)			36.5%	18.4%	75.6%	31.4%	44.2%	
3	560	547	232	121	369	187	182	543
%V	15.0%	15.2%	18.3%	18.8%	13.9%	18.0%	11.2%	17.2%
%H (All HH)		97.7%	41.4%	21.6%	65.9%	33.4%	32.5%	97.0%
%H (TV HH)			42.4%	22.1%	67.5%	34.2%	33.3%	
4	494	474	215	108	322	179	142	484
%V	13.3%	13.2%	17.0%	16.8%	12.1%	17.2%	8.7%	15.4%
%H (All HH)		96.0%	43.5%	21.9%	65.2%	36.2%	28.7%	98.0%
%H (TV HH)			45.4%	22.8%	67.9%	37.8%	30.0%	
5+	259	252	118	56	165	95	70	253
%V	7.0%	7.0%	9.3%	8.7%	6.2%	9.1%	4.3%	8.0%
%H (All HH)		97.3%	45.6%	21.6%	63.7%	36.7%	27.0%	97.7%
%H (TV HH)			46.8%	22.2%	65.5%	37.7%	27.8%	
Average HH size	2.36	2.37	2.66	2.64	2.28	2.67	2.02	2.54

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC Midlands

Household level data

Table 3.4: 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	3724	3597	1268	643	2662	1039	1623	3150
%H (All HH)		96.6%	34.0%	17.3%	71.5%	27.9%	43.6%	84.6%
%H (TV HH)			35.3%	17.9%	74.0%	28.9%	45.1%	
Without	2750	2649	849	445	2033	713	1320	2204
%V	73.8%	73.6%	67.0%	69.2%	76.4%	68.6%	81.3%	70.0%
%H (All HH)		96.3%	30.9%	16.2%	73.9%	25.9%	48.0%	80.1%
%H (TV HH)			32.0%	16.8%	76.7%	26.9%	49.8%	
With	974	948	419	197	629	326	303	946
%V	26.2%	26.4%	33.0%	30.6%	23.6%	31.4%	18.7%	30.0%
%H (All HH)		97.3%	43.0%	20.2%	64.6%	33.5%	31.1%	97.1%
%H (TV HH)			44.2%	20.8%	66.4%	34.4%	32.0%	
0 - 3	367	354	147	64	231	107	124	352
%V	9.9%	9.8%	11.6%	10.0%	8.7%	10.3%	7.6%	11.2%
%H (All HH)		96.5%	40.1%	17.4%	62.9%	29.2%	33.8%	95.9%
%H (TV HH)			41.5%	18.1%	65.3%	30.2%	35.0%	
4 - 9	509	495	227	98	321	167	154	497
%V	13.7%	13.8%	17.9%	15.2%	12.1%	16.1%	9.5%	15.8%
%H (All HH)		97.2%	44.6%	19.3%	63.1%	32.8%	30.3%	97.6%
%H (TV HH)			45.9%	19.8%	64.8%	33.7%	31.1%	
10 - 15	450	440	206	100	305	176	129	441
%V	12.1%	12.2%	16.2%	15.6%	11.5%	16.9%	7.9%	14.0%
%H (All HH)		97.8%	45.8%	22.2%	67.8%	39.1%	28.7%	98.0%
%H (TV HH)			46.8%	22.7%	69.3%	40.0%	29.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands

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	3724	3597	1268	643	2662	1039	1623	3150
%H (All HH)		96.6%	34.0%	17.3%	71.5%	27.9%	43.6%	84.6%
%H (TV HH)			35.3%	17.9%	74.0%	28.9%	45.1%	
1	1449	1449	396	206	956	171	785	1099
%V	38.9%	40.3%	31.2%	32.0%	35.9%	16.5%	48.4%	34.9%
%H (All HH)		100.0%	27.3%	14.2%	66.0%	11.8%	54.2%	75.8%
%H (TV HH)			27.3%	14.2%	66.0%	11.8%	54.2%	
2	1224	1224	438	230	946	397	549	1066
%V	32.9%	34.0%	34.5%	35.8%	35.5%	38.2%	33.8%	33.8%
%H (All HH)		100.0%	35.8%	18.8%	77.3%	32.4%	44.9%	87.1%
%H (TV HH)			35.8%	18.8%	77.3%	32.4%	44.9%	
3	569	569	256	125	460	270	190	535
%V	15.3%	15.8%	20.2%	19.4%	17.3%	26.0%	11.7%	17.0%
%H (All HH)		100.0%	45.0%	22.0%	80.8%	47.5%	33.4%	94.0%
%H (TV HH)			45.0%	22.0%	80.8%	47.5%	33.4%	
4	241	241	118	55	201	132	69	237
%V	6.5%	6.7%	9.3%	8.6%	7.6%	12.7%	4.3%	7.5%
%H (All HH)		100.0%	49.0%	22.8%	83.4%	54.8%	28.6%	98.3%
%H (TV HH)			49.0%	22.8%	83.4%	54.8%	28.6%	
5+	113	113	60	28	99	69	30	112
%V	3.0%	3.1%	4.7%	4.4%	3.7%	6.6%	1.8%	3.6%
%H (All HH)		100.0%	53.1%	24.8%	87.6%	61.1%	26.5%	99.1%
%H (TV HH)			53.1%	24.8%	87.6%	61.1%	26.5%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3724	3597	1268	643	2662	1039	1623	3150
%H (All HH)		96.6%	34.0%	17.3%	71.5%	27.9%	43.6%	84.6%
%H (TV HH)			35.3%	17.9%	74.0%	28.9%	45.1%	
Under 20"	453	453	156	80	390	175	215	386
%V	12.2%	12.6%	12.3%	12.4%	14.7%	16.8%	13.2%	12.3%
%H (All HH)		100.0%	34.4%	17.7%	86.1%	38.6%	47.5%	85.2%
%H (TV HH)			34.4%	17.7%	86.1%	38.6%	47.5%	
20" - 29"	1064	1064	362	191	899	392	507	900
%V	28.6%	29.6%	28.5%	29.7%	33.8%	37.7%	31.2%	28.6%
%H (All HH)		100.0%	34.0%	18.0%	84.5%	36.8%	47.7%	84.6%
%H (TV HH)			34.0%	18.0%	84.5%	36.8%	47.7%	
30" - 39"	1808	1808	643	312	1404	577	827	1535
%V	48.5%	50.3%	50.7%	48.5%	52.7%	55.5%	51.0%	48.7%
%H (All HH)		100.0%	35.6%	17.3%	77.7%	31.9%	45.7%	84.9%
%H (TV HH)			35.6%	17.3%	77.7%	31.9%	45.7%	
40" - 49"	1735	1735	727	377	1238	626	612	1597
%V	46.6%	48.2%	57.3%	58.6%	46.5%	60.3%	37.7%	50.7%
%H (All HH)		100.0%	41.9%	21.7%	71.4%	36.1%	35.3%	92.0%
%H (TV HH)			41.9%	21.7%	71.4%	36.1%	35.3%	
50" - 59"	544	544	273	118	369	223	146	522
%V	14.6%	15.1%	21.5%	18.4%	13.9%	21.5%	9.0%	16.6%
%H (All HH)		100.0%	50.2%	21.7%	67.8%	41.0%	26.8%	96.0%
%H (TV HH)			50.2%	21.7%	67.8%	41.0%	26.8%	
60"+	62	62	34	12	37	21	16	60
%V	1.7%	1.7%	2.7%	1.9%	1.4%	2.0%	1.0%	1.9%
%H (All HH)		100.0%	54.8%	19.4%	59.7%	33.9%	25.8%	96.8%
%H (TV HH)			54.8%	19.4%	59.7%	33.9%	25.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3724	3597	1268	643	2662	1039	1623	3150
%H (All HH)		96.6%	34.0%	17.3%	71.5%	27.9%	43.6%	84.6%
%H (TV HH)			35.3%	17.9%	74.0%	28.9%	45.1%	
Main living room	3560	3560	1255	639	2638	1031	1608	3016
%V	95.6%	99.0%	99.0%	99.4%	99.1%	99.2%	99.1%	95.7%
%H (All HH)		100.0%	35.3%	17.9%	74.1%	29.0%	45.2%	84.7%
%H (TV HH)			35.3%	17.9%	74.1%	29.0%	45.2%	
Kitchen	421	421	169	79	367	193	175	377
%V	11.3%	11.7%	13.3%	12.3%	13.8%	18.6%	10.8%	12.0%
%H (All HH)		100.0%	40.1%	18.8%	87.2%	45.8%	41.6%	89.5%
%H (TV HH)			40.1%	18.8%	87.2%	45.8%	41.6%	
Adult's bedroom	1615	1615	670	330	1284	671	613	1477
%V	43.4%	44.9%	52.8%	51.3%	48.2%	64.6%	37.8%	46.9%
%H (All HH)		100.0%	41.5%	20.4%	79.5%	41.5%	38.0%	91.5%
%H (TV HH)			41.5%	20.4%	79.5%	41.5%	38.0%	
Child's bedroom	314	314	144	84	235	148	86	309
%V	8.4%	8.7%	11.4%	13.1%	8.8%	14.2%	5.3%	9.8%
%H (All HH)		100.0%	45.9%	26.8%	74.8%	47.1%	27.4%	98.4%
%H (TV HH)			45.9%	26.8%	74.8%	47.1%	27.4%	
Other bedroom	191	191	88	41	156	95	61	183
%V	5.1%	5.3%	6.9%	6.4%	5.9%	9.1%	3.8%	5.8%
%H (All HH)		100.0%	46.1%	21.5%	81.7%	49.7%	31.9%	95.8%
%H (TV HH)			46.1%	21.5%	81.7%	49.7%	31.9%	
Second living/dining room	376	376	169	76	303	168	135	340
%V	10.1%	10.5%	13.3%	11.8%	11.4%	16.2%	8.3%	10.8%
%H (All HH)		100.0%	44.9%	20.2%	80.6%	44.7%	35.9%	90.4%
%H (TV HH)			44.9%	20.2%	80.6%	44.7%	35.9%	
Study/office	53	53	24	10	43	24	19	51
%V	1.4%	1.5%	1.9%	1.6%	1.6%	2.3%	1.2%	1.6%
%H (All HH)		100.0%	45.3%	18.9%	81.1%	45.3%	35.8%	96.2%
%H (TV HH)			45.3%	18.9%	81.1%	45.3%	35.8%	
TV room	26	26	19	3	19	14	5	25
%V	0.7%	0.7%	1.5%	0.5%	0.7%	1.3%	0.3%	0.8%
%H (All HH)		100.0%	73.1%	11.5%	73.1%	53.8%	19.2%	96.2%
%H (TV HH)			73.1%	11.5%	73.1%	53.8%	19.2%	
Conservatory	98	98	38	20	86	45	41	92
%V	2.6%	2.7%	3.0%	3.1%	3.2%	4.3%	2.5%	2.9%
%H (All HH)		100.0%	38.8%	20.4%	87.8%	45.9%	41.8%	93.9%
%H (TV HH)			38.8%	20.4%	87.8%	45.9%	41.8%	
Attic or loft room	8	8	3	3	6	4	2	8
%V	0.2%	0.2%	0.2%	0.5%	0.2%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	37.5%	37.5%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			37.5%	37.5%	75.0%	50.0%	25.0%	
No specific location	5	5	1	2	5	2	2	5
%V	0.1%	0.1%	0.1%	0.3%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	20.0%	40.0%	100.0%	40.0%	40.0%	100.0%
%H (TV HH)			20.0%	40.0%	100.0%	40.0%	40.0%	
Other	29	29	16	6	25	18	7	27
%V	0.8%	0.8%	1.3%	0.9%	0.9%	1.7%	0.4%	0.9%
%H (All HH)		100.0%	55.2%	20.7%	86.2%	62.1%	24.1%	93.1%
%H (TV HH)			55.2%	20.7%	86.2%	62.1%	24.1%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

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Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3724	3597	1268	643	2662	1039	1623	3150
%H (All HH)		96.6%	34.0%	17.3%	71.5%	27.9%	43.6%	84.6%
%H (TV HH)			35.3%	17.9%	74.0%	28.9%	45.1%	
Any DSAT provider	1268	1268	1268	23	692	692	0	1174
%V	34.0%	35.3%	100.0%	3.6%	26.0%	66.6%	0.0%	37.3%
%H (All HH)			100.0%	1.8%	54.6%	54.6%	0.0%	92.6%
%H (TV HH)			100.0%	1.8%	54.6%	54.6%	0.0%	
Sky with subscription	1032	1032	1032	10	560	560	0	979
%V	27.7%	28.7%	81.4%	1.6%	21.0%	53.9%	0.0%	31.1%
%H (All HH)			100.0%	1.0%	54.3%	54.3%	0.0%	94.9%
%H (TV HH)			100.0%	1.0%	54.3%	54.3%	0.0%	
Sky without subscription	76	76	76	4	41	41	0	61
%V	2.0%	2.1%	6.0%	0.6%	1.5%	3.9%	0.0%	1.9%
%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	134	134	134	8	81	81	0	117
%V	3.6%	3.7%	10.6%	1.2%	3.0%	7.8%	0.0%	3.7%
%H (All HH)			100.0%	6.0%	60.4%	60.4%	0.0%	87.3%
%H (TV HH)			100.0%	6.0%	60.4%	60.4%	0.0%	
Other satellite provider	69	69	69	3	35	35	0	60
%V	1.9%	1.9%	5.4%	0.5%	1.3%	3.4%	0.0%	1.9%
%H (All HH)			100.0%	4.3%	50.7%	50.7%	0.0%	87.0%
%H (TV HH)			100.0%	4.3%	50.7%	50.7%	0.0%	
DCAB	643	643	23	643	360	360	0	605
%V	17.3%	17.9%	1.8%	100.0%	13.5%	34.6%	0.0%	19.2%
%H (All HH)			3.6%	100.0%	56.0%	56.0%	0.0%	94.1%
%H (TV HH)			3.6%	100.0%	56.0%	56.0%	0.0%	
DTT	2662	2662	692	360	2662	1039	1623	2187
%V	71.5%	74.0%	54.6%	56.0%	100.0%	100.0%	100.0%	69.4%
%H (All HH)		100.0%	26.0%	13.5%	100.0%	39.0%	61.0%	82.2%
%H (TV HH)			26.0%	13.5%	100.0%	39.0%	61.0%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3724	3597	1268	643	2662	1039	1623	3150
%H (All HH)		96.6%	34.0%	17.3%	71.5%	27.9%	43.6%	84.6%
%H (TV HH)			35.3%	17.9%	74.0%	28.9%	45.1%	
PVR	2214	2214	1114	595	1474	949	525	2075
%V	59.5%	61.6%	87.9%	92.5%	55.4%	91.3%	32.3%	65.9%
%H (All HH)		100.0%	50.3%	26.9%	66.6%	42.9%	23.7%	93.7%
%H (TV HH)			50.3%	26.9%	66.6%	42.9%	23.7%	
DVDR	60	60	17	15	47	18	29	52
%V	1.6%	1.7%	1.3%	2.3%	1.8%	1.7%	1.8%	1.7%
%H (All HH)		100.0%	28.3%	25.0%	78.3%	30.0%	48.3%	86.7%
%H (TV HH)			28.3%	25.0%	78.3%	30.0%	48.3%	
VCR	24	24	4	2	23	5	18	15
%V	0.6%	0.7%	0.3%	0.3%	0.9%	0.5%	1.1%	0.5%
%H (All HH)		100.0%	16.7%	8.3%	95.8%	20.8%	75.0%	62.5%
%H (TV HH)			16.7%	8.3%	95.8%	20.8%	75.0%	
Any recorder	2254	2254	1117	597	1512	953	559	2101
%V	60.5%	62.7%	88.1%	92.8%	56.8%	91.7%	34.4%	66.7%
%H (All HH)		100.0%	49.6%	26.5%	67.1%	42.3%	24.8%	93.2%
%H (TV HH)			49.6%	26.5%	67.1%	42.3%	24.8%	
Receives HDTV (via STB or built-in reception)	2570	2570	1020	580	1909	918	991	2357
%V	69.0%	71.4%	80.4%	90.2%	71.7%	88.4%	61.1%	74.8%
%H (All HH)		100.0%	39.7%	22.6%	74.3%	35.7%	38.6%	91.7%
%H (TV HH)			39.7%	22.6%	74.3%	35.7%	38.6%	
DVD/Blu-ray player or recorder	2365	2365	886	453	1771	772	998	2113
%V	63.5%	65.7%	69.9%	70.5%	66.5%	74.3%	61.5%	67.1%
%H (All HH)		100.0%	37.5%	19.2%	74.9%	32.6%	42.2%	89.3%
%H (TV HH)			37.5%	19.2%	74.9%	32.6%	42.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3724	3597	1268	643	2662	1039	1623	3150
%H (All HH)		96.6%	34.0%	17.3%	71.5%	27.9%	43.6%	84.6%
%H (TV HH)			35.3%	17.9%	74.0%	28.9%	45.1%	
Has broadband internet	3150	3049	1174	605	2187	977	1210	3150
%V	84.6%	84.8%	92.6%	94.1%	82.2%	94.0%	74.6%	100.0%
%H (All HH)		96.8%	37.3%	19.2%	69.4%	31.0%	38.4%	100.0%
%H (TV HH)			38.5%	19.8%	71.7%	32.0%	39.7%	
Number of computers (PCs and laptops)								
0	745	706	151	66	579	97	482	219
%V	20.0%	19.6%	11.9%	10.3%	21.8%	9.3%	29.7%	7.0%
%H (All HH)		94.8%	20.3%	8.9%	77.7%	13.0%	64.7%	29.4%
Houseperson			21.4%	9.3%	82.0%	13.7%	68.3%	
1	1009	972	337	154	694	239	455	971
%V	27.1%	27.0%	26.6%	24.0%	26.1%	23.0%	28.0%	30.8%
%H (All HH)		96.3%	33.4%	15.3%	68.8%	23.7%	45.1%	96.2%
%H (TV HH)			34.7%	15.8%	71.4%	24.6%	46.8%	
2	848	817	302	170	600	268	332	843
%V	22.8%	22.7%	23.8%	26.4%	22.5%	25.8%	20.5%	26.8%
%H (All HH)		96.3%	35.6%	20.0%	70.8%	31.6%	39.2%	99.4%
%H (TV HH)			37.0%	20.8%	73.4%	32.8%	40.6%	
3	485	476	199	106	348	186	161	482
%V	13.0%	13.2%	15.7%	16.5%	13.1%	17.9%	9.9%	15.3%
%H (All HH)		98.1%	41.0%	21.9%	71.8%	38.4%	33.2%	99.4%
%H (TV HH)			41.8%	22.3%	73.1%	39.1%	33.8%	
4	296	291	124	66	204	107	96	294
%V	7.9%	8.1%	9.8%	10.3%	7.7%	10.3%	5.9%	9.3%
%H (All HH)		98.3%	41.9%	22.3%	68.9%	36.1%	32.4%	99.3%
%H (TV HH)			42.6%	22.7%	70.1%	36.8%	33.0%	
5+	341	334	155	81	238	141	96	341
%V	9.2%	9.3%	12.2%	12.6%	8.9%	13.6%	5.9%	10.8%
%H (All HH)		97.9%	45.5%	23.8%	69.8%	41.3%	28.2%	100.0%
%H (TV HH)			46.4%	24.3%	71.3%	42.2%	28.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7196	2849	1412	5579	2691	2889	6403
%H		39.6%	19.6%	77.5%	37.4%	40.1%	89.0%
Under 20"	561	195	103	484	222	262	489
%V	7.8%	6.8%	7.3%	8.7%	8.2%	9.1%	7.6%
%H		34.8%	18.4%	86.3%	39.6%	46.7%	87.2%
20" - 29"	1354	481	249	1158	534	623	1161
%V	18.8%	16.9%	17.6%	20.8%	19.8%	21.6%	18.1%
%H		35.5%	18.4%	85.5%	39.4%	46.0%	85.7%
30" - 39"	2272	859	415	1784	807	976	1978
%V	31.6%	30.2%	29.4%	32.0%	30.0%	33.8%	30.9%
%H		37.8%	18.3%	78.5%	35.5%	43.0%	87.1%
40" - 49"	2079	895	465	1498	793	705	1933
%V	28.9%	31.4%	32.9%	26.9%	29.5%	24.4%	30.2%
%H		43.0%	22.4%	72.1%	38.1%	33.9%	93.0%
50" - 59"	602	307	131	409	251	158	579
%V	8.4%	10.8%	9.3%	7.3%	9.3%	5.5%	9.0%
%H		51.0%	21.8%	67.9%	41.7%	26.2%	96.2%
60"+	65	36	12	39	22	17	63
%V	0.9%	1.3%	0.8%	0.7%	0.8%	0.6%	1.0%
%H		55.4%	18.5%	60.0%	33.8%	26.2%	96.9%
Don't know	263	75	38	208	61	147	201
%V	3.7%	2.6%	2.7%	3.7%	2.3%	5.1%	3.1%
%H		28.5%	14.4%	79.1%	23.2%	55.9%	76.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7196	2849	1412	5579	2691	2889	6403
%H		39.6%	19.6%	77.5%	37.4%	40.1%	89.0%
Main living room	3581	1260	643	2652	1035	1617	3035
%V	49.8%	44.2%	45.5%	47.5%	38.5%	56.0%	47.4%
%H		35.2%	18.0%	74.1%	28.9%	45.2%	84.8%
Kitchen	422	169	80	369	194	175	379
%V	5.9%	5.9%	5.7%	6.6%	7.2%	6.1%	5.9%
%H		40.0%	19.0%	87.4%	46.0%	41.5%	89.8%
Adult's bedroom	1956	846	409	1568	861	707	1813
%V	27.2%	29.7%	29.0%	28.1%	32.0%	24.5%	28.3%
%H		43.3%	20.9%	80.2%	44.0%	36.1%	92.7%
Child's bedroom	411	194	111	314	206	107	406
%V	5.7%	6.8%	7.9%	5.6%	7.7%	3.7%	6.3%
%H		47.2%	27.0%	76.4%	50.1%	26.0%	98.8%
Other bedroom	226	106	48	186	115	71	218
%V	3.1%	3.7%	3.4%	3.3%	4.3%	2.5%	3.4%
%H		46.9%	21.2%	82.3%	50.9%	31.4%	96.5%
Second living/dining room	379	170	76	304	169	135	342
%V	5.3%	6.0%	5.4%	5.4%	6.3%	4.7%	5.3%
%H		44.9%	20.1%	80.2%	44.6%	35.6%	90.2%
Study/office	53	24	10	43	24	19	51
%V	0.7%	0.8%	0.7%	0.8%	0.9%	0.7%	0.8%
%H		45.3%	18.9%	81.1%	45.3%	35.8%	96.2%
TV room	26	19	3	19	14	5	25
%V	0.4%	0.7%	0.2%	0.3%	0.5%	0.2%	0.4%
%H		73.1%	11.5%	73.1%	53.8%	19.2%	96.2%
Conservatory	98	38	20	86	45	41	92
%V	1.4%	1.3%	1.4%	1.5%	1.7%	1.4%	1.4%
%H		38.8%	20.4%	87.8%	45.9%	41.8%	93.9%
Attic or loft room	8	3	3	7	5	2	8
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		37.5%	37.5%	87.5%	62.5%	25.0%	100.0%
No specific location	5	1	2	5	2	2	5
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		20.0%	40.0%	100.0%	40.0%	40.0%	100.0%
Other	31	18	6	27	20	7	29
%V	0.4%	0.6%	0.4%	0.5%	0.7%	0.2%	0.5%
%H		58.1%	19.4%	87.1%	64.5%	22.6%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7196	2849	1412	5579	2691	2889	6403
%H		39.6%	19.6%	77.5%	37.4%	40.1%	89.0%
PVR	3045	1666	832	1918	1331	587	2891
%V	42.3%	58.5%	58.9%	34.4%	49.5%	20.3%	45.2%
%H		54.7%	27.3%	63.0%	43.7%	19.3%	94.9%
DVDR	63	17	16	50	20	31	55
%V	0.9%	0.6%	1.1%	0.9%	0.7%	1.1%	0.9%
%H		27.0%	25.4%	79.4%	31.7%	49.2%	87.3%
VCR	25	5	2	24	6	18	15
%V	0.3%	0.2%	0.1%	0.4%	0.2%	0.6%	0.2%
%H		20.0%	8.0%	96.0%	24.0%	72.0%	60.0%
Any recorder	3095	1672	835	1964	1337	627	2924
%V	43.0%	58.7%	59.1%	35.2%	49.7%	21.7%	45.7%
%H		54.0%	27.0%	63.5%	43.2%	20.3%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7196	2849	1412	5579	2691	2889	6403
%H		39.6%	19.6%	77.5%	37.4%	40.1%	89.0%
Receives HDTV (via STB or built-in reception)	4072	1748	941	3075	1647	1428	3806
%V	56.6%	61.4%	66.6%	55.1%	61.2%	49.4%	59.4%
%H		42.9%	23.1%	75.5%	40.4%	35.1%	93.5%
DVD/Blu-ray player or recorder	3357	1353	696	2561	1266	1295	3069
%V	46.7%	47.5%	49.3%	45.9%	47.0%	44.8%	47.9%
%H		40.3%	20.7%	76.3%	37.7%	38.6%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3596	1267	643	2662	1039	1623	3048
%H		35.2%	17.9%	74.0%	28.9%	45.1%	84.8%
Under 20"	37	6	5	30	5	25	26
%V	1.0%	0.5%	0.8%	1.1%	0.5%	1.5%	0.9%
%H		16.2%	13.5%	81.1%	13.5%	67.6%	70.3%
20" - 29"	271	38	31	226	32	194	173
%V	7.5%	3.0%	4.8%	8.5%	3.1%	12.0%	5.7%
%H		14.0%	11.4%	83.4%	11.8%	71.6%	63.8%
30" - 39"	1087	305	150	847	240	607	848
%V	30.2%	24.1%	23.3%	31.8%	23.1%	37.4%	27.8%
%H		28.1%	13.8%	77.9%	22.1%	55.8%	78.0%
40" - 49"	1526	613	327	1090	524	566	1395
%V	42.4%	48.4%	50.9%	40.9%	50.4%	34.9%	45.8%
%H		40.2%	21.4%	71.4%	34.3%	37.1%	91.4%
50" - 59"	494	245	105	333	197	136	473
%V	13.7%	19.3%	16.3%	12.5%	19.0%	8.4%	15.5%
%H		49.6%	21.3%	67.4%	39.9%	27.5%	95.7%
60"+	51	27	10	33	18	15	49
%V	1.4%	2.1%	1.6%	1.2%	1.7%	0.9%	1.6%
%H		52.9%	19.6%	64.7%	35.3%	29.4%	96.1%
Don't know	129	33	15	102	23	79	84
%V	3.6%	2.6%	2.3%	3.8%	2.2%	4.9%	2.8%
%H		25.6%	11.6%	79.1%	17.8%	61.2%	65.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3596	1267	643	2662	1039	1623	3048
%H		35.2%	17.9%	74.0%	28.9%	45.1%	84.8%
PVR	2181	1102	589	1444	937	508	2043
%V	60.7%	87.0%	91.6%	54.2%	90.2%	31.3%	67.0%
%H		50.5%	27.0%	66.2%	43.0%	23.3%	93.7%
DVDR	54	14	13	41	15	26	46
%V	1.5%	1.1%	2.0%	1.5%	1.4%	1.6%	1.5%
%H		25.9%	24.1%	75.9%	27.8%	48.1%	85.2%
VCR	22	3	2	21	4	17	13
%V	0.6%	0.2%	0.3%	0.8%	0.4%	1.0%	0.4%
%H		13.6%	9.1%	95.5%	18.2%	77.3%	59.1%
Any recorder	2222	1105	592	1483	940	543	2071
%V	61.8%	87.2%	92.1%	55.7%	90.5%	33.5%	67.9%
%H		49.7%	26.6%	66.7%	42.3%	24.4%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3596	1267	643	2662	1039	1623	3048
%H		35.2%	17.9%	74.0%	28.9%	45.1%	84.8%
Receives HDTV (via STB or built-in reception)	2507	991	568	1855	887	968	2300
%V	69.7%	78.2%	88.3%	69.7%	85.4%	59.6%	75.5%
%H		39.5%	22.7%	74.0%	35.4%	38.6%	91.7%
DVD/Blu-ray player or recorder	2104	775	394	1572	664	908	1867
%V	58.5%	61.2%	61.3%	59.1%	63.9%	55.9%	61.3%
%H		36.8%	18.7%	74.7%	31.6%	43.2%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Midlands

Set level data

Table 3.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3600	1581	769	2917	1651	1266	3355
%H		43.9%	21.4%	81.0%	45.9%	35.2%	93.2%
Under 20"	524	190	98	454	217	236	462
%V	14.6%	12.0%	12.7%	15.6%	13.1%	18.6%	13.8%
%H		36.3%	18.7%	86.6%	41.4%	45.0%	88.2%
20" - 29"	1083	443	217	931	502	429	988
%V	30.1%	28.0%	28.2%	31.9%	30.4%	33.9%	29.4%
%H		40.9%	20.0%	86.0%	46.4%	39.6%	91.2%
30" - 39"	1185	555	264	936	567	369	1129
%V	32.9%	35.1%	34.3%	32.1%	34.3%	29.1%	33.7%
%H		46.8%	22.3%	79.0%	47.8%	31.1%	95.3%
40" - 49"	553	281	138	408	269	138	538
%V	15.4%	17.8%	17.9%	14.0%	16.3%	10.9%	16.0%
%H		50.8%	25.0%	73.8%	48.6%	25.0%	97.3%
50" - 59"	108	62	27	76	54	22	106
%V	3.0%	3.9%	3.5%	2.6%	3.3%	1.7%	3.2%
%H		57.4%	25.0%	70.4%	50.0%	20.4%	98.1%
60"+	14	10	2	6	4	2	14
%V	0.4%	0.6%	0.3%	0.2%	0.2%	0.2%	0.4%
%H		71.4%	14.3%	42.9%	28.6%	14.3%	100.0%
Don't know	134	41	23	106	38	68	117
%V	3.7%	2.6%	3.0%	3.6%	2.3%	5.4%	3.5%
%H		30.6%	17.2%	79.1%	28.4%	50.7%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3600	1581	769	2917	1651	1266	3355
%H		43.9%	21.4%	81.0%	45.9%	35.2%	93.2%
PVR	865	564	243	473	394	79	847
%V	24.0%	35.7%	31.6%	16.2%	23.9%	6.2%	25.2%
%H		65.2%	28.1%	54.7%	45.5%	9.1%	97.9%
DVDR	10	3	3	9	5	4	9
%V	0.3%	0.2%	0.4%	0.3%	0.3%	0.3%	0.3%
%H		30.0%	30.0%	90.0%	50.0%	40.0%	90.0%
VCR	3	2	0	3	2	2	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	66.7%	66.7%
Any recorder	873	567	244	481	397	84	854
%V	24.3%	35.9%	31.7%	16.5%	24.0%	6.6%	25.5%
%H		64.9%	27.9%	55.1%	45.5%	9.6%	97.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3600	1581	769	2917	1651	1266	3355
%H		43.9%	21.4%	81.0%	45.9%	35.2%	93.2%
Receives HDTV (via STB or built-in reception)	1565	757	373	1221	760	460	1506
%V	43.5%	47.9%	48.5%	41.9%	46.0%	36.3%	44.9%
%H		48.4%	23.8%	78.0%	48.6%	29.4%	96.2%
DVD/Blu-ray player or recorder	1253	578	302	988	602	386	1202
%V	34.8%	36.6%	39.3%	33.9%	36.5%	30.5%	35.8%
%H		46.1%	24.1%	78.9%	48.0%	30.8%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8801	8523	3370	1699	6059	2776	3283	7996
%H		96.8%	38.3%	19.3%	68.8%	31.5%	37.3%	90.9%
Total Children	1741	1695	756	357	1111	586	525	1695
%V	19.8%	19.9%	22.4%	21.0%	18.3%	21.1%	16.0%	21.2%
%H		97.4%	43.4%	20.5%	63.8%	33.7%	30.2%	97.4%
0 - 3	438	422	170	75	280	126	154	421
%V	5.0%	5.0%	5.0%	4.4%	4.6%	4.5%	4.7%	5.3%
%H		96.3%	38.8%	17.1%	63.9%	28.8%	35.2%	96.1%
4 - 15	1303	1273	586	282	831	460	371	1275
%V	14.8%	14.9%	17.4%	16.6%	13.7%	16.6%	11.3%	15.9%
%H		97.7%	45.0%	21.6%	63.8%	35.3%	28.5%	97.9%
4 - 9	689	672	301	144	423	221	202	672
%V	7.8%	7.9%	8.9%	8.5%	7.0%	8.0%	6.2%	8.4%
%H		97.5%	43.7%	20.9%	61.4%	32.1%	29.3%	97.5%
10 - 15	614	601	285	138	408	239	169	603
%V	7.0%	7.1%	8.5%	8.1%	6.7%	8.6%	5.1%	7.5%
%H		97.9%	46.4%	22.5%	66.4%	38.9%	27.5%	98.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8801	8523	3370	1699	6059	2776	3283	7996
%H		96.8%	38.3%	19.3%	68.8%	31.5%	37.3%	90.9%
Total Adults (16+)	7060	6828	2614	1343	4948	2190	2758	6301
%V	80.2%	80.1%	77.6%	79.0%	81.7%	78.9%	84.0%	78.8%
%H		96.7%	37.0%	19.0%	70.1%	31.0%	39.1%	89.2%
16 - 19	388	369	170	88	258	148	109	384
%V	4.4%	4.3%	5.0%	5.2%	4.3%	5.3%	3.3%	4.8%
%H		95.1%	43.8%	22.7%	66.5%	38.1%	28.1%	99.0%
20 - 24	577	535	180	116	368	160	208	559
%V	6.6%	6.3%	5.3%	6.8%	6.1%	5.8%	6.3%	7.0%
%H		92.7%	31.2%	20.1%	63.8%	27.7%	36.0%	96.9%
25 - 34	1167	1092	435	214	699	314	385	1126
%V	13.3%	12.8%	12.9%	12.6%	11.5%	11.3%	11.7%	14.1%
%H		93.6%	37.3%	18.3%	59.9%	26.9%	33.0%	96.5%
35 - 44	1058	1019	454	210	665	343	322	1019
%V	12.0%	12.0%	13.5%	12.4%	11.0%	12.4%	9.8%	12.7%
%H		96.3%	42.9%	19.8%	62.9%	32.4%	30.4%	96.3%
45 - 54	1199	1173	490	258	846	427	419	1147
%V	13.6%	13.8%	14.5%	15.2%	14.0%	15.4%	12.8%	14.3%
%H		97.8%	40.9%	21.5%	70.6%	35.6%	34.9%	95.7%
55 - 64	1049	1029	392	215	779	347	432	961
%V	11.9%	12.1%	11.6%	12.7%	12.9%	12.5%	13.2%	12.0%
%H		98.1%	37.4%	20.5%	74.3%	33.1%	41.2%	91.6%
65+	1623	1611	493	241	1334	452	882	1106
%V	18.4%	18.9%	14.6%	14.2%	22.0%	16.3%	26.9%	13.8%
%H		99.3%	30.4%	14.8%	82.2%	27.8%	54.3%	68.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		7060	6828	2614	1343	4948	2190	2758	6301
	%H		96.7%	37.0%	19.0%	70.1%	31.0%	39.1%	89.2%
AB		1764	1728	720	335	1227	587	640	1723
	%V	25.0%	25.3%	27.5%	24.9%	24.8%	26.8%	23.2%	27.3%
	%H		98.0%	40.8%	19.0%	69.6%	33.3%	36.3%	97.7%
C1		1863	1788	700	388	1292	618	674	1744
	%V	26.4%	26.2%	26.8%	28.9%	26.1%	28.2%	24.4%	27.7%
	%H		96.0%	37.6%	20.8%	69.4%	33.2%	36.2%	93.6%
C2		1590	1553	606	315	1169	550	619	1415
	%V	22.5%	22.7%	23.2%	23.5%	23.6%	25.1%	22.4%	22.5%
	%H		97.7%	38.1%	19.8%	73.5%	34.6%	38.9%	89.0%
D		1267	1210	439	228	825	313	512	1049
	%V	17.9%	17.7%	16.8%	17.0%	16.7%	14.3%	18.6%	16.6%
	%H		95.5%	34.6%	18.0%	65.1%	24.7%	40.4%	82.8%
E		576	549	149	77	434	122	313	370
	%V	8.2%	8.0%	5.7%	5.7%	8.8%	5.6%	11.3%	5.9%
	%H		95.3%	25.9%	13.4%	75.3%	21.2%	54.3%	64.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7060	6828	2614	1343	4948	2190	2758	6301
%H		96.7%	37.0%	19.0%	70.1%	31.0%	39.1%	89.2%
Working full time	3267	3153	1331	667	2175	1081	1095	3165
%V	46.3%	46.2%	50.9%	49.7%	44.0%	49.4%	39.7%	50.2%
%H		96.5%	40.7%	20.4%	66.6%	33.1%	33.5%	96.9%
Working part time	683	667	278	137	477	235	242	645
%V	9.7%	9.8%	10.6%	10.2%	9.6%	10.7%	8.8%	10.2%
%H		97.7%	40.7%	20.1%	69.8%	34.4%	35.4%	94.4%
Not working	3111	3009	1005	539	2295	874	1421	2491
%V	44.1%	44.1%	38.4%	40.1%	46.4%	39.9%	51.5%	39.5%
%H		96.7%	32.3%	17.3%	73.8%	28.1%	45.7%	80.1%
Houseperson	3724	3597	1268	643	2662	1039	1623	3150
%V	52.7%	52.7%	48.5%	47.9%	53.8%	47.4%	58.8%	50.0%
%H		96.6%	34.0%	17.3%	71.5%	27.9%	43.6%	84.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3478	3339	1300	680	2377	1075	1301	3133
%H		96.0%	37.4%	19.6%	68.3%	30.9%	37.4%	90.1%
16 - 19	201	192	84	50	127	69	58	199
%V	5.8%	5.8%	6.5%	7.4%	5.3%	6.4%	4.5%	6.4%
%H		95.5%	41.8%	24.9%	63.2%	34.3%	28.9%	99.0%
20 - 24	301	280	96	65	191	86	105	290
%V	8.7%	8.4%	7.4%	9.6%	8.0%	8.0%	8.1%	9.3%
%H		93.0%	31.9%	21.6%	63.5%	28.6%	34.9%	96.3%
25 - 34	592	547	218	108	353	159	194	571
%V	17.0%	16.4%	16.8%	15.9%	14.9%	14.8%	14.9%	18.2%
%H		92.4%	36.8%	18.2%	59.6%	26.9%	32.8%	96.5%
35 - 44	522	497	222	101	312	157	155	497
%V	15.0%	14.9%	17.1%	14.9%	13.1%	14.6%	11.9%	15.9%
%H		95.2%	42.5%	19.3%	59.8%	30.1%	29.7%	95.2%
45 - 54	591	574	237	125	412	203	209	562
%V	17.0%	17.2%	18.2%	18.4%	17.3%	18.9%	16.1%	17.9%
%H		97.1%	40.1%	21.2%	69.7%	34.3%	35.4%	95.1%
55 - 64	522	507	193	104	382	169	213	475
%V	15.0%	15.2%	14.8%	15.3%	16.1%	15.7%	16.4%	15.2%
%H		97.1%	37.0%	19.9%	73.2%	32.4%	40.8%	91.0%
65+	751	743	251	127	600	233	367	539
%V	21.6%	22.3%	19.3%	18.7%	25.2%	21.7%	28.2%	17.2%
%H		98.9%	33.4%	16.9%	79.9%	31.0%	48.9%	71.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		3478	3339	1300	680	2377	1075	1301	3133
	%H		96.0%	37.4%	19.6%	68.3%	30.9%	37.4%	90.1%
AB		897	874	369	172	615	298	316	877
	%V	25.8%	26.2%	28.4%	25.3%	25.9%	27.7%	24.3%	28.0%
	%H		97.4%	41.1%	19.2%	68.6%	33.2%	35.2%	97.8%
C1		886	845	344	198	587	296	291	844
	%V	25.5%	25.3%	26.5%	29.1%	24.7%	27.5%	22.4%	26.9%
	%H		95.4%	38.8%	22.3%	66.3%	33.4%	32.8%	95.3%
C2		856	832	322	163	626	287	340	752
	%V	24.6%	24.9%	24.8%	24.0%	26.3%	26.7%	26.1%	24.0%
	%H		97.2%	37.6%	19.0%	73.1%	33.5%	39.7%	87.9%
D		604	568	208	111	375	141	233	510
	%V	17.4%	17.0%	16.0%	16.3%	15.8%	13.1%	17.9%	16.3%
	%H		94.0%	34.4%	18.4%	62.1%	23.3%	38.6%	84.4%
E		234	220	59	36	173	53	121	150
	%V	6.7%	6.6%	4.5%	5.3%	7.3%	4.9%	9.3%	4.8%
	%H		94.0%	25.2%	15.4%	73.9%	22.6%	51.7%	64.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3478	3339	1300	680	2377	1075	1301	3133
%H		96.0%	37.4%	19.6%	68.3%	30.9%	37.4%	90.1%
Working full time	2016	1930	822	403	1326	660	666	1942
%V	58.0%	57.8%	63.2%	59.3%	55.8%	61.4%	51.2%	62.0%
%H		95.7%	40.8%	20.0%	65.8%	32.7%	33.0%	96.3%
Working part time	152	142	60	24	93	39	54	139
%V	4.4%	4.3%	4.6%	3.5%	3.9%	3.6%	4.2%	4.4%
%H		93.4%	39.5%	15.8%	61.2%	25.7%	35.5%	91.4%
Not working	1309	1267	419	252	957	376	581	1052
%V	37.6%	37.9%	32.2%	37.1%	40.3%	35.0%	44.7%	33.6%
%H		96.8%	32.0%	19.3%	73.1%	28.7%	44.4%	80.4%
Houseperson	763	710	207	116	529	160	368	577
%V	21.9%	21.3%	15.9%	17.1%	22.3%	14.9%	28.3%	18.4%
%H		93.1%	27.1%	15.2%	69.3%	21.0%	48.2%	75.6%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3583	3489	1313	663	2571	1115	1457	3168
%H		97.4%	36.6%	18.5%	71.8%	31.1%	40.7%	88.4%
16 - 19	187	177	86	38	131	80	51	185
%V	5.2%	5.1%	6.5%	5.7%	5.1%	7.2%	3.5%	5.8%
%H		94.7%	46.0%	20.3%	70.1%	42.8%	27.3%	98.9%
20 - 24	276	256	84	51	176	74	102	269
%V	7.7%	7.3%	6.4%	7.7%	6.8%	6.6%	7.0%	8.5%
%H		92.8%	30.4%	18.5%	63.8%	26.8%	37.0%	97.5%
25 - 34	576	544	217	107	346	154	192	555
%V	16.1%	15.6%	16.5%	16.1%	13.5%	13.8%	13.2%	17.5%
%H		94.4%	37.7%	18.6%	60.1%	26.7%	33.3%	96.4%
35 - 44	537	522	232	109	353	186	167	522
%V	15.0%	15.0%	17.7%	16.4%	13.7%	16.7%	11.5%	16.5%
%H		97.2%	43.2%	20.3%	65.7%	34.6%	31.1%	97.2%
45 - 54	608	599	253	133	434	224	211	585
%V	17.0%	17.2%	19.3%	20.1%	16.9%	20.1%	14.5%	18.5%
%H		98.5%	41.6%	21.9%	71.4%	36.8%	34.7%	96.2%
55 - 64	527	523	199	112	397	178	219	486
%V	14.7%	15.0%	15.2%	16.9%	15.4%	16.0%	15.0%	15.3%
%H		99.2%	37.8%	21.3%	75.3%	33.8%	41.6%	92.2%
65+	872	868	241	114	734	218	515	567
%V	24.3%	24.9%	18.4%	17.2%	28.5%	19.6%	35.3%	17.9%
%H		99.5%	27.6%	13.1%	84.2%	25.0%	59.1%	65.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		3583	3489	1313	663	2571	1115	1457	3168
%H			97.4%	36.6%	18.5%	71.8%	31.1%	40.7%	88.4%
AB		867	854	351	162	613	289	324	847
	%V	24.2%	24.5%	26.7%	24.4%	23.8%	25.9%	22.2%	26.7%
	%H		98.5%	40.5%	18.7%	70.7%	33.3%	37.4%	97.7%
C1		977	943	356	190	704	322	382	900
	%V	27.3%	27.0%	27.1%	28.7%	27.4%	28.9%	26.2%	28.4%
	%H		96.5%	36.4%	19.4%	72.1%	33.0%	39.1%	92.1%
C2		733	721	284	152	543	263	280	663
	%V	20.5%	20.7%	21.6%	22.9%	21.1%	23.6%	19.2%	20.9%
	%H		98.4%	38.7%	20.7%	74.1%	35.9%	38.2%	90.5%
D		663	642	231	117	451	172	279	539
	%V	18.5%	18.4%	17.6%	17.6%	17.5%	15.4%	19.1%	17.0%
	%H		96.8%	34.8%	17.6%	68.0%	25.9%	42.1%	81.3%
E		342	330	91	42	261	69	192	220
	%V	9.5%	9.5%	6.9%	6.3%	10.2%	6.2%	13.2%	6.9%
	%H		96.5%	26.6%	12.3%	76.3%	20.2%	56.1%	64.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3583	3489	1313	663	2571	1115	1457	3168
%H		97.4%	36.6%	18.5%	71.8%	31.1%	40.7%	88.4%
Working full time	1251	1223	509	264	849	421	428	1223
%V	34.9%	35.1%	38.8%	39.8%	33.0%	37.8%	29.4%	38.6%
%H		97.8%	40.7%	21.1%	67.9%	33.7%	34.2%	97.8%
Working part time	531	524	219	113	384	196	189	507
%V	14.8%	15.0%	16.7%	17.0%	14.9%	17.6%	13.0%	16.0%
%H		98.7%	41.2%	21.3%	72.3%	36.9%	35.6%	95.5%
Not working	1802	1742	586	286	1338	498	840	1439
%V	50.3%	49.9%	44.6%	43.1%	52.0%	44.7%	57.7%	45.4%
%H		96.7%	32.5%	15.9%	74.3%	27.6%	46.6%	79.9%
Houseperson	2961	2887	1061	527	2133	879	1255	2573
%V	82.6%	82.7%	80.8%	79.5%	83.0%	78.8%	86.1%	81.2%
%H		97.5%	35.8%	17.8%	72.0%	29.7%	42.4%	86.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2016	1947	858	247	1375	572	803	1806
%H (All HH)		96.6%	42.6%	12.3%	68.2%	28.4%	39.8%	89.6%
%H (TV HH)			44.1%	12.7%	70.6%	29.4%	41.2%	
AB	555	537	229	72	380	153	227	535
%V	27.5%	27.6%	26.7%	29.1%	27.6%	26.7%	28.3%	29.6%
%H (All HH)		96.8%	41.3%	13.0%	68.5%	27.6%	40.9%	96.4%
%H (TV HH)			42.6%	13.4%	70.8%	28.5%	42.3%	
C1	569	556	255	66	384	160	224	523
%V	28.2%	28.6%	29.7%	26.7%	27.9%	28.0%	27.9%	29.0%
%H (All HH)		97.7%	44.8%	11.6%	67.5%	28.1%	39.4%	91.9%
%H (TV HH)			45.9%	11.9%	69.1%	28.8%	40.3%	
C2	461	449	218	67	319	158	162	419
%V	22.9%	23.1%	25.4%	27.1%	23.2%	27.6%	20.2%	23.2%
%H (All HH)		97.4%	47.3%	14.5%	69.2%	34.3%	35.1%	90.9%
%H (TV HH)			48.6%	14.9%	71.0%	35.2%	36.1%	
D	280	258	108	29	179	69	110	228
%V	13.9%	13.3%	12.6%	11.7%	13.0%	12.1%	13.7%	12.6%
%H (All HH)		92.1%	38.6%	10.4%	63.9%	24.6%	39.3%	81.4%
%H (TV HH)			41.9%	11.2%	69.4%	26.7%	42.6%	
E	150	146	48	14	112	33	80	101
%V	7.4%	7.5%	5.6%	5.7%	8.1%	5.8%	10.0%	5.6%
%H (All HH)		97.3%	32.0%	9.3%	74.7%	22.0%	53.3%	67.3%
%H (TV HH)			32.9%	9.6%	76.7%	22.6%	54.8%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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Table 4.2: Houseperson 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	2016	1947	858	247	1375	572	803	1806
%H (All HH)		96.6%	42.6%	12.3%	68.2%	28.4%	39.8%	89.6%
%H (TV HH)			44.1%	12.7%	70.6%	29.4%	41.2%	
Under 25	75	67	27	6	39	14	25	73
%V	3.7%	3.4%	3.1%	2.4%	2.8%	2.4%	3.1%	4.0%
%H (All HH)		89.3%	36.0%	8.0%	52.0%	18.7%	33.3%	97.3%
%H (TV HH)			40.3%	9.0%	58.2%	20.9%	37.3%	
25 - 34	279	253	123	32	141	65	76	271
%V	13.8%	13.0%	14.3%	13.0%	10.3%	11.4%	9.5%	15.0%
%H (All HH)		90.7%	44.1%	11.5%	50.5%	23.3%	27.2%	97.1%
%H (TV HH)			48.6%	12.6%	55.7%	25.7%	30.0%	
35 - 44	334	324	165	57	198	107	91	327
%V	16.6%	16.6%	19.2%	23.1%	14.4%	18.7%	11.3%	18.1%
%H (All HH)		97.0%	49.4%	17.1%	59.3%	32.0%	27.2%	97.9%
%H (TV HH)			50.9%	17.6%	61.1%	33.0%	28.1%	
45 - 54	389	380	184	67	264	134	130	376
%V	19.3%	19.5%	21.4%	27.1%	19.2%	23.4%	16.2%	20.8%
%H (All HH)		97.7%	47.3%	17.2%	67.9%	34.4%	33.4%	96.7%
%H (TV HH)			48.4%	17.6%	69.5%	35.3%	34.2%	
55 - 64	363	354	164	40	271	122	149	337
%V	18.0%	18.2%	19.1%	16.2%	19.7%	21.3%	18.6%	18.7%
%H (All HH)		97.5%	45.2%	11.0%	74.7%	33.6%	41.0%	92.8%
%H (TV HH)			46.3%	11.3%	76.6%	34.5%	42.1%	
65 +	576	568	194	45	462	130	331	423
%V	28.6%	29.2%	22.6%	18.2%	33.6%	22.7%	41.2%	23.4%
%H (All HH)		98.6%	33.7%	7.8%	80.2%	22.6%	57.5%	73.4%
%H (TV HH)			34.2%	7.9%	81.3%	22.9%	58.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2016	1947	858	247	1375	572	803	1806
%H (All HH)		96.6%	42.6%	12.3%	68.2%	28.4%	39.8%	89.6%
%H (TV HH)			44.1%	12.7%	70.6%	29.4%	41.2%	
1	574	545	178	52	409	108	302	429
%V	28.5%	28.0%	20.7%	21.1%	29.7%	18.9%	37.6%	23.8%
%H (All HH)		94.9%	31.0%	9.1%	71.3%	18.8%	52.6%	74.7%
%H (TV HH)			32.7%	9.5%	75.0%	19.8%	55.4%	
2	751	732	315	92	545	231	314	700
%V	37.3%	37.6%	36.7%	37.2%	39.6%	40.4%	39.1%	38.8%
%H (All HH)		97.5%	41.9%	12.3%	72.6%	30.8%	41.8%	93.2%
%H (TV HH)			43.0%	12.6%	74.5%	31.6%	42.9%	
3	310	302	168	47	183	104	79	305
%V	15.4%	15.5%	19.6%	19.0%	13.3%	18.2%	9.8%	16.9%
%H (All HH)		97.4%	54.2%	15.2%	59.0%	33.5%	25.5%	98.4%
%H (TV HH)			55.6%	15.6%	60.6%	34.4%	26.2%	
4	266	259	143	38	170	94	76	260
%V	13.2%	13.3%	16.7%	15.4%	12.4%	16.4%	9.5%	14.4%
%H (All HH)		97.4%	53.8%	14.3%	63.9%	35.3%	28.6%	97.7%
%H (TV HH)			55.2%	14.7%	65.6%	36.3%	29.3%	
5+	114	109	53	18	67	35	32	113
%V	5.7%	5.6%	6.2%	7.3%	4.9%	6.1%	4.0%	6.3%
%H (All HH)		95.6%	46.5%	15.8%	58.8%	30.7%	28.1%	99.1%
%H (TV HH)			48.6%	16.5%	61.5%	32.1%	29.4%	
Average HH size	2.32	2.33	2.53	2.53	2.25	2.53	2.05	2.43

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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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	2016	1947	858	247	1375	572	803	1806
%H (All HH)		96.6%	42.6%	12.3%	68.2%	28.4%	39.8%	89.6%
%H (TV HH)			44.1%	12.7%	70.6%	29.4%	41.2%	
Without	1499	1441	588	170	1068	404	664	1296
%V	74.4%	74.0%	68.5%	68.8%	77.7%	70.6%	82.7%	71.8%
%H (All HH)		96.1%	39.2%	11.3%	71.2%	27.0%	44.3%	86.5%
%H (TV HH)			40.8%	11.8%	74.1%	28.0%	46.1%	
With	517	505	270	77	307	168	139	510
%V	25.6%	25.9%	31.5%	31.2%	22.3%	29.4%	17.3%	28.2%
%H (All HH)		97.7%	52.2%	14.9%	59.4%	32.5%	26.9%	98.6%
%H (TV HH)			53.5%	15.2%	60.8%	33.3%	27.5%	
0 - 3	189	185	103	24	102	57	46	185
%V	9.4%	9.5%	12.0%	9.7%	7.4%	10.0%	5.7%	10.2%
%H (All HH)		97.9%	54.5%	12.7%	54.0%	30.2%	24.3%	97.9%
%H (TV HH)			55.7%	13.0%	55.1%	30.8%	24.9%	
4 - 9	254	247	132	35	155	84	71	250
%V	12.6%	12.7%	15.4%	14.2%	11.3%	14.7%	8.8%	13.8%
%H (All HH)		97.2%	52.0%	13.8%	61.0%	33.1%	28.0%	98.4%
%H (TV HH)			53.4%	14.2%	62.8%	34.0%	28.7%	
10 - 15	260	256	134	42	163	90	74	258
%V	12.9%	13.1%	15.6%	17.0%	11.9%	15.7%	9.2%	14.3%
%H (All HH)		98.5%	51.5%	16.2%	62.7%	34.6%	28.5%	99.2%
%H (TV HH)			52.3%	16.4%	63.7%	35.2%	28.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2016	1947	858	247	1375	572	803	1806
%H (All HH)		96.6%	42.6%	12.3%	68.2%	28.4%	39.8%	89.6%
%H (TV HH)			44.1%	12.7%	70.6%	29.4%	41.2%	
1	817	817	290	98	504	112	392	693
%V	40.5%	42.0%	33.8%	39.7%	36.7%	19.6%	48.8%	38.4%
%H (All HH)		100.0%	35.5%	12.0%	61.7%	13.7%	48.0%	84.8%
%H (TV HH)			35.5%	12.0%	61.7%	13.7%	48.0%	
2	604	604	268	76	446	193	253	545
%V	30.0%	31.0%	31.2%	30.8%	32.4%	33.7%	31.5%	30.2%
%H (All HH)		100.0%	44.4%	12.6%	73.8%	32.0%	41.9%	90.2%
%H (TV HH)			44.4%	12.6%	73.8%	32.0%	41.9%	
3	312	312	175	41	258	157	101	299
%V	15.5%	16.0%	20.4%	16.6%	18.8%	27.4%	12.6%	16.6%
%H (All HH)		100.0%	56.1%	13.1%	82.7%	50.3%	32.4%	95.8%
%H (TV HH)			56.1%	13.1%	82.7%	50.3%	32.4%	
4	141	141	81	22	105	68	37	139
%V	7.0%	7.2%	9.4%	8.9%	7.6%	11.9%	4.6%	7.7%
%H (All HH)		100.0%	57.4%	15.6%	74.5%	48.2%	26.2%	98.6%
%H (TV HH)			57.4%	15.6%	74.5%	48.2%	26.2%	
5+	72	72	43	10	62	43	19	70
%V	3.6%	3.7%	5.0%	4.0%	4.5%	7.5%	2.4%	3.9%
%H (All HH)		100.0%	59.7%	13.9%	86.1%	59.7%	26.4%	97.2%
%H (TV HH)			59.7%	13.9%	86.1%	59.7%	26.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2016	1947	858	247	1375	572	803	1806
%V (All HH)		96.6%	42.6%	12.3%	68.2%	28.4%	39.8%	89.6%
%H (TV HH)			44.1%	12.7%	70.6%	29.4%	41.2%	
Under 20"	315	315	127	36	270	119	151	279
%V	15.6%	16.2%	14.8%	14.6%	19.6%	20.8%	18.8%	15.4%
%H (All HH)		100.0%	40.3%	11.4%	85.7%	37.8%	47.9%	88.6%
%H (TV HH)			40.3%	11.4%	85.7%	37.8%	47.9%	
20" - 29"	580	580	249	61	478	207	271	504
%V	28.8%	29.8%	29.0%	24.7%	34.8%	36.2%	33.7%	27.9%
%H (All HH)		100.0%	42.9%	10.5%	82.4%	35.7%	46.7%	86.9%
%H (TV HH)			42.9%	10.5%	82.4%	35.7%	46.7%	
30" - 39"	940	940	425	119	686	305	381	846
%V	46.6%	48.3%	49.5%	48.2%	49.9%	53.3%	47.4%	46.8%
%H (All HH)		100.0%	45.2%	12.7%	73.0%	32.4%	40.5%	90.0%
%H (TV HH)			45.2%	12.7%	73.0%	32.4%	40.5%	
40" - 49"	930	930	466	133	650	335	315	878
%V	46.1%	47.8%	54.3%	53.8%	47.3%	58.6%	39.2%	48.6%
%H (All HH)		100.0%	50.1%	14.3%	69.9%	36.0%	33.9%	94.4%
%H (TV HH)			50.1%	14.3%	69.9%	36.0%	33.9%	
50" - 59"	334	334	207	47	211	135	76	329
%V	16.6%	17.2%	24.1%	19.0%	15.3%	23.6%	9.5%	18.2%
%H (All HH)		100.0%	62.0%	14.1%	63.2%	40.4%	22.8%	98.5%
%H (TV HH)			62.0%	14.1%	63.2%	40.4%	22.8%	
60"+	31	31	21	2	22	14	8	30
%V	1.5%	1.6%	2.4%	0.8%	1.6%	2.4%	1.0%	1.7%
%H (All HH)		100.0%	67.7%	6.5%	71.0%	45.2%	25.8%	96.8%
%H (TV HH)			67.7%	6.5%	71.0%	45.2%	25.8%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2016	1947	858	247	1375	572	803	1806
%H (All HH)		96.6%	42.6%	12.3%	68.2%	28.4%	39.8%	89.6%
%H (TV HH)			44.1%	12.7%	70.6%	29.4%	41.2%	
Main living room	1926	1926	853	247	1360	569	791	1726
%V	95.5%	98.9%	99.4%	100.0%	98.9%	99.5%	98.5%	95.6%
%H (All HH)		100.0%	44.3%	12.8%	70.6%	29.5%	41.1%	89.6%
%H (TV HH)			44.3%	12.8%	70.6%	29.5%	41.1%	
Kitchen	259	259	121	31	224	115	108	246
%V	12.8%	13.3%	14.1%	12.6%	16.3%	20.1%	13.4%	13.6%
%H (All HH)		100.0%	46.7%	12.0%	86.5%	44.4%	41.7%	95.0%
%H (TV HH)			46.7%	12.0%	86.5%	44.4%	41.7%	
Adult's bedroom	856	856	449	117	660	366	294	799
%V	42.5%	44.0%	52.3%	47.4%	48.0%	64.0%	36.6%	44.2%
%H (All HH)		100.0%	52.5%	13.7%	77.1%	42.8%	34.3%	93.3%
%H (TV HH)			52.5%	13.7%	77.1%	42.8%	34.3%	
Child's bedroom	155	155	98	24	111	79	32	154
%V	7.7%	8.0%	11.4%	9.7%	8.1%	13.8%	4.0%	8.5%
%H (All HH)		100.0%	63.2%	15.5%	71.6%	51.0%	20.6%	99.4%
%H (TV HH)			63.2%	15.5%	71.6%	51.0%	20.6%	
Other bedroom	97	97	56	11	77	48	28	95
%V	4.8%	5.0%	6.5%	4.5%	5.6%	8.4%	3.5%	5.3%
%H (All HH)		100.0%	57.7%	11.3%	79.4%	49.5%	28.9%	97.9%
%H (TV HH)			57.7%	11.3%	79.4%	49.5%	28.9%	
Second living/dining room	193	193	99	28	154	87	67	177
%V	9.6%	9.9%	11.5%	11.3%	11.2%	15.2%	8.3%	9.8%
%H (All HH)		100.0%	51.3%	14.5%	79.8%	45.1%	34.7%	91.7%
%H (TV HH)			51.3%	14.5%	79.8%	45.1%	34.7%	
Study/office	53	53	29	7	42	24	17	53
%V	2.6%	2.7%	3.4%	2.8%	3.1%	4.2%	2.1%	2.9%
%H (All HH)		100.0%	54.7%	13.2%	79.2%	45.3%	32.1%	100.0%
%H (TV HH)			54.7%	13.2%	79.2%	45.3%	32.1%	
TV room	12	12	7	0	9	4	5	12
%V	0.6%	0.6%	0.8%	0.0%	0.7%	0.7%	0.6%	0.7%
%H (All HH)		100.0%	58.3%	0.0%	75.0%	33.3%	41.7%	100.0%
%H (TV HH)			58.3%	0.0%	75.0%	33.3%	41.7%	
Conservatory	51	51	20	9	41	19	21	47
%V	2.5%	2.6%	2.3%	3.6%	3.0%	3.3%	2.6%	2.6%
%H (All HH)		100.0%	39.2%	17.6%	80.4%	37.3%	41.2%	92.2%
%H (TV HH)			39.2%	17.6%	80.4%	37.3%	41.2%	
Attic or loft room	5	5	3	1	3	3	0	5
%V	0.2%	0.3%	0.3%	0.4%	0.2%	0.5%	0.0%	0.3%
%H (All HH)		100.0%	60.0%	20.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			60.0%	20.0%	60.0%	60.0%	0.0%	
No specific location	7	7	2	0	5	2	4	5
%V	0.3%	0.4%	0.2%	0.0%	0.4%	0.3%	0.5%	0.3%
%H (All HH)		100.0%	28.6%	0.0%	71.4%	28.6%	57.1%	71.4%
%H (TV HH)			28.6%	0.0%	71.4%	28.6%	57.1%	
Other	29	29	11	5	25	12	13	29
%V	1.4%	1.5%	1.3%	2.0%	1.8%	2.1%	1.6%	1.6%
%H (All HH)		100.0%	37.9%	17.2%	86.2%	41.4%	44.8%	100.0%
%H (TV HH)			37.9%	17.2%	86.2%	41.4%	44.8%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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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	2016	1947	858	247	1375	572	803	1806
%H (All HH)		96.6%	42.6%	12.3%	68.2%	28.4%	39.8%	89.6%
%H (TV HH)			44.1%	12.7%	70.6%	29.4%	41.2%	
Any DSAT provider	858	858	858	14	484	484	0	818
%V	42.6%	44.1%	100.0%	5.7%	35.2%	84.6%	0.0%	45.3%
%H (All HH)			100.0%	1.6%	56.4%	56.4%	0.0%	95.3%
%H (TV HH)			100.0%	1.6%	56.4%	56.4%	0.0%	
Sky with subcription	693	693	693	7	397	397	0	667
%V	34.4%	35.6%	80.8%	2.8%	28.9%	69.4%	0.0%	36.9%
%H (All HH)			100.0%	1.0%	57.3%	57.3%	0.0%	96.2%
%H (TV HH)			100.0%	1.0%	57.3%	57.3%	0.0%	
Sky without subscription	35	35	35	2	15	15	0	32
%V	1.7%	1.8%	4.1%	0.8%	1.1%	2.6%	0.0%	1.8%
%H (All HH)			100.0%	5.7%	42.9%	42.9%	0.0%	91.4%
%H (TV HH)			100.0%	5.7%	42.9%	42.9%	0.0%	
Freesat	108	108	108	3	65	65	0	99
%V	5.4%	5.5%	12.6%	1.2%	4.7%	11.4%	0.0%	5.5%
%H (All HH)			100.0%	2.8%	60.2%	60.2%	0.0%	91.7%
%H (TV HH)			100.0%	2.8%	60.2%	60.2%	0.0%	
Other satellite provider	66	66	66	4	34	34	0	64
%V	3.3%	3.4%	7.7%	1.6%	2.5%	5.9%	0.0%	3.5%
%H (All HH)			100.0%	6.1%	51.5%	51.5%	0.0%	97.0%
%H (TV HH)			100.0%	6.1%	51.5%	51.5%	0.0%	
DCAB	247	247	14	247	96	96	0	237
%V	12.3%	12.7%	1.6%	100.0%	7.0%	16.8%	0.0%	13.1%
%H (All HH)			5.7%	100.0%	38.9%	38.9%	0.0%	96.0%
%H (TV HH)			5.7%	100.0%	38.9%	38.9%	0.0%	
DTT	1375	1375	484	96	1375	572	803	1201
%V	68.2%	70.6%	56.4%	38.9%	100.0%	100.0%	100.0%	66.5%
%H (All HH)		100.0%	35.2%	7.0%	100.0%	41.6%	58.4%	87.3%
%H (TV HH)			35.2%	7.0%	100.0%	41.6%	58.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2016	1947	858	247	1375	572	803	1806
%H (All HH)		96.6%	42.6%	12.3%	68.2%	28.4%	39.8%	89.6%
%H (TV HH)			44.1%	12.7%	70.6%	29.4%	41.2%	
PVR	1232	1232	754	230	776	516	260	1172
%V	61.1%	63.3%	87.9%	93.1%	56.4%	90.2%	32.4%	64.9%
%H (All HH)		100.0%	61.2%	18.7%	63.0%	41.9%	21.1%	95.1%
%H (TV HH)			61.2%	18.7%	63.0%	41.9%	21.1%	
DVDR	38	38	16	3	26	7	19	30
%V	1.9%	2.0%	1.9%	1.2%	1.9%	1.2%	2.4%	1.7%
%H (All HH)		100.0%	42.1%	7.9%	68.4%	18.4%	50.0%	78.9%
%H (TV HH)			42.1%	7.9%	68.4%	18.4%	50.0%	
VCR	23	23	11	1	17	6	11	17
%V	1.1%	1.2%	1.3%	0.4%	1.2%	1.0%	1.4%	0.9%
%H (All HH)		100.0%	47.8%	4.3%	73.9%	26.1%	47.8%	73.9%
%H (TV HH)			47.8%	4.3%	73.9%	26.1%	47.8%	
Any recorder	1256	1256	759	231	796	518	278	1187
%V	62.3%	64.5%	88.5%	93.5%	57.9%	90.6%	34.6%	65.7%
%H (All HH)		100.0%	60.4%	18.4%	63.4%	41.2%	22.1%	94.5%
%H (TV HH)			60.4%	18.4%	63.4%	41.2%	22.1%	
Receives HDTV (via STB or built-in reception)	1468	1468	722	223	1053	519	534	1368
%V	72.8%	75.4%	84.1%	90.3%	76.6%	90.7%	66.5%	75.7%
%H (All HH)		100.0%	49.2%	15.2%	71.7%	35.4%	36.4%	93.2%
%H (TV HH)			49.2%	15.2%	71.7%	35.4%	36.4%	
DVD/Blu-ray player or recorder	1397	1397	647	173	1012	452	560	1268
%V	69.3%	71.8%	75.4%	70.0%	73.6%	79.0%	69.7%	70.2%
%H (All HH)		100.0%	46.3%	12.4%	72.4%	32.4%	40.1%	90.8%
%H (TV HH)			46.3%	12.4%	72.4%	32.4%	40.1%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2016	1947	858	247	1375	572	803	1806
%H (All HH)		96.6%	42.6%	12.3%	68.2%	28.4%	39.8%	89.6%
%H (TV HH)			44.1%	12.7%	70.6%	29.4%	41.2%	
Has broadband internet	1806	1745	818	237	1201	548	653	1806
%V	89.6%	89.6%	95.3%	96.0%	87.3%	95.8%	81.3%	100.0%
%H (All HH)		96.6%	45.3%	13.1%	66.5%	30.3%	36.2%	100.0%
%H (TV HH)			46.9%	13.6%	68.8%	31.4%	37.4%	
Number of computers (PCs and laptops)								
0	273	262	64	24	212	42	170	82
%V	13.5%	13.5%	7.5%	9.7%	15.4%	7.3%	21.2%	4.5%
%H (All HH)		96.0%	23.4%	8.8%	77.7%	15.4%	62.3%	30.0%
%H (TV HH)			24.4%	9.2%	80.9%	16.0%	64.9%	
1	492	465	198	47	326	118	208	480
%V	24.4%	23.9%	23.1%	19.0%	23.7%	20.6%	25.9%	26.6%
%H (All HH)		94.5%	40.2%	9.6%	66.3%	24.0%	42.3%	97.6%
%H (TV HH)			42.6%	10.1%	70.1%	25.4%	44.7%	
2	488	475	210	65	331	137	193	486
%V	24.2%	24.4%	24.5%	26.3%	24.1%	24.0%	24.0%	26.9%
%H (All HH)		97.3%	43.0%	13.3%	67.8%	28.1%	39.5%	99.6%
%H (TV HH)			44.2%	13.7%	69.7%	28.8%	40.6%	
3	355	345	172	53	237	127	111	353
%V	17.6%	17.7%	20.0%	21.5%	17.2%	22.2%	13.8%	19.5%
%H (All HH)		97.2%	48.5%	14.9%	66.8%	35.8%	31.3%	99.4%
%H (TV HH)			49.9%	15.4%	68.7%	36.8%	32.2%	
4	200	197	111	28	128	69	59	198
%V	9.9%	10.1%	12.9%	11.3%	9.3%	12.1%	7.3%	11.0%
%H (All HH)		98.5%	55.5%	14.0%	64.0%	34.5%	29.5%	99.0%
%H (TV HH)			56.3%	14.2%	65.0%	35.0%	29.9%	
5+	208	203	103	30	141	79	62	207
%V	10.3%	10.4%	12.0%	12.1%	10.3%	13.8%	7.7%	11.5%
%H (All HH)		97.6%	49.5%	14.4%	67.8%	38.0%	29.8%	99.5%
%H (TV HH)			50.7%	14.8%	69.5%	38.9%	30.5%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3923	1922	515	2936	1482	1454	3621
%H		49.0%	13.1%	74.8%	37.8%	37.1%	92.3%
Under 20"	407	176	45	353	168	185	369
%V	10.4%	9.2%	8.7%	12.0%	11.3%	12.7%	10.2%
%H		43.2%	11.1%	86.7%	41.3%	45.5%	90.7%
20" - 29"	757	333	79	633	288	345	668
%V	19.3%	17.3%	15.3%	21.6%	19.4%	23.7%	18.4%
%H		44.0%	10.4%	83.6%	38.0%	45.6%	88.2%
30" - 39"	1172	556	152	856	407	449	1068
%V	29.9%	28.9%	29.5%	29.2%	27.5%	30.9%	29.5%
%H		47.4%	13.0%	73.0%	34.7%	38.3%	91.1%
40" - 49"	1114	576	169	787	432	355	1058
%V	28.4%	30.0%	32.8%	26.8%	29.1%	24.4%	29.2%
%H		51.7%	15.2%	70.6%	38.8%	31.9%	95.0%
50" - 59"	371	230	53	235	151	83	366
%V	9.5%	12.0%	10.3%	8.0%	10.2%	5.7%	10.1%
%H		62.0%	14.3%	63.3%	40.7%	22.4%	98.7%
60"+	32	22	2	23	14	9	31
%V	0.8%	1.1%	0.4%	0.8%	0.9%	0.6%	0.9%
%H		68.8%	6.3%	71.9%	43.8%	28.1%	96.9%
Don't know	70	29	14	49	22	27	61
%V	1.8%	1.5%	2.7%	1.7%	1.5%	1.9%	1.7%
%H		41.4%	20.0%	70.0%	31.4%	38.6%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC East

Set level data

Table 4.12: 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	3923	1922	515	2936	1482	1454	3621
%H		49.0%	13.1%	74.8%	37.8%	37.1%	92.3%
Main living room	1941	859	247	1374	573	800	1737
%V	49.5%	44.7%	48.0%	46.8%	38.7%	55.0%	48.0%
%H		44.3%	12.7%	70.8%	29.5%	41.2%	89.5%
Kitchen	260	122	31	224	115	108	247
%V	6.6%	6.3%	6.0%	7.6%	7.8%	7.4%	6.8%
%H		46.9%	11.9%	86.2%	44.2%	41.5%	95.0%
Adult's bedroom	1040	563	141	812	468	344	982
%V	26.5%	29.3%	27.4%	27.7%	31.6%	23.7%	27.1%
%H		54.1%	13.6%	78.1%	45.0%	33.1%	94.4%
Child's bedroom	209	131	35	150	108	43	209
%V	5.3%	6.8%	6.8%	5.1%	7.3%	3.0%	5.8%
%H		62.7%	16.7%	71.8%	51.7%	20.6%	100.0%
Other bedroom	113	68	11	91	59	31	110
%V	2.9%	3.5%	2.1%	3.1%	4.0%	2.1%	3.0%
%H		60.2%	9.7%	80.5%	52.2%	27.4%	97.3%
Second living/dining room	196	101	28	156	89	67	180
%V	5.0%	5.3%	5.4%	5.3%	6.0%	4.6%	5.0%
%H		51.5%	14.3%	79.6%	45.4%	34.2%	91.8%
Study/office	54	30	7	43	25	17	54
%V	1.4%	1.6%	1.4%	1.5%	1.7%	1.2%	1.5%
%H		55.6%	13.0%	79.6%	46.3%	31.5%	100.0%
TV room	12	7	0	9	4	5	12
%V	0.3%	0.4%	0.0%	0.3%	0.3%	0.3%	0.3%
%H		58.3%	0.0%	75.0%	33.3%	41.7%	100.0%
Conservatory	51	20	9	41	19	21	47
%V	1.3%	1.0%	1.7%	1.4%	1.3%	1.4%	1.3%
%H		39.2%	17.6%	80.4%	37.3%	41.2%	92.2%
Attic or loft room	6	4	1	4	4	0	6
%V	0.2%	0.2%	0.2%	0.1%	0.3%	0.0%	0.2%
%H		66.7%	16.7%	66.7%	66.7%	0.0%	100.0%
No specific location	7	2	0	5	2	4	5
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		28.6%	0.0%	71.4%	28.6%	57.1%	71.4%
Other	32	13	5	27	14	13	32
%V	0.8%	0.7%	1.0%	0.9%	0.9%	0.9%	0.9%
%H		40.6%	15.6%	84.4%	43.8%	40.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3923	1922	515	2936	1482	1454	3621
%H		49.0%	13.1%	74.8%	37.8%	37.1%	92.3%
PVR	1710	1121	319	1020	733	287	1633
%V	43.6%	58.3%	61.9%	34.7%	49.5%	19.7%	45.1%
%H		65.6%	18.7%	59.6%	42.9%	16.8%	95.5%
DVDR	41	18	3	28	8	20	33
%V	1.0%	0.9%	0.6%	1.0%	0.5%	1.4%	0.9%
%H		43.9%	7.3%	68.3%	19.5%	48.8%	80.5%
VCR	25	12	1	18	7	11	19
%V	0.6%	0.6%	0.2%	0.6%	0.5%	0.8%	0.5%
%H		48.0%	4.0%	72.0%	28.0%	44.0%	76.0%
Any recorder	1743	1131	320	1046	738	308	1658
%V	44.4%	58.8%	62.1%	35.6%	49.8%	21.2%	45.8%
%H		64.9%	18.4%	60.0%	42.3%	17.7%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3923	1922	515	2936	1482	1454	3621
%H		49.0%	13.1%	74.8%	37.8%	37.1%	92.3%
Receives HDTV (via STB or built-in reception)	2334	1239	354	1704	945	759	2201
%V	59.5%	64.5%	68.7%	58.0%	63.8%	52.2%	60.8%
%H		53.1%	15.2%	73.0%	40.5%	32.5%	94.3%
DVD/Blu-ray player or recorder	1997	985	265	1474	742	732	1844
%V	50.9%	51.2%	51.5%	50.2%	50.1%	50.3%	50.9%
%H		49.3%	13.3%	73.8%	37.2%	36.7%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1945	856	247	1375	572	803	1744
%H		44.0%	12.7%	70.7%	29.4%	41.3%	89.7%
Under 20"	28	1	1	26	1	24	24
%V	1.4%	0.1%	0.4%	1.9%	0.2%	3.0%	1.4%
%H		3.6%	3.6%	92.9%	3.6%	85.7%	85.7%
20" - 29"	180	34	11	155	24	131	127
%V	9.3%	4.0%	4.5%	11.3%	4.2%	16.3%	7.3%
%H		18.9%	6.1%	86.1%	13.3%	72.8%	70.6%
30" - 39"	564	211	68	404	133	271	480
%V	29.0%	24.6%	27.5%	29.4%	23.3%	33.7%	27.5%
%H		37.4%	12.1%	71.6%	23.6%	48.0%	85.1%
40" - 49"	807	392	117	557	274	283	758
%V	41.5%	45.8%	47.4%	40.5%	47.9%	35.2%	43.5%
%H		48.6%	14.5%	69.0%	34.0%	35.1%	93.9%
50" - 59"	303	187	41	189	121	69	297
%V	15.6%	21.8%	16.6%	13.7%	21.2%	8.6%	17.0%
%H		61.7%	13.5%	62.4%	39.9%	22.8%	98.0%
60"+	26	18	2	20	12	8	26
%V	1.3%	2.1%	0.8%	1.5%	2.1%	1.0%	1.5%
%H		69.2%	7.7%	76.9%	46.2%	30.8%	100.0%
Don't know	38	12	8	25	8	17	32
%V	2.0%	1.4%	3.2%	1.8%	1.4%	2.1%	1.8%
%H		31.6%	21.1%	65.8%	21.1%	44.7%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1945	856	247	1375	572	803	1744
%H		44.0%	12.7%	70.7%	29.4%	41.3%	89.7%
PVR	1210	743	227	759	507	252	1150
%V	62.2%	86.8%	91.9%	55.2%	88.6%	31.4%	65.9%
%H		61.4%	18.8%	62.7%	41.9%	20.8%	95.0%
DVDR	28	11	1	20	5	15	20
%V	1.4%	1.3%	0.4%	1.5%	0.9%	1.9%	1.1%
%H		39.3%	3.6%	71.4%	17.9%	53.6%	71.4%
VCR	20	8	1	15	5	10	15
%V	1.0%	0.9%	0.4%	1.1%	0.9%	1.2%	0.9%
%H		40.0%	5.0%	75.0%	25.0%	50.0%	75.0%
Any recorder	1234	748	227	778	509	269	1165
%V	63.4%	87.4%	91.9%	56.6%	89.0%	33.5%	66.8%
%H		60.6%	18.4%	63.0%	41.2%	21.8%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1945	856	247	1375	572	803	1744
%H		44.0%	12.7%	70.7%	29.4%	41.3%	89.7%
Receives HDTV (via STB or built-in reception)	1435	710	220	1024	507	517	1336
%V	73.8%	82.9%	89.1%	74.5%	88.6%	64.4%	76.6%
%H		49.5%	15.3%	71.4%	35.3%	36.0%	93.1%
DVD/Blu-ray player or recorder	1257	569	152	906	387	519	1133
%V	64.6%	66.5%	61.5%	65.9%	67.7%	64.6%	65.0%
%H		45.3%	12.1%	72.1%	30.8%	41.3%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1978	1066	267	1561	910	651	1877
%H		53.9%	13.5%	78.9%	46.0%	32.9%	94.9%
Under 20"	379	174	44	328	167	161	346
%V	19.2%	16.3%	16.5%	21.0%	18.4%	24.7%	18.4%
%H		45.9%	11.6%	86.5%	44.1%	42.5%	91.3%
20" - 29"	577	298	67	478	264	214	541
%V	29.2%	28.0%	25.1%	30.6%	29.0%	32.9%	28.8%
%H		51.6%	11.6%	82.8%	45.8%	37.1%	93.8%
30" - 39"	608	344	85	453	274	179	588
%V	30.7%	32.3%	31.8%	29.0%	30.1%	27.5%	31.3%
%H		56.6%	14.0%	74.5%	45.1%	29.4%	96.7%
40" - 49"	308	184	52	230	158	72	300
%V	15.6%	17.3%	19.5%	14.7%	17.4%	11.1%	16.0%
%H		59.7%	16.9%	74.7%	51.3%	23.4%	97.4%
50" - 59"	68	43	13	45	31	15	68
%V	3.4%	4.0%	4.9%	2.9%	3.4%	2.3%	3.6%
%H		63.2%	19.1%	66.2%	45.6%	22.1%	100.0%
60"+	6	4	1	3	2	1	6
%V	0.3%	0.4%	0.4%	0.2%	0.2%	0.2%	0.3%
%H		66.7%	16.7%	50.0%	33.3%	16.7%	100.0%
Don't know	32	17	5	24	15	10	29
%V	1.6%	1.6%	1.9%	1.5%	1.6%	1.5%	1.5%
%H		53.1%	15.6%	75.0%	46.9%	31.3%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

Table 4.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1978	1066	267	1561	910	651	1877
%H		53.9%	13.5%	78.9%	46.0%	32.9%	94.9%
PVR	500	378	93	260	226	34	483
%V	25.3%	35.5%	34.8%	16.7%	24.8%	5.2%	25.7%
%H		75.6%	18.6%	52.0%	45.2%	6.8%	96.6%
DVDR	13	7	1	9	3	5	13
%V	0.7%	0.7%	0.4%	0.6%	0.3%	0.8%	0.7%
%H		53.8%	7.7%	69.2%	23.1%	38.5%	100.0%
VCR	5	4	0	3	2	1	4
%V	0.3%	0.4%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		80.0%	0.0%	60.0%	40.0%	20.0%	80.0%
Any recorder	510	383	93	268	229	39	493
%V	25.8%	35.9%	34.8%	17.2%	25.2%	6.0%	26.3%
%H		75.1%	18.2%	52.5%	44.9%	7.6%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1978	1066	267	1561	910	651	1877
%H		53.9%	13.5%	78.9%	46.0%	32.9%	94.9%
Receives HDTV (via STB or built-in reception)	899	530	135	680	438	242	866
%V	45.4%	49.7%	50.6%	43.6%	48.1%	37.2%	46.1%
%H		59.0%	15.0%	75.6%	48.7%	26.9%	96.3%
DVD/Blu-ray player or recorder	741	415	112	567	355	212	711
%V	37.5%	38.9%	41.9%	36.3%	39.0%	32.6%	37.9%
%H		56.0%	15.1%	76.5%	47.9%	28.6%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4684	4535	2171	626	3092	1448	1644	4390
%H		96.8%	46.3%	13.4%	66.0%	30.9%	35.1%	93.7%
Total Children	885	867	457	131	534	293	241	872
%V	18.9%	19.1%	21.1%	20.9%	17.3%	20.2%	14.7%	19.9%
%H		98.0%	51.6%	14.8%	60.3%	33.1%	27.2%	98.5%
0 - 3	218	213	121	26	114	63	50	213
%V	4.7%	4.7%	5.6%	4.2%	3.7%	4.4%	3.0%	4.9%
%H		97.7%	55.5%	11.9%	52.3%	28.9%	22.9%	97.7%
4 - 15	667	654	336	105	420	230	191	659
%V	14.2%	14.4%	15.5%	16.8%	13.6%	15.9%	11.6%	15.0%
%H		98.1%	50.4%	15.7%	63.0%	34.5%	28.6%	98.8%
4 - 9	326	319	163	51	204	113	91	321
%V	7.0%	7.0%	7.5%	8.1%	6.6%	7.8%	5.5%	7.3%
%H		97.9%	50.0%	15.6%	62.6%	34.7%	27.9%	98.5%
10 - 15	341	335	173	54	216	117	99	337
%V	7.3%	7.4%	8.0%	8.6%	7.0%	8.1%	6.0%	7.7%
%H		98.2%	50.7%	15.8%	63.3%	34.3%	29.0%	98.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4684	4535	2171	626	3092	1448	1644	4390
%H		96.8%	46.3%	13.4%	66.0%	30.9%	35.1%	93.7%
Total Adults (16+)	3799	3669	1714	495	2558	1155	1403	3518
%V	81.1%	80.9%	78.9%	79.1%	82.7%	79.8%	85.3%	80.1%
%H		96.6%	45.1%	13.0%	67.3%	30.4%	36.9%	92.6%
16 - 19	216	213	98	42	148	73	75	211
%V	4.6%	4.7%	4.5%	6.7%	4.8%	5.0%	4.6%	4.8%
%H		98.6%	45.4%	19.4%	68.5%	33.8%	34.7%	97.7%
20 - 24	238	218	108	33	130	67	63	232
%V	5.1%	4.8%	5.0%	5.3%	4.2%	4.6%	3.8%	5.3%
%H		91.6%	45.4%	13.9%	54.6%	28.2%	26.5%	97.5%
25 - 34	575	523	267	70	299	142	157	562
%V	12.3%	11.5%	12.3%	11.2%	9.7%	9.8%	9.5%	12.8%
%H		91.0%	46.4%	12.2%	52.0%	24.7%	27.3%	97.7%
35 - 44	589	569	288	93	347	179	168	578
%V	12.6%	12.5%	13.3%	14.9%	11.2%	12.4%	10.2%	13.2%
%H		96.6%	48.9%	15.8%	58.9%	30.4%	28.5%	98.1%
45 - 54	666	653	328	112	449	235	214	649
%V	14.2%	14.4%	15.1%	17.9%	14.5%	16.2%	13.0%	14.8%
%H		98.0%	49.2%	16.8%	67.4%	35.3%	32.1%	97.4%
55 - 64	599	586	284	68	449	215	234	567
%V	12.8%	12.9%	13.1%	10.9%	14.5%	14.8%	14.2%	12.9%
%H		97.8%	47.4%	11.4%	75.0%	35.9%	39.1%	94.7%
65+	916	907	341	78	736	244	492	720
%V	19.6%	20.0%	15.7%	12.5%	23.8%	16.9%	29.9%	16.4%
%H		99.0%	37.2%	8.5%	80.3%	26.6%	53.7%	78.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3799	3669	1714	495	2558	1155	1403	3518
%H		96.6%	45.1%	13.0%	67.3%	30.4%	36.9%	92.6%
AB	1094	1060	472	140	758	324	434	1060
%V	28.8%	28.9%	27.5%	28.3%	29.6%	28.1%	30.9%	30.1%
%H		96.9%	43.1%	12.8%	69.3%	29.6%	39.7%	96.9%
C1	1079	1052	511	136	725	337	388	1019
%V	28.4%	28.7%	29.8%	27.5%	28.3%	29.2%	27.7%	29.0%
%H		97.5%	47.4%	12.6%	67.2%	31.2%	36.0%	94.4%
C2	919	894	452	142	615	317	298	862
%V	24.2%	24.4%	26.4%	28.7%	24.0%	27.4%	21.2%	24.5%
%H		97.3%	49.2%	15.5%	66.9%	34.5%	32.4%	93.8%
D	502	461	205	57	314	133	181	432
%V	13.2%	12.6%	12.0%	11.5%	12.3%	11.5%	12.9%	12.3%
%H		91.8%	40.8%	11.4%	62.5%	26.5%	36.1%	86.1%
E	205	201	75	20	147	45	101	145
%V	5.4%	5.5%	4.4%	4.0%	5.7%	3.9%	7.2%	4.1%
%H		98.0%	36.6%	9.8%	71.7%	22.0%	49.3%	70.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3799	3669	1714	495	2558	1155	1403	3518
%H		96.6%	45.1%	13.0%	67.3%	30.4%	36.9%	92.6%
Working full time	1822	1740	892	271	1112	575	537	1788
%V	48.0%	47.4%	52.0%	54.7%	43.5%	49.8%	38.3%	50.8%
%H		95.5%	49.0%	14.9%	61.0%	31.6%	29.5%	98.1%
Working part time	464	448	218	56	316	149	166	442
%V	12.2%	12.2%	12.7%	11.3%	12.4%	12.9%	11.8%	12.6%
%H		96.6%	47.0%	12.1%	68.1%	32.1%	35.8%	95.3%
Not working	1512	1480	604	168	1130	431	699	1289
%V	39.8%	40.3%	35.2%	33.9%	44.2%	37.3%	49.8%	36.6%
%H		97.9%	39.9%	11.1%	74.7%	28.5%	46.2%	85.3%
Houseperson	2016	1947	858	247	1375	572	803	1806
%V	53.1%	53.1%	50.1%	49.9%	53.8%	49.5%	57.2%	51.3%
%H		96.6%	42.6%	12.3%	68.2%	28.4%	39.8%	89.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1864	1795	861	236	1233	575	658	1734
%H		96.3%	46.2%	12.7%	66.1%	30.8%	35.3%	93.0%
16 - 19	118	116	55	20	79	38	41	118
%V	6.3%	6.5%	6.4%	8.5%	6.4%	6.6%	6.2%	6.8%
%H		98.3%	46.6%	16.9%	66.9%	32.2%	34.7%	100.0%
20 - 24	115	106	49	20	56	32	25	112
%V	6.2%	5.9%	5.7%	8.5%	4.5%	5.6%	3.8%	6.5%
%H		92.2%	42.6%	17.4%	48.7%	27.8%	21.7%	97.4%
25 - 34	290	263	137	30	150	68	82	281
%V	15.6%	14.7%	15.9%	12.7%	12.2%	11.8%	12.5%	16.2%
%H		90.7%	47.2%	10.3%	51.7%	23.4%	28.3%	96.9%
35 - 44	289	277	139	39	167	82	85	284
%V	15.5%	15.4%	16.1%	16.5%	13.5%	14.3%	12.9%	16.4%
%H		95.8%	48.1%	13.5%	57.8%	28.4%	29.4%	98.3%
45 - 54	319	314	165	55	212	116	96	309
%V	17.1%	17.5%	19.2%	23.3%	17.2%	20.2%	14.6%	17.8%
%H		98.4%	51.7%	17.2%	66.5%	36.4%	30.1%	96.9%
55 - 64	299	289	140	34	221	109	112	281
%V	16.0%	16.1%	16.3%	14.4%	17.9%	19.0%	17.0%	16.2%
%H		96.7%	46.8%	11.4%	73.9%	36.5%	37.5%	94.0%
65+	433	430	175	38	347	129	218	350
%V	23.2%	24.0%	20.3%	16.1%	28.1%	22.4%	33.1%	20.2%
%H		99.3%	40.4%	8.8%	80.1%	29.8%	50.3%	80.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1864	1795	861	236	1233	575	658	1734
%H		96.3%	46.2%	12.7%	66.1%	30.8%	35.3%	93.0%
AB	536	518	237	63	367	159	209	524
%V	28.8%	28.9%	27.5%	26.7%	29.8%	27.7%	31.8%	30.2%
%H		96.6%	44.2%	11.8%	68.5%	29.7%	39.0%	97.8%
C1	498	488	248	61	325	164	161	481
%V	26.7%	27.2%	28.8%	25.8%	26.4%	28.5%	24.5%	27.7%
%H		98.0%	49.8%	12.2%	65.3%	32.9%	32.3%	96.6%
C2	498	482	245	76	329	171	158	460
%V	26.7%	26.9%	28.5%	32.2%	26.7%	29.7%	24.0%	26.5%
%H		96.8%	49.2%	15.3%	66.1%	34.3%	31.7%	92.4%
D	241	221	100	30	144	63	82	209
%V	12.9%	12.3%	11.6%	12.7%	11.7%	11.0%	12.5%	12.1%
%H		91.7%	41.5%	12.4%	59.8%	26.1%	34.0%	86.7%
E	91	87	31	5	67	18	48	60
%V	4.9%	4.8%	3.6%	2.1%	5.4%	3.1%	7.3%	3.5%
%H		95.6%	34.1%	5.5%	73.6%	19.8%	52.7%	65.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1864	1795	861	236	1233	575	658	1734
%H		96.3%	46.2%	12.7%	66.1%	30.8%	35.3%	93.0%
Working full time	1107	1058	549	156	675	350	325	1088
%V	59.4%	58.9%	63.8%	66.1%	54.7%	60.9%	49.4%	62.7%
%H		95.6%	49.6%	14.1%	61.0%	31.6%	29.4%	98.3%
Working part time	111	106	52	12	75	37	38	99
%V	6.0%	5.9%	6.0%	5.1%	6.1%	6.4%	5.8%	5.7%
%H		95.5%	46.8%	10.8%	67.6%	33.3%	34.2%	89.2%
Not working	645	630	259	68	483	188	295	547
%V	34.6%	35.1%	30.1%	28.8%	39.2%	32.7%	44.8%	31.5%
%H		97.7%	40.2%	10.5%	74.9%	29.1%	45.7%	84.8%
Houseperson	412	388	158	42	274	108	166	339
%V	22.1%	21.6%	18.4%	17.8%	22.2%	18.8%	25.2%	19.6%
%H		94.2%	38.3%	10.2%	66.5%	26.2%	40.3%	82.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1935	1874	854	259	1325	581	745	1784
%H		96.8%	44.1%	13.4%	68.5%	30.0%	38.5%	92.2%
16 - 19	97	97	43	22	70	35	35	94
%V	5.0%	5.2%	5.0%	8.5%	5.3%	6.0%	4.7%	5.3%
%H		100.0%	44.3%	22.7%	72.2%	36.1%	36.1%	96.9%
20 - 24	122	113	59	13	74	35	39	120
%V	6.3%	6.0%	6.9%	5.0%	5.6%	6.0%	5.2%	6.7%
%H		92.6%	48.4%	10.7%	60.7%	28.7%	32.0%	98.4%
25 - 34	284	260	130	40	149	74	75	281
%V	14.7%	13.9%	15.2%	15.4%	11.2%	12.7%	10.1%	15.8%
%H		91.5%	45.8%	14.1%	52.5%	26.1%	26.4%	98.9%
35 - 44	300	292	149	53	180	97	83	293
%V	15.5%	15.6%	17.4%	20.5%	13.6%	16.7%	11.1%	16.4%
%H		97.3%	49.7%	17.7%	60.0%	32.3%	27.7%	97.7%
45 - 54	347	338	163	58	237	119	118	340
%V	17.9%	18.0%	19.1%	22.4%	17.9%	20.5%	15.8%	19.1%
%H		97.4%	47.0%	16.7%	68.3%	34.3%	34.0%	98.0%
55 - 64	300	298	144	34	227	105	122	286
%V	15.5%	15.9%	16.9%	13.1%	17.1%	18.1%	16.4%	16.0%
%H		99.3%	48.0%	11.3%	75.7%	35.0%	40.7%	95.3%
65+	484	477	166	40	389	115	274	370
%V	25.0%	25.5%	19.4%	15.4%	29.4%	19.8%	36.8%	20.7%
%H		98.6%	34.3%	8.3%	80.4%	23.8%	56.6%	76.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1935	1874	854	259	1325	581	745	1784
%H		96.8%	44.1%	13.4%	68.5%	30.0%	38.5%	92.2%
AB	558	542	235	77	391	165	225	536
%V	28.8%	28.9%	27.5%	29.7%	29.5%	28.4%	30.2%	30.0%
%H		97.1%	42.1%	13.8%	70.1%	29.6%	40.3%	96.1%
C1	581	565	263	74	399	173	227	538
%V	30.0%	30.1%	30.8%	28.6%	30.1%	29.8%	30.5%	30.2%
%H		97.2%	45.3%	12.7%	68.7%	29.8%	39.1%	92.6%
C2	421	412	207	66	286	146	140	402
%V	21.8%	22.0%	24.2%	25.5%	21.6%	25.1%	18.8%	22.5%
%H		97.9%	49.2%	15.7%	67.9%	34.7%	33.3%	95.5%
D	261	240	106	27	170	70	100	222
%V	13.5%	12.8%	12.4%	10.4%	12.8%	12.0%	13.4%	12.4%
%H		92.0%	40.6%	10.3%	65.1%	26.8%	38.3%	85.1%
E	114	114	44	15	80	27	53	85
%V	5.9%	6.1%	5.2%	5.8%	6.0%	4.6%	7.1%	4.8%
%H		100.0%	38.6%	13.2%	70.2%	23.7%	46.5%	74.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1935	1874	854	259	1325	581	745	1784
%H		96.8%	44.1%	13.4%	68.5%	30.0%	38.5%	92.2%
Working full time	715	682	343	115	438	225	213	700
%V	37.0%	36.4%	40.2%	44.4%	33.1%	38.7%	28.6%	39.2%
%H		95.4%	48.0%	16.1%	61.3%	31.5%	29.8%	97.9%
Working part time	353	342	166	44	241	113	128	343
%V	18.2%	18.2%	19.4%	17.0%	18.2%	19.4%	17.2%	19.2%
%H		96.9%	47.0%	12.5%	68.3%	32.0%	36.3%	97.2%
Not working	867	850	345	100	647	243	404	741
%V	44.8%	45.4%	40.4%	38.6%	48.8%	41.8%	54.2%	41.5%
%H		98.0%	39.8%	11.5%	74.6%	28.0%	46.6%	85.5%
Houseperson	1604	1559	700	205	1101	464	637	1467
%V	82.9%	83.2%	82.0%	79.2%	83.1%	79.9%	85.5%	82.2%
%H		97.2%	43.6%	12.8%	68.6%	28.9%	39.7%	91.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1069	1021	377	151	711	255	457	954
%H (All HH)		95.5%	35.3%	14.1%	66.5%	23.9%	42.8%	89.2%
%H (TV HH)			36.9%	14.8%	69.6%	25.0%	44.8%	
AB	335	318	119	47	222	84	138	325
%V	31.3%	31.1%	31.6%	31.1%	31.2%	32.9%	30.2%	34.1%
%H (All HH)		94.9%	35.5%	14.0%	66.3%	25.1%	41.2%	97.0%
%H (TV HH)			37.4%	14.8%	69.8%	26.4%	43.4%	
C1	286	277	85	53	194	63	130	265
%V	26.8%	27.1%	22.5%	35.1%	27.3%	24.7%	28.4%	27.8%
%H (All HH)		96.9%	29.7%	18.5%	67.8%	22.0%	45.5%	92.7%
%H (TV HH)			30.7%	19.1%	70.0%	22.7%	46.9%	
C2	235	226	101	35	150	67	83	215
%V	22.0%	22.1%	26.8%	23.2%	21.1%	26.3%	18.2%	22.5%
%H (All HH)		96.2%	43.0%	14.9%	63.8%	28.5%	35.3%	91.5%
%H (TV HH)			44.7%	15.5%	66.4%	29.6%	36.7%	
D	137	127	47	10	86	24	62	105
%V	12.8%	12.4%	12.5%	6.6%	12.1%	9.4%	13.6%	11.0%
%H (All HH)		92.7%	34.3%	7.3%	62.8%	17.5%	45.3%	76.6%
%H (TV HH)			37.0%	7.9%	67.7%	18.9%	48.8%	
E	75	74	25	6	61	17	43	44
%V	7.0%	7.2%	6.6%	4.0%	8.6%	6.7%	9.4%	4.6%
%H (All HH)		98.7%	33.3%	8.0%	81.3%	22.7%	57.3%	58.7%
%H (TV HH)			33.8%	8.1%	82.4%	23.0%	58.1%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC West

Household level data

Table 5.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1069	1021	377	151	711	255	457	954
%H (All HH)		95.5%	35.3%	14.1%	66.5%	23.9%	42.8%	89.2%
%H (TV HH)			36.9%	14.8%	69.6%	25.0%	44.8%	
Under 25	37	36	9	6	17	4	13	36
%V	3.5%	3.5%	2.4%	4.0%	2.4%	1.6%	2.8%	3.8%
%H (All HH)		97.3%	24.3%	16.2%	45.9%	10.8%	35.1%	97.3%
%H (TV HH)			25.0%	16.7%	47.2%	11.1%	36.1%	
25 - 34	153	138	46	23	75	23	52	149
%V	14.3%	13.5%	12.2%	15.2%	10.5%	9.0%	11.4%	15.6%
%H (All HH)		90.2%	30.1%	15.0%	49.0%	15.0%	34.0%	97.4%
%H (TV HH)			33.3%	16.7%	54.3%	16.7%	37.7%	
35 - 44	169	160	73	28	95	40	54	165
%V	15.8%	15.7%	19.4%	18.5%	13.4%	15.7%	11.8%	17.3%
%H (All HH)		94.7%	43.2%	16.6%	56.2%	23.7%	32.0%	97.6%
%H (TV HH)			45.6%	17.5%	59.4%	25.0%	33.8%	
45 - 54	213	202	88	36	139	67	72	207
%V	19.9%	19.8%	23.3%	23.8%	19.5%	26.3%	15.8%	21.7%
%H (All HH)		94.8%	41.3%	16.9%	65.3%	31.5%	33.8%	97.2%
%H (TV HH)			43.6%	17.8%	68.8%	33.2%	35.6%	
55 - 64	174	170	68	25	128	52	77	160
%V	16.3%	16.7%	18.0%	16.6%	18.0%	20.4%	16.8%	16.8%
%H (All HH)		97.7%	39.1%	14.4%	73.6%	29.9%	44.3%	92.0%
%H (TV HH)			40.0%	14.7%	75.3%	30.6%	45.3%	
65 +	323	315	95	33	257	69	188	236
%V	30.2%	30.9%	25.2%	21.9%	36.1%	27.1%	41.1%	24.7%
%H (All HH)		97.5%	29.4%	10.2%	79.6%	21.4%	58.2%	73.1%
%H (TV HH)			30.2%	10.5%	81.6%	21.9%	59.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1069	1021	377	151	711	255	457	954
%H (All HH)		95.5%	35.3%	14.1%	66.5%	23.9%	42.8%	89.2%
%H (TV HH)			36.9%	14.8%	69.6%	25.0%	44.8%	
1	327	305	84	31	236	54	182	239
%V	30.6%	29.9%	22.3%	20.5%	33.2%	21.2%	39.8%	25.1%
%H (All HH)		93.3%	25.7%	9.5%	72.2%	16.5%	55.7%	73.1%
%H (TV HH)			27.5%	10.2%	77.4%	17.7%	59.7%	
2	406	390	152	49	271	102	169	381
%V	38.0%	38.2%	40.3%	32.5%	38.1%	40.0%	37.0%	39.9%
%H (All HH)		96.1%	37.4%	12.1%	66.7%	25.1%	41.6%	93.8%
%H (TV HH)			39.0%	12.6%	69.5%	26.2%	43.3%	
3	139	132	54	31	79	37	43	137
%V	13.0%	12.9%	14.3%	20.5%	11.1%	14.5%	9.4%	14.4%
%H (All HH)		95.0%	38.8%	22.3%	56.8%	26.6%	30.9%	98.6%
%H (TV HH)			40.9%	23.5%	59.8%	28.0%	32.6%	
4	131	130	60	24	87	44	43	131
%V	12.3%	12.7%	15.9%	15.9%	12.2%	17.3%	9.4%	13.7%
%H (All HH)		99.2%	45.8%	18.3%	66.4%	33.6%	32.8%	100.0%
%H (TV HH)			46.2%	18.5%	66.9%	33.8%	33.1%	
5+	65	64	27	15	38	18	20	65
%V	6.1%	6.3%	7.2%	9.9%	5.3%	7.1%	4.4%	6.8%
%H (All HH)		98.5%	41.5%	23.1%	58.5%	27.7%	30.8%	100.0%
%H (TV HH)			42.2%	23.4%	59.4%	28.1%	31.3%	
Average HH size	2.27	2.29	2.48	2.65	2.20	2.52	2.03	2.40

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1069	1021	377	151	711	255	457	954
%H (All HH)		95.5%	35.3%	14.1%	66.5%	23.9%	42.8%	89.2%
%H (TV HH)			36.9%	14.8%	69.6%	25.0%	44.8%	
Without	803	762	264	102	554	185	369	690
%V	75.1%	74.6%	70.0%	67.5%	77.9%	72.5%	80.7%	72.3%
%H (All HH)		94.9%	32.9%	12.7%	69.0%	23.0%	46.0%	85.9%
%H (TV HH)			34.6%	13.4%	72.7%	24.3%	48.4%	
With	265	259	113	49	157	70	88	264
%V	24.8%	25.4%	30.0%	32.5%	22.1%	27.5%	19.3%	27.7%
%H (All HH)		97.7%	42.6%	18.5%	59.2%	26.4%	33.2%	99.6%
%H (TV HH)			43.6%	18.9%	60.6%	27.0%	34.0%	
0 - 3	91	88	35	16	51	20	31	90
%V	8.5%	8.6%	9.3%	10.6%	7.2%	7.8%	6.8%	9.4%
%H (All HH)		96.7%	38.5%	17.6%	56.0%	22.0%	34.1%	98.9%
%H (TV HH)			39.8%	18.2%	58.0%	22.7%	35.2%	
4 - 9	138	136	66	26	75	36	39	138
%V	12.9%	13.3%	17.5%	17.2%	10.5%	14.1%	8.5%	14.5%
%H (All HH)		98.6%	47.8%	18.8%	54.3%	26.1%	28.3%	100.0%
%H (TV HH)			48.5%	19.1%	55.1%	26.5%	28.7%	
10 - 15	123	121	53	24	83	40	43	123
%V	11.5%	11.9%	14.1%	15.9%	11.7%	15.7%	9.4%	12.9%
%H (All HH)		98.4%	43.1%	19.5%	67.5%	32.5%	35.0%	100.0%
%H (TV HH)			43.8%	19.8%	68.6%	33.1%	35.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1069	1021	377	151	711	255	457	954
%H (All HH)		95.5%	35.3%	14.1%	66.5%	23.9%	42.8%	89.2%
%H (TV HH)			36.9%	14.8%	69.6%	25.0%	44.8%	
1	436	436	117	62	264	42	222	371
%V	40.8%	42.7%	31.0%	41.1%	37.1%	16.5%	48.6%	38.9%
%H (All HH)		100.0%	26.8%	14.2%	60.6%	9.6%	50.9%	85.1%
%H (TV HH)			26.8%	14.2%	60.6%	9.6%	50.9%	
2	314	314	134	47	224	92	132	280
%V	29.4%	30.8%	35.5%	31.1%	31.5%	36.1%	28.9%	29.4%
%H (All HH)		100.0%	42.7%	15.0%	71.3%	29.3%	42.0%	89.2%
%H (TV HH)			42.7%	15.0%	71.3%	29.3%	42.0%	
3	174	174	74	27	140	67	73	169
%V	16.3%	17.0%	19.6%	17.9%	19.7%	26.3%	16.0%	17.7%
%H (All HH)		100.0%	42.5%	15.5%	80.5%	38.5%	42.0%	97.1%
%H (TV HH)			42.5%	15.5%	80.5%	38.5%	42.0%	
4	64	64	34	9	52	31	21	62
%V	6.0%	6.3%	9.0%	6.0%	7.3%	12.2%	4.6%	6.5%
%H (All HH)		100.0%	53.1%	14.1%	81.3%	48.4%	32.8%	96.9%
%H (TV HH)			53.1%	14.1%	81.3%	48.4%	32.8%	
5+	33	33	19	6	31	23	8	33
%V	3.1%	3.2%	5.0%	4.0%	4.4%	9.0%	1.8%	3.5%
%H (All HH)		100.0%	57.6%	18.2%	93.9%	69.7%	24.2%	100.0%
%H (TV HH)			57.6%	18.2%	93.9%	69.7%	24.2%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1069	1021	377	151	711	255	457	954
%V (All HH)		95.5%	35.3%	14.1%	66.5%	23.9%	42.8%	89.2%
%H (TV HH)			36.9%	14.8%	69.6%	25.0%	44.8%	
Under 20"	111	111	45	14	97	44	53	100
%V	10.4%	10.9%	11.9%	9.3%	13.6%	17.3%	11.6%	10.5%
%H (All HH)		100.0%	40.5%	12.6%	87.4%	39.6%	47.7%	90.1%
%H (TV HH)			40.5%	12.6%	87.4%	39.6%	47.7%	
20" - 29"	304	304	109	34	248	91	157	264
%V	28.4%	29.8%	28.9%	22.5%	34.9%	35.7%	34.4%	27.7%
%H (All HH)		100.0%	35.9%	11.2%	81.6%	29.9%	51.6%	86.8%
%H (TV HH)			35.9%	11.2%	81.6%	29.9%	51.6%	
30" - 39"	476	476	170	72	350	133	218	432
%V	44.5%	46.6%	45.1%	47.7%	49.2%	52.2%	47.7%	45.3%
%H (All HH)		100.0%	35.7%	15.1%	73.5%	27.9%	45.8%	90.8%
%H (TV HH)			35.7%	15.1%	73.5%	27.9%	45.8%	
40" - 49"	427	427	196	69	294	142	152	405
%V	39.9%	41.8%	52.0%	45.7%	41.4%	55.7%	33.3%	42.5%
%H (All HH)		100.0%	45.9%	16.2%	68.9%	33.3%	35.6%	94.8%
%H (TV HH)			45.9%	16.2%	68.9%	33.3%	35.6%	
50" - 59"	118	118	65	16	76	42	33	115
%V	11.0%	11.6%	17.2%	10.6%	10.7%	16.5%	7.2%	12.1%
%H (All HH)		100.0%	55.1%	13.6%	64.4%	35.6%	28.0%	97.5%
%H (TV HH)			55.1%	13.6%	64.4%	35.6%	28.0%	
60"+	9	9	7	2	5	5	0	9
%V	0.8%	0.9%	1.9%	1.3%	0.7%	2.0%	0.0%	0.9%
%H (All HH)		100.0%	77.8%	22.2%	55.6%	55.6%	0.0%	100.0%
%H (TV HH)			77.8%	22.2%	55.6%	55.6%	0.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1069	1021	377	151	711	255	457	954
%H (All HH)		95.5%	35.3%	14.1%	66.5%	23.9%	42.8%	89.2%
%H (TV HH)			36.9%	14.8%	69.6%	25.0%	44.8%	
Main living room	1014	1014	375	149	709	255	454	909
%V	94.9%	99.3%	99.5%	98.7%	99.7%	100.0%	99.3%	95.3%
%H (All HH)		100.0%	37.0%	14.7%	69.9%	25.1%	44.8%	89.6%
%H (TV HH)			37.0%	14.7%	69.9%	25.1%	44.8%	
Kitchen	113	113	50	15	95	46	48	105
%V	10.6%	11.1%	13.3%	9.9%	13.4%	18.0%	10.5%	11.0%
%H (All HH)		100.0%	44.2%	13.3%	84.1%	40.7%	42.5%	92.9%
%H (TV HH)			44.2%	13.3%	84.1%	40.7%	42.5%	
Adult's bedroom	454	454	207	64	351	172	179	420
%V	42.5%	44.5%	54.9%	42.4%	49.4%	67.5%	39.2%	44.0%
%H (All HH)		100.0%	45.6%	14.1%	77.3%	37.9%	39.4%	92.5%
%H (TV HH)			45.6%	14.1%	77.3%	37.9%	39.4%	
Child's bedroom	80	80	35	17	60	33	26	80
%V	7.5%	7.8%	9.3%	11.3%	8.4%	12.9%	5.7%	8.4%
%H (All HH)		100.0%	43.8%	21.3%	75.0%	41.3%	32.5%	100.0%
%H (TV HH)			43.8%	21.3%	75.0%	41.3%	32.5%	
Other bedroom	62	62	26	8	51	24	28	59
%V	5.8%	6.1%	6.9%	5.3%	7.2%	9.4%	6.1%	6.2%
%H (All HH)		100.0%	41.9%	12.9%	82.3%	38.7%	45.2%	95.2%
%H (TV HH)			41.9%	12.9%	82.3%	38.7%	45.2%	
Second living/dining room	101	101	45	13	82	39	43	98
%V	9.4%	9.9%	11.9%	8.6%	11.5%	15.3%	9.4%	10.3%
%H (All HH)		100.0%	44.6%	12.9%	81.2%	38.6%	42.6%	97.0%
%H (TV HH)			44.6%	12.9%	81.2%	38.6%	42.6%	
Study/office	22	22	11	5	18	12	5	20
%V	2.1%	2.2%	2.9%	3.3%	2.5%	4.7%	1.1%	2.1%
%H (All HH)		100.0%	50.0%	22.7%	81.8%	54.5%	22.7%	90.9%
%H (TV HH)			50.0%	22.7%	81.8%	54.5%	22.7%	
TV room	10	10	7	1	5	2	3	10
%V	0.9%	1.0%	1.9%	0.7%	0.7%	0.8%	0.7%	1.0%
%H (All HH)		100.0%	70.0%	10.0%	50.0%	20.0%	30.0%	100.0%
%H (TV HH)			70.0%	10.0%	50.0%	20.0%	30.0%	
Conservatory	22	22	9	3	21	10	10	21
%V	2.1%	2.2%	2.4%	2.0%	3.0%	3.9%	2.2%	2.2%
%H (All HH)		100.0%	40.9%	13.6%	95.5%	45.5%	45.5%	95.5%
%H (TV HH)			40.9%	13.6%	95.5%	45.5%	45.5%	
Attic or loft room	3	3	2	0	3	2	1	3
%V	0.3%	0.3%	0.5%	0.0%	0.4%	0.8%	0.2%	0.3%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.1%	0.4%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	9	9	5	1	7	5	3	9
%V	0.8%	0.9%	1.3%	0.7%	1.0%	2.0%	0.7%	0.9%
%H (All HH)		100.0%	55.6%	11.1%	77.8%	55.6%	33.3%	100.0%
%H (TV HH)			55.6%	11.1%	77.8%	55.6%	33.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

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Table 5.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1069	1021	377	151	711	255	457	954
%H (All HH)		95.5%	35.3%	14.1%	66.5%	23.9%	42.8%	89.2%
%H (TV HH)			36.9%	14.8%	69.6%	25.0%	44.8%	
Any DSAT provider	377	377	377	5	182	182	0	358
%V	35.3%	36.9%	100.0%	3.3%	25.6%	71.4%	0.0%	37.5%
%H (All HH)			100.0%	1.3%	48.3%	48.3%	0.0%	95.0%
%H (TV HH)			100.0%	1.3%	48.3%	48.3%	0.0%	
Sky with subscription	304	304	304	1	144	144	0	287
%V	28.4%	29.8%	80.6%	0.7%	20.3%	56.5%	0.0%	30.1%
%H (All HH)			100.0%	0.3%	47.4%	47.4%	0.0%	94.4%
%H (TV HH)			100.0%	0.3%	47.4%	47.4%	0.0%	
Sky without subscription	9	9	9	0	5	5	0	9
%V	0.8%	0.9%	2.4%	0.0%	0.7%	2.0%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
Freesat	61	61	61	2	33	33	0	60
%V	5.7%	6.0%	16.2%	1.3%	4.6%	12.9%	0.0%	6.3%
%H (All HH)			100.0%	3.3%	54.1%	54.1%	0.0%	98.4%
%H (TV HH)			100.0%	3.3%	54.1%	54.1%	0.0%	
Other satellite provider	15	15	15	1	7	7	0	15
%V	1.4%	1.5%	4.0%	0.7%	1.0%	2.7%	0.0%	1.6%
%H (All HH)			100.0%	6.7%	46.7%	46.7%	0.0%	100.0%
%H (TV HH)			100.0%	6.7%	46.7%	46.7%	0.0%	
DCAB	151	151	5	151	76	76	0	146
%V	14.1%	14.8%	1.3%	100.0%	10.7%	29.8%	0.0%	15.3%
%H (All HH)			3.3%	100.0%	50.3%	50.3%	0.0%	96.7%
%H (TV HH)			3.3%	100.0%	50.3%	50.3%	0.0%	
DTT	711	711	182	76	711	255	457	619
%V	66.5%	69.6%	48.3%	50.3%	100.0%	100.0%	100.0%	64.9%
%H (All HH)		100.0%	25.6%	10.7%	100.0%	35.9%	64.3%	87.1%
%H (TV HH)			25.6%	10.7%	100.0%	35.9%	64.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

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Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1069	1021	377	151	711	255	457	954
%H (All HH)		95.5%	35.3%	14.1%	66.5%	23.9%	42.8%	89.2%
%H (TV HH)			36.9%	14.8%	69.6%	25.0%	44.8%	
PVR	662	662	329	145	425	234	191	628
%V	61.9%	64.8%	87.3%	96.0%	59.8%	91.8%	41.8%	65.8%
%H (All HH)		100.0%	49.7%	21.9%	64.2%	35.3%	28.9%	94.9%
%H (TV HH)			49.7%	21.9%	64.2%	35.3%	28.9%	
DVDR	11	11	3	1	9	2	7	11
%V	1.0%	1.1%	0.8%	0.7%	1.3%	0.8%	1.5%	1.2%
%H (All HH)		100.0%	27.3%	9.1%	81.8%	18.2%	63.6%	100.0%
%H (TV HH)			27.3%	9.1%	81.8%	18.2%	63.6%	
VCR	8	8	4	0	6	2	4	6
%V	0.7%	0.8%	1.1%	0.0%	0.8%	0.8%	0.9%	0.6%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	25.0%	50.0%	75.0%
%H (TV HH)			50.0%	0.0%	75.0%	25.0%	50.0%	
Any recorder	668	668	330	145	431	234	197	633
%V	62.5%	65.4%	87.5%	96.0%	60.6%	91.8%	43.1%	66.4%
%H (All HH)		100.0%	49.4%	21.7%	64.5%	35.0%	29.5%	94.8%
%H (TV HH)			49.4%	21.7%	64.5%	35.0%	29.5%	
Receives HDTV (via STB or built-in reception)	728	728	324	132	508	233	275	683
%V	68.1%	71.3%	85.9%	87.4%	71.4%	91.4%	60.2%	71.6%
%H (All HH)		100.0%	44.5%	18.1%	69.8%	32.0%	37.8%	93.8%
%H (TV HH)			44.5%	18.1%	69.8%	32.0%	37.8%	
DVD/Blu-ray player or recorder	781	781	304	120	553	220	333	718
%V	73.1%	76.5%	80.6%	79.5%	77.8%	86.3%	72.9%	75.3%
%H (All HH)		100.0%	38.9%	15.4%	70.8%	28.2%	42.6%	91.9%
%H (TV HH)			38.9%	15.4%	70.8%	28.2%	42.6%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

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Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1069	1021	377	151	711	255	457	954
%H (All HH)		95.5%	35.3%	14.1%	66.5%	23.9%	42.8%	89.2%
%H (TV HH)			36.9%	14.8%	69.6%	25.0%	44.8%	
Has broadband internet	954	915	358	146	619	245	374	954
%V	89.2%	89.6%	95.0%	96.7%	87.1%	96.1%	81.8%	100.0%
%H (All HH)		95.9%	37.5%	15.3%	64.9%	25.7%	39.2%	100.0%
%H (TV HH)			39.1%	16.0%	67.7%	26.8%	40.9%	
Number of computers (PCs and laptops)								
0	140	131	29	9	109	17	93	32
%V	13.1%	12.8%	7.7%	6.0%	15.3%	6.7%	20.4%	3.4%
%H (All HH)		93.6%	20.7%	6.4%	77.9%	12.1%	66.4%	22.9%
%H (TV HH)			22.1%	6.9%	83.2%	13.0%	71.0%	
1	270	251	92	36	159	49	110	265
%V	25.3%	24.6%	24.4%	23.8%	22.4%	19.2%	24.1%	27.8%
%H (All HH)		93.0%	34.1%	13.3%	58.9%	18.1%	40.7%	98.1%
%H (TV HH)			36.7%	14.3%	63.3%	19.5%	43.8%	
2	246	237	85	35	170	63	107	245
%V	23.0%	23.2%	22.5%	23.2%	23.9%	24.7%	23.4%	25.7%
%H (All HH)		96.3%	34.6%	14.2%	69.1%	25.6%	43.5%	99.6%
%H (TV HH)			35.9%	14.8%	71.7%	26.6%	45.1%	
3	168	163	65	21	114	42	72	168
%V	15.7%	16.0%	17.2%	13.9%	16.0%	16.5%	15.8%	17.6%
%H (All HH)		97.0%	38.7%	12.5%	67.9%	25.0%	42.9%	100.0%
%H (TV HH)			39.9%	12.9%	69.9%	25.8%	44.2%	
4	121	119	50	24	80	40	40	121
%V	11.3%	11.7%	13.3%	15.9%	11.3%	15.7%	8.8%	12.7%
%H (All HH)		98.3%	41.3%	19.8%	66.1%	33.1%	33.1%	100.0%
%H (TV HH)			42.0%	20.2%	67.2%	33.6%	33.6%	
5+	123	121	57	25	78	44	35	123
%V	11.5%	11.9%	15.1%	16.6%	11.0%	17.3%	7.7%	12.9%
%H (All HH)		98.4%	46.3%	20.3%	63.4%	35.8%	28.5%	100.0%
%H (TV HH)			47.1%	20.7%	64.5%	36.4%	28.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

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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	2016	842	304	1503	671	832	1860
%H		41.8%	15.1%	74.6%	33.3%	41.3%	92.3%
Under 20"	139	57	16	123	56	67	128
%V	6.9%	6.8%	5.3%	8.2%	8.3%	8.1%	6.9%
%H		41.0%	11.5%	88.5%	40.3%	48.2%	92.1%
20" - 29"	385	141	45	317	121	196	338
%V	19.1%	16.7%	14.8%	21.1%	18.0%	23.6%	18.2%
%H		36.6%	11.7%	82.3%	31.4%	50.9%	87.8%
30" - 39"	586	218	92	439	181	258	535
%V	29.1%	25.9%	30.3%	29.2%	27.0%	31.0%	28.8%
%H		37.2%	15.7%	74.9%	30.9%	44.0%	91.3%
40" - 49"	511	248	82	357	186	171	489
%V	25.3%	29.5%	27.0%	23.8%	27.7%	20.6%	26.3%
%H		48.5%	16.0%	69.9%	36.4%	33.5%	95.7%
50" - 59"	129	72	19	83	48	35	126
%V	6.4%	8.6%	6.3%	5.5%	7.2%	4.2%	6.8%
%H		55.8%	14.7%	64.3%	37.2%	27.1%	97.7%
60"+	11	9	3	6	5	0	11
%V	0.5%	1.1%	1.0%	0.4%	0.7%	0.0%	0.6%
%H		81.8%	27.3%	54.5%	45.5%	0.0%	100.0%
Don't know	255	97	47	179	74	105	233
%V	12.6%	11.5%	15.5%	11.9%	11.0%	12.6%	12.5%
%H		38.0%	18.4%	70.2%	29.0%	41.2%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2016	842	304	1503	671	832	1860
%H		41.8%	15.1%	74.6%	33.3%	41.3%	92.3%
Main living room	1019	378	150	712	256	456	914
%V	50.5%	44.9%	49.3%	47.4%	38.2%	54.8%	49.1%
%H		37.1%	14.7%	69.9%	25.1%	44.7%	89.7%
Kitchen	113	50	15	95	46	48	105
%V	5.6%	5.9%	4.9%	6.3%	6.9%	5.8%	5.6%
%H		44.2%	13.3%	84.1%	40.7%	42.5%	92.9%
Adult's bedroom	541	255	84	422	224	199	507
%V	26.8%	30.3%	27.6%	28.1%	33.4%	23.9%	27.3%
%H		47.1%	15.5%	78.0%	41.4%	36.8%	93.7%
Child's bedroom	103	49	23	76	45	31	103
%V	5.1%	5.8%	7.6%	5.1%	6.7%	3.7%	5.5%
%H		47.6%	22.3%	73.8%	43.7%	30.1%	100.0%
Other bedroom	70	31	8	59	28	31	67
%V	3.5%	3.7%	2.6%	3.9%	4.2%	3.7%	3.6%
%H		44.3%	11.4%	84.3%	40.0%	44.3%	95.7%
Second living/dining room	102	45	13	84	39	44	99
%V	5.1%	5.3%	4.3%	5.6%	5.8%	5.3%	5.3%
%H		44.1%	12.7%	82.4%	38.2%	43.1%	97.1%
Study/office	22	12	5	18	13	5	20
%V	1.1%	1.4%	1.6%	1.2%	1.9%	0.6%	1.1%
%H		54.5%	22.7%	81.8%	59.1%	22.7%	90.9%
TV room	11	7	1	6	2	4	11
%V	0.5%	0.8%	0.3%	0.4%	0.3%	0.5%	0.6%
%H		63.6%	9.1%	54.5%	18.2%	36.4%	100.0%
Conservatory	22	9	3	21	10	10	21
%V	1.1%	1.1%	1.0%	1.4%	1.5%	1.2%	1.1%
%H		40.9%	13.6%	95.5%	45.5%	45.5%	95.5%
Attic or loft room	3	2	0	3	2	1	3
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	9	5	1	8	5	3	9
%V	0.4%	0.6%	0.3%	0.5%	0.7%	0.4%	0.5%
%H		55.6%	11.1%	88.9%	55.6%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2016	842	304	1503	671	832	1860
%H		41.8%	15.1%	74.6%	33.3%	41.3%	92.3%
PVR	886	483	192	532	316	216	846
%V	43.9%	57.4%	63.2%	35.4%	47.1%	26.0%	45.5%
%H		54.5%	21.7%	60.0%	35.7%	24.4%	95.5%
DVDR	11	3	1	9	2	7	11
%V	0.5%	0.4%	0.3%	0.6%	0.3%	0.8%	0.6%
%H		27.3%	9.1%	81.8%	18.2%	63.6%	100.0%
VCR	9	4	0	7	2	4	6
%V	0.4%	0.5%	0.0%	0.5%	0.3%	0.5%	0.3%
%H		44.4%	0.0%	77.8%	22.2%	44.4%	66.7%
Any recorder	897	486	192	543	318	224	855
%V	44.5%	57.7%	63.2%	36.1%	47.4%	26.9%	46.0%
%H		54.2%	21.4%	60.5%	35.5%	25.0%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2016	842	304	1503	671	832	1860
%H		41.8%	15.1%	74.6%	33.3%	41.3%	92.3%
Receives HDTV (via STB or built-in reception)	1081	530	187	751	384	368	1028
%V	53.6%	62.9%	61.5%	50.0%	57.2%	44.2%	55.3%
%H		49.0%	17.3%	69.5%	35.5%	34.0%	95.1%
DVD/Blu-ray player or recorder	1140	477	187	831	382	449	1067
%V	56.5%	56.7%	61.5%	55.3%	56.9%	54.0%	57.4%
%H		41.8%	16.4%	72.9%	33.5%	39.4%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1021	377	151	711	255	457	915
%H		36.9%	14.8%	69.6%	25.0%	44.8%	89.6%
Under 20"	8	1	0	7	0	7	5
%V	0.8%	0.3%	0.0%	1.0%	0.0%	1.5%	0.5%
%H		12.5%	0.0%	87.5%	0.0%	87.5%	62.5%
20" - 29"	92	21	7	68	9	59	67
%V	9.0%	5.6%	4.6%	9.6%	3.5%	12.9%	7.3%
%H		22.8%	7.6%	73.9%	9.8%	64.1%	72.8%
30" - 39"	309	83	46	226	60	166	268
%V	30.3%	22.0%	30.5%	31.8%	23.5%	36.3%	29.3%
%H		26.9%	14.9%	73.1%	19.4%	53.7%	86.7%
40" - 49"	383	170	62	265	124	141	362
%V	37.5%	45.1%	41.1%	37.3%	48.6%	30.9%	39.6%
%H		44.4%	16.2%	69.2%	32.4%	36.8%	94.5%
50" - 59"	109	59	15	70	37	33	106
%V	10.7%	15.6%	9.9%	9.8%	14.5%	7.2%	11.6%
%H		54.1%	13.8%	64.2%	33.9%	30.3%	97.2%
60"+	9	7	2	5	4	0	9
%V	0.9%	1.9%	1.3%	0.7%	1.6%	0.0%	1.0%
%H		77.8%	22.2%	55.6%	44.4%	0.0%	100.0%
Don't know	110	36	18	70	20	50	98
%V	10.8%	9.5%	11.9%	9.8%	7.8%	10.9%	10.7%
%H		32.7%	16.4%	63.6%	18.2%	45.5%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1021	377	151	711	255	457	915
%H		36.9%	14.8%	69.6%	25.0%	44.8%	89.6%
PVR	656	327	145	420	231	188	622
%V	64.3%	86.7%	96.0%	59.1%	90.6%	41.1%	68.0%
%H		49.8%	22.1%	64.0%	35.2%	28.7%	94.8%
DVDR	10	2	1	9	2	7	10
%V	1.0%	0.5%	0.7%	1.3%	0.8%	1.5%	1.1%
%H		20.0%	10.0%	90.0%	20.0%	70.0%	100.0%
VCR	4	2	0	2	0	2	3
%V	0.4%	0.5%	0.0%	0.3%	0.0%	0.4%	0.3%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	75.0%
Any recorder	663	328	145	426	231	194	628
%V	64.9%	87.0%	96.0%	59.9%	90.6%	42.5%	68.6%
%H		49.5%	21.9%	64.3%	34.8%	29.3%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1021	377	151	711	255	457	915
%H		36.9%	14.8%	69.6%	25.0%	44.8%	89.6%
Receives HDTV (via STB or built-in reception)	710	320	129	492	228	264	667
%V	69.5%	84.9%	85.4%	69.2%	89.4%	57.8%	72.9%
%H		45.1%	18.2%	69.3%	32.1%	37.2%	93.9%
DVD/Blu-ray player or recorder	724	276	111	514	200	314	664
%V	70.9%	73.2%	73.5%	72.3%	78.4%	68.7%	72.6%
%H		38.1%	15.3%	71.0%	27.6%	43.4%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	995	464	153	792	416	376	945
%H		46.6%	15.4%	79.6%	41.8%	37.8%	95.0%
Under 20"	131	56	16	117	56	60	123
%V	13.2%	12.1%	10.5%	14.8%	13.5%	16.0%	13.0%
%H		42.7%	12.2%	89.3%	42.7%	45.8%	93.9%
20" - 29"	293	120	38	249	112	137	271
%V	29.4%	25.9%	24.8%	31.4%	26.9%	36.4%	28.7%
%H		41.0%	13.0%	85.0%	38.2%	46.8%	92.5%
30" - 39"	277	135	45	213	121	92	267
%V	27.8%	29.1%	29.4%	26.9%	29.1%	24.5%	28.3%
%H		48.7%	16.2%	76.9%	43.7%	33.2%	96.4%
40" - 49"	128	78	19	92	62	30	127
%V	12.9%	16.8%	12.4%	11.6%	14.9%	8.0%	13.4%
%H		60.9%	14.8%	71.9%	48.4%	23.4%	99.2%
50" - 59"	19	13	4	13	10	2	19
%V	1.9%	2.8%	2.6%	1.6%	2.4%	0.5%	2.0%
%H		68.4%	21.1%	68.4%	52.6%	10.5%	100.0%
60"+	2	2	1	1	1	0	2
%V	0.2%	0.4%	0.7%	0.1%	0.2%	0.0%	0.2%
%H		100.0%	50.0%	50.0%	50.0%	0.0%	100.0%
Don't know	145	62	29	109	54	55	135
%V	14.6%	13.4%	19.0%	13.8%	13.0%	14.6%	14.3%
%H		42.8%	20.0%	75.2%	37.2%	37.9%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	995	464	153	792	416	376	945
%H		46.6%	15.4%	79.6%	41.8%	37.8%	95.0%
PVR	230	157	47	112	85	27	223
%V	23.1%	33.8%	30.7%	14.1%	20.4%	7.2%	23.6%
%H		68.3%	20.4%	48.7%	37.0%	11.7%	97.0%
DVDR	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
VCR	4	1	0	4	2	3	4
%V	0.4%	0.2%	0.0%	0.5%	0.5%	0.8%	0.4%
%H		25.0%	0.0%	100.0%	50.0%	75.0%	100.0%
Any recorder	234	158	47	117	87	30	227
%V	23.5%	34.1%	30.7%	14.8%	20.9%	8.0%	24.0%
%H		67.5%	20.1%	50.0%	37.2%	12.8%	97.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	995	464	153	792	416	376	945
%H		46.6%	15.4%	79.6%	41.8%	37.8%	95.0%
Receives HDTV (via STB or built-in reception)	371	210	58	260	156	103	361
%V	37.3%	45.3%	37.9%	32.8%	37.5%	27.4%	38.2%
%H		56.6%	15.6%	70.1%	42.0%	27.8%	97.3%
DVD/Blu-ray player or recorder	416	202	77	317	182	135	404
%V	41.8%	43.5%	50.3%	40.0%	43.8%	35.9%	42.8%
%H		48.6%	18.5%	76.2%	43.8%	32.5%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2430	2342	934	400	1567	642	925	2288
%H		96.4%	38.4%	16.5%	64.5%	26.4%	38.1%	94.2%
Total Children	460	454	201	86	273	124	149	459
%V	18.9%	19.4%	21.5%	21.5%	17.4%	19.3%	16.1%	20.1%
%H		98.7%	43.7%	18.7%	59.3%	27.0%	32.4%	99.8%
0 - 3	110	107	43	17	62	23	40	109
%V	4.5%	4.6%	4.6%	4.3%	4.0%	3.6%	4.3%	4.8%
%H		97.3%	39.1%	15.5%	56.4%	20.9%	36.4%	99.1%
4 - 15	350	346	159	69	211	101	110	350
%V	14.4%	14.8%	17.0%	17.3%	13.5%	15.7%	11.9%	15.3%
%H		98.9%	45.4%	19.7%	60.3%	28.9%	31.4%	100.0%
4 - 9	185	182	88	34	102	49	54	185
%V	7.6%	7.8%	9.4%	8.5%	6.5%	7.6%	5.8%	8.1%
%H		98.4%	47.6%	18.4%	55.1%	26.5%	29.2%	100.0%
10 - 15	165	164	71	35	109	53	56	165
%V	6.8%	7.0%	7.6%	8.8%	7.0%	8.3%	6.1%	7.2%
%H		99.4%	43.0%	21.2%	66.1%	32.1%	33.9%	100.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2430	2342	934	400	1567	642	925	2288
%H		96.4%	38.4%	16.5%	64.5%	26.4%	38.1%	94.2%
Total Adults (16+)	1970	1889	733	314	1294	518	776	1829
%V	81.1%	80.7%	78.5%	78.5%	82.6%	80.7%	83.9%	79.9%
%H		95.9%	37.2%	15.9%	65.7%	26.3%	39.4%	92.8%
16 - 19	90	85	43	18	60	35	25	90
%V	3.7%	3.6%	4.6%	4.5%	3.8%	5.5%	2.7%	3.9%
%H		94.4%	47.8%	20.0%	66.7%	38.9%	27.8%	100.0%
20 - 24	147	140	46	35	76	33	43	145
%V	6.0%	6.0%	4.9%	8.8%	4.9%	5.1%	4.6%	6.3%
%H		95.2%	31.3%	23.8%	51.7%	22.4%	29.3%	98.6%
25 - 34	304	278	91	45	156	48	108	299
%V	12.5%	11.9%	9.7%	11.3%	10.0%	7.5%	11.7%	13.1%
%H		91.4%	29.9%	14.8%	51.3%	15.8%	35.5%	98.4%
35 - 44	304	292	135	56	167	75	92	300
%V	12.5%	12.5%	14.5%	14.0%	10.7%	11.7%	9.9%	13.1%
%H		96.1%	44.4%	18.4%	54.9%	24.7%	30.3%	98.7%
45 - 54	345	330	141	63	237	119	118	336
%V	14.2%	14.1%	15.1%	15.8%	15.1%	18.5%	12.8%	14.7%
%H		95.7%	40.9%	18.3%	68.7%	34.5%	34.2%	97.4%
55 - 64	300	293	122	44	217	91	127	280
%V	12.3%	12.5%	13.1%	11.0%	13.8%	14.2%	13.7%	12.2%
%H		97.7%	40.7%	14.7%	72.3%	30.3%	42.3%	93.3%
65+	480	471	155	54	381	118	263	380
%V	19.8%	20.1%	16.6%	13.5%	24.3%	18.4%	28.4%	16.6%
%H		98.1%	32.3%	11.3%	79.4%	24.6%	54.8%	79.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		1970	1889	733	314	1294	518	776	1829
	%H		95.9%	37.2%	15.9%	65.7%	26.3%	39.4%	92.8%
AB		644	619	240	98	438	179	259	631
	%V	32.7%	32.8%	32.7%	31.2%	33.8%	34.6%	33.4%	34.5%
	%H		96.1%	37.3%	15.2%	68.0%	27.8%	40.2%	98.0%
C1		530	509	164	110	343	127	216	503
	%V	26.9%	26.9%	22.4%	35.0%	26.5%	24.5%	27.8%	27.5%
	%H		96.0%	30.9%	20.8%	64.7%	24.0%	40.8%	94.9%
C2		465	449	204	74	298	138	159	438
	%V	23.6%	23.8%	27.8%	23.6%	23.0%	26.6%	20.5%	23.9%
	%H		96.6%	43.9%	15.9%	64.1%	29.7%	34.2%	94.2%
D		232	215	91	22	138	48	90	191
	%V	11.8%	11.4%	12.4%	7.0%	10.7%	9.3%	11.6%	10.4%
	%H		92.7%	39.2%	9.5%	59.5%	20.7%	38.8%	82.3%
E		99	97	35	11	77	26	51	66
	%V	5.0%	5.1%	4.8%	3.5%	6.0%	5.0%	6.6%	3.6%
	%H		98.0%	35.4%	11.1%	77.8%	26.3%	51.5%	66.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1970	1889	733	314	1294	518	776	1829
%H		95.9%	37.2%	15.9%	65.7%	26.3%	39.4%	92.8%
Working full time	926	879	365	151	562	242	320	906
%V	47.0%	46.5%	49.8%	48.1%	43.4%	46.7%	41.2%	49.5%
%H		94.9%	39.4%	16.3%	60.7%	26.1%	34.6%	97.8%
Working part time	255	247	95	48	172	75	97	250
%V	12.9%	13.1%	13.0%	15.3%	13.3%	14.5%	12.5%	13.7%
%H		96.9%	37.3%	18.8%	67.5%	29.4%	38.0%	98.0%
Not working	789	763	273	115	560	201	359	673
%V	40.1%	40.4%	37.2%	36.6%	43.3%	38.8%	46.3%	36.8%
%H		96.7%	34.6%	14.6%	71.0%	25.5%	45.5%	85.3%
Houseperson	1069	1021	377	151	711	255	457	954
%V	54.3%	54.0%	51.4%	48.1%	54.9%	49.2%	58.9%	52.2%
%H		95.5%	35.3%	14.1%	66.5%	23.9%	42.8%	89.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	957	912	360	159	620	263	357	899
%H		95.3%	37.6%	16.6%	64.8%	27.5%	37.3%	93.9%
16 - 19	47	45	22	13	30	18	12	47
%V	4.9%	4.9%	6.1%	8.2%	4.8%	6.8%	3.4%	5.2%
%H		95.7%	46.8%	27.7%	63.8%	38.3%	25.5%	100.0%
20 - 24	76	74	27	20	38	17	21	75
%V	7.9%	8.1%	7.5%	12.6%	6.1%	6.5%	5.9%	8.3%
%H		97.4%	35.5%	26.3%	50.0%	22.4%	27.6%	98.7%
25 - 34	156	139	44	21	80	26	55	154
%V	16.3%	15.2%	12.2%	13.2%	12.9%	9.9%	15.4%	17.1%
%H		89.1%	28.2%	13.5%	51.3%	16.7%	35.3%	98.7%
35 - 44	150	144	66	29	82	37	45	148
%V	15.7%	15.8%	18.3%	18.2%	13.2%	14.1%	12.6%	16.5%
%H		96.0%	44.0%	19.3%	54.7%	24.7%	30.0%	98.7%
45 - 54	163	152	61	31	111	58	53	156
%V	17.0%	16.7%	16.9%	19.5%	17.9%	22.1%	14.8%	17.4%
%H		93.3%	37.4%	19.0%	68.1%	35.6%	32.5%	95.7%
55 - 64	147	143	61	18	107	43	64	136
%V	15.4%	15.7%	16.9%	11.3%	17.3%	16.3%	17.9%	15.1%
%H		97.3%	41.5%	12.2%	72.8%	29.3%	43.5%	92.5%
65+	218	216	79	28	170	63	108	183
%V	22.8%	23.7%	21.9%	17.6%	27.4%	24.0%	30.3%	20.4%
%H		99.1%	36.2%	12.8%	78.0%	28.9%	49.5%	83.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	957	912	360	159	620	263	357	899
%H		95.3%	37.6%	16.6%	64.8%	27.5%	37.3%	93.9%
AB	324	311	120	50	226	96	131	318
%V	33.9%	34.1%	33.3%	31.4%	36.5%	36.5%	36.7%	35.4%
%H		96.0%	37.0%	15.4%	69.8%	29.6%	40.4%	98.1%
C1	240	231	80	55	150	64	86	232
%V	25.1%	25.3%	22.2%	34.6%	24.2%	24.3%	24.1%	25.8%
%H		96.3%	33.3%	22.9%	62.5%	26.7%	35.8%	96.7%
C2	249	238	100	39	161	69	91	229
%V	26.0%	26.1%	27.8%	24.5%	26.0%	26.2%	25.5%	25.5%
%H		95.6%	40.2%	15.7%	64.7%	27.7%	36.5%	92.0%
D	108	95	44	11	54	21	33	94
%V	11.3%	10.4%	12.2%	6.9%	8.7%	8.0%	9.2%	10.5%
%H		88.0%	40.7%	10.2%	50.0%	19.4%	30.6%	87.0%
E	37	37	16	4	29	12	16	25
%V	3.9%	4.1%	4.4%	2.5%	4.7%	4.6%	4.5%	2.8%
%H		100.0%	43.2%	10.8%	78.4%	32.4%	43.2%	67.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	957	912	360	159	620	263	357	899
%H		95.3%	37.6%	16.6%	64.8%	27.5%	37.3%	93.9%
Working full time	577	544	229	97	350	159	191	563
%V	60.3%	59.6%	63.6%	61.0%	56.5%	60.5%	53.5%	62.6%
%H		94.3%	39.7%	16.8%	60.7%	27.6%	33.1%	97.6%
Working part time	50	46	12	11	33	12	21	48
%V	5.2%	5.0%	3.3%	6.9%	5.3%	4.6%	5.9%	5.3%
%H		92.0%	24.0%	22.0%	66.0%	24.0%	42.0%	96.0%
Not working	331	322	119	52	237	92	145	288
%V	34.6%	35.3%	33.1%	32.7%	38.2%	35.0%	40.6%	32.0%
%H		97.3%	36.0%	15.7%	71.6%	27.8%	43.8%	87.0%
Houseperson	209	189	65	25	136	48	88	173
%V	21.8%	20.7%	18.1%	15.7%	21.9%	18.3%	24.6%	19.2%
%H		90.4%	31.1%	12.0%	65.1%	23.0%	42.1%	82.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1012	977	373	155	674	255	418	930
%H		96.5%	36.9%	15.3%	66.6%	25.2%	41.3%	91.9%
16 - 19	43	40	20	5	30	16	13	43
%V	4.2%	4.1%	5.4%	3.2%	4.5%	6.3%	3.1%	4.6%
%H		93.0%	46.5%	11.6%	69.8%	37.2%	30.2%	100.0%
20 - 24	70	66	20	15	37	15	22	70
%V	6.9%	6.8%	5.4%	9.7%	5.5%	5.9%	5.3%	7.5%
%H		94.3%	28.6%	21.4%	52.9%	21.4%	31.4%	100.0%
25 - 34	148	139	48	24	76	23	53	146
%V	14.6%	14.2%	12.9%	15.5%	11.3%	9.0%	12.7%	15.7%
%H		93.9%	32.4%	16.2%	51.4%	15.5%	35.8%	98.6%
35 - 44	154	148	68	27	85	38	47	152
%V	15.2%	15.1%	18.2%	17.4%	12.6%	14.9%	11.2%	16.3%
%H		96.1%	44.2%	17.5%	55.2%	24.7%	30.5%	98.7%
45 - 54	182	178	80	31	126	61	65	180
%V	18.0%	18.2%	21.4%	20.0%	18.7%	23.9%	15.6%	19.4%
%H		97.8%	44.0%	17.0%	69.2%	33.5%	35.7%	98.9%
55 - 64	152	150	61	26	110	47	63	144
%V	15.0%	15.4%	16.4%	16.8%	16.3%	18.4%	15.1%	15.5%
%H		98.7%	40.1%	17.1%	72.4%	30.9%	41.4%	94.7%
65+	263	256	76	26	210	55	155	196
%V	26.0%	26.2%	20.4%	16.8%	31.2%	21.6%	37.1%	21.1%
%H		97.3%	28.9%	9.9%	79.8%	20.9%	58.9%	74.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1012	977	373	155	674	255	418	930
%H		96.5%	36.9%	15.3%	66.6%	25.2%	41.3%	91.9%
AB	320	308	120	48	212	84	128	313
%V	31.6%	31.5%	32.2%	31.0%	31.5%	32.9%	30.6%	33.7%
%H		96.3%	37.5%	15.0%	66.3%	26.3%	40.0%	97.8%
C1	290	278	84	55	193	63	129	271
%V	28.7%	28.5%	22.5%	35.5%	28.6%	24.7%	30.9%	29.1%
%H		95.9%	29.0%	19.0%	66.6%	21.7%	44.5%	93.4%
C2	216	211	103	35	137	69	68	209
%V	21.3%	21.6%	27.6%	22.6%	20.3%	27.1%	16.3%	22.5%
%H		97.7%	47.7%	16.2%	63.4%	31.9%	31.5%	96.8%
D	124	119	47	11	84	26	58	97
%V	12.3%	12.2%	12.6%	7.1%	12.5%	10.2%	13.9%	10.4%
%H		96.0%	37.9%	8.9%	67.7%	21.0%	46.8%	78.2%
E	62	60	19	6	48	13	35	40
%V	6.1%	6.1%	5.1%	3.9%	7.1%	5.1%	8.4%	4.3%
%H		96.8%	30.6%	9.7%	77.4%	21.0%	56.5%	64.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1012	977	373	155	674	255	418	930
%H		96.5%	36.9%	15.3%	66.6%	25.2%	41.3%	91.9%
Working full time	349	335	136	55	211	82	129	343
%V	34.5%	34.3%	36.5%	35.5%	31.3%	32.2%	30.9%	36.9%
%H		96.0%	39.0%	15.8%	60.5%	23.5%	37.0%	98.3%
Working part time	205	200	82	37	139	63	76	202
%V	20.3%	20.5%	22.0%	23.9%	20.6%	24.7%	18.2%	21.7%
%H		97.6%	40.0%	18.0%	67.8%	30.7%	37.1%	98.5%
Not working	458	441	154	63	324	110	214	385
%V	45.3%	45.1%	41.3%	40.6%	48.1%	43.1%	51.2%	41.4%
%H		96.3%	33.6%	13.8%	70.7%	24.0%	46.7%	84.1%
Houseperson	860	832	312	126	576	207	369	781
%V	85.0%	85.2%	83.6%	81.3%	85.5%	81.2%	88.3%	84.0%
%H		96.7%	36.3%	14.7%	67.0%	24.1%	42.9%	90.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	895	867	361	76	648	237	412	793
%H (All HH)		96.9%	40.3%	8.5%	72.4%	26.5%	46.0%	88.6%
%H (TV HH)			41.6%	8.8%	74.7%	27.3%	47.5%	
AB	234	226	106	18	166	67	99	225
%V	26.1%	26.1%	29.4%	23.7%	25.6%	28.3%	24.0%	28.4%
%H (All HH)		96.6%	45.3%	7.7%	70.9%	28.6%	42.3%	96.2%
%H (TV HH)			46.9%	8.0%	73.5%	29.6%	43.8%	
C1	267	257	95	25	196	67	130	246
%V	29.8%	29.6%	26.3%	32.9%	30.2%	28.3%	31.6%	31.0%
%H (All HH)		96.3%	35.6%	9.4%	73.4%	25.1%	48.7%	92.1%
%H (TV HH)			37.0%	9.7%	76.3%	26.1%	50.6%	
C2	196	190	85	17	145	59	86	173
%V	21.9%	21.9%	23.5%	22.4%	22.4%	24.9%	20.9%	21.8%
%H (All HH)		96.9%	43.4%	8.7%	74.0%	30.1%	43.9%	88.3%
%H (TV HH)			44.7%	8.9%	76.3%	31.1%	45.3%	
D	121	118	45	13	85	27	58	104
%V	13.5%	13.6%	12.5%	17.1%	13.1%	11.4%	14.1%	13.1%
%H (All HH)		97.5%	37.2%	10.7%	70.2%	22.3%	47.9%	86.0%
%H (TV HH)			38.1%	11.0%	72.0%	22.9%	49.2%	
E	78	76	31	4	57	17	40	45
%V	8.7%	8.8%	8.6%	5.3%	8.8%	7.2%	9.7%	5.7%
%H (All HH)		97.4%	39.7%	5.1%	73.1%	21.8%	51.3%	57.7%
%H (TV HH)			40.8%	5.3%	75.0%	22.4%	52.6%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	895	867	361	76	648	237	412	793
%H (All HH)		96.9%	40.3%	8.5%	72.4%	26.5%	46.0%	88.6%
%H (TV HH)			41.6%	8.8%	74.7%	27.3%	47.5%	
Under 25	34	30	5	5	22	3	19	32
%V	3.8%	3.5%	1.4%	6.6%	3.4%	1.3%	4.6%	4.0%
%H (All HH)		88.2%	14.7%	14.7%	64.7%	8.8%	55.9%	94.1%
%H (TV HH)			16.7%	16.7%	73.3%	10.0%	63.3%	
25 - 34	109	102	47	13	58	25	33	107
%V	12.2%	11.8%	13.0%	17.1%	9.0%	10.5%	8.0%	13.5%
%H (All HH)		93.6%	43.1%	11.9%	53.2%	22.9%	30.3%	98.2%
%H (TV HH)			46.1%	12.7%	56.9%	24.5%	32.4%	
35 - 44	122	116	58	14	73	32	41	122
%V	13.6%	13.4%	16.1%	18.4%	11.3%	13.5%	10.0%	15.4%
%H (All HH)		95.1%	47.5%	11.5%	59.8%	26.2%	33.6%	100.0%
%H (TV HH)			50.0%	12.1%	62.9%	27.6%	35.3%	
45 - 54	164	159	71	17	121	53	68	160
%V	18.3%	18.3%	19.7%	22.4%	18.7%	22.4%	16.5%	20.2%
%H (All HH)		97.0%	43.3%	10.4%	73.8%	32.3%	41.5%	97.6%
%H (TV HH)			44.7%	10.7%	76.1%	33.3%	42.8%	
55 - 64	169	166	78	16	126	55	71	157
%V	18.9%	19.1%	21.6%	21.1%	19.4%	23.2%	17.2%	19.8%
%H (All HH)		98.2%	46.2%	9.5%	74.6%	32.5%	42.0%	92.9%
%H (TV HH)			47.0%	9.6%	75.9%	33.1%	42.8%	
65 +	297	294	103	12	248	69	179	216
%V	33.2%	33.9%	28.5%	15.8%	38.3%	29.1%	43.4%	27.2%
%H (All HH)		99.0%	34.7%	4.0%	83.5%	23.2%	60.3%	72.7%
%H (TV HH)			35.0%	4.1%	84.4%	23.5%	60.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	895	867	361	76	648	237	412	793
%H (All HH)		96.9%	40.3%	8.5%	72.4%	26.5%	46.0%	88.6%
%H (TV HH)			41.6%	8.8%	74.7%	27.3%	47.5%	
1	278	269	90	15	214	54	160	196
%V	31.1%	31.0%	24.9%	19.7%	33.0%	22.8%	38.8%	24.7%
%H (All HH)		96.8%	32.4%	5.4%	77.0%	19.4%	57.6%	70.5%
%H (TV HH)			33.5%	5.6%	79.6%	20.1%	59.5%	
2	344	331	136	29	245	86	159	325
%V	38.4%	38.2%	37.7%	38.2%	37.8%	36.3%	38.6%	41.0%
%H (All HH)		96.2%	39.5%	8.4%	71.2%	25.0%	46.2%	94.5%
%H (TV HH)			41.1%	8.8%	74.0%	26.0%	48.0%	
3	124	118	56	16	84	42	42	123
%V	13.9%	13.6%	15.5%	21.1%	13.0%	17.7%	10.2%	15.5%
%H (All HH)		95.2%	45.2%	12.9%	67.7%	33.9%	33.9%	99.2%
%H (TV HH)			47.5%	13.6%	71.2%	35.6%	35.6%	
4	98	98	55	10	66	35	31	98
%V	10.9%	11.3%	15.2%	13.2%	10.2%	14.8%	7.5%	12.4%
%H (All HH)		100.0%	56.1%	10.2%	67.3%	35.7%	31.6%	100.0%
%H (TV HH)			56.1%	10.2%	67.3%	35.7%	31.6%	
5+	52	51	25	6	40	20	20	52
%V	5.8%	5.9%	6.9%	7.9%	6.2%	8.4%	4.9%	6.6%
%H (All HH)		98.1%	48.1%	11.5%	76.9%	38.5%	38.5%	100.0%
%H (TV HH)			49.0%	11.8%	78.4%	39.2%	39.2%	
Average HH size	2.26	2.27	2.44	2.58	2.23	2.55	2.05	2.39

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.4: 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	895	867	361	76	648	237	412	793
%H (All HH)		96.9%	40.3%	8.5%	72.4%	26.5%	46.0%	88.6%
%H (TV HH)			41.6%	8.8%	74.7%	27.3%	47.5%	
Without	695	672	259	54	517	169	348	595
%V	77.7%	77.5%	71.7%	71.1%	79.8%	71.3%	84.5%	75.0%
%H (All HH)		96.7%	37.3%	7.8%	74.4%	24.3%	50.1%	85.6%
%H (TV HH)			38.5%	8.0%	76.9%	25.1%	51.8%	
With	201	195	103	23	132	68	64	198
%V	22.5%	22.5%	28.5%	30.3%	20.4%	28.7%	15.5%	25.0%
%H (All HH)		97.0%	51.2%	11.4%	65.7%	33.8%	31.8%	98.5%
%H (TV HH)			52.8%	11.8%	67.7%	34.9%	32.8%	
0 - 3	78	76	36	12	52	29	24	77
%V	8.7%	8.8%	10.0%	15.8%	8.0%	12.2%	5.8%	9.7%
%H (All HH)		97.4%	46.2%	15.4%	66.7%	37.2%	30.8%	98.7%
%H (TV HH)			47.4%	15.8%	68.4%	38.2%	31.6%	
4 - 9	99	96	54	10	61	31	30	98
%V	11.1%	11.1%	15.0%	13.2%	9.4%	13.1%	7.3%	12.4%
%H (All HH)		97.0%	54.5%	10.1%	61.6%	31.3%	30.3%	99.0%
%H (TV HH)			56.3%	10.4%	63.5%	32.3%	31.3%	
10 - 15	92	90	53	10	66	38	28	92
%V	10.3%	10.4%	14.7%	13.2%	10.2%	16.0%	6.8%	11.6%
%H (All HH)		97.8%	57.6%	10.9%	71.7%	41.3%	30.4%	100.0%
%H (TV HH)			58.9%	11.1%	73.3%	42.2%	31.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	895	867	361	76	648	237	412	793
%H (All HH)		96.9%	40.3%	8.5%	72.4%	26.5%	46.0%	88.6%
%H (TV HH)			41.6%	8.8%	74.7%	27.3%	47.5%	
1	337	337	117	23	220	40	180	272
%V	37.7%	38.9%	32.4%	30.3%	34.0%	16.9%	43.7%	34.3%
%H (All HH)		100.0%	34.7%	6.8%	65.3%	11.9%	53.4%	80.7%
%H (TV HH)			34.7%	6.8%	65.3%	11.9%	53.4%	
2	281	281	108	23	220	73	147	253
%V	31.4%	32.4%	29.9%	30.3%	34.0%	30.8%	35.7%	31.9%
%H (All HH)		100.0%	38.4%	8.2%	78.3%	26.0%	52.3%	90.0%
%H (TV HH)			38.4%	8.2%	78.3%	26.0%	52.3%	
3	158	158	79	22	127	70	56	151
%V	17.7%	18.2%	21.9%	28.9%	19.6%	29.5%	13.6%	19.0%
%H (All HH)		100.0%	50.0%	13.9%	80.4%	44.3%	35.4%	95.6%
%H (TV HH)			50.0%	13.9%	80.4%	44.3%	35.4%	
4	64	64	39	6	56	36	20	63
%V	7.2%	7.4%	10.8%	7.9%	8.6%	15.2%	4.9%	7.9%
%H (All HH)		100.0%	60.9%	9.4%	87.5%	56.3%	31.3%	98.4%
%H (TV HH)			60.9%	9.4%	87.5%	56.3%	31.3%	
5+	28	28	18	2	25	18	8	27
%V	3.1%	3.2%	5.0%	2.6%	3.9%	7.6%	1.9%	3.4%
%H (All HH)		100.0%	64.3%	7.1%	89.3%	64.3%	28.6%	96.4%
%H (TV HH)			64.3%	7.1%	89.3%	64.3%	28.6%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	895	867	361	76	648	237	412	793
%V (All HH)		96.9%	40.3%	8.5%	72.4%	26.5%	46.0%	88.6%
%H (TV HH)			41.6%	8.8%	74.7%	27.3%	47.5%	
Under 20"	141	141	60	9	124	52	71	128
%V	15.8%	16.3%	16.6%	11.8%	19.1%	21.9%	17.2%	16.1%
%H (All HH)		100.0%	42.6%	6.4%	87.9%	36.9%	50.4%	90.8%
%H (TV HH)			42.6%	6.4%	87.9%	36.9%	50.4%	
20" - 29"	298	298	128	25	250	106	144	263
%V	33.3%	34.4%	35.5%	32.9%	38.6%	44.7%	35.0%	33.2%
%H (All HH)		100.0%	43.0%	8.4%	83.9%	35.6%	48.3%	88.3%
%H (TV HH)			43.0%	8.4%	83.9%	35.6%	48.3%	
30" - 39"	419	419	167	38	338	127	212	370
%V	46.8%	48.3%	46.3%	50.0%	52.2%	53.6%	51.5%	46.7%
%H (All HH)		100.0%	39.9%	9.1%	80.7%	30.3%	50.6%	88.3%
%H (TV HH)			39.9%	9.1%	80.7%	30.3%	50.6%	
40" - 49"	417	417	210	50	296	149	147	390
%V	46.6%	48.1%	58.2%	65.8%	45.7%	62.9%	35.7%	49.2%
%H (All HH)		100.0%	50.4%	12.0%	71.0%	35.7%	35.3%	93.5%
%H (TV HH)			50.4%	12.0%	71.0%	35.7%	35.3%	
50" - 59"	129	129	78	14	86	50	35	125
%V	14.4%	14.9%	21.6%	18.4%	13.3%	21.1%	8.5%	15.8%
%H (All HH)		100.0%	60.5%	10.9%	66.7%	38.8%	27.1%	96.9%
%H (TV HH)			60.5%	10.9%	66.7%	38.8%	27.1%	
60"+	14	14	9	1	9	4	4	13
%V	1.6%	1.6%	2.5%	1.3%	1.4%	1.7%	1.0%	1.6%
%H (All HH)		100.0%	64.3%	7.1%	64.3%	28.6%	28.6%	92.9%
%H (TV HH)			64.3%	7.1%	64.3%	28.6%	28.6%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	895	867	361	76	648	237	412	793
%H (All HH)		96.9%	40.3%	8.5%	72.4%	26.5%	46.0%	88.6%
%H (TV HH)			41.6%	8.8%	74.7%	27.3%	47.5%	
Main living room	855	855	359	75	641	236	405	755
%V	95.5%	98.6%	99.4%	98.7%	98.9%	99.6%	98.3%	95.2%
%H (All HH)		100.0%	42.0%	8.8%	75.0%	27.6%	47.4%	88.3%
%H (TV HH)			42.0%	8.8%	75.0%	27.6%	47.4%	
Kitchen	124	124	61	7	108	53	56	117
%V	13.9%	14.3%	16.9%	9.2%	16.7%	22.4%	13.6%	14.8%
%H (All HH)		100.0%	49.2%	5.6%	87.1%	42.7%	45.2%	94.4%
%H (TV HH)			49.2%	5.6%	87.1%	42.7%	45.2%	
Adult's bedroom	407	407	192	44	332	163	170	380
%V	45.5%	46.9%	53.2%	57.9%	51.2%	68.8%	41.3%	47.9%
%H (All HH)		100.0%	47.2%	10.8%	81.6%	40.0%	41.8%	93.4%
%H (TV HH)			47.2%	10.8%	81.6%	40.0%	41.8%	
Child's bedroom	72	72	48	8	53	37	16	71
%V	8.0%	8.3%	13.3%	10.5%	8.2%	15.6%	3.9%	9.0%
%H (All HH)		100.0%	66.7%	11.1%	73.6%	51.4%	22.2%	98.6%
%H (TV HH)			66.7%	11.1%	73.6%	51.4%	22.2%	
Other bedroom	66	66	34	9	56	32	24	64
%V	7.4%	7.6%	9.4%	11.8%	8.6%	13.5%	5.8%	8.1%
%H (All HH)		100.0%	51.5%	13.6%	84.8%	48.5%	36.4%	97.0%
%H (TV HH)			51.5%	13.6%	84.8%	48.5%	36.4%	
Second living/dining room	93	93	49	7	79	42	38	86
%V	10.4%	10.7%	13.6%	9.2%	12.2%	17.7%	9.2%	10.8%
%H (All HH)		100.0%	52.7%	7.5%	84.9%	45.2%	40.9%	92.5%
%H (TV HH)			52.7%	7.5%	84.9%	45.2%	40.9%	
Study/office	19	19	9	2	16	7	9	18
%V	2.1%	2.2%	2.5%	2.6%	2.5%	3.0%	2.2%	2.3%
%H (All HH)		100.0%	47.4%	10.5%	84.2%	36.8%	47.4%	94.7%
%H (TV HH)			47.4%	10.5%	84.2%	36.8%	47.4%	
TV room	4	4	2	1	3	2	1	4
%V	0.4%	0.5%	0.6%	1.3%	0.5%	0.8%	0.2%	0.5%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	25.0%	
Conservatory	13	13	6	0	13	6	7	13
%V	1.5%	1.5%	1.7%	0.0%	2.0%	2.5%	1.7%	1.6%
%H (All HH)		100.0%	46.2%	0.0%	100.0%	46.2%	53.8%	100.0%
%H (TV HH)			46.2%	0.0%	100.0%	46.2%	53.8%	
Attic or loft room	1	1	1	0	0	0	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
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	6	6	3	1	5	3	2	6
%V	0.7%	0.7%	0.8%	1.3%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	50.0%	33.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South West

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	895	867	361	76	648	237	412	793
%H (All HH)		96.9%	40.3%	8.5%	72.4%	26.5%	46.0%	88.6%
%H (TV HH)			41.6%	8.8%	74.7%	27.3%	47.5%	
Any DSAT provider	361	361	361	3	195	195	0	340
%V	40.3%	41.6%	100.0%	3.9%	30.1%	82.3%	0.0%	42.9%
%H (All HH)			100.0%	0.8%	54.0%	54.0%	0.0%	94.2%
%H (TV HH)			100.0%	0.8%	54.0%	54.0%	0.0%	
Sky with subscription	263	263	263	1	144	144	0	251
%V	29.4%	30.3%	72.9%	1.3%	22.2%	60.8%	0.0%	31.7%
%H (All HH)			100.0%	0.4%	54.8%	54.8%	0.0%	95.4%
%H (TV HH)			100.0%	0.4%	54.8%	54.8%	0.0%	
Sky without subscription	21	21	21	1	14	14	0	19
%V	2.3%	2.4%	5.8%	1.3%	2.2%	5.9%	0.0%	2.4%
%H (All HH)			100.0%	4.8%	66.7%	66.7%	0.0%	90.5%
%H (TV HH)			100.0%	4.8%	66.7%	66.7%	0.0%	
Freesat	74	74	74	2	37	37	0	68
%V	8.3%	8.5%	20.5%	2.6%	5.7%	15.6%	0.0%	8.6%
%H (All HH)			100.0%	2.7%	50.0%	50.0%	0.0%	91.9%
%H (TV HH)			100.0%	2.7%	50.0%	50.0%	0.0%	
Other satellite provider	30	30	30	0	15	15	0	27
%V	3.4%	3.5%	8.3%	0.0%	2.3%	6.3%	0.0%	3.4%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	76	76	3	76	44	44	0	72
%V	8.5%	8.8%	0.8%	100.0%	6.8%	18.6%	0.0%	9.1%
%H (All HH)			3.9%	100.0%	57.9%	57.9%	0.0%	94.7%
%H (TV HH)			3.9%	100.0%	57.9%	57.9%	0.0%	
DTT	648	648	195	44	648	237	412	563
%V	72.4%	74.7%	54.0%	57.9%	100.0%	100.0%	100.0%	71.0%
%H (All HH)		100.0%	30.1%	6.8%	100.0%	36.6%	63.6%	86.9%
%H (TV HH)			30.1%	6.8%	100.0%	36.6%	63.6%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	895	867	361	76	648	237	412	793
%H (All HH)		96.9%	40.3%	8.5%	72.4%	26.5%	46.0%	88.6%
%H (TV HH)			41.6%	8.8%	74.7%	27.3%	47.5%	
PVR	580	580	314	75	411	217	195	537
%V	64.8%	66.9%	87.0%	98.7%	63.4%	91.6%	47.3%	67.7%
%H (All HH)		100.0%	54.1%	12.9%	70.9%	37.4%	33.6%	92.6%
%H (TV HH)			54.1%	12.9%	70.9%	37.4%	33.6%	
DVDR	5	5	3	0	4	2	2	5
%V	0.6%	0.6%	0.8%	0.0%	0.6%	0.8%	0.5%	0.6%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	80.0%	40.0%	40.0%	
VCR	6	6	2	0	6	2	4	6
%V	0.7%	0.7%	0.6%	0.0%	0.9%	0.8%	1.0%	0.8%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Any recorder	583	583	314	75	414	217	198	540
%V	65.1%	67.2%	87.0%	98.7%	63.9%	91.6%	48.1%	68.1%
%H (All HH)		100.0%	53.9%	12.9%	71.0%	37.2%	34.0%	92.6%
%H (TV HH)			53.9%	12.9%	71.0%	37.2%	34.0%	
Receives HDTV (via STB or built-in reception)	652	652	300	72	493	210	283	603
%V	72.8%	75.2%	83.1%	94.7%	76.1%	88.6%	68.7%	76.0%
%H (All HH)		100.0%	46.0%	11.0%	75.6%	32.2%	43.4%	92.5%
%H (TV HH)			46.0%	11.0%	75.6%	32.2%	43.4%	
DVD/Blu-ray player or recorder	701	701	302	63	526	204	322	638
%V	78.3%	80.9%	83.7%	82.9%	81.2%	86.1%	78.2%	80.5%
%H (All HH)		100.0%	43.1%	9.0%	75.0%	29.1%	45.9%	91.0%
%H (TV HH)			43.1%	9.0%	75.0%	29.1%	45.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	895	867	361	76	648	237	412	793
%H (All HH)		96.9%	40.3%	8.5%	72.4%	26.5%	46.0%	88.6%
%H (TV HH)			41.6%	8.8%	74.7%	27.3%	47.5%	
Has broadband internet	793	766	340	72	563	225	338	793
%V	88.6%	88.4%	94.2%	94.7%	86.9%	94.9%	82.0%	100.0%
%H (All HH)		96.6%	42.9%	9.1%	71.0%	28.4%	42.6%	100.0%
%H (TV HH)			44.4%	9.4%	73.5%	29.4%	44.1%	
Number of computers (PCs and laptops)								
0	126	124	30	4	101	15	87	31
%V	14.1%	14.3%	8.3%	5.3%	15.6%	6.3%	21.1%	3.9%
%H (All HH)		98.4%	23.8%	3.2%	80.2%	11.9%	69.0%	24.6%
%H (TV HH)			24.2%	3.2%	81.5%	12.1%	70.2%	
1	211	202	75	18	149	46	103	204
%V	23.6%	23.3%	20.8%	23.7%	23.0%	19.4%	25.0%	25.7%
%H (All HH)		95.7%	35.5%	8.5%	70.6%	21.8%	48.8%	96.7%
%H (TV HH)			37.1%	8.9%	73.8%	22.8%	51.0%	
2	224	216	98	16	164	65	100	223
%V	25.0%	24.9%	27.1%	21.1%	25.3%	27.4%	24.3%	28.1%
%H (All HH)		96.4%	43.8%	7.1%	73.2%	29.0%	44.6%	99.6%
%H (TV HH)			45.4%	7.4%	75.9%	30.1%	46.3%	
3	141	135	61	18	94	42	53	141
%V	15.8%	15.6%	16.9%	23.7%	14.5%	17.7%	12.9%	17.8%
%H (All HH)		95.7%	43.3%	12.8%	66.7%	29.8%	37.6%	100.0%
%H (TV HH)			45.2%	13.3%	69.6%	31.1%	39.3%	
4	77	74	36	8	55	27	28	77
%V	8.6%	8.5%	10.0%	10.5%	8.5%	11.4%	6.8%	9.7%
%H (All HH)		96.1%	46.8%	10.4%	71.4%	35.1%	36.4%	100.0%
%H (TV HH)			48.6%	10.8%	74.3%	36.5%	37.8%	
5+	116	116	61	12	84	43	41	116
%V	13.0%	13.4%	16.9%	15.8%	13.0%	18.1%	10.0%	14.6%
%H (All HH)		100.0%	52.6%	10.3%	72.4%	37.1%	35.3%	100.0%
%H (TV HH)			52.6%	10.3%	72.4%	37.1%	35.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1775	820	170	1398	632	766	1628
%H		46.2%	9.6%	78.8%	35.6%	43.2%	91.7%
Under 20"	182	77	15	158	69	89	165
%V	10.3%	9.4%	8.8%	11.3%	10.9%	11.6%	10.1%
%H		42.3%	8.2%	86.8%	37.9%	48.9%	90.7%
20" - 29"	385	168	30	332	146	186	345
%V	21.7%	20.5%	17.6%	23.7%	23.1%	24.3%	21.2%
%H		43.6%	7.8%	86.2%	37.9%	48.3%	89.6%
30" - 39"	514	214	47	419	168	251	462
%V	29.0%	26.1%	27.6%	30.0%	26.6%	32.8%	28.4%
%H		41.6%	9.1%	81.5%	32.7%	48.8%	89.9%
40" - 49"	483	254	56	343	179	164	455
%V	27.2%	31.0%	32.9%	24.5%	28.3%	21.4%	27.9%
%H		52.6%	11.6%	71.0%	37.1%	34.0%	94.2%
50" - 59"	144	86	16	94	55	39	140
%V	8.1%	10.5%	9.4%	6.7%	8.7%	5.1%	8.6%
%H		59.7%	11.1%	65.3%	38.2%	27.1%	97.2%
60"+	15	9	1	9	4	5	14
%V	0.8%	1.1%	0.6%	0.6%	0.6%	0.7%	0.9%
%H		60.0%	6.7%	60.0%	26.7%	33.3%	93.3%
Don't know	51	13	4	42	10	32	47
%V	2.9%	1.6%	2.4%	3.0%	1.6%	4.2%	2.9%
%H		25.5%	7.8%	82.4%	19.6%	62.7%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.12: 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	1775	820	170	1398	632	766	1628
%H		46.2%	9.6%	78.8%	35.6%	43.2%	91.7%
Main living room	860	360	76	644	237	407	760
%V	48.5%	43.9%	44.7%	46.1%	37.5%	53.1%	46.7%
%H		41.9%	8.8%	74.9%	27.6%	47.3%	88.4%
Kitchen	125	62	7	109	53	56	117
%V	7.0%	7.6%	4.1%	7.8%	8.4%	7.3%	7.2%
%H		49.6%	5.6%	87.2%	42.4%	44.8%	93.6%
Adult's bedroom	478	221	54	393	193	200	450
%V	26.9%	27.0%	31.8%	28.1%	30.5%	26.1%	27.6%
%H		46.2%	11.3%	82.2%	40.4%	41.8%	94.1%
Child's bedroom	98	65	12	70	48	22	98
%V	5.5%	7.9%	7.1%	5.0%	7.6%	2.9%	6.0%
%H		66.3%	12.2%	71.4%	49.0%	22.4%	100.0%
Other bedroom	74	40	10	64	38	25	72
%V	4.2%	4.9%	5.9%	4.6%	6.0%	3.3%	4.4%
%H		54.1%	13.5%	86.5%	51.4%	33.8%	97.3%
Second living/dining room	95	50	7	81	43	38	88
%V	5.4%	6.1%	4.1%	5.8%	6.8%	5.0%	5.4%
%H		52.6%	7.4%	85.3%	45.3%	40.0%	92.6%
Study/office	19	10	2	16	7	9	18
%V	1.1%	1.2%	1.2%	1.1%	1.1%	1.2%	1.1%
%H		52.6%	10.5%	84.2%	36.8%	47.4%	94.7%
TV room	4	2	1	3	2	1	4
%V	0.2%	0.2%	0.6%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
Conservatory	13	6	0	13	6	7	13
%V	0.7%	0.7%	0.0%	0.9%	0.9%	0.9%	0.8%
%H		46.2%	0.0%	100.0%	46.2%	53.8%	100.0%
Attic or loft room	1	1	0	0	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
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	7	4	1	6	4	2	7
%V	0.4%	0.5%	0.6%	0.4%	0.6%	0.3%	0.4%
%H		57.1%	14.3%	85.7%	57.1%	28.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1775	820	170	1398	632	766	1628
%H		46.2%	9.6%	78.8%	35.6%	43.2%	91.7%
PVR	759	456	93	509	294	215	713
%V	42.8%	55.6%	54.7%	36.4%	46.5%	28.1%	43.8%
%H		60.1%	12.3%	67.1%	38.7%	28.3%	93.9%
DVDR	6	4	0	4	2	2	6
%V	0.3%	0.5%	0.0%	0.3%	0.3%	0.3%	0.4%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
VCR	6	2	0	6	2	4	6
%V	0.3%	0.2%	0.0%	0.4%	0.3%	0.5%	0.4%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
Any recorder	763	457	93	513	295	219	717
%V	43.0%	55.7%	54.7%	36.7%	46.7%	28.6%	44.0%
%H		59.9%	12.2%	67.2%	38.7%	28.7%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1775	820	170	1398	632	766	1628
%H		46.2%	9.6%	78.8%	35.6%	43.2%	91.7%
Receives HDTV (via STB or built-in reception)	1023	505	110	784	370	415	965
%V	57.6%	61.6%	64.7%	56.1%	58.5%	54.2%	59.3%
%H		49.4%	10.8%	76.6%	36.2%	40.6%	94.3%
DVD/Blu-ray player or recorder	1040	480	110	804	364	439	963
%V	58.6%	58.5%	64.7%	57.5%	57.6%	57.3%	59.2%
%H		46.2%	10.6%	77.3%	35.0%	42.2%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	867	361	76	648	237	412	766
%H		41.6%	8.8%	74.7%	27.3%	47.5%	88.4%
Under 20"	11	2	0	8	1	7	9
%V	1.3%	0.6%	0.0%	1.2%	0.4%	1.7%	1.2%
%H		18.2%	0.0%	72.7%	9.1%	63.6%	81.8%
20" - 29"	80	15	1	67	6	62	58
%V	9.2%	4.2%	1.3%	10.3%	2.5%	15.0%	7.6%
%H		18.8%	1.3%	83.8%	7.5%	77.5%	72.5%
30" - 39"	261	87	15	213	55	157	217
%V	30.1%	24.1%	19.7%	32.9%	23.2%	38.1%	28.3%
%H		33.3%	5.7%	81.6%	21.1%	60.2%	83.1%
40" - 49"	359	176	43	258	126	132	333
%V	41.4%	48.8%	56.6%	39.8%	53.2%	32.0%	43.5%
%H		49.0%	12.0%	71.9%	35.1%	36.8%	92.8%
50" - 59"	117	70	13	76	44	32	113
%V	13.5%	19.4%	17.1%	11.7%	18.6%	7.8%	14.8%
%H		59.8%	11.1%	65.0%	37.6%	27.4%	96.6%
60"+	14	9	1	9	4	4	13
%V	1.6%	2.5%	1.3%	1.4%	1.7%	1.0%	1.7%
%H		64.3%	7.1%	64.3%	28.6%	28.6%	92.9%
Don't know	25	3	3	19	1	17	23
%V	2.9%	0.8%	3.9%	2.9%	0.4%	4.1%	3.0%
%H		12.0%	12.0%	76.0%	4.0%	68.0%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	867	361	76	648	237	412	766
%H		41.6%	8.8%	74.7%	27.3%	47.5%	88.4%
PVR	567	309	74	399	212	187	525
%V	65.4%	85.6%	97.4%	61.6%	89.5%	45.4%	68.5%
%H		54.5%	13.1%	70.4%	37.4%	33.0%	92.6%
DVDR	5	3	0	3	2	2	5
%V	0.6%	0.8%	0.0%	0.5%	0.8%	0.5%	0.7%
%H		60.0%	0.0%	60.0%	40.0%	40.0%	100.0%
VCR	4	1	0	4	1	3	4
%V	0.5%	0.3%	0.0%	0.6%	0.4%	0.7%	0.5%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	100.0%
Any recorder	569	310	74	401	212	189	527
%V	65.6%	85.9%	97.4%	61.9%	89.5%	45.9%	68.8%
%H		54.5%	13.0%	70.5%	37.3%	33.2%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	867	361	76	648	237	412	766
%H		41.6%	8.8%	74.7%	27.3%	47.5%	88.4%
Receives HDTV (via STB or built-in reception)	632	289	71	475	200	275	584
%V	72.9%	80.1%	93.4%	73.3%	84.4%	66.7%	76.2%
%H		45.7%	11.2%	75.2%	31.6%	43.5%	92.4%
DVD/Blu-ray player or recorder	632	268	57	476	182	294	572
%V	72.9%	74.2%	75.0%	73.5%	76.8%	71.4%	74.7%
%H		42.4%	9.0%	75.3%	28.8%	46.5%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	908	459	94	750	395	355	862
%H		50.6%	10.4%	82.6%	43.5%	39.1%	94.9%
Under 20"	171	75	15	151	69	82	156
%V	18.8%	16.3%	16.0%	20.1%	17.5%	23.1%	18.1%
%H		43.9%	8.8%	88.3%	40.4%	48.0%	91.2%
20" - 29"	305	153	29	265	141	124	288
%V	33.6%	33.3%	30.9%	35.3%	35.7%	34.9%	33.4%
%H		50.2%	9.5%	86.9%	46.2%	40.7%	94.4%
30" - 39"	253	127	32	206	113	94	244
%V	27.9%	27.7%	34.0%	27.5%	28.6%	26.5%	28.3%
%H		50.2%	12.6%	81.4%	44.7%	37.2%	96.4%
40" - 49"	124	78	14	86	53	33	122
%V	13.7%	17.0%	14.9%	11.5%	13.4%	9.3%	14.2%
%H		62.9%	11.3%	69.4%	42.7%	26.6%	98.4%
50" - 59"	27	16	3	18	11	7	27
%V	3.0%	3.5%	3.2%	2.4%	2.8%	2.0%	3.1%
%H		59.3%	11.1%	66.7%	40.7%	25.9%	100.0%
60"+	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%
Don't know	26	10	2	24	9	15	24
%V	2.9%	2.2%	2.1%	3.2%	2.3%	4.2%	2.8%
%H		38.5%	7.7%	92.3%	34.6%	57.7%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	908	459	94	750	395	355	862
%H		50.6%	10.4%	82.6%	43.5%	39.1%	94.9%
PVR	192	147	20	110	83	28	188
%V	21.1%	32.0%	21.3%	14.7%	21.0%	7.9%	21.8%
%H		76.6%	10.4%	57.3%	43.2%	14.6%	97.9%
DVDR	1	1	0	0	0	0	1
%V	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
VCR	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.0%	0.3%	0.3%	0.3%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	194	147	20	112	83	30	190
%V	21.4%	32.0%	21.3%	14.9%	21.0%	8.5%	22.0%
%H		75.8%	10.3%	57.7%	42.8%	15.5%	97.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	908	459	94	750	395	355	862
%H		50.6%	10.4%	82.6%	43.5%	39.1%	94.9%
Receives HDTV (via STB or built-in reception)	391	216	39	309	170	140	380
%V	43.1%	47.1%	41.5%	41.2%	43.0%	39.4%	44.1%
%H		55.2%	10.0%	79.0%	43.5%	35.8%	97.2%
DVD/Blu-ray player or recorder	409	212	54	328	182	145	391
%V	45.0%	46.2%	57.4%	43.7%	46.1%	40.8%	45.4%
%H		51.8%	13.2%	80.2%	44.5%	35.5%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2021	1964	883	197	1448	603	845	1896
%H		97.2%	43.7%	9.7%	71.6%	29.8%	41.8%	93.8%
Total Children	349	341	182	45	237	129	107	345
%V	17.3%	17.4%	20.6%	22.8%	16.4%	21.4%	12.7%	18.2%
%H		97.7%	52.1%	12.9%	67.9%	37.0%	30.7%	98.9%
0 - 3	96	92	43	15	65	35	29	94
%V	4.8%	4.7%	4.9%	7.6%	4.5%	5.8%	3.4%	5.0%
%H		95.8%	44.8%	15.6%	67.7%	36.5%	30.2%	97.9%
4 - 15	253	248	139	29	172	94	78	251
%V	12.5%	12.6%	15.7%	14.7%	11.9%	15.6%	9.2%	13.2%
%H		98.0%	54.9%	11.5%	68.0%	37.2%	30.8%	99.2%
4 - 9	133	130	71	17	84	45	39	132
%V	6.6%	6.6%	8.0%	8.6%	5.8%	7.5%	4.6%	7.0%
%H		97.7%	53.4%	12.8%	63.2%	33.8%	29.3%	99.2%
10 - 15	120	118	68	12	88	49	39	120
%V	5.9%	6.0%	7.7%	6.1%	6.1%	8.1%	4.6%	6.3%
%H		98.3%	56.7%	10.0%	73.3%	40.8%	32.5%	100.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2021	1964	883	197	1448	603	845	1896
%H		97.2%	43.7%	9.7%	71.6%	29.8%	41.8%	93.8%
Total Adults (16+)	1673	1624	700	152	1211	474	737	1551
%V	82.8%	82.7%	79.3%	77.2%	83.6%	78.6%	87.2%	81.8%
%H		97.1%	41.8%	9.1%	72.4%	28.3%	44.1%	92.7%
16 - 19	88	87	38	10	64	25	39	88
%V	4.4%	4.4%	4.3%	5.1%	4.4%	4.1%	4.6%	4.6%
%H		98.9%	43.2%	11.4%	72.7%	28.4%	44.3%	100.0%
20 - 24	130	123	35	13	94	26	67	127
%V	6.4%	6.3%	4.0%	6.6%	6.5%	4.3%	7.9%	6.7%
%H		94.6%	26.9%	10.0%	72.3%	20.0%	51.5%	97.7%
25 - 34	227	212	97	30	131	59	72	224
%V	11.2%	10.8%	11.0%	15.2%	9.0%	9.8%	8.5%	11.8%
%H		93.4%	42.7%	13.2%	57.7%	26.0%	31.7%	98.7%
35 - 44	216	206	98	22	129	51	78	215
%V	10.7%	10.5%	11.1%	11.2%	8.9%	8.5%	9.2%	11.3%
%H		95.4%	45.4%	10.2%	59.7%	23.6%	36.1%	99.5%
45 - 54	278	270	132	33	205	100	105	274
%V	13.8%	13.7%	14.9%	16.8%	14.2%	16.6%	12.4%	14.5%
%H		97.1%	47.5%	11.9%	73.7%	36.0%	37.8%	98.6%
55 - 64	276	272	130	24	210	95	115	262
%V	13.7%	13.8%	14.7%	12.2%	14.5%	15.8%	13.6%	13.8%
%H		98.6%	47.1%	8.7%	76.1%	34.4%	41.7%	94.9%
65+	457	453	170	20	379	117	262	362
%V	22.6%	23.1%	19.3%	10.2%	26.2%	19.4%	31.0%	19.1%
%H		99.1%	37.2%	4.4%	82.9%	25.6%	57.3%	79.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1673	1624	700	152	1211	474	737	1551
%H		97.1%	41.8%	9.1%	72.4%	28.3%	44.1%	92.7%
AB	459	446	218	36	324	139	184	448
%V	27.4%	27.5%	31.1%	23.7%	26.8%	29.3%	25.0%	28.9%
%H		97.2%	47.5%	7.8%	70.6%	30.3%	40.1%	97.6%
C1	512	494	181	54	377	133	244	487
%V	30.6%	30.4%	25.9%	35.5%	31.1%	28.1%	33.1%	31.4%
%H		96.5%	35.4%	10.5%	73.6%	26.0%	47.7%	95.1%
C2	385	373	173	34	287	125	162	354
%V	23.0%	23.0%	24.7%	22.4%	23.7%	26.4%	22.0%	22.8%
%H		96.9%	44.9%	8.8%	74.5%	32.5%	42.1%	91.9%
D	211	207	87	21	147	53	94	192
%V	12.6%	12.7%	12.4%	13.8%	12.1%	11.2%	12.8%	12.4%
%H		98.1%	41.2%	10.0%	69.7%	25.1%	44.5%	91.0%
E	105	103	42	7	76	23	53	69
%V	6.3%	6.3%	6.0%	4.6%	6.3%	4.9%	7.2%	4.4%
%H		98.1%	40.0%	6.7%	72.4%	21.9%	50.5%	65.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1673	1624	700	152	1211	474	737	1551
%H		97.1%	41.8%	9.1%	72.4%	28.3%	44.1%	92.7%
Working full time	712	684	313	80	479	206	273	701
%V	42.6%	42.1%	44.7%	52.6%	39.6%	43.5%	37.0%	45.2%
%H		96.1%	44.0%	11.2%	67.3%	28.9%	38.3%	98.5%
Working part time	196	192	90	22	137	61	76	194
%V	11.7%	11.8%	12.9%	14.5%	11.3%	12.9%	10.3%	12.5%
%H		98.0%	45.9%	11.2%	69.9%	31.1%	38.8%	99.0%
Not working	765	748	298	51	595	207	388	655
%V	45.7%	46.1%	42.6%	33.6%	49.1%	43.7%	52.6%	42.2%
%H		97.8%	39.0%	6.7%	77.8%	27.1%	50.7%	85.6%
Houseperson	895	867	361	76	648	237	412	793
%V	53.5%	53.4%	51.6%	50.0%	53.5%	50.0%	55.9%	51.1%
%H		96.9%	40.3%	8.5%	72.4%	26.5%	46.0%	88.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	820	798	350	78	588	240	348	765
%H		97.3%	42.7%	9.5%	71.7%	29.3%	42.4%	93.3%
16 - 19	43	42	21	3	30	11	19	43
%V	5.2%	5.3%	6.0%	3.8%	5.1%	4.6%	5.5%	5.6%
%H		97.7%	48.8%	7.0%	69.8%	25.6%	44.2%	100.0%
20 - 24	67	64	19	7	47	16	31	67
%V	8.2%	8.0%	5.4%	9.0%	8.0%	6.7%	8.9%	8.8%
%H		95.5%	28.4%	10.4%	70.1%	23.9%	46.3%	100.0%
25 - 34	115	107	45	15	67	27	40	113
%V	14.0%	13.4%	12.9%	19.2%	11.4%	11.3%	11.5%	14.8%
%H		93.0%	39.1%	13.0%	58.3%	23.5%	34.8%	98.3%
35 - 44	103	98	44	10	61	21	39	102
%V	12.6%	12.3%	12.6%	12.8%	10.4%	8.8%	11.2%	13.3%
%H		95.1%	42.7%	9.7%	59.2%	20.4%	37.9%	99.0%
45 - 54	135	133	65	19	100	50	50	133
%V	16.5%	16.7%	18.6%	24.4%	17.0%	20.8%	14.4%	17.4%
%H		98.5%	48.1%	14.1%	74.1%	37.0%	37.0%	98.5%
55 - 64	138	135	66	12	105	50	55	129
%V	16.8%	16.9%	18.9%	15.4%	17.9%	20.8%	15.8%	16.9%
%H		97.8%	47.8%	8.7%	76.1%	36.2%	39.9%	93.5%
65+	218	217	90	12	178	65	114	178
%V	26.6%	27.2%	25.7%	15.4%	30.3%	27.1%	32.8%	23.3%
%H		99.5%	41.3%	5.5%	81.7%	29.8%	52.3%	81.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	820	798	350	78	588	240	348	765
%H		97.3%	42.7%	9.5%	71.7%	29.3%	42.4%	93.3%
AB	227	221	109	20	156	67	88	221
%V	27.7%	27.7%	31.1%	25.6%	26.5%	27.9%	25.3%	28.9%
%H		97.4%	48.0%	8.8%	68.7%	29.5%	38.8%	97.4%
C1	239	233	89	26	177	70	108	231
%V	29.1%	29.2%	25.4%	33.3%	30.1%	29.2%	31.0%	30.2%
%H		97.5%	37.2%	10.9%	74.1%	29.3%	45.2%	96.7%
C2	202	197	91	19	149	66	83	185
%V	24.6%	24.7%	26.0%	24.4%	25.3%	27.5%	23.9%	24.2%
%H		97.5%	45.0%	9.4%	73.8%	32.7%	41.1%	91.6%
D	103	101	43	9	71	26	45	95
%V	12.6%	12.7%	12.3%	11.5%	12.1%	10.8%	12.9%	12.4%
%H		98.1%	41.7%	8.7%	68.9%	25.2%	43.7%	92.2%
E	48	47	18	4	35	11	24	32
%V	5.9%	5.9%	5.1%	5.1%	6.0%	4.6%	6.9%	4.2%
%H		97.9%	37.5%	8.3%	72.9%	22.9%	50.0%	66.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	820	798	350	78	588	240	348	765
%H		97.3%	42.7%	9.5%	71.7%	29.3%	42.4%	93.3%
Working full time	429	416	187	51	295	128	166	422
%V	52.3%	52.1%	53.4%	65.4%	50.2%	53.3%	47.7%	55.2%
%H		97.0%	43.6%	11.9%	68.8%	29.8%	38.7%	98.4%
Working part time	47	46	23	5	31	15	16	46
%V	5.7%	5.8%	6.6%	6.4%	5.3%	6.3%	4.6%	6.0%
%H		97.9%	48.9%	10.6%	66.0%	31.9%	34.0%	97.9%
Not working	343	336	141	22	262	97	166	297
%V	41.8%	42.1%	40.3%	28.2%	44.6%	40.4%	47.7%	38.8%
%H		98.0%	41.1%	6.4%	76.4%	28.3%	48.4%	86.6%
Houseperson	186	180	70	20	133	49	84	148
%V	22.7%	22.6%	20.0%	25.6%	22.6%	20.4%	24.1%	19.3%
%H		96.8%	37.6%	10.8%	71.5%	26.3%	45.2%	79.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	853	826	350	74	623	234	389	786
%H		96.8%	41.0%	8.7%	73.0%	27.4%	45.6%	92.1%
16 - 19	45	44	17	7	34	14	20	45
%V	5.3%	5.3%	4.9%	9.5%	5.5%	6.0%	5.1%	5.7%
%H		97.8%	37.8%	15.6%	75.6%	31.1%	44.4%	100.0%
20 - 24	63	59	16	6	47	11	36	60
%V	7.4%	7.1%	4.6%	8.1%	7.5%	4.7%	9.3%	7.6%
%H		93.7%	25.4%	9.5%	74.6%	17.5%	57.1%	95.2%
25 - 34	112	105	52	15	64	31	32	111
%V	13.1%	12.7%	14.9%	20.3%	10.3%	13.2%	8.2%	14.1%
%H		93.8%	46.4%	13.4%	57.1%	27.7%	28.6%	99.1%
35 - 44	113	107	54	12	69	30	38	112
%V	13.2%	13.0%	15.4%	16.2%	11.1%	12.8%	9.8%	14.2%
%H		94.7%	47.8%	10.6%	61.1%	26.5%	33.6%	99.1%
45 - 54	143	137	67	14	105	50	55	141
%V	16.8%	16.6%	19.1%	18.9%	16.9%	21.4%	14.1%	17.9%
%H		95.8%	46.9%	9.8%	73.4%	35.0%	38.5%	98.6%
55 - 64	138	137	65	12	104	45	60	132
%V	16.2%	16.6%	18.6%	16.2%	16.7%	19.2%	15.4%	16.8%
%H		99.3%	47.1%	8.7%	75.4%	32.6%	43.5%	95.7%
65+	239	236	80	9	201	53	148	184
%V	28.0%	28.6%	22.9%	12.2%	32.3%	22.6%	38.0%	23.4%
%H		98.7%	33.5%	3.8%	84.1%	22.2%	61.9%	77.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	853	826	350	74	623	234	389	786
%H		96.8%	41.0%	8.7%	73.0%	27.4%	45.6%	92.1%
AB	232	226	110	17	168	72	96	227
%V	27.2%	27.4%	31.4%	23.0%	27.0%	30.8%	24.7%	28.9%
%H		97.4%	47.4%	7.3%	72.4%	31.0%	41.4%	97.8%
C1	272	261	92	28	200	64	136	255
%V	31.9%	31.6%	26.3%	37.8%	32.1%	27.4%	35.0%	32.4%
%H		96.0%	33.8%	10.3%	73.5%	23.5%	50.0%	93.8%
C2	183	177	81	15	138	59	78	169
%V	21.5%	21.4%	23.1%	20.3%	22.2%	25.2%	20.1%	21.5%
%H		96.7%	44.3%	8.2%	75.4%	32.2%	42.6%	92.3%
D	109	106	44	12	77	27	50	97
%V	12.8%	12.8%	12.6%	16.2%	12.4%	11.5%	12.9%	12.3%
%H		97.2%	40.4%	11.0%	70.6%	24.8%	45.9%	89.0%
E	57	56	24	3	41	12	29	37
%V	6.7%	6.8%	6.9%	4.1%	6.6%	5.1%	7.5%	4.7%
%H		98.2%	42.1%	5.3%	71.9%	21.1%	50.9%	64.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	853	826	350	74	623	234	389	786
%H		96.8%	41.0%	8.7%	73.0%	27.4%	45.6%	92.1%
Working full time	282	268	126	29	185	78	107	279
%V	33.1%	32.4%	36.0%	39.2%	29.7%	33.3%	27.5%	35.5%
%H		95.0%	44.7%	10.3%	65.6%	27.7%	37.9%	98.9%
Working part time	149	146	67	16	106	46	60	148
%V	17.5%	17.7%	19.1%	21.6%	17.0%	19.7%	15.4%	18.8%
%H		98.0%	45.0%	10.7%	71.1%	30.9%	40.3%	99.3%
Not working	422	412	157	29	333	111	222	359
%V	49.5%	49.9%	44.9%	39.2%	53.5%	47.4%	57.1%	45.7%
%H		97.6%	37.2%	6.9%	78.9%	26.3%	52.6%	85.1%
Houseperson	710	687	291	56	516	188	328	645
%V	83.2%	83.2%	83.1%	75.7%	82.8%	80.3%	84.3%	82.1%
%H		96.8%	41.0%	7.9%	72.7%	26.5%	46.2%	90.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2164	2065	798	327	1378	492	886	1930
%H (All HH)		95.4%	36.9%	15.1%	63.7%	22.7%	40.9%	89.2%
%H (TV HH)			38.6%	15.8%	66.7%	23.8%	42.9%	
AB	722	691	286	109	464	180	283	696
%V	33.4%	33.5%	35.8%	33.3%	33.7%	36.6%	31.9%	36.1%
%H (All HH)		95.7%	39.6%	15.1%	64.3%	24.9%	39.2%	96.4%
%H (TV HH)			41.4%	15.8%	67.1%	26.0%	41.0%	
C1	658	626	228	96	420	142	278	597
%V	30.4%	30.3%	28.6%	29.4%	30.5%	28.9%	31.4%	30.9%
%H (All HH)		95.1%	34.7%	14.6%	63.8%	21.6%	42.2%	90.7%
%H (TV HH)			36.4%	15.3%	67.1%	22.7%	44.4%	
C2	407	395	153	74	254	93	160	355
%V	18.8%	19.1%	19.2%	22.6%	18.4%	18.9%	18.1%	18.4%
%H (All HH)		97.1%	37.6%	18.2%	62.4%	22.9%	39.3%	87.2%
%H (TV HH)			38.7%	18.7%	64.3%	23.5%	40.5%	
D	262	245	103	33	161	61	100	212
%V	12.1%	11.9%	12.9%	10.1%	11.7%	12.4%	11.3%	11.0%
%H (All HH)		93.5%	39.3%	12.6%	61.5%	23.3%	38.2%	80.9%
%H (TV HH)			42.0%	13.5%	65.7%	24.9%	40.8%	
E	116	109	28	16	79	15	64	70
%V	5.4%	5.3%	3.5%	4.9%	5.7%	3.0%	7.2%	3.6%
%H (All HH)		94.0%	24.1%	13.8%	68.1%	12.9%	55.2%	60.3%
%H (TV HH)			25.7%	14.7%	72.5%	13.8%	58.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC South

Household level data

Table 7.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2164	2065	798	327	1378	492	886	1930
%H (All HH)		95.4%	36.9%	15.1%	63.7%	22.7%	40.9%	89.2%
%H (TV HH)			38.6%	15.8%	66.7%	23.8%	42.9%	
Under 25	63	51	14	7	25	7	18	63
%V	2.9%	2.5%	1.8%	2.1%	1.8%	1.4%	2.0%	3.3%
%H (All HH)		81.0%	22.2%	11.1%	39.7%	11.1%	28.6%	100.0%
%H (TV HH)			27.5%	13.7%	49.0%	13.7%	35.3%	
25 - 34	305	274	118	45	148	60	89	296
%V	14.1%	13.3%	14.8%	13.8%	10.7%	12.2%	10.0%	15.3%
%H (All HH)		89.8%	38.7%	14.8%	48.5%	19.7%	29.2%	97.0%
%H (TV HH)			43.1%	16.4%	54.0%	21.9%	32.5%	
35 - 44	360	336	138	70	185	73	112	351
%V	16.6%	16.3%	17.3%	21.4%	13.4%	14.8%	12.6%	18.2%
%H (All HH)		93.3%	38.3%	19.4%	51.4%	20.3%	31.1%	97.5%
%H (TV HH)			41.1%	20.8%	55.1%	21.7%	33.3%	
45 - 54	397	387	182	81	234	112	121	387
%V	18.3%	18.7%	22.8%	24.8%	17.0%	22.8%	13.7%	20.1%
%H (All HH)		97.5%	45.8%	20.4%	58.9%	28.2%	30.5%	97.5%
%H (TV HH)			47.0%	20.9%	60.5%	28.9%	31.3%	
55 - 64	364	358	149	50	252	93	159	338
%V	16.8%	17.3%	18.7%	15.3%	18.3%	18.9%	17.9%	17.5%
%H (All HH)		98.4%	40.9%	13.7%	69.2%	25.5%	43.7%	92.9%
%H (TV HH)			41.6%	14.0%	70.4%	26.0%	44.4%	
65 +	676	659	198	74	533	147	386	496
%V	31.2%	31.9%	24.8%	22.6%	38.7%	29.9%	43.6%	25.7%
%H (All HH)		97.5%	29.3%	10.9%	78.8%	21.7%	57.1%	73.4%
%H (TV HH)			30.0%	11.2%	80.9%	22.3%	58.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2164	2065	798	327	1378	492	886	1930
%H (All HH)		95.4%	36.9%	15.1%	63.7%	22.7%	40.9%	89.2%
%H (TV HH)			38.6%	15.8%	66.7%	23.8%	42.9%	
1	637	585	160	69	438	102	337	463
%V	29.4%	28.3%	20.1%	21.1%	31.8%	20.7%	38.0%	24.0%
%H (All HH)		91.8%	25.1%	10.8%	68.8%	16.0%	52.9%	72.7%
%H (TV HH)			27.4%	11.8%	74.9%	17.4%	57.6%	
2	781	759	299	115	517	187	331	730
%V	36.1%	36.8%	37.5%	35.2%	37.5%	38.0%	37.4%	37.8%
%H (All HH)		97.2%	38.3%	14.7%	66.2%	23.9%	42.4%	93.5%
%H (TV HH)			39.4%	15.2%	68.1%	24.6%	43.6%	
3	334	324	154	61	197	95	102	327
%V	15.4%	15.7%	19.3%	18.7%	14.3%	19.3%	11.5%	16.9%
%H (All HH)		97.0%	46.1%	18.3%	59.0%	28.4%	30.5%	97.9%
%H (TV HH)			47.5%	18.8%	60.8%	29.3%	31.5%	
4	283	275	127	51	164	76	88	282
%V	13.1%	13.3%	15.9%	15.6%	11.9%	15.4%	9.9%	14.6%
%H (All HH)		97.2%	44.9%	18.0%	58.0%	26.9%	31.1%	99.6%
%H (TV HH)			46.2%	18.5%	59.6%	27.6%	32.0%	
5+	129	123	57	32	62	33	29	129
%V	6.0%	6.0%	7.1%	9.8%	4.5%	6.7%	3.3%	6.7%
%H (All HH)		95.3%	44.2%	24.8%	48.1%	25.6%	22.5%	100.0%
%H (TV HH)			46.3%	26.0%	50.4%	26.8%	23.6%	
Average HH size	2.32	2.34	2.55	2.63	2.21	2.51	2.04	2.45

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2164	2065	798	327	1378	492	886	1930
%H (All HH)		95.4%	36.9%	15.1%	63.7%	22.7%	40.9%	89.2%
%H (TV HH)			38.6%	15.8%	66.7%	23.8%	42.9%	
Without	1637	1547	559	221	1094	363	731	1405
%V	75.6%	74.9%	70.1%	67.6%	79.4%	73.8%	82.5%	72.8%
%H (All HH)		94.5%	34.1%	13.5%	66.8%	22.2%	44.7%	85.8%
%H (TV HH)			36.1%	14.3%	70.7%	23.5%	47.3%	
With	527	518	239	106	284	129	155	525
%V	24.4%	25.1%	29.9%	32.4%	20.6%	26.2%	17.5%	27.2%
%H (All HH)		98.3%	45.4%	20.1%	53.9%	24.5%	29.4%	99.6%
%H (TV HH)			46.1%	20.5%	54.8%	24.9%	29.9%	
0 - 3	194	189	84	32	105	43	62	192
%V	9.0%	9.2%	10.5%	9.8%	7.6%	8.7%	7.0%	9.9%
%H (All HH)		97.4%	43.3%	16.5%	54.1%	22.2%	32.0%	99.0%
%H (TV HH)			44.4%	16.9%	55.6%	22.8%	32.8%	
4 - 9	261	256	114	57	142	66	76	260
%V	12.1%	12.4%	14.3%	17.4%	10.3%	13.4%	8.6%	13.5%
%H (All HH)		98.1%	43.7%	21.8%	54.4%	25.3%	29.1%	99.6%
%H (TV HH)			44.5%	22.3%	55.5%	25.8%	29.7%	
10 - 15	251	247	112	56	135	61	74	250
%V	11.6%	12.0%	14.0%	17.1%	9.8%	12.4%	8.4%	13.0%
%H (All HH)		98.4%	44.6%	22.3%	53.8%	24.3%	29.5%	99.6%
%H (TV HH)			45.3%	22.7%	54.7%	24.7%	30.0%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2164	2065	798	327	1378	492	886	1930
%H (All HH)		95.4%	36.9%	15.1%	63.7%	22.7%	40.9%	89.2%
%H (TV HH)			38.6%	15.8%	66.7%	23.8%	42.9%	
1	891	891	276	114	534	84	450	756
%V	41.2%	43.1%	34.6%	34.9%	38.8%	17.1%	50.8%	39.2%
%H (All HH)		100.0%	31.0%	12.8%	59.9%	9.4%	50.5%	84.8%
%H (TV HH)			31.0%	12.8%	59.9%	9.4%	50.5%	
2	672	672	281	109	472	198	274	615
%V	31.1%	32.5%	35.2%	33.3%	34.3%	40.2%	30.9%	31.9%
%H (All HH)		100.0%	41.8%	16.2%	70.2%	29.5%	40.8%	91.5%
%H (TV HH)			41.8%	16.2%	70.2%	29.5%	40.8%	
3	315	315	143	67	224	115	109	299
%V	14.6%	15.3%	17.9%	20.5%	16.3%	23.4%	12.3%	15.5%
%H (All HH)		100.0%	45.4%	21.3%	71.1%	36.5%	34.6%	94.9%
%H (TV HH)			45.4%	21.3%	71.1%	36.5%	34.6%	
4	121	121	61	23	94	58	36	117
%V	5.6%	5.9%	7.6%	7.0%	6.8%	11.8%	4.1%	6.1%
%H (All HH)		100.0%	50.4%	19.0%	77.7%	47.9%	29.8%	96.7%
%H (TV HH)			50.4%	19.0%	77.7%	47.9%	29.8%	
5+	67	67	37	14	53	36	17	67
%V	3.1%	3.2%	4.6%	4.3%	3.8%	7.3%	1.9%	3.5%
%H (All HH)		100.0%	55.2%	20.9%	79.1%	53.7%	25.4%	100.0%
%H (TV HH)			55.2%	20.9%	79.1%	53.7%	25.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2164	2065	798	327	1378	492	886	1930
%V (All HH)		95.4%	36.9%	15.1%	63.7%	22.7%	40.9%	89.2%
%H (TV HH)			38.6%	15.8%	66.7%	23.8%	42.9%	
Under 20"	270	270	106	42	218	95	122	242
%V	12.5%	13.1%	13.3%	12.8%	15.8%	19.3%	13.8%	12.5%
%H (All HH)		100.0%	39.3%	15.6%	80.7%	35.2%	45.2%	89.6%
%H (TV HH)			39.3%	15.6%	80.7%	35.2%	45.2%	
20" - 29"	610	610	238	96	457	186	271	535
%V	28.2%	29.5%	29.8%	29.4%	33.2%	37.8%	30.6%	27.7%
%H (All HH)		100.0%	39.0%	15.7%	74.9%	30.5%	44.4%	87.7%
%H (TV HH)			39.0%	15.7%	74.9%	30.5%	44.4%	
30" - 39"	999	999	384	150	717	275	442	900
%V	46.2%	48.4%	48.1%	45.9%	52.0%	55.9%	49.9%	46.6%
%H (All HH)		100.0%	38.4%	15.0%	71.8%	27.5%	44.2%	90.1%
%H (TV HH)			38.4%	15.0%	71.8%	27.5%	44.2%	
40" - 49"	973	973	452	185	615	297	319	925
%V	45.0%	47.1%	56.6%	56.6%	44.6%	60.4%	36.0%	47.9%
%H (All HH)		100.0%	46.5%	19.0%	63.2%	30.5%	32.8%	95.1%
%H (TV HH)			46.5%	19.0%	63.2%	30.5%	32.8%	
50" - 59"	296	296	145	62	186	104	82	293
%V	13.7%	14.3%	18.2%	19.0%	13.5%	21.1%	9.3%	15.2%
%H (All HH)		100.0%	49.0%	20.9%	62.8%	35.1%	27.7%	99.0%
%H (TV HH)			49.0%	20.9%	62.8%	35.1%	27.7%	
60"+	43	43	20	10	25	15	11	43
%V	2.0%	2.1%	2.5%	3.1%	1.8%	3.0%	1.2%	2.2%
%H (All HH)		100.0%	46.5%	23.3%	58.1%	34.9%	25.6%	100.0%
%H (TV HH)			46.5%	23.3%	58.1%	34.9%	25.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2164	2065	798	327	1378	492	886	1930
%H (All HH)		95.4%	36.9%	15.1%	63.7%	22.7%	40.9%	89.2%
%H (TV HH)			38.6%	15.8%	66.7%	23.8%	42.9%	
Main living room	2044	2044	793	325	1365	491	875	1835
%V	94.5%	99.0%	99.4%	99.4%	99.1%	99.8%	98.8%	95.1%
%H (All HH)		100.0%	38.8%	15.9%	66.8%	24.0%	42.8%	89.8%
%H (TV HH)			38.8%	15.9%	66.8%	24.0%	42.8%	
Kitchen	238	238	101	40	194	96	98	219
%V	11.0%	11.5%	12.7%	12.2%	14.1%	19.5%	11.1%	11.3%
%H (All HH)		100.0%	42.4%	16.8%	81.5%	40.3%	41.2%	92.0%
%H (TV HH)			42.4%	16.8%	81.5%	40.3%	41.2%	
Adult's bedroom	882	882	401	165	636	323	313	824
%V	40.8%	42.7%	50.3%	50.5%	46.2%	65.7%	35.3%	42.7%
%H (All HH)		100.0%	45.5%	18.7%	72.1%	36.6%	35.5%	93.4%
%H (TV HH)			45.5%	18.7%	72.1%	36.6%	35.5%	
Child's bedroom	152	152	73	35	95	51	44	152
%V	7.0%	7.4%	9.1%	10.7%	6.9%	10.4%	5.0%	7.9%
%H (All HH)		100.0%	48.0%	23.0%	62.5%	33.6%	28.9%	100.0%
%H (TV HH)			48.0%	23.0%	62.5%	33.6%	28.9%	
Other bedroom	111	111	50	23	82	46	36	105
%V	5.1%	5.4%	6.3%	7.0%	6.0%	9.3%	4.1%	5.4%
%H (All HH)		100.0%	45.0%	20.7%	73.9%	41.4%	32.4%	94.6%
%H (TV HH)			45.0%	20.7%	73.9%	41.4%	32.4%	
Second living/dining room	182	182	85	33	135	69	65	175
%V	8.4%	8.8%	10.7%	10.1%	9.8%	14.0%	7.3%	9.1%
%H (All HH)		100.0%	46.7%	18.1%	74.2%	37.9%	35.7%	96.2%
%H (TV HH)			46.7%	18.1%	74.2%	37.9%	35.7%	
Study/office	55	55	22	8	43	16	27	54
%V	2.5%	2.7%	2.8%	2.4%	3.1%	3.3%	3.0%	2.8%
%H (All HH)		100.0%	40.0%	14.5%	78.2%	29.1%	49.1%	98.2%
%H (TV HH)			40.0%	14.5%	78.2%	29.1%	49.1%	
TV room	24	24	14	4	16	10	6	24
%V	1.1%	1.2%	1.8%	1.2%	1.2%	2.0%	0.7%	1.2%
%H (All HH)		100.0%	58.3%	16.7%	66.7%	41.7%	25.0%	100.0%
%H (TV HH)			58.3%	16.7%	66.7%	41.7%	25.0%	
Conservatory	41	41	18	11	31	19	13	37
%V	1.9%	2.0%	2.3%	3.4%	2.2%	3.9%	1.5%	1.9%
%H (All HH)		100.0%	43.9%	26.8%	75.6%	46.3%	31.7%	90.2%
%H (TV HH)			43.9%	26.8%	75.6%	46.3%	31.7%	
Attic or loft room	7	7	5	0	6	5	2	7
%V	0.3%	0.3%	0.6%	0.0%	0.4%	1.0%	0.2%	0.4%
%H (All HH)		100.0%	71.4%	0.0%	85.7%	71.4%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	85.7%	71.4%	28.6%	
No specific location	2	2	2	1	2	2	0	2
%V	0.1%	0.1%	0.3%	0.3%	0.1%	0.4%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	50.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	50.0%	100.0%	100.0%	0.0%	
Other	23	23	11	7	17	11	6	22
%V	1.1%	1.1%	1.4%	2.1%	1.2%	2.2%	0.7%	1.1%
%H (All HH)		100.0%	47.8%	30.4%	73.9%	47.8%	26.1%	95.7%
%H (TV HH)			47.8%	30.4%	73.9%	47.8%	26.1%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2164	2065	798	327	1378	492	886	1930
%H (All HH)		95.4%	36.9%	15.1%	63.7%	22.7%	40.9%	89.2%
%H (TV HH)			38.6%	15.8%	66.7%	23.8%	42.9%	
Any DSAT provider	798	798	798	16	363	363	0	757
%V	36.9%	38.6%	100.0%	4.9%	26.3%	73.8%	0.0%	39.2%
%H (All HH)			100.0%	2.0%	45.5%	45.5%	0.0%	94.9%
%H (TV HH)			100.0%	2.0%	45.5%	45.5%	0.0%	
Sky with subscription	621	621	621	8	273	273	0	593
%V	28.7%	30.1%	77.8%	2.4%	19.8%	55.5%	0.0%	30.7%
%H (All HH)			100.0%	1.3%	44.0%	44.0%	0.0%	95.5%
%H (TV HH)			100.0%	1.3%	44.0%	44.0%	0.0%	
Sky without subscription	42	42	42	3	21	21	0	38
%V	1.9%	2.0%	5.3%	0.9%	1.5%	4.3%	0.0%	2.0%
%H (All HH)			100.0%	7.1%	50.0%	50.0%	0.0%	90.5%
%H (TV HH)			100.0%	7.1%	50.0%	50.0%	0.0%	
Freesat	134	134	134	5	74	74	0	126
%V	6.2%	6.5%	16.8%	1.5%	5.4%	15.0%	0.0%	6.5%
%H (All HH)			100.0%	3.7%	55.2%	55.2%	0.0%	94.0%
%H (TV HH)			100.0%	3.7%	55.2%	55.2%	0.0%	
Other satellite provider	56	56	56	2	32	32	0	56
%V	2.6%	2.7%	7.0%	0.6%	2.3%	6.5%	0.0%	2.9%
%H (All HH)			100.0%	3.6%	57.1%	57.1%	0.0%	100.0%
%H (TV HH)			100.0%	3.6%	57.1%	57.1%	0.0%	
DCAB	327	327	16	327	136	136	0	311
%V	15.1%	15.8%	2.0%	100.0%	9.9%	27.6%	0.0%	16.1%
%H (All HH)			4.9%	100.0%	41.6%	41.6%	0.0%	95.1%
%H (TV HH)			4.9%	100.0%	41.6%	41.6%	0.0%	
DTT	1378	1378	363	136	1378	492	886	1202
%V	63.7%	66.7%	45.5%	41.6%	100.0%	100.0%	100.0%	62.3%
%H (All HH)		100.0%	26.3%	9.9%	100.0%	35.7%	64.3%	87.2%
%H (TV HH)			26.3%	9.9%	100.0%	35.7%	64.3%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

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Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2164	2065	798	327	1378	492	886	1930
%V (All HH)		95.4%	36.9%	15.1%	63.7%	22.7%	40.9%	89.2%
%H (TV HH)			38.6%	15.8%	66.7%	23.8%	42.9%	
PVR	1395	1395	708	309	842	451	391	1318
%V	64.5%	67.6%	88.7%	94.5%	61.1%	91.7%	44.1%	68.3%
%H (All HH)		100.0%	50.8%	22.2%	60.4%	32.3%	28.0%	94.5%
%H (TV HH)			50.8%	22.2%	60.4%	32.3%	28.0%	
DVDR	56	56	21	11	41	17	25	54
%V	2.6%	2.7%	2.6%	3.4%	3.0%	3.5%	2.8%	2.8%
%H (All HH)		100.0%	37.5%	19.6%	73.2%	30.4%	44.6%	96.4%
%H (TV HH)			37.5%	19.6%	73.2%	30.4%	44.6%	
VCR	23	23	9	4	15	6	9	16
%V	1.1%	1.1%	1.1%	1.2%	1.1%	1.2%	1.0%	0.8%
%H (All HH)		100.0%	39.1%	17.4%	65.2%	26.1%	39.1%	69.6%
%H (TV HH)			39.1%	17.4%	65.2%	26.1%	39.1%	
Any recorder	1418	1418	713	309	859	452	408	1336
%V	65.5%	68.7%	89.3%	94.5%	62.3%	91.9%	46.0%	69.2%
%H (All HH)		100.0%	50.3%	21.8%	60.6%	31.9%	28.8%	94.2%
%H (TV HH)			50.3%	21.8%	60.6%	31.9%	28.8%	
Receives HDTV (via STB or built-in reception)	1543	1543	672	297	1028	437	590	1457
%V	71.3%	74.7%	84.2%	90.8%	74.6%	88.8%	66.6%	75.5%
%H (All HH)		100.0%	43.6%	19.2%	66.6%	28.3%	38.2%	94.4%
%H (TV HH)			43.6%	19.2%	66.6%	28.3%	38.2%	
DVD/Blu-ray player or recorder	1458	1458	590	242	982	387	594	1360
%V	67.4%	70.6%	73.9%	74.0%	71.3%	78.7%	67.0%	70.5%
%H (All HH)		100.0%	40.5%	16.6%	67.4%	26.5%	40.7%	93.3%
%H (TV HH)			40.5%	16.6%	67.4%	26.5%	40.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2164	2065	798	327	1378	492	886	1930
%H (All HH)		95.4%	36.9%	15.1%	63.7%	22.7%	40.9%	89.2%
%H (TV HH)			38.6%	15.8%	66.7%	23.8%	42.9%	
Has broadband internet	1930	1854	757	311	1202	470	732	1930
%V	89.2%	89.8%	94.9%	95.1%	87.2%	95.5%	82.6%	100.0%
%H (All HH)		96.1%	39.2%	16.1%	62.3%	24.4%	37.9%	100.0%
%H (TV HH)			40.8%	16.8%	64.8%	25.4%	39.5%	
Number of computers (PCs and laptops)								
0	268	245	51	26	200	34	166	59
%V	12.4%	11.9%	6.4%	8.0%	14.5%	6.9%	18.7%	3.1%
%H (All HH)		91.4%	19.0%	9.7%	74.6%	12.7%	61.9%	22.0%
%H (TV HH)			20.8%	10.6%	81.6%	13.9%	67.8%	
1	495	471	167	65	328	102	226	472
%V	22.9%	22.8%	20.9%	19.9%	23.8%	20.7%	25.5%	24.5%
%H (All HH)		95.2%	33.7%	13.1%	66.3%	20.6%	45.7%	95.4%
%H (TV HH)			35.5%	13.8%	69.6%	21.7%	48.0%	
2	559	533	206	77	335	108	227	558
%V	25.8%	25.8%	25.8%	23.5%	24.3%	22.0%	25.6%	28.9%
%H (All HH)		95.3%	36.9%	13.8%	59.9%	19.3%	40.6%	99.8%
%H (TV HH)			38.6%	14.4%	62.9%	20.3%	42.6%	
3	360	349	159	64	224	100	124	359
%V	16.6%	16.9%	19.9%	19.6%	16.3%	20.3%	14.0%	18.6%
%H (All HH)		96.9%	44.2%	17.8%	62.2%	27.8%	34.4%	99.7%
%H (TV HH)			45.6%	18.3%	64.2%	28.7%	35.5%	
4	214	207	96	34	129	59	70	214
%V	9.9%	10.0%	12.0%	10.4%	9.4%	12.0%	7.9%	11.1%
%H (All HH)		96.7%	44.9%	15.9%	60.3%	27.6%	32.7%	100.0%
%H (TV HH)			46.4%	16.4%	62.3%	28.5%	33.8%	
5+	268	260	120	61	163	89	73	267
%V	12.4%	12.6%	15.0%	18.7%	11.8%	18.1%	8.2%	13.8%
%H (All HH)		97.0%	44.8%	22.8%	60.8%	33.2%	27.2%	99.6%
%H (TV HH)			46.2%	23.5%	62.7%	34.2%	28.1%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4027	1710	707	2817	1257	1560	3718
%H		42.5%	17.6%	70.0%	31.2%	38.7%	92.3%
Under 20"	345	135	56	281	126	155	309
%V	8.6%	7.9%	7.9%	10.0%	10.0%	9.9%	8.3%
%H		39.1%	16.2%	81.4%	36.5%	44.9%	89.6%
20" - 29"	774	311	129	583	253	330	687
%V	19.2%	18.2%	18.2%	20.7%	20.1%	21.2%	18.5%
%H		40.2%	16.7%	75.3%	32.7%	42.6%	88.8%
30" - 39"	1230	476	194	884	352	532	1117
%V	30.5%	27.8%	27.4%	31.4%	28.0%	34.1%	30.0%
%H		38.7%	15.8%	71.9%	28.6%	43.3%	90.8%
40" - 49"	1127	535	228	714	363	351	1077
%V	28.0%	31.3%	32.2%	25.3%	28.9%	22.5%	29.0%
%H		47.5%	20.2%	63.4%	32.2%	31.1%	95.6%
50" - 59"	319	161	67	201	115	86	316
%V	7.9%	9.4%	9.5%	7.1%	9.1%	5.5%	8.5%
%H		50.5%	21.0%	63.0%	36.1%	27.0%	99.1%
60"+	48	24	12	29	17	12	48
%V	1.2%	1.4%	1.7%	1.0%	1.4%	0.8%	1.3%
%H		50.0%	25.0%	60.4%	35.4%	25.0%	100.0%
Don't know	184	68	21	125	31	94	163
%V	4.6%	4.0%	3.0%	4.4%	2.5%	6.0%	4.4%
%H		37.0%	11.4%	67.9%	16.8%	51.1%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4027	1710	707	2817	1257	1560	3718
%H		42.5%	17.6%	70.0%	31.2%	38.7%	92.3%
Main living room	2055	796	328	1372	491	882	1842
%V	51.0%	46.5%	46.4%	48.7%	39.1%	56.5%	49.5%
%H		38.7%	16.0%	66.8%	23.9%	42.9%	89.6%
Kitchen	239	102	40	194	97	98	219
%V	5.9%	6.0%	5.7%	6.9%	7.7%	6.3%	5.9%
%H		42.7%	16.7%	81.2%	40.6%	41.0%	91.6%
Adult's bedroom	1064	501	199	772	412	360	1003
%V	26.4%	29.3%	28.1%	27.4%	32.8%	23.1%	27.0%
%H		47.1%	18.7%	72.6%	38.7%	33.8%	94.3%
Child's bedroom	199	93	46	126	67	59	199
%V	4.9%	5.4%	6.5%	4.5%	5.3%	3.8%	5.4%
%H		46.7%	23.1%	63.3%	33.7%	29.6%	100.0%
Other bedroom	131	59	32	98	58	40	126
%V	3.3%	3.5%	4.5%	3.5%	4.6%	2.6%	3.4%
%H		45.0%	24.4%	74.8%	44.3%	30.5%	96.2%
Second living/dining room	184	86	33	136	70	66	177
%V	4.6%	5.0%	4.7%	4.8%	5.6%	4.2%	4.8%
%H		46.7%	17.9%	73.9%	38.0%	35.9%	96.2%
Study/office	55	22	8	43	16	27	54
%V	1.4%	1.3%	1.1%	1.5%	1.3%	1.7%	1.5%
%H		40.0%	14.5%	78.2%	29.1%	49.1%	98.2%
TV room	24	14	4	16	10	6	24
%V	0.6%	0.8%	0.6%	0.6%	0.8%	0.4%	0.6%
%H		58.3%	16.7%	66.7%	41.7%	25.0%	100.0%
Conservatory	42	18	11	32	19	13	38
%V	1.0%	1.1%	1.6%	1.1%	1.5%	0.8%	1.0%
%H		42.9%	26.2%	76.2%	45.2%	31.0%	90.5%
Attic or loft room	8	6	0	7	5	2	8
%V	0.2%	0.4%	0.0%	0.2%	0.4%	0.1%	0.2%
%H		75.0%	0.0%	87.5%	62.5%	25.0%	100.0%
No specific location	2	2	1	2	2	0	2
%V	0.0%	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	50.0%	100.0%	100.0%	0.0%	100.0%
Other	25	12	7	18	11	7	24
%V	0.6%	0.7%	1.0%	0.6%	0.9%	0.4%	0.6%
%H		48.0%	28.0%	72.0%	44.0%	28.0%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4027	1710	707	2817	1257	1560	3718
%H		42.5%	17.6%	70.0%	31.2%	38.7%	92.3%
PVR	1959	1083	449	1120	666	454	1868
%V	48.6%	63.3%	63.5%	39.8%	53.0%	29.1%	50.2%
%H		55.3%	22.9%	57.2%	34.0%	23.2%	95.4%
DVDR	62	24	12	46	19	27	60
%V	1.5%	1.4%	1.7%	1.6%	1.5%	1.7%	1.6%
%H		38.7%	19.4%	74.2%	30.6%	43.5%	96.8%
VCR	25	11	4	16	7	9	17
%V	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.5%
%H		44.0%	16.0%	64.0%	28.0%	36.0%	68.0%
Any recorder	1991	1095	449	1143	671	472	1893
%V	49.4%	64.0%	63.5%	40.6%	53.4%	30.3%	50.9%
%H		55.0%	22.6%	57.4%	33.7%	23.7%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4027	1710	707	2817	1257	1560	3718
%H		42.5%	17.6%	70.0%	31.2%	38.7%	92.3%
Receives HDTV (via STB or built-in reception)	2435	1124	481	1679	819	861	2325
%V	60.5%	65.7%	68.0%	59.6%	65.2%	55.2%	62.5%
%H		46.2%	19.8%	69.0%	33.6%	35.4%	95.5%
DVD/Blu-ray player or recorder	2064	879	374	1407	630	777	1954
%V	51.3%	51.4%	52.9%	49.9%	50.1%	49.8%	52.6%
%H		42.6%	18.1%	68.2%	30.5%	37.6%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2063	798	327	1378	492	886	1852
%H		38.7%	15.9%	66.8%	23.8%	42.9%	89.8%
Under 20"	19	3	0	15	0	15	11
%V	0.9%	0.4%	0.0%	1.1%	0.0%	1.7%	0.6%
%H		15.8%	0.0%	78.9%	0.0%	78.9%	57.9%
20" - 29"	178	38	20	131	16	115	130
%V	8.6%	4.8%	6.1%	9.5%	3.3%	13.0%	7.0%
%H		21.3%	11.2%	73.6%	9.0%	64.6%	73.0%
30" - 39"	618	183	83	454	120	333	523
%V	30.0%	22.9%	25.4%	32.9%	24.4%	37.6%	28.2%
%H		29.6%	13.4%	73.5%	19.4%	53.9%	84.6%
40" - 49"	849	390	155	532	245	287	803
%V	41.2%	48.9%	47.4%	38.6%	49.8%	32.4%	43.4%
%H		45.9%	18.3%	62.7%	28.9%	33.8%	94.6%
50" - 59"	268	136	53	164	92	72	265
%V	13.0%	17.0%	16.2%	11.9%	18.7%	8.1%	14.3%
%H		50.7%	19.8%	61.2%	34.3%	26.9%	98.9%
60"+	40	18	8	23	13	11	40
%V	1.9%	2.3%	2.4%	1.7%	2.6%	1.2%	2.2%
%H		45.0%	20.0%	57.5%	32.5%	27.5%	100.0%
Don't know	91	29	8	59	7	52	79
%V	4.4%	3.6%	2.4%	4.3%	1.4%	5.9%	4.3%
%H		31.9%	8.8%	64.8%	7.7%	57.1%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2063	798	327	1378	492	886	1852
%H		38.7%	15.9%	66.8%	23.8%	42.9%	89.8%
PVR	1362	696	307	811	440	371	1288
%V	66.0%	87.2%	93.9%	58.9%	89.4%	41.9%	69.5%
%H		51.1%	22.5%	59.5%	32.3%	27.2%	94.6%
DVDR	48	18	8	36	14	22	46
%V	2.3%	2.3%	2.4%	2.6%	2.8%	2.5%	2.5%
%H		37.5%	16.7%	75.0%	29.2%	45.8%	95.8%
VCR	16	4	4	10	2	8	10
%V	0.8%	0.5%	1.2%	0.7%	0.4%	0.9%	0.5%
%H		25.0%	25.0%	62.5%	12.5%	50.0%	62.5%
Any recorder	1381	701	307	826	441	385	1301
%V	66.9%	87.8%	93.9%	59.9%	89.6%	43.5%	70.2%
%H		50.8%	22.2%	59.8%	31.9%	27.9%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2063	798	327	1378	492	886	1852
%H		38.7%	15.9%	66.8%	23.8%	42.9%	89.8%
Receives HDTV (via STB or built-in reception)	1510	656	295	1001	425	575	1424
%V	73.2%	82.2%	90.2%	72.6%	86.4%	64.9%	76.9%
%H		43.4%	19.5%	66.3%	28.1%	38.1%	94.3%
DVD/Blu-ray player or recorder	1319	531	214	887	343	544	1227
%V	63.9%	66.5%	65.4%	64.4%	69.7%	61.4%	66.3%
%H		40.3%	16.2%	67.2%	26.0%	41.2%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1964	913	380	1439	765	674	1865
%H		46.5%	19.3%	73.3%	39.0%	34.3%	95.0%
Under 20"	326	133	56	265	126	140	298
%V	16.6%	14.6%	14.7%	18.4%	16.5%	20.8%	16.0%
%H		40.8%	17.2%	81.3%	38.7%	42.9%	91.4%
20" - 29"	596	273	109	453	238	215	557
%V	30.3%	29.9%	28.7%	31.5%	31.1%	31.9%	29.9%
%H		45.8%	18.3%	76.0%	39.9%	36.1%	93.5%
30" - 39"	612	294	111	431	232	199	594
%V	31.2%	32.2%	29.2%	30.0%	30.3%	29.5%	31.8%
%H		48.0%	18.1%	70.4%	37.9%	32.5%	97.1%
40" - 49"	278	145	73	182	118	64	274
%V	14.2%	15.9%	19.2%	12.6%	15.4%	9.5%	14.7%
%H		52.2%	26.3%	65.5%	42.4%	23.0%	98.6%
50" - 59"	51	24	15	36	23	13	51
%V	2.6%	2.6%	3.9%	2.5%	3.0%	1.9%	2.7%
%H		47.1%	29.4%	70.6%	45.1%	25.5%	100.0%
60"+	8	5	4	6	4	2	8
%V	0.4%	0.5%	1.1%	0.4%	0.5%	0.3%	0.4%
%H		62.5%	50.0%	75.0%	50.0%	25.0%	100.0%
Don't know	93	38	13	66	24	42	83
%V	4.7%	4.2%	3.4%	4.6%	3.1%	6.2%	4.5%
%H		40.9%	14.0%	71.0%	25.8%	45.2%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South

Set level data

Table 7.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1964	913	380	1439	765	674	1865
%H		46.5%	19.3%	73.3%	39.0%	34.3%	95.0%
PVR	597	386	142	309	226	83	580
%V	30.4%	42.3%	37.4%	21.5%	29.5%	12.3%	31.1%
%H		64.7%	23.8%	51.8%	37.9%	13.9%	97.2%
DVDR	14	5	3	10	6	5	14
%V	0.7%	0.5%	0.8%	0.7%	0.8%	0.7%	0.8%
%H		35.7%	21.4%	71.4%	42.9%	35.7%	100.0%
VCR	9	7	0	6	5	1	7
%V	0.5%	0.8%	0.0%	0.4%	0.7%	0.1%	0.4%
%H		77.8%	0.0%	66.7%	55.6%	11.1%	77.8%
Any recorder	610	394	142	317	230	87	592
%V	31.1%	43.2%	37.4%	22.0%	30.1%	12.9%	31.7%
%H		64.6%	23.3%	52.0%	37.7%	14.3%	97.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1964	913	380	1439	765	674	1865
%H		46.5%	19.3%	73.3%	39.0%	34.3%	95.0%
Receives HDTV (via STB or built-in reception)	925	468	186	679	393	285	901
%V	47.1%	51.3%	48.9%	47.2%	51.4%	42.3%	48.3%
%H		50.6%	20.1%	73.4%	42.5%	30.8%	97.4%
DVD/Blu-ray player or recorder	746	347	160	520	287	233	727
%V	38.0%	38.0%	42.1%	36.1%	37.5%	34.6%	39.0%
%H		46.5%	21.4%	69.7%	38.5%	31.2%	97.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5030	4836	2033	860	3044	1236	1808	4726
%H		96.1%	40.4%	17.1%	60.5%	24.6%	35.9%	94.0%
Total Children	933	918	413	196	506	229	276	929
%V	18.5%	19.0%	20.3%	22.8%	16.6%	18.5%	15.3%	19.7%
%H		98.4%	44.3%	21.0%	54.2%	24.5%	29.6%	99.6%
0 - 3	229	225	101	39	122	50	72	227
%V	4.6%	4.7%	5.0%	4.5%	4.0%	4.0%	4.0%	4.8%
%H		98.3%	44.1%	17.0%	53.3%	21.8%	31.4%	99.1%
4 - 15	703	693	312	158	383	179	204	702
%V	14.0%	14.3%	15.3%	18.4%	12.6%	14.5%	11.3%	14.9%
%H		98.6%	44.4%	22.5%	54.5%	25.5%	29.0%	99.9%
4 - 9	365	359	158	85	198	94	104	364
%V	7.3%	7.4%	7.8%	9.9%	6.5%	7.6%	5.8%	7.7%
%H		98.4%	43.3%	23.3%	54.2%	25.8%	28.5%	99.7%
10 - 15	339	334	153	73	185	85	100	338
%V	6.7%	6.9%	7.5%	8.5%	6.1%	6.9%	5.5%	7.2%
%H		98.5%	45.1%	21.5%	54.6%	25.1%	29.5%	99.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5030	4836	2033	860	3044	1236	1808	4726
%H		96.1%	40.4%	17.1%	60.5%	24.6%	35.9%	94.0%
Total Adults (16+)	4097	3918	1620	664	2539	1007	1532	3797
%V	81.5%	81.0%	79.7%	77.2%	83.4%	81.5%	84.7%	80.3%
%H		95.6%	39.5%	16.2%	62.0%	24.6%	37.4%	92.7%
16 - 19	185	174	89	34	95	52	43	185
%V	3.7%	3.6%	4.4%	4.0%	3.1%	4.2%	2.4%	3.9%
%H		94.1%	48.1%	18.4%	51.4%	28.1%	23.2%	100.0%
20 - 24	288	251	94	53	140	60	80	287
%V	5.7%	5.2%	4.6%	6.2%	4.6%	4.9%	4.4%	6.1%
%H		87.2%	32.6%	18.4%	48.6%	20.8%	27.8%	99.7%
25 - 34	630	575	253	104	322	140	182	617
%V	12.5%	11.9%	12.4%	12.1%	10.6%	11.3%	10.1%	13.1%
%H		91.3%	40.2%	16.5%	51.1%	22.2%	28.9%	97.9%
35 - 44	640	607	256	127	331	134	197	630
%V	12.7%	12.6%	12.6%	14.8%	10.9%	10.8%	10.9%	13.3%
%H		94.8%	40.0%	19.8%	51.7%	20.9%	30.8%	98.4%
45 - 54	722	706	335	139	432	209	223	706
%V	14.4%	14.6%	16.5%	16.2%	14.2%	16.9%	12.3%	14.9%
%H		97.8%	46.4%	19.3%	59.8%	28.9%	30.9%	97.8%
55 - 64	602	595	269	88	409	172	237	567
%V	12.0%	12.3%	13.2%	10.2%	13.4%	13.9%	13.1%	12.0%
%H		98.8%	44.7%	14.6%	67.9%	28.6%	39.4%	94.2%
65+	1031	1010	324	118	810	239	570	805
%V	20.5%	20.9%	15.9%	13.7%	26.6%	19.3%	31.5%	17.0%
%H		98.0%	31.4%	11.4%	78.6%	23.2%	55.3%	78.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4097	3918	1620	664	2539	1007	1532	3797
%H		95.6%	39.5%	16.2%	62.0%	24.6%	37.4%	92.7%
AB	1420	1368	601	226	902	383	519	1386
%V	34.7%	34.9%	37.1%	34.0%	35.5%	38.0%	33.9%	36.5%
%H		96.3%	42.3%	15.9%	63.5%	27.0%	36.5%	97.6%
C1	1250	1181	466	193	766	291	474	1173
%V	30.5%	30.1%	28.8%	29.1%	30.2%	28.9%	30.9%	30.9%
%H		94.5%	37.3%	15.4%	61.3%	23.3%	37.9%	93.8%
C2	805	782	320	149	493	199	294	733
%V	19.6%	20.0%	19.8%	22.4%	19.4%	19.8%	19.2%	19.3%
%H		97.1%	39.8%	18.5%	61.2%	24.7%	36.5%	91.1%
D	469	442	195	68	278	113	165	406
%V	11.4%	11.3%	12.0%	10.2%	10.9%	11.2%	10.8%	10.7%
%H		94.2%	41.6%	14.5%	59.3%	24.1%	35.2%	86.6%
E	153	146	38	27	101	21	80	99
%V	3.7%	3.7%	2.3%	4.1%	4.0%	2.1%	5.2%	2.6%
%H		95.4%	24.8%	17.6%	66.0%	13.7%	52.3%	64.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4097	3918	1620	664	2539	1007	1532	3797
%H		95.6%	39.5%	16.2%	62.0%	24.6%	37.4%	92.7%
Working full time	2008	1919	871	368	1128	512	617	1972
%V	49.0%	49.0%	53.8%	55.4%	44.4%	50.8%	40.3%	51.9%
%H		95.6%	43.4%	18.3%	56.2%	25.5%	30.7%	98.2%
Working part time	480	473	203	80	318	133	185	465
%V	11.7%	12.1%	12.5%	12.0%	12.5%	13.2%	12.1%	12.2%
%H		98.5%	42.3%	16.7%	66.3%	27.7%	38.5%	96.9%
Not working	1610	1526	546	216	1093	362	731	1361
%V	39.3%	38.9%	33.7%	32.5%	43.0%	35.9%	47.7%	35.8%
%H		94.8%	33.9%	13.4%	67.9%	22.5%	45.4%	84.5%
Houseperson	2164	2065	798	327	1378	492	886	1930
%V	52.8%	52.7%	49.3%	49.2%	54.3%	48.9%	57.8%	50.8%
%H		95.4%	36.9%	15.1%	63.7%	22.7%	40.9%	89.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2013	1896	794	336	1217	507	711	1876
%H		94.2%	39.4%	16.7%	60.5%	25.2%	35.3%	93.2%
16 - 19	87	82	34	21	49	26	23	87
%V	4.3%	4.3%	4.3%	6.3%	4.0%	5.1%	3.2%	4.6%
%H		94.3%	39.1%	24.1%	56.3%	29.9%	26.4%	100.0%
20 - 24	160	132	45	31	76	34	43	160
%V	7.9%	7.0%	5.7%	9.2%	6.2%	6.7%	6.0%	8.5%
%H		82.5%	28.1%	19.4%	47.5%	21.3%	26.9%	100.0%
25 - 34	330	295	125	53	174	76	98	320
%V	16.4%	15.6%	15.7%	15.8%	14.3%	15.0%	13.8%	17.1%
%H		89.4%	37.9%	16.1%	52.7%	23.0%	29.7%	97.0%
35 - 44	315	293	127	61	154	63	91	309
%V	15.6%	15.5%	16.0%	18.2%	12.7%	12.4%	12.8%	16.5%
%H		93.0%	40.3%	19.4%	48.9%	20.0%	28.9%	98.1%
45 - 54	360	352	169	68	213	105	107	349
%V	17.9%	18.6%	21.3%	20.2%	17.5%	20.7%	15.0%	18.6%
%H		97.8%	46.9%	18.9%	59.2%	29.2%	29.7%	96.9%
55 - 64	285	280	137	43	192	91	101	265
%V	14.2%	14.8%	17.3%	12.8%	15.8%	17.9%	14.2%	14.1%
%H		98.2%	48.1%	15.1%	67.4%	31.9%	35.4%	93.0%
65+	475	463	158	58	360	112	248	386
%V	23.6%	24.4%	19.9%	17.3%	29.6%	22.1%	34.9%	20.6%
%H		97.5%	33.3%	12.2%	75.8%	23.6%	52.2%	81.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		2013	1896	794	336	1217	507	711	1876
	%H		94.2%	39.4%	16.7%	60.5%	25.2%	35.3%	93.2%
AB		714	684	301	118	456	202	254	701
	%V	35.5%	36.1%	37.9%	35.1%	37.5%	39.8%	35.7%	37.4%
	%H		95.8%	42.2%	16.5%	63.9%	28.3%	35.6%	98.2%
C1		594	546	218	97	339	139	200	568
	%V	29.5%	28.8%	27.5%	28.9%	27.9%	27.4%	28.1%	30.3%
	%H		91.9%	36.7%	16.3%	57.1%	23.4%	33.7%	95.6%
C2		420	404	167	76	259	105	154	371
	%V	20.9%	21.3%	21.0%	22.6%	21.3%	20.7%	21.7%	19.8%
	%H		96.2%	39.8%	18.1%	61.7%	25.0%	36.7%	88.3%
D		224	207	93	32	126	52	75	199
	%V	11.1%	10.9%	11.7%	9.5%	10.4%	10.3%	10.5%	10.6%
	%H		92.4%	41.5%	14.3%	56.3%	23.2%	33.5%	88.8%
E		60	55	15	12	37	10	27	37
	%V	3.0%	2.9%	1.9%	3.6%	3.0%	2.0%	3.8%	2.0%
	%H		91.7%	25.0%	20.0%	61.7%	16.7%	45.0%	61.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2013	1896	794	336	1217	507	711	1876
%H		94.2%	39.4%	16.7%	60.5%	25.2%	35.3%	93.2%
Working full time	1240	1183	534	232	706	329	377	1210
%V	61.6%	62.4%	67.3%	69.0%	58.0%	64.9%	53.0%	64.5%
%H		95.4%	43.1%	18.7%	56.9%	26.5%	30.4%	97.6%
Working part time	101	98	39	16	68	25	43	97
%V	5.0%	5.2%	4.9%	4.8%	5.6%	4.9%	6.0%	5.2%
%H		97.0%	38.6%	15.8%	67.3%	24.8%	42.6%	96.0%
Not working	672	615	222	88	443	152	291	570
%V	33.4%	32.4%	28.0%	26.2%	36.4%	30.0%	40.9%	30.4%
%H		91.5%	33.0%	13.1%	65.9%	22.6%	43.3%	84.8%
Houseperson	436	386	142	59	265	92	173	353
%V	21.7%	20.4%	17.9%	17.6%	21.8%	18.1%	24.3%	18.8%
%H		88.5%	32.6%	13.5%	60.8%	21.1%	39.7%	81.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2085	2022	826	328	1322	500	821	1921
%H		97.0%	39.6%	15.7%	63.4%	24.0%	39.4%	92.1%
16 - 19	98	92	55	13	46	25	21	98
%V	4.7%	4.5%	6.7%	4.0%	3.5%	5.0%	2.6%	5.1%
%H		93.9%	56.1%	13.3%	46.9%	25.5%	21.4%	100.0%
20 - 24	128	119	49	22	63	27	37	127
%V	6.1%	5.9%	5.9%	6.7%	4.8%	5.4%	4.5%	6.6%
%H		93.0%	38.3%	17.2%	49.2%	21.1%	28.9%	99.2%
25 - 34	300	280	128	51	148	64	84	297
%V	14.4%	13.8%	15.5%	15.5%	11.2%	12.8%	10.2%	15.5%
%H		93.3%	42.7%	17.0%	49.3%	21.3%	28.0%	99.0%
35 - 44	324	314	129	66	177	71	106	321
%V	15.5%	15.5%	15.6%	20.1%	13.4%	14.2%	12.9%	16.7%
%H		96.9%	39.8%	20.4%	54.6%	21.9%	32.7%	99.1%
45 - 54	362	354	166	70	220	104	116	357
%V	17.4%	17.5%	20.1%	21.3%	16.6%	20.8%	14.1%	18.6%
%H		97.8%	45.9%	19.3%	60.8%	28.7%	32.0%	98.6%
55 - 64	317	315	133	45	217	81	136	301
%V	15.2%	15.6%	16.1%	13.7%	16.4%	16.2%	16.6%	15.7%
%H		99.4%	42.0%	14.2%	68.5%	25.6%	42.9%	95.0%
65+	556	548	166	60	450	128	322	419
%V	26.7%	27.1%	20.1%	18.3%	34.0%	25.6%	39.2%	21.8%
%H		98.6%	29.9%	10.8%	80.9%	23.0%	57.9%	75.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2085	2022	826	328	1322	500	821	1921
%H		97.0%	39.6%	15.7%	63.4%	24.0%	39.4%	92.1%
AB	706	683	300	108	446	181	266	685
%V	33.9%	33.8%	36.3%	32.9%	33.7%	36.2%	32.4%	35.7%
%H		96.7%	42.5%	15.3%	63.2%	25.6%	37.7%	97.0%
C1	656	635	248	96	427	153	274	605
%V	31.5%	31.4%	30.0%	29.3%	32.3%	30.6%	33.4%	31.5%
%H		96.8%	37.8%	14.6%	65.1%	23.3%	41.8%	92.2%
C2	384	378	153	74	234	94	139	361
%V	18.4%	18.7%	18.5%	22.6%	17.7%	18.8%	16.9%	18.8%
%H		98.4%	39.8%	19.3%	60.9%	24.5%	36.2%	94.0%
D	246	234	102	35	151	61	90	207
%V	11.8%	11.6%	12.3%	10.7%	11.4%	12.2%	11.0%	10.8%
%H		95.1%	41.5%	14.2%	61.4%	24.8%	36.6%	84.1%
E	93	91	23	14	64	11	53	62
%V	4.5%	4.5%	2.8%	4.3%	4.8%	2.2%	6.5%	3.2%
%H		97.8%	24.7%	15.1%	68.8%	11.8%	57.0%	66.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2085	2022	826	328	1322	500	821	1921
%H		97.0%	39.6%	15.7%	63.4%	24.0%	39.4%	92.1%
Working full time	768	737	337	135	423	183	240	761
%V	36.8%	36.4%	40.8%	41.2%	32.0%	36.6%	29.2%	39.6%
%H		96.0%	43.9%	17.6%	55.1%	23.8%	31.3%	99.1%
Working part time	379	375	164	64	249	107	142	368
%V	18.2%	18.5%	19.9%	19.5%	18.8%	21.4%	17.3%	19.2%
%H		98.9%	43.3%	16.9%	65.7%	28.2%	37.5%	97.1%
Not working	938	911	325	128	650	210	440	791
%V	45.0%	45.1%	39.3%	39.0%	49.2%	42.0%	53.6%	41.2%
%H		97.1%	34.6%	13.6%	69.3%	22.4%	46.9%	84.3%
Houseperson	1729	1679	656	268	1113	400	713	1577
%V	82.9%	83.0%	79.4%	81.7%	84.2%	80.0%	86.8%	82.1%
%H		97.1%	37.9%	15.5%	64.4%	23.1%	41.2%	91.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2663	2573	987	329	1996	794	1202	2218
%H (All HH)		96.6%	37.1%	12.4%	75.0%	29.8%	45.1%	83.3%
%H (TV HH)			38.4%	12.8%	77.6%	30.9%	46.7%	
AB	523	514	226	67	391	178	213	495
%V	19.6%	20.0%	22.9%	20.4%	19.6%	22.4%	17.7%	22.3%
%H (All HH)		98.3%	43.2%	12.8%	74.8%	34.0%	40.7%	94.6%
%H (TV HH)			44.0%	13.0%	76.1%	34.6%	41.4%	
C1	703	675	268	86	513	213	301	634
%V	26.4%	26.2%	27.2%	26.1%	25.7%	26.8%	25.0%	28.6%
%H (All HH)		96.0%	38.1%	12.2%	73.0%	30.3%	42.8%	90.2%
%H (TV HH)			39.7%	12.7%	76.0%	31.6%	44.6%	
C2	621	611	239	89	481	200	281	528
%V	23.3%	23.7%	24.2%	27.1%	24.1%	25.2%	23.4%	23.8%
%H (All HH)		98.4%	38.5%	14.3%	77.5%	32.2%	45.2%	85.0%
%H (TV HH)			39.1%	14.6%	78.7%	32.7%	46.0%	
D	457	437	167	51	333	129	204	353
%V	17.2%	17.0%	16.9%	15.5%	16.7%	16.2%	17.0%	15.9%
%H (All HH)		95.6%	36.5%	11.2%	72.9%	28.2%	44.6%	77.2%
%H (TV HH)			38.2%	11.7%	76.2%	29.5%	46.7%	
E	359	336	88	36	278	75	203	208
%V	13.5%	13.1%	8.9%	10.9%	13.9%	9.4%	16.9%	9.4%
%H (All HH)		93.6%	24.5%	10.0%	77.4%	20.9%	56.5%	57.9%
%H (TV HH)			26.2%	10.7%	82.7%	22.3%	60.4%	

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

%V = percentage of vertical total

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

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

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2663	2573	987	329	1996	794	1202	2218
%H (All HH)		96.6%	37.1%	12.4%	75.0%	29.8%	45.1%	83.3%
%H (TV HH)			38.4%	12.8%	77.6%	30.9%	46.7%	
Under 25	126	115	29	11	83	22	62	120
%V	4.7%	4.5%	2.9%	3.3%	4.2%	2.8%	5.2%	5.4%
%H (All HH)		91.3%	23.0%	8.7%	65.9%	17.5%	49.2%	95.2%
%H (TV HH)			25.2%	9.6%	72.2%	19.1%	53.9%	
25 - 34	410	375	161	49	240	104	135	398
%V	15.4%	14.6%	16.3%	14.9%	12.0%	13.1%	11.2%	17.9%
%H (All HH)		91.5%	39.3%	12.0%	58.5%	25.4%	32.9%	97.1%
%H (TV HH)			42.9%	13.1%	64.0%	27.7%	36.0%	
35 - 44	405	392	183	56	279	141	138	396
%V	15.2%	15.2%	18.5%	17.0%	14.0%	17.8%	11.5%	17.9%
%H (All HH)		96.8%	45.2%	13.8%	68.9%	34.8%	34.1%	97.8%
%H (TV HH)			46.7%	14.3%	71.2%	36.0%	35.2%	
45 - 54	512	496	237	77	376	196	180	476
%V	19.2%	19.3%	24.0%	23.4%	18.8%	24.7%	15.0%	21.5%
%H (All HH)		96.9%	46.3%	15.0%	73.4%	38.3%	35.2%	93.0%
%H (TV HH)			47.8%	15.5%	75.8%	39.5%	36.3%	
55 - 64	445	437	171	71	351	152	199	390
%V	16.7%	17.0%	17.3%	21.6%	17.6%	19.1%	16.6%	17.6%
%H (All HH)		98.2%	38.4%	16.0%	78.9%	34.2%	44.7%	87.6%
%H (TV HH)			39.1%	16.2%	80.3%	34.8%	45.5%	
65 +	765	758	206	65	667	179	488	437
%V	28.7%	29.5%	20.9%	19.8%	33.4%	22.5%	40.6%	19.7%
%H (All HH)		99.1%	26.9%	8.5%	87.2%	23.4%	63.8%	57.1%
%H (TV HH)			27.2%	8.6%	88.0%	23.6%	64.4%	

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

%V = percentage of vertical total

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

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

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Household level data

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	2663	2573	987	329	1996	794	1202	2218
%H (All HH)		96.6%	37.1%	12.4%	75.0%	29.8%	45.1%	83.3%
%H (TV HH)			38.4%	12.8%	77.6%	30.9%	46.7%	
1	827	780	193	72	647	146	501	513
%V	31.1%	30.3%	19.6%	21.9%	32.4%	18.4%	41.7%	23.1%
%H (All HH)		94.3%	23.3%	8.7%	78.2%	17.7%	60.6%	62.0%
%H (TV HH)			24.7%	9.2%	82.9%	18.7%	64.2%	
2	971	957	384	128	745	318	427	855
%V	36.5%	37.2%	38.9%	38.9%	37.3%	40.1%	35.5%	38.5%
%H (All HH)		98.6%	39.5%	13.2%	76.7%	32.7%	44.0%	88.1%
%H (TV HH)			40.1%	13.4%	77.8%	33.2%	44.6%	
3	385	373	173	50	282	140	142	377
%V	14.5%	14.5%	17.5%	15.2%	14.1%	17.6%	11.8%	17.0%
%H (All HH)		96.9%	44.9%	13.0%	73.2%	36.4%	36.9%	97.9%
%H (TV HH)			46.4%	13.4%	75.6%	37.5%	38.1%	
4	328	320	167	56	231	139	92	323
%V	12.3%	12.4%	16.9%	17.0%	11.6%	17.5%	7.7%	14.6%
%H (All HH)		97.6%	50.9%	17.1%	70.4%	42.4%	28.0%	98.5%
%H (TV HH)			52.2%	17.5%	72.2%	43.4%	28.8%	
5+	151	143	70	23	91	51	40	149
%V	5.7%	5.6%	7.1%	7.0%	4.6%	6.4%	3.3%	6.7%
%H (All HH)		94.7%	46.4%	15.2%	60.3%	33.8%	26.5%	98.7%
%H (TV HH)			49.0%	16.1%	63.6%	35.7%	28.0%	
Average HH size	2.28	2.29	2.57	2.50	2.21	2.57	1.98	2.47

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

%V = percentage of vertical total

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

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

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Household level data

Table 8.4: 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	2663	2573	987	329	1996	794	1202	2218
%H (All HH)		96.6%	37.1%	12.4%	75.0%	29.8%	45.1%	83.3%
%H (TV HH)			38.4%	12.8%	77.6%	30.9%	46.7%	
Without	1993	1923	668	240	1533	548	985	1562
%V	74.8%	74.7%	67.7%	72.9%	76.8%	69.0%	81.9%	70.4%
%H (All HH)		96.5%	33.5%	12.0%	76.9%	27.5%	49.4%	78.4%
%H (TV HH)			34.7%	12.5%	79.7%	28.5%	51.2%	
With	669	649	320	90	463	246	217	656
%V	25.1%	25.2%	32.4%	27.4%	23.2%	31.0%	18.1%	29.6%
%H (All HH)		97.0%	47.8%	13.5%	69.2%	36.8%	32.4%	98.1%
%H (TV HH)			49.3%	13.9%	71.3%	37.9%	33.4%	
0 - 3	241	232	103	27	162	72	90	235
%V	9.0%	9.0%	10.4%	8.2%	8.1%	9.1%	7.5%	10.6%
%H (All HH)		96.3%	42.7%	11.2%	67.2%	29.9%	37.3%	97.5%
%H (TV HH)			44.4%	11.6%	69.8%	31.0%	38.8%	
4 - 9	351	337	175	47	223	120	103	345
%V	13.2%	13.1%	17.7%	14.3%	11.2%	15.1%	8.6%	15.6%
%H (All HH)		96.0%	49.9%	13.4%	63.5%	34.2%	29.3%	98.3%
%H (TV HH)			51.9%	13.9%	66.2%	35.6%	30.6%	
10 - 15	319	315	164	53	226	138	89	314
%V	12.0%	12.2%	16.6%	16.1%	11.3%	17.4%	7.4%	14.2%
%H (All HH)		98.7%	51.4%	16.6%	70.8%	43.3%	27.9%	98.4%
%H (TV HH)			52.1%	16.8%	71.7%	43.8%	28.3%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2663	2573	987	329	1996	794	1202	2218
%H (All HH)		96.6%	37.1%	12.4%	75.0%	29.8%	45.1%	83.3%
%H (TV HH)			38.4%	12.8%	77.6%	30.9%	46.7%	
1	1031	1031	291	95	744	146	599	764
%V	38.7%	40.1%	29.5%	28.9%	37.3%	18.4%	49.8%	34.4%
%H (All HH)		100.0%	28.2%	9.2%	72.2%	14.2%	58.1%	74.1%
%H (TV HH)			28.2%	9.2%	72.2%	14.2%	58.1%	
2	865	865	346	133	676	300	376	728
%V	32.5%	33.6%	35.1%	40.4%	33.9%	37.8%	31.3%	32.8%
%H (All HH)		100.0%	40.0%	15.4%	78.2%	34.7%	43.5%	84.2%
%H (TV HH)			40.0%	15.4%	78.2%	34.7%	43.5%	
3	398	398	196	62	335	195	141	375
%V	14.9%	15.5%	19.9%	18.8%	16.8%	24.6%	11.7%	16.9%
%H (All HH)		100.0%	49.2%	15.6%	84.2%	49.0%	35.4%	94.2%
%H (TV HH)			49.2%	15.6%	84.2%	49.0%	35.4%	
4	188	188	106	28	161	106	56	185
%V	7.1%	7.3%	10.7%	8.5%	8.1%	13.4%	4.7%	8.3%
%H (All HH)		100.0%	56.4%	14.9%	85.6%	56.4%	29.8%	98.4%
%H (TV HH)			56.4%	14.9%	85.6%	56.4%	29.8%	
5+	90	90	47	12	79	48	31	90
%V	3.4%	3.5%	4.8%	3.6%	4.0%	6.0%	2.6%	4.1%
%H (All HH)		100.0%	52.2%	13.3%	87.8%	53.3%	34.4%	100.0%
%H (TV HH)			52.2%	13.3%	87.8%	53.3%	34.4%	

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

%V = percentage of vertical total

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

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

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Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2663	2573	987	329	1996	794	1202	2218
%H (All HH)		96.6%	37.1%	12.4%	75.0%	29.8%	45.1%	83.3%
%H (TV HH)			38.4%	12.8%	77.6%	30.9%	46.7%	
Under 20"	338	338	127	40	292	124	168	286
%V	12.7%	13.1%	12.9%	12.2%	14.6%	15.6%	14.0%	12.9%
%H (All HH)		100.0%	37.6%	11.8%	86.4%	36.7%	49.7%	84.6%
%H (TV HH)			37.6%	11.8%	86.4%	36.7%	49.7%	
20" - 29"	668	668	262	80	576	253	323	553
%V	25.1%	26.0%	26.5%	24.3%	28.9%	31.9%	26.9%	24.9%
%H (All HH)		100.0%	39.2%	12.0%	86.2%	37.9%	48.4%	82.8%
%H (TV HH)			39.2%	12.0%	86.2%	37.9%	48.4%	
30" - 39"	1138	1138	447	167	902	389	513	988
%V	42.7%	44.2%	45.3%	50.8%	45.2%	49.0%	42.7%	44.5%
%H (All HH)		100.0%	39.3%	14.7%	79.3%	34.2%	45.1%	86.8%
%H (TV HH)			39.3%	14.7%	79.3%	34.2%	45.1%	
40" - 49"	1278	1278	585	193	947	467	479	1142
%V	48.0%	49.7%	59.3%	58.7%	47.4%	58.8%	39.9%	51.5%
%H (All HH)		100.0%	45.8%	15.1%	74.1%	36.5%	37.5%	89.4%
%H (TV HH)			45.8%	15.1%	74.1%	36.5%	37.5%	
50" - 59"	417	417	217	54	311	171	140	405
%V	15.7%	16.2%	22.0%	16.4%	15.6%	21.5%	11.6%	18.3%
%H (All HH)		100.0%	52.0%	12.9%	74.6%	41.0%	33.6%	97.1%
%H (TV HH)			52.0%	12.9%	74.6%	41.0%	33.6%	
60"+	32	32	18	7	21	14	8	32
%V	1.2%	1.2%	1.8%	2.1%	1.1%	1.8%	0.7%	1.4%
%H (All HH)		100.0%	56.3%	21.9%	65.6%	43.8%	25.0%	100.0%
%H (TV HH)			56.3%	21.9%	65.6%	43.8%	25.0%	

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

%V = percentage of vertical total

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

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

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Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2663	2573	987	329	1996	794	1202	2218
%H (All HH)		96.6%	37.1%	12.4%	75.0%	29.8%	45.1%	83.3%
%H (TV HH)			38.4%	12.8%	77.6%	30.9%	46.7%	
Main living room	2548	2548	980	326	1980	788	1192	2121
%V	95.7%	99.0%	99.3%	99.1%	99.2%	99.2%	99.2%	95.6%
%H (All HH)		100.0%	38.5%	12.8%	77.7%	30.9%	46.8%	83.2%
%H (TV HH)			38.5%	12.8%	77.7%	30.9%	46.8%	
Kitchen	279	279	118	33	249	121	129	248
%V	10.5%	10.8%	12.0%	10.0%	12.5%	15.2%	10.7%	11.2%
%H (All HH)		100.0%	42.3%	11.8%	89.2%	43.4%	46.2%	88.9%
%H (TV HH)			42.3%	11.8%	89.2%	43.4%	46.2%	
Adult's bedroom	1156	1156	525	173	944	494	449	1040
%V	43.4%	44.9%	53.2%	52.6%	47.3%	62.2%	37.4%	46.9%
%H (All HH)		100.0%	45.4%	15.0%	81.7%	42.7%	38.8%	90.0%
%H (TV HH)			45.4%	15.0%	81.7%	42.7%	38.8%	
Child's bedroom	259	259	128	52	199	120	78	256
%V	9.7%	10.1%	13.0%	15.8%	10.0%	15.1%	6.5%	11.5%
%H (All HH)		100.0%	49.4%	20.1%	76.8%	46.3%	30.1%	98.8%
%H (TV HH)			49.4%	20.1%	76.8%	46.3%	30.1%	
Other bedroom	156	156	79	22	138	82	56	151
%V	5.9%	6.1%	8.0%	6.7%	6.9%	10.3%	4.7%	6.8%
%H (All HH)		100.0%	50.6%	14.1%	88.5%	52.6%	35.9%	96.8%
%H (TV HH)			50.6%	14.1%	88.5%	52.6%	35.9%	
Second living/dining room	268	268	135	38	226	130	95	238
%V	10.1%	10.4%	13.7%	11.6%	11.3%	16.4%	7.9%	10.7%
%H (All HH)		100.0%	50.4%	14.2%	84.3%	48.5%	35.4%	88.8%
%H (TV HH)			50.4%	14.2%	84.3%	48.5%	35.4%	
Study/office	36	36	20	6	28	18	10	35
%V	1.4%	1.4%	2.0%	1.8%	1.4%	2.3%	0.8%	1.6%
%H (All HH)		100.0%	55.6%	16.7%	77.8%	50.0%	27.8%	97.2%
%H (TV HH)			55.6%	16.7%	77.8%	50.0%	27.8%	
TV room	14	14	9	0	8	5	3	14
%V	0.5%	0.5%	0.9%	0.0%	0.4%	0.6%	0.2%	0.6%
%H (All HH)		100.0%	64.3%	0.0%	57.1%	35.7%	21.4%	100.0%
%H (TV HH)			64.3%	0.0%	57.1%	35.7%	21.4%	
Conservatory	82	82	46	11	63	40	23	80
%V	3.1%	3.2%	4.7%	3.3%	3.2%	5.0%	1.9%	3.6%
%H (All HH)		100.0%	56.1%	13.4%	76.8%	48.8%	28.0%	97.6%
%H (TV HH)			56.1%	13.4%	76.8%	48.8%	28.0%	
Attic or loft room	7	7	5	1	4	4	0	7
%V	0.3%	0.3%	0.5%	0.3%	0.2%	0.5%	0.0%	0.3%
%H (All HH)		100.0%	71.4%	14.3%	57.1%	57.1%	0.0%	100.0%
%H (TV HH)			71.4%	14.3%	57.1%	57.1%	0.0%	
No specific location	6	6	3	2	6	5	1	5
%V	0.2%	0.2%	0.3%	0.6%	0.3%	0.6%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	33.3%	100.0%	83.3%	16.7%	83.3%
%H (TV HH)			50.0%	33.3%	100.0%	83.3%	16.7%	
Other	18	18	8	3	16	9	7	17
%V	0.7%	0.7%	0.8%	0.9%	0.8%	1.1%	0.6%	0.8%
%H (All HH)		100.0%	44.4%	16.7%	88.9%	50.0%	38.9%	94.4%
%H (TV HH)			44.4%	16.7%	88.9%	50.0%	38.9%	

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

%V = percentage of vertical total

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

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

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Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2663	2573	987	329	1996	794	1202	2218
%H (All HH)		96.6%	37.1%	12.4%	75.0%	29.8%	45.1%	83.3%
%H (TV HH)			38.4%	12.8%	77.6%	30.9%	46.7%	
Any DSAT provider	987	987	987	13	619	619	0	923
%V	37.1%	38.4%	100.0%	4.0%	31.0%	78.0%	0.0%	41.6%
%H (All HH)			100.0%	1.3%	62.7%	62.7%	0.0%	93.5%
%H (TV HH)			100.0%	1.3%	62.7%	62.7%	0.0%	
Sky with subscription	829	829	829	7	521	521	0	785
%V	31.1%	32.2%	84.0%	2.1%	26.1%	65.6%	0.0%	35.4%
%H (All HH)			100.0%	0.8%	62.8%	62.8%	0.0%	94.7%
%H (TV HH)			100.0%	0.8%	62.8%	62.8%	0.0%	
Sky without subscription	54	54	54	2	34	34	0	47
%V	2.0%	2.1%	5.5%	0.6%	1.7%	4.3%	0.0%	2.1%
%H (All HH)			100.0%	3.7%	63.0%	63.0%	0.0%	87.0%
%H (TV HH)			100.0%	3.7%	63.0%	63.0%	0.0%	
Freesat	102	102	102	3	69	69	0	92
%V	3.8%	4.0%	10.3%	0.9%	3.5%	8.7%	0.0%	4.1%
%H (All HH)			100.0%	2.9%	67.6%	67.6%	0.0%	90.2%
%H (TV HH)			100.0%	2.9%	67.6%	67.6%	0.0%	
Other satellite provider	52	52	52	2	28	28	0	48
%V	2.0%	2.0%	5.3%	0.6%	1.4%	3.5%	0.0%	2.2%
%H (All HH)			100.0%	3.8%	53.8%	53.8%	0.0%	92.3%
%H (TV HH)			100.0%	3.8%	53.8%	53.8%	0.0%	
DCAB	329	329	13	329	183	183	0	312
%V	12.4%	12.8%	1.3%	100.0%	9.2%	23.0%	0.0%	14.1%
%H (All HH)			4.0%	100.0%	55.6%	55.6%	0.0%	94.8%
%H (TV HH)			4.0%	100.0%	55.6%	55.6%	0.0%	
DTT	1996	1996	619	183	1996	794	1202	1601
%V	75.0%	77.6%	62.7%	55.6%	100.0%	100.0%	100.0%	72.2%
%H (All HH)		100.0%	31.0%	9.2%	100.0%	39.8%	60.2%	80.2%
%H (TV HH)			31.0%	9.2%	100.0%	39.8%	60.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2663	2573	987	329	1996	794	1202	2218
%H (All HH)		96.6%	37.1%	12.4%	75.0%	29.8%	45.1%	83.3%
%H (TV HH)			38.4%	12.8%	77.6%	30.9%	46.7%	
PVR	1512	1512	871	293	1062	705	358	1410
%V	56.8%	58.8%	88.2%	89.1%	53.2%	88.8%	29.8%	63.6%
%H (All HH)		100.0%	57.6%	19.4%	70.2%	46.6%	23.7%	93.3%
%H (TV HH)			57.6%	19.4%	70.2%	46.6%	23.7%	
DVDR	27	27	9	2	26	10	15	25
%V	1.0%	1.0%	0.9%	0.6%	1.3%	1.3%	1.2%	1.1%
%H (All HH)		100.0%	33.3%	7.4%	96.3%	37.0%	55.6%	92.6%
%H (TV HH)			33.3%	7.4%	96.3%	37.0%	55.6%	
VCR	48	48	14	5	40	11	29	34
%V	1.8%	1.9%	1.4%	1.5%	2.0%	1.4%	2.4%	1.5%
%H (All HH)		100.0%	29.2%	10.4%	83.3%	22.9%	60.4%	70.8%
%H (TV HH)			29.2%	10.4%	83.3%	22.9%	60.4%	
Any recorder	1543	1543	873	294	1092	705	386	1429
%V	57.9%	60.0%	88.4%	89.4%	54.7%	88.8%	32.1%	64.4%
%H (All HH)		100.0%	56.6%	19.1%	70.8%	45.7%	25.0%	92.6%
%H (TV HH)			56.6%	19.1%	70.8%	45.7%	25.0%	
Receives HDTV (via STB or built-in reception)	1660	1660	785	280	1258	652	607	1529
%V	62.3%	64.5%	79.5%	85.1%	63.0%	82.1%	50.5%	68.9%
%H (All HH)		100.0%	47.3%	16.9%	75.8%	39.3%	36.6%	92.1%
%H (TV HH)			47.3%	16.9%	75.8%	39.3%	36.6%	
DVD/Blu-ray player or recorder	1707	1707	705	222	1356	602	753	1498
%V	64.1%	66.3%	71.4%	67.5%	67.9%	75.8%	62.6%	67.5%
%H (All HH)		100.0%	41.3%	13.0%	79.4%	35.3%	44.1%	87.8%
%H (TV HH)			41.3%	13.0%	79.4%	35.3%	44.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2663	2573	987	329	1996	794	1202	2218
%H (All HH)		96.6%	37.1%	12.4%	75.0%	29.8%	45.1%	83.3%
%H (TV HH)			38.4%	12.8%	77.6%	30.9%	46.7%	
Has broadband internet	2218	2143	923	312	1601	740	861	2218
%V	83.3%	83.3%	93.5%	94.8%	80.2%	93.2%	71.6%	100.0%
%H (All HH)		96.6%	41.6%	14.1%	72.2%	33.4%	38.8%	100.0%
%H (TV HH)			43.1%	14.6%	74.7%	34.5%	40.2%	
Number of computers (PCs and laptops)								
0	606	574	125	28	502	90	412	179
%V	22.8%	22.3%	12.7%	8.5%	25.2%	11.3%	34.3%	8.1%
%H (All HH)		94.7%	20.6%	4.6%	82.8%	14.9%	68.0%	29.5%
%H (TV HH)			21.8%	4.9%	87.5%	15.7%	71.8%	
1	724	692	251	99	519	190	329	710
%V	27.2%	26.9%	25.4%	30.1%	26.0%	23.9%	27.4%	32.0%
%H (All HH)		95.6%	34.7%	13.7%	71.7%	26.2%	45.4%	98.1%
%H (TV HH)			36.3%	14.3%	75.0%	27.5%	47.5%	
2	604	589	264	86	442	219	223	603
%V	22.7%	22.9%	26.7%	26.1%	22.1%	27.6%	18.6%	27.2%
%H (All HH)		97.5%	43.7%	14.2%	73.2%	36.3%	36.9%	99.8%
%H (TV HH)			44.8%	14.6%	75.0%	37.2%	37.9%	
3	343	340	154	55	260	137	124	342
%V	12.9%	13.2%	15.6%	16.7%	13.0%	17.3%	10.3%	15.4%
%H (All HH)		99.1%	44.9%	16.0%	75.8%	39.9%	36.2%	99.7%
%H (TV HH)			45.3%	16.2%	76.5%	40.3%	36.5%	
4	167	164	85	26	112	61	51	167
%V	6.3%	6.4%	8.6%	7.9%	5.6%	7.7%	4.2%	7.5%
%H (All HH)		98.2%	50.9%	15.6%	67.1%	36.5%	30.5%	100.0%
%H (TV HH)			51.8%	15.9%	68.3%	37.2%	31.1%	
5+	218	214	109	35	161	97	64	217
%V	8.2%	8.3%	11.0%	10.6%	8.1%	12.2%	5.3%	9.8%
%H (All HH)		98.2%	50.0%	16.1%	73.9%	44.5%	29.4%	99.5%
%H (TV HH)			50.9%	16.4%	75.2%	45.3%	29.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5187	2248	721	4168	2006	2161	4566
%H		43.3%	13.9%	80.4%	38.7%	41.7%	88.0%
Under 20"	409	155	48	353	148	205	352
%V	7.9%	6.9%	6.7%	8.5%	7.4%	9.5%	7.7%
%H		37.9%	11.7%	86.3%	36.2%	50.1%	86.1%
20" - 29"	858	346	99	742	334	409	720
%V	16.5%	15.4%	13.7%	17.8%	16.7%	18.9%	15.8%
%H		40.3%	11.5%	86.5%	38.9%	47.7%	83.9%
30" - 39"	1431	597	211	1142	530	612	1269
%V	27.6%	26.6%	29.3%	27.4%	26.4%	28.3%	27.8%
%H		41.7%	14.7%	79.8%	37.0%	42.8%	88.7%
40" - 49"	1528	726	240	1126	588	538	1385
%V	29.5%	32.3%	33.3%	27.0%	29.3%	24.9%	30.3%
%H		47.5%	15.7%	73.7%	38.5%	35.2%	90.6%
50" - 59"	465	245	62	349	196	153	452
%V	9.0%	10.9%	8.6%	8.4%	9.8%	7.1%	9.9%
%H		52.7%	13.3%	75.1%	42.2%	32.9%	97.2%
60"+	36	20	8	24	15	8	36
%V	0.7%	0.9%	1.1%	0.6%	0.7%	0.4%	0.8%
%H		55.6%	22.2%	66.7%	41.7%	22.2%	100.0%
Don't know	461	159	54	433	195	237	352
%V	8.9%	7.1%	7.5%	10.4%	9.7%	11.0%	7.7%
%H		34.5%	11.7%	93.9%	42.3%	51.4%	76.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: 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	5187	2248	721	4168	2006	2161	4566
%H		43.3%	13.9%	80.4%	38.7%	41.7%	88.0%
Main living room	2555	983	327	1987	791	1196	2128
%V	49.3%	43.7%	45.4%	47.7%	39.4%	55.3%	46.6%
%H		38.5%	12.8%	77.8%	31.0%	46.8%	83.3%
Kitchen	279	118	33	249	121	129	248
%V	5.4%	5.2%	4.6%	6.0%	6.0%	6.0%	5.4%
%H		42.3%	11.8%	89.2%	43.4%	46.2%	88.9%
Adult's bedroom	1383	640	208	1146	620	526	1263
%V	26.7%	28.5%	28.8%	27.5%	30.9%	24.3%	27.7%
%H		46.3%	15.0%	82.9%	44.8%	38.0%	91.3%
Child's bedroom	334	170	66	255	156	99	331
%V	6.4%	7.6%	9.2%	6.1%	7.8%	4.6%	7.2%
%H		50.9%	19.8%	76.3%	46.7%	29.6%	99.1%
Other bedroom	193	102	25	168	101	68	188
%V	3.7%	4.5%	3.5%	4.0%	5.0%	3.1%	4.1%
%H		52.8%	13.0%	87.0%	52.3%	35.2%	97.4%
Second living/dining room	279	141	40	235	136	98	247
%V	5.4%	6.3%	5.5%	5.6%	6.8%	4.5%	5.4%
%H		50.5%	14.3%	84.2%	48.7%	35.1%	88.5%
Study/office	37	21	6	28	18	10	36
%V	0.7%	0.9%	0.8%	0.7%	0.9%	0.5%	0.8%
%H		56.8%	16.2%	75.7%	48.6%	27.0%	97.3%
TV room	14	9	0	8	5	3	14
%V	0.3%	0.4%	0.0%	0.2%	0.2%	0.1%	0.3%
%H		64.3%	0.0%	57.1%	35.7%	21.4%	100.0%
Conservatory	82	46	11	63	40	23	80
%V	1.6%	2.0%	1.5%	1.5%	2.0%	1.1%	1.8%
%H		56.1%	13.4%	76.8%	48.8%	28.0%	97.6%
Attic or loft room	7	5	1	4	4	0	7
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.2%
%H		71.4%	14.3%	57.1%	57.1%	0.0%	100.0%
No specific location	6	3	2	6	5	1	5
%V	0.1%	0.1%	0.3%	0.1%	0.2%	0.0%	0.1%
%H		50.0%	33.3%	100.0%	83.3%	16.7%	83.3%
Other	19	10	3	18	10	7	19
%V	0.4%	0.4%	0.4%	0.4%	0.5%	0.3%	0.4%
%H		52.6%	15.8%	94.7%	52.6%	36.8%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5187	2248	721	4168	2006	2161	4566
%H		43.3%	13.9%	80.4%	38.7%	41.7%	88.0%
PVR	2077	1277	411	1375	968	407	1961
%V	40.0%	56.8%	57.0%	33.0%	48.3%	18.8%	42.9%
%H		61.5%	19.8%	66.2%	46.6%	19.6%	94.4%
DVDR	29	10	2	28	11	16	28
%V	0.6%	0.4%	0.3%	0.7%	0.5%	0.7%	0.6%
%H		34.5%	6.9%	96.6%	37.9%	55.2%	96.6%
VCR	51	15	5	43	12	32	35
%V	1.0%	0.7%	0.7%	1.0%	0.6%	1.5%	0.8%
%H		29.4%	9.8%	84.3%	23.5%	62.7%	68.6%
Any recorder	2122	1285	412	1418	976	441	1991
%V	40.9%	57.2%	57.1%	34.0%	48.7%	20.4%	43.6%
%H		60.6%	19.4%	66.8%	46.0%	20.8%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5187	2248	721	4168	2006	2161	4566
%H		43.3%	13.9%	80.4%	38.7%	41.7%	88.0%
Receives HDTV (via STB or built-in reception)	2635	1336	441	2008	1126	882	2461
%V	50.8%	59.4%	61.2%	48.2%	56.1%	40.8%	53.9%
%H		50.7%	16.7%	76.2%	42.7%	33.5%	93.4%
DVD/Blu-ray player or recorder	2450	1093	326	1955	953	1002	2205
%V	47.2%	48.6%	45.2%	46.9%	47.5%	46.4%	48.3%
%H		44.6%	13.3%	79.8%	38.9%	40.9%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2573	987	329	1996	794	1202	2143
%H		38.4%	12.8%	77.6%	30.9%	46.7%	83.3%
Under 20"	19	3	1	15	2	13	11
%V	0.7%	0.3%	0.3%	0.8%	0.3%	1.1%	0.5%
%H		15.8%	5.3%	78.9%	10.5%	68.4%	57.9%
20" - 29"	159	29	9	134	16	119	92
%V	6.2%	2.9%	2.7%	6.7%	2.0%	9.9%	4.3%
%H		18.2%	5.7%	84.3%	10.1%	74.8%	57.9%
30" - 39"	649	188	82	519	151	368	519
%V	25.2%	19.0%	24.9%	26.0%	19.0%	30.6%	24.2%
%H		29.0%	12.6%	80.0%	23.3%	56.7%	80.0%
40" - 49"	1121	509	168	824	401	423	993
%V	43.6%	51.6%	51.1%	41.3%	50.5%	35.2%	46.3%
%H		45.4%	15.0%	73.5%	35.8%	37.7%	88.6%
50" - 59"	377	190	51	286	155	131	365
%V	14.7%	19.3%	15.5%	14.3%	19.5%	10.9%	17.0%
%H		50.4%	13.5%	75.9%	41.1%	34.7%	96.8%
60"+	26	13	6	16	9	7	26
%V	1.0%	1.3%	1.8%	0.8%	1.1%	0.6%	1.2%
%H		50.0%	23.1%	61.5%	34.6%	26.9%	100.0%
Don't know	221	56	13	201	60	141	137
%V	8.6%	5.7%	4.0%	10.1%	7.6%	11.7%	6.4%
%H		25.3%	5.9%	91.0%	27.1%	63.8%	62.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: 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	2573	987	329	1996	794	1202	2143
%H		38.4%	12.8%	77.6%	30.9%	46.7%	83.3%
PVR	1476	856	289	1028	686	342	1377
%V	57.4%	86.7%	87.8%	51.5%	86.4%	28.5%	64.3%
%H		58.0%	19.6%	69.6%	46.5%	23.2%	93.3%
DVDR	22	7	2	21	8	13	21
%V	0.9%	0.7%	0.6%	1.1%	1.0%	1.1%	1.0%
%H		31.8%	9.1%	95.5%	36.4%	59.1%	95.5%
VCR	41	12	4	34	9	25	28
%V	1.6%	1.2%	1.2%	1.7%	1.1%	2.1%	1.3%
%H		29.3%	9.8%	82.9%	22.0%	61.0%	68.3%
Any recorder	1506	858	290	1056	689	367	1396
%V	58.5%	86.9%	88.1%	52.9%	86.8%	30.5%	65.1%
%H		57.0%	19.3%	70.1%	45.8%	24.4%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: 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	2573	987	329	1996	794	1202	2143
%H		38.4%	12.8%	77.6%	30.9%	46.7%	83.3%
Receives HDTV (via STB or built-in reception)	1622	770	275	1224	634	589	1495
%V	63.0%	78.0%	83.6%	61.3%	79.8%	49.0%	69.8%
%H		47.5%	17.0%	75.5%	39.1%	36.3%	92.2%
DVD/Blu-ray player or recorder	1487	604	189	1177	512	665	1293
%V	57.8%	61.2%	57.4%	59.0%	64.5%	55.3%	60.3%
%H		40.6%	12.7%	79.2%	34.4%	44.7%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2615	1261	392	2172	1212	959	2423
%H		48.2%	15.0%	83.1%	46.3%	36.7%	92.7%
Under 20"	390	152	47	338	146	192	341
%V	14.9%	12.1%	12.0%	15.6%	12.0%	20.0%	14.1%
%H		39.0%	12.1%	86.7%	37.4%	49.2%	87.4%
20" - 29"	699	317	90	608	318	290	627
%V	26.7%	25.1%	23.0%	28.0%	26.2%	30.2%	25.9%
%H		45.4%	12.9%	87.0%	45.5%	41.5%	89.7%
30" - 39"	782	409	129	622	379	244	750
%V	29.9%	32.4%	32.9%	28.6%	31.3%	25.4%	31.0%
%H		52.3%	16.5%	79.5%	48.5%	31.2%	95.9%
40" - 49"	407	217	73	302	187	115	392
%V	15.6%	17.2%	18.6%	13.9%	15.4%	12.0%	16.2%
%H		53.3%	17.9%	74.2%	45.9%	28.3%	96.3%
50" - 59"	88	55	11	63	41	22	88
%V	3.4%	4.4%	2.8%	2.9%	3.4%	2.3%	3.6%
%H		62.5%	12.5%	71.6%	46.6%	25.0%	100.0%
60"+	10	7	2	7	6	1	10
%V	0.4%	0.6%	0.5%	0.3%	0.5%	0.1%	0.4%
%H		70.0%	20.0%	70.0%	60.0%	10.0%	100.0%
Don't know	240	103	40	231	135	96	215
%V	9.2%	8.2%	10.2%	10.6%	11.1%	10.0%	8.9%
%H		42.9%	16.7%	96.3%	56.3%	40.0%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Yorkshire and Lincolnshire

Set level data

Table 8.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2615	1261	392	2172	1212	959	2423
%H		48.2%	15.0%	83.1%	46.3%	36.7%	92.7%
PVR	601	421	122	347	282	65	584
%V	23.0%	33.4%	31.1%	16.0%	23.3%	6.8%	24.1%
%H		70.0%	20.3%	57.7%	46.9%	10.8%	97.2%
DVDR	7	4	0	6	3	3	7
%V	0.3%	0.3%	0.0%	0.3%	0.2%	0.3%	0.3%
%H		57.1%	0.0%	85.7%	42.9%	42.9%	100.0%
VCR	10	3	1	9	3	7	7
%V	0.4%	0.2%	0.3%	0.4%	0.2%	0.7%	0.3%
%H		30.0%	10.0%	90.0%	30.0%	70.0%	70.0%
Any recorder	615	427	122	361	287	74	595
%V	23.5%	33.9%	31.1%	16.6%	23.7%	7.7%	24.6%
%H		69.4%	19.8%	58.7%	46.7%	12.0%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2615	1261	392	2172	1212	959	2423
%H		48.2%	15.0%	83.1%	46.3%	36.7%	92.7%
Receives HDTV (via STB or built-in reception)	1013	566	166	784	492	293	967
%V	38.7%	44.9%	42.3%	36.1%	40.6%	30.6%	39.9%
%H		55.9%	16.4%	77.4%	48.6%	28.9%	95.5%
DVD/Blu-ray player or recorder	962	489	137	777	441	336	912
%V	36.8%	38.8%	34.9%	35.8%	36.4%	35.0%	37.6%
%H		50.8%	14.2%	80.8%	45.8%	34.9%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6072	5880	2536	825	4414	2040	2374	5474
%H		96.8%	41.8%	13.6%	72.7%	33.6%	39.1%	90.2%
Total Children	1154	1117	567	159	770	419	351	1135
%V	19.0%	19.0%	22.4%	19.3%	17.4%	20.5%	14.8%	20.7%
%H		96.8%	49.1%	13.8%	66.7%	36.3%	30.4%	98.4%
0 - 3	284	272	128	31	191	91	101	277
%V	4.7%	4.6%	5.0%	3.8%	4.3%	4.5%	4.3%	5.1%
%H		95.8%	45.1%	10.9%	67.3%	32.0%	35.6%	97.5%
4 - 15	871	845	439	128	579	329	250	858
%V	14.3%	14.4%	17.3%	15.5%	13.1%	16.1%	10.5%	15.7%
%H		97.0%	50.4%	14.7%	66.5%	37.8%	28.7%	98.5%
4 - 9	462	441	229	61	290	154	137	455
%V	7.6%	7.5%	9.0%	7.4%	6.6%	7.5%	5.8%	8.3%
%H		95.5%	49.6%	13.2%	62.8%	33.3%	29.7%	98.5%
10 - 15	408	404	210	68	288	175	113	403
%V	6.7%	6.9%	8.3%	8.2%	6.5%	8.6%	4.8%	7.4%
%H		99.0%	51.5%	16.7%	70.6%	42.9%	27.7%	98.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6072	5880	2536	825	4414	2040	2374	5474
%H		96.8%	41.8%	13.6%	72.7%	33.6%	39.1%	90.2%
Total Adults (16+)	4918	4763	1969	666	3645	1621	2023	4339
%V	81.0%	81.0%	77.6%	80.7%	82.6%	79.5%	85.2%	79.3%
%H		96.8%	40.0%	13.5%	74.1%	33.0%	41.1%	88.2%
16 - 19	248	244	107	41	187	99	88	244
%V	4.1%	4.1%	4.2%	5.0%	4.2%	4.9%	3.7%	4.5%
%H		98.4%	43.1%	16.5%	75.4%	39.9%	35.5%	98.4%
20 - 24	426	392	127	55	295	118	177	418
%V	7.0%	6.7%	5.0%	6.7%	6.7%	5.8%	7.5%	7.6%
%H		92.0%	29.8%	12.9%	69.2%	27.7%	41.5%	98.1%
25 - 34	788	737	333	104	483	228	256	768
%V	13.0%	12.5%	13.1%	12.6%	10.9%	11.2%	10.8%	14.0%
%H		93.5%	42.3%	13.2%	61.3%	28.9%	32.5%	97.5%
35 - 44	717	694	346	107	477	260	218	704
%V	11.8%	11.8%	13.6%	13.0%	10.8%	12.7%	9.2%	12.9%
%H		96.8%	48.3%	14.9%	66.5%	36.3%	30.4%	98.2%
45 - 54	850	829	405	139	630	346	284	800
%V	14.0%	14.1%	16.0%	16.8%	14.3%	17.0%	12.0%	14.6%
%H		97.5%	47.6%	16.4%	74.1%	40.7%	33.4%	94.1%
55 - 64	747	733	303	111	580	256	324	672
%V	12.3%	12.5%	11.9%	13.5%	13.1%	12.5%	13.6%	12.3%
%H		98.1%	40.6%	14.9%	77.6%	34.3%	43.4%	90.0%
65+	1141	1134	348	110	991	315	677	733
%V	18.8%	19.3%	13.7%	13.3%	22.5%	15.4%	28.5%	13.4%
%H		99.4%	30.5%	9.6%	86.9%	27.6%	59.3%	64.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4918	4763	1969	666	3645	1621	2023	4339
%H		96.8%	40.0%	13.5%	74.1%	33.0%	41.1%	88.2%
AB	1039	1025	473	148	776	387	389	999
%V	21.1%	21.5%	24.0%	22.2%	21.3%	23.9%	19.2%	23.0%
%H		98.7%	45.5%	14.2%	74.7%	37.2%	37.4%	96.2%
C1	1360	1301	535	182	970	437	533	1272
%V	27.7%	27.3%	27.2%	27.3%	26.6%	27.0%	26.3%	29.3%
%H		95.7%	39.3%	13.4%	71.3%	32.1%	39.2%	93.5%
C2	1188	1175	491	183	923	427	496	1064
%V	24.2%	24.7%	24.9%	27.5%	25.3%	26.3%	24.5%	24.5%
%H		98.9%	41.3%	15.4%	77.7%	35.9%	41.8%	89.6%
D	844	807	342	104	599	262	337	704
%V	17.2%	16.9%	17.4%	15.6%	16.4%	16.2%	16.7%	16.2%
%H		95.6%	40.5%	12.3%	71.0%	31.0%	39.9%	83.4%
E	486	455	128	48	376	108	269	301
%V	9.9%	9.6%	6.5%	7.2%	10.3%	6.7%	13.3%	6.9%
%H		93.6%	26.3%	9.9%	77.4%	22.2%	55.3%	61.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4918	4763	1969	666	3645	1621	2023	4339
%H		96.8%	40.0%	13.5%	74.1%	33.0%	41.1%	88.2%
Working full time	2221	2154	1032	354	1531	813	717	2166
%V	45.2%	45.2%	52.4%	53.2%	42.0%	50.2%	35.4%	49.9%
%H		97.0%	46.5%	15.9%	68.9%	36.6%	32.3%	97.5%
Working part time	462	454	218	66	345	183	162	447
%V	9.4%	9.5%	11.1%	9.9%	9.5%	11.3%	8.0%	10.3%
%H		98.3%	47.2%	14.3%	74.7%	39.6%	35.1%	96.8%
Not working	2235	2155	718	246	1769	625	1144	1726
%V	45.4%	45.2%	36.5%	36.9%	48.5%	38.6%	56.5%	39.8%
%H		96.4%	32.1%	11.0%	79.1%	28.0%	51.2%	77.2%
Houseperson	2663	2573	987	329	1996	794	1202	2218
%V	54.1%	54.0%	50.1%	49.4%	54.8%	49.0%	59.4%	51.1%
%H		96.6%	37.1%	12.4%	75.0%	29.8%	45.1%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2404	2316	970	332	1763	803	960	2136
%H		96.3%	40.3%	13.8%	73.3%	33.4%	39.9%	88.9%
16 - 19	131	130	53	22	107	58	50	129
%V	5.4%	5.6%	5.5%	6.6%	6.1%	7.2%	5.2%	6.0%
%H		99.2%	40.5%	16.8%	81.7%	44.3%	38.2%	98.5%
20 - 24	210	194	68	32	141	61	80	206
%V	8.7%	8.4%	7.0%	9.6%	8.0%	7.6%	8.3%	9.6%
%H		92.4%	32.4%	15.2%	67.1%	29.0%	38.1%	98.1%
25 - 34	390	364	158	54	236	109	128	377
%V	16.2%	15.7%	16.3%	16.3%	13.4%	13.6%	13.3%	17.6%
%H		93.3%	40.5%	13.8%	60.5%	27.9%	32.8%	96.7%
35 - 44	355	338	168	55	226	123	102	347
%V	14.8%	14.6%	17.3%	16.6%	12.8%	15.3%	10.6%	16.2%
%H		95.2%	47.3%	15.5%	63.7%	34.6%	28.7%	97.7%
45 - 54	419	405	198	67	310	171	139	390
%V	17.4%	17.5%	20.4%	20.2%	17.6%	21.3%	14.5%	18.3%
%H		96.7%	47.3%	16.0%	74.0%	40.8%	33.2%	93.1%
55 - 64	363	354	143	50	281	119	162	328
%V	15.1%	15.3%	14.7%	15.1%	15.9%	14.8%	16.9%	15.4%
%H		97.5%	39.4%	13.8%	77.4%	32.8%	44.6%	90.4%
65+	536	531	182	52	461	163	298	358
%V	22.3%	22.9%	18.8%	15.7%	26.1%	20.3%	31.0%	16.8%
%H		99.1%	34.0%	9.7%	86.0%	30.4%	55.6%	66.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2404	2316	970	332	1763	803	960	2136
%H		96.3%	40.3%	13.8%	73.3%	33.4%	39.9%	88.9%
AB	519	509	239	76	383	196	187	502
%V	21.6%	22.0%	24.6%	22.9%	21.7%	24.4%	19.5%	23.5%
%H		98.1%	46.1%	14.6%	73.8%	37.8%	36.0%	96.7%
C1	635	604	255	88	447	209	238	607
%V	26.4%	26.1%	26.3%	26.5%	25.4%	26.0%	24.8%	28.4%
%H		95.1%	40.2%	13.9%	70.4%	32.9%	37.5%	95.6%
C2	646	636	259	98	503	230	273	569
%V	26.9%	27.5%	26.7%	29.5%	28.5%	28.6%	28.4%	26.6%
%H		98.5%	40.1%	15.2%	77.9%	35.6%	42.3%	88.1%
D	407	384	168	53	273	125	148	344
%V	16.9%	16.6%	17.3%	16.0%	15.5%	15.6%	15.4%	16.1%
%H		94.3%	41.3%	13.0%	67.1%	30.7%	36.4%	84.5%
E	197	182	49	16	155	42	113	114
%V	8.2%	7.9%	5.1%	4.8%	8.8%	5.2%	11.8%	5.3%
%H		92.4%	24.9%	8.1%	78.7%	21.3%	57.4%	57.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2404	2316	970	332	1763	803	960	2136
%H		96.3%	40.3%	13.8%	73.3%	33.4%	39.9%	88.9%
Working full time	1359	1314	626	216	930	491	439	1321
%V	56.5%	56.7%	64.5%	65.1%	52.8%	61.1%	45.7%	61.8%
%H		96.7%	46.1%	15.9%	68.4%	36.1%	32.3%	97.2%
Working part time	87	84	38	11	62	31	31	78
%V	3.6%	3.6%	3.9%	3.3%	3.5%	3.9%	3.2%	3.7%
%H		96.6%	43.7%	12.6%	71.3%	35.6%	35.6%	89.7%
Not working	958	918	306	104	770	280	490	736
%V	39.9%	39.6%	31.5%	31.3%	43.7%	34.9%	51.0%	34.5%
%H		95.8%	31.9%	10.9%	80.4%	29.2%	51.1%	76.8%
Houseperson	610	566	178	62	450	145	305	445
%V	25.4%	24.4%	18.4%	18.7%	25.5%	18.1%	31.8%	20.8%
%H		92.8%	29.2%	10.2%	73.8%	23.8%	50.0%	73.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2514	2447	999	334	1882	818	1064	2203
%H		97.3%	39.7%	13.3%	74.9%	32.5%	42.3%	87.6%
16 - 19	117	114	53	19	80	42	38	115
%V	4.7%	4.7%	5.3%	5.7%	4.3%	5.1%	3.6%	5.2%
%H		97.4%	45.3%	16.2%	68.4%	35.9%	32.5%	98.3%
20 - 24	216	198	58	23	154	57	97	212
%V	8.6%	8.1%	5.8%	6.9%	8.2%	7.0%	9.1%	9.6%
%H		91.7%	26.9%	10.6%	71.3%	26.4%	44.9%	98.1%
25 - 34	398	372	175	49	247	119	128	392
%V	15.8%	15.2%	17.5%	14.7%	13.1%	14.5%	12.0%	17.8%
%H		93.5%	44.0%	12.3%	62.1%	29.9%	32.2%	98.5%
35 - 44	362	356	178	52	252	137	115	357
%V	14.4%	14.5%	17.8%	15.6%	13.4%	16.7%	10.8%	16.2%
%H		98.3%	49.2%	14.4%	69.6%	37.8%	31.8%	98.6%
45 - 54	431	424	207	72	320	175	145	410
%V	17.1%	17.3%	20.7%	21.6%	17.0%	21.4%	13.6%	18.6%
%H		98.4%	48.0%	16.7%	74.2%	40.6%	33.6%	95.1%
55 - 64	384	379	160	60	299	137	162	344
%V	15.3%	15.5%	16.0%	18.0%	15.9%	16.7%	15.2%	15.6%
%H		98.7%	41.7%	15.6%	77.9%	35.7%	42.2%	89.6%
65+	605	603	166	58	531	152	379	375
%V	24.1%	24.6%	16.6%	17.4%	28.2%	18.6%	35.6%	17.0%
%H		99.7%	27.4%	9.6%	87.8%	25.1%	62.6%	62.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2514	2447	999	334	1882	818	1064	2203
%H		97.3%	39.7%	13.3%	74.9%	32.5%	42.3%	87.6%
AB	520	516	234	72	393	191	202	497
%V	20.7%	21.1%	23.4%	21.6%	20.9%	23.3%	19.0%	22.6%
%H		99.2%	45.0%	13.8%	75.6%	36.7%	38.8%	95.6%
C1	725	697	280	93	523	228	295	665
%V	28.8%	28.5%	28.0%	27.8%	27.8%	27.9%	27.7%	30.2%
%H		96.1%	38.6%	12.8%	72.1%	31.4%	40.7%	91.7%
C2	542	539	231	85	419	197	222	495
%V	21.6%	22.0%	23.1%	25.4%	22.3%	24.1%	20.9%	22.5%
%H		99.4%	42.6%	15.7%	77.3%	36.3%	41.0%	91.3%
D	437	423	174	51	325	137	189	360
%V	17.4%	17.3%	17.4%	15.3%	17.3%	16.7%	17.8%	16.3%
%H		96.8%	39.8%	11.7%	74.4%	31.4%	43.2%	82.4%
E	289	273	79	33	221	65	156	186
%V	11.5%	11.2%	7.9%	9.9%	11.7%	7.9%	14.7%	8.4%
%H		94.5%	27.3%	11.4%	76.5%	22.5%	54.0%	64.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2514	2447	999	334	1882	818	1064	2203
%H		97.3%	39.7%	13.3%	74.9%	32.5%	42.3%	87.6%
Working full time	862	840	406	138	601	322	279	845
%V	34.3%	34.3%	40.6%	41.3%	31.9%	39.4%	26.2%	38.4%
%H		97.4%	47.1%	16.0%	69.7%	37.4%	32.4%	98.0%
Working part time	375	370	180	55	283	152	131	368
%V	14.9%	15.1%	18.0%	16.5%	15.0%	18.6%	12.3%	16.7%
%H		98.7%	48.0%	14.7%	75.5%	40.5%	34.9%	98.1%
Not working	1277	1237	413	142	998	345	654	990
%V	50.8%	50.6%	41.3%	42.5%	53.0%	42.2%	61.5%	44.9%
%H		96.9%	32.3%	11.1%	78.2%	27.0%	51.2%	77.5%
Houseperson	2053	2006	809	267	1547	650	897	1773
%V	81.7%	82.0%	81.0%	79.9%	82.2%	79.5%	84.3%	80.5%
%H		97.7%	39.4%	13.0%	75.4%	31.7%	43.7%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Apr 2017 - Mar 2018

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1540	1504	593	187	1100	404	696	1242
%H (All HH)		97.7%	38.5%	12.1%	71.4%	26.2%	45.2%	80.6%
%H (TV HH)			39.4%	12.4%	73.1%	26.9%	46.3%	
AB	347	338	144	47	248	106	142	327
%V	22.5%	22.5%	24.3%	25.1%	22.5%	26.2%	20.4%	26.3%
%H (All HH)		97.4%	41.5%	13.5%	71.5%	30.5%	40.9%	94.2%
%H (TV HH)			42.6%	13.9%	73.4%	31.4%	42.0%	
C1	417	408	172	46	282	106	177	364
%V	27.1%	27.1%	29.0%	24.6%	25.6%	26.2%	25.4%	29.3%
%H (All HH)		97.8%	41.2%	11.0%	67.6%	25.4%	42.4%	87.3%
%H (TV HH)			42.2%	11.3%	69.1%	26.0%	43.4%	
C2	310	304	127	39	226	87	138	260
%V	20.1%	20.2%	21.4%	20.9%	20.5%	21.5%	19.8%	20.9%
%H (All HH)		98.1%	41.0%	12.6%	72.9%	28.1%	44.5%	83.9%
%H (TV HH)			41.8%	12.8%	74.3%	28.6%	45.4%	
D	262	257	99	36	190	76	114	190
%V	17.0%	17.1%	16.7%	19.3%	17.3%	18.8%	16.4%	15.3%
%H (All HH)		98.1%	37.8%	13.7%	72.5%	29.0%	43.5%	72.5%
%H (TV HH)			38.5%	14.0%	73.9%	29.6%	44.4%	
E	204	197	50	17	154	29	124	101
%V	13.2%	13.1%	8.4%	9.1%	14.0%	7.2%	17.8%	8.1%
%H (All HH)		96.6%	24.5%	8.3%	75.5%	14.2%	60.8%	49.5%
%H (TV HH)			25.4%	8.6%	78.2%	14.7%	62.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1540	1504	593	187	1100	404	696	1242
%H (All HH)		97.7%	38.5%	12.1%	71.4%	26.2%	45.2%	80.6%
%H (TV HH)			39.4%	12.4%	73.1%	26.9%	46.3%	
Under 25	71	67	22	7	39	12	26	68
%V	4.6%	4.5%	3.7%	3.7%	3.5%	3.0%	3.7%	5.5%
%H (All HH)		94.4%	31.0%	9.9%	54.9%	16.9%	36.6%	95.8%
%H (TV HH)			32.8%	10.4%	58.2%	17.9%	38.8%	
25 - 34	214	204	97	23	127	55	72	202
%V	13.9%	13.6%	16.4%	12.3%	11.5%	13.6%	10.3%	16.3%
%H (All HH)		95.3%	45.3%	10.7%	59.3%	25.7%	33.6%	94.4%
%H (TV HH)			47.5%	11.3%	62.3%	27.0%	35.3%	
35 - 44	199	194	107	28	122	66	56	191
%V	12.9%	12.9%	18.0%	15.0%	11.1%	16.3%	8.0%	15.4%
%H (All HH)		97.5%	53.8%	14.1%	61.3%	33.2%	28.1%	96.0%
%H (TV HH)			55.2%	14.4%	62.9%	34.0%	28.9%	
45 - 54	284	278	125	56	194	98	96	266
%V	18.4%	18.5%	21.1%	29.9%	17.6%	24.3%	13.8%	21.4%
%H (All HH)		97.9%	44.0%	19.7%	68.3%	34.5%	33.8%	93.7%
%H (TV HH)			45.0%	20.1%	69.8%	35.3%	34.5%	
55 - 64	298	290	114	31	224	78	145	255
%V	19.4%	19.3%	19.2%	16.6%	20.4%	19.3%	20.8%	20.5%
%H (All HH)		97.3%	38.3%	10.4%	75.2%	26.2%	48.7%	85.6%
%H (TV HH)			39.3%	10.7%	77.2%	26.9%	50.0%	
65 +	474	471	128	42	394	95	299	260
%V	30.8%	31.3%	21.6%	22.5%	35.8%	23.5%	43.0%	20.9%
%H (All HH)		99.4%	27.0%	8.9%	83.1%	20.0%	63.1%	54.9%
%H (TV HH)			27.2%	8.9%	83.7%	20.2%	63.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1540	1504	593	187	1100	404	696	1242
%H (All HH)		97.7%	38.5%	12.1%	71.4%	26.2%	45.2%	80.6%
%H (TV HH)			39.4%	12.4%	73.1%	26.9%	46.3%	
1	501	484	120	35	385	69	316	280
%V	32.5%	32.2%	20.2%	18.7%	35.0%	17.1%	45.4%	22.5%
%H (All HH)		96.6%	24.0%	7.0%	76.8%	13.8%	63.1%	55.9%
%H (TV HH)			24.8%	7.2%	79.5%	14.3%	65.3%	
2	562	550	230	71	410	172	238	499
%V	36.5%	36.6%	38.8%	38.0%	37.3%	42.6%	34.2%	40.2%
%H (All HH)		97.9%	40.9%	12.6%	73.0%	30.6%	42.3%	88.8%
%H (TV HH)			41.8%	12.9%	74.5%	31.3%	43.3%	
3	232	227	120	33	147	76	71	220
%V	15.1%	15.1%	20.2%	17.6%	13.4%	18.8%	10.2%	17.7%
%H (All HH)		97.8%	51.7%	14.2%	63.4%	32.8%	30.6%	94.8%
%H (TV HH)			52.9%	14.5%	64.8%	33.5%	31.3%	
4	176	174	93	30	113	63	49	174
%V	11.4%	11.6%	15.7%	16.0%	10.3%	15.6%	7.0%	14.0%
%H (All HH)		98.9%	52.8%	17.0%	64.2%	35.8%	27.8%	98.9%
%H (TV HH)			53.4%	17.2%	64.9%	36.2%	28.2%	
5+	69	69	30	18	46	24	21	69
%V	4.5%	4.6%	5.1%	9.6%	4.2%	5.9%	3.0%	5.6%
%H (All HH)		100.0%	43.5%	26.1%	66.7%	34.8%	30.4%	100.0%
%H (TV HH)			43.5%	26.1%	66.7%	34.8%	30.4%	
Average HH size	2.20	2.21	2.49	2.63	2.13	2.54	1.89	2.42

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1540	1504	593	187	1100	404	696	1242
%V (All HH)		97.7%	38.5%	12.1%	71.4%	26.2%	45.2%	80.6%
%H (TV HH)			39.4%	12.4%	73.1%	26.9%	46.3%	
Without	1179	1149	409	128	867	280	587	891
%V	76.6%	76.4%	69.0%	68.4%	78.8%	69.3%	84.3%	71.7%
%H (All HH)		97.5%	34.7%	10.9%	73.5%	23.7%	49.8%	75.6%
%H (TV HH)			35.6%	11.1%	75.5%	24.4%	51.1%	
With	361	355	184	58	233	124	109	351
%V	23.4%	23.6%	31.0%	31.0%	21.2%	30.7%	15.7%	28.3%
%H (All HH)		98.3%	51.0%	16.1%	64.5%	34.3%	30.2%	97.2%
%H (TV HH)			51.8%	16.3%	65.6%	34.9%	30.7%	
0 - 3	129	126	65	14	77	35	41	123
%V	8.4%	8.4%	11.0%	7.5%	7.0%	8.7%	5.9%	9.9%
%H (All HH)		97.7%	50.4%	10.9%	59.7%	27.1%	31.8%	95.3%
%H (TV HH)			51.6%	11.1%	61.1%	27.8%	32.5%	
4 - 9	178	175	96	27	113	62	51	174
%V	11.6%	11.6%	16.2%	14.4%	10.3%	15.3%	7.3%	14.0%
%H (All HH)		98.3%	53.9%	15.2%	63.5%	34.8%	28.7%	97.8%
%H (TV HH)			54.9%	15.4%	64.6%	35.4%	29.1%	
10 - 15	170	169	90	33	114	65	48	167
%V	11.0%	11.2%	15.2%	17.6%	10.4%	16.1%	6.9%	13.4%
%H (All HH)		99.4%	52.9%	19.4%	67.1%	38.2%	28.2%	98.2%
%H (TV HH)			53.3%	19.5%	67.5%	38.5%	28.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1540	1504	593	187	1100	404	696	1242
%H (All HH)		97.7%	38.5%	12.1%	71.4%	26.2%	45.2%	80.6%
%H (TV HH)			39.4%	12.4%	73.1%	26.9%	46.3%	
1	543	543	168	44	356	52	304	377
%V	35.3%	36.1%	28.3%	23.5%	32.4%	12.9%	43.7%	30.4%
%H (All HH)		100.0%	30.9%	8.1%	65.6%	9.6%	56.0%	69.4%
%H (TV HH)			30.9%	8.1%	65.6%	9.6%	56.0%	
2	502	502	192	65	375	137	238	408
%V	32.6%	33.4%	32.4%	34.8%	34.1%	33.9%	34.2%	32.9%
%H (All HH)		100.0%	38.2%	12.9%	74.7%	27.3%	47.4%	81.3%
%H (TV HH)			38.2%	12.9%	74.7%	27.3%	47.4%	
3	278	278	135	44	216	113	103	254
%V	18.1%	18.5%	22.8%	23.5%	19.6%	28.0%	14.8%	20.5%
%H (All HH)		100.0%	48.6%	15.8%	77.7%	40.6%	37.1%	91.4%
%H (TV HH)			48.6%	15.8%	77.7%	40.6%	37.1%	
4	126	126	68	22	108	70	38	123
%V	8.2%	8.4%	11.5%	11.8%	9.8%	17.3%	5.5%	9.9%
%H (All HH)		100.0%	54.0%	17.5%	85.7%	55.6%	30.2%	97.6%
%H (TV HH)			54.0%	17.5%	85.7%	55.6%	30.2%	
5+	54	54	31	11	46	33	13	54
%V	3.5%	3.6%	5.2%	5.9%	4.2%	8.2%	1.9%	4.3%
%H (All HH)		100.0%	57.4%	20.4%	85.2%	61.1%	24.1%	100.0%
%H (TV HH)			57.4%	20.4%	85.2%	61.1%	24.1%	

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

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1540	1504	593	187	1100	404	696	1242
%V (All HH)		97.7%	38.5%	12.1%	71.4%	26.2%	45.2%	80.6%
%H (TV HH)			39.4%	12.4%	73.1%	26.9%	46.3%	
Under 20"	212	212	76	23	184	72	111	172
%V	13.8%	14.1%	12.8%	12.3%	16.7%	17.8%	15.9%	13.8%
%H (All HH)		100.0%	35.8%	10.8%	86.8%	34.0%	52.4%	81.1%
%H (TV HH)			35.8%	10.8%	86.8%	34.0%	52.4%	
20" - 29"	458	458	174	56	370	147	223	371
%V	29.7%	30.5%	29.3%	29.9%	33.6%	36.4%	32.0%	29.9%
%H (All HH)		100.0%	38.0%	12.2%	80.8%	32.1%	48.7%	81.0%
%H (TV HH)			38.0%	12.2%	80.8%	32.1%	48.7%	
30" - 39"	696	696	263	87	538	202	336	561
%V	45.2%	46.3%	44.4%	46.5%	48.9%	50.0%	48.3%	45.2%
%H (All HH)		100.0%	37.8%	12.5%	77.3%	29.0%	48.3%	80.6%
%H (TV HH)			37.8%	12.5%	77.3%	29.0%	48.3%	
40" - 49"	808	808	366	116	588	267	321	701
%V	52.5%	53.7%	61.7%	62.0%	53.5%	66.1%	46.1%	56.4%
%H (All HH)		100.0%	45.3%	14.4%	72.8%	33.0%	39.7%	86.8%
%H (TV HH)			45.3%	14.4%	72.8%	33.0%	39.7%	
50" - 59"	301	301	163	50	200	115	85	279
%V	19.5%	20.0%	27.5%	26.7%	18.2%	28.5%	12.2%	22.5%
%H (All HH)		100.0%	54.2%	16.6%	66.4%	38.2%	28.2%	92.7%
%H (TV HH)			54.2%	16.6%	66.4%	38.2%	28.2%	
60"+	35	35	21	7	21	13	8	34
%V	2.3%	2.3%	3.5%	3.7%	1.9%	3.2%	1.1%	2.7%
%H (All HH)		100.0%	60.0%	20.0%	60.0%	37.1%	22.9%	97.1%
%H (TV HH)			60.0%	20.0%	60.0%	37.1%	22.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1540	1504	593	187	1100	404	696	1242
%H (All HH)		97.7%	38.5%	12.1%	71.4%	26.2%	45.2%	80.6%
%H (TV HH)			39.4%	12.4%	73.1%	26.9%	46.3%	
Main living room	1493	1493	591	186	1093	404	689	1210
%V	96.9%	99.3%	99.7%	99.5%	99.4%	100.0%	99.0%	97.4%
%H (All HH)		100.0%	39.6%	12.5%	73.2%	27.1%	46.1%	81.0%
%H (TV HH)			39.6%	12.5%	73.2%	27.1%	46.1%	
Kitchen	173	173	76	23	156	79	76	154
%V	11.2%	11.5%	12.8%	12.3%	14.2%	19.6%	10.9%	12.4%
%H (All HH)		100.0%	43.9%	13.3%	90.2%	45.7%	43.9%	89.0%
%H (TV HH)			43.9%	13.3%	90.2%	45.7%	43.9%	
Adult's bedroom	730	730	325	115	566	278	288	640
%V	47.4%	48.5%	54.8%	61.5%	51.5%	68.8%	41.4%	51.5%
%H (All HH)		100.0%	44.5%	15.8%	77.5%	38.1%	39.5%	87.7%
%H (TV HH)			44.5%	15.8%	77.5%	38.1%	39.5%	
Child's bedroom	174	174	99	29	127	78	49	168
%V	11.3%	11.6%	16.7%	15.5%	11.5%	19.3%	7.0%	13.5%
%H (All HH)		100.0%	56.9%	16.7%	73.0%	44.8%	28.2%	96.6%
%H (TV HH)			56.9%	16.7%	73.0%	44.8%	28.2%	
Other bedroom	147	147	70	25	117	64	53	134
%V	9.5%	9.8%	11.8%	13.4%	10.6%	15.8%	7.6%	10.8%
%H (All HH)		100.0%	47.6%	17.0%	79.6%	43.5%	36.1%	91.2%
%H (TV HH)			47.6%	17.0%	79.6%	43.5%	36.1%	
Second living/dining room	145	145	65	24	113	57	56	132
%V	9.4%	9.6%	11.0%	12.8%	10.3%	14.1%	8.0%	10.6%
%H (All HH)		100.0%	44.8%	16.6%	77.9%	39.3%	38.6%	91.0%
%H (TV HH)			44.8%	16.6%	77.9%	39.3%	38.6%	
Study/office	23	23	11	6	19	12	6	22
%V	1.5%	1.5%	1.9%	3.2%	1.7%	3.0%	0.9%	1.8%
%H (All HH)		100.0%	47.8%	26.1%	82.6%	52.2%	26.1%	95.7%
%H (TV HH)			47.8%	26.1%	82.6%	52.2%	26.1%	
TV room	4	4	3	0	3	2	1	4
%V	0.3%	0.3%	0.5%	0.0%	0.3%	0.5%	0.1%	0.3%
%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%	
Conservatory	49	49	25	5	41	22	19	45
%V	3.2%	3.3%	4.2%	2.7%	3.7%	5.4%	2.7%	3.6%
%H (All HH)		100.0%	51.0%	10.2%	83.7%	44.9%	38.8%	91.8%
%H (TV HH)			51.0%	10.2%	83.7%	44.9%	38.8%	
Attic or loft room	6	6	1	1	5	1	4	6
%V	0.4%	0.4%	0.2%	0.5%	0.5%	0.2%	0.6%	0.5%
%H (All HH)		100.0%	16.7%	16.7%	83.3%	16.7%	66.7%	100.0%
%H (TV HH)			16.7%	16.7%	83.3%	16.7%	66.7%	
No specific location	2	2	2	0	2	2	1	2
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	50.0%	
Other	15	15	7	4	12	7	4	14
%V	1.0%	1.0%	1.2%	2.1%	1.1%	1.7%	0.6%	1.1%
%H (All HH)		100.0%	46.7%	26.7%	80.0%	46.7%	26.7%	93.3%
%H (TV HH)			46.7%	26.7%	80.0%	46.7%	26.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC North East & Cumbria

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1540	1504	593	187	1100	404	696	1242
%H (All HH)		97.7%	38.5%	12.1%	71.4%	26.2%	45.2%	80.6%
%H (TV HH)			39.4%	12.4%	73.1%	26.9%	46.3%	
Any DSAT provider	593	593	593	11	306	306	0	542
%V	38.5%	39.4%	100.0%	5.9%	27.8%	75.7%	0.0%	43.6%
%H (All HH)			100.0%	1.9%	51.6%	51.6%	0.0%	91.4%
%H (TV HH)			100.0%	1.9%	51.6%	51.6%	0.0%	
Sky with subscription	508	508	508	5	254	254	0	472
%V	33.0%	33.8%	85.7%	2.7%	23.1%	62.9%	0.0%	38.0%
%H (All HH)			100.0%	1.0%	50.0%	50.0%	0.0%	92.9%
%H (TV HH)			100.0%	1.0%	50.0%	50.0%	0.0%	
Sky without subscription	24	24	24	3	16	16	0	20
%V	1.6%	1.6%	4.0%	1.6%	1.5%	4.0%	0.0%	1.6%
%H (All HH)			100.0%	12.5%	66.7%	66.7%	0.0%	83.3%
%H (TV HH)			100.0%	12.5%	66.7%	66.7%	0.0%	
Freesat	58	58	58	2	37	37	0	50
%V	3.8%	3.9%	9.8%	1.1%	3.4%	9.2%	0.0%	4.0%
%H (All HH)			100.0%	3.4%	63.8%	63.8%	0.0%	86.2%
%H (TV HH)			100.0%	3.4%	63.8%	63.8%	0.0%	
Other satellite provider	30	30	30	2	17	17	0	26
%V	1.9%	2.0%	5.1%	1.1%	1.5%	4.2%	0.0%	2.1%
%H (All HH)			100.0%	6.7%	56.7%	56.7%	0.0%	86.7%
%H (TV HH)			100.0%	6.7%	56.7%	56.7%	0.0%	
DCAB	187	187	11	187	106	106	0	174
%V	12.1%	12.4%	1.9%	100.0%	9.6%	26.2%	0.0%	14.0%
%H (All HH)			5.9%	100.0%	56.7%	56.7%	0.0%	93.0%
%H (TV HH)			5.9%	100.0%	56.7%	56.7%	0.0%	
DTT	1100	1100	306	106	1100	404	696	848
%V	71.4%	73.1%	51.6%	56.7%	100.0%	100.0%	100.0%	68.3%
%H (All HH)		100.0%	27.8%	9.6%	100.0%	36.7%	63.3%	77.1%
%H (TV HH)			27.8%	9.6%	100.0%	36.7%	63.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1540	1504	593	187	1100	404	696	1242
%H (All HH)		97.7%	38.5%	12.1%	71.4%	26.2%	45.2%	80.6%
%H (TV HH)			39.4%	12.4%	73.1%	26.9%	46.3%	
PVR	947	947	552	177	608	380	228	856
%V	61.5%	63.0%	93.1%	94.7%	55.3%	94.1%	32.8%	68.9%
%H (All HH)		100.0%	58.3%	18.7%	64.2%	40.1%	24.1%	90.4%
%H (TV HH)			58.3%	18.7%	64.2%	40.1%	24.1%	
DVDR	23	23	6	2	20	6	14	17
%V	1.5%	1.5%	1.0%	1.1%	1.8%	1.5%	2.0%	1.4%
%H (All HH)		100.0%	26.1%	8.7%	87.0%	26.1%	60.9%	73.9%
%H (TV HH)			26.1%	8.7%	87.0%	26.1%	60.9%	
VCR	12	12	3	1	12	3	9	7
%V	0.8%	0.8%	0.5%	0.5%	1.1%	0.7%	1.3%	0.6%
%H (All HH)		100.0%	25.0%	8.3%	100.0%	25.0%	75.0%	58.3%
%H (TV HH)			25.0%	8.3%	100.0%	25.0%	75.0%	
Any recorder	964	964	552	177	624	380	244	864
%V	62.6%	64.1%	93.1%	94.7%	56.7%	94.1%	35.1%	69.6%
%H (All HH)		100.0%	57.3%	18.4%	64.7%	39.4%	25.3%	89.6%
%H (TV HH)			57.3%	18.4%	64.7%	39.4%	25.3%	
Receives HDTV (via STB or built-in reception)	986	986	468	169	708	350	359	886
%V	64.0%	65.6%	78.9%	90.4%	64.4%	86.6%	51.6%	71.3%
%H (All HH)		100.0%	47.5%	17.1%	71.8%	35.5%	36.4%	89.9%
%H (TV HH)			47.5%	17.1%	71.8%	35.5%	36.4%	
DVD/Blu-ray player or recorder	1001	1001	414	132	757	314	443	843
%V	65.0%	66.6%	69.8%	70.6%	68.8%	77.7%	63.6%	67.9%
%H (All HH)		100.0%	41.4%	13.2%	75.6%	31.4%	44.3%	84.2%
%H (TV HH)			41.4%	13.2%	75.6%	31.4%	44.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1540	1504	593	187	1100	404	696	1242
%H (All HH)		97.7%	38.5%	12.1%	71.4%	26.2%	45.2%	80.6%
%H (TV HH)			39.4%	12.4%	73.1%	26.9%	46.3%	
Has broadband internet	1242	1216	542	174	848	376	472	1242
%V	80.6%	80.9%	91.4%	93.0%	77.1%	93.1%	67.8%	100.0%
%H (All HH)		97.9%	43.6%	14.0%	68.3%	30.3%	38.0%	100.0%
%H (TV HH)			44.6%	14.3%	69.7%	30.9%	38.8%	
Number of computers (PCs and laptops)								
0	357	343	72	20	280	35	246	73
%V	23.2%	22.8%	12.1%	10.7%	25.5%	8.7%	35.3%	5.9%
%H (All HH)		96.1%	20.2%	5.6%	78.4%	9.8%	68.9%	20.4%
%V			21.0%	5.8%	81.6%	10.2%	71.7%	
1	390	380	143	43	282	95	186	377
%V	25.3%	25.3%	24.1%	23.0%	25.6%	23.5%	26.7%	30.4%
%H (All HH)		97.4%	36.7%	11.0%	72.3%	24.4%	47.7%	96.7%
%V			37.6%	11.3%	74.2%	25.0%	48.9%	
2	348	343	157	49	234	103	131	347
%V	22.6%	22.8%	26.5%	26.2%	21.3%	25.5%	18.8%	27.9%
%H (All HH)		98.6%	45.1%	14.1%	67.2%	29.6%	37.6%	99.7%
%H (TV HH)			45.8%	14.3%	68.2%	30.0%	38.2%	
3	216	212	104	31	154	82	72	215
%V	14.0%	14.1%	17.5%	16.6%	14.0%	20.3%	10.3%	17.3%
%H (All HH)		98.1%	48.1%	14.4%	71.3%	38.0%	33.3%	99.5%
%H (TV HH)			49.1%	14.6%	72.6%	38.7%	34.0%	
4	111	109	55	23	70	41	29	111
%V	7.2%	7.2%	9.3%	12.3%	6.4%	10.1%	4.2%	8.9%
%H (All HH)		98.2%	49.5%	20.7%	63.1%	36.9%	26.1%	100.0%
%H (TV HH)			50.5%	21.1%	64.2%	37.6%	26.6%	
5+	119	117	62	21	81	48	32	119
%V	7.7%	7.8%	10.5%	11.2%	7.4%	11.9%	4.6%	9.6%
%H (All HH)		98.3%	52.1%	17.6%	68.1%	40.3%	26.9%	100.0%
%H (TV HH)			53.0%	17.9%	69.2%	41.0%	27.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	3174	1389	455	2430	1118	1312	2733
%H		43.8%	14.3%	76.6%	35.2%	41.3%	86.1%
Under 20"	257	97	29	224	95	129	209
%V	8.1%	7.0%	6.4%	9.2%	8.5%	9.8%	7.6%
%H		37.7%	11.3%	87.2%	37.0%	50.2%	81.3%
20" - 29"	597	241	79	484	210	274	500
%V	18.8%	17.4%	17.4%	19.9%	18.8%	20.9%	18.3%
%H		40.4%	13.2%	81.1%	35.2%	45.9%	83.8%
30" - 39"	889	349	122	692	286	406	740
%V	28.0%	25.1%	26.8%	28.5%	25.6%	30.9%	27.1%
%H		39.3%	13.7%	77.8%	32.2%	45.7%	83.2%
40" - 49"	1009	476	152	741	361	380	891
%V	31.8%	34.3%	33.4%	30.5%	32.3%	29.0%	32.6%
%H		47.2%	15.1%	73.4%	35.8%	37.7%	88.3%
50" - 59"	335	183	57	227	135	92	313
%V	10.6%	13.2%	12.5%	9.3%	12.1%	7.0%	11.5%
%H		54.6%	17.0%	67.8%	40.3%	27.5%	93.4%
60"+	38	22	7	23	14	9	37
%V	1.2%	1.6%	1.5%	0.9%	1.3%	0.7%	1.4%
%H		57.9%	18.4%	60.5%	36.8%	23.7%	97.4%
Don't know	50	20	9	39	18	22	44
%V	1.6%	1.4%	2.0%	1.6%	1.6%	1.7%	1.6%
%H		40.0%	18.0%	78.0%	36.0%	44.0%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

Table 9.12: 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	3174	1389	455	2430	1118	1312	2733
%H		43.8%	14.3%	76.6%	35.2%	41.3%	86.1%
Main living room	1497	592	187	1097	406	692	1213
%V	47.2%	42.6%	41.1%	45.1%	36.3%	52.7%	44.4%
%H		39.5%	12.5%	73.3%	27.1%	46.2%	81.0%
Kitchen	174	76	23	156	80	76	154
%V	5.5%	5.5%	5.1%	6.4%	7.2%	5.8%	5.6%
%H		43.7%	13.2%	89.7%	46.0%	43.7%	88.5%
Adult's bedroom	847	385	133	667	340	328	749
%V	26.7%	27.7%	29.2%	27.4%	30.4%	25.0%	27.4%
%H		45.5%	15.7%	78.7%	40.1%	38.7%	88.4%
Child's bedroom	243	142	41	177	113	65	236
%V	7.7%	10.2%	9.0%	7.3%	10.1%	5.0%	8.6%
%H		58.4%	16.9%	72.8%	46.5%	26.7%	97.1%
Other bedroom	166	78	28	134	74	60	153
%V	5.2%	5.6%	6.2%	5.5%	6.6%	4.6%	5.6%
%H		47.0%	16.9%	80.7%	44.6%	36.1%	92.2%
Second living/dining room	149	65	26	116	59	57	135
%V	4.7%	4.7%	5.7%	4.8%	5.3%	4.3%	4.9%
%H		43.6%	17.4%	77.9%	39.6%	38.3%	90.6%
Study/office	23	11	6	19	12	6	22
%V	0.7%	0.8%	1.3%	0.8%	1.1%	0.5%	0.8%
%H		47.8%	26.1%	82.6%	52.2%	26.1%	95.7%
TV room	4	3	0	3	2	1	4
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
Conservatory	49	25	5	41	22	19	45
%V	1.5%	1.8%	1.1%	1.7%	2.0%	1.4%	1.6%
%H		51.0%	10.2%	83.7%	44.9%	38.8%	91.8%
Attic or loft room	6	1	1	5	1	4	6
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.3%	0.2%
%H		16.7%	16.7%	83.3%	16.7%	66.7%	100.0%
No specific location	2	2	0	2	2	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	50.0%	100.0%
Other	15	7	4	12	8	4	14
%V	0.5%	0.5%	0.9%	0.5%	0.7%	0.3%	0.5%
%H		46.7%	26.7%	80.0%	53.3%	26.7%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3174	1389	455	2430	1118	1312	2733
%H		43.8%	14.3%	76.6%	35.2%	41.3%	86.1%
PVR	1345	839	265	818	562	256	1238
%V	42.4%	60.4%	58.2%	33.7%	50.3%	19.5%	45.3%
%H		62.4%	19.7%	60.8%	41.8%	19.0%	92.0%
DVDR	23	6	2	20	6	14	17
%V	0.7%	0.4%	0.4%	0.8%	0.5%	1.1%	0.6%
%H		26.1%	8.7%	87.0%	26.1%	60.9%	73.9%
VCR	13	3	1	13	3	10	7
%V	0.4%	0.2%	0.2%	0.5%	0.3%	0.8%	0.3%
%H		23.1%	7.7%	100.0%	23.1%	76.9%	53.8%
Any recorder	1368	840	266	840	564	276	1251
%V	43.1%	60.5%	58.5%	34.6%	50.4%	21.0%	45.8%
%H		61.4%	19.4%	61.4%	41.2%	20.2%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3174	1389	455	2430	1118	1312	2733
%H		43.8%	14.3%	76.6%	35.2%	41.3%	86.1%
Receives HDTV (via STB or built-in reception)	1565	778	284	1144	621	523	1436
%V	49.3%	56.0%	62.4%	47.1%	55.5%	39.9%	52.5%
%H		49.7%	18.1%	73.1%	39.7%	33.4%	91.8%
DVD/Blu-ray player or recorder	1464	636	215	1115	514	601	1274
%V	46.1%	45.8%	47.3%	45.9%	46.0%	45.8%	46.6%
%H		43.4%	14.7%	76.2%	35.1%	41.1%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

Table 9.15: 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	1503	593	187	1100	404	696	1215
%H		39.5%	12.4%	73.2%	26.9%	46.3%	80.8%
Under 20"	10	0	0	9	0	8	5
%V	0.7%	0.0%	0.0%	0.8%	0.0%	1.1%	0.4%
%H		0.0%	0.0%	90.0%	0.0%	80.0%	50.0%
20" - 29"	114	19	9	89	9	80	67
%V	7.6%	3.2%	4.8%	8.1%	2.2%	11.5%	5.5%
%H		16.7%	7.9%	78.1%	7.9%	70.2%	58.8%
30" - 39"	370	103	29	288	61	227	260
%V	24.6%	17.4%	15.5%	26.2%	15.1%	32.6%	21.4%
%H		27.8%	7.8%	77.8%	16.5%	61.4%	70.3%
40" - 49"	685	298	96	500	215	285	582
%V	45.6%	50.3%	51.3%	45.5%	53.2%	40.9%	47.9%
%H		43.5%	14.0%	73.0%	31.4%	41.6%	85.0%
50" - 59"	271	147	42	178	102	77	251
%V	18.0%	24.8%	22.5%	16.2%	25.2%	11.1%	20.7%
%H		54.2%	15.5%	65.7%	37.6%	28.4%	92.6%
60"+	33	19	7	21	13	8	32
%V	2.2%	3.2%	3.7%	1.9%	3.2%	1.1%	2.6%
%H		57.6%	21.2%	63.6%	39.4%	24.2%	97.0%
Don't know	20	7	3	15	5	10	17
%V	1.3%	1.2%	1.6%	1.4%	1.2%	1.4%	1.4%
%H		35.0%	15.0%	75.0%	25.0%	50.0%	85.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1503	593	187	1100	404	696	1215
%H		39.5%	12.4%	73.2%	26.9%	46.3%	80.8%
PVR	923	546	173	585	372	213	832
%V	61.4%	92.1%	92.5%	53.2%	92.1%	30.6%	68.5%
%H		59.2%	18.7%	63.4%	40.3%	23.1%	90.1%
DVDR	20	6	1	17	5	12	14
%V	1.3%	1.0%	0.5%	1.5%	1.2%	1.7%	1.2%
%H		30.0%	5.0%	85.0%	25.0%	60.0%	70.0%
VCR	7	1	0	6	1	5	3
%V	0.5%	0.2%	0.0%	0.5%	0.2%	0.7%	0.2%
%H		14.3%	0.0%	85.7%	14.3%	71.4%	42.9%
Any recorder	939	546	173	601	372	229	841
%V	62.5%	92.1%	92.5%	54.6%	92.1%	32.9%	69.2%
%H		58.1%	18.4%	64.0%	39.6%	24.4%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: 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	1503	593	187	1100	404	696	1215
%H		39.5%	12.4%	73.2%	26.9%	46.3%	80.8%
Receives HDTV (via STB or built-in reception)	957	459	168	681	342	339	863
%V	63.7%	77.4%	89.8%	61.9%	84.7%	48.7%	71.0%
%H		48.0%	17.6%	71.2%	35.7%	35.4%	90.2%
DVD/Blu-ray player or recorder	839	337	103	634	248	386	692
%V	55.8%	56.8%	55.1%	57.6%	61.4%	55.5%	57.0%
%H		40.2%	12.3%	75.6%	29.6%	46.0%	82.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

Table 9.18: 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	1671	796	268	1330	714	616	1518
%H		47.6%	16.0%	79.6%	42.7%	36.9%	90.8%
Under 20"	247	97	29	215	94	121	204
%V	14.8%	12.2%	10.8%	16.2%	13.2%	19.6%	13.4%
%H		39.3%	11.7%	87.0%	38.1%	49.0%	82.6%
20" - 29"	483	222	70	396	201	195	432
%V	28.9%	27.9%	26.1%	29.8%	28.2%	31.7%	28.5%
%H		46.0%	14.5%	82.0%	41.6%	40.4%	89.4%
30" - 39"	519	247	93	403	225	179	479
%V	31.1%	31.0%	34.7%	30.3%	31.5%	29.1%	31.6%
%H		47.6%	17.9%	77.6%	43.4%	34.5%	92.3%
40" - 49"	324	179	55	241	147	94	309
%V	19.4%	22.5%	20.5%	18.1%	20.6%	15.3%	20.4%
%H		55.2%	17.0%	74.4%	45.4%	29.0%	95.4%
50" - 59"	64	36	15	49	34	15	62
%V	3.8%	4.5%	5.6%	3.7%	4.8%	2.4%	4.1%
%H		56.3%	23.4%	76.6%	53.1%	23.4%	96.9%
60"+	5	3	0	2	1	1	5
%V	0.3%	0.4%	0.0%	0.2%	0.1%	0.2%	0.3%
%H		60.0%	0.0%	40.0%	20.0%	20.0%	100.0%
Don't know	30	13	6	24	13	11	27
%V	1.8%	1.6%	2.2%	1.8%	1.8%	1.8%	1.8%
%H		43.3%	20.0%	80.0%	43.3%	36.7%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1671	796	268	1330	714	616	1518
%H		47.6%	16.0%	79.6%	42.7%	36.9%	90.8%
PVR	422	293	92	233	190	43	406
%V	25.3%	36.8%	34.3%	17.5%	26.6%	7.0%	26.7%
%H		69.4%	21.8%	55.2%	45.0%	10.2%	96.2%
DVDR	3	0	1	3	1	2	3
%V	0.2%	0.0%	0.4%	0.2%	0.1%	0.3%	0.2%
%H		0.0%	33.3%	100.0%	33.3%	66.7%	100.0%
VCR	6	1	1	6	2	5	4
%V	0.4%	0.1%	0.4%	0.5%	0.3%	0.8%	0.3%
%H		16.7%	16.7%	100.0%	33.3%	83.3%	66.7%
Any recorder	429	294	93	239	192	47	410
%V	25.7%	36.9%	34.7%	18.0%	26.9%	7.6%	27.0%
%H		68.5%	21.7%	55.7%	44.8%	11.0%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1671	796	268	1330	714	616	1518
%H		47.6%	16.0%	79.6%	42.7%	36.9%	90.8%
Receives HDTV (via STB or built-in reception)	608	319	116	463	279	184	573
%V	36.4%	40.1%	43.3%	34.8%	39.1%	29.9%	37.7%
%H		52.5%	19.1%	76.2%	45.9%	30.3%	94.2%
DVD/Blu-ray player or recorder	625	299	112	482	266	215	582
%V	37.4%	37.6%	41.8%	36.2%	37.3%	34.9%	38.3%
%H		47.8%	17.9%	77.1%	42.6%	34.4%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3395	3327	1477	491	2343	1027	1316	3003
%H		98.0%	43.5%	14.5%	69.0%	30.3%	38.8%	88.5%
Total Children	607	599	314	101	392	211	181	590
%V	17.9%	18.0%	21.3%	20.6%	16.7%	20.5%	13.8%	19.6%
%H		98.7%	51.7%	16.6%	64.6%	34.8%	29.8%	97.2%
0 - 3	149	147	75	17	91	42	48	143
%V	4.4%	4.4%	5.1%	3.5%	3.9%	4.1%	3.6%	4.8%
%H		98.7%	50.3%	11.4%	61.1%	28.2%	32.2%	96.0%
4 - 15	457	452	239	84	302	169	132	448
%V	13.5%	13.6%	16.2%	17.1%	12.9%	16.5%	10.0%	14.9%
%H		98.9%	52.3%	18.4%	66.1%	37.0%	28.9%	98.0%
4 - 9	237	233	124	37	152	80	72	231
%V	7.0%	7.0%	8.4%	7.5%	6.5%	7.8%	5.5%	7.7%
%H		98.3%	52.3%	15.6%	64.1%	33.8%	30.4%	97.5%
10 - 15	221	219	115	46	150	89	61	216
%V	6.5%	6.6%	7.8%	9.4%	6.4%	8.7%	4.6%	7.2%
%H		99.1%	52.0%	20.8%	67.9%	40.3%	27.6%	97.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3395	3327	1477	491	2343	1027	1316	3003
%H		98.0%	43.5%	14.5%	69.0%	30.3%	38.8%	88.5%
Total Adults (16+)	2788	2728	1163	390	1951	815	1136	2412
%V	82.1%	82.0%	78.7%	79.4%	83.3%	79.4%	86.3%	80.3%
%H		97.8%	41.7%	14.0%	70.0%	29.2%	40.7%	86.5%
16 - 19	148	142	62	28	94	45	50	147
%V	4.4%	4.3%	4.2%	5.7%	4.0%	4.4%	3.8%	4.9%
%H		95.9%	41.9%	18.9%	63.5%	30.4%	33.8%	99.3%
20 - 24	195	190	72	27	120	51	69	190
%V	5.7%	5.7%	4.9%	5.5%	5.1%	5.0%	5.2%	6.3%
%H		97.4%	36.9%	13.8%	61.5%	26.2%	35.4%	97.4%
25 - 34	428	408	201	54	255	120	135	409
%V	12.6%	12.3%	13.6%	11.0%	10.9%	11.7%	10.3%	13.6%
%H		95.3%	47.0%	12.6%	59.6%	28.0%	31.5%	95.6%
35 - 44	373	365	203	61	229	128	100	361
%V	11.0%	11.0%	13.7%	12.4%	9.8%	12.5%	7.6%	12.0%
%H		97.9%	54.4%	16.4%	61.4%	34.3%	26.8%	96.8%
45 - 54	489	482	228	93	331	169	162	462
%V	14.4%	14.5%	15.4%	18.9%	14.1%	16.5%	12.3%	15.4%
%H		98.6%	46.6%	19.0%	67.7%	34.6%	33.1%	94.5%
55 - 64	468	458	187	64	352	142	210	413
%V	13.8%	13.8%	12.7%	13.0%	15.0%	13.8%	16.0%	13.8%
%H		97.9%	40.0%	13.7%	75.2%	30.3%	44.9%	88.2%
65+	687	683	209	64	570	161	410	431
%V	20.2%	20.5%	14.2%	13.0%	24.3%	15.7%	31.2%	14.4%
%H		99.4%	30.4%	9.3%	83.0%	23.4%	59.7%	62.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2788	2728	1163	390	1951	815	1136	2412
%H		97.8%	41.7%	14.0%	70.0%	29.2%	40.7%	86.5%
AB	677	663	301	107	476	225	251	649
%V	24.3%	24.3%	25.9%	27.4%	24.4%	27.6%	22.1%	26.9%
%H		97.9%	44.5%	15.8%	70.3%	33.2%	37.1%	95.9%
C1	770	754	331	96	518	212	306	707
%V	27.6%	27.6%	28.5%	24.6%	26.6%	26.0%	26.9%	29.3%
%H		97.9%	43.0%	12.5%	67.3%	27.5%	39.7%	91.8%
C2	603	594	262	87	427	180	248	533
%V	21.6%	21.8%	22.5%	22.3%	21.9%	22.1%	21.8%	22.1%
%H		98.5%	43.4%	14.4%	70.8%	29.9%	41.1%	88.4%
D	452	444	189	73	324	150	174	360
%V	16.2%	16.3%	16.3%	18.7%	16.6%	18.4%	15.3%	14.9%
%H		98.2%	41.8%	16.2%	71.7%	33.2%	38.5%	79.6%
E	285	273	79	26	206	49	156	164
%V	10.2%	10.0%	6.8%	6.7%	10.6%	6.0%	13.7%	6.8%
%H		95.8%	27.7%	9.1%	72.3%	17.2%	54.7%	57.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2788	2728	1163	390	1951	815	1136	2412
%H		97.8%	41.7%	14.0%	70.0%	29.2%	40.7%	86.5%
Working full time	1201	1174	605	194	770	402	367	1163
%V	43.1%	43.0%	52.0%	49.7%	39.5%	49.3%	32.3%	48.2%
%H		97.8%	50.4%	16.2%	64.1%	33.5%	30.6%	96.8%
Working part time	298	297	148	38	221	111	110	284
%V	10.7%	10.9%	12.7%	9.7%	11.3%	13.6%	9.7%	11.8%
%H		99.7%	49.7%	12.8%	74.2%	37.2%	36.9%	95.3%
Not working	1289	1257	410	159	961	302	658	965
%V	46.2%	46.1%	35.3%	40.8%	49.3%	37.1%	57.9%	40.0%
%H		97.5%	31.8%	12.3%	74.6%	23.4%	51.0%	74.9%
Houseperson	1540	1504	593	187	1100	404	696	1242
%V	55.2%	55.1%	51.0%	47.9%	56.4%	49.6%	61.3%	51.5%
%H		97.7%	38.5%	12.1%	71.4%	26.2%	45.2%	80.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1362	1330	568	192	941	394	547	1192
%H		97.7%	41.7%	14.1%	69.1%	28.9%	40.2%	87.5%
16 - 19	84	81	34	16	52	23	29	83
%V	6.2%	6.1%	6.0%	8.3%	5.5%	5.8%	5.3%	7.0%
%H		96.4%	40.5%	19.0%	61.9%	27.4%	34.5%	98.8%
20 - 24	99	98	35	13	61	24	37	97
%V	7.3%	7.4%	6.2%	6.8%	6.5%	6.1%	6.8%	8.1%
%H		99.0%	35.4%	13.1%	61.6%	24.2%	37.4%	98.0%
25 - 34	212	203	102	28	124	60	63	202
%V	15.6%	15.3%	18.0%	14.6%	13.2%	15.2%	11.5%	16.9%
%H		95.8%	48.1%	13.2%	58.5%	28.3%	29.7%	95.3%
35 - 44	181	176	94	30	112	60	52	173
%V	13.3%	13.2%	16.5%	15.6%	11.9%	15.2%	9.5%	14.5%
%H		97.2%	51.9%	16.6%	61.9%	33.1%	28.7%	95.6%
45 - 54	239	234	109	43	160	78	82	223
%V	17.5%	17.6%	19.2%	22.4%	17.0%	19.8%	15.0%	18.7%
%H		97.9%	45.6%	18.0%	66.9%	32.6%	34.3%	93.3%
55 - 64	234	229	88	36	174	67	107	203
%V	17.2%	17.2%	15.5%	18.8%	18.5%	17.0%	19.6%	17.0%
%H		97.9%	37.6%	15.4%	74.4%	28.6%	45.7%	86.8%
65+	313	310	106	27	258	81	177	211
%V	23.0%	23.3%	18.7%	14.1%	27.4%	20.6%	32.4%	17.7%
%H		99.0%	33.9%	8.6%	82.4%	25.9%	56.5%	67.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1362	1330	568	192	941	394	547	1192
%H		97.7%	41.7%	14.1%	69.1%	28.9%	40.2%	87.5%
AB	350	341	157	55	243	115	128	337
%V	25.7%	25.6%	27.6%	28.6%	25.8%	29.2%	23.4%	28.3%
%H		97.4%	44.9%	15.7%	69.4%	32.9%	36.6%	96.3%
C1	365	356	155	45	241	99	142	338
%V	26.8%	26.8%	27.3%	23.4%	25.6%	25.1%	26.0%	28.4%
%H		97.5%	42.5%	12.3%	66.0%	27.1%	38.9%	92.6%
C2	312	306	135	41	221	90	131	271
%V	22.9%	23.0%	23.8%	21.4%	23.5%	22.8%	23.9%	22.7%
%H		98.1%	43.3%	13.1%	70.8%	28.8%	42.0%	86.9%
D	216	211	90	36	147	67	80	176
%V	15.9%	15.9%	15.8%	18.8%	15.6%	17.0%	14.6%	14.8%
%H		97.7%	41.7%	16.7%	68.1%	31.0%	37.0%	81.5%
E	120	116	31	14	89	23	66	71
%V	8.8%	8.7%	5.5%	7.3%	9.5%	5.8%	12.1%	6.0%
%H		96.7%	25.8%	11.7%	74.2%	19.2%	55.0%	59.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1362	1330	568	192	941	394	547	1192
%H		97.7%	41.7%	14.1%	69.1%	28.9%	40.2%	87.5%
Working full time	716	699	358	115	459	237	222	689
%V	52.6%	52.6%	63.0%	59.9%	48.8%	60.2%	40.6%	57.8%
%H		97.6%	50.0%	16.1%	64.1%	33.1%	31.0%	96.2%
Working part time	64	63	31	5	46	19	27	60
%V	4.7%	4.7%	5.5%	2.6%	4.9%	4.8%	4.9%	5.0%
%H		98.4%	48.4%	7.8%	71.9%	29.7%	42.2%	93.8%
Not working	583	568	179	72	436	139	298	444
%V	42.8%	42.7%	31.5%	37.5%	46.3%	35.3%	54.5%	37.2%
%H		97.4%	30.7%	12.3%	74.8%	23.8%	51.1%	76.2%
Houseperson	346	331	105	32	246	68	178	243
%V	25.4%	24.9%	18.5%	16.7%	26.1%	17.3%	32.5%	20.4%
%H		95.7%	30.3%	9.2%	71.1%	19.7%	51.4%	70.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1426	1397	595	198	1010	421	589	1220
%H		98.0%	41.7%	13.9%	70.8%	29.5%	41.3%	85.6%
16 - 19	64	61	28	12	42	22	20	63
%V	4.5%	4.4%	4.7%	6.1%	4.2%	5.2%	3.4%	5.2%
%H		95.3%	43.8%	18.8%	65.6%	34.4%	31.3%	98.4%
20 - 24	95	93	38	14	59	27	32	93
%V	6.7%	6.7%	6.4%	7.1%	5.8%	6.4%	5.4%	7.6%
%H		97.9%	40.0%	14.7%	62.1%	28.4%	33.7%	97.9%
25 - 34	216	205	99	27	131	60	71	207
%V	15.1%	14.7%	16.6%	13.6%	13.0%	14.3%	12.1%	17.0%
%H		94.9%	45.8%	12.5%	60.6%	27.8%	32.9%	95.8%
35 - 44	192	189	109	31	117	68	48	188
%V	13.5%	13.5%	18.3%	15.7%	11.6%	16.2%	8.1%	15.4%
%H		98.4%	56.8%	16.1%	60.9%	35.4%	25.0%	97.9%
45 - 54	250	247	119	50	171	90	81	239
%V	17.5%	17.7%	20.0%	25.3%	16.9%	21.4%	13.8%	19.6%
%H		98.8%	47.6%	20.0%	68.4%	36.0%	32.4%	95.6%
55 - 64	234	229	99	28	178	75	103	210
%V	16.4%	16.4%	16.6%	14.1%	17.6%	17.8%	17.5%	17.2%
%H		97.9%	42.3%	12.0%	76.1%	32.1%	44.0%	89.7%
65+	374	373	103	37	312	79	233	220
%V	26.2%	26.7%	17.3%	18.7%	30.9%	18.8%	39.6%	18.0%
%H		99.7%	27.5%	9.9%	83.4%	21.1%	62.3%	58.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		1426	1397	595	198	1010	421	589	1220
	%H		98.0%	41.7%	13.9%	70.8%	29.5%	41.3%	85.6%
AB		327	322	144	52	233	110	123	313
	%V	22.9%	23.0%	24.2%	26.3%	23.1%	26.1%	20.9%	25.7%
	%H		98.5%	44.0%	15.9%	71.3%	33.6%	37.6%	95.7%
C1		406	398	176	51	277	113	164	369
	%V	28.5%	28.5%	29.6%	25.8%	27.4%	26.8%	27.8%	30.2%
	%H		98.0%	43.3%	12.6%	68.2%	27.8%	40.4%	90.9%
C2		292	288	127	46	206	89	117	262
	%V	20.5%	20.6%	21.3%	23.2%	20.4%	21.1%	19.9%	21.5%
	%H		98.6%	43.5%	15.8%	70.5%	30.5%	40.1%	89.7%
D		237	233	99	37	177	83	94	184
	%V	16.6%	16.7%	16.6%	18.7%	17.5%	19.7%	16.0%	15.1%
	%H		98.3%	41.8%	15.6%	74.7%	35.0%	39.7%	77.6%
E		165	156	48	12	117	26	91	93
	%V	11.6%	11.2%	8.1%	6.1%	11.6%	6.2%	15.4%	7.6%
	%H		94.5%	29.1%	7.3%	70.9%	15.8%	55.2%	56.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1426	1397	595	198	1010	421	589	1220
%H		98.0%	41.7%	13.9%	70.8%	29.5%	41.3%	85.6%
Working full time	485	474	247	79	311	165	145	474
%V	34.0%	33.9%	41.5%	39.9%	30.8%	39.2%	24.6%	38.9%
%H		97.7%	50.9%	16.3%	64.1%	34.0%	29.9%	97.7%
Working part time	235	234	117	33	175	92	83	224
%V	16.5%	16.8%	19.7%	16.7%	17.3%	21.9%	14.1%	18.4%
%H		99.6%	49.8%	14.0%	74.5%	39.1%	35.3%	95.3%
Not working	706	689	231	87	524	164	361	522
%V	49.5%	49.3%	38.8%	43.9%	51.9%	39.0%	61.3%	42.8%
%H		97.6%	32.7%	12.3%	74.2%	23.2%	51.1%	73.9%
Houseperson	1194	1173	488	155	854	336	518	999
%V	83.7%	84.0%	82.0%	78.3%	84.6%	79.8%	87.9%	81.9%
%H		98.2%	40.9%	13.0%	71.5%	28.1%	43.4%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3073	2959	1051	506	2114	763	1351	2577
%V (All HH)		96.3%	34.2%	16.5%	68.8%	24.8%	44.0%	83.9%
%H (TV HH)			35.5%	17.1%	71.4%	25.8%	45.7%	
AB	584	569	241	88	407	176	231	565
%V	19.0%	19.2%	22.9%	17.4%	19.3%	23.1%	17.1%	21.9%
%H (All HH)		97.4%	41.3%	15.1%	69.7%	30.1%	39.6%	96.7%
%H (TV HH)			42.4%	15.5%	71.5%	30.9%	40.6%	
C1	832	799	306	148	570	237	334	763
%V	27.1%	27.0%	29.1%	29.2%	27.0%	31.1%	24.7%	29.6%
%H (All HH)		96.0%	36.8%	17.8%	68.5%	28.5%	40.1%	91.7%
%H (TV HH)			38.3%	18.5%	71.3%	29.7%	41.8%	
C2	612	599	224	116	414	168	246	527
%V	19.9%	20.2%	21.3%	22.9%	19.6%	22.0%	18.2%	20.5%
%H (All HH)		97.9%	36.6%	19.0%	67.6%	27.5%	40.2%	86.1%
%H (TV HH)			37.4%	19.4%	69.1%	28.0%	41.1%	
D	515	487	164	85	339	110	229	409
%V	16.8%	16.5%	15.6%	16.8%	16.0%	14.4%	17.0%	15.9%
%H (All HH)		94.6%	31.8%	16.5%	65.8%	21.4%	44.5%	79.4%
%H (TV HH)			33.7%	17.5%	69.6%	22.6%	47.0%	
E	529	506	117	68	384	72	311	314
%V	17.2%	17.1%	11.1%	13.4%	18.2%	9.4%	23.0%	12.2%
%H (All HH)		95.7%	22.1%	12.9%	72.6%	13.6%	58.8%	59.4%
%H (TV HH)			23.1%	13.4%	75.9%	14.2%	61.5%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3073	2959	1051	506	2114	763	1351	2577
%H (All HH)		96.3%	34.2%	16.5%	68.8%	24.8%	44.0%	83.9%
%H (TV HH)			35.5%	17.1%	71.4%	25.8%	45.7%	
Under 25	117	97	21	15	67	14	53	110
%V	3.8%	3.3%	2.0%	3.0%	3.2%	1.8%	3.9%	4.3%
%H (All HH)		82.9%	17.9%	12.8%	57.3%	12.0%	45.3%	94.0%
%H (TV HH)			21.6%	15.5%	69.1%	14.4%	54.6%	
25 - 34	486	449	179	78	270	111	160	461
%V	15.8%	15.2%	17.0%	15.4%	12.8%	14.5%	11.8%	17.9%
%H (All HH)		92.4%	36.8%	16.0%	55.6%	22.8%	32.9%	94.9%
%H (TV HH)			39.9%	17.4%	60.1%	24.7%	35.6%	
35 - 44	486	463	196	93	292	122	169	461
%V	15.8%	15.6%	18.6%	18.4%	13.8%	16.0%	12.5%	17.9%
%H (All HH)		95.3%	40.3%	19.1%	60.1%	25.1%	34.8%	94.9%
%H (TV HH)			42.3%	20.1%	63.1%	26.3%	36.5%	
45 - 54	588	572	233	106	416	183	233	548
%V	19.1%	19.3%	22.2%	20.9%	19.7%	24.0%	17.2%	21.3%
%H (All HH)		97.3%	39.6%	18.0%	70.7%	31.1%	39.6%	93.2%
%H (TV HH)			40.7%	18.5%	72.7%	32.0%	40.7%	
55 - 64	532	521	191	100	377	149	228	468
%V	17.3%	17.6%	18.2%	19.8%	17.8%	19.5%	16.9%	18.2%
%H (All HH)		97.9%	35.9%	18.8%	70.9%	28.0%	42.9%	88.0%
%H (TV HH)			36.7%	19.2%	72.4%	28.6%	43.8%	
65 +	865	857	231	115	693	184	509	529
%V	28.1%	29.0%	22.0%	22.7%	32.8%	24.1%	37.7%	20.5%
%H (All HH)		99.1%	26.7%	13.3%	80.1%	21.3%	58.8%	61.2%
%H (TV HH)			27.0%	13.4%	80.9%	21.5%	59.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3073	2959	1051	506	2114	763	1351	2577
%H (All HH)		96.3%	34.2%	16.5%	68.8%	24.8%	44.0%	83.9%
%H (TV HH)			35.5%	17.1%	71.4%	25.8%	45.7%	
1	990	926	216	114	720	146	574	619
%V	32.2%	31.3%	20.6%	22.5%	34.1%	19.1%	42.5%	24.0%
%H (All HH)		93.5%	21.8%	11.5%	72.7%	14.7%	58.0%	62.5%
%H (TV HH)			23.3%	12.3%	77.8%	15.8%	62.0%	
2	1059	1035	387	180	741	289	453	954
%V	34.5%	35.0%	36.8%	35.6%	35.1%	37.9%	33.5%	37.0%
%H (All HH)		97.7%	36.5%	17.0%	70.0%	27.3%	42.8%	90.1%
%H (TV HH)			37.4%	17.4%	71.6%	27.9%	43.8%	
3	469	459	197	98	307	150	157	456
%V	15.3%	15.5%	18.7%	19.4%	14.5%	19.7%	11.6%	17.7%
%H (All HH)		97.9%	42.0%	20.9%	65.5%	32.0%	33.5%	97.2%
%H (TV HH)			42.9%	21.4%	66.9%	32.7%	34.2%	
4	371	362	163	79	239	121	118	366
%V	12.1%	12.2%	15.5%	15.6%	11.3%	15.9%	8.7%	14.2%
%H (All HH)		97.6%	43.9%	21.3%	64.4%	32.6%	31.8%	98.7%
%H (TV HH)			45.0%	21.8%	66.0%	33.4%	32.6%	
5+	184	177	87	36	108	58	50	182
%V	6.0%	6.0%	8.3%	7.1%	5.1%	7.6%	3.7%	7.1%
%H (All HH)		96.2%	47.3%	19.6%	58.7%	31.5%	27.2%	98.9%
%H (TV HH)			49.2%	20.3%	61.0%	32.8%	28.2%	
Average HH size	2.28	2.29	2.58	2.52	2.21	2.57	2.00	2.46

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3073	2959	1051	506	2114	763	1351	2577
%H (All HH)		96.3%	34.2%	16.5%	68.8%	24.8%	44.0%	83.9%
%H (TV HH)			35.5%	17.1%	71.4%	25.8%	45.7%	
Without	2299	2205	714	348	1641	536	1105	1821
%V	74.8%	74.5%	67.9%	68.8%	77.6%	70.2%	81.8%	70.7%
%H (All HH)		95.9%	31.1%	15.1%	71.4%	23.3%	48.1%	79.2%
%H (TV HH)			32.4%	15.8%	74.4%	24.3%	50.1%	
With	774	754	337	157	473	227	246	756
%V	25.2%	25.5%	32.1%	31.0%	22.4%	29.8%	18.2%	29.3%
%H (All HH)		97.4%	43.5%	20.3%	61.1%	29.3%	31.8%	97.7%
%H (TV HH)			44.7%	20.8%	62.7%	30.1%	32.6%	
0 - 3	284	275	125	50	168	77	92	276
%V	9.2%	9.3%	11.9%	9.9%	7.9%	10.1%	6.8%	10.7%
%H (All HH)		96.8%	44.0%	17.6%	59.2%	27.1%	32.4%	97.2%
%H (TV HH)			45.5%	18.2%	61.1%	28.0%	33.5%	
4 - 9	404	395	176	79	246	115	131	394
%V	13.1%	13.3%	16.7%	15.6%	11.6%	15.1%	9.7%	15.3%
%H (All HH)		97.8%	43.6%	19.6%	60.9%	28.5%	32.4%	97.5%
%H (TV HH)			44.6%	20.0%	62.3%	29.1%	33.2%	
10 - 15	370	360	170	83	224	118	106	363
%V	12.0%	12.2%	16.2%	16.4%	10.6%	15.5%	7.8%	14.1%
%H (All HH)		97.3%	45.9%	22.4%	60.5%	31.9%	28.6%	98.1%
%H (TV HH)			47.2%	23.1%	62.2%	32.8%	29.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North 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	3073	2959	1051	506	2114	763	1351	2577
%H (All HH)		96.3%	34.2%	16.5%	68.8%	24.8%	44.0%	83.9%
%H (TV HH)			35.5%	17.1%	71.4%	25.8%	45.7%	
1	1131	1131	302	150	737	100	637	845
%V	36.8%	38.2%	28.7%	29.6%	34.9%	13.1%	47.2%	32.8%
%H (All HH)		100.0%	26.7%	13.3%	65.2%	8.8%	56.3%	74.7%
%H (TV HH)			26.7%	13.3%	65.2%	8.8%	56.3%	
2	1034	1034	383	190	750	299	451	892
%V	33.6%	34.9%	36.4%	37.5%	35.5%	39.2%	33.4%	34.6%
%H (All HH)		100.0%	37.0%	18.4%	72.5%	28.9%	43.6%	86.3%
%H (TV HH)			37.0%	18.4%	72.5%	28.9%	43.6%	
3	482	482	215	92	377	204	173	457
%V	15.7%	16.3%	20.5%	18.2%	17.8%	26.7%	12.8%	17.7%
%H (All HH)		100.0%	44.6%	19.1%	78.2%	42.3%	35.9%	94.8%
%H (TV HH)			44.6%	19.1%	78.2%	42.3%	35.9%	
4	200	200	93	49	158	99	59	193
%V	6.5%	6.8%	8.8%	9.7%	7.5%	13.0%	4.4%	7.5%
%H (All HH)		100.0%	46.5%	24.5%	79.0%	49.5%	29.5%	96.5%
%H (TV HH)			46.5%	24.5%	79.0%	49.5%	29.5%	
5+	112	112	58	25	92	61	31	111
%V	3.6%	3.8%	5.5%	4.9%	4.4%	8.0%	2.3%	4.3%
%H (All HH)		100.0%	51.8%	22.3%	82.1%	54.5%	27.7%	99.1%
%H (TV HH)			51.8%	22.3%	82.1%	54.5%	27.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3073	2959	1051	506	2114	763	1351	2577
%V (All HH)		96.3%	34.2%	16.5%	68.8%	24.8%	44.0%	83.9%
%H (TV HH)			35.5%	17.1%	71.4%	25.8%	45.7%	
Under 20"	296	296	95	46	250	102	148	248
%V	9.6%	10.0%	9.0%	9.1%	11.8%	13.4%	11.0%	9.6%
%H (All HH)		100.0%	32.1%	15.5%	84.5%	34.5%	50.0%	83.8%
%H (TV HH)			32.1%	15.5%	84.5%	34.5%	50.0%	
20" - 29"	825	825	293	131	679	282	397	694
%V	26.8%	27.9%	27.9%	25.9%	32.1%	37.0%	29.4%	26.9%
%H (All HH)		100.0%	35.5%	15.9%	82.3%	34.2%	48.1%	84.1%
%H (TV HH)			35.5%	15.9%	82.3%	34.2%	48.1%	
30" - 39"	1521	1521	542	274	1135	444	691	1284
%V	49.5%	51.4%	51.6%	54.2%	53.7%	58.2%	51.1%	49.8%
%H (All HH)		100.0%	35.6%	18.0%	74.6%	29.2%	45.4%	84.4%
%H (TV HH)			35.6%	18.0%	74.6%	29.2%	45.4%	
40" - 49"	1465	1465	607	286	1019	461	558	1347
%V	47.7%	49.5%	57.8%	56.5%	48.2%	60.4%	41.3%	52.3%
%H (All HH)		100.0%	41.4%	19.5%	69.6%	31.5%	38.1%	91.9%
%H (TV HH)			41.4%	19.5%	69.6%	31.5%	38.1%	
50" - 59"	474	474	222	99	310	163	147	455
%V	15.4%	16.0%	21.1%	19.6%	14.7%	21.4%	10.9%	17.7%
%H (All HH)		100.0%	46.8%	20.9%	65.4%	34.4%	31.0%	96.0%
%H (TV HH)			46.8%	20.9%	65.4%	34.4%	31.0%	
60"+	63	63	34	11	43	25	18	61
%V	2.1%	2.1%	3.2%	2.2%	2.0%	3.3%	1.3%	2.4%
%H (All HH)		100.0%	54.0%	17.5%	68.3%	39.7%	28.6%	96.8%
%H (TV HH)			54.0%	17.5%	68.3%	39.7%	28.6%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3073	2959	1051	506	2114	763	1351	2577
%H (All HH)		96.3%	34.2%	16.5%	68.8%	24.8%	44.0%	83.9%
%H (TV HH)			35.5%	17.1%	71.4%	25.8%	45.7%	
Main living room	2935	2935	1045	503	2099	759	1340	2478
%V	95.5%	99.2%	99.4%	99.4%	99.3%	99.5%	99.2%	96.2%
%H (All HH)		100.0%	35.6%	17.1%	71.5%	25.9%	45.7%	84.4%
%H (TV HH)			35.6%	17.1%	71.5%	25.9%	45.7%	
Kitchen	263	263	126	40	222	122	100	239
%V	8.6%	8.9%	12.0%	7.9%	10.5%	16.0%	7.4%	9.3%
%H (All HH)		100.0%	47.9%	15.2%	84.4%	46.4%	38.0%	90.9%
%H (TV HH)			47.9%	15.2%	84.4%	46.4%	38.0%	
Adult's bedroom	1406	1406	576	271	1073	519	553	1278
%V	45.8%	47.5%	54.8%	53.6%	50.8%	68.0%	40.9%	49.6%
%H (All HH)		100.0%	41.0%	19.3%	76.3%	36.9%	39.3%	90.9%
%H (TV HH)			41.0%	19.3%	76.3%	36.9%	39.3%	
Child's bedroom	259	259	126	54	187	108	80	254
%V	8.4%	8.8%	12.0%	10.7%	8.8%	14.2%	5.9%	9.9%
%H (All HH)		100.0%	48.6%	20.8%	72.2%	41.7%	30.9%	98.1%
%H (TV HH)			48.6%	20.8%	72.2%	41.7%	30.9%	
Other bedroom	295	295	126	73	214	119	95	283
%V	9.6%	10.0%	12.0%	14.4%	10.1%	15.6%	7.0%	11.0%
%H (All HH)		100.0%	42.7%	24.7%	72.5%	40.3%	32.2%	95.9%
%H (TV HH)			42.7%	24.7%	72.5%	40.3%	32.2%	
Second living/dining room	361	361	152	79	283	150	133	331
%V	11.7%	12.2%	14.5%	15.6%	13.4%	19.7%	9.8%	12.8%
%H (All HH)		100.0%	42.1%	21.9%	78.4%	41.6%	36.8%	91.7%
%H (TV HH)			42.1%	21.9%	78.4%	41.6%	36.8%	
Study/office	30	30	15	4	25	14	11	28
%V	1.0%	1.0%	1.4%	0.8%	1.2%	1.8%	0.8%	1.1%
%H (All HH)		100.0%	50.0%	13.3%	83.3%	46.7%	36.7%	93.3%
%H (TV HH)			50.0%	13.3%	83.3%	46.7%	36.7%	
TV room	24	24	13	5	15	11	4	23
%V	0.8%	0.8%	1.2%	1.0%	0.7%	1.4%	0.3%	0.9%
%H (All HH)		100.0%	54.2%	20.8%	62.5%	45.8%	16.7%	95.8%
%H (TV HH)			54.2%	20.8%	62.5%	45.8%	16.7%	
Conservatory	84	84	40	18	67	40	27	79
%V	2.7%	2.8%	3.8%	3.6%	3.2%	5.2%	2.0%	3.1%
%H (All HH)		100.0%	47.6%	21.4%	79.8%	47.6%	32.1%	94.0%
%H (TV HH)			47.6%	21.4%	79.8%	47.6%	32.1%	
Attic or loft room	7	7	4	1	6	3	3	7
%V	0.2%	0.2%	0.4%	0.2%	0.3%	0.4%	0.2%	0.3%
%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%	
No specific location	4	4	1	1	3	1	2	4
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%
%H (All HH)		100.0%	25.0%	25.0%	75.0%	25.0%	50.0%	100.0%
%H (TV HH)			25.0%	25.0%	75.0%	25.0%	50.0%	
Other	24	24	12	4	22	13	9	22
%V	0.8%	0.8%	1.1%	0.8%	1.0%	1.7%	0.7%	0.9%
%H (All HH)		100.0%	50.0%	16.7%	91.7%	54.2%	37.5%	91.7%
%H (TV HH)			50.0%	16.7%	91.7%	54.2%	37.5%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3073	2959	1051	506	2114	763	1351	2577
%H (All HH)		96.3%	34.2%	16.5%	68.8%	24.8%	44.0%	83.9%
%H (TV HH)			35.5%	17.1%	71.4%	25.8%	45.7%	
Any DSAT provider	1051	1051	1051	16	515	515	0	983
%V	34.2%	35.5%	100.0%	3.2%	24.4%	67.5%	0.0%	38.1%
%H (All HH)			100.0%	1.5%	49.0%	49.0%	0.0%	93.5%
%H (TV HH)			100.0%	1.5%	49.0%	49.0%	0.0%	
Sky with subscription	904	904	904	8	445	445	0	853
%V	29.4%	30.6%	86.0%	1.6%	21.1%	58.3%	0.0%	33.1%
%H (All HH)			100.0%	0.9%	49.2%	49.2%	0.0%	94.4%
%H (TV HH)			100.0%	0.9%	49.2%	49.2%	0.0%	
Sky without subscription	57	57	57	3	21	21	0	48
%V	1.9%	1.9%	5.4%	0.6%	1.0%	2.8%	0.0%	1.9%
%H (All HH)			100.0%	5.3%	36.8%	36.8%	0.0%	84.2%
%H (TV HH)			100.0%	5.3%	36.8%	36.8%	0.0%	
Freesat	78	78	78	4	46	46	0	74
%V	2.5%	2.6%	7.4%	0.8%	2.2%	6.0%	0.0%	2.9%
%H (All HH)			100.0%	5.1%	59.0%	59.0%	0.0%	94.9%
%H (TV HH)			100.0%	5.1%	59.0%	59.0%	0.0%	
Other satellite provider	45	45	45	2	25	25	0	42
%V	1.5%	1.5%	4.3%	0.4%	1.2%	3.3%	0.0%	1.6%
%H (All HH)			100.0%	4.4%	55.6%	55.6%	0.0%	93.3%
%H (TV HH)			100.0%	4.4%	55.6%	55.6%	0.0%	
DCAB	506	506	16	506	256	256	0	472
%V	16.5%	17.1%	1.5%	100.0%	12.1%	33.6%	0.0%	18.3%
%H (All HH)			3.2%	100.0%	50.6%	50.6%	0.0%	93.3%
%H (TV HH)			3.2%	100.0%	50.6%	50.6%	0.0%	
DTT	2114	2114	515	256	2114	763	1351	1721
%V	68.8%	71.4%	49.0%	50.6%	100.0%	100.0%	100.0%	66.8%
%H (All HH)		100.0%	24.4%	12.1%	100.0%	36.1%	63.9%	81.4%
%H (TV HH)			24.4%	12.1%	100.0%	36.1%	63.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3073	2959	1051	506	2114	763	1351	2577
%H (All HH)		96.3%	34.2%	16.5%	68.8%	24.8%	44.0%	83.9%
%H (TV HH)			35.5%	17.1%	71.4%	25.8%	45.7%	
PVR	1895	1895	968	484	1165	707	458	1750
%V	61.7%	64.0%	92.1%	95.7%	55.1%	92.7%	33.9%	67.9%
%H (All HH)		100.0%	51.1%	25.5%	61.5%	37.3%	24.2%	92.3%
%H (TV HH)			51.1%	25.5%	61.5%	37.3%	24.2%	
DVDR	31	31	8	3	28	9	19	27
%V	1.0%	1.0%	0.8%	0.6%	1.3%	1.2%	1.4%	1.0%
%H (All HH)		100.0%	25.8%	9.7%	90.3%	29.0%	61.3%	87.1%
%H (TV HH)			25.8%	9.7%	90.3%	29.0%	61.3%	
VCR	25	25	9	3	21	9	12	16
%V	0.8%	0.8%	0.9%	0.6%	1.0%	1.2%	0.9%	0.6%
%H (All HH)		100.0%	36.0%	12.0%	84.0%	36.0%	48.0%	64.0%
%H (TV HH)			36.0%	12.0%	84.0%	36.0%	48.0%	
Any recorder	1919	1919	973	484	1188	711	477	1768
%V	62.4%	64.9%	92.6%	95.7%	56.2%	93.2%	35.3%	68.6%
%H (All HH)		100.0%	50.7%	25.2%	61.9%	37.1%	24.9%	92.1%
%H (TV HH)			50.7%	25.2%	61.9%	37.1%	24.9%	
Receives HDTV (via STB or built-in reception)	2054	2054	908	409	1428	676	752	1875
%V	66.8%	69.4%	86.4%	80.8%	67.5%	88.6%	55.7%	72.8%
%H (All HH)		100.0%	44.2%	19.9%	69.5%	32.9%	36.6%	91.3%
%H (TV HH)			44.2%	19.9%	69.5%	32.9%	36.6%	
DVD/Blu-ray player or recorder	1745	1745	666	302	1272	525	747	1554
%V	56.8%	59.0%	63.4%	59.7%	60.2%	68.8%	55.3%	60.3%
%H (All HH)		100.0%	38.2%	17.3%	72.9%	30.1%	42.8%	89.1%
%H (TV HH)			38.2%	17.3%	72.9%	30.1%	42.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3073	2959	1051	506	2114	763	1351	2577
%H (All HH)		96.3%	34.2%	16.5%	68.8%	24.8%	44.0%	83.9%
%H (TV HH)			35.5%	17.1%	71.4%	25.8%	45.7%	
Has broadband internet	2577	2498	983	472	1721	725	996	2577
%V	83.9%	84.4%	93.5%	93.3%	81.4%	95.0%	73.7%	100.0%
%H (All HH)		96.9%	38.1%	18.3%	66.8%	28.1%	38.6%	100.0%
%H (TV HH)			39.4%	18.9%	68.9%	29.0%	39.9%	
Number of computers (PCs and laptops)								
0	666	620	131	67	485	71	414	203
%V	21.7%	21.0%	12.5%	13.2%	22.9%	9.3%	30.6%	7.9%
%H (All HH)		93.1%	19.7%	10.1%	72.8%	10.7%	62.2%	30.5%
%H (TV HH)			21.1%	10.8%	78.2%	11.5%	66.8%	
1	821	786	260	140	541	173	368	794
%V	26.7%	26.6%	24.7%	27.7%	25.6%	22.7%	27.2%	30.8%
%H (All HH)		95.7%	31.7%	17.1%	65.9%	21.1%	44.8%	96.7%
%H (TV HH)			33.1%	17.8%	68.8%	22.0%	46.8%	
2	694	679	270	118	487	208	279	690
%V	22.6%	22.9%	25.7%	23.3%	23.0%	27.3%	20.7%	26.8%
%H (All HH)		97.8%	38.9%	17.0%	70.2%	30.0%	40.2%	99.4%
%H (TV HH)			39.8%	17.4%	71.7%	30.6%	41.1%	
3	402	394	174	81	264	131	132	400
%V	13.1%	13.3%	16.6%	16.0%	12.5%	17.2%	9.8%	15.5%
%H (All HH)		98.0%	43.3%	20.1%	65.7%	32.6%	32.8%	99.5%
%H (TV HH)			44.2%	20.6%	67.0%	33.2%	33.5%	
4	239	231	99	47	162	83	79	239
%V	7.8%	7.8%	9.4%	9.3%	7.7%	10.9%	5.8%	9.3%
%H (All HH)		96.7%	41.4%	19.7%	67.8%	34.7%	33.1%	100.0%
%H (TV HH)			42.9%	20.3%	70.1%	35.9%	34.2%	
5+	252	248	117	52	176	97	79	251
%V	8.2%	8.4%	11.1%	10.3%	8.3%	12.7%	5.8%	9.7%
%H (All HH)		98.4%	46.4%	20.6%	69.8%	38.5%	31.3%	99.6%
%H (TV HH)			47.2%	21.0%	71.0%	39.1%	31.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6051	2406	1134	4504	2040	2464	5373
%H		39.8%	18.7%	74.4%	33.7%	40.7%	88.8%
Under 20"	365	116	59	310	126	183	311
%V	6.0%	4.8%	5.2%	6.9%	6.2%	7.4%	5.8%
%H		31.8%	16.2%	84.9%	34.5%	50.1%	85.2%
20" - 29"	1074	388	181	898	392	506	916
%V	17.7%	16.1%	16.0%	19.9%	19.2%	20.5%	17.0%
%H		36.1%	16.9%	83.6%	36.5%	47.1%	85.3%
30" - 39"	1985	740	380	1480	633	847	1719
%V	32.8%	30.8%	33.5%	32.9%	31.0%	34.4%	32.0%
%H		37.3%	19.1%	74.6%	31.9%	42.7%	86.6%
40" - 49"	1812	790	364	1266	621	645	1685
%V	29.9%	32.8%	32.1%	28.1%	30.4%	26.2%	31.4%
%H		43.6%	20.1%	69.9%	34.3%	35.6%	93.0%
50" - 59"	539	260	111	349	189	161	519
%V	8.9%	10.8%	9.8%	7.7%	9.3%	6.5%	9.7%
%H		48.2%	20.6%	64.7%	35.1%	29.9%	96.3%
60"+	68	36	11	47	26	21	66
%V	1.1%	1.5%	1.0%	1.0%	1.3%	0.9%	1.2%
%H		52.9%	16.2%	69.1%	38.2%	30.9%	97.1%
Don't know	209	75	28	154	52	102	156
%V	3.5%	3.1%	2.5%	3.4%	2.5%	4.1%	2.9%
%H		35.9%	13.4%	73.7%	24.9%	48.8%	74.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6051	2406	1134	4504	2040	2464	5373
%H		39.8%	18.7%	74.4%	33.7%	40.7%	88.8%
Main living room	2950	1050	506	2109	763	1346	2490
%V	48.8%	43.6%	44.6%	46.8%	37.4%	54.6%	46.3%
%H		35.6%	17.2%	71.5%	25.9%	45.6%	84.4%
Kitchen	263	126	40	222	122	100	239
%V	4.3%	5.2%	3.5%	4.9%	6.0%	4.1%	4.4%
%H		47.9%	15.2%	84.4%	46.4%	38.0%	90.9%
Adult's bedroom	1616	671	320	1252	632	620	1482
%V	26.7%	27.9%	28.2%	27.8%	31.0%	25.2%	27.6%
%H		41.5%	19.8%	77.5%	39.1%	38.4%	91.7%
Child's bedroom	319	159	67	230	135	95	313
%V	5.3%	6.6%	5.9%	5.1%	6.6%	3.9%	5.8%
%H		49.8%	21.0%	72.1%	42.3%	29.8%	98.1%
Other bedroom	359	157	88	262	150	113	346
%V	5.9%	6.5%	7.8%	5.8%	7.4%	4.6%	6.4%
%H		43.7%	24.5%	73.0%	41.8%	31.5%	96.4%
Second living/dining room	368	156	80	289	155	135	339
%V	6.1%	6.5%	7.1%	6.4%	7.6%	5.5%	6.3%
%H		42.4%	21.7%	78.5%	42.1%	36.7%	92.1%
Study/office	31	15	4	25	14	12	29
%V	0.5%	0.6%	0.4%	0.6%	0.7%	0.5%	0.5%
%H		48.4%	12.9%	80.6%	45.2%	38.7%	93.5%
TV room	24	14	5	16	12	4	23
%V	0.4%	0.6%	0.4%	0.4%	0.6%	0.2%	0.4%
%H		58.3%	20.8%	66.7%	50.0%	16.7%	95.8%
Conservatory	85	40	18	67	40	27	79
%V	1.4%	1.7%	1.6%	1.5%	2.0%	1.1%	1.5%
%H		47.1%	21.2%	78.8%	47.1%	31.8%	92.9%
Attic or loft room	7	4	1	6	3	3	7
%V	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		57.1%	14.3%	85.7%	42.9%	42.9%	100.0%
No specific location	4	1	1	3	1	2	4
%V	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%
%H		25.0%	25.0%	75.0%	25.0%	50.0%	100.0%
Other	25	13	5	23	14	9	23
%V	0.4%	0.5%	0.4%	0.5%	0.7%	0.4%	0.4%
%H		52.0%	20.0%	92.0%	56.0%	36.0%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6051	2406	1134	4504	2040	2464	5373
%H		39.8%	18.7%	74.4%	33.7%	40.7%	88.8%
PVR	2757	1513	739	1557	1022	535	2584
%V	45.6%	62.9%	65.2%	34.6%	50.1%	21.7%	48.1%
%H		54.9%	26.8%	56.5%	37.1%	19.4%	93.7%
DVDR	32	8	3	29	9	20	28
%V	0.5%	0.3%	0.3%	0.6%	0.4%	0.8%	0.5%
%H		25.0%	9.4%	90.6%	28.1%	62.5%	87.5%
VCR	26	10	3	23	10	13	16
%V	0.4%	0.4%	0.3%	0.5%	0.5%	0.5%	0.3%
%H		38.5%	11.5%	88.5%	38.5%	50.0%	61.5%
Any recorder	2792	1521	743	1590	1030	560	2611
%V	46.1%	63.2%	65.5%	35.3%	50.5%	22.7%	48.6%
%H		54.5%	26.6%	56.9%	36.9%	20.1%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6051	2406	1134	4504	2040	2464	5373
%H		39.8%	18.7%	74.4%	33.7%	40.7%	88.8%
Receives HDTV (via STB or built-in reception)	3341	1547	706	2317	1198	1119	3106
%V	55.2%	64.3%	62.3%	51.4%	58.7%	45.4%	57.8%
%H		46.3%	21.1%	69.4%	35.9%	33.5%	93.0%
DVD/Blu-ray player or recorder	2482	997	448	1837	838	999	2257
%V	41.0%	41.4%	39.5%	40.8%	41.1%	40.5%	42.0%
%H		40.2%	18.0%	74.0%	33.8%	40.2%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2959	1051	506	2114	763	1351	2498
%H		35.5%	17.1%	71.4%	25.8%	45.7%	84.4%
Under 20"	23	3	1	16	1	15	16
%V	0.8%	0.3%	0.2%	0.8%	0.1%	1.1%	0.6%
%H		13.0%	4.3%	69.6%	4.3%	65.2%	69.6%
20" - 29"	190	31	15	161	22	139	111
%V	6.4%	2.9%	3.0%	7.6%	2.9%	10.3%	4.4%
%H		16.3%	7.9%	84.7%	11.6%	73.2%	58.4%
30" - 39"	907	263	136	674	182	491	697
%V	30.7%	25.0%	26.9%	31.9%	23.9%	36.3%	27.9%
%H		29.0%	15.0%	74.3%	20.1%	54.1%	76.8%
40" - 49"	1273	504	247	888	379	509	1161
%V	43.0%	48.0%	48.8%	42.0%	49.7%	37.7%	46.5%
%H		39.6%	19.4%	69.8%	29.8%	40.0%	91.2%
50" - 59"	413	193	87	265	139	126	396
%V	14.0%	18.4%	17.2%	12.5%	18.2%	9.3%	15.9%
%H		46.7%	21.1%	64.2%	33.7%	30.5%	95.9%
60"+	59	32	10	39	23	16	57
%V	2.0%	3.0%	2.0%	1.8%	3.0%	1.2%	2.3%
%H		54.2%	16.9%	66.1%	39.0%	27.1%	96.6%
Don't know	93	26	10	72	16	56	59
%V	3.1%	2.5%	2.0%	3.4%	2.1%	4.1%	2.4%
%H		28.0%	10.8%	77.4%	17.2%	60.2%	63.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.16: 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	2959	1051	506	2114	763	1351	2498
%H		35.5%	17.1%	71.4%	25.8%	45.7%	84.4%
PVR	1863	956	479	1135	694	441	1720
%V	63.0%	91.0%	94.7%	53.7%	91.0%	32.6%	68.9%
%H		51.3%	25.7%	60.9%	37.3%	23.7%	92.3%
DVDR	24	6	2	22	6	16	21
%V	0.8%	0.6%	0.4%	1.0%	0.8%	1.2%	0.8%
%H		25.0%	8.3%	91.7%	25.0%	66.7%	87.5%
VCR	20	8	2	17	7	10	12
%V	0.7%	0.8%	0.4%	0.8%	0.9%	0.7%	0.5%
%H		40.0%	10.0%	85.0%	35.0%	50.0%	60.0%
Any recorder	1885	960	479	1156	698	459	1736
%V	63.7%	91.3%	94.7%	54.7%	91.5%	34.0%	69.5%
%H		50.9%	25.4%	61.3%	37.0%	24.4%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2959	1051	506	2114	763	1351	2498
%H		35.5%	17.1%	71.4%	25.8%	45.7%	84.4%
Receives HDTV (via STB or built-in reception)	2013	887	400	1390	652	738	1839
%V	68.0%	84.4%	79.1%	65.8%	85.5%	54.6%	73.6%
%H		44.1%	19.9%	69.1%	32.4%	36.7%	91.4%
DVD/Blu-ray player or recorder	1486	551	249	1079	421	658	1308
%V	50.2%	52.4%	49.2%	51.0%	55.2%	48.7%	52.4%
%H		37.1%	16.8%	72.6%	28.3%	44.3%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3093	1354	628	2390	1277	1112	2875
%H		43.8%	20.3%	77.3%	41.3%	36.0%	93.0%
Under 20"	342	114	57	294	125	168	296
%V	11.1%	8.4%	9.1%	12.3%	9.8%	15.1%	10.3%
%H		33.3%	16.7%	86.0%	36.5%	49.1%	86.5%
20" - 29"	884	357	166	738	370	367	805
%V	28.6%	26.4%	26.4%	30.9%	29.0%	33.0%	28.0%
%H		40.4%	18.8%	83.5%	41.9%	41.5%	91.1%
30" - 39"	1078	478	244	806	451	355	1021
%V	34.9%	35.3%	38.9%	33.7%	35.3%	31.9%	35.5%
%H		44.3%	22.6%	74.8%	41.8%	32.9%	94.7%
40" - 49"	538	287	117	378	242	137	524
%V	17.4%	21.2%	18.6%	15.8%	19.0%	12.3%	18.2%
%H		53.3%	21.7%	70.3%	45.0%	25.5%	97.4%
50" - 59"	126	67	25	84	50	34	123
%V	4.1%	4.9%	4.0%	3.5%	3.9%	3.1%	4.3%
%H		53.2%	19.8%	66.7%	39.7%	27.0%	97.6%
60"+	9	4	1	8	3	5	9
%V	0.3%	0.3%	0.2%	0.3%	0.2%	0.4%	0.3%
%H		44.4%	11.1%	88.9%	33.3%	55.6%	100.0%
Don't know	115	49	19	82	36	46	97
%V	3.7%	3.6%	3.0%	3.4%	2.8%	4.1%	3.4%
%H		42.6%	16.5%	71.3%	31.3%	40.0%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3093	1354	628	2390	1277	1112	2875
%H		43.8%	20.3%	77.3%	41.3%	36.0%	93.0%
PVR	894	557	261	422	328	94	865
%V	28.9%	41.1%	41.6%	17.7%	25.7%	8.5%	30.1%
%H		62.3%	29.2%	47.2%	36.7%	10.5%	96.8%
DVDR	8	2	1	7	3	4	7
%V	0.3%	0.1%	0.2%	0.3%	0.2%	0.4%	0.2%
%H		25.0%	12.5%	87.5%	37.5%	50.0%	87.5%
VCR	7	2	2	6	3	3	4
%V	0.2%	0.1%	0.3%	0.3%	0.2%	0.3%	0.1%
%H		28.6%	28.6%	85.7%	42.9%	42.9%	57.1%
Any recorder	907	561	264	434	333	101	875
%V	29.3%	41.4%	42.0%	18.2%	26.1%	9.1%	30.4%
%H		61.9%	29.1%	47.9%	36.7%	11.1%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3093	1354	628	2390	1277	1112	2875
%H		43.8%	20.3%	77.3%	41.3%	36.0%	93.0%
Receives HDTV (via STB or built-in reception)	1328	660	306	928	546	381	1268
%V	42.9%	48.7%	48.7%	38.8%	42.8%	34.3%	44.1%
%H		49.7%	23.0%	69.9%	41.1%	28.7%	95.5%
DVD/Blu-ray player or recorder	996	446	198	758	417	341	949
%V	32.2%	32.9%	31.5%	31.7%	32.7%	30.7%	33.0%
%H		44.8%	19.9%	76.1%	41.9%	34.2%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7001	6785	2709	1273	4664	1964	2700	6348
%H		96.9%	38.7%	18.2%	66.6%	28.1%	38.6%	90.7%
Total Children	1341	1304	590	263	813	387	427	1310
%V	19.2%	19.2%	21.8%	20.7%	17.4%	19.7%	15.8%	20.6%
%H		97.2%	44.0%	19.6%	60.6%	28.9%	31.8%	97.7%
0 - 3	332	321	142	57	197	84	113	323
%V	4.7%	4.7%	5.2%	4.5%	4.2%	4.3%	4.2%	5.1%
%H		96.7%	42.8%	17.2%	59.3%	25.3%	34.0%	97.3%
4 - 15	1008	983	448	206	616	302	314	987
%V	14.4%	14.5%	16.5%	16.2%	13.2%	15.4%	11.6%	15.5%
%H		97.5%	44.4%	20.4%	61.1%	30.0%	31.2%	97.9%
4 - 9	528	517	228	101	326	150	176	515
%V	7.5%	7.6%	8.4%	7.9%	7.0%	7.6%	6.5%	8.1%
%H		97.9%	43.2%	19.1%	61.7%	28.4%	33.3%	97.5%
10 - 15	481	466	220	105	290	152	137	472
%V	6.9%	6.9%	8.1%	8.2%	6.2%	7.7%	5.1%	7.4%
%H		96.9%	45.7%	21.8%	60.3%	31.6%	28.5%	98.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7001	6785	2709	1273	4664	1964	2700	6348
%H		96.9%	38.7%	18.2%	66.6%	28.1%	38.6%	90.7%
Total Adults (16+)	5660	5481	2118	1010	3851	1577	2273	5039
%V	80.8%	80.8%	78.2%	79.3%	82.6%	80.3%	84.2%	79.4%
%H		96.8%	37.4%	17.8%	68.0%	27.9%	40.2%	89.0%
16 - 19	306	293	124	64	215	110	105	301
%V	4.4%	4.3%	4.6%	5.0%	4.6%	5.6%	3.9%	4.7%
%H		95.8%	40.5%	20.9%	70.3%	35.9%	34.3%	98.4%
20 - 24	437	400	142	82	268	109	158	430
%V	6.2%	5.9%	5.2%	6.4%	5.7%	5.5%	5.9%	6.8%
%H		91.5%	32.5%	18.8%	61.3%	24.9%	36.2%	98.4%
25 - 34	941	889	379	164	539	243	296	906
%V	13.4%	13.1%	14.0%	12.9%	11.6%	12.4%	11.0%	14.3%
%H		94.5%	40.3%	17.4%	57.3%	25.8%	31.5%	96.3%
35 - 44	849	815	357	163	506	221	285	814
%V	12.1%	12.0%	13.2%	12.8%	10.8%	11.3%	10.6%	12.8%
%H		96.0%	42.0%	19.2%	59.6%	26.0%	33.6%	95.9%
45 - 54	993	972	414	191	695	326	369	936
%V	14.2%	14.3%	15.3%	15.0%	14.9%	16.6%	13.7%	14.7%
%H		97.9%	41.7%	19.2%	70.0%	32.8%	37.2%	94.3%
55 - 64	864	851	332	164	614	260	353	787
%V	12.3%	12.5%	12.3%	12.9%	13.2%	13.2%	13.1%	12.4%
%H		98.5%	38.4%	19.0%	71.1%	30.1%	40.9%	91.1%
65+	1270	1261	372	181	1015	307	707	864
%V	18.1%	18.6%	13.7%	14.2%	21.8%	15.6%	26.2%	13.6%
%H		99.3%	29.3%	14.3%	79.9%	24.2%	55.7%	68.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5660	5481	2118	1010	3851	1577	2273	5039
%H		96.8%	37.4%	17.8%	68.0%	27.9%	40.2%	89.0%
AB	1151	1126	509	181	797	372	425	1126
%V	20.3%	20.5%	24.0%	17.9%	20.7%	23.6%	18.7%	22.3%
%H		97.8%	44.2%	15.7%	69.2%	32.3%	36.9%	97.8%
C1	1614	1557	616	314	1104	497	607	1528
%V	28.5%	28.4%	29.1%	31.1%	28.7%	31.5%	26.7%	30.3%
%H		96.5%	38.2%	19.5%	68.4%	30.8%	37.6%	94.7%
C2	1217	1197	473	254	813	366	447	1096
%V	21.5%	21.8%	22.3%	25.1%	21.1%	23.2%	19.7%	21.8%
%H		98.4%	38.9%	20.9%	66.8%	30.1%	36.7%	90.1%
D	943	896	336	163	611	229	382	805
%V	16.7%	16.3%	15.9%	16.1%	15.9%	14.5%	16.8%	16.0%
%H		95.0%	35.6%	17.3%	64.8%	24.3%	40.5%	85.4%
E	735	706	185	98	525	113	412	482
%V	13.0%	12.9%	8.7%	9.7%	13.6%	7.2%	18.1%	9.6%
%H		96.1%	25.2%	13.3%	71.4%	15.4%	56.1%	65.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5660	5481	2118	1010	3851	1577	2273	5039
%H		96.8%	37.4%	17.8%	68.0%	27.9%	40.2%	89.0%
Working full time	2706	2637	1151	535	1712	814	898	2611
%V	47.8%	48.1%	54.3%	53.0%	44.5%	51.6%	39.5%	51.8%
%H		97.5%	42.5%	19.8%	63.3%	30.1%	33.2%	96.5%
Working part time	484	475	199	89	345	158	188	468
%V	8.6%	8.7%	9.4%	8.8%	9.0%	10.0%	8.3%	9.3%
%H		98.1%	41.1%	18.4%	71.3%	32.6%	38.8%	96.7%
Not working	2469	2368	769	386	1793	606	1187	1959
%V	43.6%	43.2%	36.3%	38.2%	46.6%	38.4%	52.2%	38.9%
%H		95.9%	31.1%	15.6%	72.6%	24.5%	48.1%	79.3%
Houseperson	3073	2959	1051	506	2114	763	1351	2577
%V	54.3%	54.0%	49.6%	50.1%	54.9%	48.4%	59.4%	51.1%
%H		96.3%	34.2%	16.5%	68.8%	24.8%	44.0%	83.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2771	2667	1042	490	1861	777	1085	2475
%H		96.2%	37.6%	17.7%	67.2%	28.0%	39.2%	89.3%
16 - 19	160	150	62	35	111	57	54	156
%V	5.8%	5.6%	6.0%	7.1%	6.0%	7.3%	5.0%	6.3%
%H		93.8%	38.8%	21.9%	69.4%	35.6%	33.8%	97.5%
20 - 24	214	201	78	44	125	57	68	212
%V	7.7%	7.5%	7.5%	9.0%	6.7%	7.3%	6.3%	8.6%
%H		93.9%	36.4%	20.6%	58.4%	26.6%	31.8%	99.1%
25 - 34	472	441	183	80	264	118	146	453
%V	17.0%	16.5%	17.6%	16.3%	14.2%	15.2%	13.5%	18.3%
%H		93.4%	38.8%	16.9%	55.9%	25.0%	30.9%	96.0%
35 - 44	420	397	168	74	246	98	148	397
%V	15.2%	14.9%	16.1%	15.1%	13.2%	12.6%	13.6%	16.0%
%H		94.5%	40.0%	17.6%	58.6%	23.3%	35.2%	94.5%
45 - 54	488	474	205	91	337	159	178	452
%V	17.6%	17.8%	19.7%	18.6%	18.1%	20.5%	16.4%	18.3%
%H		97.1%	42.0%	18.6%	69.1%	32.6%	36.5%	92.6%
55 - 64	425	417	161	77	307	127	179	383
%V	15.3%	15.6%	15.5%	15.7%	16.5%	16.3%	16.5%	15.5%
%H		98.1%	37.9%	18.1%	72.2%	29.9%	42.1%	90.1%
65+	592	587	185	90	472	160	312	421
%V	21.4%	22.0%	17.8%	18.4%	25.4%	20.6%	28.8%	17.0%
%H		99.2%	31.3%	15.2%	79.7%	27.0%	52.7%	71.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2771	2667	1042	490	1861	777	1085	2475
%H		96.2%	37.6%	17.7%	67.2%	28.0%	39.2%	89.3%
AB	579	564	253	90	396	182	215	567
%V	20.9%	21.1%	24.3%	18.4%	21.3%	23.4%	19.8%	22.9%
%H		97.4%	43.7%	15.5%	68.4%	31.4%	37.1%	97.9%
C1	744	714	293	146	498	238	259	715
%V	26.8%	26.8%	28.1%	29.8%	26.8%	30.6%	23.9%	28.9%
%H		96.0%	39.4%	19.6%	66.9%	32.0%	34.8%	96.1%
C2	667	654	252	137	446	199	247	590
%V	24.1%	24.5%	24.2%	28.0%	24.0%	25.6%	22.8%	23.8%
%H		98.1%	37.8%	20.5%	66.9%	29.8%	37.0%	88.5%
D	447	418	161	75	283	107	176	387
%V	16.1%	15.7%	15.5%	15.3%	15.2%	13.8%	16.2%	15.6%
%H		93.5%	36.0%	16.8%	63.3%	23.9%	39.4%	86.6%
E	334	317	82	43	239	52	187	216
%V	12.1%	11.9%	7.9%	8.8%	12.8%	6.7%	17.2%	8.7%
%H		94.9%	24.6%	12.9%	71.6%	15.6%	56.0%	64.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2771	2667	1042	490	1861	777	1085	2475
%H		96.2%	37.6%	17.7%	67.2%	28.0%	39.2%	89.3%
Working full time	1586	1537	665	303	997	465	532	1523
%V	57.2%	57.6%	63.8%	61.8%	53.6%	59.8%	49.0%	61.5%
%H		96.9%	41.9%	19.1%	62.9%	29.3%	33.5%	96.0%
Working part time	112	107	43	18	82	35	47	107
%V	4.0%	4.0%	4.1%	3.7%	4.4%	4.5%	4.3%	4.3%
%H		95.5%	38.4%	16.1%	73.2%	31.3%	42.0%	95.5%
Not working	1073	1022	334	169	782	277	505	844
%V	38.7%	38.3%	32.1%	34.5%	42.0%	35.6%	46.5%	34.1%
%H		95.2%	31.1%	15.8%	72.9%	25.8%	47.1%	78.7%
Houseperson	825	762	237	103	548	151	396	626
%V	29.8%	28.6%	22.7%	21.0%	29.4%	19.4%	36.5%	25.3%
%H		92.4%	28.7%	12.5%	66.4%	18.3%	48.0%	75.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2889	2814	1077	520	1989	800	1189	2564
%H		97.4%	37.3%	18.0%	68.8%	27.7%	41.2%	88.8%
16 - 19	147	143	62	30	104	53	51	145
%V	5.1%	5.1%	5.8%	5.8%	5.2%	6.6%	4.3%	5.7%
%H		97.3%	42.2%	20.4%	70.7%	36.1%	34.7%	98.6%
20 - 24	223	199	63	38	143	53	90	218
%V	7.7%	7.1%	5.8%	7.3%	7.2%	6.6%	7.6%	8.5%
%H		89.2%	28.3%	17.0%	64.1%	23.8%	40.4%	97.8%
25 - 34	469	448	196	83	275	124	150	453
%V	16.2%	15.9%	18.2%	16.0%	13.8%	15.5%	12.6%	17.7%
%H		95.5%	41.8%	17.7%	58.6%	26.4%	32.0%	96.6%
35 - 44	429	418	189	89	261	123	138	417
%V	14.8%	14.9%	17.5%	17.1%	13.1%	15.4%	11.6%	16.3%
%H		97.4%	44.1%	20.7%	60.8%	28.7%	32.2%	97.2%
45 - 54	505	498	209	100	358	167	191	484
%V	17.5%	17.7%	19.4%	19.2%	18.0%	20.9%	16.1%	18.9%
%H		98.6%	41.4%	19.8%	70.9%	33.1%	37.8%	95.8%
55 - 64	439	434	170	88	307	133	174	404
%V	15.2%	15.4%	15.8%	16.9%	15.4%	16.6%	14.6%	15.8%
%H		98.9%	38.7%	20.0%	69.9%	30.3%	39.6%	92.0%
65+	678	674	187	91	542	147	395	442
%V	23.5%	24.0%	17.4%	17.5%	27.2%	18.4%	33.2%	17.2%
%H		99.4%	27.6%	13.4%	79.9%	21.7%	58.3%	65.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2889	2814	1077	520	1989	800	1189	2564
%H		97.4%	37.3%	18.0%	68.8%	27.7%	41.2%	88.8%
AB	572	562	257	91	401	191	210	559
%V	19.8%	20.0%	23.9%	17.5%	20.2%	23.9%	17.7%	21.8%
%H		98.3%	44.9%	15.9%	70.1%	33.4%	36.7%	97.7%
C1	871	843	322	168	607	259	348	813
%V	30.1%	30.0%	29.9%	32.3%	30.5%	32.4%	29.3%	31.7%
%H		96.8%	37.0%	19.3%	69.7%	29.7%	40.0%	93.3%
C2	550	543	221	117	367	167	200	507
%V	19.0%	19.3%	20.5%	22.5%	18.5%	20.9%	16.8%	19.8%
%H		98.7%	40.2%	21.3%	66.7%	30.4%	36.4%	92.2%
D	496	478	175	88	328	123	206	418
%V	17.2%	17.0%	16.2%	16.9%	16.5%	15.4%	17.3%	16.3%
%H		96.4%	35.3%	17.7%	66.1%	24.8%	41.5%	84.3%
E	400	389	102	55	287	61	225	266
%V	13.8%	13.8%	9.5%	10.6%	14.4%	7.6%	18.9%	10.4%
%H		97.3%	25.5%	13.8%	71.8%	15.3%	56.3%	66.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2889	2814	1077	520	1989	800	1189	2564
%H		97.4%	37.3%	18.0%	68.8%	27.7%	41.2%	88.8%
Working full time	1121	1101	486	231	715	348	367	1088
%V	38.8%	39.1%	45.1%	44.4%	35.9%	43.5%	30.9%	42.4%
%H		98.2%	43.4%	20.6%	63.8%	31.0%	32.7%	97.1%
Working part time	372	367	156	71	263	123	140	361
%V	12.9%	13.0%	14.5%	13.7%	13.2%	15.4%	11.8%	14.1%
%H		98.7%	41.9%	19.1%	70.7%	33.1%	37.6%	97.0%
Not working	1396	1346	435	217	1011	329	682	1115
%V	48.3%	47.8%	40.4%	41.7%	50.8%	41.1%	57.4%	43.5%
%H		96.4%	31.2%	15.5%	72.4%	23.6%	48.9%	79.9%
Houseperson	2248	2197	814	403	1567	612	955	1951
%V	77.8%	78.1%	75.6%	77.5%	78.8%	76.5%	80.3%	76.1%
%H		97.7%	36.2%	17.9%	69.7%	27.2%	42.5%	86.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

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	2478	2357	977	390	1566	672	894	2092
%H (All HH)		95.1%	39.4%	15.7%	63.2%	27.1%	36.1%	84.4%
%H (TV HH)			41.5%	16.5%	66.4%	28.5%	37.9%	
AB	612	579	247	106	386	181	205	582
%V	24.7%	24.6%	25.3%	27.2%	24.6%	26.9%	22.9%	27.8%
%H (All HH)		94.6%	40.4%	17.3%	63.1%	29.6%	33.5%	95.1%
%H (TV HH)			42.7%	18.3%	66.7%	31.3%	35.4%	
C1	670	632	261	110	411	178	233	603
%V	27.0%	26.8%	26.7%	28.2%	26.2%	26.5%	26.1%	28.8%
%H (All HH)		94.3%	39.0%	16.4%	61.3%	26.6%	34.8%	90.0%
%H (TV HH)			41.3%	17.4%	65.0%	28.2%	36.9%	
C2	480	465	227	73	310	161	149	418
%V	19.4%	19.7%	23.2%	18.7%	19.8%	24.0%	16.7%	20.0%
%H (All HH)		96.9%	47.3%	15.2%	64.6%	33.5%	31.0%	87.1%
%H (TV HH)			48.8%	15.7%	66.7%	34.6%	32.0%	
D	438	416	160	69	273	106	167	340
%V	17.7%	17.6%	16.4%	17.7%	17.4%	15.8%	18.7%	16.3%
%H (All HH)		95.0%	36.5%	15.8%	62.3%	24.2%	38.1%	77.6%
%H (TV HH)			38.5%	16.6%	65.6%	25.5%	40.1%	
E	278	266	82	32	187	47	140	149
%V	11.2%	11.3%	8.4%	8.2%	11.9%	7.0%	15.7%	7.1%
%H (All HH)		95.7%	29.5%	11.5%	67.3%	16.9%	50.4%	53.6%
%H (TV HH)			30.8%	12.0%	70.3%	17.7%	52.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Household level data

Table 11.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2478	2357	977	390	1566	672	894	2092
%H (All HH)		95.1%	39.4%	15.7%	63.2%	27.1%	36.1%	84.4%
%H (TV HH)			41.5%	16.5%	66.4%	28.5%	37.9%	
Under 25	110	85	26	6	47	14	33	104
%V	4.4%	3.6%	2.7%	1.5%	3.0%	2.1%	3.7%	5.0%
%H (All HH)		77.3%	23.6%	5.5%	42.7%	12.7%	30.0%	94.5%
%H (TV HH)			30.6%	7.1%	55.3%	16.5%	38.8%	
25 - 34	379	338	154	52	170	78	92	367
%V	15.3%	14.3%	15.8%	13.3%	10.9%	11.6%	10.3%	17.5%
%H (All HH)		89.2%	40.6%	13.7%	44.9%	20.6%	24.3%	96.8%
%H (TV HH)			45.6%	15.4%	50.3%	23.1%	27.2%	
35 - 44	372	353	167	63	200	98	102	355
%V	15.0%	15.0%	17.1%	16.2%	12.8%	14.6%	11.4%	17.0%
%H (All HH)		94.9%	44.9%	16.9%	53.8%	26.3%	27.4%	95.4%
%H (TV HH)			47.3%	17.8%	56.7%	27.8%	28.9%	
45 - 54	476	463	206	94	312	159	154	450
%V	19.2%	19.6%	21.1%	24.1%	19.9%	23.7%	17.2%	21.5%
%H (All HH)		97.3%	43.3%	19.7%	65.5%	33.4%	32.4%	94.5%
%H (TV HH)			44.5%	20.3%	67.4%	34.3%	33.3%	
55 - 64	445	434	189	73	305	140	166	393
%V	18.0%	18.4%	19.3%	18.7%	19.5%	20.8%	18.6%	18.8%
%H (All HH)		97.5%	42.5%	16.4%	68.5%	31.5%	37.3%	88.3%
%H (TV HH)			43.5%	16.8%	70.3%	32.3%	38.2%	
65 +	695	684	235	102	531	183	348	424
%V	28.0%	29.0%	24.1%	26.2%	33.9%	27.2%	38.9%	20.3%
%H (All HH)		98.4%	33.8%	14.7%	76.4%	26.3%	50.1%	61.0%
%H (TV HH)			34.4%	14.9%	77.6%	26.8%	50.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

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Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2478	2357	977	390	1566	672	894	2092
%H (All HH)		95.1%	39.4%	15.7%	63.2%	27.1%	36.1%	84.4%
%H (TV HH)			41.5%	16.5%	66.4%	28.5%	37.9%	
1	902	840	252	124	592	161	431	585
%V	36.4%	35.6%	25.8%	31.8%	37.8%	24.0%	48.2%	28.0%
%H (All HH)		93.1%	27.9%	13.7%	65.6%	17.8%	47.8%	64.9%
%H (TV HH)			30.0%	14.8%	70.5%	19.2%	51.3%	
2	850	817	352	148	544	260	284	791
%V	34.3%	34.7%	36.0%	37.9%	34.7%	38.7%	31.8%	37.8%
%H (All HH)		96.1%	41.4%	17.4%	64.0%	30.6%	33.4%	93.1%
%H (TV HH)			43.1%	18.1%	66.6%	31.8%	34.8%	
3	342	327	167	58	202	115	87	334
%V	13.8%	13.9%	17.1%	14.9%	12.9%	17.1%	9.7%	16.0%
%H (All HH)		95.6%	48.8%	17.0%	59.1%	33.6%	25.4%	97.7%
%H (TV HH)			51.1%	17.7%	61.8%	35.2%	26.6%	
4	269	263	147	40	163	99	64	267
%V	10.9%	11.2%	15.0%	10.3%	10.4%	14.7%	7.2%	12.8%
%H (All HH)		97.8%	54.6%	14.9%	60.6%	36.8%	23.8%	99.3%
%H (TV HH)			55.9%	15.2%	62.0%	37.6%	24.3%	
5+	116	111	60	20	65	38	27	115
%V	4.7%	4.7%	6.1%	5.1%	4.2%	5.7%	3.0%	5.5%
%H (All HH)		95.7%	51.7%	17.2%	56.0%	32.8%	23.3%	99.1%
%H (TV HH)			54.1%	18.0%	58.6%	34.2%	24.3%	
Average HH size	2.15	2.16	2.41	2.20	2.10	2.41	1.86	2.32

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 11.4: 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	2478	2357	977	390	1566	672	894	2092
%H (All HH)		95.1%	39.4%	15.7%	63.2%	27.1%	36.1%	84.4%
%H (TV HH)			41.5%	16.5%	66.4%	28.5%	37.9%	
Without	1923	1817	693	303	1247	495	752	1548
%V	77.6%	77.1%	70.9%	77.7%	79.6%	73.7%	84.1%	74.0%
%H (All HH)		94.5%	36.0%	15.8%	64.8%	25.7%	39.1%	80.5%
%H (TV HH)			38.1%	16.7%	68.6%	27.2%	41.4%	
With	555	540	284	86	319	178	142	545
%V	22.4%	22.9%	29.1%	22.1%	20.4%	26.5%	15.9%	26.1%
%H (All HH)		97.3%	51.2%	15.5%	57.5%	32.1%	25.6%	98.2%
%H (TV HH)			52.6%	15.9%	59.1%	33.0%	26.3%	
0 - 3	187	180	102	19	101	56	45	183
%V	7.5%	7.6%	10.4%	4.9%	6.4%	8.3%	5.0%	8.7%
%H (All HH)		96.3%	54.5%	10.2%	54.0%	29.9%	24.1%	97.9%
%H (TV HH)			56.7%	10.6%	56.1%	31.1%	25.0%	
4 - 9	285	279	147	41	162	88	74	280
%V	11.5%	11.8%	15.0%	10.5%	10.3%	13.1%	8.3%	13.4%
%H (All HH)		97.9%	51.6%	14.4%	56.8%	30.9%	26.0%	98.2%
%H (TV HH)			52.7%	14.7%	58.1%	31.5%	26.5%	
10 - 15	267	262	139	46	165	95	70	263
%V	10.8%	11.1%	14.2%	11.8%	10.5%	14.1%	7.8%	12.6%
%H (All HH)		98.1%	52.1%	17.2%	61.8%	35.6%	26.2%	98.5%
%H (TV HH)			53.1%	17.6%	63.0%	36.3%	26.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

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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	2478	2357	977	390	1566	672	894	2092
%H (All HH)		95.1%	39.4%	15.7%	63.2%	27.1%	36.1%	84.4%
%H (TV HH)			41.5%	16.5%	66.4%	28.5%	37.9%	
1	920	920	278	123	540	101	439	680
%V	37.1%	39.0%	28.5%	31.5%	34.5%	15.0%	49.1%	32.5%
%H (All HH)		100.0%	30.2%	13.4%	58.7%	11.0%	47.7%	73.9%
%H (TV HH)			30.2%	13.4%	58.7%	11.0%	47.7%	
2	778	778	332	151	528	248	280	680
%V	31.4%	33.0%	34.0%	38.7%	33.7%	36.9%	31.3%	32.5%
%H (All HH)		100.0%	42.7%	19.4%	67.9%	31.9%	36.0%	87.4%
%H (TV HH)			42.7%	19.4%	67.9%	31.9%	36.0%	
3	417	417	226	68	313	193	120	393
%V	16.8%	17.7%	23.1%	17.4%	20.0%	28.7%	13.4%	18.8%
%H (All HH)		100.0%	54.2%	16.3%	75.1%	46.3%	28.8%	94.2%
%H (TV HH)			54.2%	16.3%	75.1%	46.3%	28.8%	
4	156	156	84	33	117	78	39	154
%V	6.3%	6.6%	8.6%	8.5%	7.5%	11.6%	4.4%	7.4%
%H (All HH)		100.0%	53.8%	21.2%	75.0%	50.0%	25.0%	98.7%
%H (TV HH)			53.8%	21.2%	75.0%	50.0%	25.0%	
5+	86	86	56	14	69	52	16	86
%V	3.5%	3.6%	5.7%	3.6%	4.4%	7.7%	1.8%	4.1%
%H (All HH)		100.0%	65.1%	16.3%	80.2%	60.5%	18.6%	100.0%
%H (TV HH)			65.1%	16.3%	80.2%	60.5%	18.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

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Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2478	2357	977	390	1566	672	894	2092
%V (All HH)		95.1%	39.4%	15.7%	63.2%	27.1%	36.1%	84.4%
%H (TV HH)			41.5%	16.5%	66.4%	28.5%	37.9%	
Under 20"	249	249	113	35	200	101	100	216
%V	10.0%	10.6%	11.6%	9.0%	12.8%	15.0%	11.2%	10.3%
%H (All HH)		100.0%	45.4%	14.1%	80.3%	40.6%	40.2%	86.7%
%H (TV HH)			45.4%	14.1%	80.3%	40.6%	40.2%	
20" - 29"	656	656	262	111	507	240	268	552
%V	26.5%	27.8%	26.8%	28.5%	32.4%	35.7%	30.0%	26.4%
%H (All HH)		100.0%	39.9%	16.9%	77.3%	36.6%	40.9%	84.1%
%H (TV HH)			39.9%	16.9%	77.3%	36.6%	40.9%	
30" - 39"	1178	1178	500	200	815	371	444	997
%V	47.5%	50.0%	51.2%	51.3%	52.0%	55.2%	49.7%	47.7%
%H (All HH)		100.0%	42.4%	17.0%	69.2%	31.5%	37.7%	84.6%
%H (TV HH)			42.4%	17.0%	69.2%	31.5%	37.7%	
40" - 49"	1195	1195	577	215	788	420	369	1095
%V	48.2%	50.7%	59.1%	55.1%	50.3%	62.5%	41.3%	52.3%
%H (All HH)		100.0%	48.3%	18.0%	65.9%	35.1%	30.9%	91.6%
%H (TV HH)			48.3%	18.0%	65.9%	35.1%	30.9%	
50" - 59"	444	444	237	80	280	170	111	416
%V	17.9%	18.8%	24.3%	20.5%	17.9%	25.3%	12.4%	19.9%
%H (All HH)		100.0%	53.4%	18.0%	63.1%	38.3%	25.0%	93.7%
%H (TV HH)			53.4%	18.0%	63.1%	38.3%	25.0%	
60"+	53	53	34	9	33	23	10	50
%V	2.1%	2.2%	3.5%	2.3%	2.1%	3.4%	1.1%	2.4%
%H (All HH)		100.0%	64.2%	17.0%	62.3%	43.4%	18.9%	94.3%
%H (TV HH)			64.2%	17.0%	62.3%	43.4%	18.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

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Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2478	2357	977	390	1566	672	894	2092
%H (All HH)		95.1%	39.4%	15.7%	63.2%	27.1%	36.1%	84.4%
%H (TV HH)			41.5%	16.5%	66.4%	28.5%	37.9%	
Main living room	2322	2322	969	388	1542	669	873	1964
%V	93.7%	98.5%	99.2%	99.5%	98.5%	99.6%	97.7%	93.9%
%H (All HH)		100.0%	41.7%	16.7%	66.4%	28.8%	37.6%	84.6%
%H (TV HH)			41.7%	16.7%	66.4%	28.8%	37.6%	
Kitchen	286	286	151	39	233	137	96	266
%V	11.5%	12.1%	15.5%	10.0%	14.9%	20.4%	10.7%	12.7%
%H (All HH)		100.0%	52.8%	13.6%	81.5%	47.9%	33.6%	93.0%
%H (TV HH)			52.8%	13.6%	81.5%	47.9%	33.6%	
Adult's bedroom	1103	1103	539	209	796	458	338	999
%V	44.5%	46.8%	55.2%	53.6%	50.8%	68.2%	37.8%	47.8%
%H (All HH)		100.0%	48.9%	18.9%	72.2%	41.5%	30.6%	90.6%
%H (TV HH)			48.9%	18.9%	72.2%	41.5%	30.6%	
Child's bedroom	260	260	151	43	170	108	62	257
%V	10.5%	11.0%	15.5%	11.0%	10.9%	16.1%	6.9%	12.3%
%H (All HH)		100.0%	58.1%	16.5%	65.4%	41.5%	23.8%	98.8%
%H (TV HH)			58.1%	16.5%	65.4%	41.5%	23.8%	
Other bedroom	134	134	70	21	109	66	43	127
%V	5.4%	5.7%	7.2%	5.4%	7.0%	9.8%	4.8%	6.1%
%H (All HH)		100.0%	52.2%	15.7%	81.3%	49.3%	32.1%	94.8%
%H (TV HH)			52.2%	15.7%	81.3%	49.3%	32.1%	
Second living/dining room	177	177	91	33	129	75	54	168
%V	7.1%	7.5%	9.3%	8.5%	8.2%	11.2%	6.0%	8.0%
%H (All HH)		100.0%	51.4%	18.6%	72.9%	42.4%	30.5%	94.9%
%H (TV HH)			51.4%	18.6%	72.9%	42.4%	30.5%	
Study/office	45	45	22	9	32	19	13	45
%V	1.8%	1.9%	2.3%	2.3%	2.0%	2.8%	1.5%	2.2%
%H (All HH)		100.0%	48.9%	20.0%	71.1%	42.2%	28.9%	100.0%
%H (TV HH)			48.9%	20.0%	71.1%	42.2%	28.9%	
TV room	41	41	22	6	30	18	12	40
%V	1.7%	1.7%	2.3%	1.5%	1.9%	2.7%	1.3%	1.9%
%H (All HH)		100.0%	53.7%	14.6%	73.2%	43.9%	29.3%	97.6%
%H (TV HH)			53.7%	14.6%	73.2%	43.9%	29.3%	
Conservatory	41	41	24	7	34	23	11	39
%V	1.7%	1.7%	2.5%	1.8%	2.2%	3.4%	1.2%	1.9%
%H (All HH)		100.0%	58.5%	17.1%	82.9%	56.1%	26.8%	95.1%
%H (TV HH)			58.5%	17.1%	82.9%	56.1%	26.8%	
Attic or loft room	5	5	4	1	3	3	0	5
%V	0.2%	0.2%	0.4%	0.3%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	80.0%	20.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			80.0%	20.0%	60.0%	60.0%	0.0%	
No specific location	2	2	2	0	2	1	1	2
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	50.0%	50.0%	
Other	26	26	16	4	17	12	5	25
%V	1.0%	1.1%	1.6%	1.0%	1.1%	1.8%	0.6%	1.2%
%H (All HH)		100.0%	61.5%	15.4%	65.4%	46.2%	19.2%	96.2%
%H (TV HH)			61.5%	15.4%	65.4%	46.2%	19.2%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

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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	2478	2357	977	390	1566	672	894	2092
%H (All HH)		95.1%	39.4%	15.7%	63.2%	27.1%	36.1%	84.4%
%H (TV HH)			41.5%	16.5%	66.4%	28.5%	37.9%	
Any DSAT provider	977	977	977	9	489	489	0	895
%V	39.4%	41.5%	100.0%	2.3%	31.2%	72.8%	0.0%	42.8%
%H (All HH)			100.0%	0.9%	50.1%	50.1%	0.0%	91.6%
%H (TV HH)			100.0%	0.9%	50.1%	50.1%	0.0%	
Sky with subcription	810	810	810	5	413	413	0	758
%V	32.7%	34.4%	82.9%	1.3%	26.4%	61.5%	0.0%	36.2%
%H (All HH)			100.0%	0.6%	51.0%	51.0%	0.0%	93.6%
%H (TV HH)			100.0%	0.6%	51.0%	51.0%	0.0%	
Sky without subscription	63	63	63	2	28	28	0	50
%V	2.5%	2.7%	6.4%	0.5%	1.8%	4.2%	0.0%	2.4%
%H (All HH)			100.0%	3.2%	44.4%	44.4%	0.0%	79.4%
%H (TV HH)			100.0%	3.2%	44.4%	44.4%	0.0%	
Freesat	105	105	105	0	47	47	0	92
%V	4.2%	4.5%	10.7%	0.0%	3.0%	7.0%	0.0%	4.4%
%H (All HH)			100.0%	0.0%	44.8%	44.8%	0.0%	87.6%
%H (TV HH)			100.0%	0.0%	44.8%	44.8%	0.0%	
Other satellite provider	51	51	51	3	27	27	0	48
%V	2.1%	2.2%	5.2%	0.8%	1.7%	4.0%	0.0%	2.3%
%H (All HH)			100.0%	5.9%	52.9%	52.9%	0.0%	94.1%
%H (TV HH)			100.0%	5.9%	52.9%	52.9%	0.0%	
DCAB	390	390	9	390	189	189	0	353
%V	15.7%	16.5%	0.9%	100.0%	12.1%	28.1%	0.0%	16.9%
%H (All HH)			2.3%	100.0%	48.5%	48.5%	0.0%	90.5%
%H (TV HH)			2.3%	100.0%	48.5%	48.5%	0.0%	
DTT	1566	1566	489	189	1566	672	894	1281
%V	63.2%	66.4%	50.1%	48.5%	100.0%	100.0%	100.0%	61.2%
%H (All HH)		100.0%	31.2%	12.1%	100.0%	42.9%	57.1%	81.8%
%H (TV HH)			31.2%	12.1%	100.0%	42.9%	57.1%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

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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	2478	2357	977	390	1566	672	894	2092
%H (All HH)		95.1%	39.4%	15.7%	63.2%	27.1%	36.1%	84.4%
%H (TV HH)			41.5%	16.5%	66.4%	28.5%	37.9%	
PVR	1502	1502	862	364	902	620	282	1387
%V	60.6%	63.7%	88.2%	93.3%	57.6%	92.3%	31.5%	66.3%
%H (All HH)		100.0%	57.4%	24.2%	60.1%	41.3%	18.8%	92.3%
%H (TV HH)			57.4%	24.2%	60.1%	41.3%	18.8%	
DVDR	28	28	13	5	19	9	11	23
%V	1.1%	1.2%	1.3%	1.3%	1.2%	1.3%	1.2%	1.1%
%H (All HH)		100.0%	46.4%	17.9%	67.9%	32.1%	39.3%	82.1%
%H (TV HH)			46.4%	17.9%	67.9%	32.1%	39.3%	
VCR	17	17	7	0	14	4	9	10
%V	0.7%	0.7%	0.7%	0.0%	0.9%	0.6%	1.0%	0.5%
%H (All HH)		100.0%	41.2%	0.0%	82.4%	23.5%	52.9%	58.8%
%H (TV HH)			41.2%	0.0%	82.4%	23.5%	52.9%	
Any recorder	1518	1518	866	364	916	622	294	1395
%V	61.3%	64.4%	88.6%	93.3%	58.5%	92.6%	32.9%	66.7%
%H (All HH)		100.0%	57.0%	24.0%	60.3%	41.0%	19.4%	91.9%
%H (TV HH)			57.0%	24.0%	60.3%	41.0%	19.4%	
Receives HDTV (via STB or built-in reception)	1632	1632	805	331	1100	595	505	1476
%V	65.9%	69.2%	82.4%	84.9%	70.2%	88.5%	56.5%	70.6%
%H (All HH)		100.0%	49.3%	20.3%	67.4%	36.5%	30.9%	90.4%
%H (TV HH)			49.3%	20.3%	67.4%	36.5%	30.9%	
DVD/Blu-ray player or recorder	1605	1605	691	283	1088	513	575	1400
%V	64.8%	68.1%	70.7%	72.6%	69.5%	76.3%	64.3%	66.9%
%H (All HH)		100.0%	43.1%	17.6%	67.8%	32.0%	35.8%	87.2%
%H (TV HH)			43.1%	17.6%	67.8%	32.0%	35.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2478	2357	977	390	1566	672	894	2092
%H (All HH)		95.1%	39.4%	15.7%	63.2%	27.1%	36.1%	84.4%
%H (TV HH)			41.5%	16.5%	66.4%	28.5%	37.9%	
Has broadband internet	2092	1993	895	353	1281	626	656	2092
%V	84.4%	84.6%	91.6%	90.5%	81.8%	93.2%	73.4%	100.0%
%H (All HH)		95.3%	42.8%	16.9%	61.2%	29.9%	31.4%	100.0%
%H (TV HH)			44.9%	17.7%	64.3%	31.4%	32.9%	
Number of computers (PCs and laptops)								
0	482	459	122	49	342	70	272	121
%V	19.5%	19.5%	12.5%	12.6%	21.8%	10.4%	30.4%	5.8%
%H (All HH)		95.2%	25.3%	10.2%	71.0%	14.5%	56.4%	25.1%
%H (TV HH)			26.6%	10.7%	74.5%	15.3%	59.3%	
1	662	625	249	111	408	169	239	641
%V	26.7%	26.5%	25.5%	28.5%	26.1%	25.1%	26.7%	30.6%
%H (All HH)		94.4%	37.6%	16.8%	61.6%	25.5%	36.1%	96.8%
%H (TV HH)			39.8%	17.8%	65.3%	27.0%	38.2%	
2	593	567	255	96	371	180	190	590
%V	23.9%	24.1%	26.1%	24.6%	23.7%	26.8%	21.3%	28.2%
%H (All HH)		95.6%	43.0%	16.2%	62.6%	30.4%	32.0%	99.5%
%H (TV HH)			45.0%	16.9%	65.4%	31.7%	33.5%	
3	347	331	160	64	211	119	92	347
%V	14.0%	14.0%	16.4%	16.4%	13.5%	17.7%	10.3%	16.6%
%H (All HH)		95.4%	46.1%	18.4%	60.8%	34.3%	26.5%	100.0%
%H (TV HH)			48.3%	19.3%	63.7%	36.0%	27.8%	
4	180	173	87	30	113	61	52	180
%V	7.3%	7.3%	8.9%	7.7%	7.2%	9.1%	5.8%	8.6%
%H (All HH)		96.1%	48.3%	16.7%	62.8%	33.9%	28.9%	100.0%
%H (TV HH)			50.3%	17.3%	65.3%	35.3%	30.1%	
5+	213	204	104	41	121	73	48	213
%V	8.6%	8.7%	10.6%	10.5%	7.7%	10.9%	5.4%	10.2%
%H (All HH)		95.8%	48.8%	19.2%	56.8%	34.3%	22.5%	100.0%
%H (TV HH)			51.0%	20.1%	59.3%	35.8%	23.5%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4817	2265	841	3376	1776	1599	4302
%H		47.0%	17.5%	70.1%	36.9%	33.2%	89.3%
Under 20"	297	136	42	240	121	119	260
%V	6.2%	6.0%	5.0%	7.1%	6.8%	7.4%	6.0%
%H		45.8%	14.1%	80.8%	40.7%	40.1%	87.5%
20" - 29"	828	349	138	648	324	324	706
%V	17.2%	15.4%	16.4%	19.2%	18.2%	20.3%	16.4%
%H		42.1%	16.7%	78.3%	39.1%	39.1%	85.3%
30" - 39"	1503	673	260	1050	515	535	1310
%V	31.2%	29.7%	30.9%	31.1%	29.0%	33.5%	30.5%
%H		44.8%	17.3%	69.9%	34.3%	35.6%	87.2%
40" - 49"	1470	729	267	986	548	438	1365
%V	30.5%	32.2%	31.7%	29.2%	30.9%	27.4%	31.7%
%H		49.6%	18.2%	67.1%	37.3%	29.8%	92.9%
50" - 59"	496	272	93	313	197	116	467
%V	10.3%	12.0%	11.1%	9.3%	11.1%	7.3%	10.9%
%H		54.8%	18.8%	63.1%	39.7%	23.4%	94.2%
60"+	61	38	12	37	27	10	58
%V	1.3%	1.7%	1.4%	1.1%	1.5%	0.6%	1.3%
%H		62.3%	19.7%	60.7%	44.3%	16.4%	95.1%
Don't know	161	67	30	101	43	58	137
%V	3.3%	3.0%	3.6%	3.0%	2.4%	3.6%	3.2%
%H		41.6%	18.6%	62.7%	26.7%	36.0%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4817	2265	841	3376	1776	1599	4302
%H		47.0%	17.5%	70.1%	36.9%	33.2%	89.3%
Main living room	2340	976	394	1552	674	878	1980
%V	48.6%	43.1%	46.8%	46.0%	38.0%	54.9%	46.0%
%H		41.7%	16.8%	66.3%	28.8%	37.5%	84.6%
Kitchen	288	153	39	235	138	97	268
%V	6.0%	6.8%	4.6%	7.0%	7.8%	6.1%	6.2%
%H		53.1%	13.5%	81.6%	47.9%	33.7%	93.1%
Adult's bedroom	1354	670	270	992	593	399	1242
%V	28.1%	29.6%	32.1%	29.4%	33.4%	25.0%	28.9%
%H		49.5%	19.9%	73.3%	43.8%	29.5%	91.7%
Child's bedroom	333	198	54	213	137	76	329
%V	6.9%	8.7%	6.4%	6.3%	7.7%	4.8%	7.6%
%H		59.5%	16.2%	64.0%	41.1%	22.8%	98.8%
Other bedroom	157	80	24	129	76	53	149
%V	3.3%	3.5%	2.9%	3.8%	4.3%	3.3%	3.5%
%H		51.0%	15.3%	82.2%	48.4%	33.8%	94.9%
Second living/dining room	181	94	34	132	77	55	172
%V	3.8%	4.2%	4.0%	3.9%	4.3%	3.4%	4.0%
%H		51.9%	18.8%	72.9%	42.5%	30.4%	95.0%
Study/office	46	23	9	33	20	13	46
%V	1.0%	1.0%	1.1%	1.0%	1.1%	0.8%	1.1%
%H		50.0%	19.6%	71.7%	43.5%	28.3%	100.0%
TV room	41	22	6	30	18	12	40
%V	0.9%	1.0%	0.7%	0.9%	1.0%	0.8%	0.9%
%H		53.7%	14.6%	73.2%	43.9%	29.3%	97.6%
Conservatory	41	24	7	34	23	11	39
%V	0.9%	1.1%	0.8%	1.0%	1.3%	0.7%	0.9%
%H		58.5%	17.1%	82.9%	56.1%	26.8%	95.1%
Attic or loft room	5	4	1	4	4	0	5
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		80.0%	20.0%	80.0%	80.0%	0.0%	100.0%
No specific location	2	2	0	2	1	1	2
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	29	19	5	20	14	5	28
%V	0.6%	0.8%	0.6%	0.6%	0.8%	0.3%	0.7%
%H		65.5%	17.2%	69.0%	48.3%	17.2%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4817	2265	841	3376	1776	1599	4302
%H		47.0%	17.5%	70.1%	36.9%	33.2%	89.3%
PVR	2125	1300	520	1212	892	320	1988
%V	44.1%	57.4%	61.8%	35.9%	50.2%	20.0%	46.2%
%H		61.2%	24.5%	57.0%	42.0%	15.1%	93.6%
DVDR	31	13	5	22	10	12	25
%V	0.6%	0.6%	0.6%	0.7%	0.6%	0.8%	0.6%
%H		41.9%	16.1%	71.0%	32.3%	38.7%	80.6%
VCR	17	7	0	14	4	10	11
%V	0.4%	0.3%	0.0%	0.4%	0.2%	0.6%	0.3%
%H		41.2%	0.0%	82.4%	23.5%	58.8%	64.7%
Any recorder	2150	1307	521	1233	897	336	2002
%V	44.6%	57.7%	62.0%	36.5%	50.5%	21.0%	46.5%
%H		60.8%	24.2%	57.3%	41.7%	15.6%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4817	2265	841	3376	1776	1599	4302
%H		47.0%	17.5%	70.1%	36.9%	33.2%	89.3%
Receives HDTV (via STB or built-in reception)	2652	1383	539	1843	1093	749	2452
%V	55.1%	61.1%	64.1%	54.6%	61.5%	46.8%	57.0%
%H		52.1%	20.3%	69.5%	41.2%	28.2%	92.5%
DVD/Blu-ray player or recorder	2359	1079	447	1619	849	770	2122
%V	49.0%	47.6%	53.2%	48.0%	47.8%	48.2%	49.3%
%H		45.7%	18.9%	68.6%	36.0%	32.6%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2356	977	390	1566	672	894	1992
%H		41.5%	16.6%	66.5%	28.5%	37.9%	84.6%
Under 20"	21	5	0	17	3	15	15
%V	0.9%	0.5%	0.0%	1.1%	0.4%	1.7%	0.8%
%H		23.8%	0.0%	81.0%	14.3%	71.4%	71.4%
20" - 29"	157	28	13	119	14	105	98
%V	6.7%	2.9%	3.3%	7.6%	2.1%	11.7%	4.9%
%H		17.8%	8.3%	75.8%	8.9%	66.9%	62.4%
30" - 39"	649	210	102	448	142	307	489
%V	27.5%	21.5%	26.2%	28.6%	21.1%	34.3%	24.5%
%H		32.4%	15.7%	69.0%	21.9%	47.3%	75.3%
40" - 49"	1004	466	181	664	338	325	910
%V	42.6%	47.7%	46.4%	42.4%	50.3%	36.4%	45.7%
%H		46.4%	18.0%	66.1%	33.7%	32.4%	90.6%
50" - 59"	398	212	71	249	148	100	372
%V	16.9%	21.7%	18.2%	15.9%	22.0%	11.2%	18.7%
%H		53.3%	17.8%	62.6%	37.2%	25.1%	93.5%
60"+	45	28	9	25	18	7	42
%V	1.9%	2.9%	2.3%	1.6%	2.7%	0.8%	2.1%
%H		62.2%	20.0%	55.6%	40.0%	15.6%	93.3%
Don't know	82	28	14	44	9	35	66
%V	3.5%	2.9%	3.6%	2.8%	1.3%	3.9%	3.3%
%H		34.1%	17.1%	53.7%	11.0%	42.7%	80.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2356	977	390	1566	672	894	1992
%H		41.5%	16.6%	66.5%	28.5%	37.9%	84.6%
PVR	1471	853	357	876	608	268	1360
%V	62.4%	87.3%	91.5%	55.9%	90.5%	30.0%	68.3%
%H		58.0%	24.3%	59.6%	41.3%	18.2%	92.5%
DVDR	22	10	3	15	7	8	17
%V	0.9%	1.0%	0.8%	1.0%	1.0%	0.9%	0.9%
%H		45.5%	13.6%	68.2%	31.8%	36.4%	77.3%
VCR	14	5	0	11	3	9	7
%V	0.6%	0.5%	0.0%	0.7%	0.4%	1.0%	0.4%
%H		35.7%	0.0%	78.6%	21.4%	64.3%	50.0%
Any recorder	1486	856	357	889	610	279	1366
%V	63.1%	87.6%	91.5%	56.8%	90.8%	31.2%	68.6%
%H		57.6%	24.0%	59.8%	41.0%	18.8%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2356	977	390	1566	672	894	1992
%H		41.5%	16.6%	66.5%	28.5%	37.9%	84.6%
Receives HDTV (via STB or built-in reception)	1588	789	325	1063	580	483	1438
%V	67.4%	80.8%	83.3%	67.9%	86.3%	54.0%	72.2%
%H		49.7%	20.5%	66.9%	36.5%	30.4%	90.6%
DVD/Blu-ray player or recorder	1365	566	238	925	415	510	1171
%V	57.9%	57.9%	61.0%	59.1%	61.8%	57.0%	58.8%
%H		41.5%	17.4%	67.8%	30.4%	37.4%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2461	1287	451	1810	1104	706	2310
%H		52.3%	18.3%	73.5%	44.9%	28.7%	93.9%
Under 20"	276	131	41	223	119	104	245
%V	11.2%	10.2%	9.1%	12.3%	10.8%	14.7%	10.6%
%H		47.5%	14.9%	80.8%	43.1%	37.7%	88.8%
20" - 29"	671	322	125	529	310	219	608
%V	27.3%	25.0%	27.7%	29.2%	28.1%	31.0%	26.3%
%H		48.0%	18.6%	78.8%	46.2%	32.6%	90.6%
30" - 39"	854	462	159	602	373	228	821
%V	34.7%	35.9%	35.3%	33.3%	33.8%	32.3%	35.5%
%H		54.1%	18.6%	70.5%	43.7%	26.7%	96.1%
40" - 49"	466	263	86	323	210	113	456
%V	18.9%	20.4%	19.1%	17.8%	19.0%	16.0%	19.7%
%H		56.4%	18.5%	69.3%	45.1%	24.2%	97.9%
50" - 59"	99	61	22	64	49	15	95
%V	4.0%	4.7%	4.9%	3.5%	4.4%	2.1%	4.1%
%H		61.6%	22.2%	64.6%	49.5%	15.2%	96.0%
60"+	15	10	3	12	9	3	15
%V	0.6%	0.8%	0.7%	0.7%	0.8%	0.4%	0.6%
%H		66.7%	20.0%	80.0%	60.0%	20.0%	100.0%
Don't know	79	39	16	57	34	23	71
%V	3.2%	3.0%	3.5%	3.1%	3.1%	3.3%	3.1%
%H		49.4%	20.3%	72.2%	43.0%	29.1%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Set level data

Table 11.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2461	1287	451	1810	1104	706	2310
%H		52.3%	18.3%	73.5%	44.9%	28.7%	93.9%
PVR	654	448	163	336	284	52	628
%V	26.6%	34.8%	36.1%	18.6%	25.7%	7.4%	27.2%
%H		68.5%	24.9%	51.4%	43.4%	8.0%	96.0%
DVDR	9	4	2	6	2	4	8
%V	0.4%	0.3%	0.4%	0.3%	0.2%	0.6%	0.3%
%H		44.4%	22.2%	66.7%	22.2%	44.4%	88.9%
VCR	3	1	0	3	1	1	3
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	33.3%	100.0%
Any recorder	664	451	164	343	287	57	637
%V	27.0%	35.0%	36.4%	19.0%	26.0%	8.1%	27.6%
%H		67.9%	24.7%	51.7%	43.2%	8.6%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2461	1287	451	1810	1104	706	2310
%H		52.3%	18.3%	73.5%	44.9%	28.7%	93.9%
Receives HDTV (via STB or built-in reception)	1064	594	215	780	513	267	1014
%V	43.2%	46.2%	47.7%	43.1%	46.5%	37.8%	43.9%
%H		55.8%	20.2%	73.3%	48.2%	25.1%	95.3%
DVD/Blu-ray player or recorder	994	513	209	694	434	260	952
%V	40.4%	39.9%	46.3%	38.3%	39.3%	36.8%	41.2%
%H		51.6%	21.0%	69.8%	43.7%	26.2%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5322	5094	2357	858	3285	1619	1666	4855
%H		95.7%	44.3%	16.1%	61.7%	30.4%	31.3%	91.2%
Total Children	919	896	480	136	527	291	235	905
%V	17.3%	17.6%	20.4%	15.9%	16.0%	18.0%	14.1%	18.6%
%H		97.5%	52.2%	14.8%	57.3%	31.7%	25.6%	98.5%
0 - 3	212	204	116	22	112	62	51	208
%V	4.0%	4.0%	4.9%	2.6%	3.4%	3.8%	3.1%	4.3%
%H		96.2%	54.7%	10.4%	52.8%	29.2%	24.1%	98.1%
4 - 15	707	692	364	114	414	230	184	697
%V	13.3%	13.6%	15.4%	13.3%	12.6%	14.2%	11.0%	14.4%
%H		97.9%	51.5%	16.1%	58.6%	32.5%	26.0%	98.6%
4 - 9	369	360	190	54	205	111	94	363
%V	6.9%	7.1%	8.1%	6.3%	6.2%	6.9%	5.6%	7.5%
%H		97.6%	51.5%	14.6%	55.6%	30.1%	25.5%	98.4%
10 - 15	338	332	174	60	209	119	90	334
%V	6.4%	6.5%	7.4%	7.0%	6.4%	7.4%	5.4%	6.9%
%H		98.2%	51.5%	17.8%	61.8%	35.2%	26.6%	98.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5322	5094	2357	858	3285	1619	1666	4855
%H		95.7%	44.3%	16.1%	61.7%	30.4%	31.3%	91.2%
Total Adults (16+)	4403	4198	1878	721	2759	1327	1431	3950
%V	82.7%	82.4%	79.7%	84.0%	84.0%	82.0%	85.9%	81.4%
%H		95.3%	42.7%	16.4%	62.7%	30.1%	32.5%	89.7%
16 - 19	232	219	101	44	135	72	64	229
%V	4.4%	4.3%	4.3%	5.1%	4.1%	4.4%	3.8%	4.7%
%H		94.4%	43.5%	19.0%	58.2%	31.0%	27.6%	98.7%
20 - 24	315	263	108	36	158	74	84	305
%V	5.9%	5.2%	4.6%	4.2%	4.8%	4.6%	5.0%	6.3%
%H		83.5%	34.3%	11.4%	50.2%	23.5%	26.7%	96.8%
25 - 34	722	655	307	103	355	179	176	707
%V	13.6%	12.9%	13.0%	12.0%	10.8%	11.1%	10.6%	14.6%
%H		90.7%	42.5%	14.3%	49.2%	24.8%	24.4%	97.9%
35 - 44	655	624	315	111	354	190	164	632
%V	12.3%	12.2%	13.4%	12.9%	10.8%	11.7%	9.8%	13.0%
%H		95.3%	48.1%	16.9%	54.0%	29.0%	25.0%	96.5%
45 - 54	777	759	354	160	506	272	234	746
%V	14.6%	14.9%	15.0%	18.6%	15.4%	16.8%	14.0%	15.4%
%H		97.7%	45.6%	20.6%	65.1%	35.0%	30.1%	96.0%
55 - 64	715	701	323	121	501	250	251	655
%V	13.4%	13.8%	13.7%	14.1%	15.3%	15.4%	15.1%	13.5%
%H		98.0%	45.2%	16.9%	70.1%	35.0%	35.1%	91.6%
65+	988	977	371	148	749	290	459	676
%V	18.6%	19.2%	15.7%	17.2%	22.8%	17.9%	27.6%	13.9%
%H		98.9%	37.6%	15.0%	75.8%	29.4%	46.5%	68.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		4403	4198	1878	721	2759	1327	1431	3950
	%H		95.3%	42.7%	16.4%	62.7%	30.1%	32.5%	89.7%
AB		1151	1099	497	206	726	369	357	1114
	%V	26.1%	26.2%	26.5%	28.6%	26.3%	27.8%	24.9%	28.2%
	%H		95.5%	43.2%	17.9%	63.1%	32.1%	31.0%	96.8%
C1		1245	1166	516	206	759	370	389	1169
	%V	28.3%	27.8%	27.5%	28.6%	27.5%	27.9%	27.2%	29.6%
	%H		93.7%	41.4%	16.5%	61.0%	29.7%	31.2%	93.9%
C2		921	897	457	147	593	327	266	843
	%V	20.9%	21.4%	24.3%	20.4%	21.5%	24.6%	18.6%	21.3%
	%H		97.4%	49.6%	16.0%	64.4%	35.5%	28.9%	91.5%
D		733	697	292	122	444	194	250	616
	%V	16.6%	16.6%	15.5%	16.9%	16.1%	14.6%	17.5%	15.6%
	%H		95.1%	39.8%	16.6%	60.6%	26.5%	34.1%	84.0%
E		354	338	115	41	236	67	169	209
	%V	8.0%	8.1%	6.1%	5.7%	8.6%	5.0%	11.8%	5.3%
	%H		95.5%	32.5%	11.6%	66.7%	18.9%	47.7%	59.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4403	4198	1878	721	2759	1327	1431	3950
%H		95.3%	42.7%	16.4%	62.7%	30.1%	32.5%	89.7%
Working full time	2080	1992	972	375	1226	676	550	2028
%V	47.2%	47.5%	51.8%	52.0%	44.4%	50.9%	38.4%	51.3%
%H		95.8%	46.7%	18.0%	58.9%	32.5%	26.4%	97.5%
Working part time	442	425	212	64	275	143	133	429
%V	10.0%	10.1%	11.3%	8.9%	10.0%	10.8%	9.3%	10.9%
%H		96.2%	48.0%	14.5%	62.2%	32.4%	30.1%	97.1%
Not working	1881	1781	694	283	1257	509	748	1492
%V	42.7%	42.4%	37.0%	39.3%	45.6%	38.4%	52.3%	37.8%
%H		94.7%	36.9%	15.0%	66.8%	27.1%	39.8%	79.3%
Houseperson	2478	2357	977	389	1566	672	894	2092
%V	56.3%	56.1%	52.0%	54.0%	56.8%	50.6%	62.5%	53.0%
%H		95.1%	39.4%	15.7%	63.2%	27.1%	36.1%	84.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2123	2020	922	344	1312	652	660	1923
%H		95.1%	43.4%	16.2%	61.8%	30.7%	31.1%	90.6%
16 - 19	124	119	56	26	75	43	32	124
%V	5.8%	5.9%	6.1%	7.6%	5.7%	6.6%	4.8%	6.4%
%H		96.0%	45.2%	21.0%	60.5%	34.7%	25.8%	100.0%
20 - 24	154	128	56	18	75	38	37	148
%V	7.3%	6.3%	6.1%	5.2%	5.7%	5.8%	5.6%	7.7%
%H		83.1%	36.4%	11.7%	48.7%	24.7%	24.0%	96.1%
25 - 34	356	321	145	49	172	84	88	349
%V	16.8%	15.9%	15.7%	14.2%	13.1%	12.9%	13.3%	18.1%
%H		90.2%	40.7%	13.8%	48.3%	23.6%	24.7%	98.0%
35 - 44	319	303	154	54	172	97	75	306
%V	15.0%	15.0%	16.7%	15.7%	13.1%	14.9%	11.4%	15.9%
%H		95.0%	48.3%	16.9%	53.9%	30.4%	23.5%	95.9%
45 - 54	374	365	170	75	236	122	114	353
%V	17.6%	18.1%	18.4%	21.8%	18.0%	18.7%	17.3%	18.4%
%H		97.6%	45.5%	20.1%	63.1%	32.6%	30.5%	94.4%
55 - 64	347	341	159	57	249	128	121	315
%V	16.3%	16.9%	17.2%	16.6%	19.0%	19.6%	18.3%	16.4%
%H		98.3%	45.8%	16.4%	71.8%	36.9%	34.9%	90.8%
65+	448	442	183	66	332	139	193	327
%V	21.1%	21.9%	19.8%	19.2%	25.3%	21.3%	29.2%	17.0%
%H		98.7%	40.8%	14.7%	74.1%	31.0%	43.1%	73.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		2123	2020	922	344	1312	652	660	1923
	%H		95.1%	43.4%	16.2%	61.8%	30.7%	31.1%	90.6%
AB		563	539	250	98	357	187	169	548
	%V	26.5%	26.7%	27.1%	28.5%	27.2%	28.7%	25.6%	28.5%
	%H		95.7%	44.4%	17.4%	63.4%	33.2%	30.0%	97.3%
C1		560	523	240	92	339	178	161	538
	%V	26.4%	25.9%	26.0%	26.7%	25.8%	27.3%	24.4%	28.0%
	%H		93.4%	42.9%	16.4%	60.5%	31.8%	28.8%	96.1%
C2		507	491	244	82	323	172	151	455
	%V	23.9%	24.3%	26.5%	23.8%	24.6%	26.4%	22.9%	23.7%
	%H		96.8%	48.1%	16.2%	63.7%	33.9%	29.8%	89.7%
D		343	324	137	58	194	87	107	293
	%V	16.2%	16.0%	14.9%	16.9%	14.8%	13.3%	16.2%	15.2%
	%H		94.5%	39.9%	16.9%	56.6%	25.4%	31.2%	85.4%
E		150	144	52	14	100	28	71	89
	%V	7.1%	7.1%	5.6%	4.1%	7.6%	4.3%	10.8%	4.6%
	%H		96.0%	34.7%	9.3%	66.7%	18.7%	47.3%	59.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2123	2020	922	344	1312	652	660	1923
%H		95.1%	43.4%	16.2%	61.8%	30.7%	31.1%	90.6%
Working full time	1243	1190	591	211	733	408	326	1211
%V	58.5%	58.9%	64.1%	61.3%	55.9%	62.6%	49.4%	63.0%
%H		95.7%	47.5%	17.0%	59.0%	32.8%	26.2%	97.4%
Working part time	83	77	35	14	50	25	25	80
%V	3.9%	3.8%	3.8%	4.1%	3.8%	3.8%	3.8%	4.2%
%H		92.8%	42.2%	16.9%	60.2%	30.1%	30.1%	96.4%
Not working	796	753	296	119	529	220	309	632
%V	37.5%	37.3%	32.1%	34.6%	40.3%	33.7%	46.8%	32.9%
%H		94.6%	37.2%	14.9%	66.5%	27.6%	38.8%	79.4%
Houseperson	574	531	184	80	350	122	228	428
%V	27.0%	26.3%	20.0%	23.3%	26.7%	18.7%	34.5%	22.3%
%H		92.5%	32.1%	13.9%	61.0%	21.3%	39.7%	74.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2280	2178	956	377	1447	675	772	2028
%H		95.5%	41.9%	16.5%	63.5%	29.6%	33.9%	88.9%
16 - 19	108	100	45	18	60	29	31	105
%V	4.7%	4.6%	4.7%	4.8%	4.1%	4.3%	4.0%	5.2%
%H		92.6%	41.7%	16.7%	55.6%	26.9%	28.7%	97.2%
20 - 24	161	134	52	18	83	36	47	157
%V	7.1%	6.2%	5.4%	4.8%	5.7%	5.3%	6.1%	7.7%
%H		83.2%	32.3%	11.2%	51.6%	22.4%	29.2%	97.5%
25 - 34	366	334	162	54	183	95	88	358
%V	16.1%	15.3%	16.9%	14.3%	12.6%	14.1%	11.4%	17.7%
%H		91.3%	44.3%	14.8%	50.0%	26.0%	24.0%	97.8%
35 - 44	336	321	161	57	182	93	89	325
%V	14.7%	14.7%	16.8%	15.1%	12.6%	13.8%	11.5%	16.0%
%H		95.5%	47.9%	17.0%	54.2%	27.7%	26.5%	96.7%
45 - 54	402	394	184	85	270	150	120	393
%V	17.6%	18.1%	19.2%	22.5%	18.7%	22.2%	15.5%	19.4%
%H		98.0%	45.8%	21.1%	67.2%	37.3%	29.9%	97.8%
55 - 64	367	360	164	64	252	122	130	340
%V	16.1%	16.5%	17.2%	17.0%	17.4%	18.1%	16.8%	16.8%
%H		98.1%	44.7%	17.4%	68.7%	33.2%	35.4%	92.6%
65+	540	535	188	81	416	151	266	349
%V	23.7%	24.6%	19.7%	21.5%	28.7%	22.4%	34.5%	17.2%
%H		99.1%	34.8%	15.0%	77.0%	28.0%	49.3%	64.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		2280	2178	956	377	1447	675	772	2028
	%H		95.5%	41.9%	16.5%	63.5%	29.6%	33.9%	88.9%
AB		588	560	248	107	370	182	188	567
	%V	25.8%	25.7%	25.9%	28.4%	25.6%	27.0%	24.4%	28.0%
	%H		95.2%	42.2%	18.2%	62.9%	31.0%	32.0%	96.4%
C1		685	644	276	113	420	192	228	630
	%V	30.0%	29.6%	28.9%	30.0%	29.0%	28.4%	29.5%	31.1%
	%H		94.0%	40.3%	16.5%	61.3%	28.0%	33.3%	92.0%
C2		414	406	214	65	270	155	115	388
	%V	18.2%	18.6%	22.4%	17.2%	18.7%	23.0%	14.9%	19.1%
	%H		98.1%	51.7%	15.7%	65.2%	37.4%	27.8%	93.7%
D		390	374	155	64	250	107	143	323
	%V	17.1%	17.2%	16.2%	17.0%	17.3%	15.9%	18.5%	15.9%
	%H		95.9%	39.7%	16.4%	64.1%	27.4%	36.7%	82.8%
E		204	195	64	27	137	39	98	119
	%V	8.9%	9.0%	6.7%	7.2%	9.5%	5.8%	12.7%	5.9%
	%H		95.6%	31.4%	13.2%	67.2%	19.1%	48.0%	58.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2280	2178	956	377	1447	675	772	2028
%H		95.5%	41.9%	16.5%	63.5%	29.6%	33.9%	88.9%
Working full time	837	803	381	164	493	268	225	818
%V	36.7%	36.9%	39.9%	43.5%	34.1%	39.7%	29.1%	40.3%
%H		95.9%	45.5%	19.6%	58.9%	32.0%	26.9%	97.7%
Working part time	359	348	178	50	226	118	107	349
%V	15.7%	16.0%	18.6%	13.3%	15.6%	17.5%	13.9%	17.2%
%H		96.9%	49.6%	13.9%	63.0%	32.9%	29.8%	97.2%
Not working	1085	1028	398	163	728	289	440	861
%V	47.6%	47.2%	41.6%	43.2%	50.3%	42.8%	57.0%	42.5%
%H		94.7%	36.7%	15.0%	67.1%	26.6%	40.6%	79.4%
Houseperson	1904	1825	793	309	1216	550	666	1664
%V	83.5%	83.8%	82.9%	82.0%	84.0%	81.5%	86.3%	82.1%
%H		95.9%	41.6%	16.2%	63.9%	28.9%	35.0%	87.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	735	715	317	64	549	225	324	606
%H (All HH)		97.3%	43.1%	8.7%	74.7%	30.6%	44.1%	82.4%
%H (TV HH)			44.3%	9.0%	76.8%	31.5%	45.3%	
AB	162	159	80	16	121	61	60	156
%V	22.0%	22.2%	25.2%	25.0%	22.0%	27.1%	18.5%	25.7%
%H (All HH)		98.1%	49.4%	9.9%	74.7%	37.7%	37.0%	96.3%
%H (TV HH)			50.3%	10.1%	76.1%	38.4%	37.7%	
C1	180	176	74	21	132	55	78	162
%V	24.5%	24.6%	23.3%	32.8%	24.0%	24.4%	24.1%	26.7%
%H (All HH)		97.8%	41.1%	11.7%	73.3%	30.6%	43.3%	90.0%
%H (TV HH)			42.0%	11.9%	75.0%	31.3%	44.3%	
C2	151	148	71	11	118	54	64	128
%V	20.5%	20.7%	22.4%	17.2%	21.5%	24.0%	19.8%	21.1%
%H (All HH)		98.0%	47.0%	7.3%	78.1%	35.8%	42.4%	84.8%
%H (TV HH)			48.0%	7.4%	79.7%	36.5%	43.2%	
D	124	119	50	7	91	32	59	97
%V	16.9%	16.6%	15.8%	10.9%	16.6%	14.2%	18.2%	16.0%
%H (All HH)		96.0%	40.3%	5.6%	73.4%	25.8%	47.6%	78.2%
%H (TV HH)			42.0%	5.9%	76.5%	26.9%	49.6%	
E	117	114	41	8	86	23	63	62
%V	15.9%	15.9%	12.9%	12.5%	15.7%	10.2%	19.4%	10.2%
%H (All HH)		97.4%	35.0%	6.8%	73.5%	19.7%	53.8%	53.0%
%H (TV HH)			36.0%	7.0%	75.4%	20.2%	55.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Ulster

Household level data

Table 12.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	735	715	317	64	549	225	324	606
%H (All HH)		97.3%	43.1%	8.7%	74.7%	30.6%	44.1%	82.4%
%H (TV HH)			44.3%	9.0%	76.8%	31.5%	45.3%	
Under 25	19	16	6	0	9	4	5	17
%V	2.6%	2.2%	1.9%	0.0%	1.6%	1.8%	1.5%	2.8%
%H (All HH)		84.2%	31.6%	0.0%	47.4%	21.1%	26.3%	89.5%
%H (TV HH)			37.5%	0.0%	56.3%	25.0%	31.3%	
25 - 34	106	102	47	12	69	30	39	100
%V	14.4%	14.3%	14.8%	18.8%	12.6%	13.3%	12.0%	16.5%
%H (All HH)		96.2%	44.3%	11.3%	65.1%	28.3%	36.8%	94.3%
%H (TV HH)			46.1%	11.8%	67.6%	29.4%	38.2%	
35 - 44	132	128	67	14	92	47	45	124
%V	18.0%	17.9%	21.1%	21.9%	16.8%	20.9%	13.9%	20.5%
%H (All HH)		97.0%	50.8%	10.6%	69.7%	35.6%	34.1%	93.9%
%H (TV HH)			52.3%	10.9%	71.9%	36.7%	35.2%	
45 - 54	148	145	75	13	111	54	57	136
%V	20.1%	20.3%	23.7%	20.3%	20.2%	24.0%	17.6%	22.4%
%H (All HH)		98.0%	50.7%	8.8%	75.0%	36.5%	38.5%	91.9%
%H (TV HH)			51.7%	9.0%	76.6%	37.2%	39.3%	
55 - 64	131	127	54	13	103	43	60	114
%V	17.8%	17.8%	17.0%	20.3%	18.8%	19.1%	18.5%	18.8%
%H (All HH)		96.9%	41.2%	9.9%	78.6%	32.8%	45.8%	87.0%
%H (TV HH)			42.5%	10.2%	81.1%	33.9%	47.2%	
65 +	199	196	67	12	165	47	118	114
%V	27.1%	27.4%	21.1%	18.8%	30.1%	20.9%	36.4%	18.8%
%H (All HH)		98.5%	33.7%	6.0%	82.9%	23.6%	59.3%	57.3%
%H (TV HH)			34.2%	6.1%	84.2%	24.0%	60.2%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	735	715	317	64	549	225	324	606
%H (All HH)		97.3%	43.1%	8.7%	74.7%	30.6%	44.1%	82.4%
%H (TV HH)			44.3%	9.0%	76.8%	31.5%	45.3%	
1	209	200	63	13	161	40	122	119
%V	28.4%	28.0%	19.9%	20.3%	29.3%	17.8%	37.7%	19.6%
%H (All HH)		95.7%	30.1%	6.2%	77.0%	19.1%	58.4%	56.9%
%H (TV HH)			31.5%	6.5%	80.5%	20.0%	61.0%	
2	218	213	96	21	161	69	92	188
%V	29.7%	29.8%	30.3%	32.8%	29.3%	30.7%	28.4%	31.0%
%H (All HH)		97.7%	44.0%	9.6%	73.9%	31.7%	42.2%	86.2%
%H (TV HH)			45.1%	9.9%	75.6%	32.4%	43.2%	
3	118	115	55	13	86	41	45	112
%V	16.1%	16.1%	17.4%	20.3%	15.7%	18.2%	13.9%	18.5%
%H (All HH)		97.5%	46.6%	11.0%	72.9%	34.7%	38.1%	94.9%
%H (TV HH)			47.8%	11.3%	74.8%	35.7%	39.1%	
4	117	116	68	12	86	50	36	115
%V	15.9%	16.2%	21.5%	18.8%	15.7%	22.2%	11.1%	19.0%
%H (All HH)		99.1%	58.1%	10.3%	73.5%	42.7%	30.8%	98.3%
%H (TV HH)			58.6%	10.3%	74.1%	43.1%	31.0%	
5+	73	72	35	6	55	26	29	72
%V	9.9%	10.1%	11.0%	9.4%	10.0%	11.6%	9.0%	11.9%
%H (All HH)		98.6%	47.9%	8.2%	75.3%	35.6%	39.7%	98.6%
%H (TV HH)			48.6%	8.3%	76.4%	36.1%	40.3%	
Average HH size	2.53	2.55	2.77	2.67	2.52	2.83	2.30	2.77

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.4: 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	735	715	317	64	549	225	324	606
%H (All HH)		97.3%	43.1%	8.7%	74.7%	30.6%	44.1%	82.4%
%H (TV HH)			44.3%	9.0%	76.8%	31.5%	45.3%	
Without	522	506	205	43	400	148	252	399
%V	71.0%	70.8%	64.7%	67.2%	72.9%	65.8%	77.8%	65.8%
%H (All HH)		96.9%	39.3%	8.2%	76.6%	28.4%	48.3%	76.4%
%H (TV HH)			40.5%	8.5%	79.1%	29.2%	49.8%	
With	213	209	112	21	149	77	72	206
%V	29.0%	29.2%	35.3%	32.8%	27.1%	34.2%	22.2%	34.0%
%H (All HH)		98.1%	52.6%	9.9%	70.0%	36.2%	33.8%	96.7%
%H (TV HH)			53.6%	10.0%	71.3%	36.8%	34.4%	
0 - 3	80	78	41	5	50	23	27	76
%V	10.9%	10.9%	12.9%	7.8%	9.1%	10.2%	8.3%	12.5%
%H (All HH)		97.5%	51.3%	6.3%	62.5%	28.8%	33.8%	95.0%
%H (TV HH)			52.6%	6.4%	64.1%	29.5%	34.6%	
4 - 9	110	108	58	12	77	42	35	106
%V	15.0%	15.1%	18.3%	18.8%	14.0%	18.7%	10.8%	17.5%
%H (All HH)		98.2%	52.7%	10.9%	70.0%	38.2%	31.8%	96.4%
%H (TV HH)			53.7%	11.1%	71.3%	38.9%	32.4%	
10 - 15	105	103	55	12	78	42	36	103
%V	14.3%	14.4%	17.4%	18.8%	14.2%	18.7%	11.1%	17.0%
%H (All HH)		98.1%	52.4%	11.4%	74.3%	40.0%	34.3%	98.1%
%H (TV HH)			53.4%	11.7%	75.7%	40.8%	35.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	735	715	317	64	549	225	324	606
%H (All HH)		97.3%	43.1%	8.7%	74.7%	30.6%	44.1%	82.4%
%H (TV HH)			44.3%	9.0%	76.8%	31.5%	45.3%	
1	250	250	81	17	174	33	141	175
%V	34.0%	35.0%	25.6%	26.6%	31.7%	14.7%	43.5%	28.9%
%H (All HH)		100.0%	32.4%	6.8%	69.6%	13.2%	56.4%	70.0%
%H (TV HH)			32.4%	6.8%	69.6%	13.2%	56.4%	
2	254	254	110	26	198	80	117	214
%V	34.6%	35.5%	34.7%	40.6%	36.1%	35.6%	36.1%	35.3%
%H (All HH)		100.0%	43.3%	10.2%	78.0%	31.5%	46.1%	84.3%
%H (TV HH)			43.3%	10.2%	78.0%	31.5%	46.1%	
3	133	133	77	12	109	65	45	127
%V	18.1%	18.6%	24.3%	18.8%	19.9%	28.9%	13.9%	21.0%
%H (All HH)		100.0%	57.9%	9.0%	82.0%	48.9%	33.8%	95.5%
%H (TV HH)			57.9%	9.0%	82.0%	48.9%	33.8%	
4	50	50	33	4	42	28	13	49
%V	6.8%	7.0%	10.4%	6.3%	7.7%	12.4%	4.0%	8.1%
%H (All HH)		100.0%	66.0%	8.0%	84.0%	56.0%	26.0%	98.0%
%H (TV HH)			66.0%	8.0%	84.0%	56.0%	26.0%	
5+	28	28	16	4	26	18	8	28
%V	3.8%	3.9%	5.0%	6.3%	4.7%	8.0%	2.5%	4.6%
%H (All HH)		100.0%	57.1%	14.3%	92.9%	64.3%	28.6%	100.0%
%H (TV HH)			57.1%	14.3%	92.9%	64.3%	28.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	735	715	317	64	549	225	324	606
%V (All HH)		97.3%	43.1%	8.7%	74.7%	30.6%	44.1%	82.4%
%H (TV HH)			44.3%	9.0%	76.8%	31.5%	45.3%	
Under 20"	64	64	31	5	56	28	28	54
%V	8.7%	9.0%	9.8%	7.8%	10.2%	12.4%	8.6%	8.9%
%H (All HH)		100.0%	48.4%	7.8%	87.5%	43.8%	43.8%	84.4%
%H (TV HH)			48.4%	7.8%	87.5%	43.8%	43.8%	
20" - 29"	219	219	95	18	187	82	104	184
%V	29.8%	30.6%	30.0%	28.1%	34.1%	36.4%	32.1%	30.4%
%H (All HH)		100.0%	43.4%	8.2%	85.4%	37.4%	47.5%	84.0%
%H (TV HH)			43.4%	8.2%	85.4%	37.4%	47.5%	
30" - 39"	373	373	169	35	295	127	168	311
%V	50.7%	52.2%	53.3%	54.7%	53.7%	56.4%	51.9%	51.3%
%H (All HH)		100.0%	45.3%	9.4%	79.1%	34.0%	45.0%	83.4%
%H (TV HH)			45.3%	9.4%	79.1%	34.0%	45.0%	
40" - 49"	383	383	195	38	293	149	144	347
%V	52.1%	53.6%	61.5%	59.4%	53.4%	66.2%	44.4%	57.3%
%H (All HH)		100.0%	50.9%	9.9%	76.5%	38.9%	37.6%	90.6%
%H (TV HH)			50.9%	9.9%	76.5%	38.9%	37.6%	
50" - 59"	125	125	75	14	88	54	35	120
%V	17.0%	17.5%	23.7%	21.9%	16.0%	24.0%	10.8%	19.8%
%H (All HH)		100.0%	60.0%	11.2%	70.4%	43.2%	28.0%	96.0%
%H (TV HH)			60.0%	11.2%	70.4%	43.2%	28.0%	
60"+	6	6	5	1	4	4	1	6
%V	0.8%	0.8%	1.6%	1.6%	0.7%	1.8%	0.3%	1.0%
%H (All HH)		100.0%	83.3%	16.7%	66.7%	66.7%	16.7%	100.0%
%H (TV HH)			83.3%	16.7%	66.7%	66.7%	16.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	735	715	317	64	549	225	324	606
%H (All HH)		97.3%	43.1%	8.7%	74.7%	30.6%	44.1%	82.4%
%H (TV HH)			44.3%	9.0%	76.8%	31.5%	45.3%	
Main living room	706	706	314	64	542	223	319	587
%V	96.1%	98.7%	99.1%	100.0%	98.7%	99.1%	98.5%	96.9%
%H (All HH)		100.0%	44.5%	9.1%	76.8%	31.6%	45.2%	83.1%
%H (TV HH)			44.5%	9.1%	76.8%	31.6%	45.2%	
Kitchen	175	175	84	10	156	74	81	156
%V	23.8%	24.5%	26.5%	15.6%	28.4%	32.9%	25.0%	25.7%
%H (All HH)		100.0%	48.0%	5.7%	89.1%	42.3%	46.3%	89.1%
%H (TV HH)			48.0%	5.7%	89.1%	42.3%	46.3%	
Adult's bedroom	288	288	158	32	230	133	97	264
%V	39.2%	40.3%	49.8%	50.0%	41.9%	59.1%	29.9%	43.6%
%H (All HH)		100.0%	54.9%	11.1%	79.9%	46.2%	33.7%	91.7%
%H (TV HH)			54.9%	11.1%	79.9%	46.2%	33.7%	
Child's bedroom	62	62	39	8	46	32	14	61
%V	8.4%	8.7%	12.3%	12.5%	8.4%	14.2%	4.3%	10.1%
%H (All HH)		100.0%	62.9%	12.9%	74.2%	51.6%	22.6%	98.4%
%H (TV HH)			62.9%	12.9%	74.2%	51.6%	22.6%	
Other bedroom	18	18	8	3	16	10	6	17
%V	2.4%	2.5%	2.5%	4.7%	2.9%	4.4%	1.9%	2.8%
%H (All HH)		100.0%	44.4%	16.7%	88.9%	55.6%	33.3%	94.4%
%H (TV HH)			44.4%	16.7%	88.9%	55.6%	33.3%	
Second living/dining room	121	121	61	13	97	51	46	113
%V	16.5%	16.9%	19.2%	20.3%	17.7%	22.7%	14.2%	18.6%
%H (All HH)		100.0%	50.4%	10.7%	80.2%	42.1%	38.0%	93.4%
%H (TV HH)			50.4%	10.7%	80.2%	42.1%	38.0%	
Study/office	10	10	5	2	8	5	3	10
%V	1.4%	1.4%	1.6%	3.1%	1.5%	2.2%	0.9%	1.7%
%H (All HH)		100.0%	50.0%	20.0%	80.0%	50.0%	30.0%	100.0%
%H (TV HH)			50.0%	20.0%	80.0%	50.0%	30.0%	
TV room	7	7	4	1	7	5	2	7
%V	1.0%	1.0%	1.3%	1.6%	1.3%	2.2%	0.6%	1.2%
%H (All HH)		100.0%	57.1%	14.3%	100.0%	71.4%	28.6%	100.0%
%H (TV HH)			57.1%	14.3%	100.0%	71.4%	28.6%	
Conservatory	17	17	10	2	14	9	4	16
%V	2.3%	2.4%	3.2%	3.1%	2.6%	4.0%	1.2%	2.6%
%H (All HH)		100.0%	58.8%	11.8%	82.4%	52.9%	23.5%	94.1%
%H (TV HH)			58.8%	11.8%	82.4%	52.9%	23.5%	
Attic or loft room	1	1	0	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	2	2	1	0	1	1	0	2
%V	0.3%	0.3%	0.3%	0.0%	0.2%	0.4%	0.0%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	0.0%	
Other	8	8	4	1	7	3	3	7
%V	1.1%	1.1%	1.3%	1.6%	1.3%	1.3%	0.9%	1.2%
%H (All HH)		100.0%	50.0%	12.5%	87.5%	37.5%	37.5%	87.5%
%H (TV HH)			50.0%	12.5%	87.5%	37.5%	37.5%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	735	715	317	64	549	225	324	606
%H (All HH)		97.3%	43.1%	8.7%	74.7%	30.6%	44.1%	82.4%
%H (TV HH)			44.3%	9.0%	76.8%	31.5%	45.3%	
Any DSAT provider	317	317	317	4	192	192	0	292
%V	43.1%	44.3%	100.0%	6.3%	35.0%	85.3%	0.0%	48.2%
%H (All HH)			100.0%	1.3%	60.6%	60.6%	0.0%	92.1%
%H (TV HH)			100.0%	1.3%	60.6%	60.6%	0.0%	
Sky with subcription	262	262	262	1	162	162	0	246
%V	35.6%	36.6%	82.6%	1.6%	29.5%	72.0%	0.0%	40.6%
%H (All HH)			100.0%	0.4%	61.8%	61.8%	0.0%	93.9%
%H (TV HH)			100.0%	0.4%	61.8%	61.8%	0.0%	
Sky without subscription	25	25	25	1	14	14	0	20
%V	3.4%	3.5%	7.9%	1.6%	2.6%	6.2%	0.0%	3.3%
%H (All HH)			100.0%	4.0%	56.0%	56.0%	0.0%	80.0%
%H (TV HH)			100.0%	4.0%	56.0%	56.0%	0.0%	
Freesat	36	36	36	1	28	28	0	32
%V	4.9%	5.0%	11.4%	1.6%	5.1%	12.4%	0.0%	5.3%
%H (All HH)			100.0%	2.8%	77.8%	77.8%	0.0%	88.9%
%H (TV HH)			100.0%	2.8%	77.8%	77.8%	0.0%	
Other satellite provider	31	31	31	1	16	16	0	29
%V	4.2%	4.3%	9.8%	1.6%	2.9%	7.1%	0.0%	4.8%
%H (All HH)			100.0%	3.2%	51.6%	51.6%	0.0%	93.5%
%H (TV HH)			100.0%	3.2%	51.6%	51.6%	0.0%	
DCAB	64	64	4	64	35	35	0	61
%V	8.7%	9.0%	1.3%	100.0%	6.4%	15.6%	0.0%	10.1%
%H (All HH)			6.3%	100.0%	54.7%	54.7%	0.0%	95.3%
%H (TV HH)			6.3%	100.0%	54.7%	54.7%	0.0%	
DTT	549	549	192	35	549	225	324	443
%V	74.7%	76.8%	60.6%	54.7%	100.0%	100.0%	100.0%	73.1%
%H (All HH)		100.0%	35.0%	6.4%	100.0%	41.0%	59.0%	80.7%
%H (TV HH)			35.0%	6.4%	100.0%	41.0%	59.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Table 12.9: 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	735	715	317	64	549	225	324	606
%H (All HH)		97.3%	43.1%	8.7%	74.7%	30.6%	44.1%	82.4%
%H (TV HH)			44.3%	9.0%	76.8%	31.5%	45.3%	
PVR	408	408	279	58	278	205	73	380
%V	55.5%	57.1%	88.0%	90.6%	50.6%	91.1%	22.5%	62.7%
%H (All HH)		100.0%	68.4%	14.2%	68.1%	50.2%	17.9%	93.1%
%H (TV HH)			68.4%	14.2%	68.1%	50.2%	17.9%	
DVDR	7	7	2	1	5	2	3	6
%V	1.0%	1.0%	0.6%	1.6%	0.9%	0.9%	0.9%	1.0%
%H (All HH)		100.0%	28.6%	14.3%	71.4%	28.6%	42.9%	85.7%
%H (TV HH)			28.6%	14.3%	71.4%	28.6%	42.9%	
VCR	5	5	1	0	4	1	3	3
%V	0.7%	0.7%	0.3%	0.0%	0.7%	0.4%	0.9%	0.5%
%H (All HH)		100.0%	20.0%	0.0%	80.0%	20.0%	60.0%	60.0%
%H (TV HH)			20.0%	0.0%	80.0%	20.0%	60.0%	
Any recorder	413	413	279	58	283	205	79	384
%V	56.2%	57.8%	88.0%	90.6%	51.5%	91.1%	24.4%	63.4%
%H (All HH)		100.0%	67.6%	14.0%	68.5%	49.6%	19.1%	93.0%
%H (TV HH)			67.6%	14.0%	68.5%	49.6%	19.1%	
Receives HDTV (via STB or built-in reception)	511	511	255	53	398	192	206	458
%V	69.5%	71.5%	80.4%	82.8%	72.5%	85.3%	63.6%	75.6%
%H (All HH)		100.0%	49.9%	10.4%	77.9%	37.6%	40.3%	89.6%
%H (TV HH)			49.9%	10.4%	77.9%	37.6%	40.3%	
DVD/Blu-ray player or recorder	419	419	203	36	323	148	175	370
%V	57.0%	58.6%	64.0%	56.3%	58.8%	65.8%	54.0%	61.1%
%H (All HH)		100.0%	48.4%	8.6%	77.1%	35.3%	41.8%	88.3%
%H (TV HH)			48.4%	8.6%	77.1%	35.3%	41.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	735	715	317	64	549	225	324	606
%H (All HH)		97.3%	43.1%	8.7%	74.7%	30.6%	44.1%	82.4%
%H (TV HH)			44.3%	9.0%	76.8%	31.5%	45.3%	
Has broadband internet	606	594	292	61	443	212	231	606
%V	82.4%	83.1%	92.1%	95.3%	80.7%	94.2%	71.3%	100.0%
%H (All HH)		98.0%	48.2%	10.1%	73.1%	35.0%	38.1%	100.0%
%H (TV HH)			49.2%	10.3%	74.6%	35.7%	38.9%	
Number of computers (PCs and laptops)								
0	163	155	43	7	129	24	105	47
%V	22.2%	21.7%	13.6%	10.9%	23.5%	10.7%	32.4%	7.8%
%H (All HH)		95.1%	26.4%	4.3%	79.1%	14.7%	64.4%	28.8%
%H (TV HH)			27.7%	4.5%	83.2%	15.5%	67.7%	
1	187	181	77	13	135	50	85	177
%V	25.4%	25.3%	24.3%	20.3%	24.6%	22.2%	26.2%	29.2%
%H (All HH)		96.8%	41.2%	7.0%	72.2%	26.7%	45.5%	94.7%
%H (TV HH)			42.5%	7.2%	74.6%	27.6%	47.0%	
2	177	173	86	18	132	64	68	174
%V	24.1%	24.2%	27.1%	28.1%	24.0%	28.4%	21.0%	28.7%
%H (All HH)		97.7%	48.6%	10.2%	74.6%	36.2%	38.4%	98.3%
%H (TV HH)			49.7%	10.4%	76.3%	37.0%	39.3%	
3	97	96	48	13	70	37	33	97
%V	13.2%	13.4%	15.1%	20.3%	12.8%	16.4%	10.2%	16.0%
%H (All HH)		99.0%	49.5%	13.4%	72.2%	38.1%	34.0%	100.0%
%H (TV HH)			50.0%	13.5%	72.9%	38.5%	34.4%	
4	51	50	31	5	38	25	13	51
%V	6.9%	7.0%	9.8%	7.8%	6.9%	11.1%	4.0%	8.4%
%H (All HH)		98.0%	60.8%	9.8%	74.5%	49.0%	25.5%	100.0%
%H (TV HH)			62.0%	10.0%	76.0%	50.0%	26.0%	
5+	60	60	32	8	45	25	20	60
%V	8.2%	8.4%	10.1%	12.5%	8.2%	11.1%	6.2%	9.9%
%H (All HH)		100.0%	53.3%	13.3%	75.0%	41.7%	33.3%	100.0%
%H (TV HH)			53.3%	13.3%	75.0%	41.7%	33.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1512	751	147	1208	603	605	1336
%H		49.7%	9.7%	79.9%	39.9%	40.0%	88.4%
Under 20"	74	36	6	65	34	31	63
%V	4.9%	4.8%	4.1%	5.4%	5.6%	5.1%	4.7%
%H		48.6%	8.1%	87.8%	45.9%	41.9%	85.1%
20" - 29"	287	129	24	248	116	132	247
%V	19.0%	17.2%	16.3%	20.5%	19.2%	21.8%	18.5%
%H		44.9%	8.4%	86.4%	40.4%	46.0%	86.1%
30" - 39"	485	229	46	389	178	210	416
%V	32.1%	30.5%	31.3%	32.2%	29.5%	34.7%	31.1%
%H		47.2%	9.5%	80.2%	36.7%	43.3%	85.8%
40" - 49"	472	248	48	363	194	170	433
%V	31.2%	33.0%	32.7%	30.0%	32.2%	28.1%	32.4%
%H		52.5%	10.2%	76.9%	41.1%	36.0%	91.7%
50" - 59"	140	82	16	100	60	40	134
%V	9.3%	10.9%	10.9%	8.3%	10.0%	6.6%	10.0%
%H		58.6%	11.4%	71.4%	42.9%	28.6%	95.7%
60"+	7	5	1	4	4	1	7
%V	0.5%	0.7%	0.7%	0.3%	0.7%	0.2%	0.5%
%H		71.4%	14.3%	57.1%	57.1%	14.3%	100.0%
Don't know	48	22	5	38	17	21	36
%V	3.2%	2.9%	3.4%	3.1%	2.8%	3.5%	2.7%
%H		45.8%	10.4%	79.2%	35.4%	43.8%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster

Set level data

Table 12.12: 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	1512	751	147	1208	603	605	1336
%H		49.7%	9.7%	79.9%	39.9%	40.0%	88.4%
Main living room	710	317	64	545	225	320	589
%V	47.0%	42.2%	43.5%	45.1%	37.3%	52.9%	44.1%
%H		44.6%	9.0%	76.8%	31.7%	45.1%	83.0%
Kitchen	175	84	10	156	74	82	156
%V	11.6%	11.2%	6.8%	12.9%	12.3%	13.6%	11.7%
%H		48.0%	5.7%	89.1%	42.3%	46.9%	89.1%
Adult's bedroom	358	200	41	290	172	118	333
%V	23.7%	26.6%	27.9%	24.0%	28.5%	19.5%	24.9%
%H		55.9%	11.5%	81.0%	48.0%	33.0%	93.0%
Child's bedroom	80	51	10	59	42	17	79
%V	5.3%	6.8%	6.8%	4.9%	7.0%	2.8%	5.9%
%H		63.8%	12.5%	73.8%	52.5%	21.3%	98.8%
Other bedroom	21	10	4	19	13	7	20
%V	1.4%	1.3%	2.7%	1.6%	2.2%	1.2%	1.5%
%H		47.6%	19.0%	90.5%	61.9%	33.3%	95.2%
Second living/dining room	123	63	13	100	52	47	116
%V	8.1%	8.4%	8.8%	8.3%	8.6%	7.8%	8.7%
%H		51.2%	10.6%	81.3%	42.3%	38.2%	94.3%
Study/office	10	5	2	8	5	3	10
%V	0.7%	0.7%	1.4%	0.7%	0.8%	0.5%	0.7%
%H		50.0%	20.0%	80.0%	50.0%	30.0%	100.0%
TV room	7	4	1	7	5	2	7
%V	0.5%	0.5%	0.7%	0.6%	0.8%	0.3%	0.5%
%H		57.1%	14.3%	100.0%	71.4%	28.6%	100.0%
Conservatory	17	10	2	14	9	4	16
%V	1.1%	1.3%	1.4%	1.2%	1.5%	0.7%	1.2%
%H		58.8%	11.8%	82.4%	52.9%	23.5%	94.1%
Attic or loft room	1	0	0	1	1	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	2	1	0	1	1	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Other	8	4	1	7	4	3	8
%V	0.5%	0.5%	0.7%	0.6%	0.7%	0.5%	0.6%
%H		50.0%	12.5%	87.5%	50.0%	37.5%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1512	751	147	1208	603	605	1336
%H		49.7%	9.7%	79.9%	39.9%	40.0%	88.4%
PVR	578	418	83	383	300	82	546
%V	38.2%	55.7%	56.5%	31.7%	49.8%	13.6%	40.9%
%H		72.3%	14.4%	66.3%	51.9%	14.2%	94.5%
DVDR	7	3	1	5	2	3	6
%V	0.5%	0.4%	0.7%	0.4%	0.3%	0.5%	0.4%
%H		42.9%	14.3%	71.4%	28.6%	42.9%	85.7%
VCR	5	1	0	4	1	4	3
%V	0.3%	0.1%	0.0%	0.3%	0.2%	0.7%	0.2%
%H		20.0%	0.0%	80.0%	20.0%	80.0%	60.0%
Any recorder	585	420	83	389	301	88	552
%V	38.7%	55.9%	56.5%	32.2%	49.9%	14.5%	41.3%
%H		71.8%	14.2%	66.5%	51.5%	15.0%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1512	751	147	1208	603	605	1336
%H		49.7%	9.7%	79.9%	39.9%	40.0%	88.4%
Receives HDTV (via STB or built-in reception)	884	470	96	713	389	324	817
%V	58.5%	62.6%	65.3%	59.0%	64.5%	53.6%	61.2%
%H		53.2%	10.9%	80.7%	44.0%	36.7%	92.4%
DVD/Blu-ray player or recorder	572	294	50	445	222	223	516
%V	37.8%	39.1%	34.0%	36.8%	36.8%	36.9%	38.6%
%H		51.4%	8.7%	77.8%	38.8%	39.0%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 12.15: 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	715	317	64	549	225	324	594
%H		44.3%	9.0%	76.8%	31.5%	45.3%	83.1%
Under 20"	4	1	0	3	1	3	2
%V	0.6%	0.3%	0.0%	0.5%	0.4%	0.9%	0.3%
%H		25.0%	0.0%	75.0%	25.0%	75.0%	50.0%
20" - 29"	46	9	2	42	8	35	26
%V	6.4%	2.8%	3.1%	7.7%	3.6%	10.8%	4.4%
%H		19.6%	4.3%	91.3%	17.4%	76.1%	56.5%
30" - 39"	203	72	15	160	46	115	150
%V	28.4%	22.7%	23.4%	29.1%	20.4%	35.5%	25.3%
%H		35.5%	7.4%	78.8%	22.7%	56.7%	73.9%
40" - 49"	331	162	33	250	120	130	295
%V	46.3%	51.1%	51.6%	45.5%	53.3%	40.1%	49.7%
%H		48.9%	10.0%	75.5%	36.3%	39.3%	89.1%
50" - 59"	106	62	12	75	43	32	101
%V	14.8%	19.6%	18.8%	13.7%	19.1%	9.9%	17.0%
%H		58.5%	11.3%	70.8%	40.6%	30.2%	95.3%
60"+	5	4	1	4	3	1	5
%V	0.7%	1.3%	1.6%	0.7%	1.3%	0.3%	0.8%
%H		80.0%	20.0%	80.0%	60.0%	20.0%	100.0%
Don't know	19	8	2	14	5	9	14
%V	2.7%	2.5%	3.1%	2.6%	2.2%	2.8%	2.4%
%H		42.1%	10.5%	73.7%	26.3%	47.4%	73.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster

Set level data

Table 12.16: 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	715	317	64	549	225	324	594
%H		44.3%	9.0%	76.8%	31.5%	45.3%	83.1%
PVR	393	271	57	264	196	68	366
%V	55.0%	85.5%	89.1%	48.1%	87.1%	21.0%	61.6%
%H		69.0%	14.5%	67.2%	49.9%	17.3%	93.1%
DVDR	5	2	0	3	1	3	4
%V	0.7%	0.6%	0.0%	0.5%	0.4%	0.9%	0.7%
%H		40.0%	0.0%	60.0%	20.0%	60.0%	80.0%
VCR	4	0	0	4	0	3	2
%V	0.6%	0.0%	0.0%	0.7%	0.0%	0.9%	0.3%
%H		0.0%	0.0%	100.0%	0.0%	75.0%	50.0%
Any recorder	398	272	57	269	197	73	370
%V	55.7%	85.8%	89.1%	49.0%	87.6%	22.5%	62.3%
%H		68.3%	14.3%	67.6%	49.5%	18.3%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	715	317	64	549	225	324	594
%H		44.3%	9.0%	76.8%	31.5%	45.3%	83.1%
Receives HDTV (via STB or built-in reception)	490	247	50	378	183	196	440
%V	68.5%	77.9%	78.1%	68.9%	81.3%	60.5%	74.1%
%H		50.4%	10.2%	77.1%	37.3%	40.0%	89.8%
DVD/Blu-ray player or recorder	350	164	29	269	116	153	305
%V	49.0%	51.7%	45.3%	49.0%	51.6%	47.2%	51.3%
%H		46.9%	8.3%	76.9%	33.1%	43.7%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	797	435	83	658	378	281	742
%H		54.6%	10.4%	82.6%	47.4%	35.3%	93.1%
Under 20"	70	35	6	61	33	28	60
%V	8.8%	8.0%	7.2%	9.3%	8.7%	10.0%	8.1%
%H		50.0%	8.6%	87.1%	47.1%	40.0%	85.7%
20" - 29"	241	120	22	206	108	97	221
%V	30.2%	27.6%	26.5%	31.3%	28.6%	34.5%	29.8%
%H		49.8%	9.1%	85.5%	44.8%	40.2%	91.7%
30" - 39"	282	157	32	229	133	96	267
%V	35.4%	36.1%	38.6%	34.8%	35.2%	34.2%	36.0%
%H		55.7%	11.3%	81.2%	47.2%	34.0%	94.7%
40" - 49"	141	86	15	113	73	40	138
%V	17.7%	19.8%	18.1%	17.2%	19.3%	14.2%	18.6%
%H		61.0%	10.6%	80.1%	51.8%	28.4%	97.9%
50" - 59"	33	21	5	25	17	8	33
%V	4.1%	4.8%	6.0%	3.8%	4.5%	2.8%	4.4%
%H		63.6%	15.2%	75.8%	51.5%	24.2%	100.0%
60"+	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Don't know	29	14	3	24	13	12	23
%V	3.6%	3.2%	3.6%	3.6%	3.4%	4.3%	3.1%
%H		48.3%	10.3%	82.8%	44.8%	41.4%	79.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	797	435	83	658	378	281	742
%H		54.6%	10.4%	82.6%	47.4%	35.3%	93.1%
PVR	185	147	26	118	104	14	180
%V	23.2%	33.8%	31.3%	17.9%	27.5%	5.0%	24.3%
%H		79.5%	14.1%	63.8%	56.2%	7.6%	97.3%
DVDR	3	1	1	2	1	1	2
%V	0.4%	0.2%	1.2%	0.3%	0.3%	0.4%	0.3%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	66.7%
VCR	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	187	148	26	119	104	15	182
%V	23.5%	34.0%	31.3%	18.1%	27.5%	5.3%	24.5%
%H		79.1%	13.9%	63.6%	55.6%	8.0%	97.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	797	435	83	658	378	281	742
%H		54.6%	10.4%	82.6%	47.4%	35.3%	93.1%
Receives HDTV (via STB or built-in reception)	394	223	46	335	207	128	377
%V	49.4%	51.3%	55.4%	50.9%	54.8%	45.6%	50.8%
%H		56.6%	11.7%	85.0%	52.5%	32.5%	95.7%
DVD/Blu-ray player or recorder	222	130	21	176	106	70	211
%V	27.9%	29.9%	25.3%	26.7%	28.0%	24.9%	28.4%
%H		58.6%	9.5%	79.3%	47.7%	31.5%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1861	1821	878	171	1382	638	745	1679
%H		97.9%	47.2%	9.2%	74.3%	34.3%	40.0%	90.2%
Total Children	394	387	204	38	277	142	135	382
%V	21.2%	21.3%	23.2%	22.2%	20.0%	22.3%	18.1%	22.8%
%H		98.2%	51.8%	9.6%	70.3%	36.0%	34.3%	97.0%
0 - 3	97	94	50	6	61	28	33	93
%V	5.2%	5.2%	5.7%	3.5%	4.4%	4.4%	4.4%	5.5%
%H		96.9%	51.5%	6.2%	62.9%	28.9%	34.0%	95.9%
4 - 15	297	292	154	32	216	114	102	289
%V	16.0%	16.0%	17.5%	18.7%	15.6%	17.9%	13.7%	17.2%
%H		98.3%	51.9%	10.8%	72.7%	38.4%	34.3%	97.3%
4 - 9	155	151	80	17	109	58	51	149
%V	8.3%	8.3%	9.1%	9.9%	7.9%	9.1%	6.8%	8.9%
%H		97.4%	51.6%	11.0%	70.3%	37.4%	32.9%	96.1%
10 - 15	143	141	74	15	108	57	51	140
%V	7.7%	7.7%	8.4%	8.8%	7.8%	8.9%	6.8%	8.3%
%H		98.6%	51.7%	10.5%	75.5%	39.9%	35.7%	97.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1861	1821	878	171	1382	638	745	1679
%H		97.9%	47.2%	9.2%	74.3%	34.3%	40.0%	90.2%
Total Adults (16+)	1467	1434	674	133	1105	496	610	1298
%V	78.8%	78.7%	76.8%	77.8%	80.0%	77.7%	81.9%	77.3%
%H		97.8%	45.9%	9.1%	75.3%	33.8%	41.6%	88.5%
16 - 19	102	98	48	10	72	34	38	99
%V	5.5%	5.4%	5.5%	5.8%	5.2%	5.3%	5.1%	5.9%
%H		96.1%	47.1%	9.8%	70.6%	33.3%	37.3%	97.1%
20 - 24	102	98	46	8	74	37	37	99
%V	5.5%	5.4%	5.2%	4.7%	5.4%	5.8%	5.0%	5.9%
%H		96.1%	45.1%	7.8%	72.5%	36.3%	36.3%	97.1%
25 - 34	247	241	113	27	172	78	93	236
%V	13.3%	13.2%	12.9%	15.8%	12.4%	12.2%	12.5%	14.1%
%H		97.6%	45.7%	10.9%	69.6%	31.6%	37.7%	95.5%
35 - 44	237	231	127	23	169	91	79	226
%V	12.7%	12.7%	14.5%	13.5%	12.2%	14.3%	10.6%	13.5%
%H		97.5%	53.6%	9.7%	71.3%	38.4%	33.3%	95.4%
45 - 54	259	254	131	23	196	96	101	242
%V	13.9%	13.9%	14.9%	13.5%	14.2%	15.0%	13.6%	14.4%
%H		98.1%	50.6%	8.9%	75.7%	37.1%	39.0%	93.4%
55 - 64	222	218	98	23	174	77	97	201
%V	11.9%	12.0%	11.2%	13.5%	12.6%	12.1%	13.0%	12.0%
%H		98.2%	44.1%	10.4%	78.4%	34.7%	43.7%	90.5%
65+	298	294	111	20	247	83	164	195
%V	16.0%	16.1%	12.6%	11.7%	17.9%	13.0%	22.0%	11.6%
%H		98.7%	37.2%	6.7%	82.9%	27.9%	55.0%	65.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1467	1434	674	133	1105	496	610	1298
%H		97.8%	45.9%	9.1%	75.3%	33.8%	41.6%	88.5%
AB	352	346	177	34	270	137	133	344
%V	24.0%	24.1%	26.3%	25.6%	24.4%	27.6%	21.8%	26.5%
%H		98.3%	50.3%	9.7%	76.7%	38.9%	37.8%	97.7%
C1	367	357	163	43	266	121	145	343
%V	25.0%	24.9%	24.2%	32.3%	24.1%	24.4%	23.8%	26.4%
%H		97.3%	44.4%	11.7%	72.5%	33.0%	39.5%	93.5%
C2	339	333	165	25	267	128	139	304
%V	23.1%	23.2%	24.5%	18.8%	24.2%	25.8%	22.8%	23.4%
%H		98.2%	48.7%	7.4%	78.8%	37.8%	41.0%	89.7%
D	243	235	103	15	181	69	112	208
%V	16.6%	16.4%	15.3%	11.3%	16.4%	13.9%	18.4%	16.0%
%H		96.7%	42.4%	6.2%	74.5%	28.4%	46.1%	85.6%
E	167	163	66	14	121	40	81	99
%V	11.4%	11.4%	9.8%	10.5%	11.0%	8.1%	13.3%	7.6%
%H		97.6%	39.5%	8.4%	72.5%	24.0%	48.5%	59.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1467	1434	674	133	1105	496	610	1298
%H		97.8%	45.9%	9.1%	75.3%	33.8%	41.6%	88.5%
Working full time	692	678	339	65	519	253	266	662
%V	47.2%	47.3%	50.3%	48.9%	47.0%	51.0%	43.6%	51.0%
%H		98.0%	49.0%	9.4%	75.0%	36.6%	38.4%	95.7%
Working part time	133	129	60	15	96	44	51	126
%V	9.1%	9.0%	8.9%	11.3%	8.7%	8.9%	8.4%	9.7%
%H		97.0%	45.1%	11.3%	72.2%	33.1%	38.3%	94.7%
Not working	642	627	275	53	491	198	292	509
%V	43.8%	43.7%	40.8%	39.8%	44.4%	39.9%	47.9%	39.2%
%H		97.7%	42.8%	8.3%	76.5%	30.8%	45.5%	79.3%
Houseperson	735	715	317	64	549	225	324	606
%V	50.1%	49.9%	47.0%	48.1%	49.7%	45.4%	53.1%	46.7%
%H		97.3%	43.1%	8.7%	74.7%	30.6%	44.1%	82.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	715	697	336	63	530	241	289	631
%H		97.5%	47.0%	8.8%	74.1%	33.7%	40.4%	88.3%
16 - 19	51	49	25	5	35	16	18	49
%V	7.1%	7.0%	7.4%	7.9%	6.6%	6.6%	6.2%	7.8%
%H		96.1%	49.0%	9.8%	68.6%	31.4%	35.3%	96.1%
20 - 24	54	52	24	4	41	21	20	52
%V	7.6%	7.5%	7.1%	6.3%	7.7%	8.7%	6.9%	8.2%
%H		96.3%	44.4%	7.4%	75.9%	38.9%	37.0%	96.3%
25 - 34	123	120	59	13	83	39	45	117
%V	17.2%	17.2%	17.6%	20.6%	15.7%	16.2%	15.6%	18.5%
%H		97.6%	48.0%	10.6%	67.5%	31.7%	36.6%	95.1%
35 - 44	115	112	63	10	82	45	37	108
%V	16.1%	16.1%	18.8%	15.9%	15.5%	18.7%	12.8%	17.1%
%H		97.4%	54.8%	8.7%	71.3%	39.1%	32.2%	93.9%
45 - 54	126	124	62	11	96	45	51	116
%V	17.6%	17.8%	18.5%	17.5%	18.1%	18.7%	17.6%	18.4%
%H		98.4%	49.2%	8.7%	76.2%	35.7%	40.5%	92.1%
55 - 64	109	107	48	11	84	36	48	97
%V	15.2%	15.4%	14.3%	17.5%	15.8%	14.9%	16.6%	15.4%
%H		98.2%	44.0%	10.1%	77.1%	33.0%	44.0%	89.0%
65+	136	134	55	9	109	40	70	91
%V	19.0%	19.2%	16.4%	14.3%	20.6%	16.6%	24.2%	14.4%
%H		98.5%	40.4%	6.6%	80.1%	29.4%	51.5%	66.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	715	697	336	63	530	241	289	631
%H		97.5%	47.0%	8.8%	74.1%	33.7%	40.4%	88.3%
AB	172	169	87	17	131	66	64	169
%V	24.1%	24.2%	25.9%	27.0%	24.7%	27.4%	22.1%	26.8%
%H		98.3%	50.6%	9.9%	76.2%	38.4%	37.2%	98.3%
C1	171	166	79	21	121	57	64	160
%V	23.9%	23.8%	23.5%	33.3%	22.8%	23.7%	22.1%	25.4%
%H		97.1%	46.2%	12.3%	70.8%	33.3%	37.4%	93.6%
C2	186	182	93	13	145	70	75	164
%V	26.0%	26.1%	27.7%	20.6%	27.4%	29.0%	26.0%	26.0%
%H		97.8%	50.0%	7.0%	78.0%	37.6%	40.3%	88.2%
D	112	109	47	7	82	30	52	98
%V	15.7%	15.6%	14.0%	11.1%	15.5%	12.4%	18.0%	15.5%
%H		97.3%	42.0%	6.3%	73.2%	26.8%	46.4%	87.5%
E	73	71	30	6	51	17	34	41
%V	10.2%	10.2%	8.9%	9.5%	9.6%	7.1%	11.8%	6.5%
%H		97.3%	41.1%	8.2%	69.9%	23.3%	46.6%	56.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	715	697	336	63	530	241	289	631
%H		97.5%	47.0%	8.8%	74.1%	33.7%	40.4%	88.3%
Working full time	412	404	205	37	305	148	157	394
%V	57.6%	58.0%	61.0%	58.7%	57.5%	61.4%	54.3%	62.4%
%H		98.1%	49.8%	9.0%	74.0%	35.9%	38.1%	95.6%
Working part time	30	28	11	4	21	9	12	26
%V	4.2%	4.0%	3.3%	6.3%	4.0%	3.7%	4.2%	4.1%
%H		93.3%	36.7%	13.3%	70.0%	30.0%	40.0%	86.7%
Not working	273	265	119	23	204	84	120	211
%V	38.2%	38.0%	35.4%	36.5%	38.5%	34.9%	41.5%	33.4%
%H		97.1%	43.6%	8.4%	74.7%	30.8%	44.0%	77.3%
Houseperson	133	125	48	10	92	28	64	84
%V	18.6%	17.9%	14.3%	15.9%	17.4%	11.6%	22.1%	13.3%
%H		94.0%	36.1%	7.5%	69.2%	21.1%	48.1%	63.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	753	737	338	70	575	254	321	667
%H		97.9%	44.9%	9.3%	76.4%	33.7%	42.6%	88.6%
16 - 19	51	48	24	5	38	17	20	50
%V	6.8%	6.5%	7.1%	7.1%	6.6%	6.7%	6.2%	7.5%
%H		94.1%	47.1%	9.8%	74.5%	33.3%	39.2%	98.0%
20 - 24	48	46	22	4	34	17	17	47
%V	6.4%	6.2%	6.5%	5.7%	5.9%	6.7%	5.3%	7.0%
%H		95.8%	45.8%	8.3%	70.8%	35.4%	35.4%	97.9%
25 - 34	124	121	54	14	88	40	49	119
%V	16.5%	16.4%	16.0%	20.0%	15.3%	15.7%	15.3%	17.8%
%H		97.6%	43.5%	11.3%	71.0%	32.3%	39.5%	96.0%
35 - 44	122	120	64	13	87	46	42	118
%V	16.2%	16.3%	18.9%	18.6%	15.1%	18.1%	13.1%	17.7%
%H		98.4%	52.5%	10.7%	71.3%	37.7%	34.4%	96.7%
45 - 54	132	131	69	12	100	51	50	126
%V	17.5%	17.8%	20.4%	17.1%	17.4%	20.1%	15.6%	18.9%
%H		99.2%	52.3%	9.1%	75.8%	38.6%	37.9%	95.5%
55 - 64	112	110	50	11	90	41	49	103
%V	14.9%	14.9%	14.8%	15.7%	15.7%	16.1%	15.3%	15.4%
%H		98.2%	44.6%	9.8%	80.4%	36.6%	43.8%	92.0%
65+	162	160	55	10	138	43	95	103
%V	21.5%	21.7%	16.3%	14.3%	24.0%	16.9%	29.6%	15.4%
%H		98.8%	34.0%	6.2%	85.2%	26.5%	58.6%	63.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	753	737	338	70	575	254	321	667
%H		97.9%	44.9%	9.3%	76.4%	33.7%	42.6%	88.6%
AB	180	177	90	17	139	71	69	175
%V	23.9%	24.0%	26.6%	24.3%	24.2%	28.0%	21.5%	26.2%
%H		98.3%	50.0%	9.4%	77.2%	39.4%	38.3%	97.2%
C1	196	191	85	23	145	64	81	183
%V	26.0%	25.9%	25.1%	32.9%	25.2%	25.2%	25.2%	27.4%
%H		97.4%	43.4%	11.7%	74.0%	32.7%	41.3%	93.4%
C2	152	151	72	13	122	58	64	140
%V	20.2%	20.5%	21.3%	18.6%	21.2%	22.8%	19.9%	21.0%
%H		99.3%	47.4%	8.6%	80.3%	38.2%	42.1%	92.1%
D	131	126	56	8	99	39	60	110
%V	17.4%	17.1%	16.6%	11.4%	17.2%	15.4%	18.7%	16.5%
%H		96.2%	42.7%	6.1%	75.6%	29.8%	45.8%	84.0%
E	93	92	35	9	70	23	47	58
%V	12.4%	12.5%	10.4%	12.9%	12.2%	9.1%	14.6%	8.7%
%H		98.9%	37.6%	9.7%	75.3%	24.7%	50.5%	62.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	753	737	338	70	575	254	321	667
%H		97.9%	44.9%	9.3%	76.4%	33.7%	42.6%	88.6%
Working full time	280	274	133	29	214	105	109	269
%V	37.2%	37.2%	39.3%	41.4%	37.2%	41.3%	34.0%	40.3%
%H		97.9%	47.5%	10.4%	76.4%	37.5%	38.9%	96.1%
Working part time	103	100	49	11	75	36	39	100
%V	13.7%	13.6%	14.5%	15.7%	13.0%	14.2%	12.1%	15.0%
%H		97.1%	47.6%	10.7%	72.8%	35.0%	37.9%	97.1%
Not working	369	362	156	30	286	114	172	298
%V	49.0%	49.1%	46.2%	42.9%	49.7%	44.9%	53.6%	44.7%
%H		98.1%	42.3%	8.1%	77.5%	30.9%	46.6%	80.8%
Houseperson	601	590	269	54	457	197	260	521
%V	79.8%	80.1%	79.6%	77.1%	79.5%	77.6%	81.0%	78.1%
%H		98.2%	44.8%	9.0%	76.0%	32.8%	43.3%	86.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1351	1311	684	118	800	328	472	1116
%H (All HH)		97.0%	50.6%	8.7%	59.2%	24.3%	34.9%	82.6%
%H (TV HH)			52.2%	9.0%	61.0%	25.0%	36.0%	
AB	275	268	147	26	166	75	91	257
%V	20.4%	20.4%	21.5%	22.0%	20.8%	22.9%	19.3%	23.0%
%H (All HH)		97.5%	53.5%	9.5%	60.4%	27.3%	33.1%	93.5%
%H (TV HH)			54.9%	9.7%	61.9%	28.0%	34.0%	
C1	329	315	166	33	192	86	106	291
%V	24.4%	24.0%	24.3%	28.0%	24.0%	26.2%	22.5%	26.1%
%H (All HH)		95.7%	50.5%	10.0%	58.4%	26.1%	32.2%	88.4%
%H (TV HH)			52.7%	10.5%	61.0%	27.3%	33.7%	
C2	315	311	168	29	193	84	109	274
%V	23.3%	23.7%	24.6%	24.6%	24.1%	25.6%	23.1%	24.6%
%H (All HH)		98.7%	53.3%	9.2%	61.3%	26.7%	34.6%	87.0%
%H (TV HH)			54.0%	9.3%	62.1%	27.0%	35.0%	
D	252	242	128	19	143	57	86	191
%V	18.7%	18.5%	18.7%	16.1%	17.9%	17.4%	18.2%	17.1%
%H (All HH)		96.0%	50.8%	7.5%	56.7%	22.6%	34.1%	75.8%
%H (TV HH)			52.9%	7.9%	59.1%	23.6%	35.5%	
E	180	176	75	11	106	26	80	102
%V	13.3%	13.4%	11.0%	9.3%	13.3%	7.9%	16.9%	9.1%
%H (All HH)		97.8%	41.7%	6.1%	58.9%	14.4%	44.4%	56.7%
%H (TV HH)			42.6%	6.3%	60.2%	14.8%	45.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Household level data

Table 13.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1351	1311	684	118	800	328	472	1116
%H (All HH)		97.0%	50.6%	8.7%	59.2%	24.3%	34.9%	82.6%
%H (TV HH)			52.2%	9.0%	61.0%	25.0%	36.0%	
Under 25	62	53	21	4	22	6	17	60
%V	4.6%	4.0%	3.1%	3.4%	2.8%	1.8%	3.6%	5.4%
%H (All HH)		85.5%	33.9%	6.5%	35.5%	9.7%	27.4%	96.8%
%H (TV HH)			39.6%	7.5%	41.5%	11.3%	32.1%	
25 - 34	185	174	90	17	84	32	52	180
%V	13.7%	13.3%	13.2%	14.4%	10.5%	9.8%	11.0%	16.1%
%H (All HH)		94.1%	48.6%	9.2%	45.4%	17.3%	28.1%	97.3%
%H (TV HH)			51.7%	9.8%	48.3%	18.4%	29.9%	
35 - 44	193	186	110	18	101	50	52	186
%V	14.3%	14.2%	16.1%	15.3%	12.6%	15.2%	11.0%	16.7%
%H (All HH)		96.4%	57.0%	9.3%	52.3%	25.9%	26.9%	96.4%
%H (TV HH)			59.1%	9.7%	54.3%	26.9%	28.0%	
45 - 54	250	244	144	23	145	70	75	232
%V	18.5%	18.6%	21.1%	19.5%	18.1%	21.3%	15.9%	20.8%
%H (All HH)		97.6%	57.6%	9.2%	58.0%	28.0%	30.0%	92.8%
%H (TV HH)			59.0%	9.4%	59.4%	28.7%	30.7%	
55 - 64	242	238	131	26	152	73	79	215
%V	17.9%	18.2%	19.2%	22.0%	19.0%	22.3%	16.7%	19.3%
%H (All HH)		98.3%	54.1%	10.7%	62.8%	30.2%	32.6%	88.8%
%H (TV HH)			55.0%	10.9%	63.9%	30.7%	33.2%	
65 +	419	416	188	30	295	97	198	244
%V	31.0%	31.7%	27.5%	25.4%	36.9%	29.6%	41.9%	21.9%
%H (All HH)		99.3%	44.9%	7.2%	70.4%	23.2%	47.3%	58.2%
%H (TV HH)			45.2%	7.2%	70.9%	23.3%	47.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1351	1311	684	118	800	328	472	1116
%H (All HH)		97.0%	50.6%	8.7%	59.2%	24.3%	34.9%	82.6%
%H (TV HH)			52.2%	9.0%	61.0%	25.0%	36.0%	
1	434	410	156	31	270	61	209	260
%V	32.1%	31.3%	22.8%	26.3%	33.8%	18.6%	44.3%	23.3%
%H (All HH)		94.5%	35.9%	7.1%	62.2%	14.1%	48.2%	59.9%
%H (TV HH)			38.0%	7.6%	65.9%	14.9%	51.0%	
2	476	467	257	44	285	129	156	425
%V	35.2%	35.6%	37.6%	37.3%	35.6%	39.3%	33.1%	38.1%
%H (All HH)		98.1%	54.0%	9.2%	59.9%	27.1%	32.8%	89.3%
%H (TV HH)			55.0%	9.4%	61.0%	27.6%	33.4%	
3	197	194	121	15	111	59	52	191
%V	14.6%	14.8%	17.7%	12.7%	13.9%	18.0%	11.0%	17.1%
%H (All HH)		98.5%	61.4%	7.6%	56.3%	29.9%	26.4%	97.0%
%H (TV HH)			62.4%	7.7%	57.2%	30.4%	26.8%	
4	162	159	99	20	91	55	36	159
%V	12.0%	12.1%	14.5%	16.9%	11.4%	16.8%	7.6%	14.2%
%H (All HH)		98.1%	61.1%	12.3%	56.2%	34.0%	22.2%	98.1%
%H (TV HH)			62.3%	12.6%	57.2%	34.6%	22.6%	
5+	82	80	50	8	43	24	18	80
%V	6.1%	6.1%	7.3%	6.8%	5.4%	7.3%	3.8%	7.2%
%H (All HH)		97.6%	61.0%	9.8%	52.4%	29.3%	22.0%	97.6%
%H (TV HH)			62.5%	10.0%	53.8%	30.0%	22.5%	
Average HH size	2.27	2.29	2.49	2.43	2.21	2.57	1.95	2.47

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1351	1311	684	118	800	328	472	1116
%H (All HH)		97.0%	50.6%	8.7%	59.2%	24.3%	34.9%	82.6%
%H (TV HH)			52.2%	9.0%	61.0%	25.0%	36.0%	
Without	1028	992	490	87	631	240	391	799
%V	76.1%	75.7%	71.6%	73.7%	78.9%	73.2%	82.8%	71.6%
%H (All HH)		96.5%	47.7%	8.5%	61.4%	23.3%	38.0%	77.7%
%H (TV HH)			49.4%	8.8%	63.6%	24.2%	39.4%	
With	323	318	194	31	169	88	81	317
%V	23.9%	24.3%	28.4%	26.3%	21.1%	26.8%	17.2%	28.4%
%H (All HH)		98.5%	60.1%	9.6%	52.3%	27.2%	25.1%	98.1%
%H (TV HH)			61.0%	9.7%	53.1%	27.7%	25.5%	
0 - 3	115	113	63	12	56	24	32	112
%V	8.5%	8.6%	9.2%	10.2%	7.0%	7.3%	6.8%	10.0%
%H (All HH)		98.3%	54.8%	10.4%	48.7%	20.9%	27.8%	97.4%
%H (TV HH)			55.8%	10.6%	49.6%	21.2%	28.3%	
4 - 9	170	168	101	17	87	45	42	167
%V	12.6%	12.8%	14.8%	14.4%	10.9%	13.7%	8.9%	15.0%
%H (All HH)		98.8%	59.4%	10.0%	51.2%	26.5%	24.7%	98.2%
%H (TV HH)			60.1%	10.1%	51.8%	26.8%	25.0%	
10 - 15	160	158	104	14	87	52	35	158
%V	11.8%	12.1%	15.2%	11.9%	10.9%	15.9%	7.4%	14.2%
%H (All HH)		98.8%	65.0%	8.8%	54.4%	32.5%	21.9%	98.8%
%H (TV HH)			65.8%	8.9%	55.1%	32.9%	22.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1351	1311	684	118	800	328	472	1116
%H (All HH)		97.0%	50.6%	8.7%	59.2%	24.3%	34.9%	82.6%
%H (TV HH)			52.2%	9.0%	61.0%	25.0%	36.0%	
1	494	494	191	39	265	30	236	356
%V	36.6%	37.7%	27.9%	33.1%	33.1%	9.1%	50.0%	31.9%
%H (All HH)		100.0%	38.7%	7.9%	53.6%	6.1%	47.8%	72.1%
%H (TV HH)			38.7%	7.9%	53.6%	6.1%	47.8%	
2	446	446	248	46	271	126	145	378
%V	33.0%	34.0%	36.3%	39.0%	33.9%	38.4%	30.7%	33.9%
%H (All HH)		100.0%	55.6%	10.3%	60.8%	28.3%	32.5%	84.8%
%H (TV HH)			55.6%	10.3%	60.8%	28.3%	32.5%	
3	227	227	145	22	154	95	59	211
%V	16.8%	17.3%	21.2%	18.6%	19.3%	29.0%	12.5%	18.9%
%H (All HH)		100.0%	63.9%	9.7%	67.8%	41.9%	26.0%	93.0%
%H (TV HH)			63.9%	9.7%	67.8%	41.9%	26.0%	
4	90	90	61	6	68	46	22	85
%V	6.7%	6.9%	8.9%	5.1%	8.5%	14.0%	4.7%	7.6%
%H (All HH)		100.0%	67.8%	6.7%	75.6%	51.1%	24.4%	94.4%
%H (TV HH)			67.8%	6.7%	75.6%	51.1%	24.4%	
5+	54	54	39	5	41	31	10	53
%V	4.0%	4.1%	5.7%	4.2%	5.1%	9.5%	2.1%	4.7%
%H (All HH)		100.0%	72.2%	9.3%	75.9%	57.4%	18.5%	98.1%
%H (TV HH)			72.2%	9.3%	75.9%	57.4%	18.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1351	1311	684	118	800	328	472	1116
%V (All HH)		97.0%	50.6%	8.7%	59.2%	24.3%	34.9%	82.6%
%H (TV HH)			52.2%	9.0%	61.0%	25.0%	36.0%	
Under 20"	169	169	94	14	126	66	60	140
%V	12.5%	12.9%	13.7%	11.9%	15.8%	20.1%	12.7%	12.5%
%H (All HH)		100.0%	55.6%	8.3%	74.6%	39.1%	35.5%	82.8%
%H (TV HH)			55.6%	8.3%	74.6%	39.1%	35.5%	
20" - 29"	407	407	209	35	295	140	155	329
%V	30.1%	31.0%	30.6%	29.7%	36.9%	42.7%	32.8%	29.5%
%H (All HH)		100.0%	51.4%	8.6%	72.5%	34.4%	38.1%	80.8%
%H (TV HH)			51.4%	8.6%	72.5%	34.4%	38.1%	
30" - 39"	688	688	365	65	435	190	244	571
%V	50.9%	52.5%	53.4%	55.1%	54.4%	57.9%	51.7%	51.2%
%H (All HH)		100.0%	53.1%	9.4%	63.2%	27.6%	35.5%	83.0%
%H (TV HH)			53.1%	9.4%	63.2%	27.6%	35.5%	
40" - 49"	660	660	399	64	390	206	184	596
%V	48.9%	50.3%	58.3%	54.2%	48.8%	62.8%	39.0%	53.4%
%H (All HH)		100.0%	60.5%	9.7%	59.1%	31.2%	27.9%	90.3%
%H (TV HH)			60.5%	9.7%	59.1%	31.2%	27.9%	
50" - 59"	204	204	137	21	111	70	41	198
%V	15.1%	15.6%	20.0%	17.8%	13.9%	21.3%	8.7%	17.7%
%H (All HH)		100.0%	67.2%	10.3%	54.4%	34.3%	20.1%	97.1%
%H (TV HH)			67.2%	10.3%	54.4%	34.3%	20.1%	
60"+	18	18	12	1	10	6	4	18
%V	1.3%	1.4%	1.8%	0.8%	1.3%	1.8%	0.8%	1.6%
%H (All HH)		100.0%	66.7%	5.6%	55.6%	33.3%	22.2%	100.0%
%H (TV HH)			66.7%	5.6%	55.6%	33.3%	22.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1351	1311	684	118	800	328	472	1116
%H (All HH)		97.0%	50.6%	8.7%	59.2%	24.3%	34.9%	82.6%
%H (TV HH)			52.2%	9.0%	61.0%	25.0%	36.0%	
Main living room	1296	1296	680	117	791	327	464	1072
%V	95.9%	98.9%	99.4%	99.2%	98.9%	99.7%	98.3%	96.1%
%H (All HH)		100.0%	52.5%	9.0%	61.0%	25.2%	35.8%	82.7%
%H (TV HH)			52.5%	9.0%	61.0%	25.2%	35.8%	
Kitchen	162	162	94	14	122	68	53	140
%V	12.0%	12.4%	13.7%	11.9%	15.3%	20.7%	11.2%	12.5%
%H (All HH)		100.0%	58.0%	8.6%	75.3%	42.0%	32.7%	86.4%
%H (TV HH)			58.0%	8.6%	75.3%	42.0%	32.7%	
Adult's bedroom	603	603	373	57	398	232	166	541
%V	44.6%	46.0%	54.5%	48.3%	49.8%	70.7%	35.2%	48.5%
%H (All HH)		100.0%	61.9%	9.5%	66.0%	38.5%	27.5%	89.7%
%H (TV HH)			61.9%	9.5%	66.0%	38.5%	27.5%	
Child's bedroom	146	146	98	14	88	56	32	144
%V	10.8%	11.1%	14.3%	11.9%	11.0%	17.1%	6.8%	12.9%
%H (All HH)		100.0%	67.1%	9.6%	60.3%	38.4%	21.9%	98.6%
%H (TV HH)			67.1%	9.6%	60.3%	38.4%	21.9%	
Other bedroom	84	84	54	11	62	41	20	79
%V	6.2%	6.4%	7.9%	9.3%	7.8%	12.5%	4.2%	7.1%
%H (All HH)		100.0%	64.3%	13.1%	73.8%	48.8%	23.8%	94.0%
%H (TV HH)			64.3%	13.1%	73.8%	48.8%	23.8%	
Second living/dining room	158	158	98	16	113	70	43	142
%V	11.7%	12.1%	14.3%	13.6%	14.1%	21.3%	9.1%	12.7%
%H (All HH)		100.0%	62.0%	10.1%	71.5%	44.3%	27.2%	89.9%
%H (TV HH)			62.0%	10.1%	71.5%	44.3%	27.2%	
Study/office	16	16	11	1	10	7	4	16
%V	1.2%	1.2%	1.6%	0.8%	1.3%	2.1%	0.8%	1.4%
%H (All HH)		100.0%	68.8%	6.3%	62.5%	43.8%	25.0%	100.0%
%H (TV HH)			68.8%	6.3%	62.5%	43.8%	25.0%	
TV room	8	8	5	1	5	4	2	7
%V	0.6%	0.6%	0.7%	0.8%	0.6%	1.2%	0.4%	0.6%
%H (All HH)		100.0%	62.5%	12.5%	62.5%	50.0%	25.0%	87.5%
%H (TV HH)			62.5%	12.5%	62.5%	50.0%	25.0%	
Conservatory	28	28	20	2	21	15	7	26
%V	2.1%	2.1%	2.9%	1.7%	2.6%	4.6%	1.5%	2.3%
%H (All HH)		100.0%	71.4%	7.1%	75.0%	53.6%	25.0%	92.9%
%H (TV HH)			71.4%	7.1%	75.0%	53.6%	25.0%	
Attic or loft room	5	5	3	1	3	2	1	5
%V	0.4%	0.4%	0.4%	0.8%	0.4%	0.6%	0.2%	0.4%
%H (All HH)		100.0%	60.0%	20.0%	60.0%	40.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	60.0%	40.0%	20.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.3%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	9	9	6	1	8	6	2	9
%V	0.7%	0.7%	0.9%	0.8%	1.0%	1.8%	0.4%	0.8%
%H (All HH)		100.0%	66.7%	11.1%	88.9%	66.7%	22.2%	100.0%
%H (TV HH)			66.7%	11.1%	88.9%	66.7%	22.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

BBC Wales

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1351	1311	684	118	800	328	472	1116
%H (All HH)		97.0%	50.6%	8.7%	59.2%	24.3%	34.9%	82.6%
%H (TV HH)			52.2%	9.0%	61.0%	25.0%	36.0%	
Any DSAT provider	684	684	684	4	286	286	0	601
%V	50.6%	52.2%	100.0%	3.4%	35.8%	87.2%	0.0%	53.9%
%H (All HH)			100.0%	0.6%	41.8%	41.8%	0.0%	87.9%
%H (TV HH)			100.0%	0.6%	41.8%	41.8%	0.0%	
Sky with subscription	547	547	547	2	229	229	0	493
%V	40.5%	41.7%	80.0%	1.7%	28.6%	69.8%	0.0%	44.2%
%H (All HH)			100.0%	0.4%	41.9%	41.9%	0.0%	90.1%
%H (TV HH)			100.0%	0.4%	41.9%	41.9%	0.0%	
Sky without subscription	65	65	65	1	26	26	0	49
%V	4.8%	5.0%	9.5%	0.8%	3.3%	7.9%	0.0%	4.4%
%H (All HH)			100.0%	1.5%	40.0%	40.0%	0.0%	75.4%
%H (TV HH)			100.0%	1.5%	40.0%	40.0%	0.0%	
Freesat	69	69	69	0	31	31	0	57
%V	5.1%	5.3%	10.1%	0.0%	3.9%	9.5%	0.0%	5.1%
%H (All HH)			100.0%	0.0%	44.9%	44.9%	0.0%	82.6%
%H (TV HH)			100.0%	0.0%	44.9%	44.9%	0.0%	
Other satellite provider	28	28	28	0	13	13	0	25
%V	2.1%	2.1%	4.1%	0.0%	1.6%	4.0%	0.0%	2.2%
%H (All HH)			100.0%	0.0%	46.4%	46.4%	0.0%	89.3%
%H (TV HH)			100.0%	0.0%	46.4%	46.4%	0.0%	
DCAB	118	118	4	118	44	44	0	106
%V	8.7%	9.0%	0.6%	100.0%	5.5%	13.4%	0.0%	9.5%
%H (All HH)			3.4%	100.0%	37.3%	37.3%	0.0%	89.8%
%H (TV HH)			3.4%	100.0%	37.3%	37.3%	0.0%	
DTT	800	800	286	44	800	328	472	639
%V	59.2%	61.0%	41.8%	37.3%	100.0%	100.0%	100.0%	57.3%
%H (All HH)		100.0%	35.8%	5.5%	100.0%	41.0%	59.0%	79.9%
%H (TV HH)			35.8%	5.5%	100.0%	41.0%	59.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1351	1311	684	118	800	328	472	1116
%H (All HH)		97.0%	50.6%	8.7%	59.2%	24.3%	34.9%	82.6%
%H (TV HH)			52.2%	9.0%	61.0%	25.0%	36.0%	
PVR	847	847	591	110	444	298	147	759
%V	62.7%	64.6%	86.4%	93.2%	55.5%	90.9%	31.1%	68.0%
%H (All HH)		100.0%	69.8%	13.0%	52.4%	35.2%	17.4%	89.6%
%H (TV HH)			69.8%	13.0%	52.4%	35.2%	17.4%	
DVDR	14	14	6	1	10	4	7	11
%V	1.0%	1.1%	0.9%	0.8%	1.3%	1.2%	1.5%	1.0%
%H (All HH)		100.0%	42.9%	7.1%	71.4%	28.6%	50.0%	78.6%
%H (TV HH)			42.9%	7.1%	71.4%	28.6%	50.0%	
VCR	7	7	4	0	5	2	2	5
%V	0.5%	0.5%	0.6%	0.0%	0.6%	0.6%	0.4%	0.4%
%H (All HH)		100.0%	57.1%	0.0%	71.4%	28.6%	28.6%	71.4%
%H (TV HH)			57.1%	0.0%	71.4%	28.6%	28.6%	
Any recorder	853	853	591	110	449	298	152	762
%V	63.1%	65.1%	86.4%	93.2%	56.1%	90.9%	32.2%	68.3%
%H (All HH)		100.0%	69.3%	12.9%	52.6%	34.9%	17.8%	89.3%
%H (TV HH)			69.3%	12.9%	52.6%	34.9%	17.8%	
Receives HDTV (via STB or built-in reception)	869	869	514	101	522	265	257	778
%V	64.3%	66.3%	75.1%	85.6%	65.3%	80.8%	54.4%	69.7%
%H (All HH)		100.0%	59.1%	11.6%	60.1%	30.5%	29.6%	89.5%
%H (TV HH)			59.1%	11.6%	60.1%	30.5%	29.6%	
DVD/Blu-ray player or recorder	911	911	501	84	554	253	301	787
%V	67.4%	69.5%	73.2%	71.2%	69.3%	77.1%	63.8%	70.5%
%H (All HH)		100.0%	55.0%	9.2%	60.8%	27.8%	33.0%	86.4%
%H (TV HH)			55.0%	9.2%	60.8%	27.8%	33.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1351	1311	684	118	800	328	472	1116
%H (All HH)		97.0%	50.6%	8.7%	59.2%	24.3%	34.9%	82.6%
%H (TV HH)			52.2%	9.0%	61.0%	25.0%	36.0%	
Has broadband internet	1116	1084	601	106	639	297	342	1116
%V	82.6%	82.7%	87.9%	89.8%	79.9%	90.5%	72.5%	100.0%
%H (All HH)		97.1%	53.9%	9.5%	57.3%	26.6%	30.6%	100.0%
%H (TV HH)			55.4%	9.8%	58.9%	27.4%	31.5%	
Number of computers (PCs and laptops)								
0	299	289	107	18	198	42	156	77
%V	22.1%	22.0%	15.6%	15.3%	24.8%	12.8%	33.1%	6.9%
%H (All HH)		96.7%	35.8%	6.0%	66.2%	14.0%	52.2%	25.8%
%H (TV HH)			37.0%	6.2%	68.5%	14.5%	54.0%	
1	349	337	173	31	199	76	123	340
%V	25.8%	25.7%	25.3%	26.3%	24.9%	23.2%	26.1%	30.5%
%H (All HH)		96.6%	49.6%	8.9%	57.0%	21.8%	35.2%	97.4%
%H (TV HH)			51.3%	9.2%	59.1%	22.6%	36.5%	
2	333	322	179	30	192	88	104	331
%V	24.6%	24.6%	26.2%	25.4%	24.0%	26.8%	22.0%	29.7%
%H (All HH)		96.7%	53.8%	9.0%	57.7%	26.4%	31.2%	99.4%
%H (TV HH)			55.6%	9.3%	59.6%	27.3%	32.3%	
3	171	167	103	16	98	53	45	170
%V	12.7%	12.7%	15.1%	13.6%	12.3%	16.2%	9.5%	15.2%
%H (All HH)		97.7%	60.2%	9.4%	57.3%	31.0%	26.3%	99.4%
%H (TV HH)			61.7%	9.6%	58.7%	31.7%	26.9%	
4	91	89	53	10	53	31	23	91
%V	6.7%	6.8%	7.7%	8.5%	6.6%	9.5%	4.9%	8.2%
%H (All HH)		97.8%	58.2%	11.0%	58.2%	34.1%	25.3%	100.0%
%H (TV HH)			59.6%	11.2%	59.6%	34.8%	25.8%	
5+	108	107	68	14	60	38	22	108
%V	8.0%	8.2%	9.9%	11.9%	7.5%	11.6%	4.7%	9.7%
%H (All HH)		99.1%	63.0%	13.0%	55.6%	35.2%	20.4%	100.0%
%H (TV HH)			63.6%	13.1%	56.1%	35.5%	20.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2719	1578	250	1765	922	843	2376
%H		58.0%	9.2%	64.9%	33.9%	31.0%	87.4%
Under 20"	211	120	19	159	89	71	176
%V	7.8%	7.6%	7.6%	9.0%	9.7%	8.4%	7.4%
%H		56.9%	9.0%	75.4%	42.2%	33.6%	83.4%
20" - 29"	518	273	42	382	188	195	427
%V	19.1%	17.3%	16.8%	21.6%	20.4%	23.1%	18.0%
%H		52.7%	8.1%	73.7%	36.3%	37.6%	82.4%
30" - 39"	902	505	83	581	282	298	769
%V	33.2%	32.0%	33.2%	32.9%	30.6%	35.3%	32.4%
%H		56.0%	9.2%	64.4%	31.3%	33.0%	85.3%
40" - 49"	807	496	81	479	265	215	736
%V	29.7%	31.4%	32.4%	27.1%	28.7%	25.5%	31.0%
%H		61.5%	10.0%	59.4%	32.8%	26.6%	91.2%
50" - 59"	225	153	22	124	81	43	218
%V	8.3%	9.7%	8.8%	7.0%	8.8%	5.1%	9.2%
%H		68.0%	9.8%	55.1%	36.0%	19.1%	96.9%
60"+	19	13	1	10	6	4	18
%V	0.7%	0.8%	0.4%	0.6%	0.7%	0.5%	0.8%
%H		68.4%	5.3%	52.6%	31.6%	21.1%	94.7%
Don't know	38	18	2	30	12	18	31
%V	1.4%	1.1%	0.8%	1.7%	1.3%	2.1%	1.3%
%H		47.4%	5.3%	78.9%	31.6%	47.4%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2719	1578	250	1765	922	843	2376
%H		58.0%	9.2%	64.9%	33.9%	31.0%	87.4%
Main living room	1303	684	117	797	331	466	1078
%V	47.9%	43.3%	46.8%	45.2%	35.9%	55.3%	45.4%
%H		52.5%	9.0%	61.2%	25.4%	35.8%	82.7%
Kitchen	162	94	14	122	68	54	140
%V	6.0%	6.0%	5.6%	6.9%	7.4%	6.4%	5.9%
%H		58.0%	8.6%	75.3%	42.0%	33.3%	86.4%
Adult's bedroom	713	445	66	482	287	195	646
%V	26.2%	28.2%	26.4%	27.3%	31.1%	23.1%	27.2%
%H		62.4%	9.3%	67.6%	40.3%	27.3%	90.6%
Child's bedroom	200	139	17	119	78	41	196
%V	7.4%	8.8%	6.8%	6.7%	8.5%	4.9%	8.2%
%H		69.5%	8.5%	59.5%	39.0%	20.5%	98.0%
Other bedroom	110	70	13	78	52	27	104
%V	4.0%	4.4%	5.2%	4.4%	5.6%	3.2%	4.4%
%H		63.6%	11.8%	70.9%	47.3%	24.5%	94.5%
Second living/dining room	162	99	17	116	72	45	145
%V	6.0%	6.3%	6.8%	6.6%	7.8%	5.3%	6.1%
%H		61.1%	10.5%	71.6%	44.4%	27.8%	89.5%
Study/office	16	11	1	11	7	4	16
%V	0.6%	0.7%	0.4%	0.6%	0.8%	0.5%	0.7%
%H		68.8%	6.3%	68.8%	43.8%	25.0%	100.0%
TV room	8	6	1	5	4	2	8
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.2%	0.3%
%H		75.0%	12.5%	62.5%	50.0%	25.0%	100.0%
Conservatory	28	20	2	21	15	7	26
%V	1.0%	1.3%	0.8%	1.2%	1.6%	0.8%	1.1%
%H		71.4%	7.1%	75.0%	53.6%	25.0%	92.9%
Attic or loft room	5	3	1	3	2	1	5
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.1%	0.2%
%H		60.0%	20.0%	60.0%	40.0%	20.0%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	10	6	1	9	6	3	10
%V	0.4%	0.4%	0.4%	0.5%	0.7%	0.4%	0.4%
%H		60.0%	10.0%	90.0%	60.0%	30.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2719	1578	250	1765	922	843	2376
%H		58.0%	9.2%	64.9%	33.9%	31.0%	87.4%
PVR	1200	883	158	590	428	162	1096
%V	44.1%	56.0%	63.2%	33.4%	46.4%	19.2%	46.1%
%H		73.6%	13.2%	49.2%	35.7%	13.5%	91.3%
DVDR	16	7	1	12	4	8	13
%V	0.6%	0.4%	0.4%	0.7%	0.4%	0.9%	0.5%
%H		43.8%	6.3%	75.0%	25.0%	50.0%	81.3%
VCR	7	4	0	5	3	2	5
%V	0.3%	0.3%	0.0%	0.3%	0.3%	0.2%	0.2%
%H		57.1%	0.0%	71.4%	42.9%	28.6%	71.4%
Any recorder	1209	886	158	598	431	168	1103
%V	44.5%	56.1%	63.2%	33.9%	46.7%	19.9%	46.4%
%H		73.3%	13.1%	49.5%	35.6%	13.9%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2719	1578	250	1765	922	843	2376
%H		58.0%	9.2%	64.9%	33.9%	31.0%	87.4%
Receives HDTV (via STB or built-in reception)	1354	834	164	839	477	362	1240
%V	49.8%	52.9%	65.6%	47.5%	51.7%	42.9%	52.2%
%H		61.6%	12.1%	62.0%	35.2%	26.7%	91.6%
DVD/Blu-ray player or recorder	1365	798	132	848	443	405	1220
%V	50.2%	50.6%	52.8%	48.0%	48.0%	48.0%	51.3%
%H		58.5%	9.7%	62.1%	32.5%	29.7%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1310	683	118	800	328	472	1083
%H		52.1%	9.0%	61.1%	25.0%	36.0%	82.7%
Under 20"	13	3	0	10	1	9	7
%V	1.0%	0.4%	0.0%	1.3%	0.3%	1.9%	0.6%
%H		23.1%	0.0%	76.9%	7.7%	69.2%	53.8%
20" - 29"	108	32	5	77	11	66	62
%V	8.2%	4.7%	4.2%	9.6%	3.4%	14.0%	5.7%
%H		29.6%	4.6%	71.3%	10.2%	61.1%	57.4%
30" - 39"	400	168	38	255	72	182	298
%V	30.5%	24.6%	32.2%	31.9%	22.0%	38.6%	27.5%
%H		42.0%	9.5%	63.8%	18.0%	45.5%	74.5%
40" - 49"	575	341	55	340	174	167	513
%V	43.9%	49.9%	46.6%	42.5%	53.0%	35.4%	47.4%
%H		59.3%	9.6%	59.1%	30.3%	29.0%	89.2%
50" - 59"	187	125	19	101	63	38	180
%V	14.3%	18.3%	16.1%	12.6%	19.2%	8.1%	16.6%
%H		66.8%	10.2%	54.0%	33.7%	20.3%	96.3%
60"+	16	10	1	9	5	4	15
%V	1.2%	1.5%	0.8%	1.1%	1.5%	0.8%	1.4%
%H		62.5%	6.3%	56.3%	31.3%	25.0%	93.8%
Don't know	10	3	0	8	2	6	6
%V	0.8%	0.4%	0.0%	1.0%	0.6%	1.3%	0.6%
%H		30.0%	0.0%	80.0%	20.0%	60.0%	60.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1310	683	118	800	328	472	1083
%H		52.1%	9.0%	61.1%	25.0%	36.0%	82.7%
PVR	829	583	109	429	291	138	743
%V	63.3%	85.4%	92.4%	53.6%	88.7%	29.2%	68.6%
%H		70.3%	13.1%	51.7%	35.1%	16.6%	89.6%
DVDR	11	5	1	8	2	6	9
%V	0.8%	0.7%	0.8%	1.0%	0.6%	1.3%	0.8%
%H		45.5%	9.1%	72.7%	18.2%	54.5%	81.8%
VCR	5	3	0	3	1	2	3
%V	0.4%	0.4%	0.0%	0.4%	0.3%	0.4%	0.3%
%H		60.0%	0.0%	60.0%	20.0%	40.0%	60.0%
Any recorder	835	584	109	434	291	143	746
%V	63.7%	85.5%	92.4%	54.3%	88.7%	30.3%	68.9%
%H		69.9%	13.1%	52.0%	34.9%	17.1%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1310	683	118	800	328	472	1083
%H		52.1%	9.0%	61.1%	25.0%	36.0%	82.7%
Receives HDTV (via STB or built-in reception)	845	501	100	502	254	248	755
%V	64.5%	73.4%	84.7%	62.8%	77.4%	52.5%	69.7%
%H		59.3%	11.8%	59.4%	30.1%	29.3%	89.3%
DVD/Blu-ray player or recorder	791	423	74	476	206	270	674
%V	60.4%	61.9%	62.7%	59.5%	62.8%	57.2%	62.2%
%H		53.5%	9.4%	60.2%	26.0%	34.1%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Set level data

Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1409	894	133	965	594	371	1293
%H		63.4%	9.4%	68.5%	42.2%	26.3%	91.8%
Under 20"	198	117	19	149	88	61	169
%V	14.1%	13.1%	14.3%	15.4%	14.8%	16.4%	13.1%
%H		59.1%	9.6%	75.3%	44.4%	30.8%	85.4%
20" - 29"	410	241	37	306	177	129	365
%V	29.1%	27.0%	27.8%	31.7%	29.8%	34.8%	28.2%
%H		58.8%	9.0%	74.6%	43.2%	31.5%	89.0%
30" - 39"	502	337	46	326	210	116	471
%V	35.6%	37.7%	34.6%	33.8%	35.4%	31.3%	36.4%
%H		67.1%	9.2%	64.9%	41.8%	23.1%	93.8%
40" - 49"	232	156	26	139	91	48	223
%V	16.5%	17.4%	19.5%	14.4%	15.3%	12.9%	17.2%
%H		67.2%	11.2%	59.9%	39.2%	20.7%	96.1%
50" - 59"	38	28	4	23	18	5	37
%V	2.7%	3.1%	3.0%	2.4%	3.0%	1.3%	2.9%
%H		73.7%	10.5%	60.5%	47.4%	13.2%	97.4%
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	28	15	1	21	10	12	25
%V	2.0%	1.7%	0.8%	2.2%	1.7%	3.2%	1.9%
%H		53.6%	3.6%	75.0%	35.7%	42.9%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1409	894	133	965	594	371	1293
%H		63.4%	9.4%	68.5%	42.2%	26.3%	91.8%
PVR	371	300	49	161	137	24	354
%V	26.3%	33.6%	36.8%	16.7%	23.1%	6.5%	27.4%
%H		80.9%	13.2%	43.4%	36.9%	6.5%	95.4%
DVDR	4	2	0	3	2	2	4
%V	0.3%	0.2%	0.0%	0.3%	0.3%	0.5%	0.3%
%H		50.0%	0.0%	75.0%	50.0%	50.0%	100.0%
VCR	2	1	0	2	2	0	2
%V	0.1%	0.1%	0.0%	0.2%	0.3%	0.0%	0.2%
%H		50.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	375	302	50	164	139	25	357
%V	26.6%	33.8%	37.6%	17.0%	23.4%	6.7%	27.6%
%H		80.5%	13.3%	43.7%	37.1%	6.7%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1409	894	133	965	594	371	1293
%H		63.4%	9.4%	68.5%	42.2%	26.3%	91.8%
Receives HDTV (via STB or built-in reception)	508	334	64	337	224	114	484
%V	36.1%	37.4%	48.1%	34.9%	37.7%	30.7%	37.4%
%H		65.7%	12.6%	66.3%	44.1%	22.4%	95.3%
DVD/Blu-ray player or recorder	575	374	58	373	238	135	546
%V	40.8%	41.8%	43.6%	38.7%	40.1%	36.4%	42.2%
%H		65.0%	10.1%	64.9%	41.4%	23.5%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3072	3001	1702	287	1767	845	922	2761
%H		97.7%	55.4%	9.3%	57.5%	27.5%	30.0%	89.9%
Total Children	564	557	341	53	288	152	136	553
%V	18.4%	18.6%	20.0%	18.5%	16.3%	18.0%	14.8%	20.0%
%H		98.8%	60.5%	9.4%	51.1%	27.0%	24.1%	98.0%
0 - 3	133	131	74	14	62	26	37	130
%V	4.3%	4.4%	4.3%	4.9%	3.5%	3.1%	4.0%	4.7%
%H		98.5%	55.6%	10.5%	46.6%	19.5%	27.8%	97.7%
4 - 15	431	425	267	39	226	126	100	424
%V	14.0%	14.2%	15.7%	13.6%	12.8%	14.9%	10.8%	15.4%
%H		98.6%	61.9%	9.0%	52.4%	29.2%	23.2%	98.4%
4 - 9	220	217	129	21	112	58	54	215
%V	7.2%	7.2%	7.6%	7.3%	6.3%	6.9%	5.9%	7.8%
%H		98.6%	58.6%	9.5%	50.9%	26.4%	24.5%	97.7%
10 - 15	211	208	138	18	113	68	45	208
%V	6.9%	6.9%	8.1%	6.3%	6.4%	8.0%	4.9%	7.5%
%H		98.6%	65.4%	8.5%	53.6%	32.2%	21.3%	98.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3072	3001	1702	287	1767	845	922	2761
%H		97.7%	55.4%	9.3%	57.5%	27.5%	30.0%	89.9%
Total Adults (16+)	2508	2445	1361	234	1479	693	786	2208
%V	81.6%	81.5%	80.0%	81.5%	83.7%	82.0%	85.2%	80.0%
%H		97.5%	54.3%	9.3%	59.0%	27.6%	31.3%	88.0%
16 - 19	140	136	81	15	78	43	35	138
%V	4.6%	4.5%	4.8%	5.2%	4.4%	5.1%	3.8%	5.0%
%H		97.1%	57.9%	10.7%	55.7%	30.7%	25.0%	98.6%
20 - 24	185	171	87	17	94	45	48	182
%V	6.0%	5.7%	5.1%	5.9%	5.3%	5.3%	5.2%	6.6%
%H		92.4%	47.0%	9.2%	50.8%	24.3%	25.9%	98.4%
25 - 34	386	366	203	39	188	84	104	376
%V	12.6%	12.2%	11.9%	13.6%	10.6%	9.9%	11.3%	13.6%
%H		94.8%	52.6%	10.1%	48.7%	21.8%	26.9%	97.4%
35 - 44	347	337	201	35	182	93	89	336
%V	11.3%	11.2%	11.8%	12.2%	10.3%	11.0%	9.7%	12.2%
%H		97.1%	57.9%	10.1%	52.4%	26.8%	25.6%	96.8%
45 - 54	423	415	259	40	245	132	113	397
%V	13.8%	13.8%	15.2%	13.9%	13.9%	15.6%	12.3%	14.4%
%H		98.1%	61.2%	9.5%	57.9%	31.2%	26.7%	93.9%
55 - 64	395	390	223	44	253	130	123	362
%V	12.9%	13.0%	13.1%	15.3%	14.3%	15.4%	13.3%	13.1%
%H		98.7%	56.5%	11.1%	64.1%	32.9%	31.1%	91.6%
65+	633	629	307	46	440	165	274	418
%V	20.6%	21.0%	18.0%	16.0%	24.9%	19.5%	29.7%	15.1%
%H		99.4%	48.5%	7.3%	69.5%	26.1%	43.3%	66.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2508	2445	1361	234	1479	693	786	2208
%H		97.5%	54.3%	9.3%	59.0%	27.6%	31.3%	88.0%
AB	550	537	315	56	330	170	160	527
%V	21.9%	22.0%	23.1%	23.9%	22.3%	24.5%	20.4%	23.9%
%H		97.6%	57.3%	10.2%	60.0%	30.9%	29.1%	95.8%
C1	624	599	328	67	359	176	182	576
%V	24.9%	24.5%	24.1%	28.6%	24.3%	25.4%	23.2%	26.1%
%H		96.0%	52.6%	10.7%	57.5%	28.2%	29.2%	92.3%
C2	628	622	358	58	386	187	199	568
%V	25.0%	25.4%	26.3%	24.8%	26.1%	27.0%	25.3%	25.7%
%H		99.0%	57.0%	9.2%	61.5%	29.8%	31.7%	90.4%
D	455	441	249	38	257	116	141	377
%V	18.1%	18.0%	18.3%	16.2%	17.4%	16.7%	17.9%	17.1%
%H		96.9%	54.7%	8.4%	56.5%	25.5%	31.0%	82.9%
E	249	245	112	15	147	43	104	160
%V	9.9%	10.0%	8.2%	6.4%	9.9%	6.2%	13.2%	7.2%
%H		98.4%	45.0%	6.0%	59.0%	17.3%	41.8%	64.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2508	2445	1361	234	1479	693	786	2208
%H		97.5%	54.3%	9.3%	59.0%	27.6%	31.3%	88.0%
Working full time	1124	1097	664	117	623	330	293	1086
%V	44.8%	44.9%	48.8%	50.0%	42.1%	47.6%	37.3%	49.2%
%H		97.6%	59.1%	10.4%	55.4%	29.4%	26.1%	96.6%
Working part time	225	218	118	22	136	64	72	214
%V	9.0%	8.9%	8.7%	9.4%	9.2%	9.2%	9.2%	9.7%
%H		96.9%	52.4%	9.8%	60.4%	28.4%	32.0%	95.1%
Not working	1159	1129	579	94	720	299	421	908
%V	46.2%	46.2%	42.5%	40.2%	48.7%	43.1%	53.6%	41.1%
%H		97.4%	50.0%	8.1%	62.1%	25.8%	36.3%	78.3%
Houseperson	1351	1311	684	118	800	328	472	1116
%V	53.9%	53.6%	50.3%	50.4%	54.1%	47.3%	60.1%	50.5%
%H		97.0%	50.6%	8.7%	59.2%	24.3%	34.9%	82.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1227	1192	669	119	711	343	367	1093
%H		97.1%	54.5%	9.7%	57.9%	28.0%	29.9%	89.1%
16 - 19	75	73	43	9	41	24	17	75
%V	6.1%	6.1%	6.4%	7.6%	5.8%	7.0%	4.6%	6.9%
%H		97.3%	57.3%	12.0%	54.7%	32.0%	22.7%	100.0%
20 - 24	92	87	46	8	46	25	21	91
%V	7.5%	7.3%	6.9%	6.7%	6.5%	7.3%	5.7%	8.3%
%H		94.6%	50.0%	8.7%	50.0%	27.2%	22.8%	98.9%
25 - 34	195	183	100	21	92	41	52	188
%V	15.9%	15.4%	14.9%	17.6%	12.9%	12.0%	14.2%	17.2%
%H		93.8%	51.3%	10.8%	47.2%	21.0%	26.7%	96.4%
35 - 44	171	165	92	18	89	42	48	163
%V	13.9%	13.8%	13.8%	15.1%	12.5%	12.2%	13.1%	14.9%
%H		96.5%	53.8%	10.5%	52.0%	24.6%	28.1%	95.3%
45 - 54	206	201	129	19	116	64	51	191
%V	16.8%	16.9%	19.3%	16.0%	16.3%	18.7%	13.9%	17.5%
%H		97.6%	62.6%	9.2%	56.3%	31.1%	24.8%	92.7%
55 - 64	193	190	106	20	127	64	63	175
%V	15.7%	15.9%	15.8%	16.8%	17.9%	18.7%	17.2%	16.0%
%H		98.4%	54.9%	10.4%	65.8%	33.2%	32.6%	90.7%
65+	295	293	153	23	200	85	115	210
%V	24.0%	24.6%	22.9%	19.3%	28.1%	24.8%	31.3%	19.2%
%H		99.3%	51.9%	7.8%	67.8%	28.8%	39.0%	71.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1227	1192	669	119	711	343	367	1093
%H		97.1%	54.5%	9.7%	57.9%	28.0%	29.9%	89.1%
AB	278	270	162	29	164	88	77	267
%V	22.7%	22.7%	24.2%	24.4%	23.1%	25.7%	21.0%	24.4%
%H		97.1%	58.3%	10.4%	59.0%	31.7%	27.7%	96.0%
C1	290	280	156	33	162	84	77	273
%V	23.6%	23.5%	23.3%	27.7%	22.8%	24.5%	21.0%	25.0%
%H		96.6%	53.8%	11.4%	55.9%	29.0%	26.6%	94.1%
C2	336	331	187	33	205	97	108	300
%V	27.4%	27.8%	28.0%	27.7%	28.8%	28.3%	29.4%	27.4%
%H		98.5%	55.7%	9.8%	61.0%	28.9%	32.1%	89.3%
D	216	207	120	19	118	57	61	185
%V	17.6%	17.4%	17.9%	16.0%	16.6%	16.6%	16.6%	16.9%
%H		95.8%	55.6%	8.8%	54.6%	26.4%	28.2%	85.6%
E	107	104	45	6	62	17	45	69
%V	8.7%	8.7%	6.7%	5.0%	8.7%	5.0%	12.3%	6.3%
%H		97.2%	42.1%	5.6%	57.9%	15.9%	42.1%	64.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1227	1192	669	119	711	343	367	1093
%H		97.1%	54.5%	9.7%	57.9%	28.0%	29.9%	89.1%
Working full time	672	654	391	73	369	194	175	647
%V	54.8%	54.9%	58.4%	61.3%	51.9%	56.6%	47.7%	59.2%
%H		97.3%	58.2%	10.9%	54.9%	28.9%	26.0%	96.3%
Working part time	53	51	26	4	33	14	19	48
%V	4.3%	4.3%	3.9%	3.4%	4.6%	4.1%	5.2%	4.4%
%H		96.2%	49.1%	7.5%	62.3%	26.4%	35.8%	90.6%
Not working	501	488	252	43	309	135	173	398
%V	40.8%	40.9%	37.7%	36.1%	43.5%	39.4%	47.1%	36.4%
%H		97.4%	50.3%	8.6%	61.7%	26.9%	34.5%	79.4%
Houseperson	280	262	113	21	160	46	114	201
%V	22.8%	22.0%	16.9%	17.6%	22.5%	13.4%	31.1%	18.4%
%H		93.6%	40.4%	7.5%	57.1%	16.4%	40.7%	71.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1281	1253	692	115	769	350	419	1115
%H		97.8%	54.0%	9.0%	60.0%	27.3%	32.7%	87.0%
16 - 19	64	63	39	5	37	20	18	63
%V	5.0%	5.0%	5.6%	4.3%	4.8%	5.7%	4.3%	5.7%
%H		98.4%	60.9%	7.8%	57.8%	31.3%	28.1%	98.4%
20 - 24	92	84	41	9	48	21	27	91
%V	7.2%	6.7%	5.9%	7.8%	6.2%	6.0%	6.4%	8.2%
%H		91.3%	44.6%	9.8%	52.2%	22.8%	29.3%	98.9%
25 - 34	191	183	103	18	95	43	52	187
%V	14.9%	14.6%	14.9%	15.7%	12.4%	12.3%	12.4%	16.8%
%H		95.8%	53.9%	9.4%	49.7%	22.5%	27.2%	97.9%
35 - 44	176	172	109	17	92	51	41	173
%V	13.7%	13.7%	15.8%	14.8%	12.0%	14.6%	9.8%	15.5%
%H		97.7%	61.9%	9.7%	52.3%	29.0%	23.3%	98.3%
45 - 54	217	214	130	20	130	68	62	206
%V	16.9%	17.1%	18.8%	17.4%	16.9%	19.4%	14.8%	18.5%
%H		98.6%	59.9%	9.2%	59.9%	31.3%	28.6%	94.9%
55 - 64	202	200	116	23	126	67	60	187
%V	15.8%	16.0%	16.8%	20.0%	16.4%	19.1%	14.3%	16.8%
%H		99.0%	57.4%	11.4%	62.4%	33.2%	29.7%	92.6%
65+	338	337	154	23	240	81	159	208
%V	26.4%	26.9%	22.3%	20.0%	31.2%	23.1%	37.9%	18.7%
%H		99.7%	45.6%	6.8%	71.0%	24.0%	47.0%	61.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1281	1253	692	115	769	350	419	1115
%H		97.8%	54.0%	9.0%	60.0%	27.3%	32.7%	87.0%
AB	272	267	153	27	166	83	83	261
%V	21.2%	21.3%	22.1%	23.5%	21.6%	23.7%	19.8%	23.4%
%H		98.2%	56.3%	9.9%	61.0%	30.5%	30.5%	96.0%
C1	334	320	172	35	197	92	105	303
%V	26.1%	25.5%	24.9%	30.4%	25.6%	26.3%	25.1%	27.2%
%H		95.8%	51.5%	10.5%	59.0%	27.5%	31.4%	90.7%
C2	293	291	171	25	181	90	91	269
%V	22.9%	23.2%	24.7%	21.7%	23.5%	25.7%	21.7%	24.1%
%H		99.3%	58.4%	8.5%	61.8%	30.7%	31.1%	91.8%
D	240	234	129	19	139	59	80	192
%V	18.7%	18.7%	18.6%	16.5%	18.1%	16.9%	19.1%	17.2%
%H		97.5%	53.8%	7.9%	57.9%	24.6%	33.3%	80.0%
E	142	141	67	9	85	26	59	91
%V	11.1%	11.3%	9.7%	7.8%	11.1%	7.4%	14.1%	8.2%
%H		99.3%	47.2%	6.3%	59.9%	18.3%	41.5%	64.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1281	1253	692	115	769	350	419	1115
%H		97.8%	54.0%	9.0%	60.0%	27.3%	32.7%	87.0%
Working full time	452	443	274	45	255	137	118	439
%V	35.3%	35.4%	39.6%	39.1%	33.2%	39.1%	28.2%	39.4%
%H		98.0%	60.6%	10.0%	56.4%	30.3%	26.1%	97.1%
Working part time	171	167	92	18	102	49	53	166
%V	13.3%	13.3%	13.3%	15.7%	13.3%	14.0%	12.6%	14.9%
%H		97.7%	53.8%	10.5%	59.6%	28.7%	31.0%	97.1%
Not working	658	642	326	52	412	164	248	510
%V	51.4%	51.2%	47.1%	45.2%	53.6%	46.9%	59.2%	45.7%
%H		97.6%	49.5%	7.9%	62.6%	24.9%	37.7%	77.5%
Houseperson	1071	1048	570	97	640	282	358	916
%V	83.6%	83.6%	82.4%	84.3%	83.2%	80.6%	85.4%	82.2%
%H		97.9%	53.2%	9.1%	59.8%	26.3%	33.4%	85.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2731	2647	953	451	1966	764	1203	2313
%H (All HH)		96.9%	34.9%	16.5%	72.0%	28.0%	44.0%	84.7%
%H (TV HH)			36.0%	17.0%	74.3%	28.9%	45.4%	
AB	641	630	252	103	450	187	263	620
%V	23.5%	23.8%	26.4%	22.8%	22.9%	24.5%	21.9%	26.8%
%H (All HH)		98.3%	39.3%	16.1%	70.2%	29.2%	41.0%	96.7%
%H (TV HH)			40.0%	16.3%	71.4%	29.7%	41.7%	
C1	702	682	258	130	508	222	285	633
%V	25.7%	25.8%	27.1%	28.8%	25.8%	29.1%	23.7%	27.4%
%H (All HH)		97.2%	36.8%	18.5%	72.4%	31.6%	40.6%	90.2%
%H (TV HH)			37.8%	19.1%	74.5%	32.6%	41.8%	
C2	608	595	220	110	445	186	260	521
%V	22.3%	22.5%	23.1%	24.4%	22.6%	24.3%	21.6%	22.5%
%H (All HH)		97.9%	36.2%	18.1%	73.2%	30.6%	42.8%	85.7%
%H (TV HH)			37.0%	18.5%	74.8%	31.3%	43.7%	
D	488	465	156	76	339	114	225	372
%V	17.9%	17.6%	16.4%	16.9%	17.2%	14.9%	18.7%	16.1%
%H (All HH)		95.3%	32.0%	15.6%	69.5%	23.4%	46.1%	76.2%
%H (TV HH)			33.5%	16.3%	72.9%	24.5%	48.4%	
E	291	276	67	31	224	55	170	167
%V	10.7%	10.4%	7.0%	6.9%	11.4%	7.2%	14.1%	7.2%
%H (All HH)		94.8%	23.0%	10.7%	77.0%	18.9%	58.4%	57.4%
%H (TV HH)			24.3%	11.2%	81.2%	19.9%	61.6%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Household level data

Table 14.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2731	2647	953	451	1966	764	1203	2313
%H (All HH)		96.9%	34.9%	16.5%	72.0%	28.0%	44.0%	84.7%
%H (TV HH)			36.0%	17.0%	74.3%	28.9%	45.4%	
Under 25	110	100	24	15	70	18	52	105
%V	4.0%	3.8%	2.5%	3.3%	3.6%	2.4%	4.3%	4.5%
%H (All HH)		90.9%	21.8%	13.6%	63.6%	16.4%	47.3%	95.5%
%H (TV HH)			24.0%	15.0%	70.0%	18.0%	52.0%	
25 - 34	408	384	144	63	250	96	155	389
%V	14.9%	14.5%	15.1%	14.0%	12.7%	12.6%	12.9%	16.8%
%H (All HH)		94.1%	35.3%	15.4%	61.3%	23.5%	38.0%	95.3%
%H (TV HH)			37.5%	16.4%	65.1%	25.0%	40.4%	
35 - 44	430	408	183	77	273	136	137	410
%V	15.7%	15.4%	19.2%	17.1%	13.9%	17.8%	11.4%	17.7%
%H (All HH)		94.9%	42.6%	17.9%	63.5%	31.6%	31.9%	95.3%
%H (TV HH)			44.9%	18.9%	66.9%	33.3%	33.6%	
45 - 54	525	513	209	104	369	174	195	496
%V	19.2%	19.4%	21.9%	23.1%	18.8%	22.8%	16.2%	21.4%
%H (All HH)		97.7%	39.8%	19.8%	70.3%	33.1%	37.1%	94.5%
%H (TV HH)			40.7%	20.3%	71.9%	33.9%	38.0%	
55 - 64	478	468	173	96	352	148	204	425
%V	17.5%	17.7%	18.2%	21.3%	17.9%	19.4%	17.0%	18.4%
%H (All HH)		97.9%	36.2%	20.1%	73.6%	31.0%	42.7%	88.9%
%H (TV HH)			37.0%	20.5%	75.2%	31.6%	43.6%	
65 +	780	774	220	95	652	192	460	487
%V	28.6%	29.2%	23.1%	21.1%	33.2%	25.1%	38.2%	21.1%
%H (All HH)		99.2%	28.2%	12.2%	83.6%	24.6%	59.0%	62.4%
%H (TV HH)			28.4%	12.3%	84.2%	24.8%	59.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2731	2647	953	451	1966	764	1203	2313
%H (All HH)		96.9%	34.9%	16.5%	72.0%	28.0%	44.0%	84.7%
%H (TV HH)			36.0%	17.0%	74.3%	28.9%	45.4%	
1	817	779	181	92	628	134	494	522
%V	29.9%	29.4%	19.0%	20.4%	31.9%	17.5%	41.1%	22.6%
%H (All HH)		95.3%	22.2%	11.3%	76.9%	16.4%	60.5%	63.9%
%H (TV HH)			23.2%	11.8%	80.6%	17.2%	63.4%	
2	949	928	343	162	697	286	412	850
%V	34.7%	35.1%	36.0%	35.9%	35.5%	37.4%	34.2%	36.7%
%H (All HH)		97.8%	36.1%	17.1%	73.4%	30.1%	43.4%	89.6%
%H (TV HH)			37.0%	17.5%	75.1%	30.8%	44.4%	
3	408	399	174	82	273	137	136	395
%V	14.9%	15.1%	18.3%	18.2%	13.9%	17.9%	11.3%	17.1%
%H (All HH)		97.8%	42.6%	20.1%	66.9%	33.6%	33.3%	96.8%
%H (TV HH)			43.6%	20.6%	68.4%	34.3%	34.1%	
4	364	351	161	74	241	132	110	358
%V	13.3%	13.3%	16.9%	16.4%	12.3%	17.3%	9.1%	15.5%
%H (All HH)		96.4%	44.2%	20.3%	66.2%	36.3%	30.2%	98.4%
%H (TV HH)			45.9%	21.1%	68.7%	37.6%	31.3%	
5+	193	189	93	40	127	76	51	188
%V	7.1%	7.1%	9.8%	8.9%	6.5%	9.9%	4.2%	8.1%
%H (All HH)		97.9%	48.2%	20.7%	65.8%	39.4%	26.4%	97.4%
%H (TV HH)			49.2%	21.2%	67.2%	40.2%	27.0%	
Average HH size	2.37	2.38	2.67	2.63	2.29	2.70	2.03	2.54

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2731	2647	953	451	1966	764	1203	2313
%H (All HH)		96.9%	34.9%	16.5%	72.0%	28.0%	44.0%	84.7%
%H (TV HH)			36.0%	17.0%	74.3%	28.9%	45.4%	
Without	2018	1951	641	317	1496	524	972	1620
%V	73.9%	73.7%	67.3%	70.3%	76.1%	68.6%	80.8%	70.0%
%H (All HH)		96.7%	31.8%	15.7%	74.1%	26.0%	48.2%	80.3%
%H (TV HH)			32.9%	16.2%	76.7%	26.9%	49.8%	
With	713	696	312	133	470	240	231	693
%V	26.1%	26.3%	32.7%	29.5%	23.9%	31.4%	19.2%	30.0%
%H (All HH)		97.6%	43.8%	18.7%	65.9%	33.7%	32.4%	97.2%
%H (TV HH)			44.8%	19.1%	67.5%	34.5%	33.2%	
0 - 3	265	258	107	45	175	80	96	256
%V	9.7%	9.7%	11.2%	10.0%	8.9%	10.5%	8.0%	11.1%
%H (All HH)		97.4%	40.4%	17.0%	66.0%	30.2%	36.2%	96.6%
%H (TV HH)			41.5%	17.4%	67.8%	31.0%	37.2%	
4 - 9	368	360	167	69	234	120	114	360
%V	13.5%	13.6%	17.5%	15.3%	11.9%	15.7%	9.5%	15.6%
%H (All HH)		97.8%	45.4%	18.8%	63.6%	32.6%	31.0%	97.8%
%H (TV HH)			46.4%	19.2%	65.0%	33.3%	31.7%	
10 - 15	338	329	158	68	233	134	99	330
%V	12.4%	12.4%	16.6%	15.1%	11.9%	17.5%	8.2%	14.3%
%H (All HH)		97.3%	46.7%	20.1%	68.9%	39.6%	29.3%	97.6%
%H (TV HH)			48.0%	20.7%	70.8%	40.7%	30.1%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2731	2647	953	451	1966	764	1203	2313
%H (All HH)		96.9%	34.9%	16.5%	72.0%	28.0%	44.0%	84.7%
%H (TV HH)			36.0%	17.0%	74.3%	28.9%	45.4%	
1	1023	1023	285	133	670	108	562	772
%V	37.5%	38.6%	29.9%	29.5%	34.1%	14.1%	46.7%	33.4%
%H (All HH)		100.0%	27.9%	13.0%	65.5%	10.6%	54.9%	75.5%
%H (TV HH)			27.9%	13.0%	65.5%	10.6%	54.9%	
2	893	893	322	158	695	289	406	773
%V	32.7%	33.7%	33.8%	35.0%	35.4%	37.8%	33.7%	33.4%
%H (All HH)		100.0%	36.1%	17.7%	77.8%	32.4%	45.5%	86.6%
%H (TV HH)			36.1%	17.7%	77.8%	32.4%	45.5%	
3	448	448	205	93	363	209	154	421
%V	16.4%	16.9%	21.5%	20.6%	18.5%	27.4%	12.8%	18.2%
%H (All HH)		100.0%	45.8%	20.8%	81.0%	46.7%	34.4%	94.0%
%H (TV HH)			45.8%	20.8%	81.0%	46.7%	34.4%	
4	193	193	95	43	158	102	56	189
%V	7.1%	7.3%	10.0%	9.5%	8.0%	13.4%	4.7%	8.2%
%H (All HH)		100.0%	49.2%	22.3%	81.9%	52.8%	29.0%	97.9%
%H (TV HH)			49.2%	22.3%	81.9%	52.8%	29.0%	
5+	90	90	46	24	79	55	24	90
%V	3.3%	3.4%	4.8%	5.3%	4.0%	7.2%	2.0%	3.9%
%H (All HH)		100.0%	51.1%	26.7%	87.8%	61.1%	26.7%	100.0%
%H (TV HH)			51.1%	26.7%	87.8%	61.1%	26.7%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2731	2647	953	451	1966	764	1203	2313
%V (All HH)		96.9%	34.9%	16.5%	72.0%	28.0%	44.0%	84.7%
%H (TV HH)			36.0%	17.0%	74.3%	28.9%	45.4%	
Under 20"	353	353	123	58	304	133	171	300
%V	12.9%	13.3%	12.9%	12.9%	15.5%	17.4%	14.2%	13.0%
%H (All HH)		100.0%	34.8%	16.4%	86.1%	37.7%	48.4%	85.0%
%H (TV HH)			34.8%	16.4%	86.1%	37.7%	48.4%	
20" - 29"	810	810	278	137	693	300	393	682
%V	29.7%	30.6%	29.2%	30.4%	35.2%	39.3%	32.7%	29.5%
%H (All HH)		100.0%	34.3%	16.9%	85.6%	37.0%	48.5%	84.2%
%H (TV HH)			34.3%	16.9%	85.6%	37.0%	48.5%	
30" - 39"	1342	1342	499	226	1039	436	603	1143
%V	49.1%	50.7%	52.4%	50.1%	52.8%	57.1%	50.1%	49.4%
%H (All HH)		100.0%	37.2%	16.8%	77.4%	32.5%	44.9%	85.2%
%H (TV HH)			37.2%	16.8%	77.4%	32.5%	44.9%	
40" - 49"	1258	1258	537	258	905	455	450	1164
%V	46.1%	47.5%	56.3%	57.2%	46.0%	59.6%	37.4%	50.3%
%H (All HH)		100.0%	42.7%	20.5%	71.9%	36.2%	35.8%	92.5%
%H (TV HH)			42.7%	20.5%	71.9%	36.2%	35.8%	
50" - 59"	415	415	210	92	280	170	110	400
%V	15.2%	15.7%	22.0%	20.4%	14.2%	22.3%	9.1%	17.3%
%H (All HH)		100.0%	50.6%	22.2%	67.5%	41.0%	26.5%	96.4%
%H (TV HH)			50.6%	22.2%	67.5%	41.0%	26.5%	
60"+	48	48	26	10	29	16	13	47
%V	1.8%	1.8%	2.7%	2.2%	1.5%	2.1%	1.1%	2.0%
%H (All HH)		100.0%	54.2%	20.8%	60.4%	33.3%	27.1%	97.9%
%H (TV HH)			54.2%	20.8%	60.4%	33.3%	27.1%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2731	2647	953	451	1966	764	1203	2313
%H (All HH)		96.9%	34.9%	16.5%	72.0%	28.0%	44.0%	84.7%
%H (TV HH)			36.0%	17.0%	74.3%	28.9%	45.4%	
Main living room	2618	2618	944	447	1947	757	1190	2219
%V	95.9%	98.9%	99.1%	99.1%	99.0%	99.1%	98.9%	95.9%
%H (All HH)		100.0%	36.1%	17.1%	74.4%	28.9%	45.5%	84.8%
%H (TV HH)			36.1%	17.1%	74.4%	28.9%	45.5%	
Kitchen	330	330	132	58	287	144	143	296
%V	12.1%	12.5%	13.9%	12.9%	14.6%	18.8%	11.9%	12.8%
%H (All HH)		100.0%	40.0%	17.6%	87.0%	43.6%	43.3%	89.7%
%H (TV HH)			40.0%	17.6%	87.0%	43.6%	43.3%	
Adult's bedroom	1242	1242	523	245	991	517	474	1136
%V	45.5%	46.9%	54.9%	54.3%	50.4%	67.7%	39.4%	49.1%
%H (All HH)		100.0%	42.1%	19.7%	79.8%	41.6%	38.2%	91.5%
%H (TV HH)			42.1%	19.7%	79.8%	41.6%	38.2%	
Child's bedroom	245	245	115	63	183	114	69	242
%V	9.0%	9.3%	12.1%	14.0%	9.3%	14.9%	5.7%	10.5%
%H (All HH)		100.0%	46.9%	25.7%	74.7%	46.5%	28.2%	98.8%
%H (TV HH)			46.9%	25.7%	74.7%	46.5%	28.2%	
Other bedroom	145	145	68	30	117	71	46	138
%V	5.3%	5.5%	7.1%	6.7%	6.0%	9.3%	3.8%	6.0%
%H (All HH)		100.0%	46.9%	20.7%	80.7%	49.0%	31.7%	95.2%
%H (TV HH)			46.9%	20.7%	80.7%	49.0%	31.7%	
Second living/dining room	284	284	130	60	227	129	97	256
%V	10.4%	10.7%	13.6%	13.3%	11.5%	16.9%	8.1%	11.1%
%H (All HH)		100.0%	45.8%	21.1%	79.9%	45.4%	34.2%	90.1%
%H (TV HH)			45.8%	21.1%	79.9%	45.4%	34.2%	
Study/office	41	41	18	8	35	19	15	39
%V	1.5%	1.5%	1.9%	1.8%	1.8%	2.5%	1.2%	1.7%
%H (All HH)		100.0%	43.9%	19.5%	85.4%	46.3%	36.6%	95.1%
%H (TV HH)			43.9%	19.5%	85.4%	46.3%	36.6%	
TV room	18	18	13	1	14	10	4	17
%V	0.7%	0.7%	1.4%	0.2%	0.7%	1.3%	0.3%	0.7%
%H (All HH)		100.0%	72.2%	5.6%	77.8%	55.6%	22.2%	94.4%
%H (TV HH)			72.2%	5.6%	77.8%	55.6%	22.2%	
Conservatory	71	71	29	13	62	32	30	68
%V	2.6%	2.7%	3.0%	2.9%	3.2%	4.2%	2.5%	2.9%
%H (All HH)		100.0%	40.8%	18.3%	87.3%	45.1%	42.3%	95.8%
%H (TV HH)			40.8%	18.3%	87.3%	45.1%	42.3%	
Attic or loft room	6	6	2	3	5	3	1	6
%V	0.2%	0.2%	0.2%	0.7%	0.3%	0.4%	0.1%	0.3%
%H (All HH)		100.0%	33.3%	50.0%	83.3%	50.0%	16.7%	100.0%
%H (TV HH)			33.3%	50.0%	83.3%	50.0%	16.7%	
No specific location	4	4	1	2	4	2	2	4
%V	0.1%	0.2%	0.1%	0.4%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	25.0%	50.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			25.0%	50.0%	100.0%	50.0%	50.0%	
Other	21	21	11	5	19	14	5	20
%V	0.8%	0.8%	1.2%	1.1%	1.0%	1.8%	0.4%	0.9%
%H (All HH)		100.0%	52.4%	23.8%	90.5%	66.7%	23.8%	95.2%
%H (TV HH)			52.4%	23.8%	90.5%	66.7%	23.8%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2731	2647	953	451	1966	764	1203	2313
%H (All HH)		96.9%	34.9%	16.5%	72.0%	28.0%	44.0%	84.7%
%H (TV HH)			36.0%	17.0%	74.3%	28.9%	45.4%	
Any DSAT provider	953	953	953	16	519	519	0	887
%V	34.9%	36.0%	100.0%	3.5%	26.4%	67.9%	0.0%	38.3%
%H (All HH)			100.0%	1.7%	54.5%	54.5%	0.0%	93.1%
%H (TV HH)			100.0%	1.7%	54.5%	54.5%	0.0%	
Sky with subscription	771	771	771	7	421	421	0	736
%V	28.2%	29.1%	80.9%	1.6%	21.4%	55.1%	0.0%	31.8%
%H (All HH)			100.0%	0.9%	54.6%	54.6%	0.0%	95.5%
%H (TV HH)			100.0%	0.9%	54.6%	54.6%	0.0%	
Sky without subscription	61	61	61	3	32	32	0	48
%V	2.2%	2.3%	6.4%	0.7%	1.6%	4.2%	0.0%	2.1%
%H (All HH)			100.0%	4.9%	52.5%	52.5%	0.0%	78.7%
%H (TV HH)			100.0%	4.9%	52.5%	52.5%	0.0%	
Freesat	103	103	103	6	63	63	0	92
%V	3.8%	3.9%	10.8%	1.3%	3.2%	8.2%	0.0%	4.0%
%H (All HH)			100.0%	5.8%	61.2%	61.2%	0.0%	89.3%
%H (TV HH)			100.0%	5.8%	61.2%	61.2%	0.0%	
Other satellite provider	53	53	53	2	25	25	0	47
%V	1.9%	2.0%	5.6%	0.4%	1.3%	3.3%	0.0%	2.0%
%H (All HH)			100.0%	3.8%	47.2%	47.2%	0.0%	88.7%
%H (TV HH)			100.0%	3.8%	47.2%	47.2%	0.0%	
DCAB	451	451	16	451	255	255	0	425
%V	16.5%	17.0%	1.7%	100.0%	13.0%	33.4%	0.0%	18.4%
%H (All HH)			3.5%	100.0%	56.5%	56.5%	0.0%	94.2%
%H (TV HH)			3.5%	100.0%	56.5%	56.5%	0.0%	
DTT	1966	1966	519	255	1966	764	1203	1614
%V	72.0%	74.3%	54.5%	56.5%	100.0%	100.0%	100.0%	69.8%
%H (All HH)		100.0%	26.4%	13.0%	100.0%	38.9%	61.2%	82.1%
%H (TV HH)			26.4%	13.0%	100.0%	38.9%	61.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2731	2647	953	451	1966	764	1203	2313
%H (All HH)		96.9%	34.9%	16.5%	72.0%	28.0%	44.0%	84.7%
%H (TV HH)			36.0%	17.0%	74.3%	28.9%	45.4%	
PVR	1641	1641	832	421	1097	695	402	1547
%V	60.1%	62.0%	87.3%	93.3%	55.8%	91.0%	33.4%	66.9%
%H (All HH)		100.0%	50.7%	25.7%	66.8%	42.4%	24.5%	94.3%
%H (TV HH)			50.7%	25.7%	66.8%	42.4%	24.5%	
DVDR	48	48	15	12	37	16	21	44
%V	1.8%	1.8%	1.6%	2.7%	1.9%	2.1%	1.7%	1.9%
%H (All HH)		100.0%	31.3%	25.0%	77.1%	33.3%	43.8%	91.7%
%H (TV HH)			31.3%	25.0%	77.1%	33.3%	43.8%	
VCR	16	16	2	2	16	3	13	10
%V	0.6%	0.6%	0.2%	0.4%	0.8%	0.4%	1.1%	0.4%
%H (All HH)		100.0%	12.5%	12.5%	100.0%	18.8%	81.3%	62.5%
%H (TV HH)			12.5%	12.5%	100.0%	18.8%	81.3%	
Any recorder	1672	1672	834	423	1126	697	428	1568
%V	61.2%	63.2%	87.5%	93.8%	57.3%	91.2%	35.6%	67.8%
%H (All HH)		100.0%	49.9%	25.3%	67.3%	41.7%	25.6%	93.8%
%H (TV HH)			49.9%	25.3%	67.3%	41.7%	25.6%	
Receives HDTV (via STB or built-in reception)	1879	1879	755	410	1399	670	729	1733
%V	68.8%	71.0%	79.2%	90.9%	71.2%	87.7%	60.6%	74.9%
%H (All HH)		100.0%	40.2%	21.8%	74.5%	35.7%	38.8%	92.2%
%H (TV HH)			40.2%	21.8%	74.5%	35.7%	38.8%	
DVD/Blu-ray player or recorder	1704	1704	660	307	1283	561	723	1524
%V	62.4%	64.4%	69.3%	68.1%	65.3%	73.4%	60.1%	65.9%
%H (All HH)		100.0%	38.7%	18.0%	75.3%	32.9%	42.4%	89.4%
%H (TV HH)			38.7%	18.0%	75.3%	32.9%	42.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2731	2647	953	451	1966	764	1203	2313
%H (All HH)		96.9%	34.9%	16.5%	72.0%	28.0%	44.0%	84.7%
%H (TV HH)			36.0%	17.0%	74.3%	28.9%	45.4%	
Has broadband internet	2313	2245	887	425	1614	719	895	2313
%V	84.7%	84.8%	93.1%	94.2%	82.1%	94.1%	74.4%	100.0%
%H (All HH)		97.1%	38.3%	18.4%	69.8%	31.1%	38.7%	100.0%
%H (TV HH)			39.5%	18.9%	71.9%	32.0%	39.9%	
Number of computers (PCs and laptops)								
0	558	528	113	49	435	73	362	173
%V	20.4%	19.9%	11.9%	10.9%	22.1%	9.6%	30.1%	7.5%
%H (All HH)		94.6%	20.3%	8.8%	78.0%	13.1%	64.9%	31.0%
%H (TV HH)			21.4%	9.3%	82.4%	13.8%	68.6%	
1	728	704	246	109	507	177	329	700
%V	26.7%	26.6%	25.8%	24.2%	25.8%	23.2%	27.3%	30.3%
%H (All HH)		96.7%	33.8%	15.0%	69.6%	24.3%	45.2%	96.2%
%H (TV HH)			34.9%	15.5%	72.0%	25.1%	46.7%	
2	616	595	231	117	434	195	240	613
%V	22.6%	22.5%	24.2%	25.9%	22.1%	25.5%	20.0%	26.5%
%H (All HH)		96.6%	37.5%	19.0%	70.5%	31.7%	39.0%	99.5%
%H (TV HH)			38.8%	19.7%	72.9%	32.8%	40.3%	
3	358	354	148	72	260	134	126	357
%V	13.1%	13.4%	15.5%	16.0%	13.2%	17.5%	10.5%	15.4%
%H (All HH)		98.9%	41.3%	20.1%	72.6%	37.4%	35.2%	99.7%
%H (TV HH)			41.8%	20.3%	73.4%	37.9%	35.6%	
4	220	218	95	46	153	79	74	219
%V	8.1%	8.2%	10.0%	10.2%	7.8%	10.3%	6.2%	9.5%
%H (All HH)		99.1%	43.2%	20.9%	69.5%	35.9%	33.6%	99.5%
%H (TV HH)			43.6%	21.1%	70.2%	36.2%	33.9%	
5+	251	248	119	58	178	106	71	251
%V	9.2%	9.4%	12.5%	12.9%	9.1%	13.9%	5.9%	10.9%
%H (All HH)		98.8%	47.4%	23.1%	70.9%	42.2%	28.3%	100.0%
%H (TV HH)			48.0%	23.4%	71.8%	42.7%	28.6%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5425	2183	1030	4221	2031	2190	4835
%H		40.2%	19.0%	77.8%	37.4%	40.4%	89.1%
Under 20"	437	155	75	377	170	207	380
%V	8.1%	7.1%	7.3%	8.9%	8.4%	9.5%	7.9%
%H		35.5%	17.2%	86.3%	38.9%	47.4%	87.0%
20" - 29"	1031	366	182	890	406	483	882
%V	19.0%	16.8%	17.7%	21.1%	20.0%	22.1%	18.2%
%H		35.5%	17.7%	86.3%	39.4%	46.8%	85.5%
30" - 39"	1718	676	307	1345	620	725	1503
%V	31.7%	31.0%	29.8%	31.9%	30.5%	33.1%	31.1%
%H		39.3%	17.9%	78.3%	36.1%	42.2%	87.5%
40" - 49"	1521	665	324	1106	585	522	1420
%V	28.0%	30.5%	31.5%	26.2%	28.8%	23.8%	29.4%
%H		43.7%	21.3%	72.7%	38.5%	34.3%	93.4%
50" - 59"	462	237	102	311	191	120	445
%V	8.5%	10.9%	9.9%	7.4%	9.4%	5.5%	9.2%
%H		51.3%	22.1%	67.3%	41.3%	26.0%	96.3%
60"+	50	27	10	30	16	14	49
%V	0.9%	1.2%	1.0%	0.7%	0.8%	0.6%	1.0%
%H		54.0%	20.0%	60.0%	32.0%	28.0%	98.0%
Don't know	207	56	30	163	44	119	157
%V	3.8%	2.6%	2.9%	3.9%	2.2%	5.4%	3.2%
%H		27.1%	14.5%	78.7%	21.3%	57.5%	75.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5425	2183	1030	4221	2031	2190	4835
%H		40.2%	19.0%	77.8%	37.4%	40.4%	89.1%
Main living room	2633	947	450	1957	760	1196	2232
%V	48.5%	43.4%	43.7%	46.4%	37.4%	54.6%	46.2%
%H		36.0%	17.1%	74.3%	28.9%	45.4%	84.8%
Kitchen	331	132	58	288	145	143	297
%V	6.1%	6.0%	5.6%	6.8%	7.1%	6.5%	6.1%
%H		39.9%	17.5%	87.0%	43.8%	43.2%	89.7%
Adult's bedroom	1520	663	304	1225	668	557	1409
%V	28.0%	30.4%	29.5%	29.0%	32.9%	25.4%	29.1%
%H		43.6%	20.0%	80.6%	43.9%	36.6%	92.7%
Child's bedroom	324	155	87	247	161	86	321
%V	6.0%	7.1%	8.4%	5.9%	7.9%	3.9%	6.6%
%H		47.8%	26.9%	76.2%	49.7%	26.5%	99.1%
Other bedroom	170	80	37	138	85	53	163
%V	3.1%	3.7%	3.6%	3.3%	4.2%	2.4%	3.4%
%H		47.1%	21.8%	81.2%	50.0%	31.2%	95.9%
Second living/dining room	284	130	60	227	129	97	257
%V	5.2%	6.0%	5.8%	5.4%	6.4%	4.4%	5.3%
%H		45.8%	21.1%	79.9%	45.4%	34.2%	90.5%
Study/office	41	18	8	35	19	15	39
%V	0.8%	0.8%	0.8%	0.8%	0.9%	0.7%	0.8%
%H		43.9%	19.5%	85.4%	46.3%	36.6%	95.1%
TV room	18	13	1	14	10	4	17
%V	0.3%	0.6%	0.1%	0.3%	0.5%	0.2%	0.4%
%H		72.2%	5.6%	77.8%	55.6%	22.2%	94.4%
Conservatory	71	29	13	62	32	30	68
%V	1.3%	1.3%	1.3%	1.5%	1.6%	1.4%	1.4%
%H		40.8%	18.3%	87.3%	45.1%	42.3%	95.8%
Attic or loft room	6	2	3	5	4	1	6
%V	0.1%	0.1%	0.3%	0.1%	0.2%	0.0%	0.1%
%H		33.3%	50.0%	83.3%	66.7%	16.7%	100.0%
No specific location	4	1	2	4	2	2	4
%V	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		25.0%	50.0%	100.0%	50.0%	50.0%	100.0%
Other	22	12	5	20	15	5	21
%V	0.4%	0.5%	0.5%	0.5%	0.7%	0.2%	0.4%
%H		54.5%	22.7%	90.9%	68.2%	22.7%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5425	2183	1030	4221	2031	2190	4835
%H		40.2%	19.0%	77.8%	37.4%	40.4%	89.1%
PVR	2290	1266	600	1441	987	454	2186
%V	42.2%	58.0%	58.3%	34.1%	48.6%	20.7%	45.2%
%H		55.3%	26.2%	62.9%	43.1%	19.8%	95.5%
DVDR	52	15	13	40	17	23	47
%V	1.0%	0.7%	1.3%	0.9%	0.8%	1.1%	1.0%
%H		28.8%	25.0%	76.9%	32.7%	44.2%	90.4%
VCR	16	2	2	16	3	13	10
%V	0.3%	0.1%	0.2%	0.4%	0.1%	0.6%	0.2%
%H		12.5%	12.5%	100.0%	18.8%	81.3%	62.5%
Any recorder	2327	1269	603	1476	991	485	2213
%V	42.9%	58.1%	58.5%	35.0%	48.8%	22.1%	45.8%
%H		54.5%	25.9%	63.4%	42.6%	20.8%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5425	2183	1030	4221	2031	2190	4835
%H		40.2%	19.0%	77.8%	37.4%	40.4%	89.1%
Receives HDTV (via STB or built-in reception)	3024	1310	682	2284	1217	1066	2840
%V	55.7%	60.0%	66.2%	54.1%	59.9%	48.7%	58.7%
%H		43.3%	22.6%	75.5%	40.2%	35.3%	93.9%
DVD/Blu-ray player or recorder	2435	1006	483	1864	922	942	2228
%V	44.9%	46.1%	46.9%	44.2%	45.4%	43.0%	46.1%
%H		41.3%	19.8%	76.6%	37.9%	38.7%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2646	953	451	1966	764	1203	2244
%H		36.0%	17.0%	74.3%	28.9%	45.5%	84.8%
Under 20"	30	6	3	24	4	20	21
%V	1.1%	0.6%	0.7%	1.2%	0.5%	1.7%	0.9%
%H		20.0%	10.0%	80.0%	13.3%	66.7%	70.0%
20" - 29"	202	26	19	173	22	151	123
%V	7.6%	2.7%	4.2%	8.8%	2.9%	12.6%	5.5%
%H		12.9%	9.4%	85.6%	10.9%	74.8%	60.9%
30" - 39"	804	243	110	623	188	435	629
%V	30.4%	25.5%	24.4%	31.7%	24.6%	36.2%	28.0%
%H		30.2%	13.7%	77.5%	23.4%	54.1%	78.2%
40" - 49"	1096	445	219	791	373	418	1007
%V	41.4%	46.7%	48.6%	40.2%	48.8%	34.7%	44.9%
%H		40.6%	20.0%	72.2%	34.0%	38.1%	91.9%
50" - 59"	375	188	82	250	149	101	360
%V	14.2%	19.7%	18.2%	12.7%	19.5%	8.4%	16.0%
%H		50.1%	21.9%	66.7%	39.7%	26.9%	96.0%
60"+	40	21	7	27	14	13	40
%V	1.5%	2.2%	1.6%	1.4%	1.8%	1.1%	1.8%
%H		52.5%	17.5%	67.5%	35.0%	32.5%	100.0%
Don't know	100	24	11	78	14	64	64
%V	3.8%	2.5%	2.4%	4.0%	1.8%	5.3%	2.9%
%H		24.0%	11.0%	78.0%	14.0%	64.0%	64.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2646	953	451	1966	764	1203	2244
%H		36.0%	17.0%	74.3%	28.9%	45.5%	84.8%
PVR	1614	823	416	1073	685	388	1522
%V	61.0%	86.4%	92.2%	54.6%	89.7%	32.3%	67.8%
%H		51.0%	25.8%	66.5%	42.4%	24.0%	94.3%
DVDR	44	13	11	33	13	19	39
%V	1.7%	1.4%	2.4%	1.7%	1.7%	1.6%	1.7%
%H		29.5%	25.0%	75.0%	29.5%	43.2%	88.6%
VCR	15	1	2	15	3	12	9
%V	0.6%	0.1%	0.4%	0.8%	0.4%	1.0%	0.4%
%H		6.7%	13.3%	100.0%	20.0%	80.0%	60.0%
Any recorder	1646	825	418	1103	688	415	1543
%V	62.2%	86.6%	92.7%	56.1%	90.1%	34.5%	68.8%
%H		50.1%	25.4%	67.0%	41.8%	25.2%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2646	953	451	1966	764	1203	2244
%H		36.0%	17.0%	74.3%	28.9%	45.5%	84.8%
Receives HDTV (via STB or built-in reception)	1828	731	401	1355	644	711	1687
%V	69.1%	76.7%	88.9%	68.9%	84.3%	59.1%	75.2%
%H		40.0%	21.9%	74.1%	35.2%	38.9%	92.3%
DVD/Blu-ray player or recorder	1500	570	264	1125	474	652	1331
%V	56.7%	59.8%	58.5%	57.2%	62.0%	54.2%	59.3%
%H		38.0%	17.6%	75.0%	31.6%	43.5%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2779	1230	579	2255	1268	988	2591
%H		44.3%	20.8%	81.1%	45.6%	35.6%	93.2%
Under 20"	408	149	72	354	166	187	359
%V	14.7%	12.1%	12.4%	15.7%	13.1%	18.9%	13.9%
%H		36.5%	17.6%	86.8%	40.7%	45.8%	88.0%
20" - 29"	829	340	163	716	384	333	759
%V	29.8%	27.6%	28.2%	31.8%	30.3%	33.7%	29.3%
%H		41.0%	19.7%	86.4%	46.3%	40.2%	91.6%
30" - 39"	914	433	197	722	432	290	873
%V	32.9%	35.2%	34.0%	32.0%	34.1%	29.4%	33.7%
%H		47.4%	21.6%	79.0%	47.3%	31.7%	95.5%
40" - 49"	425	220	105	315	212	103	413
%V	15.3%	17.9%	18.1%	14.0%	16.7%	10.4%	15.9%
%H		51.8%	24.7%	74.1%	49.9%	24.2%	97.2%
50" - 59"	86	50	20	61	42	19	85
%V	3.1%	4.1%	3.5%	2.7%	3.3%	1.9%	3.3%
%H		58.1%	23.3%	70.9%	48.8%	22.1%	98.8%
60"+	10	6	2	3	2	1	10
%V	0.4%	0.5%	0.3%	0.1%	0.2%	0.1%	0.4%
%H		60.0%	20.0%	30.0%	20.0%	10.0%	100.0%
Don't know	108	33	20	85	30	55	93
%V	3.9%	2.7%	3.5%	3.8%	2.4%	5.6%	3.6%
%H		30.6%	18.5%	78.7%	27.8%	50.9%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2779	1230	579	2255	1268	988	2591
%H		44.3%	20.8%	81.1%	45.6%	35.6%	93.2%
PVR	675	443	184	368	302	66	664
%V	24.3%	36.0%	31.8%	16.3%	23.8%	6.7%	25.6%
%H		65.6%	27.3%	54.5%	44.7%	9.8%	98.4%
DVDR	8	2	2	7	4	3	7
%V	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%
%H		25.0%	25.0%	87.5%	50.0%	37.5%	87.5%
VCR	1	1	0	1	1	1	1
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Any recorder	681	444	185	373	303	70	669
%V	24.5%	36.1%	32.0%	16.5%	23.9%	7.1%	25.8%
%H		65.2%	27.2%	54.8%	44.5%	10.3%	98.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2779	1230	579	2255	1268	988	2591
%H		44.3%	20.8%	81.1%	45.6%	35.6%	93.2%
Receives HDTV (via STB or built-in reception)	1196	580	282	928	573	355	1153
%V	43.0%	47.2%	48.7%	41.2%	45.2%	35.9%	44.5%
%H		48.5%	23.6%	77.6%	47.9%	29.7%	96.4%
DVD/Blu-ray player or recorder	935	436	219	739	448	291	897
%V	33.6%	35.4%	37.8%	32.8%	35.3%	29.5%	34.6%
%H		46.6%	23.4%	79.0%	47.9%	31.1%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6465	6286	2549	1187	4501	2057	2444	5881
%H		97.2%	39.4%	18.4%	69.6%	31.8%	37.8%	91.0%
Total Children	1275	1245	567	248	829	435	394	1242
%V	19.7%	19.8%	22.2%	20.9%	18.4%	21.1%	16.1%	21.1%
%H		97.6%	44.5%	19.5%	65.0%	34.1%	30.9%	97.4%
0 - 3	320	311	126	53	213	96	118	309
%V	4.9%	4.9%	4.9%	4.5%	4.7%	4.7%	4.8%	5.3%
%H		97.2%	39.4%	16.6%	66.6%	30.0%	36.9%	96.6%
4 - 15	955	935	441	195	616	339	276	932
%V	14.8%	14.9%	17.3%	16.4%	13.7%	16.5%	11.3%	15.8%
%H		97.9%	46.2%	20.4%	64.5%	35.5%	28.9%	97.6%
4 - 9	495	486	223	101	304	158	146	482
%V	7.7%	7.7%	8.7%	8.5%	6.8%	7.7%	6.0%	8.2%
%H		98.2%	45.1%	20.4%	61.4%	31.9%	29.5%	97.4%
10 - 15	460	449	218	94	312	181	130	450
%V	7.1%	7.1%	8.6%	7.9%	6.9%	8.8%	5.3%	7.7%
%H		97.6%	47.4%	20.4%	67.8%	39.3%	28.3%	97.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6465	6286	2549	1187	4501	2057	2444	5881
%H		97.2%	39.4%	18.4%	69.6%	31.8%	37.8%	91.0%
Total Adults (16+)	5190	5041	1981	939	3672	1622	2050	4640
%V	80.3%	80.2%	77.7%	79.1%	81.6%	78.9%	83.9%	78.9%
%H		97.1%	38.2%	18.1%	70.8%	31.3%	39.5%	89.4%
16 - 19	288	279	130	65	195	114	81	285
%V	4.5%	4.4%	5.1%	5.5%	4.3%	5.5%	3.3%	4.8%
%H		96.9%	45.1%	22.6%	67.7%	39.6%	28.1%	99.0%
20 - 24	396	373	134	75	269	121	148	382
%V	6.1%	5.9%	5.3%	6.3%	6.0%	5.9%	6.1%	6.5%
%H		94.2%	33.8%	18.9%	67.9%	30.6%	37.4%	96.5%
25 - 34	857	811	330	147	524	226	298	827
%V	13.3%	12.9%	12.9%	12.4%	11.6%	11.0%	12.2%	14.1%
%H		94.6%	38.5%	17.2%	61.1%	26.4%	34.8%	96.5%
35 - 44	774	745	341	141	491	251	240	745
%V	12.0%	11.9%	13.4%	11.9%	10.9%	12.2%	9.8%	12.7%
%H		96.3%	44.1%	18.2%	63.4%	32.4%	31.0%	96.3%
45 - 54	899	879	375	185	635	318	317	861
%V	13.9%	14.0%	14.7%	15.6%	14.1%	15.5%	13.0%	14.6%
%H		97.8%	41.7%	20.6%	70.6%	35.4%	35.3%	95.8%
55 - 64	784	770	299	160	579	260	319	715
%V	12.1%	12.2%	11.7%	13.5%	12.9%	12.6%	13.1%	12.2%
%H		98.2%	38.1%	20.4%	73.9%	33.2%	40.7%	91.2%
65+	1191	1184	372	167	979	332	648	824
%V	18.4%	18.8%	14.6%	14.1%	21.8%	16.1%	26.5%	14.0%
%H		99.4%	31.2%	14.0%	82.2%	27.9%	54.4%	69.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5190	5041	1981	939	3672	1622	2050	4640
%H		97.1%	38.2%	18.1%	70.8%	31.3%	39.5%	89.4%
AB	1284	1261	535	224	886	409	478	1255
%V	24.7%	25.0%	27.0%	23.9%	24.1%	25.2%	23.3%	27.0%
%H		98.2%	41.7%	17.4%	69.0%	31.9%	37.2%	97.7%
C1	1349	1311	543	272	961	475	486	1265
%V	26.0%	26.0%	27.4%	29.0%	26.2%	29.3%	23.7%	27.3%
%H		97.2%	40.3%	20.2%	71.2%	35.2%	36.0%	93.8%
C2	1200	1175	456	234	883	407	476	1076
%V	23.1%	23.3%	23.0%	24.9%	24.0%	25.1%	23.2%	23.2%
%H		97.9%	38.0%	19.5%	73.6%	33.9%	39.7%	89.7%
D	938	896	337	158	624	239	384	775
%V	18.1%	17.8%	17.0%	16.8%	17.0%	14.7%	18.7%	16.7%
%H		95.5%	35.9%	16.8%	66.5%	25.5%	40.9%	82.6%
E	419	398	111	52	318	92	226	268
%V	8.1%	7.9%	5.6%	5.5%	8.7%	5.7%	11.0%	5.8%
%H		95.0%	26.5%	12.4%	75.9%	22.0%	53.9%	64.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5190	5041	1981	939	3672	1622	2050	4640
%H		97.1%	38.2%	18.1%	70.8%	31.3%	39.5%	89.4%
Working full time	2466	2386	1027	479	1651	810	841	2389
%V	47.5%	47.3%	51.8%	51.0%	45.0%	49.9%	41.0%	51.5%
%H		96.8%	41.6%	19.4%	67.0%	32.8%	34.1%	96.9%
Working part time	488	477	197	92	348	165	183	460
%V	9.4%	9.5%	9.9%	9.8%	9.5%	10.2%	8.9%	9.9%
%H		97.7%	40.4%	18.9%	71.3%	33.8%	37.5%	94.3%
Not working	2236	2178	757	368	1673	647	1026	1790
%V	43.1%	43.2%	38.2%	39.2%	45.6%	39.9%	50.0%	38.6%
%H		97.4%	33.9%	16.5%	74.8%	28.9%	45.9%	80.1%
Houseperson	2731	2647	953	451	1966	764	1203	2313
%V	52.6%	52.5%	48.1%	48.0%	53.5%	47.1%	58.7%	49.8%
%H		96.9%	34.9%	16.5%	72.0%	28.0%	44.0%	84.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2548	2457	988	471	1756	795	961	2300
%H		96.4%	38.8%	18.5%	68.9%	31.2%	37.7%	90.3%
16 - 19	148	144	63	40	94	54	41	147
%V	5.8%	5.9%	6.4%	8.5%	5.4%	6.8%	4.3%	6.4%
%H		97.3%	42.6%	27.0%	63.5%	36.5%	27.7%	99.3%
20 - 24	202	190	71	38	137	63	74	195
%V	7.9%	7.7%	7.2%	8.1%	7.8%	7.9%	7.7%	8.5%
%H		94.1%	35.1%	18.8%	67.8%	31.2%	36.6%	96.5%
25 - 34	433	407	167	73	264	114	150	418
%V	17.0%	16.6%	16.9%	15.5%	15.0%	14.3%	15.6%	18.2%
%H		94.0%	38.6%	16.9%	61.0%	26.3%	34.6%	96.5%
35 - 44	383	364	166	69	230	114	115	365
%V	15.0%	14.8%	16.8%	14.6%	13.1%	14.3%	12.0%	15.9%
%H		95.0%	43.3%	18.0%	60.1%	29.8%	30.0%	95.3%
45 - 54	443	428	181	86	310	149	161	421
%V	17.4%	17.4%	18.3%	18.3%	17.7%	18.7%	16.8%	18.3%
%H		96.6%	40.9%	19.4%	70.0%	33.6%	36.3%	95.0%
55 - 64	386	375	149	74	283	129	154	350
%V	15.1%	15.3%	15.1%	15.7%	16.1%	16.2%	16.0%	15.2%
%H		97.2%	38.6%	19.2%	73.3%	33.4%	39.9%	90.7%
65+	553	548	192	91	437	171	266	406
%V	21.7%	22.3%	19.4%	19.3%	24.9%	21.5%	27.7%	17.7%
%H		99.1%	34.7%	16.5%	79.0%	30.9%	48.1%	73.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2548	2457	988	471	1756	795	961	2300
%H		96.4%	38.8%	18.5%	68.9%	31.2%	37.7%	90.3%
AB	655	640	276	115	444	208	236	640
%V	25.7%	26.0%	27.9%	24.4%	25.3%	26.2%	24.6%	27.8%
%H		97.7%	42.1%	17.6%	67.8%	31.8%	36.0%	97.7%
C1	630	608	264	135	431	226	205	604
%V	24.7%	24.7%	26.7%	28.7%	24.5%	28.4%	21.3%	26.3%
%H		96.5%	41.9%	21.4%	68.4%	35.9%	32.5%	95.9%
C2	645	629	242	119	473	212	262	570
%V	25.3%	25.6%	24.5%	25.3%	26.9%	26.7%	27.3%	24.8%
%H		97.5%	37.5%	18.4%	73.3%	32.9%	40.6%	88.4%
D	450	423	163	79	283	109	174	377
%V	17.7%	17.2%	16.5%	16.8%	16.1%	13.7%	18.1%	16.4%
%H		94.0%	36.2%	17.6%	62.9%	24.2%	38.7%	83.8%
E	168	157	44	24	124	40	84	109
%V	6.6%	6.4%	4.5%	5.1%	7.1%	5.0%	8.7%	4.7%
%H		93.5%	26.2%	14.3%	73.8%	23.8%	50.0%	64.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2548	2457	988	471	1756	795	961	2300
%H		96.4%	38.8%	18.5%	68.9%	31.2%	37.7%	90.3%
Working full time	1508	1448	632	284	1002	494	508	1452
%V	59.2%	58.9%	64.0%	60.3%	57.1%	62.1%	52.9%	63.1%
%H		96.0%	41.9%	18.8%	66.4%	32.8%	33.7%	96.3%
Working part time	108	100	43	15	65	27	38	97
%V	4.2%	4.1%	4.4%	3.2%	3.7%	3.4%	4.0%	4.2%
%H		92.6%	39.8%	13.9%	60.2%	25.0%	35.2%	89.8%
Not working	933	909	314	173	689	274	415	752
%V	36.6%	37.0%	31.8%	36.7%	39.2%	34.5%	43.2%	32.7%
%H		97.4%	33.7%	18.5%	73.8%	29.4%	44.5%	80.6%
Houseperson	552	513	157	78	381	114	267	417
%V	21.7%	20.9%	15.9%	16.6%	21.7%	14.3%	27.8%	18.1%
%H		92.9%	28.4%	14.1%	69.0%	20.7%	48.4%	75.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2642	2584	993	468	1917	827	1089	2339
%H		97.8%	37.6%	17.7%	72.6%	31.3%	41.2%	88.5%
16 - 19	140	135	67	26	101	61	40	138
%V	5.3%	5.2%	6.7%	5.6%	5.3%	7.4%	3.7%	5.9%
%H		96.4%	47.9%	18.6%	72.1%	43.6%	28.6%	98.6%
20 - 24	193	183	63	37	132	58	73	188
%V	7.3%	7.1%	6.3%	7.9%	6.9%	7.0%	6.7%	8.0%
%H		94.8%	32.6%	19.2%	68.4%	30.1%	37.8%	97.4%
25 - 34	424	404	163	74	260	112	148	410
%V	16.0%	15.6%	16.4%	15.8%	13.6%	13.5%	13.6%	17.5%
%H		95.3%	38.4%	17.5%	61.3%	26.4%	34.9%	96.7%
35 - 44	391	381	175	71	261	136	124	381
%V	14.8%	14.7%	17.6%	15.2%	13.6%	16.4%	11.4%	16.3%
%H		97.4%	44.8%	18.2%	66.8%	34.8%	31.7%	97.4%
45 - 54	456	450	194	98	325	169	156	440
%V	17.3%	17.4%	19.5%	20.9%	17.0%	20.4%	14.3%	18.8%
%H		98.7%	42.5%	21.5%	71.3%	37.1%	34.2%	96.5%
55 - 64	398	395	151	86	295	131	165	365
%V	15.1%	15.3%	15.2%	18.4%	15.4%	15.8%	15.2%	15.6%
%H		99.2%	37.9%	21.6%	74.1%	32.9%	41.5%	91.7%
65+	639	636	180	75	542	161	382	418
%V	24.2%	24.6%	18.1%	16.0%	28.3%	19.5%	35.1%	17.9%
%H		99.5%	28.2%	11.7%	84.8%	25.2%	59.8%	65.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2642	2584	993	468	1917	827	1089	2339
%H		97.8%	37.6%	17.7%	72.6%	31.3%	41.2%	88.5%
AB	629	621	259	109	442	200	241	615
%V	23.8%	24.0%	26.1%	23.3%	23.1%	24.2%	22.1%	26.3%
%H		98.7%	41.2%	17.3%	70.3%	31.8%	38.3%	97.8%
C1	719	703	279	137	530	249	281	661
%V	27.2%	27.2%	28.1%	29.3%	27.6%	30.1%	25.8%	28.3%
%H		97.8%	38.8%	19.1%	73.7%	34.6%	39.1%	91.9%
C2	556	547	214	115	410	195	215	506
%V	21.0%	21.2%	21.6%	24.6%	21.4%	23.6%	19.7%	21.6%
%H		98.4%	38.5%	20.7%	73.7%	35.1%	38.7%	91.0%
D	488	473	174	79	340	130	210	398
%V	18.5%	18.3%	17.5%	16.9%	17.7%	15.7%	19.3%	17.0%
%H		96.9%	35.7%	16.2%	69.7%	26.6%	43.0%	81.6%
E	251	241	67	28	195	53	142	159
%V	9.5%	9.3%	6.7%	6.0%	10.2%	6.4%	13.0%	6.8%
%H		96.0%	26.7%	11.2%	77.7%	21.1%	56.6%	63.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2642	2584	993	468	1917	827	1089	2339
%H		97.8%	37.6%	17.7%	72.6%	31.3%	41.2%	88.5%
Working full time	959	938	396	195	650	316	333	938
%V	36.3%	36.3%	39.9%	41.7%	33.9%	38.2%	30.6%	40.1%
%H		97.8%	41.3%	20.3%	67.8%	33.0%	34.7%	97.8%
Working part time	380	377	154	77	283	138	144	363
%V	14.4%	14.6%	15.5%	16.5%	14.8%	16.7%	13.2%	15.5%
%H		99.2%	40.5%	20.3%	74.5%	36.3%	37.9%	95.5%
Not working	1303	1268	443	196	984	373	612	1039
%V	49.3%	49.1%	44.6%	41.9%	51.3%	45.1%	56.2%	44.4%
%H		97.3%	34.0%	15.0%	75.5%	28.6%	47.0%	79.7%
Houseperson	2179	2134	796	373	1585	649	936	1896
%V	82.5%	82.6%	80.2%	79.7%	82.7%	78.5%	86.0%	81.1%
%H		97.9%	36.5%	17.1%	72.7%	29.8%	43.0%	87.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	993	950	315	192	696	276	420	837
%H (All HH)		95.7%	31.7%	19.3%	70.1%	27.8%	42.3%	84.3%
%H (TV HH)			33.2%	20.2%	73.3%	29.1%	44.2%	
AB	241	235	88	51	175	85	90	232
%V	24.3%	24.7%	27.9%	26.6%	25.1%	30.8%	21.4%	27.7%
%H (All HH)		97.5%	36.5%	21.2%	72.6%	35.3%	37.3%	96.3%
%H (TV HH)			37.4%	21.7%	74.5%	36.2%	38.3%	
C1	261	245	78	52	178	71	107	234
%V	26.3%	25.8%	24.8%	27.1%	25.6%	25.7%	25.5%	28.0%
%H (All HH)		93.9%	29.9%	19.9%	68.2%	27.2%	41.0%	89.7%
%H (TV HH)			31.8%	21.2%	72.7%	29.0%	43.7%	
C2	192	185	70	36	140	63	78	158
%V	19.3%	19.5%	22.2%	18.8%	20.1%	22.8%	18.6%	18.9%
%H (All HH)		96.4%	36.5%	18.8%	72.9%	32.8%	40.6%	82.3%
%H (TV HH)			37.8%	19.5%	75.7%	34.1%	42.2%	
D	183	174	53	37	116	39	77	141
%V	18.4%	18.3%	16.8%	19.3%	16.7%	14.1%	18.3%	16.8%
%H (All HH)		95.1%	29.0%	20.2%	63.4%	21.3%	42.1%	77.0%
%H (TV HH)			30.5%	21.3%	66.7%	22.4%	44.3%	
E	117	112	26	16	87	18	69	71
%V	11.8%	11.8%	8.3%	8.3%	12.5%	6.5%	16.4%	8.5%
%H (All HH)		95.7%	22.2%	13.7%	74.4%	15.4%	59.0%	60.7%
%H (TV HH)			23.2%	14.3%	77.7%	16.1%	61.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	993	950	315	192	696	276	420	837
%H (All HH)		95.7%	31.7%	19.3%	70.1%	27.8%	42.3%	84.3%
%H (TV HH)			33.2%	20.2%	73.3%	29.1%	44.2%	
Under 25	55	43	10	9	26	6	20	52
%V	5.5%	4.5%	3.2%	4.7%	3.7%	2.2%	4.8%	6.2%
%H (All HH)		78.2%	18.2%	16.4%	47.3%	10.9%	36.4%	94.5%
%H (TV HH)			23.3%	20.9%	60.5%	14.0%	46.5%	
25 - 34	159	143	53	30	88	41	47	152
%V	16.0%	15.1%	16.8%	15.6%	12.6%	14.9%	11.2%	18.2%
%H (All HH)		89.9%	33.3%	18.9%	55.3%	25.8%	29.6%	95.6%
%H (TV HH)			37.1%	21.0%	61.5%	28.7%	32.9%	
35 - 44	162	158	63	39	100	50	50	156
%V	16.3%	16.6%	20.0%	20.3%	14.4%	18.1%	11.9%	18.6%
%H (All HH)		97.5%	38.9%	24.1%	61.7%	30.9%	30.9%	96.3%
%H (TV HH)			39.9%	24.7%	63.3%	31.6%	31.6%	
45 - 54	179	175	64	38	127	57	70	169
%V	18.0%	18.4%	20.3%	19.8%	18.2%	20.7%	16.7%	20.2%
%H (All HH)		97.8%	35.8%	21.2%	70.9%	31.8%	39.1%	94.4%
%H (TV HH)			36.6%	21.7%	72.6%	32.6%	40.0%	
55 - 64	157	153	52	33	122	53	69	142
%V	15.8%	16.1%	16.5%	17.2%	17.5%	19.2%	16.4%	17.0%
%H (All HH)		97.5%	33.1%	21.0%	77.7%	33.8%	43.9%	90.4%
%H (TV HH)			34.0%	21.6%	79.7%	34.6%	45.1%	
65 +	282	278	71	44	233	68	165	165
%V	28.4%	29.3%	22.5%	22.9%	33.5%	24.6%	39.3%	19.7%
%H (All HH)		98.6%	25.2%	15.6%	82.6%	24.1%	58.5%	58.5%
%H (TV HH)			25.5%	15.8%	83.8%	24.5%	59.4%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	993	950	315	192	696	276	420	837
%H (All HH)		95.7%	31.7%	19.3%	70.1%	27.8%	42.3%	84.3%
%H (TV HH)			33.2%	20.2%	73.3%	29.1%	44.2%	
1	299	282	61	34	224	47	177	193
%V	30.1%	29.7%	19.4%	17.7%	32.2%	17.0%	42.1%	23.1%
%H (All HH)		94.3%	20.4%	11.4%	74.9%	15.7%	59.2%	64.5%
%H (TV HH)			21.6%	12.1%	79.4%	16.7%	62.8%	
2	346	335	117	70	257	111	146	305
%V	34.8%	35.3%	37.1%	36.5%	36.9%	40.2%	34.8%	36.4%
%H (All HH)		96.8%	33.8%	20.2%	74.3%	32.1%	42.2%	88.2%
%H (TV HH)			34.9%	20.9%	76.7%	33.1%	43.6%	
3	152	147	57	39	96	51	45	148
%V	15.3%	15.5%	18.1%	20.3%	13.8%	18.5%	10.7%	17.7%
%H (All HH)		96.7%	37.5%	25.7%	63.2%	33.6%	29.6%	97.4%
%H (TV HH)			38.8%	26.5%	65.3%	34.7%	30.6%	
4	130	123	54	34	80	48	33	126
%V	13.1%	12.9%	17.1%	17.7%	11.5%	17.4%	7.9%	15.1%
%H (All HH)		94.6%	41.5%	26.2%	61.5%	36.9%	25.4%	96.9%
%H (TV HH)			43.9%	27.6%	65.0%	39.0%	26.8%	
5+	66	63	25	16	38	20	19	65
%V	6.6%	6.6%	7.9%	8.3%	5.5%	7.2%	4.5%	7.8%
%H (All HH)		95.5%	37.9%	24.2%	57.6%	30.3%	28.8%	98.5%
%H (TV HH)			39.7%	25.4%	60.3%	31.7%	30.2%	
Average HH size	2.35	2.36	2.61	2.67	2.24	2.61	2.00	2.53

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.4: 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	993	950	315	192	696	276	420	837
%H (All HH)		95.7%	31.7%	19.3%	70.1%	27.8%	42.3%	84.3%
%H (TV HH)			33.2%	20.2%	73.3%	29.1%	44.2%	
Without	732	698	208	128	538	189	348	584
%V	73.7%	73.5%	66.0%	66.7%	77.3%	68.5%	82.9%	69.8%
%H (All HH)		95.4%	28.4%	17.5%	73.5%	25.8%	47.5%	79.8%
%H (TV HH)			29.8%	18.3%	77.1%	27.1%	49.9%	
With	261	252	107	64	158	86	72	253
%V	26.3%	26.5%	34.0%	33.3%	22.7%	31.2%	17.1%	30.2%
%H (All HH)		96.6%	41.0%	24.5%	60.5%	33.0%	27.6%	96.9%
%H (TV HH)			42.5%	25.4%	62.7%	34.1%	28.6%	
0 - 3	101	95	40	19	56	27	29	97
%V	10.2%	10.0%	12.7%	9.9%	8.0%	9.8%	6.9%	11.6%
%H (All HH)		94.1%	39.6%	18.8%	55.4%	26.7%	28.7%	96.0%
%H (TV HH)			42.1%	20.0%	58.9%	28.4%	30.5%	
4 - 9	141	134	60	29	87	47	40	137
%V	14.2%	14.1%	19.0%	15.1%	12.5%	17.0%	9.5%	16.4%
%H (All HH)		95.0%	42.6%	20.6%	61.7%	33.3%	28.4%	97.2%
%H (TV HH)			44.8%	21.6%	64.9%	35.1%	29.9%	
10 - 15	112	111	48	32	72	42	29	111
%V	11.3%	11.7%	15.2%	16.7%	10.3%	15.2%	6.9%	13.3%
%H (All HH)		99.1%	42.9%	28.6%	64.3%	37.5%	25.9%	99.1%
%H (TV HH)			43.2%	28.8%	64.9%	37.8%	26.1%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	993	950	315	192	696	276	420	837
%H (All HH)		95.7%	31.7%	19.3%	70.1%	27.8%	42.3%	84.3%
%H (TV HH)			33.2%	20.2%	73.3%	29.1%	44.2%	
1	427	427	110	73	286	63	223	327
%V	43.0%	44.9%	34.9%	38.0%	41.1%	22.8%	53.1%	39.1%
%H (All HH)		100.0%	25.8%	17.1%	67.0%	14.8%	52.2%	76.6%
%H (TV HH)			25.8%	17.1%	67.0%	14.8%	52.2%	
2	331	331	116	72	251	108	143	293
%V	33.3%	34.8%	36.8%	37.5%	36.1%	39.1%	34.0%	35.0%
%H (All HH)		100.0%	35.0%	21.8%	75.8%	32.6%	43.2%	88.5%
%H (TV HH)			35.0%	21.8%	75.8%	32.6%	43.2%	
3	121	121	51	32	97	61	36	114
%V	12.2%	12.7%	16.2%	16.7%	13.9%	22.1%	8.6%	13.6%
%H (All HH)		100.0%	42.1%	26.4%	80.2%	50.4%	29.8%	94.2%
%H (TV HH)			42.1%	26.4%	80.2%	50.4%	29.8%	
4	48	48	23	12	43	30	13	48
%V	4.8%	5.1%	7.3%	6.3%	6.2%	10.9%	3.1%	5.7%
%H (All HH)		100.0%	47.9%	25.0%	89.6%	62.5%	27.1%	100.0%
%H (TV HH)			47.9%	25.0%	89.6%	62.5%	27.1%	
5+	23	23	14	4	20	14	6	22
%V	2.3%	2.4%	4.4%	2.1%	2.9%	5.1%	1.4%	2.6%
%H (All HH)		100.0%	60.9%	17.4%	87.0%	60.9%	26.1%	95.7%
%H (TV HH)			60.9%	17.4%	87.0%	60.9%	26.1%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	993	950	315	192	696	276	420	837
%H (All HH)		95.7%	31.7%	19.3%	70.1%	27.8%	42.3%	84.3%
%H (TV HH)			33.2%	20.2%	73.3%	29.1%	44.2%	
Under 20"	100	100	33	22	85	42	44	86
%V	10.1%	10.5%	10.5%	11.5%	12.2%	15.2%	10.5%	10.3%
%H (All HH)		100.0%	33.0%	22.0%	85.0%	42.0%	44.0%	86.0%
%H (TV HH)			33.0%	22.0%	85.0%	42.0%	44.0%	
20" - 29"	254	254	84	54	206	92	114	219
%V	25.6%	26.7%	26.7%	28.1%	29.6%	33.3%	27.1%	26.2%
%H (All HH)		100.0%	33.1%	21.3%	81.1%	36.2%	44.9%	86.2%
%H (TV HH)			33.1%	21.3%	81.1%	36.2%	44.9%	
30" - 39"	465	465	144	86	365	141	224	392
%V	46.8%	48.9%	45.7%	44.8%	52.4%	51.1%	53.3%	46.8%
%H (All HH)		100.0%	31.0%	18.5%	78.5%	30.3%	48.2%	84.3%
%H (TV HH)			31.0%	18.5%	78.5%	30.3%	48.2%	
40" - 49"	477	477	190	119	333	172	162	433
%V	48.0%	50.2%	60.3%	62.0%	47.8%	62.3%	38.6%	51.7%
%H (All HH)		100.0%	39.8%	24.9%	69.8%	36.1%	34.0%	90.8%
%H (TV HH)			39.8%	24.9%	69.8%	36.1%	34.0%	
50" - 59"	128	128	63	26	89	53	36	122
%V	12.9%	13.5%	20.0%	13.5%	12.8%	19.2%	8.6%	14.6%
%H (All HH)		100.0%	49.2%	20.3%	69.5%	41.4%	28.1%	95.3%
%H (TV HH)			49.2%	20.3%	69.5%	41.4%	28.1%	
60"+	14	14	8	3	8	5	3	12
%V	1.4%	1.5%	2.5%	1.6%	1.1%	1.8%	0.7%	1.4%
%H (All HH)		100.0%	57.1%	21.4%	57.1%	35.7%	21.4%	85.7%
%H (TV HH)			57.1%	21.4%	57.1%	35.7%	21.4%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	993	950	315	192	696	276	420	837
%H (All HH)		95.7%	31.7%	19.3%	70.1%	27.8%	42.3%	84.3%
%H (TV HH)			33.2%	20.2%	73.3%	29.1%	44.2%	
Main living room	942	942	311	192	691	274	417	797
%V	94.9%	99.2%	98.7%	100.0%	99.3%	99.3%	99.3%	95.2%
%H (All HH)		100.0%	33.0%	20.4%	73.4%	29.1%	44.3%	84.6%
%H (TV HH)			33.0%	20.4%	73.4%	29.1%	44.3%	
Kitchen	91	91	37	22	80	49	32	81
%V	9.2%	9.6%	11.7%	11.5%	11.5%	17.8%	7.6%	9.7%
%H (All HH)		100.0%	40.7%	24.2%	87.9%	53.8%	35.2%	89.0%
%H (TV HH)			40.7%	24.2%	87.9%	53.8%	35.2%	
Adult's bedroom	373	373	147	84	293	154	139	341
%V	37.6%	39.3%	46.7%	43.8%	42.1%	55.8%	33.1%	40.7%
%H (All HH)		100.0%	39.4%	22.5%	78.6%	41.3%	37.3%	91.4%
%H (TV HH)			39.4%	22.5%	78.6%	41.3%	37.3%	
Child's bedroom	68	68	29	21	52	35	17	67
%V	6.8%	7.2%	9.2%	10.9%	7.5%	12.7%	4.0%	8.0%
%H (All HH)		100.0%	42.6%	30.9%	76.5%	51.5%	25.0%	98.5%
%H (TV HH)			42.6%	30.9%	76.5%	51.5%	25.0%	
Other bedroom	46	46	21	10	38	24	15	45
%V	4.6%	4.8%	6.7%	5.2%	5.5%	8.7%	3.6%	5.4%
%H (All HH)		100.0%	45.7%	21.7%	82.6%	52.2%	32.6%	97.8%
%H (TV HH)			45.7%	21.7%	82.6%	52.2%	32.6%	
Second living/dining room	93	93	39	16	76	38	38	84
%V	9.4%	9.8%	12.4%	8.3%	10.9%	13.8%	9.0%	10.0%
%H (All HH)		100.0%	41.9%	17.2%	81.7%	40.9%	40.9%	90.3%
%H (TV HH)			41.9%	17.2%	81.7%	40.9%	40.9%	
Study/office	12	12	6	2	8	4	3	12
%V	1.2%	1.3%	1.9%	1.0%	1.1%	1.4%	0.7%	1.4%
%H (All HH)		100.0%	50.0%	16.7%	66.7%	33.3%	25.0%	100.0%
%H (TV HH)			50.0%	16.7%	66.7%	33.3%	25.0%	
TV room	8	8	6	2	5	4	1	8
%V	0.8%	0.8%	1.9%	1.0%	0.7%	1.4%	0.2%	1.0%
%H (All HH)		100.0%	75.0%	25.0%	62.5%	50.0%	12.5%	100.0%
%H (TV HH)			75.0%	25.0%	62.5%	50.0%	12.5%	
Conservatory	27	27	9	6	25	13	11	25
%V	2.7%	2.8%	2.9%	3.1%	3.6%	4.7%	2.6%	3.0%
%H (All HH)		100.0%	33.3%	22.2%	92.6%	48.1%	40.7%	92.6%
%H (TV HH)			33.3%	22.2%	92.6%	48.1%	40.7%	
Attic or loft room	2	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	8	8	5	1	6	4	2	7
%V	0.8%	0.8%	1.6%	0.5%	0.9%	1.4%	0.5%	0.8%
%H (All HH)		100.0%	62.5%	12.5%	75.0%	50.0%	25.0%	87.5%
%H (TV HH)			62.5%	12.5%	75.0%	50.0%	25.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	993	950	315	192	696	276	420	837
%H (All HH)		95.7%	31.7%	19.3%	70.1%	27.8%	42.3%	84.3%
%H (TV HH)			33.2%	20.2%	73.3%	29.1%	44.2%	
Any DSAT provider	315	315	315	6	173	173	0	287
%V	31.7%	33.2%	100.0%	3.1%	24.9%	62.7%	0.0%	34.3%
%H (All HH)			100.0%	1.9%	54.9%	54.9%	0.0%	91.1%
%H (TV HH)			100.0%	1.9%	54.9%	54.9%	0.0%	
Sky with subscription	260	260	260	2	139	139	0	242
%V	26.2%	27.4%	82.5%	1.0%	20.0%	50.4%	0.0%	28.9%
%H (All HH)			100.0%	0.8%	53.5%	53.5%	0.0%	93.1%
%H (TV HH)			100.0%	0.8%	53.5%	53.5%	0.0%	
Sky without subscription	16	16	16	1	9	9	0	13
%V	1.6%	1.7%	5.1%	0.5%	1.3%	3.3%	0.0%	1.6%
%H (All HH)			100.0%	6.3%	56.3%	56.3%	0.0%	81.3%
%H (TV HH)			100.0%	6.3%	56.3%	56.3%	0.0%	
Freesat	31	31	31	2	18	18	0	26
%V	3.1%	3.3%	9.8%	1.0%	2.6%	6.5%	0.0%	3.1%
%H (All HH)			100.0%	6.5%	58.1%	58.1%	0.0%	83.9%
%H (TV HH)			100.0%	6.5%	58.1%	58.1%	0.0%	
Other satellite provider	16	16	16	1	10	10	0	13
%V	1.6%	1.7%	5.1%	0.5%	1.4%	3.6%	0.0%	1.6%
%H (All HH)			100.0%	6.3%	62.5%	62.5%	0.0%	81.3%
%H (TV HH)			100.0%	6.3%	62.5%	62.5%	0.0%	
DCAB	192	192	6	192	106	106	0	180
%V	19.3%	20.2%	1.9%	100.0%	15.2%	38.4%	0.0%	21.5%
%H (All HH)			3.1%	100.0%	55.2%	55.2%	0.0%	93.8%
%H (TV HH)			3.1%	100.0%	55.2%	55.2%	0.0%	
DTT	696	696	173	106	696	276	420	573
%V	70.1%	73.3%	54.9%	55.2%	100.0%	100.0%	100.0%	68.5%
%H (All HH)		100.0%	24.9%	15.2%	100.0%	39.7%	60.3%	82.3%
%H (TV HH)			24.9%	15.2%	100.0%	39.7%	60.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

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Table 15.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	993	950	315	192	696	276	420	837
%H (All HH)		95.7%	31.7%	19.3%	70.1%	27.8%	42.3%	84.3%
%H (TV HH)			33.2%	20.2%	73.3%	29.1%	44.2%	
PVR	573	573	282	174	377	254	123	528
%V	57.7%	60.3%	89.5%	90.6%	54.2%	92.0%	29.3%	63.1%
%H (All HH)		100.0%	49.2%	30.4%	65.8%	44.3%	21.5%	92.1%
%H (TV HH)			49.2%	30.4%	65.8%	44.3%	21.5%	
DVDR	12	12	2	3	10	2	8	9
%V	1.2%	1.3%	0.6%	1.6%	1.4%	0.7%	1.9%	1.1%
%H (All HH)		100.0%	16.7%	25.0%	83.3%	16.7%	66.7%	75.0%
%H (TV HH)			16.7%	25.0%	83.3%	16.7%	66.7%	
VCR	7	7	2	0	7	2	5	4
%V	0.7%	0.7%	0.6%	0.0%	1.0%	0.7%	1.2%	0.5%
%H (All HH)		100.0%	28.6%	0.0%	100.0%	28.6%	71.4%	57.1%
%H (TV HH)			28.6%	0.0%	100.0%	28.6%	71.4%	
Any recorder	582	582	283	174	386	255	131	533
%V	58.6%	61.3%	89.8%	90.6%	55.5%	92.4%	31.2%	63.7%
%H (All HH)		100.0%	48.6%	29.9%	66.3%	43.8%	22.5%	91.6%
%H (TV HH)			48.6%	29.9%	66.3%	43.8%	22.5%	
Receives HDTV (via STB or built-in reception)	691	691	264	170	510	248	262	624
%V	69.6%	72.7%	83.8%	88.5%	73.3%	89.9%	62.4%	74.6%
%H (All HH)		100.0%	38.2%	24.6%	73.8%	35.9%	37.9%	90.3%
%H (TV HH)			38.2%	24.6%	73.8%	35.9%	37.9%	
DVD/Blu-ray player or recorder	661	661	226	146	487	212	275	589
%V	66.6%	69.6%	71.7%	76.0%	70.0%	76.8%	65.5%	70.4%
%H (All HH)		100.0%	34.2%	22.1%	73.7%	32.1%	41.6%	89.1%
%H (TV HH)			34.2%	22.1%	73.7%	32.1%	41.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	993	950	315	192	696	276	420	837
%H (All HH)		95.7%	31.7%	19.3%	70.1%	27.8%	42.3%	84.3%
%H (TV HH)			33.2%	20.2%	73.3%	29.1%	44.2%	
Has broadband internet	837	804	287	180	573	258	315	837
%V	84.3%	84.6%	91.1%	93.8%	82.3%	93.5%	75.0%	100.0%
%H (All HH)		96.1%	34.3%	21.5%	68.5%	30.8%	37.6%	100.0%
%H (TV HH)			35.7%	22.4%	71.3%	32.1%	39.2%	
Number of computers (PCs and laptops)								
0	187	177	38	17	144	24	120	46
%V	18.8%	18.6%	12.1%	8.9%	20.7%	8.7%	28.6%	5.5%
%H (All HH)		94.7%	20.3%	9.1%	77.0%	12.8%	64.2%	24.6%
%H (TV HH)			21.5%	9.6%	81.4%	13.6%	67.8%	
1	281	268	91	45	188	62	126	270
%V	28.3%	28.2%	28.9%	23.4%	27.0%	22.5%	30.0%	32.3%
%H (All HH)		95.4%	32.4%	16.0%	66.9%	22.1%	44.8%	96.1%
%H (TV HH)			34.0%	16.8%	70.1%	23.1%	47.0%	
2	232	222	71	54	165	73	92	230
%V	23.4%	23.4%	22.5%	28.1%	23.7%	26.4%	21.9%	27.5%
%H (All HH)		95.7%	30.6%	23.3%	71.1%	31.5%	39.7%	99.1%
%H (TV HH)			32.0%	24.3%	74.3%	32.9%	41.4%	
3	127	122	50	34	88	53	35	126
%V	12.8%	12.8%	15.9%	17.7%	12.6%	19.2%	8.3%	15.1%
%H (All HH)		96.1%	39.4%	26.8%	69.3%	41.7%	27.6%	99.2%
%H (TV HH)			41.0%	27.9%	72.1%	43.4%	28.7%	
4	76	73	29	19	51	29	22	75
%V	7.7%	7.7%	9.2%	9.9%	7.3%	10.5%	5.2%	9.0%
%H (All HH)		96.1%	38.2%	25.0%	67.1%	38.2%	28.9%	98.7%
%H (TV HH)			39.7%	26.0%	69.9%	39.7%	30.1%	
5+	89	87	36	23	60	35	25	89
%V	9.0%	9.2%	11.4%	12.0%	8.6%	12.7%	6.0%	10.6%
%H (All HH)		97.8%	40.4%	25.8%	67.4%	39.3%	28.1%	100.0%
%H (TV HH)			41.4%	26.4%	69.0%	40.2%	28.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2017 - Mar 2018

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Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1770	665	382	1358	659	698	1568
%H		37.6%	21.6%	76.7%	37.2%	39.4%	88.6%
Under 20"	124	40	28	107	53	54	109
%V	7.0%	6.0%	7.3%	7.9%	8.0%	7.7%	7.0%
%H		32.3%	22.6%	86.3%	42.7%	43.5%	87.9%
20" - 29"	323	115	67	268	128	140	279
%V	18.2%	17.3%	17.5%	19.7%	19.4%	20.1%	17.8%
%H		35.6%	20.7%	83.0%	39.6%	43.3%	86.4%
30" - 39"	554	184	108	439	187	251	475
%V	31.3%	27.7%	28.3%	32.3%	28.4%	36.0%	30.3%
%H		33.2%	19.5%	79.2%	33.8%	45.3%	85.7%
40" - 49"	558	229	141	392	209	183	513
%V	31.5%	34.4%	36.9%	28.9%	31.7%	26.2%	32.7%
%H		41.0%	25.3%	70.3%	37.5%	32.8%	91.9%
50" - 59"	140	70	29	98	60	38	134
%V	7.9%	10.5%	7.6%	7.2%	9.1%	5.4%	8.5%
%H		50.0%	20.7%	70.0%	42.9%	27.1%	95.7%
60"+	15	9	3	9	6	3	14
%V	0.8%	1.4%	0.8%	0.7%	0.9%	0.4%	0.9%
%H		60.0%	20.0%	60.0%	40.0%	20.0%	93.3%
Don't know	56	18	7	45	17	28	44
%V	3.2%	2.7%	1.8%	3.3%	2.6%	4.0%	2.8%
%H		32.1%	12.5%	80.4%	30.4%	50.0%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1770	665	382	1358	659	698	1568
%H		37.6%	21.6%	76.7%	37.2%	39.4%	88.6%
Main living room	948	312	193	696	275	421	803
%V	53.6%	46.9%	50.5%	51.3%	41.7%	60.3%	51.2%
%H		32.9%	20.4%	73.4%	29.0%	44.4%	84.7%
Kitchen	91	37	22	81	49	32	81
%V	5.1%	5.6%	5.8%	6.0%	7.4%	4.6%	5.2%
%H		40.7%	24.2%	89.0%	53.8%	35.2%	89.0%
Adult's bedroom	436	183	104	343	193	150	404
%V	24.6%	27.5%	27.2%	25.3%	29.3%	21.5%	25.8%
%H		42.0%	23.9%	78.7%	44.3%	34.4%	92.7%
Child's bedroom	86	39	24	67	45	22	85
%V	4.9%	5.9%	6.3%	4.9%	6.8%	3.2%	5.4%
%H		45.3%	27.9%	77.9%	52.3%	25.6%	98.8%
Other bedroom	56	26	11	47	29	18	55
%V	3.2%	3.9%	2.9%	3.5%	4.4%	2.6%	3.5%
%H		46.4%	19.6%	83.9%	51.8%	32.1%	98.2%
Second living/dining room	94	40	16	77	39	38	85
%V	5.3%	6.0%	4.2%	5.7%	5.9%	5.4%	5.4%
%H		42.6%	17.0%	81.9%	41.5%	40.4%	90.4%
Study/office	12	6	2	8	4	3	12
%V	0.7%	0.9%	0.5%	0.6%	0.6%	0.4%	0.8%
%H		50.0%	16.7%	66.7%	33.3%	25.0%	100.0%
TV room	8	6	2	5	4	1	8
%V	0.5%	0.9%	0.5%	0.4%	0.6%	0.1%	0.5%
%H		75.0%	25.0%	62.5%	50.0%	12.5%	100.0%
Conservatory	27	9	6	25	13	11	25
%V	1.5%	1.4%	1.6%	1.8%	2.0%	1.6%	1.6%
%H		33.3%	22.2%	92.6%	48.1%	40.7%	92.6%
Attic or loft room	2	1	0	2	1	1	2
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	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	6	1	7	5	2	8
%V	0.5%	0.9%	0.3%	0.5%	0.8%	0.3%	0.5%
%H		66.7%	11.1%	77.8%	55.6%	22.2%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1770	665	382	1358	659	698	1568
%H		37.6%	21.6%	76.7%	37.2%	39.4%	88.6%
PVR	756	400	232	477	344	133	705
%V	42.7%	60.2%	60.7%	35.1%	52.2%	19.1%	45.0%
%H		52.9%	30.7%	63.1%	45.5%	17.6%	93.3%
DVDR	12	2	3	10	2	8	9
%V	0.7%	0.3%	0.8%	0.7%	0.3%	1.1%	0.6%
%H		16.7%	25.0%	83.3%	16.7%	66.7%	75.0%
VCR	8	3	0	8	3	6	5
%V	0.5%	0.5%	0.0%	0.6%	0.5%	0.9%	0.3%
%H		37.5%	0.0%	100.0%	37.5%	75.0%	62.5%
Any recorder	768	402	233	489	346	142	711
%V	43.4%	60.5%	61.0%	36.0%	52.5%	20.3%	45.3%
%H		52.3%	30.3%	63.7%	45.1%	18.5%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1770	665	382	1358	659	698	1568
%H		37.6%	21.6%	76.7%	37.2%	39.4%	88.6%
Receives HDTV (via STB or built-in reception)	1048	437	259	792	430	362	966
%V	59.2%	65.7%	67.8%	58.3%	65.3%	51.9%	61.6%
%H		41.7%	24.7%	75.6%	41.0%	34.5%	92.2%
DVD/Blu-ray player or recorder	923	347	212	696	344	352	841
%V	52.1%	52.2%	55.5%	51.3%	52.2%	50.4%	53.6%
%H		37.6%	23.0%	75.4%	37.3%	38.1%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	950	315	192	696	276	420	804
%H		33.2%	20.2%	73.3%	29.1%	44.2%	84.6%
Under 20"	8	0	2	7	1	5	6
%V	0.8%	0.0%	1.0%	1.0%	0.4%	1.2%	0.7%
%H		0.0%	25.0%	87.5%	12.5%	62.5%	75.0%
20" - 29"	69	12	12	53	10	43	50
%V	7.3%	3.8%	6.3%	7.6%	3.6%	10.2%	6.2%
%H		17.4%	17.4%	76.8%	14.5%	62.3%	72.5%
30" - 39"	283	62	40	225	53	172	219
%V	29.8%	19.7%	20.8%	32.3%	19.2%	41.0%	27.2%
%H		21.9%	14.1%	79.5%	18.7%	60.8%	77.4%
40" - 49"	430	168	108	299	151	148	388
%V	45.3%	53.3%	56.3%	43.0%	54.7%	35.2%	48.3%
%H		39.1%	25.1%	69.5%	35.1%	34.4%	90.2%
50" - 59"	119	58	23	83	48	34	113
%V	12.5%	18.4%	12.0%	11.9%	17.4%	8.1%	14.1%
%H		48.7%	19.3%	69.7%	40.3%	28.6%	95.0%
60"+	11	6	3	6	4	2	10
%V	1.2%	1.9%	1.6%	0.9%	1.4%	0.5%	1.2%
%H		54.5%	27.3%	54.5%	36.4%	18.2%	90.9%
Don't know	30	9	4	24	9	15	20
%V	3.2%	2.9%	2.1%	3.4%	3.3%	3.6%	2.5%
%H		30.0%	13.3%	80.0%	30.0%	50.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.16: 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	950	315	192	696	276	420	804
%H		33.2%	20.2%	73.3%	29.1%	44.2%	84.6%
PVR	566	278	173	371	252	120	522
%V	59.6%	88.3%	90.1%	53.3%	91.3%	28.6%	64.9%
%H		49.1%	30.6%	65.5%	44.5%	21.2%	92.2%
DVDR	10	1	2	8	1	7	7
%V	1.1%	0.3%	1.0%	1.1%	0.4%	1.7%	0.9%
%H		10.0%	20.0%	80.0%	10.0%	70.0%	70.0%
VCR	6	2	0	6	2	5	4
%V	0.6%	0.6%	0.0%	0.9%	0.7%	1.2%	0.5%
%H		33.3%	0.0%	100.0%	33.3%	83.3%	66.7%
Any recorder	576	279	174	381	253	128	527
%V	60.6%	88.6%	90.6%	54.7%	91.7%	30.5%	65.5%
%H		48.4%	30.2%	66.1%	43.9%	22.2%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: 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	950	315	192	696	276	420	804
%H		33.2%	20.2%	73.3%	29.1%	44.2%	84.6%
Receives HDTV (via STB or built-in reception)	679	260	168	499	243	257	613
%V	71.5%	82.5%	87.5%	71.7%	88.0%	61.2%	76.2%
%H		38.3%	24.7%	73.5%	35.8%	37.8%	90.3%
DVD/Blu-ray player or recorder	604	204	130	447	190	257	535
%V	63.6%	64.8%	67.7%	64.2%	68.8%	61.2%	66.5%
%H		33.8%	21.5%	74.0%	31.5%	42.5%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.18: 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	820	351	190	662	384	278	764
%H		42.8%	23.2%	80.7%	46.8%	33.9%	93.2%
Under 20"	116	40	26	100	51	49	103
%V	14.1%	11.4%	13.7%	15.1%	13.3%	17.6%	13.5%
%H		34.5%	22.4%	86.2%	44.0%	42.2%	88.8%
20" - 29"	254	103	54	215	118	97	229
%V	31.0%	29.3%	28.4%	32.5%	30.7%	34.9%	30.0%
%H		40.6%	21.3%	84.6%	46.5%	38.2%	90.2%
30" - 39"	270	122	68	214	134	80	256
%V	32.9%	34.8%	35.8%	32.3%	34.9%	28.8%	33.5%
%H		45.2%	25.2%	79.3%	49.6%	29.6%	94.8%
40" - 49"	128	61	33	93	58	35	125
%V	15.6%	17.4%	17.4%	14.0%	15.1%	12.6%	16.4%
%H		47.7%	25.8%	72.7%	45.3%	27.3%	97.7%
50" - 59"	21	12	6	15	12	3	21
%V	2.6%	3.4%	3.2%	2.3%	3.1%	1.1%	2.7%
%H		57.1%	28.6%	71.4%	57.1%	14.3%	100.0%
60"+	4	3	0	3	2	1	4
%V	0.5%	0.9%	0.0%	0.5%	0.5%	0.4%	0.5%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
Don't know	26	9	3	21	8	13	24
%V	3.2%	2.6%	1.6%	3.2%	2.1%	4.7%	3.1%
%H		34.6%	11.5%	80.8%	30.8%	50.0%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	820	351	190	662	384	278	764
%H		42.8%	23.2%	80.7%	46.8%	33.9%	93.2%
PVR	190	122	59	105	92	13	183
%V	23.2%	34.8%	31.1%	15.9%	24.0%	4.7%	24.0%
%H		64.2%	31.1%	55.3%	48.4%	6.8%	96.3%
DVDR	2	1	0	2	1	1	2
%V	0.2%	0.3%	0.0%	0.3%	0.3%	0.4%	0.3%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
VCR	2	1	0	2	1	1	1
%V	0.2%	0.3%	0.0%	0.3%	0.3%	0.4%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	192	123	59	108	94	14	184
%V	23.4%	35.0%	31.1%	16.3%	24.5%	5.0%	24.1%
%H		64.1%	30.7%	56.3%	49.0%	7.3%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	820	351	190	662	384	278	764
%H		42.8%	23.2%	80.7%	46.8%	33.9%	93.2%
Receives HDTV (via STB or built-in reception)	369	177	92	292	187	105	353
%V	45.0%	50.4%	48.4%	44.1%	48.7%	37.8%	46.2%
%H		48.0%	24.9%	79.1%	50.7%	28.5%	95.7%
DVD/Blu-ray player or recorder	319	143	82	249	154	95	305
%V	38.9%	40.7%	43.2%	37.6%	40.1%	34.2%	39.9%
%H		44.8%	25.7%	78.1%	48.3%	29.8%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2336	2237	821	513	1558	719	839	2115
%H		95.8%	35.1%	22.0%	66.7%	30.8%	35.9%	90.5%
Total Children	465	449	189	109	282	151	131	454
%V	19.9%	20.1%	23.0%	21.2%	18.1%	21.0%	15.6%	21.5%
%H		96.6%	40.6%	23.4%	60.6%	32.5%	28.2%	97.6%
0 - 3	117	111	44	22	67	31	36	112
%V	5.0%	5.0%	5.4%	4.3%	4.3%	4.3%	4.3%	5.3%
%H		94.9%	37.6%	18.8%	57.3%	26.5%	30.8%	95.7%
4 - 15	348	338	145	87	216	120	95	342
%V	14.9%	15.1%	17.7%	17.0%	13.9%	16.7%	11.3%	16.2%
%H		97.1%	41.7%	25.0%	62.1%	34.5%	27.3%	98.3%
4 - 9	194	186	78	43	119	63	56	189
%V	8.3%	8.3%	9.5%	8.4%	7.6%	8.8%	6.7%	8.9%
%H		95.9%	40.2%	22.2%	61.3%	32.5%	28.9%	97.4%
10 - 15	154	152	67	44	97	58	39	153
%V	6.6%	6.8%	8.2%	8.6%	6.2%	8.1%	4.6%	7.2%
%H		98.7%	43.5%	28.6%	63.0%	37.7%	25.3%	99.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2336	2237	821	513	1558	719	839	2115
%H		95.8%	35.1%	22.0%	66.7%	30.8%	35.9%	90.5%
Total Adults (16+)	1871	1788	632	403	1276	568	708	1661
%V	80.1%	79.9%	77.0%	78.6%	81.9%	79.0%	84.4%	78.5%
%H		95.6%	33.8%	21.5%	68.2%	30.4%	37.8%	88.8%
16 - 19	100	90	39	23	62	34	28	99
%V	4.3%	4.0%	4.8%	4.5%	4.0%	4.7%	3.3%	4.7%
%H		90.0%	39.0%	23.0%	62.0%	34.0%	28.0%	99.0%
20 - 24	181	163	46	41	99	39	60	177
%V	7.7%	7.3%	5.6%	8.0%	6.4%	5.4%	7.2%	8.4%
%H		90.1%	25.4%	22.7%	54.7%	21.5%	33.1%	97.8%
25 - 34	310	281	105	68	174	87	87	298
%V	13.3%	12.6%	12.8%	13.3%	11.2%	12.1%	10.4%	14.1%
%H		90.6%	33.9%	21.9%	56.1%	28.1%	28.1%	96.1%
35 - 44	284	274	113	69	175	92	82	273
%V	12.2%	12.2%	13.8%	13.5%	11.2%	12.8%	9.8%	12.9%
%H		96.5%	39.8%	24.3%	61.6%	32.4%	28.9%	96.1%
45 - 54	300	294	115	73	211	109	102	286
%V	12.8%	13.1%	14.0%	14.2%	13.5%	15.2%	12.2%	13.5%
%H		98.0%	38.3%	24.3%	70.3%	36.3%	34.0%	95.3%
55 - 64	264	259	93	55	201	87	114	246
%V	11.3%	11.6%	11.3%	10.7%	12.9%	12.1%	13.6%	11.6%
%H		98.1%	35.2%	20.8%	76.1%	33.0%	43.2%	93.2%
65+	432	427	120	74	354	120	235	282
%V	18.5%	19.1%	14.6%	14.4%	22.7%	16.7%	28.0%	13.3%
%H		98.8%	27.8%	17.1%	81.9%	27.8%	54.4%	65.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		1871	1788	632	403	1276	568	708	1661
	%H		95.6%	33.8%	21.5%	68.2%	30.4%	37.8%	88.8%
AB		481	467	185	111	341	178	163	468
	%V	25.7%	26.1%	29.3%	27.5%	26.7%	31.3%	23.0%	28.2%
	%H		97.1%	38.5%	23.1%	70.9%	37.0%	33.9%	97.3%
C1		514	477	157	116	331	143	188	479
	%V	27.5%	26.7%	24.8%	28.8%	25.9%	25.2%	26.6%	28.8%
	%H		92.8%	30.5%	22.6%	64.4%	27.8%	36.6%	93.2%
C2		389	377	150	81	286	143	143	339
	%V	20.8%	21.1%	23.7%	20.1%	22.4%	25.2%	20.2%	20.4%
	%H		96.9%	38.6%	20.8%	73.5%	36.8%	36.8%	87.1%
D		330	314	102	70	202	74	128	274
	%V	17.6%	17.6%	16.1%	17.4%	15.8%	13.0%	18.1%	16.5%
	%H		95.2%	30.9%	21.2%	61.2%	22.4%	38.8%	83.0%
E		157	152	39	26	116	29	87	101
	%V	8.4%	8.5%	6.2%	6.5%	9.1%	5.1%	12.3%	6.1%
	%H		96.8%	24.8%	16.6%	73.9%	18.5%	55.4%	64.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1871	1788	632	403	1276	568	708	1661
%H		95.6%	33.8%	21.5%	68.2%	30.4%	37.8%	88.8%
Working full time	800	767	303	188	524	271	253	776
%V	42.8%	42.9%	47.9%	46.7%	41.1%	47.7%	35.7%	46.7%
%H		95.9%	37.9%	23.5%	65.5%	33.9%	31.6%	97.0%
Working part time	195	190	82	44	130	70	60	185
%V	10.4%	10.6%	13.0%	10.9%	10.2%	12.3%	8.5%	11.1%
%H		97.4%	42.1%	22.6%	66.7%	35.9%	30.8%	94.9%
Not working	875	831	247	170	622	227	395	700
%V	46.8%	46.5%	39.1%	42.2%	48.7%	40.0%	55.8%	42.1%
%H		95.0%	28.2%	19.4%	71.1%	25.9%	45.1%	80.0%
Houseperson	993	950	315	192	696	276	420	837
%V	53.1%	53.1%	49.8%	47.6%	54.5%	48.6%	59.3%	50.4%
%H		95.7%	31.7%	19.3%	70.1%	27.8%	42.3%	84.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	930	882	312	208	621	281	341	832
%H		94.8%	33.5%	22.4%	66.8%	30.2%	36.7%	89.5%
16 - 19	53	48	20	11	32	15	17	52
%V	5.7%	5.4%	6.4%	5.3%	5.2%	5.3%	5.0%	6.3%
%H		90.6%	37.7%	20.8%	60.4%	28.3%	32.1%	98.1%
20 - 24	98	90	25	27	54	23	31	96
%V	10.5%	10.2%	8.0%	13.0%	8.7%	8.2%	9.1%	11.5%
%H		91.8%	25.5%	27.6%	55.1%	23.5%	31.6%	98.0%
25 - 34	159	140	51	35	89	45	44	154
%V	17.1%	15.9%	16.3%	16.8%	14.3%	16.0%	12.9%	18.5%
%H		88.1%	32.1%	22.0%	56.0%	28.3%	27.7%	96.9%
35 - 44	138	133	56	32	82	42	40	132
%V	14.8%	15.1%	17.9%	15.4%	13.2%	14.9%	11.7%	15.9%
%H		96.4%	40.6%	23.2%	59.4%	30.4%	29.0%	95.7%
45 - 54	148	145	56	39	102	54	48	141
%V	15.9%	16.4%	17.9%	18.8%	16.4%	19.2%	14.1%	16.9%
%H		98.0%	37.8%	26.4%	68.9%	36.5%	32.4%	95.3%
55 - 64	135	132	44	29	99	39	60	125
%V	14.5%	15.0%	14.1%	13.9%	15.9%	13.9%	17.6%	15.0%
%H		97.8%	32.6%	21.5%	73.3%	28.9%	44.4%	92.6%
65+	198	195	59	36	163	62	101	133
%V	21.3%	22.1%	18.9%	17.3%	26.2%	22.1%	29.6%	16.0%
%H		98.5%	29.8%	18.2%	82.3%	31.3%	51.0%	67.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	930	882	312	208	621	281	341	832
%H		94.8%	33.5%	22.4%	66.8%	30.2%	36.7%	89.5%
AB	242	234	92	57	170	90	80	236
%V	26.0%	26.5%	29.5%	27.4%	27.4%	32.0%	23.5%	28.4%
%H		96.7%	38.0%	23.6%	70.2%	37.2%	33.1%	97.5%
C1	256	238	80	63	157	70	86	240
%V	27.5%	27.0%	25.6%	30.3%	25.3%	24.9%	25.2%	28.8%
%H		93.0%	31.3%	24.6%	61.3%	27.3%	33.6%	93.8%
C2	212	203	80	44	153	75	78	182
%V	22.8%	23.0%	25.6%	21.2%	24.6%	26.7%	22.9%	21.9%
%H		95.8%	37.7%	20.8%	72.2%	35.4%	36.8%	85.8%
D	154	145	45	32	91	32	59	134
%V	16.6%	16.4%	14.4%	15.4%	14.7%	11.4%	17.3%	16.1%
%H		94.2%	29.2%	20.8%	59.1%	20.8%	38.3%	87.0%
E	66	63	15	11	49	13	36	40
%V	7.1%	7.1%	4.8%	5.3%	7.9%	4.6%	10.6%	4.8%
%H		95.5%	22.7%	16.7%	74.2%	19.7%	54.5%	60.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	930	882	312	208	621	281	341	832
%H		94.8%	33.5%	22.4%	66.8%	30.2%	36.7%	89.5%
Working full time	509	483	190	120	325	166	159	490
%V	54.7%	54.8%	60.9%	57.7%	52.3%	59.1%	46.6%	58.9%
%H		94.9%	37.3%	23.6%	63.9%	32.6%	31.2%	96.3%
Working part time	45	43	17	8	28	12	15	42
%V	4.8%	4.9%	5.4%	3.8%	4.5%	4.3%	4.4%	5.0%
%H		95.6%	37.8%	17.8%	62.2%	26.7%	33.3%	93.3%
Not working	376	357	105	80	268	102	166	300
%V	40.4%	40.5%	33.7%	38.5%	43.2%	36.3%	48.7%	36.1%
%H		94.9%	27.9%	21.3%	71.3%	27.1%	44.1%	79.8%
Houseperson	212	197	50	38	148	46	102	160
%V	22.8%	22.3%	16.0%	18.3%	23.8%	16.4%	29.9%	19.2%
%H		92.9%	23.6%	17.9%	69.8%	21.7%	48.1%	75.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	941	905	321	195	655	287	368	829
%H		96.2%	34.1%	20.7%	69.6%	30.5%	39.1%	88.1%
16 - 19	47	42	19	12	30	19	11	47
%V	5.0%	4.6%	5.9%	6.2%	4.6%	6.6%	3.0%	5.7%
%H		89.4%	40.4%	25.5%	63.8%	40.4%	23.4%	100.0%
20 - 24	83	73	21	15	45	16	29	81
%V	8.8%	8.1%	6.5%	7.7%	6.9%	5.6%	7.9%	9.8%
%H		88.0%	25.3%	18.1%	54.2%	19.3%	34.9%	97.6%
25 - 34	151	141	54	33	86	43	43	145
%V	16.0%	15.6%	16.8%	16.9%	13.1%	15.0%	11.7%	17.5%
%H		93.4%	35.8%	21.9%	57.0%	28.5%	28.5%	96.0%
35 - 44	146	141	58	38	92	50	42	142
%V	15.5%	15.6%	18.1%	19.5%	14.0%	17.4%	11.4%	17.1%
%H		96.6%	39.7%	26.0%	63.0%	34.2%	28.8%	97.3%
45 - 54	152	149	59	34	109	55	55	145
%V	16.2%	16.5%	18.4%	17.4%	16.6%	19.2%	14.9%	17.5%
%H		98.0%	38.8%	22.4%	71.7%	36.2%	36.2%	95.4%
55 - 64	129	128	49	25	102	47	54	120
%V	13.7%	14.1%	15.3%	12.8%	15.6%	16.4%	14.7%	14.5%
%H		99.2%	38.0%	19.4%	79.1%	36.4%	41.9%	93.0%
65+	234	232	61	38	191	58	133	149
%V	24.9%	25.6%	19.0%	19.5%	29.2%	20.2%	36.1%	18.0%
%H		99.1%	26.1%	16.2%	81.6%	24.8%	56.8%	63.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	941	905	321	195	655	287	368	829
%H		96.2%	34.1%	20.7%	69.6%	30.5%	39.1%	88.1%
AB	238	233	93	54	171	88	83	232
%V	25.3%	25.7%	29.0%	27.7%	26.1%	30.7%	22.6%	28.0%
%H		97.9%	39.1%	22.7%	71.8%	37.0%	34.9%	97.5%
C1	259	239	77	53	175	73	102	238
%V	27.5%	26.4%	24.0%	27.2%	26.7%	25.4%	27.7%	28.7%
%H		92.3%	29.7%	20.5%	67.6%	28.2%	39.4%	91.9%
C2	178	174	71	37	132	68	65	157
%V	18.9%	19.2%	22.1%	19.0%	20.2%	23.7%	17.7%	18.9%
%H		97.8%	39.9%	20.8%	74.2%	38.2%	36.5%	88.2%
D	175	170	57	38	110	42	68	140
%V	18.6%	18.8%	17.8%	19.5%	16.8%	14.6%	18.5%	16.9%
%H		97.1%	32.6%	21.7%	62.9%	24.0%	38.9%	80.0%
E	91	89	24	14	67	16	50	61
%V	9.7%	9.8%	7.5%	7.2%	10.2%	5.6%	13.6%	7.4%
%H		97.8%	26.4%	15.4%	73.6%	17.6%	54.9%	67.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2017 - Mar 2018

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	941	905	321	195	655	287	368	829
%H		96.2%	34.1%	20.7%	69.6%	30.5%	39.1%	88.1%
Working full time	292	285	113	69	199	105	95	286
%V	31.0%	31.5%	35.2%	35.4%	30.4%	36.6%	25.8%	34.5%
%H		97.6%	38.7%	23.6%	68.2%	36.0%	32.5%	97.9%
Working part time	150	147	65	36	102	58	44	143
%V	15.9%	16.2%	20.2%	18.5%	15.6%	20.2%	12.0%	17.2%
%H		98.0%	43.3%	24.0%	68.0%	38.7%	29.3%	95.3%
Not working	499	473	142	91	354	125	229	400
%V	53.0%	52.3%	44.2%	46.7%	54.0%	43.6%	62.2%	48.3%
%H		94.8%	28.5%	18.2%	70.9%	25.1%	45.9%	80.2%
Houseperson	781	753	265	154	549	230	319	677
%V	83.0%	83.2%	82.6%	79.0%	83.8%	80.1%	86.7%	81.7%
%H		96.4%	33.9%	19.7%	70.3%	29.4%	40.8%	86.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total