BARB Establishment Survey

Annual Data Report: Volume 2

BBC Areas

Jul 2017 to Jun 2018

Ipsos Connect

BARB
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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

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See also

Volume 1 - Total Network and Appendices
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2006 and with the Ipsos MORI Terms and Conditions which can be found at http://www.ipsos-mori.com/terms

Introduction

This reports contains the weighted data results from the Establishment survey for the period Jul 2017 - Jun 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.

BBC London

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Household level data

Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5483	5010	1848	941	3204	1150	2054	4923
%H (All HH)		*91.4%*	*33.7%*	*17.2%*	*58.4%*	*21.0%*	*37.5%*	*89.8%*
%H (TV HH)			*36.9%*	*18.8%*	*64.0%*	*23.0%*	*41.0%*	
AB	1647	1506	554	321	924	353	571	1613
%V	*30.0%*	*30.1%*	*30.0%*	*34.1%*	*28.8%*	*30.7%*	*27.8%*	*32.8%*
%H (All HH)		*91.4%*	*33.6%*	*19.5%*	*56.1%*	*21.4%*	*34.7%*	*97.9%*
%H (TV HH)			*36.8%*	*21.3%*	*61.4%*	*23.4%*	*37.9%*	
C1	1595	1450	538	294	942	366	576	1483
%V	*29.1%*	*28.9%*	*29.1%*	*31.2%*	*29.4%*	*31.8%*	*28.0%*	*30.1%*
%H (All HH)		*90.9%*	*33.7%*	*18.4%*	*59.1%*	*22.9%*	*36.1%*	*93.0%*
%H (TV HH)			*37.1%*	*20.3%*	*65.0%*	*25.2%*	*39.7%*	
C2	875	808	337	156	519	223	296	792
%V	*16.0%*	*16.1%*	*18.2%*	*16.6%*	*16.2%*	*19.4%*	*14.4%*	*16.1%*
%H (All HH)		*92.3%*	*38.5%*	*17.8%*	*59.3%*	*25.5%*	*33.8%*	*90.5%*
%H (TV HH)			*41.7%*	*19.3%*	*64.2%*	*27.6%*	*36.6%*	
D	802	717	266	106	425	119	305	681
%V	*14.6%*	*14.3%*	*14.4%*	*11.3%*	*13.3%*	*10.3%*	*14.8%*	*13.8%*
%H (All HH)		*89.4%*	*33.2%*	*13.2%*	*53.0%*	*14.8%*	*38.0%*	*84.9%*
%H (TV HH)			*37.1%*	*14.8%*	*59.3%*	*16.6%*	*42.5%*	
E	564	529	153	63	394	88	306	353
%V	*10.3%*	*10.6%*	*8.3%*	*6.7%*	*12.3%*	*7.7%*	*14.9%*	*7.2%*
%H (All HH)		*93.8%*	*27.1%*	*11.2%*	*69.9%*	*15.6%*	*54.3%*	*62.6%*
%H (TV HH)			*28.9%*	*11.9%*	*74.5%*	*16.6%*	*57.8%*	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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BBC London

Household level data

Table 1.2: 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	5483	5010	1848	941	3204	1150	2054	4923
%H (All HH)		*91.4%*	*33.7%*	*17.2%*	*58.4%*	*21.0%*	*37.5%*	*89.8%*
%H (TV HH)			*36.9%*	*18.8%*	*64.0%*	*23.0%*	*41.0%*	
Under 25	246	170	52	28	95	31	64	235
%V	*4.5%*	*3.4%*	*2.8%*	*3.0%*	*3.0%*	*2.7%*	*3.1%*	*4.8%*
%H (All HH)		*69.1%*	*21.1%*	*11.4%*	*38.6%*	*12.6%*	*26.0%*	*95.5%*
%H (TV HH)			*30.6%*	*16.5%*	*55.9%*	*18.2%*	*37.6%*	
25 - 34	1053	875	304	158	474	153	321	1032
%V	*19.2%*	*17.5%*	*16.5%*	*16.8%*	*14.8%*	*13.3%*	*15.6%*	*21.0%*
%H (All HH)		*83.1%*	*28.9%*	*15.0%*	*45.0%*	*14.5%*	*30.5%*	*98.0%*
%H (TV HH)			*34.7%*	*18.1%*	*54.2%*	*17.5%*	*36.7%*	
35 - 44	1123	1026	431	205	563	219	344	1104
%V	*20.5%*	*20.5%*	*23.3%*	*21.8%*	*17.6%*	*19.0%*	*16.7%*	*22.4%*
%H (All HH)		*91.4%*	*38.4%*	*18.3%*	*50.1%*	*19.5%*	*30.6%*	*98.3%*
%H (TV HH)			*42.0%*	*20.0%*	*54.9%*	*21.3%*	*33.5%*	
45 - 54	1039	979	427	211	602	267	335	1005
%V	*18.9%*	*19.5%*	*23.1%*	*22.4%*	*18.8%*	*23.2%*	*16.3%*	*20.4%*
%H (All HH)		*94.2%*	*41.1%*	*20.3%*	*57.9%*	*25.7%*	*32.2%*	*96.7%*
%H (TV HH)			*43.6%*	*21.6%*	*61.5%*	*27.3%*	*34.2%*	
55 - 64	822	789	291	176	550	230	320	742
%V	*15.0%*	*15.7%*	*15.7%*	*18.7%*	*17.2%*	*20.0%*	*15.6%*	*15.1%*
%H (All HH)		*96.0%*	*35.4%*	*21.4%*	*66.9%*	*28.0%*	*38.9%*	*90.3%*
%H (TV HH)			*36.9%*	*22.3%*	*69.7%*	*29.2%*	*40.6%*	
65 +	1200	1171	343	164	921	251	670	804
%V	*21.9%*	*23.4%*	*18.6%*	*17.4%*	*28.7%*	*21.8%*	*32.6%*	*16.3%*
%H (All HH)		*97.6%*	*28.6%*	*13.7%*	*76.8%*	*20.9%*	*55.8%*	*67.0%*
%H (TV HH)			*29.3%*	*14.0%*	*78.7%*	*21.4%*	*57.2%*	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC London

Household level data

Table 1.3: 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	5483	5010	1848	941	3204	1150	2054	4923
%H (All HH)		*91.4%*	*33.7%*	*17.2%*	*58.4%*	*21.0%*	*37.5%*	*89.8%*
%H (TV HH)			*36.9%*	*18.8%*	*64.0%*	*23.0%*	*41.0%*	
1	1636	1426	362	188	1047	214	833	1222
%V	*29.8%*	*28.5%*	*19.6%*	*20.0%*	*32.7%*	*18.6%*	*40.6%*	*24.8%*
%H (All HH)		*87.2%*	*22.1%*	*11.5%*	*64.0%*	*13.1%*	*50.9%*	*74.7%*
%H (TV HH)			*25.4%*	*13.2%*	*73.4%*	*15.0%*	*58.4%*	
2	1737	1616	612	312	1043	407	636	1616
%V	*31.7%*	*32.3%*	*33.1%*	*33.2%*	*32.6%*	*35.4%*	*31.0%*	*32.8%*
%H (All HH)		*93.0%*	*35.2%*	*18.0%*	*60.0%*	*23.4%*	*36.6%*	*93.0%*
%H (TV HH)			*37.9%*	*19.3%*	*64.5%*	*25.2%*	*39.4%*	
3	926	856	368	193	499	233	266	912
%V	*16.9%*	*17.1%*	*19.9%*	*20.5%*	*15.6%*	*20.3%*	*13.0%*	*18.5%*
%H (All HH)		*92.4%*	*39.7%*	*20.8%*	*53.9%*	*25.2%*	*28.7%*	*98.5%*
%H (TV HH)			*43.0%*	*22.5%*	*58.3%*	*27.2%*	*31.1%*	
4	795	756	333	173	420	200	220	789
%V	*14.5%*	*15.1%*	*18.0%*	*18.4%*	*13.1%*	*17.4%*	*10.7%*	*16.0%*
%H (All HH)		*95.1%*	*41.9%*	*21.8%*	*52.8%*	*25.2%*	*27.7%*	*99.2%*
%H (TV HH)			*44.0%*	*22.9%*	*55.6%*	*26.5%*	*29.1%*	
5+	389	356	173	75	194	95	99	384
%V	*7.1%*	*7.1%*	*9.4%*	*8.0%*	*6.1%*	*8.3%*	*4.8%*	*7.8%*
%H (All HH)		*91.5%*	*44.5%*	*19.3%*	*49.9%*	*24.4%*	*25.4%*	*98.7%*
%H (TV HH)			*48.6%*	*21.1%*	*54.5%*	*26.7%*	*27.8%*	
Average HH size	2.40	2.43	2.68	2.64	2.29	2.65	2.10	2.52

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
Jul 2017 - Jun 2018

BBC London

Household level data

Table 1.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5483	5010	1848	941	3204	1150	2054	4923
%H (All HH)		*91.4%*	*33.7%*	*17.2%*	*58.4%*	*21.0%*	*37.5%*	*89.8%*
%H (TV HH)			*36.9%*	*18.8%*	*64.0%*	*23.0%*	*41.0%*	
Without	3910	3521	1186	627	2380	785	1594	3368
%V	*71.3%*	*70.3%*	*64.2%*	*66.6%*	*74.3%*	*68.3%*	*77.6%*	*68.4%*
%H (All HH)		*90.1%*	*30.3%*	*16.0%*	*60.9%*	*20.1%*	*40.8%*	*86.1%*
%H (TV HH)			*33.7%*	*17.8%*	*67.6%*	*22.3%*	*45.3%*	
With	1573	1490	662	314	824	364	460	1554
%V	*28.7%*	*29.7%*	*35.8%*	*33.4%*	*25.7%*	*31.7%*	*22.4%*	*31.6%*
%H (All HH)		*94.7%*	*42.1%*	*20.0%*	*52.4%*	*23.1%*	*29.2%*	*98.8%*
%H (TV HH)			*44.4%*	*21.1%*	*55.3%*	*24.4%*	*30.9%*	
0 - 3	600	556	240	114	296	122	174	592
%V	*10.9%*	*11.1%*	*13.0%*	*12.1%*	*9.2%*	*10.6%*	*8.5%*	*12.0%*
%H (All HH)		*92.7%*	*40.0%*	*19.0%*	*49.3%*	*20.3%*	*29.0%*	*98.7%*
%H (TV HH)			*43.2%*	*20.5%*	*53.2%*	*21.9%*	*31.3%*	
4 - 9	811	776	353	152	431	186	245	801
%V	*14.8%*	*15.5%*	*19.1%*	*16.2%*	*13.5%*	*16.2%*	*11.9%*	*16.3%*
%H (All HH)		*95.7%*	*43.5%*	*18.7%*	*53.1%*	*22.9%*	*30.2%*	*98.8%*
%H (TV HH)			*45.5%*	*19.6%*	*55.5%*	*24.0%*	*31.6%*	
10 - 15	688	663	308	146	377	184	193	683
%V	*12.5%*	*13.2%*	*16.7%*	*15.5%*	*11.8%*	*16.0%*	*9.4%*	*13.9%*
%H (All HH)		*96.4%*	*44.8%*	*21.2%*	*54.8%*	*26.7%*	*28.1%*	*99.3%*
%H (TV HH)			*46.5%*	*22.0%*	*56.9%*	*27.8%*	*29.1%*	

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

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BBC London

Household level data

Table 1.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5483	5010	1848	941	3204	1150	2054	4923
%H (All HH)		*91.4%*	*33.7%*	*17.2%*	*58.4%*	*21.0%*	*37.5%*	*89.8%*
%H (TV HH)			*36.9%*	*18.8%*	*64.0%*	*23.0%*	*41.0%*	
1	2592	2592	773	391	1507	258	1249	2252
%V	*47.3%*	*51.7%*	*41.8%*	*41.6%*	*47.0%*	*22.4%*	*60.8%*	*45.7%*
%H (All HH)		*100.0%*	*29.8%*	*15.1%*	*58.1%*	*10.0%*	*48.2%*	*86.9%*
%H (TV HH)			*29.8%*	*15.1%*	*58.1%*	*10.0%*	*48.2%*	
2	1501	1501	615	324	1010	454	556	1368
%V	*27.4%*	*30.0%*	*33.3%*	*34.4%*	*31.5%*	*39.5%*	*27.1%*	*27.8%*
%H (All HH)		*100.0%*	*41.0%*	*21.6%*	*67.3%*	*30.2%*	*37.0%*	*91.1%*
%H (TV HH)			*41.0%*	*21.6%*	*67.3%*	*30.2%*	*37.0%*	
3	597	597	289	145	437	263	174	574
%V	*10.9%*	*11.9%*	*15.6%*	*15.4%*	*13.6%*	*22.9%*	*8.5%*	*11.7%*
%H (All HH)		*100.0%*	*48.4%*	*24.3%*	*73.2%*	*44.1%*	*29.1%*	*96.1%*
%H (TV HH)			*48.4%*	*24.3%*	*73.2%*	*44.1%*	*29.1%*	
4	226	226	115	57	176	119	58	219
%V	*4.1%*	*4.5%*	*6.2%*	*6.1%*	*5.5%*	*10.3%*	*2.8%*	*4.4%*
%H (All HH)		*100.0%*	*50.9%*	*25.2%*	*77.9%*	*52.7%*	*25.7%*	*96.9%*
%H (TV HH)			*50.9%*	*25.2%*	*77.9%*	*52.7%*	*25.7%*	
5+	94	94	56	25	74	56	18	94
%V	*1.7%*	*1.9%*	*3.0%*	*2.7%*	*2.3%*	*4.9%*	*0.9%*	*1.9%*
%H (All HH)		*100.0%*	*59.6%*	*26.6%*	*78.7%*	*59.6%*	*19.1%*	*100.0%*
%H (TV HH)			*59.6%*	*26.6%*	*78.7%*	*59.6%*	*19.1%*	

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
Jul 2017 - Jun 2018

BBC London

Household level data

Table 1.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5483	5010	1848	941	3204	1150	2054	4923
%H (All HH)		*91.4%*	*33.7%*	*17.2%*	*58.4%*	*21.0%*	*37.5%*	*89.8%*
%H (TV HH)			*36.9%*	*18.8%*	*64.0%*	*23.0%*	*41.0%*	
Under 20"	477	477	165	91	404	180	224	418
%V	*8.7%*	*9.5%*	*8.9%*	*9.7%*	*12.6%*	*15.7%*	*10.9%*	*8.5%*
%H (All HH)		*100.0%*	*34.6%*	*19.1%*	*84.7%*	*37.7%*	*47.0%*	*87.6%*
%H (TV HH)			*34.6%*	*19.1%*	*84.7%*	*37.7%*	*47.0%*	
20" - 29"	1286	1286	447	252	980	403	577	1127
%V	*23.5%*	*25.7%*	*24.2%*	*26.8%*	*30.6%*	*35.0%*	*28.1%*	*22.9%*
%H (All HH)		*100.0%*	*34.8%*	*19.6%*	*76.2%*	*31.3%*	*44.9%*	*87.6%*
%H (TV HH)			*34.8%*	*19.6%*	*76.2%*	*31.3%*	*44.9%*	
30" - 39"	2136	2136	792	419	1468	588	880	1931
%V	*39.0%*	*42.6%*	*42.9%*	*44.5%*	*45.8%*	*51.1%*	*42.8%*	*39.2%*
%H (All HH)		*100.0%*	*37.1%*	*19.6%*	*68.7%*	*27.5%*	*41.2%*	*90.4%*
%H (TV HH)			*37.1%*	*19.6%*	*68.7%*	*27.5%*	*41.2%*	
40" - 49"	2315	2315	1013	488	1435	665	769	2168
%V	*42.2%*	*46.2%*	*54.8%*	*51.9%*	*44.8%*	*57.8%*	*37.4%*	*44.0%*
%H (All HH)		*100.0%*	*43.8%*	*21.1%*	*62.0%*	*28.7%*	*33.2%*	*93.7%*
%H (TV HH)			*43.8%*	*21.1%*	*62.0%*	*28.7%*	*33.2%*	
50" - 59"	792	792	398	186	424	241	182	776
%V	*14.4%*	*15.8%*	*21.5%*	*19.8%*	*13.2%*	*21.0%*	*8.9%*	*15.8%*
%H (All HH)		*100.0%*	*50.3%*	*23.5%*	*53.5%*	*30.4%*	*23.0%*	*98.0%*
%H (TV HH)			*50.3%*	*23.5%*	*53.5%*	*30.4%*	*23.0%*	
60"+	108	108	55	25	52	28	25	106
%V	*2.0%*	*2.2%*	*3.0%*	*2.7%*	*1.6%*	*2.4%*	*1.2%*	*2.2%*
%H (All HH)		*100.0%*	*50.9%*	*23.1%*	*48.1%*	*25.9%*	*23.1%*	*98.1%*
%H (TV HH)			*50.9%*	*23.1%*	*48.1%*	*25.9%*	*23.1%*	

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

Table 1.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5483	5010	1848	941	3204	1150	2054	4923
%H (All HH)		*91.4%*	*33.7%*	*17.2%*	*58.4%*	*21.0%*	*37.5%*	*89.8%*
%H (TV HH)			*36.9%*	*18.8%*	*64.0%*	*23.0%*	*41.0%*	
Main living room	4912	4912	1827	931	3141	1138	2003	4420
%V	*89.6%*	*98.0%*	*98.9%*	*98.9%*	*98.0%*	*99.0%*	*97.5%*	*89.8%*
%H (All HH)		*100.0%*	*37.2%*	*19.0%*	*63.9%*	*23.2%*	*40.8%*	*90.0%*
%H (TV HH)			*37.2%*	*19.0%*	*63.9%*	*23.2%*	*40.8%*	
Kitchen	474	474	225	99	372	210	162	443
%V	*8.6%*	*9.5%*	*12.2%*	*10.5%*	*11.6%*	*18.3%*	*7.9%*	*9.0%*
%H (All HH)		*100.0%*	*47.5%*	*20.9%*	*78.5%*	*44.3%*	*34.2%*	*93.5%*
%H (TV HH)			*47.5%*	*20.9%*	*78.5%*	*44.3%*	*34.2%*	
Adult's bedroom	1927	1927	854	435	1367	734	633	1797
%V	*35.1%*	*38.5%*	*46.2%*	*46.2%*	*42.7%*	*63.8%*	*30.8%*	*36.5%*
%H (All HH)		*100.0%*	*44.3%*	*22.6%*	*70.9%*	*38.1%*	*32.8%*	*93.3%*
%H (TV HH)			*44.3%*	*22.6%*	*70.9%*	*38.1%*	*32.8%*	
Child's bedroom	242	242	124	63	156	98	57	241
%V	*4.4%*	*4.8%*	*6.7%*	*6.7%*	*4.9%*	*8.5%*	*2.8%*	*4.9%*
%H (All HH)		*100.0%*	*51.2%*	*26.0%*	*64.5%*	*40.5%*	*23.6%*	*99.6%*
%H (TV HH)			*51.2%*	*26.0%*	*64.5%*	*40.5%*	*23.6%*	
Other bedroom	169	169	80	43	127	74	53	162
%V	*3.1%*	*3.4%*	*4.3%*	*4.6%*	*4.0%*	*6.4%*	*2.6%*	*3.3%*
%H (All HH)		*100.0%*	*47.3%*	*25.4%*	*75.1%*	*43.8%*	*31.4%*	*95.9%*
%H (TV HH)			*47.3%*	*25.4%*	*75.1%*	*43.8%*	*31.4%*	
Second living/dining room	322	322	151	74	228	130	99	300
%V	*5.9%*	*6.4%*	*8.2%*	*7.9%*	*7.1%*	*11.3%*	*4.8%*	*6.1%*
%H (All HH)		*100.0%*	*46.9%*	*23.0%*	*70.8%*	*40.4%*	*30.7%*	*93.2%*
%H (TV HH)			*46.9%*	*23.0%*	*70.8%*	*40.4%*	*30.7%*	
Study/office	62	62	29	10	45	21	24	59
%V	*1.1%*	*1.2%*	*1.6%*	*1.1%*	*1.4%*	*1.8%*	*1.2%*	*1.2%*
%H (All HH)		*100.0%*	*46.8%*	*16.1%*	*72.6%*	*33.9%*	*38.7%*	*95.2%*
%H (TV HH)			*46.8%*	*16.1%*	*72.6%*	*33.9%*	*38.7%*	
TV room	39	39	22	8	25	16	9	38
%V	*0.7%*	*0.8%*	*1.2%*	*0.9%*	*0.8%*	*1.4%*	*0.4%*	*0.8%*
%H (All HH)		*100.0%*	*56.4%*	*20.5%*	*64.1%*	*41.0%*	*23.1%*	*97.4%*
%H (TV HH)			*56.4%*	*20.5%*	*64.1%*	*41.0%*	*23.1%*	
Conservatory	41	41	24	11	28	20	8	39
%V	*0.7%*	*0.8%*	*1.3%*	*1.2%*	*0.9%*	*1.7%*	*0.4%*	*0.8%*
%H (All HH)		*100.0%*	*58.5%*	*26.8%*	*68.3%*	*48.8%*	*19.5%*	*95.1%*
%H (TV HH)			*58.5%*	*26.8%*	*68.3%*	*48.8%*	*19.5%*	
Attic or loft room	11	11	5	2	9	4	5	11
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*45.5%*	*18.2%*	*81.8%*	*36.4%*	*45.5%*	*100.0%*
%H (TV HH)			*45.5%*	*18.2%*	*81.8%*	*36.4%*	*45.5%*	
No specific location	6	6	2	1	5	2	3	6
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*33.3%*	*16.7%*	*83.3%*	*33.3%*	*50.0%*	*100.0%*
%H (TV HH)			*33.3%*	*16.7%*	*83.3%*	*33.3%*	*50.0%*	
Other	53	53	30	14	33	23	10	51
%V	*1.0%*	*1.1%*	*1.6%*	*1.5%*	*1.0%*	*2.0%*	*0.5%*	*1.0%*
%H (All HH)		*100.0%*	*56.6%*	*26.4%*	*62.3%*	*43.4%*	*18.9%*	*96.2%*
%H (TV HH)			*56.6%*	*26.4%*	*62.3%*	*43.4%*	*18.9%*	

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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BBC London

Household level data

Table 1.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5483	5010	1848	941	3204	1150	2054	4923
%H (All HH)		*91.4%*	*33.7%*	*17.2%*	*58.4%*	*21.0%*	*37.5%*	*89.8%*
%H (TV HH)			*36.9%*	*18.8%*	*64.0%*	*23.0%*	*41.0%*	
Any DSAT provider	1848	1848	1848	59	773	773	0	1758
%V	*33.7%*	*36.9%*	*100.0%*	*6.3%*	*24.1%*	*67.2%*	*0.0%*	*35.7%*
%H (All HH)			*100.0%*	*3.2%*	*41.8%*	*41.8%*	*0.0%*	*95.1%*
%H (TV HH)			*100.0%*	*3.2%*	*41.8%*	*41.8%*	*0.0%*	
Sky with subcription	1554	1554	1554	33	648	648	0	1487
%V	*28.3%*	*31.0%*	*84.1%*	*3.5%*	*20.2%*	*56.3%*	*0.0%*	*30.2%*
%H (All HH)			*100.0%*	*2.1%*	*41.7%*	*41.7%*	*0.0%*	*95.7%*
%H (TV HH)			*100.0%*	*2.1%*	*41.7%*	*41.7%*	*0.0%*	
Sky without subscription	94	94	94	7	33	33	0	83
%V	*1.7%*	*1.9%*	*5.1%*	*0.7%*	*1.0%*	*2.9%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*7.4%*	*35.1%*	*35.1%*	*0.0%*	*88.3%*
%H (TV HH)			*100.0%*	*7.4%*	*35.1%*	*35.1%*	*0.0%*	
Freesat	124	124	124	9	66	66	0	119
%V	*2.3%*	*2.5%*	*6.7%*	*1.0%*	*2.1%*	*5.7%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*7.3%*	*53.2%*	*53.2%*	*0.0%*	*96.0%*
%H (TV HH)			*100.0%*	*7.3%*	*53.2%*	*53.2%*	*0.0%*	
Other satellite provider	127	127	127	15	58	58	0	119
%V	*2.3%*	*2.5%*	*6.9%*	*1.6%*	*1.8%*	*5.0%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*11.8%*	*45.7%*	*45.7%*	*0.0%*	*93.7%*
%H (TV HH)			*100.0%*	*11.8%*	*45.7%*	*45.7%*	*0.0%*	
DCAB	941	941	59	941	407	407	0	911
%V	*17.2%*	*18.8%*	*3.2%*	*100.0%*	*12.7%*	*35.4%*	*0.0%*	*18.5%*
%H (All HH)			*6.3%*	*100.0%*	*43.3%*	*43.3%*	*0.0%*	*96.8%*
%H (TV HH)			*6.3%*	*100.0%*	*43.3%*	*43.3%*	*0.0%*	
DTT	3204	3204	773	407	3204	1150	2054	2784
%V	*58.4%*	*64.0%*	*41.8%*	*43.3%*	*100.0%*	*100.0%*	*100.0%*	*56.6%*
%H (All HH)		*100.0%*	*24.1%*	*12.7%*	*100.0%*	*35.9%*	*64.1%*	*86.9%*
%H (TV HH)			*24.1%*	*12.7%*	*100.0%*	*35.9%*	*64.1%*	

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

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BBC London

Household level data

Table 1.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5483	5010	1848	941	3204	1150	2054	4923
%H (All HH)		*91.4%*	*33.7%*	*17.2%*	*58.4%*	*21.0%*	*37.5%*	*89.8%*
%H (TV HH)			*36.9%*	*18.8%*	*64.0%*	*23.0%*	*41.0%*	
PVR	2991	2991	1642	852	1594	1047	548	2858
%V	*54.6%*	*59.7%*	*88.9%*	*90.5%*	*49.8%*	*91.0%*	*26.7%*	*58.1%*
%H (All HH)		*100.0%*	*54.9%*	*28.5%*	*53.3%*	*35.0%*	*18.3%*	*95.6%*
%H (TV HH)			*54.9%*	*28.5%*	*53.3%*	*35.0%*	*18.3%*	
DVDR	77	77	29	15	53	19	34	70
%V	*1.4%*	*1.5%*	*1.6%*	*1.6%*	*1.7%*	*1.7%*	*1.7%*	*1.4%*
%H (All HH)		*100.0%*	*37.7%*	*19.5%*	*68.8%*	*24.7%*	*44.2%*	*90.9%*
%H (TV HH)			*37.7%*	*19.5%*	*68.8%*	*24.7%*	*44.2%*	
VCR	52	52	12	6	45	11	34	32
%V	*0.9%*	*1.0%*	*0.6%*	*0.6%*	*1.4%*	*1.0%*	*1.7%*	*0.7%*
%H (All HH)		*100.0%*	*23.1%*	*11.5%*	*86.5%*	*21.2%*	*65.4%*	*61.5%*
%H (TV HH)			*23.1%*	*11.5%*	*86.5%*	*21.2%*	*65.4%*	
Any recorder	3039	3039	1648	855	1637	1050	587	2888
%V	*55.4%*	*60.7%*	*89.2%*	*90.9%*	*51.1%*	*91.3%*	*28.6%*	*58.7%*
%H (All HH)		*100.0%*	*54.2%*	*28.1%*	*53.9%*	*34.6%*	*19.3%*	*95.0%*
%H (TV HH)			*54.2%*	*28.1%*	*53.9%*	*34.6%*	*19.3%*	
Receives HDTV (via STB or built-in reception)	3454	3454	1451	823	2244	1011	1233	3266
%V	*63.0%*	*68.9%*	*78.5%*	*87.5%*	*70.0%*	*87.9%*	*60.0%*	*66.3%*
%H (All HH)		*100.0%*	*42.0%*	*23.8%*	*65.0%*	*29.3%*	*35.7%*	*94.6%*
%H (TV HH)			*42.0%*	*23.8%*	*65.0%*	*29.3%*	*35.7%*	
DVD/Blu-ray player or recorder	2937	2937	1141	609	1926	792	1134	2698
%V	*53.6%*	*58.6%*	*61.7%*	*64.7%*	*60.1%*	*68.9%*	*55.2%*	*54.8%*
%H (All HH)		*100.0%*	*38.8%*	*20.7%*	*65.6%*	*27.0%*	*38.6%*	*91.9%*
%H (TV HH)			*38.8%*	*20.7%*	*65.6%*	*27.0%*	*38.6%*	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5483	5010	1848	941	3204	1150	2054	4923
%H (All HH)		*91.4%*	*33.7%*	*17.2%*	*58.4%*	*21.0%*	*37.5%*	*89.8%*
%H (TV HH)			*36.9%*	*18.8%*	*64.0%*	*23.0%*	*41.0%*	
Has broadband internet	4923	4507	1758	911	2784	1108	1676	4923
%V	*89.8%*	*90.0%*	*95.1%*	*96.8%*	*86.9%*	*96.3%*	*81.6%*	*100.0%*
%H (All HH)		*91.5%*	*35.7%*	*18.5%*	*56.6%*	*22.5%*	*34.0%*	*100.0%*
%H (TV HH)			*39.0%*	*20.2%*	*61.8%*	*24.6%*	*37.2%*	
Number of computers (PCs and laptops)								
0	771	687	158	54	530	74	456	261
%V	*14.1%*	*13.7%*	*8.5%*	*5.7%*	*16.5%*	*6.4%*	*22.2%*	*5.3%*
%H (All HH)		*89.1%*	*20.5%*	*7.0%*	*68.7%*	*9.6%*	*59.1%*	*33.9%*
%H (TV HH)			*23.0%*	*7.9%*	*77.1%*	*10.8%*	*66.4%*	
1	1597	1425	508	233	895	267	628	1556
%V	*29.1%*	*28.4%*	*27.5%*	*24.8%*	*27.9%*	*23.2%*	*30.6%*	*31.6%*
%H (All HH)		*89.2%*	*31.8%*	*14.6%*	*56.0%*	*16.7%*	*39.3%*	*97.4%*
%H (TV HH)			*35.6%*	*16.4%*	*62.8%*	*18.7%*	*44.1%*	
2	1405	1289	509	261	803	331	472	1400
%V	*25.6%*	*25.7%*	*27.5%*	*27.7%*	*25.1%*	*28.8%*	*23.0%*	*28.4%*
%H (All HH)		*91.7%*	*36.2%*	*18.6%*	*57.2%*	*23.6%*	*33.6%*	*99.6%*
%H (TV HH)			*39.5%*	*20.2%*	*62.3%*	*25.7%*	*36.6%*	
3	783	735	301	173	446	208	238	780
%V	*14.3%*	*14.7%*	*16.3%*	*18.4%*	*13.9%*	*18.1%*	*11.6%*	*15.8%*
%H (All HH)		*93.9%*	*38.4%*	*22.1%*	*57.0%*	*26.6%*	*30.4%*	*99.6%*
%H (TV HH)			*41.0%*	*23.5%*	*60.7%*	*28.3%*	*32.4%*	
4	473	440	185	109	270	134	136	473
%V	*8.6%*	*8.8%*	*10.0%*	*11.6%*	*8.4%*	*11.7%*	*6.6%*	*9.6%*
%H (All HH)		*93.0%*	*39.1%*	*23.0%*	*57.1%*	*28.3%*	*28.8%*	*100.0%*
%H (TV HH)			*42.0%*	*24.8%*	*61.4%*	*30.5%*	*30.9%*	
5+	455	433	188	111	261	136	125	455
%V	*8.3%*	*8.6%*	*10.2%*	*11.8%*	*8.1%*	*11.8%*	*6.1%*	*9.2%*
%H (All HH)		*95.2%*	*41.3%*	*24.4%*	*57.4%*	*29.9%*	*27.5%*	*100.0%*
%H (TV HH)			*43.4%*	*25.6%*	*60.3%*	*31.4%*	*28.9%*	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC London

Set level data

Table 1.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8801	3639	1834	5941	2735	3206	8097
%H		*41.3%*	*20.8%*	*67.5%*	*31.1%*	*36.4%*	*92.0%*
Under 20"	577	201	112	490	221	269	509
%V	*6.6%*	*5.5%*	*6.1%*	*8.2%*	*8.1%*	*8.4%*	*6.3%*
%H		*34.8%*	*19.4%*	*84.9%*	*38.3%*	*46.6%*	*88.2%*
20" - 29"	1587	573	313	1226	534	693	1402
%V	*18.0%*	*15.7%*	*17.1%*	*20.6%*	*19.5%*	*21.6%*	*17.3%*
%H		*36.1%*	*19.7%*	*77.3%*	*33.6%*	*43.7%*	*88.3%*
30" - 39"	2569	1006	517	1772	764	1007	2346
%V	*29.2%*	*27.6%*	*28.2%*	*29.8%*	*27.9%*	*31.4%*	*29.0%*
%H		*39.2%*	*20.1%*	*69.0%*	*29.7%*	*39.2%*	*91.3%*
40" - 49"	2685	1215	588	1674	830	843	2526
%V	*30.5%*	*33.4%*	*32.1%*	*28.2%*	*30.3%*	*26.3%*	*31.2%*
%H		*45.3%*	*21.9%*	*62.3%*	*30.9%*	*31.4%*	*94.1%*
50" - 59"	864	439	203	464	269	195	848
%V	*9.8%*	*12.1%*	*11.1%*	*7.8%*	*9.8%*	*6.1%*	*10.5%*
%H		*50.8%*	*23.5%*	*53.7%*	*31.1%*	*22.6%*	*98.1%*
60"+	117	60	27	56	30	26	115
%V	*1.3%*	*1.6%*	*1.5%*	*0.9%*	*1.1%*	*0.8%*	*1.4%*
%H		*51.3%*	*23.1%*	*47.9%*	*25.6%*	*22.2%*	*98.3%*
Don't know	404	145	75	261	88	173	350
%V	*4.6%*	*4.0%*	*4.1%*	*4.4%*	*3.2%*	*5.4%*	*4.3%*
%H		*35.9%*	*18.6%*	*64.6%*	*21.8%*	*42.8%*	*86.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Set level data

Table 1.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8801	3639	1834	5941	2735	3206	8097
%H		*41.3%*	*20.8%*	*67.5%*	*31.1%*	*36.4%*	*92.0%*
Main living room	4932	1837	934	3151	1142	2009	4438
%V	*56.0%*	*50.5%*	*50.9%*	*53.0%*	*41.8%*	*62.7%*	*54.8%*
%H		*37.2%*	*18.9%*	*63.9%*	*23.2%*	*40.7%*	*90.0%*
Kitchen	476	227	99	373	211	162	444
%V	*5.4%*	*6.2%*	*5.4%*	*6.3%*	*7.7%*	*5.1%*	*5.5%*
%H		*47.7%*	*20.8%*	*78.4%*	*44.3%*	*34.0%*	*93.3%*
Adult's bedroom	2357	1063	548	1694	950	744	2214
%V	*26.8%*	*29.2%*	*29.9%*	*28.5%*	*34.7%*	*23.2%*	*27.3%*
%H		*45.1%*	*23.2%*	*71.9%*	*40.3%*	*31.6%*	*93.9%*
Child's bedroom	301	151	81	199	128	71	300
%V	*3.4%*	*4.1%*	*4.4%*	*3.3%*	*4.7%*	*2.2%*	*3.7%*
%H		*50.2%*	*26.9%*	*66.1%*	*42.5%*	*23.6%*	*99.7%*
Other bedroom	195	93	49	146	85	61	187
%V	*2.2%*	*2.6%*	*2.7%*	*2.5%*	*3.1%*	*1.9%*	*2.3%*
%H		*47.7%*	*25.1%*	*74.9%*	*43.6%*	*31.3%*	*95.9%*
Second living/dining room	325	153	74	231	131	100	303
%V	*3.7%*	*4.2%*	*4.0%*	*3.9%*	*4.8%*	*3.1%*	*3.7%*
%H		*47.1%*	*22.8%*	*71.1%*	*40.3%*	*30.8%*	*93.2%*
Study/office	62	29	10	45	22	24	59
%V	*0.7%*	*0.8%*	*0.5%*	*0.8%*	*0.8%*	*0.7%*	*0.7%*
%H		*46.8%*	*16.1%*	*72.6%*	*35.5%*	*38.7%*	*95.2%*
TV room	40	22	8	26	16	9	38
%V	*0.5%*	*0.6%*	*0.4%*	*0.4%*	*0.6%*	*0.3%*	*0.5%*
%H		*55.0%*	*20.0%*	*65.0%*	*40.0%*	*22.5%*	*95.0%*
Conservatory	41	24	11	28	20	8	39
%V	*0.5%*	*0.7%*	*0.6%*	*0.5%*	*0.7%*	*0.2%*	*0.5%*
%H		*58.5%*	*26.8%*	*68.3%*	*48.8%*	*19.5%*	*95.1%*
Attic or loft room	11	5	2	9	4	5	11
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*
%H		*45.5%*	*18.2%*	*81.8%*	*36.4%*	*45.5%*	*100.0%*
No specific location	6	2	1	5	2	3	6
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H	*0.1%*	*33.3%*	*16.7%*	*83.3%*	*33.3%*	*50.0%*	*100.0%*
Other	56	33	15	35	24	11	55
%V	*0.6%*	*0.9%*	*0.8%*	*0.6%*	*0.9%*	*0.3%*	*0.7%*
%H		*58.9%*	*26.8%*	*62.5%*	*42.9%*	*19.6%*	*98.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Set level data

Table 1.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8801	3639	1834	5941	2735	3206	8097
%H		*41.3%*	*20.8%*	*67.5%*	*31.1%*	*36.4%*	*92.0%*
PVR	4118	2428	1182	2048	1448	600	3964
%V	*46.8%*	*66.7%*	*64.4%*	*34.5%*	*52.9%*	*18.7%*	*49.0%*
%H		*59.0%*	*28.7%*	*49.7%*	*35.2%*	*14.6%*	*96.3%*
DVDR	82	31	17	56	21	35	74
%V	*0.9%*	*0.9%*	*0.9%*	*0.9%*	*0.8%*	*1.1%*	*0.9%*
%H		*37.8%*	*20.7%*	*68.3%*	*25.6%*	*42.7%*	*90.2%*
VCR	55	13	6	47	11	36	34
%V	*0.6%*	*0.4%*	*0.3%*	*0.8%*	*0.4%*	*1.1%*	*0.4%*
%H		*23.6%*	*10.9%*	*85.5%*	*20.0%*	*65.5%*	*61.8%*
Any recorder	4178	2438	1187	2101	1455	646	4004
%V	*47.5%*	*67.0%*	*64.7%*	*35.4%*	*53.2%*	*20.1%*	*49.5%*
%H		*58.4%*	*28.4%*	*50.3%*	*34.8%*	*15.5%*	*95.8%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8801	3639	1834	5941	2735	3206	8097
%H		*41.3%*	*20.8%*	*67.5%*	*31.1%*	*36.4%*	*92.0%*
Receives HDTV (via STB or built-in reception)	5179	2373	1272	3372	1733	1639	4943
%V	*58.8%*	*65.2%*	*69.4%*	*56.8%*	*63.4%*	*51.1%*	*61.0%*
%H		*45.8%*	*24.6%*	*65.1%*	*33.5%*	*31.6%*	*95.4%*
DVD/Blu-ray player or recorder	3855	1597	846	2556	1186	1369	3586
%V	*43.8%*	*43.9%*	*46.1%*	*43.0%*	*43.4%*	*42.7%*	*44.3%*
%H		*41.4%*	*21.9%*	*66.3%*	*30.8%*	*35.5%*	*93.0%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Set level data

Table 1.15: Main Set Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5009	1848	941	3203	1150	2053	4506
%H		*36.9%*	*18.8%*	*63.9%*	*23.0%*	*41.0%*	*90.0%*
Under 20"	59	7	5	48	2	45	45
%V	*1.2%*	*0.4%*	*0.5%*	*1.5%*	*0.2%*	*2.2%*	*1.0%*
%H		*11.9%*	*8.5%*	*81.4%*	*3.4%*	*76.3%*	*76.3%*
20" - 29"	446	82	56	340	50	290	340
%V	*8.9%*	*4.4%*	*6.0%*	*10.6%*	*4.3%*	*14.1%*	*7.5%*
%H		*18.4%*	*12.6%*	*76.2%*	*11.2%*	*65.0%*	*76.2%*
30" - 39"	1405	410	231	976	267	709	1217
%V	*28.0%*	*22.2%*	*24.5%*	*30.5%*	*23.2%*	*34.5%*	*27.0%*
%H		*29.2%*	*16.4%*	*69.5%*	*19.0%*	*50.5%*	*86.6%*
40" - 49"	2052	867	421	1273	560	714	1911
%V	*41.0%*	*46.9%*	*44.7%*	*39.7%*	*48.7%*	*34.8%*	*42.4%*
%H		*42.3%*	*20.5%*	*62.0%*	*27.3%*	*34.8%*	*93.1%*
50" - 59"	732	370	167	387	218	168	718
%V	*14.6%*	*20.0%*	*17.7%*	*12.1%*	*19.0%*	*8.2%*	*15.9%*
%H		*50.5%*	*22.8%*	*52.9%*	*29.8%*	*23.0%*	*98.1%*
60"+	97	47	24	46	23	22	96
%V	*1.9%*	*2.5%*	*2.6%*	*1.4%*	*2.0%*	*1.1%*	*2.1%*
%H		*48.5%*	*24.7%*	*47.4%*	*23.7%*	*22.7%*	*99.0%*
Don't know	218	66	36	133	28	105	180
%V	*4.4%*	*3.6%*	*3.8%*	*4.2%*	*2.4%*	*5.1%*	*4.0%*
%H		*30.3%*	*16.5%*	*61.0%*	*12.8%*	*48.2%*	*82.6%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Set level data

Table 1.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5009	1848	941	3203	1150	2053	4506
%H		*36.9%*	*18.8%*	*63.9%*	*23.0%*	*41.0%*	*90.0%*
PVR	2944	1623	840	1555	1027	529	2814
%V	*58.8%*	*87.8%*	*89.3%*	*48.5%*	*89.3%*	*25.8%*	*62.5%*
%H		*55.1%*	*28.5%*	*52.8%*	*34.9%*	*18.0%*	*95.6%*
DVDR	68	24	13	46	15	31	61
%V	*1.4%*	*1.3%*	*1.4%*	*1.4%*	*1.3%*	*1.5%*	*1.4%*
%H		*35.3%*	*19.1%*	*67.6%*	*22.1%*	*45.6%*	*89.7%*
VCR	46	9	6	41	9	31	27
%V	*0.9%*	*0.5%*	*0.6%*	*1.3%*	*0.8%*	*1.5%*	*0.6%*
%H		*19.6%*	*13.0%*	*89.1%*	*19.6%*	*67.4%*	*58.7%*
Any recorder	2991	1629	843	1598	1030	568	2843
%V	*59.7%*	*88.1%*	*89.6%*	*49.9%*	*89.6%*	*27.7%*	*63.1%*
%H		*54.5%*	*28.2%*	*53.4%*	*34.4%*	*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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5009	1848	941	3203	1150	2053	4506
%H		*36.9%*	*18.8%*	*63.9%*	*23.0%*	*41.0%*	*90.0%*
Receives HDTV (via STB or built-in reception)	3371	1413	809	2175	976	1199	3190
%V	*67.3%*	*76.5%*	*86.0%*	*67.9%*	*84.9%*	*58.4%*	*70.8%*
%H		*41.9%*	*24.0%*	*64.5%*	*29.0%*	*35.6%*	*94.6%*
DVD/Blu-ray player or recorder	2673	1025	544	1746	694	1051	2447
%V	*53.4%*	*55.5%*	*57.8%*	*54.5%*	*60.3%*	*51.2%*	*54.3%*
%H		*38.3%*	*20.4%*	*65.3%*	*26.0%*	*39.3%*	*91.5%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3792	1791	893	2738	1586	1152	3590
%H		*47.2%*	*23.5%*	*72.2%*	*41.8%*	*30.4%*	*94.7%*
Under 20"	518	194	107	442	219	224	465
%V	*13.7%*	*10.8%*	*12.0%*	*16.1%*	*13.8%*	*19.4%*	*13.0%*
%H		*37.5%*	*20.7%*	*85.3%*	*42.3%*	*43.2%*	*89.8%*
20" - 29"	1140	491	257	886	483	403	1063
%V	*30.1%*	*27.4%*	*28.8%*	*32.4%*	*30.5%*	*35.0%*	*29.6%*
%H		*43.1%*	*22.5%*	*77.7%*	*42.4%*	*35.4%*	*93.2%*
30" - 39"	1164	596	286	796	497	299	1129
%V	*30.7%*	*33.3%*	*32.0%*	*29.1%*	*31.3%*	*26.0%*	*31.4%*
%H		*51.2%*	*24.6%*	*68.4%*	*42.7%*	*25.7%*	*97.0%*
40" - 49"	633	349	166	400	270	130	614
%V	*16.7%*	*19.5%*	*18.6%*	*14.6%*	*17.0%*	*11.3%*	*17.1%*
%H		*55.1%*	*26.2%*	*63.2%*	*42.7%*	*20.5%*	*97.0%*
50" - 59"	131	69	36	77	50	27	130
%V	*3.5%*	*3.9%*	*4.0%*	*2.8%*	*3.2%*	*2.3%*	*3.6%*
%H		*52.7%*	*27.5%*	*58.8%*	*38.2%*	*20.6%*	*99.2%*
60"+	19	13	3	10	7	3	19
%V	*0.5%*	*0.7%*	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.5%*
%H		*68.4%*	*15.8%*	*52.6%*	*36.8%*	*15.8%*	*100.0%*
Don't know	186	79	38	127	60	68	170
%V	*4.9%*	*4.4%*	*4.3%*	*4.6%*	*3.8%*	*5.9%*	*4.7%*
%H		*42.5%*	*20.4%*	*68.3%*	*32.3%*	*36.6%*	*91.4%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3792	1791	893	2738	1586	1152	3590
%H		*47.2%*	*23.5%*	*72.2%*	*41.8%*	*30.4%*	*94.7%*
PVR	1174	805	342	493	422	71	1150
%V	*31.0%*	*44.9%*	*38.3%*	*18.0%*	*26.6%*	*6.2%*	*32.0%*
%H		*68.6%*	*29.1%*	*42.0%*	*35.9%*	*6.0%*	*98.0%*
DVDR	14	7	4	11	6	4	14
%V	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*
%H		*50.0%*	*28.6%*	*78.6%*	*42.9%*	*28.6%*	*100.0%*
VCR	9	4	0	6	2	4	7
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*
%H		*44.4%*	*0.0%*	*66.7%*	*22.2%*	*44.4%*	*77.8%*
Any recorder	1187	809	344	504	426	78	1161
%V	*31.3%*	*45.2%*	*38.5%*	*18.4%*	*26.9%*	*6.8%*	*32.3%*
%H		*68.2%*	*29.0%*	*42.5%*	*35.9%*	*6.6%*	*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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3792	1791	893	2738	1586	1152	3590
%H		*47.2%*	*23.5%*	*72.2%*	*41.8%*	*30.4%*	*94.7%*
Receives HDTV (via STB or built-in reception)	1808	960	463	1197	758	440	1753
%V	*47.7%*	*53.6%*	*51.8%*	*43.7%*	*47.8%*	*38.2%*	*48.8%*
%H		*53.1%*	*25.6%*	*66.2%*	*41.9%*	*24.3%*	*97.0%*
DVD/Blu-ray player or recorder	1182	572	302	810	492	318	1139
%V	*31.2%*	*31.9%*	*33.8%*	*29.6%*	*31.0%*	*27.6%*	*31.7%*
%H		*48.4%*	*25.5%*	*68.5%*	*41.6%*	*26.9%*	*96.4%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Individual level data

Table 1.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	13162	12164	4958	2485	7349	3042	4307	12412
%H		*92.4%*	*37.7%*	*18.9%*	*55.8%*	*23.1%*	*32.7%*	*94.3%*
Total Children	2714	2574	1149	538	1423	625	798	2681
%V	*20.6%*	*21.2%*	*23.2%*	*21.6%*	*19.4%*	*20.5%*	*18.5%*	*21.6%*
%H		*94.8%*	*42.3%*	*19.8%*	*52.4%*	*23.0%*	*29.4%*	*98.8%*
0 - 3	709	656	279	132	351	140	211	698
%V	*5.4%*	*5.4%*	*5.6%*	*5.3%*	*4.8%*	*4.6%*	*4.9%*	*5.6%*
%H		*92.5%*	*39.4%*	*18.6%*	*49.5%*	*19.7%*	*29.8%*	*98.4%*
4 - 15	2005	1918	870	405	1071	485	587	1983
%V	*15.2%*	*15.8%*	*17.5%*	*16.3%*	*14.6%*	*15.9%*	*13.6%*	*16.0%*
%H		*95.7%*	*43.4%*	*20.2%*	*53.4%*	*24.2%*	*29.3%*	*98.9%*
4 - 9	1085	1030	469	201	569	242	327	1069
%V	*8.2%*	*8.5%*	*9.5%*	*8.1%*	*7.7%*	*8.0%*	*7.6%*	*8.6%*
%H		*94.9%*	*43.2%*	*18.5%*	*52.4%*	*22.3%*	*30.1%*	*98.5%*
10 - 15	920	888	400	204	502	243	260	914
%V	*7.0%*	*7.3%*	*8.1%*	*8.2%*	*6.8%*	*8.0%*	*6.0%*	*7.4%*
%H		*96.5%*	*43.5%*	*22.2%*	*54.6%*	*26.4%*	*28.3%*	*99.3%*

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Individual level data

Table 1.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	13162	12164	4958	2485	7349	3042	4307	12412
%H		*92.4%*	*37.7%*	*18.9%*	*55.8%*	*23.1%*	*32.7%*	*94.3%*
Total Adults (16+)	10448	9590	3809	1948	5927	2418	3509	9731
%V	*79.4%*	*78.8%*	*76.8%*	*78.4%*	*80.7%*	*79.5%*	*81.5%*	*78.4%*
%H		*91.8%*	*36.5%*	*18.6%*	*56.7%*	*23.1%*	*33.6%*	*93.1%*
16 - 19	477	451	215	101	265	140	125	472
%V	*3.6%*	*3.7%*	*4.3%*	*4.1%*	*3.6%*	*4.6%*	*2.9%*	*3.8%*
%H		*94.5%*	*45.1%*	*21.2%*	*55.6%*	*29.4%*	*26.2%*	*99.0%*
20 - 24	813	653	246	147	384	180	204	795
%V	*6.2%*	*5.4%*	*5.0%*	*5.9%*	*5.2%*	*5.9%*	*4.7%*	*6.4%*
%H		*80.3%*	*30.3%*	*18.1%*	*47.2%*	*22.1%*	*25.1%*	*97.8%*
25 - 34	2199	1857	686	356	1001	361	640	2163
%V	*16.7%*	*15.3%*	*13.8%*	*14.3%*	*13.6%*	*11.9%*	*14.9%*	*17.4%*
%H		*84.4%*	*31.2%*	*16.2%*	*45.5%*	*16.4%*	*29.1%*	*98.4%*
35 - 44	2038	1870	793	391	1019	419	600	2008
%V	*15.5%*	*15.4%*	*16.0%*	*15.7%*	*13.9%*	*13.8%*	*13.9%*	*16.2%*
%H		*91.8%*	*38.9%*	*19.2%*	*50.0%*	*20.6%*	*29.4%*	*98.5%*
45 - 54	1787	1705	770	379	1036	490	546	1740
%V	*13.6%*	*14.0%*	*15.5%*	*15.3%*	*14.1%*	*16.1%*	*12.7%*	*14.0%*
%H		*95.4%*	*43.1%*	*21.2%*	*58.0%*	*27.4%*	*30.6%*	*97.4%*
55 - 64	1350	1307	520	308	888	404	484	1255
%V	*10.3%*	*10.7%*	*10.5%*	*12.4%*	*12.1%*	*13.3%*	*11.2%*	*10.1%*
%H		*96.8%*	*38.5%*	*22.8%*	*65.8%*	*29.9%*	*35.9%*	*93.0%*
65+	1784	1748	578	266	1334	424	910	1297
%V	*13.6%*	*14.4%*	*11.7%*	*10.7%*	*18.2%*	*13.9%*	*21.1%*	*10.4%*
%H		*98.0%*	*32.4%*	*14.9%*	*74.8%*	*23.8%*	*51.0%*	*72.7%*

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	10448	9590	3809	1948	5927	2418	3509	9731
%H		*91.8%*	*36.5%*	*18.6%*	*56.7%*	*23.1%*	*33.6%*	*93.1%*
AB	3265	3018	1164	678	1818	760	1058	3221
%V	*31.3%*	*31.5%*	*30.6%*	*34.8%*	*30.7%*	*31.4%*	*30.2%*	*33.1%*
%H		*92.4%*	*35.7%*	*20.8%*	*55.7%*	*23.3%*	*32.4%*	*98.7%*
C1	3060	2781	1107	612	1744	767	977	2915
%V	*29.3%*	*29.0%*	*29.1%*	*31.4%*	*29.4%*	*31.7%*	*27.8%*	*30.0%*
%H		*90.9%*	*36.2%*	*20.0%*	*57.0%*	*25.1%*	*31.9%*	*95.3%*
C2	1804	1669	747	345	1041	497	544	1684
%V	*17.3%*	*17.4%*	*19.6%*	*17.7%*	*17.6%*	*20.6%*	*15.5%*	*17.3%*
%H		*92.5%*	*41.4%*	*19.1%*	*57.7%*	*27.5%*	*30.2%*	*93.3%*
D	1542	1385	562	213	794	258	536	1387
%V	*14.8%*	*14.4%*	*14.8%*	*10.9%*	*13.4%*	*10.7%*	*15.3%*	*14.3%*
%H		*89.8%*	*36.4%*	*13.8%*	*51.5%*	*16.7%*	*34.8%*	*89.9%*
E	777	737	229	99	529	135	394	523
%V	*7.4%*	*7.7%*	*6.0%*	*5.1%*	*8.9%*	*5.6%*	*11.2%*	*5.4%*
%H		*94.9%*	*29.5%*	*12.7%*	*68.1%*	*17.4%*	*50.7%*	*67.3%*

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	10448	9590	3809	1948	5927	2418	3509	9731
%H		*91.8%*	*36.5%*	*18.6%*	*56.7%*	*23.1%*	*33.6%*	*93.1%*
Working full time	5707	5172	2108	1139	2967	1284	1683	5615
%V	*54.6%*	*53.9%*	*55.3%*	*58.5%*	*50.1%*	*53.1%*	*48.0%*	*57.7%*
%H		*90.6%*	*36.9%*	*20.0%*	*52.0%*	*22.5%*	*29.5%*	*98.4%*
Working part time	985	921	390	210	566	261	306	958
%V	*9.4%*	*9.6%*	*10.2%*	*10.8%*	*9.5%*	*10.8%*	*8.7%*	*9.8%*
%H		*93.5%*	*39.6%*	*21.3%*	*57.5%*	*26.5%*	*31.1%*	*97.3%*
Not working	3756	3498	1311	599	2393	873	1520	3158
%V	*35.9%*	*36.5%*	*34.4%*	*30.7%*	*40.4%*	*36.1%*	*43.3%*	*32.5%*
%H		*93.1%*	*34.9%*	*15.9%*	*63.7%*	*23.2%*	*40.5%*	*84.1%*
Houseperson	5483	5010	1848	941	3204	1150	2054	4923
%V	*52.5%*	*52.2%*	*48.5%*	*48.3%*	*54.1%*	*47.6%*	*58.5%*	*50.6%*
%H		*91.4%*	*33.7%*	*17.2%*	*58.4%*	*21.0%*	*37.5%*	*89.8%*

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5139	4654	1870	942	2824	1172	1652	4820
%H		*90.6%*	*36.4%*	*18.3%*	*55.0%*	*22.8%*	*32.1%*	*93.8%*
16 - 19	258	249	116	56	151	79	72	254
%V	*5.0%*	*5.4%*	*6.2%*	*5.9%*	*5.3%*	*6.7%*	*4.4%*	*5.3%*
%H		*96.5%*	*45.0%*	*21.7%*	*58.5%*	*30.6%*	*27.9%*	*98.4%*
20 - 24	399	326	125	76	183	91	92	389
%V	*7.8%*	*7.0%*	*6.7%*	*8.1%*	*6.5%*	*7.8%*	*5.6%*	*8.1%*
%H		*81.7%*	*31.3%*	*19.0%*	*45.9%*	*22.8%*	*23.1%*	*97.5%*
25 - 34	1100	904	328	160	478	163	314	1084
%V	*21.4%*	*19.4%*	*17.5%*	*17.0%*	*16.9%*	*13.9%*	*19.0%*	*22.5%*
%H		*82.2%*	*29.8%*	*14.5%*	*43.5%*	*14.8%*	*28.5%*	*98.5%*
35 - 44	1023	915	375	185	502	199	303	1006
%V	*19.9%*	*19.7%*	*20.1%*	*19.6%*	*17.8%*	*17.0%*	*18.3%*	*20.9%*
%H		*89.4%*	*36.7%*	*18.1%*	*49.1%*	*19.5%*	*29.6%*	*98.3%*
45 - 54	896	843	387	187	501	238	263	867
%V	*17.4%*	*18.1%*	*20.7%*	*19.9%*	*17.7%*	*20.3%*	*15.9%*	*18.0%*
%H		*94.1%*	*43.2%*	*20.9%*	*55.9%*	*26.6%*	*29.4%*	*96.8%*
55 - 64	661	636	259	145	427	192	236	607
%V	*12.9%*	*13.7%*	*13.9%*	*15.4%*	*15.1%*	*16.4%*	*14.3%*	*12.6%*
%H		*96.2%*	*39.2%*	*21.9%*	*64.6%*	*29.0%*	*35.7%*	*91.8%*
65+	801	780	280	132	582	210	372	613
%V	*15.6%*	*16.8%*	*15.0%*	*14.0%*	*20.6%*	*17.9%*	*22.5%*	*12.7%*
%H		*97.4%*	*35.0%*	*16.5%*	*72.7%*	*26.2%*	*46.4%*	*76.5%*

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5139	4654	1870	942	2824	1172	1652	4820
%H		*90.6%*	*36.4%*	*18.3%*	*55.0%*	*22.8%*	*32.1%*	*93.8%*
AB	1641	1506	591	327	886	375	511	1621
%V	*31.9%*	*32.4%*	*31.6%*	*34.7%*	*31.4%*	*32.0%*	*30.9%*	*33.6%*
%H		*91.8%*	*36.0%*	*19.9%*	*54.0%*	*22.9%*	*31.1%*	*98.8%*
C1	1442	1301	523	286	805	358	447	1391
%V	*28.1%*	*28.0%*	*28.0%*	*30.4%*	*28.5%*	*30.5%*	*27.1%*	*28.9%*
%H		*90.2%*	*36.3%*	*19.8%*	*55.8%*	*24.8%*	*31.0%*	*96.5%*
C2	974	883	395	180	550	265	285	907
%V	*19.0%*	*19.0%*	*21.1%*	*19.1%*	*19.5%*	*22.6%*	*17.3%*	*18.8%*
%H		*90.7%*	*40.6%*	*18.5%*	*56.5%*	*27.2%*	*29.3%*	*93.1%*
D	762	666	267	110	371	119	252	693
%V	*14.8%*	*14.3%*	*14.3%*	*11.7%*	*13.1%*	*10.2%*	*15.3%*	*14.4%*
%H		*87.4%*	*35.0%*	*14.4%*	*48.7%*	*15.6%*	*33.1%*	*90.9%*
E	320	297	95	39	212	55	158	208
%V	*6.2%*	*6.4%*	*5.1%*	*4.1%*	*7.5%*	*4.7%*	*9.6%*	*4.3%*
%H		*92.8%*	*29.7%*	*12.2%*	*66.3%*	*17.2%*	*49.4%*	*65.0%*

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Individual level data

Table 1.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5139	4654	1870	942	2824	1172	1652	4820
%H		*90.6%*	*36.4%*	*18.3%*	*55.0%*	*22.8%*	*32.1%*	*93.8%*
Working full time	3430	3075	1276	655	1736	757	979	3366
%V	*66.7%*	*66.1%*	*68.2%*	*69.5%*	*61.5%*	*64.6%*	*59.3%*	*69.8%*
%H		*89.7%*	*37.2%*	*19.1%*	*50.6%*	*22.1%*	*28.5%*	*98.1%*
Working part time	252	227	92	47	137	55	82	241
%V	*4.9%*	*4.9%*	*4.9%*	*5.0%*	*4.9%*	*4.7%*	*5.0%*	*5.0%*
%H		*90.1%*	*36.5%*	*18.7%*	*54.4%*	*21.8%*	*32.5%*	*95.6%*
Not working	1457	1352	502	240	952	361	591	1213
%V	*28.4%*	*29.1%*	*26.8%*	*25.5%*	*33.7%*	*30.8%*	*35.8%*	*25.2%*
%H		*92.8%*	*34.5%*	*16.5%*	*65.3%*	*24.8%*	*40.6%*	*83.3%*
Houseperson	1349	1148	373	190	748	228	520	1155
%V	*26.3%*	*24.7%*	*19.9%*	*20.2%*	*26.5%*	*19.5%*	*31.5%*	*24.0%*
%H		*85.1%*	*27.7%*	*14.1%*	*55.4%*	*16.9%*	*38.5%*	*85.6%*

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5308	4936	1939	1005	3102	1246	1856	4910
%H		*93.0%*	*36.5%*	*18.9%*	*58.4%*	*23.5%*	*35.0%*	*92.5%*
16 - 19	219	202	99	45	114	61	53	217
%V	*4.1%*	*4.1%*	*5.1%*	*4.5%*	*3.7%*	*4.9%*	*2.9%*	*4.4%*
%H		*92.2%*	*45.2%*	*20.5%*	*52.1%*	*27.9%*	*24.2%*	*99.1%*
20 - 24	413	327	121	70	201	89	112	407
%V	*7.8%*	*6.6%*	*6.2%*	*7.0%*	*6.5%*	*7.1%*	*6.0%*	*8.3%*
%H		*79.2%*	*29.3%*	*16.9%*	*48.7%*	*21.5%*	*27.1%*	*98.5%*
25 - 34	1099	953	358	196	523	198	325	1079
%V	*20.7%*	*19.3%*	*18.5%*	*19.5%*	*16.9%*	*15.9%*	*17.5%*	*22.0%*
%H		*86.7%*	*32.6%*	*17.8%*	*47.6%*	*18.0%*	*29.6%*	*98.2%*
35 - 44	1015	954	418	205	517	220	297	1002
%V	*19.1%*	*19.3%*	*21.6%*	*20.4%*	*16.7%*	*17.7%*	*16.0%*	*20.4%*
%H		*94.0%*	*41.2%*	*20.2%*	*50.9%*	*21.7%*	*29.3%*	*98.7%*
45 - 54	890	861	383	192	535	252	283	873
%V	*16.8%*	*17.4%*	*19.8%*	*19.1%*	*17.2%*	*20.2%*	*15.2%*	*17.8%*
%H		*96.7%*	*43.0%*	*21.6%*	*60.1%*	*28.3%*	*31.8%*	*98.1%*
55 - 64	689	670	261	163	460	212	248	647
%V	*13.0%*	*13.6%*	*13.5%*	*16.2%*	*14.8%*	*17.0%*	*13.4%*	*13.2%*
%H		*97.2%*	*37.9%*	*23.7%*	*66.8%*	*30.8%*	*36.0%*	*93.9%*
65+	982	968	298	134	751	213	538	684
%V	*18.5%*	*19.6%*	*15.4%*	*13.3%*	*24.2%*	*17.1%*	*29.0%*	*13.9%*
%H		*98.6%*	*30.3%*	*13.6%*	*76.5%*	*21.7%*	*54.8%*	*69.7%*

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5308	4936	1939	1005	3102	1246	1856	4910
%H		*93.0%*	*36.5%*	*18.9%*	*58.4%*	*23.5%*	*35.0%*	*92.5%*
AB	1623	1512	574	351	932	385	547	1600
%V	*30.6%*	*30.6%*	*29.6%*	*34.9%*	*30.0%*	*30.9%*	*29.5%*	*32.6%*
%H		*93.2%*	*35.4%*	*21.6%*	*57.4%*	*23.7%*	*33.7%*	*98.6%*
C1	1618	1480	584	326	939	409	529	1524
%V	*30.5%*	*30.0%*	*30.1%*	*32.4%*	*30.3%*	*32.8%*	*28.5%*	*31.0%*
%H		*91.5%*	*36.1%*	*20.1%*	*58.0%*	*25.3%*	*32.7%*	*94.2%*
C2	830	786	353	166	492	232	260	777
%V	*15.6%*	*15.9%*	*18.2%*	*16.5%*	*15.9%*	*18.6%*	*14.0%*	*15.8%*
%H		*94.7%*	*42.5%*	*20.0%*	*59.3%*	*28.0%*	*31.3%*	*93.6%*
D	780	719	295	103	423	139	284	694
%V	*14.7%*	*14.6%*	*15.2%*	*10.2%*	*13.6%*	*11.2%*	*15.3%*	*14.1%*
%H		*92.2%*	*37.8%*	*13.2%*	*54.2%*	*17.8%*	*36.4%*	*89.0%*
E	456	440	134	60	317	81	236	315
%V	*8.6%*	*8.9%*	*6.9%*	*6.0%*	*10.2%*	*6.5%*	*12.7%*	*6.4%*
%H		*96.5%*	*29.4%*	*13.2%*	*69.5%*	*17.8%*	*51.8%*	*69.1%*

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC London

Individual level data

Table 1.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5308	4936	1939	1005	3102	1246	1856	4910
%H		*93.0%*	*36.5%*	*18.9%*	*58.4%*	*23.5%*	*35.0%*	*92.5%*
Working full time	2277	2097	832	483	1231	528	703	2249
%V	*42.9%*	*42.5%*	*42.9%*	*48.1%*	*39.7%*	*42.4%*	*37.9%*	*45.8%*
%H		*92.1%*	*36.5%*	*21.2%*	*54.1%*	*23.2%*	*30.9%*	*98.8%*
Working part time	732	694	298	163	430	206	224	716
%V	*13.8%*	*14.1%*	*15.4%*	*16.2%*	*13.9%*	*16.5%*	*12.1%*	*14.6%*
%H		*94.8%*	*40.7%*	*22.3%*	*58.7%*	*28.1%*	*30.6%*	*97.8%*
Not working	2299	2145	809	359	1442	512	929	1945
%V	*43.3%*	*43.5%*	*41.7%*	*35.7%*	*46.5%*	*41.1%*	*50.1%*	*39.6%*
%H		*93.3%*	*35.2%*	*15.6%*	*62.7%*	*22.3%*	*40.4%*	*84.6%*
Houseperson	4134	3862	1475	750	2456	922	1534	3768
%V	*77.9%*	*78.2%*	*76.1%*	*74.6%*	*79.2%*	*74.0%*	*82.7%*	*76.7%*
%H		*93.4%*	*35.7%*	*18.1%*	*59.4%*	*22.3%*	*37.1%*	*91.1%*

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1150	1099	472	154	702	263	439	1017
%H (All HH)		*95.6%*	*41.0%*	*13.4%*	*61.0%*	*22.9%*	*38.2%*	*88.4%*
%H (TV HH)			*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	
AB	319	306	127	57	189	73	117	302
%V	*27.7%*	*27.8%*	*26.9%*	*37.0%*	*26.9%*	*27.8%*	*26.7%*	*29.7%*
%H (All HH)		*95.9%*	*39.8%*	*17.9%*	*59.2%*	*22.9%*	*36.7%*	*94.7%*
%H (TV HH)			*41.5%*	*18.6%*	*61.8%*	*23.9%*	*38.2%*	
C1	362	344	154	40	223	82	142	328
%V	*31.5%*	*31.3%*	*32.6%*	*26.0%*	*31.8%*	*31.2%*	*32.3%*	*32.3%*
%H (All HH)		*95.0%*	*42.5%*	*11.0%*	*61.6%*	*22.7%*	*39.2%*	*90.6%*
%H (TV HH)			*44.8%*	*11.6%*	*64.8%*	*23.8%*	*41.3%*	
C2	200	194	82	32	123	55	67	180
%V	*17.4%*	*17.7%*	*17.4%*	*20.8%*	*17.5%*	*20.9%*	*15.3%*	*17.7%*
%H (All HH)		*97.0%*	*41.0%*	*16.0%*	*61.5%*	*27.5%*	*33.5%*	*90.0%*
%H (TV HH)			*42.3%*	*16.5%*	*63.4%*	*28.4%*	*34.5%*	
D	145	141	63	13	88	29	59	118
%V	*12.6%*	*12.8%*	*13.3%*	*8.4%*	*12.5%*	*11.0%*	*13.4%*	*11.6%*
%H (All HH)		*97.2%*	*43.4%*	*9.0%*	*60.7%*	*20.0%*	*40.7%*	*81.4%*
%H (TV HH)			*44.7%*	*9.2%*	*62.4%*	*20.6%*	*41.8%*	
E	123	114	46	11	78	24	54	89
%V	*10.7%*	*10.4%*	*9.7%*	*7.1%*	*11.1%*	*9.1%*	*12.3%*	*8.8%*
%H (All HH)		*92.7%*	*37.4%*	*8.9%*	*63.4%*	*19.5%*	*43.9%*	*72.4%*
%H (TV HH)			*40.4%*	*9.6%*	*68.4%*	*21.1%*	*47.4%*	

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
Jul 2017 - Jun 2018

BBC South East

Household level data

Table 2.2: 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	1150	1099	472	154	702	263	439	1017
%H (All HH)		*95.6%*	*41.0%*	*13.4%*	*61.0%*	*22.9%*	*38.2%*	*88.4%*
%H (TV HH)			*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	
Under 25	45	36	13	2	19	4	14	45
%V	*3.9%*	*3.3%*	*2.8%*	*1.3%*	*2.7%*	*1.5%*	*3.2%*	*4.4%*
%H (All HH)		*80.0%*	*28.9%*	*4.4%*	*42.2%*	*8.9%*	*31.1%*	*100.0%*
%H (TV HH)			*36.1%*	*5.6%*	*52.8%*	*11.1%*	*38.9%*	
25 - 34	172	165	62	25	84	26	59	166
%V	*15.0%*	*15.0%*	*13.1%*	*16.2%*	*12.0%*	*9.9%*	*13.4%*	*16.3%*
%H (All HH)		*95.9%*	*36.0%*	*14.5%*	*48.8%*	*15.1%*	*34.3%*	*96.5%*
%H (TV HH)			*37.6%*	*15.2%*	*50.9%*	*15.8%*	*35.8%*	
35 - 44	166	158	81	34	83	46	37	164
%V	*14.4%*	*14.4%*	*17.2%*	*22.1%*	*11.8%*	*17.5%*	*8.4%*	*16.1%*
%H (All HH)		*95.2%*	*48.8%*	*20.5%*	*50.0%*	*27.7%*	*22.3%*	*98.8%*
%H (TV HH)			*51.3%*	*21.5%*	*52.5%*	*29.1%*	*23.4%*	
45 - 54	228	218	109	36	133	61	72	216
%V	*19.8%*	*19.8%*	*23.1%*	*23.4%*	*18.9%*	*23.2%*	*16.4%*	*21.2%*
%H (All HH)		*95.6%*	*47.8%*	*15.8%*	*58.3%*	*26.8%*	*31.6%*	*94.7%*
%H (TV HH)			*50.0%*	*16.5%*	*61.0%*	*28.0%*	*33.0%*	
55 - 64	201	194	94	28	130	57	72	190
%V	*17.5%*	*17.7%*	*19.9%*	*18.2%*	*18.5%*	*21.7%*	*16.4%*	*18.7%*
%H (All HH)		*96.5%*	*46.8%*	*13.9%*	*64.7%*	*28.4%*	*35.8%*	*94.5%*
%H (TV HH)			*48.5%*	*14.4%*	*67.0%*	*29.4%*	*37.1%*	
65 +	337	328	114	30	252	68	184	236
%V	*29.3%*	*29.8%*	*24.2%*	*19.5%*	*35.9%*	*25.9%*	*41.9%*	*23.2%*
%H (All HH)		*97.3%*	*33.8%*	*8.9%*	*74.8%*	*20.2%*	*54.6%*	*70.0%*
%H (TV HH)			*34.8%*	*9.1%*	*76.8%*	*20.7%*	*56.1%*	

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
Jul 2017 - Jun 2018

BBC South East

Household level data

Table 2.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1150	1099	472	154	702	263	439	1017
%H (All HH)		*95.6%*	*41.0%*	*13.4%*	*61.0%*	*22.9%*	*38.2%*	*88.4%*
%H (TV HH)			*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	
1	356	328	89	39	242	52	190	248
%V	*31.0%*	*29.8%*	*18.9%*	*25.3%*	*34.5%*	*19.8%*	*43.3%*	*24.4%*
%H (All HH)		*92.1%*	*25.0%*	*11.0%*	*68.0%*	*14.6%*	*53.4%*	*69.7%*
%H (TV HH)			*27.1%*	*11.9%*	*73.8%*	*15.9%*	*57.9%*	
2	414	401	187	48	266	113	154	392
%V	*36.0%*	*36.5%*	*39.6%*	*31.2%*	*37.9%*	*43.0%*	*35.1%*	*38.5%*
%H (All HH)		*96.9%*	*45.2%*	*11.6%*	*64.3%*	*27.3%*	*37.2%*	*94.7%*
%H (TV HH)			*46.6%*	*12.0%*	*66.3%*	*28.2%*	*38.4%*	
3	169	165	86	25	95	44	51	167
%V	*14.7%*	*15.0%*	*18.2%*	*16.2%*	*13.5%*	*16.7%*	*11.6%*	*16.4%*
%H (All HH)		*97.6%*	*50.9%*	*14.8%*	*56.2%*	*26.0%*	*30.2%*	*98.8%*
%H (TV HH)			*52.1%*	*15.2%*	*57.6%*	*26.7%*	*30.9%*	
4	139	136	71	33	64	37	27	139
%V	*12.1%*	*12.4%*	*15.0%*	*21.4%*	*9.1%*	*14.1%*	*6.2%*	*13.7%*
%H (All HH)		*97.8%*	*51.1%*	*23.7%*	*46.0%*	*26.6%*	*19.4%*	*100.0%*
%H (TV HH)			*52.2%*	*24.3%*	*47.1%*	*27.2%*	*19.9%*	
5+	71	70	39	9	35	17	17	70
%V	*6.2%*	*6.4%*	*8.3%*	*5.8%*	*5.0%*	*6.5%*	*3.9%*	*6.9%*
%H (All HH)		*98.6%*	*54.9%*	*12.7%*	*49.3%*	*23.9%*	*23.9%*	*98.6%*
%H (TV HH)			*55.7%*	*12.9%*	*50.0%*	*24.3%*	*24.3%*	
Average HH size	2.30	2.32	2.59	2.54	2.15	2.48	1.94	2.44

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South East

Household level data

Table 2.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1150	1099	472	154	702	263	439	1017
%H (All HH)		*95.6%*	*41.0%*	*13.4%*	*61.0%*	*22.9%*	*38.2%*	*88.4%*
%H (TV HH)			*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	
Without	868	821	329	103	561	195	365	738
%V	*75.5%*	*74.7%*	*69.7%*	*66.9%*	*79.9%*	*74.1%*	*83.1%*	*72.6%*
%H (All HH)		*94.6%*	*37.9%*	*11.9%*	*64.6%*	*22.5%*	*42.1%*	*85.0%*
%H (TV HH)			*40.1%*	*12.5%*	*68.3%*	*23.8%*	*44.5%*	
With	282	278	143	51	141	68	73	279
%V	*24.5%*	*25.3%*	*30.3%*	*33.1%*	*20.1%*	*25.9%*	*16.6%*	*27.4%*
%H (All HH)		*98.6%*	*50.7%*	*18.1%*	*50.0%*	*24.1%*	*25.9%*	*98.9%*
%H (TV HH)			*51.4%*	*18.3%*	*50.7%*	*24.5%*	*26.3%*	
0 - 3	107	105	54	14	54	23	31	105
%V	*9.3%*	*9.6%*	*11.4%*	*9.1%*	*7.7%*	*8.7%*	*7.1%*	*10.3%*
%H (All HH)		*98.1%*	*50.5%*	*13.1%*	*50.5%*	*21.5%*	*29.0%*	*98.1%*
%H (TV HH)			*51.4%*	*13.3%*	*51.4%*	*21.9%*	*29.5%*	
4 - 9	153	150	78	25	72	34	38	152
%V	*13.3%*	*13.6%*	*16.5%*	*16.2%*	*10.3%*	*12.9%*	*8.7%*	*14.9%*
%H (All HH)		*98.0%*	*51.0%*	*16.3%*	*47.1%*	*22.2%*	*24.8%*	*99.3%*
%H (TV HH)			*52.0%*	*16.7%*	*48.0%*	*22.7%*	*25.3%*	
10 - 15	137	136	72	28	69	37	32	136
%V	*11.9%*	*12.4%*	*15.3%*	*18.2%*	*9.8%*	*14.1%*	*7.3%*	*13.4%*
%H (All HH)		*99.3%*	*52.6%*	*20.4%*	*50.4%*	*27.0%*	*23.4%*	*99.3%*
%H (TV HH)			*52.9%*	*20.6%*	*50.7%*	*27.2%*	*23.5%*	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South East

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1150	1099	472	154	702	263	439	1017
%H (All HH)		*95.6%*	*41.0%*	*13.4%*	*61.0%*	*22.9%*	*38.2%*	*88.4%*
%H (TV HH)			*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	
1	462	462	148	61	265	42	223	387
%V	*40.2%*	*42.0%*	*31.4%*	*39.6%*	*37.7%*	*16.0%*	*50.8%*	*38.1%*
%H (All HH)		*100.0%*	*32.0%*	*13.2%*	*57.4%*	*9.1%*	*48.3%*	*83.8%*
%H (TV HH)			*32.0%*	*13.2%*	*57.4%*	*9.1%*	*48.3%*	
2	338	338	156	48	231	99	131	302
%V	*29.4%*	*30.8%*	*33.1%*	*31.2%*	*32.9%*	*37.6%*	*29.8%*	*29.7%*
%H (All HH)		*100.0%*	*46.2%*	*14.2%*	*68.3%*	*29.3%*	*38.8%*	*89.3%*
%H (TV HH)			*46.2%*	*14.2%*	*68.3%*	*29.3%*	*38.8%*	
3	183	183	100	28	125	72	53	170
%V	*15.9%*	*16.7%*	*21.2%*	*18.2%*	*17.8%*	*27.4%*	*12.1%*	*16.7%*
%H (All HH)		*100.0%*	*54.6%*	*15.3%*	*68.3%*	*39.3%*	*29.0%*	*92.9%*
%H (TV HH)			*54.6%*	*15.3%*	*68.3%*	*39.3%*	*29.0%*	
4	79	79	46	12	55	34	21	78
%V	*6.9%*	*7.2%*	*9.7%*	*7.8%*	*7.8%*	*12.9%*	*4.8%*	*7.7%*
%H (All HH)		*100.0%*	*58.2%*	*15.2%*	*69.6%*	*43.0%*	*26.6%*	*98.7%*
%H (TV HH)			*58.2%*	*15.2%*	*69.6%*	*43.0%*	*26.6%*	
5+	37	37	22	6	25	15	10	37
%V	*3.2%*	*3.4%*	*4.7%*	*3.9%*	*3.6%*	*5.7%*	*2.3%*	*3.6%*
%H (All HH)		*100.0%*	*59.5%*	*16.2%*	*67.6%*	*40.5%*	*27.0%*	*100.0%*
%H (TV HH)			*59.5%*	*16.2%*	*67.6%*	*40.5%*	*27.0%*	

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
Jul 2017 - Jun 2018

BBC South East

Household level data

Table 2.6: Screen size Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1150	1099	472	154	702	263	439	1017
%H (All HH)		*95.6%*	*41.0%*	*13.4%*	*61.0%*	*22.9%*	*38.2%*	*88.4%*
%H (TV HH)			*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	
Under 20"	135	135	62	14	108	52	56	116
%V	*11.7%*	*12.3%*	*13.1%*	*9.1%*	*15.4%*	*19.8%*	*12.8%*	*11.4%*
%H (All HH)		*100.0%*	*45.9%*	*10.4%*	*80.0%*	*38.5%*	*41.5%*	*85.9%*
%H (TV HH)			*45.9%*	*10.4%*	*80.0%*	*38.5%*	*41.5%*	
20" - 29"	350	350	146	44	263	108	154	294
%V	*30.4%*	*31.8%*	*30.9%*	*28.6%*	*37.5%*	*41.1%*	*35.1%*	*28.9%*
%H (All HH)		*100.0%*	*41.7%*	*12.6%*	*75.1%*	*30.9%*	*44.0%*	*84.0%*
%H (TV HH)			*41.7%*	*12.6%*	*75.1%*	*30.9%*	*44.0%*	
30" - 39"	527	527	222	83	342	136	206	479
%V	*45.8%*	*48.0%*	*47.0%*	*53.9%*	*48.7%*	*51.7%*	*46.9%*	*47.1%*
%H (All HH)		*100.0%*	*42.1%*	*15.7%*	*64.9%*	*25.8%*	*39.1%*	*90.9%*
%H (TV HH)			*42.1%*	*15.7%*	*64.9%*	*25.8%*	*39.1%*	
40" - 49"	528	528	270	83	320	154	166	495
%V	*45.9%*	*48.0%*	*57.2%*	*53.9%*	*45.6%*	*58.6%*	*37.8%*	*48.7%*
%H (All HH)		*100.0%*	*51.1%*	*15.7%*	*60.6%*	*29.2%*	*31.4%*	*93.8%*
%H (TV HH)			*51.1%*	*15.7%*	*60.6%*	*29.2%*	*31.4%*	
50" - 59"	173	173	106	21	101	58	43	169
%V	*15.0%*	*15.7%*	*22.5%*	*13.6%*	*14.4%*	*22.1%*	*9.8%*	*16.6%*
%H (All HH)		*100.0%*	*61.3%*	*12.1%*	*58.4%*	*33.5%*	*24.9%*	*97.7%*
%H (TV HH)			*61.3%*	*12.1%*	*58.4%*	*33.5%*	*24.9%*	
60"+	19	19	13	2	6	5	1	18
%V	*1.7%*	*1.7%*	*2.8%*	*1.3%*	*0.9%*	*1.9%*	*0.2%*	*1.8%*
%H (All HH)		*100.0%*	*68.4%*	*10.5%*	*31.6%*	*26.3%*	*5.3%*	*94.7%*
%H (TV HH)			*68.4%*	*10.5%*	*31.6%*	*26.3%*	*5.3%*	

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

Table 2.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1150	1099	472	154	702	263	439	1017
%H (All HH)		*95.6%*	*41.0%*	*13.4%*	*61.0%*	*22.9%*	*38.2%*	*88.4%*
%H (TV HH)			*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	
Main living room	1083	1083	467	150	693	258	435	960
%V	*94.2%*	*98.5%*	*98.9%*	*97.4%*	*98.7%*	*98.1%*	*99.1%*	*94.4%*
%H (All HH)		*100.0%*	*43.1%*	*13.9%*	*64.0%*	*23.8%*	*40.2%*	*88.6%*
%H (TV HH)			*43.1%*	*13.9%*	*64.0%*	*23.8%*	*40.2%*	
Kitchen	103	103	49	15	83	45	38	93
%V	*9.0%*	*9.4%*	*10.4%*	*9.7%*	*11.8%*	*17.1%*	*8.7%*	*9.1%*
%H (All HH)		*100.0%*	*47.6%*	*14.6%*	*80.6%*	*43.7%*	*36.9%*	*90.3%*
%H (TV HH)			*47.6%*	*14.6%*	*80.6%*	*43.7%*	*36.9%*	
Adult's bedroom	495	495	254	72	342	178	164	455
%V	*43.0%*	*45.0%*	*53.8%*	*46.8%*	*48.7%*	*67.7%*	*37.4%*	*44.7%*
%H (All HH)		*100.0%*	*51.3%*	*14.5%*	*69.1%*	*36.0%*	*33.1%*	*91.9%*
%H (TV HH)			*51.3%*	*14.5%*	*69.1%*	*36.0%*	*33.1%*	
Child's bedroom	104	104	58	21	58	37	21	103
%V	*9.0%*	*9.5%*	*12.3%*	*13.6%*	*8.3%*	*14.1%*	*4.8%*	*10.1%*
%H (All HH)		*100.0%*	*55.8%*	*20.2%*	*55.8%*	*35.6%*	*20.2%*	*99.0%*
%H (TV HH)			*55.8%*	*20.2%*	*55.8%*	*35.6%*	*20.2%*	
Other bedroom	94	94	53	12	72	42	30	88
%V	*8.2%*	*8.6%*	*11.2%*	*7.8%*	*10.3%*	*16.0%*	*6.8%*	*8.7%*
%H (All HH)		*100.0%*	*56.4%*	*12.8%*	*76.6%*	*44.7%*	*31.9%*	*93.6%*
%H (TV HH)			*56.4%*	*12.8%*	*76.6%*	*44.7%*	*31.9%*	
Second living/dining room	82	82	41	10	54	24	30	77
%V	*7.1%*	*7.5%*	*8.7%*	*6.5%*	*7.7%*	*9.1%*	*6.8%*	*7.6%*
%H (All HH)		*100.0%*	*50.0%*	*12.2%*	*65.9%*	*29.3%*	*36.6%*	*93.9%*
%H (TV HH)			*50.0%*	*12.2%*	*65.9%*	*29.3%*	*36.6%*	
Study/office	21	21	9	2	17	6	10	21
%V	*1.8%*	*1.9%*	*1.9%*	*1.3%*	*2.4%*	*2.3%*	*2.3%*	*2.1%*
%H (All HH)		*100.0%*	*42.9%*	*9.5%*	*81.0%*	*28.6%*	*47.6%*	*100.0%*
%H (TV HH)			*42.9%*	*9.5%*	*81.0%*	*28.6%*	*47.6%*	
TV room	12	12	7	1	9	5	5	12
%V	*1.0%*	*1.1%*	*1.5%*	*0.6%*	*1.3%*	*1.9%*	*1.1%*	*1.2%*
%H (All HH)		*100.0%*	*58.3%*	*8.3%*	*75.0%*	*41.7%*	*41.7%*	*100.0%*
%H (TV HH)			*58.3%*	*8.3%*	*75.0%*	*41.7%*	*41.7%*	
Conservatory	33	33	19	5	23	14	9	33
%V	*2.9%*	*3.0%*	*4.0%*	*3.2%*	*3.3%*	*5.3%*	*2.1%*	*3.2%*
%H (All HH)		*100.0%*	*57.6%*	*15.2%*	*69.7%*	*42.4%*	*27.3%*	*100.0%*
%H (TV HH)			*57.6%*	*15.2%*	*69.7%*	*42.4%*	*27.3%*	
Attic or loft room	2	2	2	0	2	2	0	2
%V	*0.2%*	*0.2%*	*0.4%*	*0.0%*	*0.3%*	*0.8%*	*0.0%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
No specific location	1	1	1	0	0	0	0	1
%V	*0.1%*	*0.1%*	*0.2%*	*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%*	
Other	18	18	10	1	13	7	7	17
%V	*1.6%*	*1.6%*	*2.1%*	*0.6%*	*1.9%*	*2.7%*	*1.6%*	*1.7%*
%H (All HH)		*100.0%*	*55.6%*	*5.6%*	*72.2%*	*38.9%*	*38.9%*	*94.4%*
%H (TV HH)			*55.6%*	*5.6%*	*72.2%*	*38.9%*	*38.9%*	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Table 2.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1150	1099	472	154	702	263	439	1017
%H (All HH)		*95.6%*	*41.0%*	*13.4%*	*61.0%*	*22.9%*	*38.2%*	*88.4%*
%H (TV HH)			*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	
Any DSAT provider	472	472	472	6	212	212	0	444
%V	*41.0%*	*42.9%*	*100.0%*	*3.9%*	*30.2%*	*80.6%*	*0.0%*	*43.7%*
%H (All HH)			*100.0%*	*1.3%*	*44.9%*	*44.9%*	*0.0%*	*94.1%*
%H (TV HH)			*100.0%*	*1.3%*	*44.9%*	*44.9%*	*0.0%*	
Sky with subcription	367	367	367	3	160	160	0	352
%V	*31.9%*	*33.4%*	*77.8%*	*1.9%*	*22.8%*	*60.8%*	*0.0%*	*34.6%*
%H (All HH)			*100.0%*	*0.8%*	*43.6%*	*43.6%*	*0.0%*	*95.9%*
%H (TV HH)			*100.0%*	*0.8%*	*43.6%*	*43.6%*	*0.0%*	
Sky without subscription	30	30	30	1	13	13	0	24
%V	*2.6%*	*2.7%*	*6.4%*	*0.6%*	*1.9%*	*4.9%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*3.3%*	*43.3%*	*43.3%*	*0.0%*	*80.0%*
%H (TV HH)			*100.0%*	*3.3%*	*43.3%*	*43.3%*	*0.0%*	
Freesat	79	79	79	3	42	42	0	71
%V	*6.9%*	*7.2%*	*16.7%*	*1.9%*	*6.0%*	*16.0%*	*0.0%*	*7.0%*
%H (All HH)			*100.0%*	*3.8%*	*53.2%*	*53.2%*	*0.0%*	*89.9%*
%H (TV HH)			*100.0%*	*3.8%*	*53.2%*	*53.2%*	*0.0%*	
Other satellite provider	19	19	19	0	9	9	0	19
%V	*1.7%*	*1.7%*	*4.0%*	*0.0%*	*1.3%*	*3.4%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*0.0%*	*47.4%*	*47.4%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*47.4%*	*47.4%*	*0.0%*	
DCAB	154	154	6	154	54	54	0	147
%V	*13.4%*	*14.0%*	*1.3%*	*100.0%*	*7.7%*	*20.5%*	*0.0%*	*14.5%*
%H (All HH)			*3.9%*	*100.0%*	*35.1%*	*35.1%*	*0.0%*	*95.5%*
%H (TV HH)			*3.9%*	*100.0%*	*35.1%*	*35.1%*	*0.0%*	
DTT	702	702	212	54	702	263	439	597
%V	*61.0%*	*63.9%*	*44.9%*	*35.1%*	*100.0%*	*100.0%*	*100.0%*	*58.7%*
%H (All HH)		*100.0%*	*30.2%*	*7.7%*	*100.0%*	*37.5%*	*62.5%*	*85.0%*
%H (TV HH)			*30.2%*	*7.7%*	*100.0%*	*37.5%*	*62.5%*	

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

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	1150	1099	472	154	702	263	439	1017
%H (All HH)		*95.6%*	*41.0%*	*13.4%*	*61.0%*	*22.9%*	*38.2%*	*88.4%*
%H (TV HH)			*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	
PVR	726	726	425	142	408	243	165	687
%V	*63.1%*	*66.1%*	*90.0%*	*92.2%*	*58.1%*	*92.4%*	*37.6%*	*67.6%*
%H (All HH)		*100.0%*	*58.5%*	*19.6%*	*56.2%*	*33.5%*	*22.7%*	*94.6%*
%H (TV HH)			*58.5%*	*19.6%*	*56.2%*	*33.5%*	*22.7%*	
DVDR	20	20	5	9	13	7	6	19
%V	*1.7%*	*1.8%*	*1.1%*	*5.8%*	*1.9%*	*2.7%*	*1.4%*	*1.9%*
%H (All HH)		*100.0%*	*25.0%*	*45.0%*	*65.0%*	*35.0%*	*30.0%*	*95.0%*
%H (TV HH)			*25.0%*	*45.0%*	*65.0%*	*35.0%*	*30.0%*	
VCR	7	7	4	3	6	6	1	7
%V	*0.6%*	*0.6%*	*0.8%*	*1.9%*	*0.9%*	*2.3%*	*0.2%*	*0.7%*
%H (All HH)		*100.0%*	*57.1%*	*42.9%*	*85.7%*	*85.7%*	*14.3%*	*100.0%*
%H (TV HH)			*57.1%*	*42.9%*	*85.7%*	*85.7%*	*14.3%*	
Any recorder	734	734	428	144	416	247	168	694
%V	*63.8%*	*66.8%*	*90.7%*	*93.5%*	*59.3%*	*93.9%*	*38.3%*	*68.2%*
%H (All HH)		*100.0%*	*58.3%*	*19.6%*	*56.7%*	*33.7%*	*22.9%*	*94.6%*
%H (TV HH)			*58.3%*	*19.6%*	*56.7%*	*33.7%*	*22.9%*	
Receives HDTV (via STB or built-in reception)	787	787	387	141	495	229	266	738
%V	*68.4%*	*71.6%*	*82.0%*	*91.6%*	*70.5%*	*87.1%*	*60.6%*	*72.6%*
%H (All HH)		*100.0%*	*49.2%*	*17.9%*	*62.9%*	*29.1%*	*33.8%*	*93.8%*
%H (TV HH)			*49.2%*	*17.9%*	*62.9%*	*29.1%*	*33.8%*	
DVD/Blu-ray player or recorder	835	835	382	120	530	217	313	760
%V	*72.6%*	*76.0%*	*80.9%*	*77.9%*	*75.5%*	*82.5%*	*71.3%*	*74.7%*
%H (All HH)		*100.0%*	*45.7%*	*14.4%*	*63.5%*	*26.0%*	*37.5%*	*91.0%*
%H (TV HH)			*45.7%*	*14.4%*	*63.5%*	*26.0%*	*37.5%*	

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
Jul 2017 - Jun 2018

BBC South East

Household level data

Table 2.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1150	1099	472	154	702	263	439	1017
%H (All HH)		*95.6%*	*41.0%*	*13.4%*	*61.0%*	*22.9%*	*38.2%*	*88.4%*
%H (TV HH)			*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	
Has broadband internet	1017	974	444	147	597	246	351	1017
%V	*88.4%*	*88.6%*	*94.1%*	*95.5%*	*85.0%*	*93.5%*	*80.0%*	*100.0%*
%H (All HH)		*95.8%*	*43.7%*	*14.5%*	*58.7%*	*24.2%*	*34.5%*	*100.0%*
%H (TV HH)			*45.6%*	*15.1%*	*61.3%*	*25.3%*	*36.0%*	
Number of computers (PCs and laptops)								
0	168	156	41	9	118	18	99	49
%V	*14.6%*	*14.2%*	*8.7%*	*5.8%*	*16.8%*	*6.8%*	*22.6%*	*4.8%*
%H (All HH)		*92.9%*	*24.4%*	*5.4%*	*70.2%*	*10.7%*	*58.9%*	*29.2%*
Houseperson			*26.3%*	*5.8%*	*75.6%*	*11.5%*	*63.5%*	
1	294	276	109	32	180	52	128	280
%V	*25.6%*	*25.1%*	*23.1%*	*20.8%*	*25.6%*	*19.8%*	*29.2%*	*27.5%*
%H (All HH)		*93.9%*	*37.1%*	*10.9%*	*61.2%*	*17.7%*	*43.5%*	*95.2%*
%H (TV HH)			*39.5%*	*11.6%*	*65.2%*	*18.8%*	*46.4%*	
2	277	267	108	46	175	72	103	276
%V	*24.1%*	*24.3%*	*22.9%*	*29.9%*	*24.9%*	*27.4%*	*23.5%*	*27.1%*
%H (All HH)		*96.4%*	*39.0%*	*16.6%*	*63.2%*	*26.0%*	*37.2%*	*99.6%*
%H (TV HH)			*40.4%*	*17.2%*	*65.5%*	*27.0%*	*38.6%*	
3	170	165	84	28	94	46	48	170
%V	*14.8%*	*15.0%*	*17.8%*	*18.2%*	*13.4%*	*17.5%*	*10.9%*	*16.7%*
%H (All HH)		*97.1%*	*49.4%*	*16.5%*	*55.3%*	*27.1%*	*28.2%*	*100.0%*
%H (TV HH)			*50.9%*	*17.0%*	*57.0%*	*27.9%*	*29.1%*	
4	114	111	60	19	63	35	28	114
%V	*9.9%*	*10.1%*	*12.7%*	*12.3%*	*9.0%*	*13.3%*	*6.4%*	*11.2%*
%H (All HH)		*97.4%*	*52.6%*	*16.7%*	*55.3%*	*30.7%*	*24.6%*	*100.0%*
%H (TV HH)			*54.1%*	*17.1%*	*56.8%*	*31.5%*	*25.2%*	
5+	127	124	69	21	72	40	32	127
%V	*11.0%*	*11.3%*	*14.6%*	*13.6%*	*10.3%*	*15.2%*	*7.3%*	*12.5%*
%H (All HH)		*97.6%*	*54.3%*	*16.5%*	*56.7%*	*31.5%*	*25.2%*	*100.0%*
%H (TV HH)			*55.6%*	*16.9%*	*58.1%*	*32.3%*	*25.8%*	

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
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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	2198	1059	317	1459	677	782	2009
%H		*48.2%*	*14.4%*	*66.4%*	*30.8%*	*35.6%*	*91.4%*
Under 20"	160	75	16	130	64	67	140
%V	*7.3%*	*7.1%*	*5.0%*	*8.9%*	*9.5%*	*8.6%*	*7.0%*
%H		*46.9%*	*10.0%*	*81.3%*	*40.0%*	*41.9%*	*87.5%*
20" - 29"	433	189	59	326	145	181	368
%V	*19.7%*	*17.8%*	*18.6%*	*22.3%*	*21.4%*	*23.1%*	*18.3%*
%H		*43.6%*	*13.6%*	*75.3%*	*33.5%*	*41.8%*	*85.0%*
30" - 39"	667	293	107	438	187	252	616
%V	*30.3%*	*27.7%*	*33.8%*	*30.0%*	*27.6%*	*32.2%*	*30.7%*
%H		*43.9%*	*16.0%*	*65.7%*	*28.0%*	*37.8%*	*92.4%*
40" - 49"	632	327	100	385	190	195	597
%V	*28.8%*	*30.9%*	*31.5%*	*26.4%*	*28.1%*	*24.9%*	*29.7%*
%H		*51.7%*	*15.8%*	*60.9%*	*30.1%*	*30.9%*	*94.5%*
50" - 59"	200	123	24	119	68	51	195
%V	*9.1%*	*11.6%*	*7.6%*	*8.2%*	*10.0%*	*6.5%*	*9.7%*
%H		*61.5%*	*12.0%*	*59.5%*	*34.0%*	*25.5%*	*97.5%*
60"+	19	14	2	6	5	1	19
%V	*0.9%*	*1.3%*	*0.6%*	*0.4%*	*0.7%*	*0.1%*	*0.9%*
%H		*73.7%*	*10.5%*	*31.6%*	*26.3%*	*5.3%*	*100.0%*
Don't know	85	38	9	54	19	35	75
%V	*3.9%*	*3.6%*	*2.8%*	*3.7%*	*2.8%*	*4.5%*	*3.7%*
%H		*44.7%*	*10.6%*	*63.5%*	*22.4%*	*41.2%*	*88.2%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South East

Set level data

Table 2.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2198	1059	317	1459	677	782	2009
%H		*48.2%*	*14.4%*	*66.4%*	*30.8%*	*35.6%*	*91.4%*
Main living room	1088	468	150	696	258	437	963
%V	*49.5%*	*44.2%*	*47.3%*	*47.7%*	*38.1%*	*55.9%*	*47.9%*
%H		*43.0%*	*13.8%*	*64.0%*	*23.7%*	*40.2%*	*88.5%*
Kitchen	103	49	15	83	45	38	93
%V	*4.7%*	*4.6%*	*4.7%*	*5.7%*	*6.6%*	*4.9%*	*4.6%*
%H		*47.6%*	*14.6%*	*80.6%*	*43.7%*	*36.9%*	*90.3%*
Adult's bedroom	586	313	88	397	217	181	545
%V	*26.7%*	*29.6%*	*27.8%*	*27.2%*	*32.1%*	*23.1%*	*27.1%*
%H		*53.4%*	*15.0%*	*67.7%*	*37.0%*	*30.9%*	*93.0%*
Child's bedroom	140	76	31	78	49	29	140
%V	*6.4%*	*7.2%*	*9.8%*	*5.3%*	*7.2%*	*3.7%*	*7.0%*
%H		*54.3%*	*22.1%*	*55.7%*	*35.0%*	*20.7%*	*100.0%*
Other bedroom	110	63	13	85	49	36	104
%V	*5.0%*	*5.9%*	*4.1%*	*5.8%*	*7.2%*	*4.6%*	*5.2%*
%H		*57.3%*	*11.8%*	*77.3%*	*44.5%*	*32.7%*	*94.5%*
Second living/dining room	82	41	10	55	25	30	77
%V	*3.7%*	*3.9%*	*3.2%*	*3.8%*	*3.7%*	*3.8%*	*3.8%*
%H		*50.0%*	*12.2%*	*67.1%*	*30.5%*	*36.6%*	*93.9%*
Study/office	21	9	2	17	6	10	21
%V	*1.0%*	*0.8%*	*0.6%*	*1.2%*	*0.9%*	*1.3%*	*1.0%*
%H		*42.9%*	*9.5%*	*81.0%*	*28.6%*	*47.6%*	*100.0%*
TV room	13	7	2	10	6	5	13
%V	*0.6%*	*0.7%*	*0.6%*	*0.7%*	*0.9%*	*0.6%*	*0.6%*
%H		*53.8%*	*15.4%*	*76.9%*	*46.2%*	*38.5%*	*100.0%*
Conservatory	33	19	5	23	14	9	33
%V	*1.5%*	*1.8%*	*1.6%*	*1.6%*	*2.1%*	*1.2%*	*1.6%*
%H		*57.6%*	*15.2%*	*69.7%*	*42.4%*	*27.3%*	*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	1	1	0	0	0	0	1
%V	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Other	19	10	1	14	7	7	18
%V	*0.9%*	*0.9%*	*0.3%*	*1.0%*	*1.0%*	*0.9%*	*0.9%*
%H		*52.6%*	*5.3%*	*73.7%*	*36.8%*	*36.8%*	*94.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South East

Set level data

Table 2.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2198	1059	317	1459	677	782	2009
%H		*48.2%*	*14.4%*	*66.4%*	*30.8%*	*35.6%*	*91.4%*
PVR	1014	658	190	526	346	180	967
%V	*46.1%*	*62.1%*	*59.9%*	*36.1%*	*51.1%*	*23.0%*	*48.1%*
%H		*64.9%*	*18.7%*	*51.9%*	*34.1%*	*17.8%*	*95.4%*
DVDR	20	5	9	13	7	6	19
%V	*0.9%*	*0.5%*	*2.8%*	*0.9%*	*1.0%*	*0.8%*	*0.9%*
%H		*25.0%*	*45.0%*	*65.0%*	*35.0%*	*30.0%*	*95.0%*
VCR	8	4	3	7	6	1	7
%V	*0.4%*	*0.4%*	*0.9%*	*0.5%*	*0.9%*	*0.1%*	*0.3%*
%H		*50.0%*	*37.5%*	*87.5%*	*75.0%*	*12.5%*	*87.5%*
Any recorder	1024	662	192	535	352	184	976
%V	*46.6%*	*62.5%*	*60.6%*	*36.7%*	*52.0%*	*23.5%*	*48.6%*
%H		*64.6%*	*18.8%*	*52.2%*	*34.4%*	*18.0%*	*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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2198	1059	317	1459	677	782	2009
%H		*48.2%*	*14.4%*	*66.4%*	*30.8%*	*35.6%*	*91.4%*
Receives HDTV (via STB or built-in reception)	1250	658	224	791	408	383	1185
%V	*56.9%*	*62.1%*	*70.7%*	*54.2%*	*60.3%*	*49.0%*	*59.0%*
%H		*52.6%*	*17.9%*	*63.3%*	*32.6%*	*30.6%*	*94.8%*
DVD/Blu-ray player or recorder	1216	591	189	784	370	414	1132
%V	*55.3%*	*55.8%*	*59.6%*	*53.7%*	*54.7%*	*52.9%*	*56.3%*
%H		*48.6%*	*15.5%*	*64.5%*	*30.4%*	*34.0%*	*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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1099	472	154	702	263	439	974
%H		*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	*88.6%*
Under 20"	13	1	1	10	1	9	8
%V	*1.2%*	*0.2%*	*0.6%*	*1.4%*	*0.4%*	*2.1%*	*0.8%*
%H		*7.7%*	*7.7%*	*76.9%*	*7.7%*	*69.2%*	*61.5%*
20" - 29"	110	24	12	82	12	70	72
%V	*10.0%*	*5.1%*	*7.8%*	*11.7%*	*4.6%*	*15.9%*	*7.4%*
%H		*21.8%*	*10.9%*	*74.5%*	*10.9%*	*63.6%*	*65.5%*
30" - 39"	308	106	46	204	60	144	268
%V	*28.0%*	*22.5%*	*29.9%*	*29.1%*	*22.8%*	*32.8%*	*27.5%*
%H		*34.4%*	*14.9%*	*66.2%*	*19.5%*	*46.8%*	*87.0%*
40" - 49"	451	224	70	278	130	148	420
%V	*41.0%*	*47.5%*	*45.5%*	*39.6%*	*49.4%*	*33.7%*	*43.1%*
%H		*49.7%*	*15.5%*	*61.6%*	*28.8%*	*32.8%*	*93.1%*
50" - 59"	156	93	20	92	51	41	152
%V	*14.2%*	*19.7%*	*13.0%*	*13.1%*	*19.4%*	*9.3%*	*15.6%*
%H		*59.6%*	*12.8%*	*59.0%*	*32.7%*	*26.3%*	*97.4%*
60"+	16	11	2	5	3	1	16
%V	*1.5%*	*2.3%*	*1.3%*	*0.7%*	*1.1%*	*0.2%*	*1.6%*
%H		*68.8%*	*12.5%*	*31.3%*	*18.8%*	*6.3%*	*100.0%*
Don't know	44	14	3	31	5	25	37
%V	*4.0%*	*3.0%*	*1.9%*	*4.4%*	*1.9%*	*5.7%*	*3.8%*
%H		*31.8%*	*6.8%*	*70.5%*	*11.4%*	*56.8%*	*84.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.16: 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	1099	472	154	702	263	439	974
%H		*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	*88.6%*
PVR	714	421	140	399	239	159	675
%V	*65.0%*	*89.2%*	*90.9%*	*56.8%*	*90.9%*	*36.2%*	*69.3%*
%H		*59.0%*	*19.6%*	*55.9%*	*33.5%*	*22.3%*	*94.5%*
DVDR	18	4	8	12	5	6	17
%V	*1.6%*	*0.8%*	*5.2%*	*1.7%*	*1.9%*	*1.4%*	*1.7%*
%H		*22.2%*	*44.4%*	*66.7%*	*27.8%*	*33.3%*	*94.4%*
VCR	7	3	3	5	5	1	6
%V	*0.6%*	*0.6%*	*1.9%*	*0.7%*	*1.9%*	*0.2%*	*0.6%*
%H		*42.9%*	*42.9%*	*71.4%*	*71.4%*	*14.3%*	*85.7%*
Any recorder	723	424	142	406	243	163	683
%V	*65.8%*	*89.8%*	*92.2%*	*57.8%*	*92.4%*	*37.1%*	*70.1%*
%H		*58.6%*	*19.6%*	*56.2%*	*33.6%*	*22.5%*	*94.5%*

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

Set level data

Table 2.17: 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	1099	472	154	702	263	439	974
%H		*42.9%*	*14.0%*	*63.9%*	*23.9%*	*39.9%*	*88.6%*
Receives HDTV (via STB or built-in reception)	771	380	138	481	223	259	722
%V	*70.2%*	*80.5%*	*89.6%*	*68.5%*	*84.8%*	*59.0%*	*74.1%*
%H		*49.3%*	*17.9%*	*62.4%*	*28.9%*	*33.6%*	*93.6%*
DVD/Blu-ray player or recorder	752	336	107	481	193	289	678
%V	*68.4%*	*71.2%*	*69.5%*	*68.5%*	*73.4%*	*65.8%*	*69.6%*
%H		*44.7%*	*14.2%*	*64.0%*	*25.7%*	*38.4%*	*90.2%*

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

DATA PERIOD: ANNUAL
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BBC South East

Set level data

Table 2.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1099	587	163	757	414	343	1035
%H		*53.4%*	*14.8%*	*68.9%*	*37.7%*	*31.2%*	*94.2%*
Under 20"	147	74	16	121	63	57	131
%V	*13.4%*	*12.6%*	*9.8%*	*16.0%*	*15.2%*	*16.6%*	*12.7%*
%H		*50.3%*	*10.9%*	*82.3%*	*42.9%*	*38.8%*	*89.1%*
20" - 29"	323	166	47	243	133	111	296
%V	*29.4%*	*28.3%*	*28.8%*	*32.1%*	*32.1%*	*32.4%*	*28.6%*
%H		*51.4%*	*14.6%*	*75.2%*	*41.2%*	*34.4%*	*91.6%*
30" - 39"	359	188	61	234	126	108	347
%V	*32.7%*	*32.0%*	*37.4%*	*30.9%*	*30.4%*	*31.5%*	*33.5%*
%H		*52.4%*	*17.0%*	*65.2%*	*35.1%*	*30.1%*	*96.7%*
40" - 49"	181	103	30	107	60	47	177
%V	*16.5%*	*17.5%*	*18.4%*	*14.1%*	*14.5%*	*13.7%*	*17.1%*
%H		*56.9%*	*16.6%*	*59.1%*	*33.1%*	*26.0%*	*97.8%*
50" - 59"	44	29	4	27	17	10	43
%V	*4.0%*	*4.9%*	*2.5%*	*3.6%*	*4.1%*	*2.9%*	*4.2%*
%H		*65.9%*	*9.1%*	*61.4%*	*38.6%*	*22.7%*	*97.7%*
60"+	3	3	0	2	2	0	2
%V	*0.3%*	*0.5%*	*0.0%*	*0.3%*	*0.5%*	*0.0%*	*0.2%*
%H		*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*66.7%*
Don't know	41	24	7	23	13	10	38
%V	*3.7%*	*4.1%*	*4.3%*	*3.0%*	*3.1%*	*2.9%*	*3.7%*
%H		*58.5%*	*17.1%*	*56.1%*	*31.7%*	*24.4%*	*92.7%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South East

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1099	587	163	757	414	343	1035
%H		*53.4%*	*14.8%*	*68.9%*	*37.7%*	*31.2%*	*94.2%*
PVR	300	237	50	127	106	21	292
%V	*27.3%*	*40.4%*	*30.7%*	*16.8%*	*25.6%*	*6.1%*	*28.2%*
%H		*79.0%*	*16.7%*	*42.3%*	*35.3%*	*7.0%*	*97.3%*
DVDR	1	1	1	1	1	0	1
%V	*0.1%*	*0.2%*	*0.6%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*100.0%*	*100.0%*	*100.0%*	*100.0%*	*0.0%*	*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	301	238	50	129	108	21	294
%V	*27.4%*	*40.5%*	*30.7%*	*17.0%*	*26.1%*	*6.1%*	*28.4%*
%H		*79.1%*	*16.6%*	*42.9%*	*35.9%*	*7.0%*	*97.7%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1099	587	163	757	414	343	1035
%H		*53.4%*	*14.8%*	*68.9%*	*37.7%*	*31.2%*	*94.2%*
Receives HDTV (via STB or built-in reception)	479	278	85	310	185	125	463
%V	*43.6%*	*47.4%*	*52.1%*	*41.0%*	*44.7%*	*36.4%*	*44.7%*
%H		*58.0%*	*17.7%*	*64.7%*	*38.6%*	*26.1%*	*96.7%*
DVD/Blu-ray player or recorder	465	255	81	303	178	125	455
%V	*42.3%*	*43.4%*	*49.7%*	*40.0%*	*43.0%*	*36.4%*	*44.0%*
%H		*54.8%*	*17.4%*	*65.2%*	*38.3%*	*26.9%*	*97.8%*

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

Table 2.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2639	2551	1222	391	1505	653	853	2478
%H		*96.7%*	*46.3%*	*14.8%*	*57.0%*	*24.7%*	*32.3%*	*93.9%*
Total Children	499	491	255	89	242	118	124	494
%V	*18.9%*	*19.2%*	*20.9%*	*22.8%*	*16.1%*	*18.1%*	*14.5%*	*19.9%*
%H		*98.4%*	*51.1%*	*17.8%*	*48.5%*	*23.6%*	*24.8%*	*99.0%*
0 - 3	124	121	63	16	62	26	36	121
%V	*4.7%*	*4.7%*	*5.2%*	*4.1%*	*4.1%*	*4.0%*	*4.2%*	*4.9%*
%H		*97.6%*	*50.8%*	*12.9%*	*50.0%*	*21.0%*	*29.0%*	*97.6%*
4 - 15	375	371	192	73	180	92	88	373
%V	*14.2%*	*14.5%*	*15.7%*	*18.7%*	*12.0%*	*14.1%*	*10.3%*	*15.1%*
%H		*98.9%*	*51.2%*	*19.5%*	*48.0%*	*24.5%*	*23.5%*	*99.5%*
4 - 9	199	196	103	31	94	44	50	198
%V	*7.5%*	*7.7%*	*8.4%*	*7.9%*	*6.2%*	*6.7%*	*5.9%*	*8.0%*
%H		*98.5%*	*51.8%*	*15.6%*	*47.2%*	*22.1%*	*25.1%*	*99.5%*
10 - 15	176	175	89	42	86	48	39	175
%V	*6.7%*	*6.9%*	*7.3%*	*10.7%*	*5.7%*	*7.4%*	*4.6%*	*7.1%*
%H		*99.4%*	*50.6%*	*23.9%*	*48.9%*	*27.3%*	*22.2%*	*99.4%*

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2639	2551	1222	391	1505	653	853	2478
%H		*96.7%*	*46.3%*	*14.8%*	*57.0%*	*24.7%*	*32.3%*	*93.9%*
Total Adults (16+)	2140	2059	967	302	1263	535	728	1983
%V	*81.1%*	*80.7%*	*79.1%*	*77.2%*	*83.9%*	*81.9%*	*85.3%*	*80.0%*
%H		*96.2%*	*45.2%*	*14.1%*	*59.0%*	*25.0%*	*34.0%*	*92.7%*
16 - 19	103	99	59	18	51	31	21	103
%V	*3.9%*	*3.9%*	*4.8%*	*4.6%*	*3.4%*	*4.7%*	*2.5%*	*4.2%*
%H		*96.1%*	*57.3%*	*17.5%*	*49.5%*	*30.1%*	*20.4%*	*100.0%*
20 - 24	176	153	67	18	87	35	52	175
%V	*6.7%*	*6.0%*	*5.5%*	*4.6%*	*5.8%*	*5.4%*	*6.1%*	*7.1%*
%H		*86.9%*	*38.1%*	*10.2%*	*49.4%*	*19.9%*	*29.5%*	*99.4%*
35 - 44	340	326	138	49	172	64	107	332
%V	*12.9%*	*12.8%*	*11.3%*	*12.5%*	*11.4%*	*9.8%*	*12.5%*	*13.4%*
%H		*95.9%*	*40.6%*	*14.4%*	*50.6%*	*18.8%*	*31.5%*	*97.6%*
35 - 44	296	285	149	56	146	79	68	293
%V	*11.2%*	*11.2%*	*12.2%*	*14.3%*	*9.7%*	*12.1%*	*8.0%*	*11.8%*
%H		*96.3%*	*50.3%*	*18.9%*	*49.3%*	*26.7%*	*23.0%*	*99.0%*
45 - 54	389	377	199	69	218	109	109	372
%V	*14.7%*	*14.8%*	*16.3%*	*17.6%*	*14.5%*	*16.7%*	*12.8%*	*15.0%*
%H		*96.9%*	*51.2%*	*17.7%*	*56.0%*	*28.0%*	*28.0%*	*95.6%*
55 - 64	330	320	159	43	213	96	117	317
%V	*12.5%*	*12.5%*	*13.0%*	*11.0%*	*14.2%*	*14.7%*	*13.7%*	*12.8%*
%H		*97.0%*	*48.2%*	*13.0%*	*64.5%*	*29.1%*	*35.5%*	*96.1%*
65+	508	498	195	49	376	121	255	391
%V	*19.2%*	*19.5%*	*16.0%*	*12.5%*	*25.0%*	*18.5%*	*29.9%*	*15.8%*
%H		*98.0%*	*38.4%*	*9.6%*	*74.0%*	*23.8%*	*50.2%*	*77.0%*

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2140	2059	967	302	1263	535	728	1983
%H		*96.2%*	*45.2%*	*14.1%*	*59.0%*	*25.0%*	*34.0%*	*92.7%*
AB	599	581	270	108	349	152	197	579
%V	*28.0%*	*28.2%*	*27.9%*	*35.8%*	*27.6%*	*28.4%*	*27.1%*	*29.2%*
%H		*97.0%*	*45.1%*	*18.0%*	*58.3%*	*25.4%*	*32.9%*	*96.7%*
C1	704	669	321	85	419	173	246	665
%V	*32.9%*	*32.5%*	*33.2%*	*28.1%*	*33.2%*	*32.3%*	*33.8%*	*33.5%*
%H		*95.0%*	*45.6%*	*12.1%*	*59.5%*	*24.6%*	*34.9%*	*94.5%*
C2	412	402	182	67	243	117	126	387
%V	*19.3%*	*19.5%*	*18.8%*	*22.2%*	*19.2%*	*21.9%*	*17.3%*	*19.5%*
%H		*97.6%*	*44.2%*	*16.3%*	*59.0%*	*28.4%*	*30.6%*	*93.9%*
D	261	255	127	25	152	60	92	229
%V	*12.2%*	*12.4%*	*13.1%*	*8.3%*	*12.0%*	*11.2%*	*12.6%*	*11.5%*
%H		*97.7%*	*48.7%*	*9.6%*	*58.2%*	*23.0%*	*35.2%*	*87.7%*
E	163	153	67	16	100	33	67	124
%V	*7.6%*	*7.4%*	*6.9%*	*5.3%*	*7.9%*	*6.2%*	*9.2%*	*6.3%*
%H		*93.9%*	*41.1%*	*9.8%*	*61.3%*	*20.2%*	*41.1%*	*76.1%*

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2140	2059	967	302	1263	535	728	1983
%H		*96.2%*	*45.2%*	*14.1%*	*59.0%*	*25.0%*	*34.0%*	*92.7%*
Working full time	969	941	464	170	524	254	270	951
%V	*45.3%*	*45.7%*	*48.0%*	*56.3%*	*41.5%*	*47.5%*	*37.1%*	*48.0%*
%H		*97.1%*	*47.9%*	*17.5%*	*54.1%*	*26.2%*	*27.9%*	*98.1%*
Working part time	218	213	110	30	128	57	70	215
%V	*10.2%*	*10.3%*	*11.4%*	*9.9%*	*10.1%*	*10.7%*	*9.6%*	*10.8%*
%H		*97.7%*	*50.5%*	*13.8%*	*58.7%*	*26.1%*	*32.1%*	*98.6%*
Not working	953	906	393	101	612	224	388	817
%V	*44.5%*	*44.0%*	*40.6%*	*33.4%*	*48.5%*	*41.9%*	*53.3%*	*41.2%*
%H		*95.1%*	*41.2%*	*10.6%*	*64.2%*	*23.5%*	*40.7%*	*85.7%*
Houseperson	1150	1099	472	154	702	263	439	1017
%V	*53.7%*	*53.4%*	*48.8%*	*51.0%*	*55.6%*	*49.2%*	*60.3%*	*51.3%*
%H		*95.6%*	*41.0%*	*13.4%*	*61.0%*	*22.9%*	*38.2%*	*88.4%*

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South East

Individual level data

Table 2.25: Males - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1034	990	474	152	597	267	330	962
%H		*95.7%*	*45.8%*	*14.7%*	*57.7%*	*25.8%*	*31.9%*	*93.0%*
16 - 19	52	50	30	9	26	15	11	52
%V	*5.0%*	*5.1%*	*6.3%*	*5.9%*	*4.4%*	*5.6%*	*3.3%*	*5.4%*
%H		*96.2%*	*57.7%*	*17.3%*	*50.0%*	*28.8%*	*21.2%*	*100.0%*
20 - 24	81	71	34	6	39	17	22	81
%V	*7.8%*	*7.2%*	*7.2%*	*3.9%*	*6.5%*	*6.4%*	*6.7%*	*8.4%*
%H		*87.7%*	*42.0%*	*7.4%*	*48.1%*	*21.0%*	*27.2%*	*100.0%*
25 - 34	165	156	67	28	78	33	45	163
%V	*16.0%*	*15.8%*	*14.1%*	*18.4%*	*13.1%*	*12.4%*	*13.6%*	*16.9%*
%H		*94.5%*	*40.6%*	*17.0%*	*47.3%*	*20.0%*	*27.3%*	*98.8%*
35 - 44	147	140	71	26	71	36	35	146
%V	*14.2%*	*14.1%*	*15.0%*	*17.1%*	*11.9%*	*13.5%*	*10.6%*	*15.2%*
%H		*95.2%*	*48.3%*	*17.7%*	*48.3%*	*24.5%*	*23.8%*	*99.3%*
45 - 54	191	186	102	36	104	56	48	179
%V	*18.5%*	*18.8%*	*21.5%*	*23.7%*	*17.4%*	*21.0%*	*14.5%*	*18.6%*
%H		*97.4%*	*53.4%*	*18.8%*	*54.5%*	*29.3%*	*25.1%*	*93.7%*
55 - 64	161	156	74	20	103	42	61	152
%V	*15.6%*	*15.8%*	*15.6%*	*13.2%*	*17.3%*	*15.7%*	*18.5%*	*15.8%*
%H		*96.9%*	*46.0%*	*12.4%*	*64.0%*	*26.1%*	*37.9%*	*94.4%*
65+	236	230	97	27	177	68	109	190
%V	*22.8%*	*23.2%*	*20.5%*	*17.8%*	*29.6%*	*25.5%*	*33.0%*	*19.8%*
%H		*97.5%*	*41.1%*	*11.4%*	*75.0%*	*28.8%*	*46.2%*	*80.5%*

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1034	990	474	152	597	267	330	962
%H		*95.7%*	*45.8%*	*14.7%*	*57.7%*	*25.8%*	*31.9%*	*93.0%*
AB	298	286	131	59	173	76	97	285
%V	*28.8%*	*28.9%*	*27.6%*	*38.8%*	*29.0%*	*28.5%*	*29.4%*	*29.6%*
%H		*96.0%*	*44.0%*	*19.8%*	*58.1%*	*25.5%*	*32.6%*	*95.6%*
C1	317	304	160	39	180	84	96	302
%V	*30.7%*	*30.7%*	*33.8%*	*25.7%*	*30.2%*	*31.5%*	*29.1%*	*31.4%*
%H		*95.9%*	*50.5%*	*12.3%*	*56.8%*	*26.5%*	*30.3%*	*95.3%*
C2	225	218	94	36	133	64	68	209
%V	*21.8%*	*22.0%*	*19.8%*	*23.7%*	*22.3%*	*24.0%*	*20.6%*	*21.7%*
%H		*96.9%*	*41.8%*	*16.0%*	*59.1%*	*28.4%*	*30.2%*	*92.9%*
D	128	124	62	14	73	29	44	112
%V	*12.4%*	*12.5%*	*13.1%*	*9.2%*	*12.2%*	*10.9%*	*13.3%*	*11.6%*
%H		*96.9%*	*48.4%*	*10.9%*	*57.0%*	*22.7%*	*34.4%*	*87.5%*
E	66	59	27	4	38	13	25	53
%V	*6.4%*	*6.0%*	*5.7%*	*2.6%*	*6.4%*	*4.9%*	*7.6%*	*5.5%*
%H		*89.4%*	*40.9%*	*6.1%*	*57.6%*	*19.7%*	*37.9%*	*80.3%*

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1034	990	474	152	597	267	330	962
%H		*95.7%*	*45.8%*	*14.7%*	*57.7%*	*25.8%*	*31.9%*	*93.0%*
Working full time	582	564	284	103	309	151	159	567
%V	*56.3%*	*57.0%*	*59.9%*	*67.8%*	*51.8%*	*56.6%*	*48.2%*	*58.9%*
%H		*96.9%*	*48.8%*	*17.7%*	*53.1%*	*25.9%*	*27.3%*	*97.4%*
Working part time	47	46	26	3	26	10	15	47
%V	*4.5%*	*4.6%*	*5.5%*	*2.0%*	*4.4%*	*3.7%*	*4.5%*	*4.9%*
%H		*97.9%*	*55.3%*	*6.4%*	*55.3%*	*21.3%*	*31.9%*	*100.0%*
Not working	404	380	165	46	262	106	156	349
%V	*39.1%*	*38.4%*	*34.8%*	*30.3%*	*43.9%*	*39.7%*	*47.3%*	*36.3%*
%H		*94.1%*	*40.8%*	*11.4%*	*64.9%*	*26.2%*	*38.6%*	*86.4%*
Houseperson	243	218	67	33	146	40	106	192
%V	*23.5%*	*22.0%*	*14.1%*	*21.7%*	*24.5%*	*15.0%*	*32.1%*	*20.0%*
%H		*89.7%*	*27.6%*	*13.6%*	*60.1%*	*16.5%*	*43.6%*	*79.0%*

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1106	1069	493	150	666	268	398	1021
%H		*96.7%*	*44.6%*	*13.6%*	*60.2%*	*24.2%*	*36.0%*	*92.3%*
16 - 19	51	49	29	9	25	15	10	51
%V	*4.6%*	*4.6%*	*5.9%*	*6.0%*	*3.8%*	*5.6%*	*2.5%*	*5.0%*
%H		*96.1%*	*56.9%*	*17.6%*	*49.0%*	*29.4%*	*19.6%*	*100.0%*
20 - 24	94	82	33	12	48	18	30	94
%V	*8.5%*	*7.7%*	*6.7%*	*8.0%*	*7.2%*	*6.7%*	*7.5%*	*9.2%*
%H		*87.2%*	*35.1%*	*12.8%*	*51.1%*	*19.1%*	*31.9%*	*100.0%*
25 - 34	175	170	71	21	93	31	62	169
%V	*15.8%*	*15.9%*	*14.4%*	*14.0%*	*14.0%*	*11.6%*	*15.6%*	*16.6%*
%H		*97.1%*	*40.6%*	*12.0%*	*53.1%*	*17.7%*	*35.4%*	*96.6%*
35 - 44	149	145	78	30	76	43	33	147
%V	*13.5%*	*13.6%*	*15.8%*	*20.0%*	*11.4%*	*16.0%*	*8.3%*	*14.4%*
%H		*97.3%*	*52.3%*	*20.1%*	*51.0%*	*28.9%*	*22.1%*	*98.7%*
45 - 54	198	191	97	32	114	53	61	193
%V	*17.9%*	*17.9%*	*19.7%*	*21.3%*	*17.1%*	*19.8%*	*15.3%*	*18.9%*
%H		*96.5%*	*49.0%*	*16.2%*	*57.6%*	*26.8%*	*30.8%*	*97.5%*
55 - 64	168	164	86	23	110	53	56	165
%V	*15.2%*	*15.3%*	*17.4%*	*15.3%*	*16.5%*	*19.8%*	*14.1%*	*16.2%*
%H		*97.6%*	*51.2%*	*13.7%*	*65.5%*	*31.5%*	*33.3%*	*98.2%*
65+	272	268	99	22	200	53	146	202
%V	*24.6%*	*25.1%*	*20.1%*	*14.7%*	*30.0%*	*19.8%*	*36.7%*	*19.8%*
%H		*98.5%*	*36.4%*	*8.1%*	*73.5%*	*19.5%*	*53.7%*	*74.3%*

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1106	1069	493	150	666	268	398	1021
%H		*96.7%*	*44.6%*	*13.6%*	*60.2%*	*24.2%*	*36.0%*	*92.3%*
AB	302	295	139	49	176	76	101	294
%V	*27.3%*	*27.6%*	*28.2%*	*32.7%*	*26.4%*	*28.4%*	*25.4%*	*28.8%*
%H		*97.7%*	*46.0%*	*16.2%*	*58.3%*	*25.2%*	*33.4%*	*97.4%*
C1	388	365	161	46	239	89	150	362
%V	*35.1%*	*34.1%*	*32.7%*	*30.7%*	*35.9%*	*33.2%*	*37.7%*	*35.5%*
%H		*94.1%*	*41.5%*	*11.9%*	*61.6%*	*22.9%*	*38.7%*	*93.3%*
C2	187	184	88	32	110	53	57	177
%V	*16.9%*	*17.2%*	*17.8%*	*21.3%*	*16.5%*	*19.8%*	*14.3%*	*17.3%*
%H		*98.4%*	*47.1%*	*17.1%*	*58.8%*	*28.3%*	*30.5%*	*94.7%*
D	133	131	65	11	79	31	48	117
%V	*12.0%*	*12.3%*	*13.2%*	*7.3%*	*11.9%*	*11.6%*	*12.1%*	*11.5%*
%H		*98.5%*	*48.9%*	*8.3%*	*59.4%*	*23.3%*	*36.1%*	*88.0%*
E	97	94	39	11	61	20	42	71
%V	*8.8%*	*8.8%*	*7.9%*	*7.3%*	*9.2%*	*7.5%*	*10.6%*	*7.0%*
%H		*96.9%*	*40.2%*	*11.3%*	*62.9%*	*20.6%*	*43.3%*	*73.2%*

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1106	1069	493	150	666	268	398	1021
%H		*96.7%*	*44.6%*	*13.6%*	*60.2%*	*24.2%*	*36.0%*	*92.3%*
Working full time	386	377	181	68	215	103	111	384
%V	*34.9%*	*35.3%*	*36.7%*	*45.3%*	*32.3%*	*38.4%*	*27.9%*	*37.6%*
%H		*97.7%*	*46.9%*	*17.6%*	*55.7%*	*26.7%*	*28.8%*	*99.5%*
Working part time	171	167	84	27	102	47	55	169
%V	*15.5%*	*15.6%*	*17.0%*	*18.0%*	*15.3%*	*17.5%*	*13.8%*	*16.6%*
%H		*97.7%*	*49.1%*	*15.8%*	*59.6%*	*27.5%*	*32.2%*	*98.8%*
Not working	549	525	228	55	349	118	232	468
%V	*49.6%*	*49.1%*	*46.2%*	*36.7%*	*52.4%*	*44.0%*	*58.3%*	*45.8%*
%H		*95.6%*	*41.5%*	*10.0%*	*63.6%*	*21.5%*	*42.3%*	*85.2%*
Houseperson	907	881	405	121	555	223	333	825
%V	*82.0%*	*82.4%*	*82.2%*	*80.7%*	*83.3%*	*83.2%*	*83.7%*	*80.8%*
%H		*97.1%*	*44.7%*	*13.3%*	*61.2%*	*24.6%*	*36.7%*	*91.0%*

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 3.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3733	3604	1267	668	2651	1045	1606	3188
%H (All HH)		*96.5%*	*33.9%*	*17.9%*	*71.0%*	*28.0%*	*43.0%*	*85.4%*
%H (TV HH)			*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	
AB	920	900	357	173	635	282	353	888
%V	*24.6%*	*25.0%*	*28.2%*	*25.9%*	*24.0%*	*27.0%*	*22.0%*	*27.9%*
%H (All HH)		*97.8%*	*38.8%*	*18.8%*	*69.0%*	*30.7%*	*38.4%*	*96.5%*
%H (TV HH)			*39.7%*	*19.2%*	*70.6%*	*31.3%*	*39.2%*	
C1	979	944	323	195	703	291	411	886
%V	*26.2%*	*26.2%*	*25.5%*	*29.2%*	*26.5%*	*27.8%*	*25.6%*	*27.8%*
%H (All HH)		*96.4%*	*33.0%*	*19.9%*	*71.8%*	*29.7%*	*42.0%*	*90.5%*
%H (TV HH)			*34.2%*	*20.7%*	*74.5%*	*30.8%*	*43.5%*	
C2	800	780	295	149	586	255	330	690
%V	*21.4%*	*21.6%*	*23.3%*	*22.3%*	*22.1%*	*24.4%*	*20.5%*	*21.6%*
%H (All HH)		*97.5%*	*36.9%*	*18.6%*	*73.3%*	*31.9%*	*41.3%*	*86.3%*
%H (TV HH)			*37.8%*	*19.1%*	*75.1%*	*32.7%*	*42.3%*	
D	638	608	202	108	430	148	282	489
%V	*17.1%*	*16.9%*	*15.9%*	*16.2%*	*16.2%*	*14.2%*	*17.6%*	*15.3%*
%H (All HH)		*95.3%*	*31.7%*	*16.9%*	*67.4%*	*23.2%*	*44.2%*	*76.6%*
%H (TV HH)			*33.2%*	*17.8%*	*70.7%*	*24.3%*	*46.4%*	
E	396	372	91	44	297	68	229	235
%V	*10.6%*	*10.3%*	*7.2%*	*6.6%*	*11.2%*	*6.5%*	*14.3%*	*7.4%*
%H (All HH)		*93.9%*	*23.0%*	*11.1%*	*75.0%*	*17.2%*	*57.8%*	*59.3%*
%H (TV HH)			*24.5%*	*11.8%*	*79.8%*	*18.3%*	*61.6%*	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Midlands

Household level data

Table 3.2: 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	3733	3604	1267	668	2651	1045	1606	3188
%H (All HH)		*96.5%*	*33.9%*	*17.9%*	*71.0%*	*28.0%*	*43.0%*	*85.4%*
%H (TV HH)			*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	
Under 25	168	145	31	26	96	24	72	163
%V	*4.5%*	*4.0%*	*2.4%*	*3.9%*	*3.6%*	*2.3%*	*4.5%*	*5.1%*
%H (All HH)		*86.3%*	*18.5%*	*15.5%*	*57.1%*	*14.3%*	*42.9%*	*97.0%*
%H (TV HH)			*21.4%*	*17.9%*	*66.2%*	*16.6%*	*49.7%*	
25 - 34	571	530	200	96	346	145	201	548
%V	*15.3%*	*14.7%*	*15.8%*	*14.4%*	*13.1%*	*13.9%*	*12.5%*	*17.2%*
%H (All HH)		*92.8%*	*35.0%*	*16.8%*	*60.6%*	*25.4%*	*35.2%*	*96.0%*
%H (TV HH)			*37.7%*	*18.1%*	*65.3%*	*27.4%*	*37.9%*	
35 - 44	593	569	250	117	366	180	186	569
%V	*15.9%*	*15.8%*	*19.7%*	*17.5%*	*13.8%*	*17.2%*	*11.6%*	*17.8%*
%H (All HH)		*96.0%*	*42.2%*	*19.7%*	*61.7%*	*30.4%*	*31.4%*	*96.0%*
%H (TV HH)			*43.9%*	*20.6%*	*64.3%*	*31.6%*	*32.7%*	
45 - 54	701	685	269	146	488	226	262	664
%V	*18.8%*	*19.0%*	*21.2%*	*21.9%*	*18.4%*	*21.6%*	*16.3%*	*20.8%*
%H (All HH)		*97.7%*	*38.4%*	*20.8%*	*69.6%*	*32.2%*	*37.4%*	*94.7%*
%H (TV HH)			*39.3%*	*21.3%*	*71.2%*	*33.0%*	*38.2%*	
55 - 64	638	623	228	137	471	209	261	576
%V	*17.1%*	*17.3%*	*18.0%*	*20.5%*	*17.8%*	*20.0%*	*16.3%*	*18.1%*
%H (All HH)		*97.6%*	*35.7%*	*21.5%*	*73.8%*	*32.8%*	*40.9%*	*90.3%*
%H (TV HH)			*36.6%*	*22.0%*	*75.6%*	*33.5%*	*41.9%*	
65 +	1063	1052	289	144	885	262	623	669
%V	*28.5%*	*29.2%*	*22.8%*	*21.6%*	*33.4%*	*25.1%*	*38.8%*	*21.0%*
%H (All HH)		*99.0%*	*27.2%*	*13.5%*	*83.3%*	*24.6%*	*58.6%*	*62.9%*
%H (TV HH)			*27.5%*	*13.7%*	*84.1%*	*24.9%*	*59.2%*	

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

Table 3.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3733	3604	1267	668	2651	1045	1606	3188
%H (All HH)		*96.5%*	*33.9%*	*17.9%*	*71.0%*	*28.0%*	*43.0%*	*85.4%*
%H (TV HH)			*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	
1	1119	1059	249	123	854	188	666	730
%V	*30.0%*	*29.4%*	*19.7%*	*18.4%*	*32.2%*	*18.0%*	*41.5%*	*22.9%*
%H (All HH)		*94.6%*	*22.3%*	*11.0%*	*76.3%*	*16.8%*	*59.5%*	*65.2%*
%H (TV HH)			*23.5%*	*11.6%*	*80.6%*	*17.8%*	*62.9%*	
2	1307	1275	464	247	946	398	547	1175
%V	*35.0%*	*35.4%*	*36.6%*	*37.0%*	*35.7%*	*38.1%*	*34.1%*	*36.9%*
%H (All HH)		*97.6%*	*35.5%*	*18.9%*	*72.4%*	*30.5%*	*41.9%*	*89.9%*
%H (TV HH)			*36.4%*	*19.4%*	*74.2%*	*31.2%*	*42.9%*	
3	559	546	227	131	363	185	178	548
%V	*15.0%*	*15.1%*	*17.9%*	*19.6%*	*13.7%*	*17.7%*	*11.1%*	*17.2%*
%H (All HH)		*97.7%*	*40.6%*	*23.4%*	*64.9%*	*33.1%*	*31.8%*	*98.0%*
%H (TV HH)			*41.6%*	*24.0%*	*66.5%*	*33.9%*	*32.6%*	
4	502	482	217	113	331	187	144	494
%V	*13.4%*	*13.4%*	*17.1%*	*16.9%*	*12.5%*	*17.9%*	*9.0%*	*15.5%*
%H (All HH)		*96.0%*	*43.2%*	*22.5%*	*65.9%*	*37.3%*	*28.7%*	*98.4%*
%H (TV HH)			*45.0%*	*23.4%*	*68.7%*	*38.8%*	*29.9%*	
5+	247	241	111	53	157	87	71	241
%V	*6.6%*	*6.7%*	*8.8%*	*7.9%*	*5.9%*	*8.3%*	*4.4%*	*7.6%*
%H (All HH)		*97.6%*	*44.9%*	*21.5%*	*63.6%*	*35.2%*	*28.7%*	*97.6%*
%H (TV HH)			*46.1%*	*22.0%*	*65.1%*	*36.1%*	*29.5%*	
Average HH size	2.35	2.36	2.63	2.64	2.27	2.64	2.03	2.52

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

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	3733	3604	1267	668	2651	1045	1606	3188
%H (All HH)		*96.5%*	*33.9%*	*17.9%*	*71.0%*	*28.0%*	*43.0%*	*85.4%*
%H (TV HH)			*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	
Without	2752	2647	849	463	2015	719	1297	2230
%V	*73.7%*	*73.4%*	*67.0%*	*69.3%*	*76.0%*	*68.8%*	*80.8%*	*69.9%*
%H (All HH)		*96.2%*	*30.9%*	*16.8%*	*73.2%*	*26.1%*	*47.1%*	*81.0%*
%H (TV HH)			*32.1%*	*17.5%*	*76.1%*	*27.2%*	*49.0%*	
With	981	957	418	204	635	326	309	958
%V	*26.3%*	*26.6%*	*33.0%*	*30.5%*	*24.0%*	*31.2%*	*19.2%*	*30.1%*
%H (All HH)		*97.6%*	*42.6%*	*20.8%*	*64.7%*	*33.2%*	*31.5%*	*97.7%*
%H (TV HH)			*43.7%*	*21.3%*	*66.4%*	*34.1%*	*32.3%*	
0 - 3	368	356	147	69	234	110	124	355
%V	*9.9%*	*9.9%*	*11.6%*	*10.3%*	*8.8%*	*10.5%*	*7.7%*	*11.1%*
%H (All HH)		*96.7%*	*39.9%*	*18.8%*	*63.6%*	*29.9%*	*33.7%*	*96.5%*
%H (TV HH)			*41.3%*	*19.4%*	*65.7%*	*30.9%*	*34.8%*	
4 - 9	521	506	231	101	329	169	160	509
%V	*14.0%*	*14.0%*	*18.2%*	*15.1%*	*12.4%*	*16.2%*	*10.0%*	*16.0%*
%H (All HH)		*97.1%*	*44.3%*	*19.4%*	*63.1%*	*32.4%*	*30.7%*	*97.7%*
%H (TV HH)			*45.7%*	*20.0%*	*65.0%*	*33.4%*	*31.6%*	
10 - 15	461	453	209	106	307	174	133	453
%V	*12.3%*	*12.6%*	*16.5%*	*15.9%*	*11.6%*	*16.7%*	*8.3%*	*14.2%*
%H (All HH)		*98.3%*	*45.3%*	*23.0%*	*66.6%*	*37.7%*	*28.9%*	*98.3%*
%H (TV HH)			*46.1%*	*23.4%*	*67.8%*	*38.4%*	*29.4%*	

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

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	3733	3604	1267	668	2651	1045	1606	3188
%H (All HH)		*96.5%*	*33.9%*	*17.9%*	*71.0%*	*28.0%*	*43.0%*	*85.4%*
%H (TV HH)			*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	
1	1457	1457	398	214	947	171	776	1121
%V	*39.0%*	*40.4%*	*31.4%*	*32.0%*	*35.7%*	*16.4%*	*48.3%*	*35.2%*
%H (All HH)		*100.0%*	*27.3%*	*14.7%*	*65.0%*	*11.7%*	*53.3%*	*76.9%*
%H (TV HH)			*27.3%*	*14.7%*	*65.0%*	*11.7%*	*53.3%*	
2	1230	1230	447	227	947	397	550	1081
%V	*32.9%*	*34.1%*	*35.3%*	*34.0%*	*35.7%*	*38.0%*	*34.2%*	*33.9%*
%H (All HH)		*100.0%*	*36.3%*	*18.5%*	*77.0%*	*32.3%*	*44.7%*	*87.9%*
%H (TV HH)			*36.3%*	*18.5%*	*77.0%*	*32.3%*	*44.7%*	
3	578	578	255	135	474	281	193	546
%V	*15.5%*	*16.0%*	*20.1%*	*20.2%*	*17.9%*	*26.9%*	*12.0%*	*17.1%*
%H (All HH)		*100.0%*	*44.1%*	*23.4%*	*82.0%*	*48.6%*	*33.4%*	*94.5%*
%H (TV HH)			*44.1%*	*23.4%*	*82.0%*	*48.6%*	*33.4%*	
4	228	228	108	60	188	127	61	224
%V	*6.1%*	*6.3%*	*8.5%*	*9.0%*	*7.1%*	*12.2%*	*3.8%*	*7.0%*
%H (All HH)		*100.0%*	*47.4%*	*26.3%*	*82.5%*	*55.7%*	*26.8%*	*98.2%*
%H (TV HH)			*47.4%*	*26.3%*	*82.5%*	*55.7%*	*26.8%*	
5+	112	112	58	32	94	69	25	111
%V	*3.0%*	*3.1%*	*4.6%*	*4.8%*	*3.5%*	*6.6%*	*1.6%*	*3.5%*
%H (All HH)		*100.0%*	*51.8%*	*28.6%*	*83.9%*	*61.6%*	*22.3%*	*99.1%*
%H (TV HH)			*51.8%*	*28.6%*	*83.9%*	*61.6%*	*22.3%*	

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

Table 3.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3733	3604	1267	668	2651	1045	1606	3188
%H (All HH)		*96.5%*	*33.9%*	*17.9%*	*71.0%*	*28.0%*	*43.0%*	*85.4%*
%H (TV HH)			*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	
Under 20"	429	429	149	79	373	171	202	366
%V	*11.5%*	*11.9%*	*11.8%*	*11.8%*	*14.1%*	*16.4%*	*12.6%*	*11.5%*
%H (All HH)		*100.0%*	*34.7%*	*18.4%*	*86.9%*	*39.9%*	*47.1%*	*85.3%*
%H (TV HH)			*34.7%*	*18.4%*	*86.9%*	*39.9%*	*47.1%*	
20" - 29"	1046	1046	354	193	885	385	500	888
%V	*28.0%*	*29.0%*	*27.9%*	*28.9%*	*33.4%*	*36.8%*	*31.1%*	*27.9%*
%H (All HH)		*100.0%*	*33.8%*	*18.5%*	*84.6%*	*36.8%*	*47.8%*	*84.9%*
%H (TV HH)			*33.8%*	*18.5%*	*84.6%*	*36.8%*	*47.8%*	
30" - 39"	1826	1826	647	328	1419	592	826	1561
%V	*48.9%*	*50.7%*	*51.1%*	*49.1%*	*53.5%*	*56.7%*	*51.4%*	*49.0%*
%H (All HH)		*100.0%*	*35.4%*	*18.0%*	*77.7%*	*32.4%*	*45.2%*	*85.5%*
%H (TV HH)			*35.4%*	*18.0%*	*77.7%*	*32.4%*	*45.2%*	
40" - 49"	1729	1729	722	388	1220	623	597	1602
%V	*46.3%*	*48.0%*	*57.0%*	*58.1%*	*46.0%*	*59.6%*	*37.2%*	*50.3%*
%H (All HH)		*100.0%*	*41.8%*	*22.4%*	*70.6%*	*36.0%*	*34.5%*	*92.7%*
%H (TV HH)			*41.8%*	*22.4%*	*70.6%*	*36.0%*	*34.5%*	
50" - 59"	587	587	284	136	398	238	161	564
%V	*15.7%*	*16.3%*	*22.4%*	*20.4%*	*15.0%*	*22.8%*	*10.0%*	*17.7%*
%H (All HH)		*100.0%*	*48.4%*	*23.2%*	*67.8%*	*40.5%*	*27.4%*	*96.1%*
%H (TV HH)			*48.4%*	*23.2%*	*67.8%*	*40.5%*	*27.4%*	
60"+	63	63	33	15	36	21	15	62
%V	*1.7%*	*1.7%*	*2.6%*	*2.2%*	*1.4%*	*2.0%*	*0.9%*	*1.9%*
%H (All HH)		*100.0%*	*52.4%*	*23.8%*	*57.1%*	*33.3%*	*23.8%*	*98.4%*
%H (TV HH)			*52.4%*	*23.8%*	*57.1%*	*33.3%*	*23.8%*	

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

Table 3.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3733	3604	1267	668	2651	1045	1606	3188
%H (All HH)		*96.5%*	*33.9%*	*17.9%*	*71.0%*	*28.0%*	*43.0%*	*85.4%*
%H (TV HH)			*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	
Main living room	3570	3570	1255	665	2630	1037	1593	3051
%V	*95.6%*	*99.1%*	*99.1%*	*99.6%*	*99.2%*	*99.2%*	*99.2%*	*95.7%*
%H (All HH)		*100.0%*	*35.2%*	*18.6%*	*73.7%*	*29.0%*	*44.6%*	*85.5%*
%H (TV HH)			*35.2%*	*18.6%*	*73.7%*	*29.0%*	*44.6%*	
Kitchen	411	411	172	81	359	197	162	375
%V	*11.0%*	*11.4%*	*13.6%*	*12.1%*	*13.5%*	*18.9%*	*10.1%*	*11.8%*
%H (All HH)		*100.0%*	*41.8%*	*19.7%*	*87.3%*	*47.9%*	*39.4%*	*91.2%*
%H (TV HH)			*41.8%*	*19.7%*	*87.3%*	*47.9%*	*39.4%*	
Adult's bedroom	1622	1622	665	352	1287	683	604	1487
%V	*43.5%*	*45.0%*	*52.5%*	*52.7%*	*48.5%*	*65.4%*	*37.6%*	*46.6%*
%H (All HH)		*100.0%*	*41.0%*	*21.7%*	*79.3%*	*42.1%*	*37.2%*	*91.7%*
%H (TV HH)			*41.0%*	*21.7%*	*79.3%*	*42.1%*	*37.2%*	
Child's bedroom	324	324	148	89	243	150	93	319
%V	*8.7%*	*9.0%*	*11.7%*	*13.3%*	*9.2%*	*14.4%*	*5.8%*	*10.0%*
%H (All HH)		*100.0%*	*45.7%*	*27.5%*	*75.0%*	*46.3%*	*28.7%*	*98.5%*
%H (TV HH)			*45.7%*	*27.5%*	*75.0%*	*46.3%*	*28.7%*	
Other bedroom	192	192	86	45	156	95	61	184
%V	*5.1%*	*5.3%*	*6.8%*	*6.7%*	*5.9%*	*9.1%*	*3.8%*	*5.8%*
%H (All HH)		*100.0%*	*44.8%*	*23.4%*	*81.3%*	*49.5%*	*31.8%*	*95.8%*
%H (TV HH)			*44.8%*	*23.4%*	*81.3%*	*49.5%*	*31.8%*	
Second living/dining room	367	367	169	78	293	169	124	336
%V	*9.8%*	*10.2%*	*13.3%*	*11.7%*	*11.1%*	*16.2%*	*7.7%*	*10.5%*
%H (All HH)		*100.0%*	*46.0%*	*21.3%*	*79.8%*	*46.0%*	*33.8%*	*91.6%*
%H (TV HH)			*46.0%*	*21.3%*	*79.8%*	*46.0%*	*33.8%*	
Study/office	52	52	23	11	42	24	18	51
%V	*1.4%*	*1.4%*	*1.8%*	*1.6%*	*1.6%*	*2.3%*	*1.1%*	*1.6%*
%H (All HH)		*100.0%*	*44.2%*	*21.2%*	*80.8%*	*46.2%*	*34.6%*	*98.1%*
%H (TV HH)			*44.2%*	*21.2%*	*80.8%*	*46.2%*	*34.6%*	
TV room	20	20	14	3	14	11	4	19
%V	*0.5%*	*0.6%*	*1.1%*	*0.4%*	*0.5%*	*1.1%*	*0.2%*	*0.6%*
%H (All HH)		*100.0%*	*70.0%*	*15.0%*	*70.0%*	*55.0%*	*20.0%*	*95.0%*
%H (TV HH)			*70.0%*	*15.0%*	*70.0%*	*55.0%*	*20.0%*	
Conservatory	94	94	38	22	82	47	35	89
%V	*2.5%*	*2.6%*	*3.0%*	*3.3%*	*3.1%*	*4.5%*	*2.2%*	*2.8%*
%H (All HH)		*100.0%*	*40.4%*	*23.4%*	*87.2%*	*50.0%*	*37.2%*	*94.7%*
%H (TV HH)			*40.4%*	*23.4%*	*87.2%*	*50.0%*	*37.2%*	
Attic or loft room	9	9	4	4	8	5	2	9
%V	*0.2%*	*0.2%*	*0.3%*	*0.6%*	*0.3%*	*0.5%*	*0.1%*	*0.3%*
%H (All HH)		*100.0%*	*44.4%*	*44.4%*	*88.9%*	*55.6%*	*22.2%*	*100.0%*
%H (TV HH)			*44.4%*	*44.4%*	*88.9%*	*55.6%*	*22.2%*	
No specific location	2	2	1	2	2	2	1	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.3%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*100.0%*	*100.0%*	*100.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*100.0%*	*100.0%*	*100.0%*	*50.0%*	
Other	29	29	14	6	25	16	9	26
%V	*0.8%*	*0.8%*	*1.1%*	*0.9%*	*0.9%*	*1.5%*	*0.6%*	*0.8%*
%H (All HH)		*100.0%*	*48.3%*	*20.7%*	*86.2%*	*55.2%*	*31.0%*	*89.7%*
%H (TV HH)			*48.3%*	*20.7%*	*86.2%*	*55.2%*	*31.0%*	

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

Table 3.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3733	3604	1267	668	2651	1045	1606	3188
%H (All HH)		*96.5%*	*33.9%*	*17.9%*	*71.0%*	*28.0%*	*43.0%*	*85.4%*
%H (TV HH)			*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	
Any DSAT provider	1267	1267	1267	25	687	687	0	1177
%V	*33.9%*	*35.2%*	*100.0%*	*3.7%*	*25.9%*	*65.7%*	*0.0%*	*36.9%*
%H (All HH)			*100.0%*	*2.0%*	*54.2%*	*54.2%*	*0.0%*	*92.9%*
%H (TV HH)			*100.0%*	*2.0%*	*54.2%*	*54.2%*	*0.0%*	
Sky with subcription	1031	1031	1031	12	559	559	0	976
%V	*27.6%*	*28.6%*	*81.4%*	*1.8%*	*21.1%*	*53.5%*	*0.0%*	*30.6%*
%H (All HH)			*100.0%*	*1.2%*	*54.2%*	*54.2%*	*0.0%*	*94.7%*
%H (TV HH)			*100.0%*	*1.2%*	*54.2%*	*54.2%*	*0.0%*	
Sky without subscription	78	78	78	4	41	41	0	65
%V	*2.1%*	*2.2%*	*6.2%*	*0.6%*	*1.5%*	*3.9%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*5.1%*	*52.6%*	*52.6%*	*0.0%*	*83.3%*
%H (TV HH)			*100.0%*	*5.1%*	*52.6%*	*52.6%*	*0.0%*	
Freesat	137	137	137	7	81	81	0	121
%V	*3.7%*	*3.8%*	*10.8%*	*1.0%*	*3.1%*	*7.8%*	*0.0%*	*3.8%*
%H (All HH)			*100.0%*	*5.1%*	*59.1%*	*59.1%*	*0.0%*	*88.3%*
%H (TV HH)			*100.0%*	*5.1%*	*59.1%*	*59.1%*	*0.0%*	
Other satellite provider	65	65	65	4	31	31	0	58
%V	*1.7%*	*1.8%*	*5.1%*	*0.6%*	*1.2%*	*3.0%*	*0.0%*	*1.8%*
%H (All HH)			*100.0%*	*6.2%*	*47.7%*	*47.7%*	*0.0%*	*89.2%*
%H (TV HH)			*100.0%*	*6.2%*	*47.7%*	*47.7%*	*0.0%*	
DCAB	668	668	25	668	374	374	0	636
%V	*17.9%*	*18.5%*	*2.0%*	*100.0%*	*14.1%*	*35.8%*	*0.0%*	*19.9%*
%H (All HH)			*3.7%*	*100.0%*	*56.0%*	*56.0%*	*0.0%*	*95.2%*
%H (TV HH)			*3.7%*	*100.0%*	*56.0%*	*56.0%*	*0.0%*	
DTT	2651	2651	687	374	2651	1045	1606	2191
%V	*71.0%*	*73.6%*	*54.2%*	*56.0%*	*100.0%*	*100.0%*	*100.0%*	*68.7%*
%H (All HH)		*100.0%*	*25.9%*	*14.1%*	*100.0%*	*39.4%*	*60.6%*	*82.6%*
%H (TV HH)			*25.9%*	*14.1%*	*100.0%*	*39.4%*	*60.6%*	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3733	3604	1267	668	2651	1045	1606	3188
%H (All HH)		*96.5%*	*33.9%*	*17.9%*	*71.0%*	*28.0%*	*43.0%*	*85.4%*
%H (TV HH)			*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	
PVR	2252	2252	1115	626	1489	956	533	2105
%V	*60.3%*	*62.5%*	*88.0%*	*93.7%*	*56.2%*	*91.5%*	*33.2%*	*66.0%*
%H (All HH)		*100.0%*	*49.5%*	*27.8%*	*66.1%*	*42.5%*	*23.7%*	*93.5%*
%H (TV HH)			*49.5%*	*27.8%*	*66.1%*	*42.5%*	*23.7%*	
DVDR	65	65	19	16	51	22	30	58
%V	*1.7%*	*1.8%*	*1.5%*	*2.4%*	*1.9%*	*2.1%*	*1.9%*	*1.8%*
%H (All HH)		*100.0%*	*29.2%*	*24.6%*	*78.5%*	*33.8%*	*46.2%*	*89.2%*
%H (TV HH)			*29.2%*	*24.6%*	*78.5%*	*33.8%*	*46.2%*	
VCR	27	27	5	4	25	7	18	19
%V	*0.7%*	*0.7%*	*0.4%*	*0.6%*	*0.9%*	*0.7%*	*1.1%*	*0.6%*
%H (All HH)		*100.0%*	*18.5%*	*14.8%*	*92.6%*	*25.9%*	*66.7%*	*70.4%*
%H (TV HH)			*18.5%*	*14.8%*	*92.6%*	*25.9%*	*66.7%*	
Any recorder	2293	2293	1118	628	1528	960	568	2133
%V	*61.4%*	*63.6%*	*88.2%*	*94.0%*	*57.6%*	*91.9%*	*35.4%*	*66.9%*
%H (All HH)		*100.0%*	*48.8%*	*27.4%*	*66.6%*	*41.9%*	*24.8%*	*93.0%*
%H (TV HH)			*48.8%*	*27.4%*	*66.6%*	*41.9%*	*24.8%*	
Receives HDTV (via STB or built-in reception)	2599	2599	1023	609	1917	927	990	2400
%V	*69.6%*	*72.1%*	*80.7%*	*91.2%*	*72.3%*	*88.7%*	*61.6%*	*75.3%*
%H (All HH)		*100.0%*	*39.4%*	*23.4%*	*73.8%*	*35.7%*	*38.1%*	*92.3%*
%H (TV HH)			*39.4%*	*23.4%*	*73.8%*	*35.7%*	*38.1%*	
DVD/Blu-ray player or recorder	2356	2356	868	473	1763	778	984	2108
%V	*63.1%*	*65.4%*	*68.5%*	*70.8%*	*66.5%*	*74.4%*	*61.3%*	*66.1%*
%H (All HH)		*100.0%*	*36.8%*	*20.1%*	*74.8%*	*33.0%*	*41.8%*	*89.5%*
%H (TV HH)			*36.8%*	*20.1%*	*74.8%*	*33.0%*	*41.8%*	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Midlands

Household level data

Table 3.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3733	3604	1267	668	2651	1045	1606	3188
%H (All HH)		*96.5%*	*33.9%*	*17.9%*	*71.0%*	*28.0%*	*43.0%*	*85.4%*
%H (TV HH)			*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	
Has broadband internet	3188	3083	1177	636	2191	981	1210	3188
%V	*85.4%*	*85.5%*	*92.9%*	*95.2%*	*82.6%*	*93.9%*	*75.3%*	*100.0%*
%H (All HH)		*96.7%*	*36.9%*	*19.9%*	*68.7%*	*30.8%*	*38.0%*	*100.0%*
%H (TV HH)			*38.2%*	*20.6%*	*71.1%*	*31.8%*	*39.2%*	
Number of computers (PCs and laptops)								
0	731	692	153	64	569	102	467	227
%V	*19.6%*	*19.2%*	*12.1%*	*9.6%*	*21.5%*	*9.8%*	*29.1%*	*7.1%*
%H (All HH)		*94.7%*	*20.9%*	*8.8%*	*77.8%*	*14.0%*	*63.9%*	*31.1%*
Houseperson			*22.1%*	*9.2%*	*82.2%*	*14.7%*	*67.5%*	
1	1011	972	331	149	696	228	468	978
%V	*27.1%*	*27.0%*	*26.1%*	*22.3%*	*26.3%*	*21.8%*	*29.1%*	*30.7%*
%H (All HH)		*96.1%*	*32.7%*	*14.7%*	*68.8%*	*22.6%*	*46.3%*	*96.7%*
%H (TV HH)			*34.1%*	*15.3%*	*71.6%*	*23.5%*	*48.1%*	
2	852	825	303	185	603	279	323	847
%V	*22.8%*	*22.9%*	*23.9%*	*27.7%*	*22.7%*	*26.7%*	*20.1%*	*26.6%*
%H (All HH)		*96.8%*	*35.6%*	*21.7%*	*70.8%*	*32.7%*	*37.9%*	*99.4%*
%H (TV HH)			*36.7%*	*22.4%*	*73.1%*	*33.8%*	*39.2%*	
3	497	487	200	113	351	187	164	495
%V	*13.3%*	*13.5%*	*15.8%*	*16.9%*	*13.2%*	*17.9%*	*10.2%*	*15.5%*
%H (All HH)		*98.0%*	*40.2%*	*22.7%*	*70.6%*	*37.6%*	*33.0%*	*99.6%*
%H (TV HH)			*41.1%*	*23.2%*	*72.1%*	*38.4%*	*33.7%*	
4	291	285	123	71	193	106	87	291
%V	*7.8%*	*7.9%*	*9.7%*	*10.6%*	*7.3%*	*10.1%*	*5.4%*	*9.1%*
%H (All HH)		*97.9%*	*42.3%*	*24.4%*	*66.3%*	*36.4%*	*29.9%*	*100.0%*
%H (TV HH)			*43.2%*	*24.9%*	*67.7%*	*37.2%*	*30.5%*	
5+	350	343	157	86	239	142	97	350
%V	*9.4%*	*9.5%*	*12.4%*	*12.9%*	*9.0%*	*13.6%*	*6.0%*	*11.0%*
%H (All HH)		*98.0%*	*44.9%*	*24.6%*	*68.3%*	*40.6%*	*27.7%*	*100.0%*
%H (TV HH)			*45.8%*	*25.1%*	*69.7%*	*41.4%*	*28.3%*	

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
Jul 2017 - Jun 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	7184	2821	1489	5540	2702	2838	6432
%H		*39.3%*	*20.7%*	*77.1%*	*37.6%*	*39.5%*	*89.5%*
Under 20"	522	185	98	455	213	241	452
%V	*7.3%*	*6.6%*	*6.6%*	*8.2%*	*7.9%*	*8.5%*	*7.0%*
%H		*35.4%*	*18.8%*	*87.2%*	*40.8%*	*46.2%*	*86.6%*
20" - 29"	1327	465	260	1133	527	606	1142
%V	*18.5%*	*16.5%*	*17.5%*	*20.5%*	*19.5%*	*21.4%*	*17.8%*
%H		*35.0%*	*19.6%*	*85.4%*	*39.7%*	*45.7%*	*86.1%*
30" - 39"	2275	858	431	1789	822	967	1989
%V	*31.7%*	*30.4%*	*28.9%*	*32.3%*	*30.4%*	*34.1%*	*30.9%*
%H		*37.7%*	*18.9%*	*78.6%*	*36.1%*	*42.5%*	*87.4%*
40" - 49"	2078	889	485	1481	790	691	1945
%V	*28.9%*	*31.5%*	*32.6%*	*26.7%*	*29.2%*	*24.3%*	*30.2%*
%H		*42.8%*	*23.3%*	*71.3%*	*38.0%*	*33.3%*	*93.6%*
50" - 59"	643	313	153	436	262	174	620
%V	*9.0%*	*11.1%*	*10.3%*	*7.9%*	*9.7%*	*6.1%*	*9.6%*
%H		*48.7%*	*23.8%*	*67.8%*	*40.7%*	*27.1%*	*96.4%*
60"+	66	36	15	38	22	16	66
%V	*0.9%*	*1.3%*	*1.0%*	*0.7%*	*0.8%*	*0.6%*	*1.0%*
%H		*54.5%*	*22.7%*	*57.6%*	*33.3%*	*24.2%*	*100.0%*
Don't know	273	76	48	209	65	144	218
%V	*3.8%*	*2.7%*	*3.2%*	*3.8%*	*2.4%*	*5.1%*	*3.4%*
%H		*27.8%*	*17.6%*	*76.6%*	*23.8%*	*52.7%*	*79.9%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	7184	2821	1489	5540	2702	2838	6432
%H		*39.3%*	*20.7%*	*77.1%*	*37.6%*	*39.5%*	*89.5%*
Main living room	3589	1259	669	2644	1041	1604	3069
%V	*50.0%*	*44.6%*	*44.9%*	*47.7%*	*38.5%*	*56.5%*	*47.7%*
%H		*35.1%*	*18.6%*	*73.7%*	*29.0%*	*44.7%*	*85.5%*
Kitchen	412	172	81	360	198	162	376
%V	*5.7%*	*6.1%*	*5.4%*	*6.5%*	*7.3%*	*5.7%*	*5.8%*
%H		*41.7%*	*19.7%*	*87.4%*	*48.1%*	*39.3%*	*91.3%*
Adult's bedroom	1957	824	443	1564	870	694	1816
%V	*27.2%*	*29.2%*	*29.8%*	*28.2%*	*32.2%*	*24.5%*	*28.2%*
%H		*42.1%*	*22.6%*	*79.9%*	*44.5%*	*35.5%*	*92.8%*
Child's bedroom	419	199	113	319	204	115	414
%V	*5.8%*	*7.1%*	*7.6%*	*5.8%*	*7.5%*	*4.1%*	*6.4%*
%H		*47.5%*	*27.0%*	*76.1%*	*48.7%*	*27.4%*	*98.8%*
Other bedroom	228	101	55	184	112	72	220
%V	*3.2%*	*3.6%*	*3.7%*	*3.3%*	*4.1%*	*2.5%*	*3.4%*
%H		*44.3%*	*24.1%*	*80.7%*	*49.1%*	*31.6%*	*96.5%*
Second living/dining room	369	170	79	294	170	124	338
%V	*5.1%*	*6.0%*	*5.3%*	*5.3%*	*6.3%*	*4.4%*	*5.3%*
%H		*46.1%*	*21.4%*	*79.7%*	*46.1%*	*33.6%*	*91.6%*
Study/office	52	23	11	42	25	18	52
%V	*0.7%*	*0.8%*	*0.7%*	*0.8%*	*0.9%*	*0.6%*	*0.8%*
%H		*44.2%*	*21.2%*	*80.8%*	*48.1%*	*34.6%*	*100.0%*
TV room	20	14	3	14	11	4	19
%V	*0.3%*	*0.5%*	*0.2%*	*0.3%*	*0.4%*	*0.1%*	*0.3%*
%H		*70.0%*	*15.0%*	*70.0%*	*55.0%*	*20.0%*	*95.0%*
Conservatory	94	38	22	82	47	35	89
%V	*1.3%*	*1.3%*	*1.5%*	*1.5%*	*1.7%*	*1.2%*	*1.4%*
%H		*40.4%*	*23.4%*	*87.2%*	*50.0%*	*37.2%*	*94.7%*
Attic or loft room	10	4	4	9	6	2	10
%V	*0.1%*	*0.1%*	*0.3%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*40.0%*	*40.0%*	*90.0%*	*60.0%*	*20.0%*	*100.0%*
No specific location	2	1	2	2	2	1	2
%V	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*50.0%*	*100.0%*	*100.0%*	*100.0%*	*50.0%*	*100.0%*
Other	30	16	6	26	17	9	28
%V	*0.4%*	*0.6%*	*0.4%*	*0.5%*	*0.6%*	*0.3%*	*0.4%*
%H		*53.3%*	*20.0%*	*86.7%*	*56.7%*	*30.0%*	*93.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands

Set level data

Table 3.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7184	2821	1489	5540	2702	2838	6432
%H		*39.3%*	*20.7%*	*77.1%*	*37.6%*	*39.5%*	*89.5%*
PVR	3103	1662	897	1924	1332	592	2941
%V	*43.2%*	*58.9%*	*60.2%*	*34.7%*	*49.3%*	*20.9%*	*45.7%*
%H		*53.6%*	*28.9%*	*62.0%*	*42.9%*	*19.1%*	*94.8%*
DVDR	68	19	18	54	22	31	61
%V	*0.9%*	*0.7%*	*1.2%*	*1.0%*	*0.8%*	*1.1%*	*0.9%*
%H		*27.9%*	*26.5%*	*79.4%*	*32.4%*	*45.6%*	*89.7%*
VCR	29	5	5	27	9	18	20
%V	*0.4%*	*0.2%*	*0.3%*	*0.5%*	*0.3%*	*0.6%*	*0.3%*
%H		*17.2%*	*17.2%*	*93.1%*	*31.0%*	*62.1%*	*69.0%*
Any recorder	3155	1669	900	1973	1341	633	2979
%V	*43.9%*	*59.2%*	*60.4%*	*35.6%*	*49.6%*	*22.3%*	*46.3%*
%H		*52.9%*	*28.5%*	*62.5%*	*42.5%*	*20.1%*	*94.4%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7184	2821	1489	5540	2702	2838	6432
%H		*39.3%*	*20.7%*	*77.1%*	*37.6%*	*39.5%*	*89.5%*
Receives HDTV (via STB or built-in reception)	4140	1748	1013	3092	1658	1434	3885
%V	*57.6%*	*62.0%*	*68.0%*	*55.8%*	*61.4%*	*50.5%*	*60.4%*
%H		*42.2%*	*24.5%*	*74.7%*	*40.0%*	*34.6%*	*93.8%*
DVD/Blu-ray player or recorder	3332	1324	719	2546	1272	1274	3048
%V	*46.4%*	*46.9%*	*48.3%*	*46.0%*	*47.1%*	*44.9%*	*47.4%*
%H		*39.7%*	*21.6%*	*76.4%*	*38.2%*	*38.2%*	*91.5%*

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

DATA PERIOD: ANNUAL
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BBC Midlands

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	3603	1267	668	2651	1045	1606	3082
%H		*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	*85.5%*
Under 20"	36	6	5	30	6	24	24
%V	*1.0%*	*0.5%*	*0.7%*	*1.1%*	*0.6%*	*1.5%*	*0.8%*
%H		*16.7%*	*13.9%*	*83.3%*	*16.7%*	*66.7%*	*66.7%*
20" - 29"	260	39	32	216	31	184	167
%V	*7.2%*	*3.1%*	*4.8%*	*8.1%*	*3.0%*	*11.5%*	*5.4%*
%H		*15.0%*	*12.3%*	*83.1%*	*11.9%*	*70.8%*	*64.2%*
30" - 39"	1089	300	151	855	243	611	854
%V	*30.2%*	*23.7%*	*22.6%*	*32.3%*	*23.3%*	*38.0%*	*27.7%*
%H		*27.5%*	*13.9%*	*78.5%*	*22.3%*	*56.1%*	*78.4%*
40" - 49"	1509	607	332	1062	515	548	1388
%V	*41.9%*	*47.9%*	*49.7%*	*40.1%*	*49.3%*	*34.1%*	*45.0%*
%H		*40.2%*	*22.0%*	*70.4%*	*34.1%*	*36.3%*	*92.0%*
50" - 59"	533	257	122	358	212	147	510
%V	*14.8%*	*20.3%*	*18.3%*	*13.5%*	*20.3%*	*9.2%*	*16.5%*
%H		*48.2%*	*22.9%*	*67.2%*	*39.8%*	*27.6%*	*95.7%*
60"+	52	26	12	31	17	14	51
%V	*1.4%*	*2.1%*	*1.8%*	*1.2%*	*1.6%*	*0.9%*	*1.7%*
%H		*50.0%*	*23.1%*	*59.6%*	*32.7%*	*26.9%*	*98.1%*
Don't know	125	32	14	99	21	77	86
%V	*3.5%*	*2.5%*	*2.1%*	*3.7%*	*2.0%*	*4.8%*	*2.8%*
%H		*25.6%*	*11.2%*	*79.2%*	*16.8%*	*61.6%*	*68.8%*

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

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BBC Midlands

Set level data

Table 3.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3603	1267	668	2651	1045	1606	3082
%H		*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	*85.5%*
PVR	2216	1101	620	1455	939	516	2072
%V	*61.5%*	*86.9%*	*92.8%*	*54.9%*	*89.9%*	*32.1%*	*67.2%*
%H		*49.7%*	*28.0%*	*65.7%*	*42.4%*	*23.3%*	*93.5%*
DVDR	57	16	14	43	15	28	50
%V	*1.6%*	*1.3%*	*2.1%*	*1.6%*	*1.4%*	*1.7%*	*1.6%*
%H		*28.1%*	*24.6%*	*75.4%*	*26.3%*	*49.1%*	*87.7%*
VCR	23	3	4	21	5	16	16
%V	*0.6%*	*0.2%*	*0.6%*	*0.8%*	*0.5%*	*1.0%*	*0.5%*
%H		*13.0%*	*17.4%*	*91.3%*	*21.7%*	*69.6%*	*69.6%*
Any recorder	2256	1104	621	1494	943	550	2099
%V	*62.6%*	*87.1%*	*93.0%*	*56.4%*	*90.2%*	*34.2%*	*68.1%*
%H		*48.9%*	*27.5%*	*66.2%*	*41.8%*	*24.4%*	*93.0%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3603	1267	668	2651	1045	1606	3082
%H		*35.2%*	*18.5%*	*73.6%*	*29.0%*	*44.6%*	*85.5%*
Receives HDTV (via STB or built-in reception)	2536	996	599	1860	896	964	2341
%V	*70.4%*	*78.6%*	*89.7%*	*70.2%*	*85.7%*	*60.0%*	*76.0%*
%H		*39.3%*	*23.6%*	*73.3%*	*35.3%*	*38.0%*	*92.3%*
DVD/Blu-ray player or recorder	2078	755	404	1545	657	888	1844
%V	*57.7%*	*59.6%*	*60.5%*	*58.3%*	*62.9%*	*55.3%*	*59.8%*
%H		*36.3%*	*19.4%*	*74.4%*	*31.6%*	*42.7%*	*88.7%*

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

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BBC Midlands

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3581	1554	821	2890	1657	1232	3350
%H		*43.4%*	*22.9%*	*80.7%*	*46.3%*	*34.4%*	*93.5%*
Under 20"	486	178	93	424	207	217	428
%V	*13.6%*	*11.5%*	*11.3%*	*14.7%*	*12.5%*	*17.6%*	*12.8%*
%H		*36.6%*	*19.1%*	*87.2%*	*42.6%*	*44.7%*	*88.1%*
20" - 29"	1067	426	229	917	496	421	976
%V	*29.8%*	*27.4%*	*27.9%*	*31.7%*	*29.9%*	*34.2%*	*29.1%*
%H		*39.9%*	*21.5%*	*85.9%*	*46.5%*	*39.5%*	*91.5%*
30" - 39"	1186	558	280	935	579	356	1135
%V	*33.1%*	*35.9%*	*34.1%*	*32.4%*	*34.9%*	*28.9%*	*33.9%*
%H		*47.0%*	*23.6%*	*78.8%*	*48.8%*	*30.0%*	*95.7%*
40" - 49"	569	282	152	418	275	143	557
%V	*15.9%*	*18.1%*	*18.5%*	*14.5%*	*16.6%*	*11.6%*	*16.6%*
%H		*49.6%*	*26.7%*	*73.5%*	*48.3%*	*25.1%*	*97.9%*
50" - 59"	111	56	31	78	50	27	110
%V	*3.1%*	*3.6%*	*3.8%*	*2.7%*	*3.0%*	*2.2%*	*3.3%*
%H		*50.5%*	*27.9%*	*70.3%*	*45.0%*	*24.3%*	*99.1%*
60"+	14	10	3	7	5	1	14
%V	*0.4%*	*0.6%*	*0.4%*	*0.2%*	*0.3%*	*0.1%*	*0.4%*
%H		*71.4%*	*21.4%*	*50.0%*	*35.7%*	*7.1%*	*100.0%*
Don't know	148	44	34	110	44	66	131
%V	*4.1%*	*2.8%*	*4.1%*	*3.8%*	*2.7%*	*5.4%*	*3.9%*
%H		*29.7%*	*23.0%*	*74.3%*	*29.7%*	*44.6%*	*88.5%*

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

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Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3581	1554	821	2890	1657	1232	3350
%H		*43.4%*	*22.9%*	*80.7%*	*46.3%*	*34.4%*	*93.5%*
PVR	888	561	277	468	393	76	870
%V	*24.8%*	*36.1%*	*33.7%*	*16.2%*	*23.7%*	*6.2%*	*26.0%*
%H		*63.2%*	*31.2%*	*52.7%*	*44.3%*	*8.6%*	*98.0%*
DVDR	12	4	4	11	7	4	11
%V	*0.3%*	*0.3%*	*0.5%*	*0.4%*	*0.4%*	*0.3%*	*0.3%*
%H		*33.3%*	*33.3%*	*91.7%*	*58.3%*	*33.3%*	*91.7%*
VCR	6	2	1	6	3	2	5
%V	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*
%H		*33.3%*	*16.7%*	*100.0%*	*50.0%*	*33.3%*	*83.3%*
Any recorder	899	565	279	480	397	83	880
%V	*25.1%*	*36.4%*	*34.0%*	*16.6%*	*24.0%*	*6.7%*	*26.3%*
%H		*62.8%*	*31.0%*	*53.4%*	*44.2%*	*9.2%*	*97.9%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3581	1554	821	2890	1657	1232	3350
%H		*43.4%*	*22.9%*	*80.7%*	*46.3%*	*34.4%*	*93.5%*
Receives HDTV (via STB or built-in reception)	1604	752	413	1232	762	470	1544
%V	*44.8%*	*48.4%*	*50.3%*	*42.6%*	*46.0%*	*38.1%*	*46.1%*
%H		*46.9%*	*25.7%*	*76.8%*	*47.5%*	*29.3%*	*96.3%*
DVD/Blu-ray player or recorder	1254	569	314	1002	615	386	1203
%V	*35.0%*	*36.6%*	*38.2%*	*34.7%*	*37.1%*	*31.3%*	*35.9%*
%H		*45.4%*	*25.0%*	*79.9%*	*49.0%*	*30.8%*	*95.9%*

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

Table 3.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	8789	8515	3333	1763	6022	2762	3259	8036
%H		*96.9%*	*37.9%*	*20.1%*	*68.5%*	*31.4%*	*37.1%*	*91.4%*
Total Children	1734	1689	749	357	1114	581	534	1692
%V	*19.7%*	*19.8%*	*22.5%*	*20.2%*	*18.5%*	*21.0%*	*16.4%*	*21.1%*
%H		*97.4%*	*43.2%*	*20.6%*	*64.2%*	*33.5%*	*30.8%*	*97.6%*
0 - 3	431	415	165	81	277	128	148	415
%V	*4.9%*	*4.9%*	*5.0%*	*4.6%*	*4.6%*	*4.6%*	*4.5%*	*5.2%*
%H		*96.3%*	*38.3%*	*18.8%*	*64.3%*	*29.7%*	*34.3%*	*96.3%*
4 - 15	1303	1274	583	277	838	452	385	1277
%V	*14.8%*	*15.0%*	*17.5%*	*15.7%*	*13.9%*	*16.4%*	*11.8%*	*15.9%*
%H		*97.8%*	*44.7%*	*21.3%*	*64.3%*	*34.7%*	*29.5%*	*98.0%*
4 - 9	689	670	298	138	433	220	213	672
%V	*7.8%*	*7.9%*	*8.9%*	*7.8%*	*7.2%*	*8.0%*	*6.5%*	*8.4%*
%H		*97.2%*	*43.3%*	*20.0%*	*62.8%*	*31.9%*	*30.9%*	*97.5%*
10 - 15	614	604	285	138	404	233	172	605
%V	*7.0%*	*7.1%*	*8.6%*	*7.8%*	*6.7%*	*8.4%*	*5.3%*	*7.5%*
%H		*98.4%*	*46.4%*	*22.5%*	*65.8%*	*37.9%*	*28.0%*	*98.5%*

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	8789	8515	3333	1763	6022	2762	3259	8036
%H		*96.9%*	*37.9%*	*20.1%*	*68.5%*	*31.4%*	*37.1%*	*91.4%*
Total Adults (16+)	7055	6825	2584	1406	4907	2182	2726	6343
%V	*80.3%*	*80.2%*	*77.5%*	*79.8%*	*81.5%*	*79.0%*	*83.6%*	*78.9%*
%H		*96.7%*	*36.6%*	*19.9%*	*69.6%*	*30.9%*	*38.6%*	*89.9%*
16 - 19	371	358	154	90	245	134	111	367
%V	*4.2%*	*4.2%*	*4.6%*	*5.1%*	*4.1%*	*4.9%*	*3.4%*	*4.6%*
%H		*96.5%*	*41.5%*	*24.3%*	*66.0%*	*36.1%*	*29.9%*	*98.9%*
20 - 24	578	534	174	115	366	154	213	565
%V	*6.6%*	*6.3%*	*5.2%*	*6.5%*	*6.1%*	*5.6%*	*6.5%*	*7.0%*
%H		*92.4%*	*30.1%*	*19.9%*	*63.3%*	*26.6%*	*36.9%*	*97.8%*
25 - 34	1165	1091	427	225	707	322	385	1129
%V	*13.3%*	*12.8%*	*12.8%*	*12.8%*	*11.7%*	*11.7%*	*11.8%*	*14.0%*
%H		*93.6%*	*36.7%*	*19.3%*	*60.7%*	*27.6%*	*33.0%*	*96.9%*
35 - 44	1068	1031	456	219	662	340	322	1030
%V	*12.2%*	*12.1%*	*13.7%*	*12.4%*	*11.0%*	*12.3%*	*9.9%*	*12.8%*
%H		*96.5%*	*42.7%*	*20.5%*	*62.0%*	*31.8%*	*30.1%*	*96.4%*
45 - 54	1202	1177	489	271	828	416	412	1154
%V	*13.7%*	*13.8%*	*14.7%*	*15.4%*	*13.7%*	*15.1%*	*12.6%*	*14.4%*
%H		*97.9%*	*40.7%*	*22.5%*	*68.9%*	*34.6%*	*34.3%*	*96.0%*
55 - 64	1055	1035	394	238	779	366	413	973
%V	*12.0%*	*12.2%*	*11.8%*	*13.5%*	*12.9%*	*13.3%*	*12.7%*	*12.1%*
%H		*98.1%*	*37.3%*	*22.6%*	*73.8%*	*34.7%*	*39.1%*	*92.2%*
65+	1615	1600	489	248	1319	450	870	1125
%V	*18.4%*	*18.8%*	*14.7%*	*14.1%*	*21.9%*	*16.3%*	*26.7%*	*14.0%*
%H		*99.1%*	*30.3%*	*15.4%*	*81.7%*	*27.9%*	*53.9%*	*69.7%*

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7055	6825	2584	1406	4907	2182	2726	6343
%H		*96.7%*	*36.6%*	*19.9%*	*69.6%*	*30.9%*	*38.6%*	*89.9%*
AB	1824	1787	753	370	1239	603	636	1781
%V	*25.9%*	*26.2%*	*29.1%*	*26.3%*	*25.2%*	*27.6%*	*23.3%*	*28.1%*
%H		*98.0%*	*41.3%*	*20.3%*	*67.9%*	*33.1%*	*34.9%*	*97.6%*
C1	1876	1799	660	416	1304	606	698	1766
%V	*26.6%*	*26.4%*	*25.5%*	*29.6%*	*26.6%*	*27.8%*	*25.6%*	*27.8%*
%H		*95.9%*	*35.2%*	*22.2%*	*69.5%*	*32.3%*	*37.2%*	*94.1%*
C2	1579	1546	610	323	1158	557	601	1419
%V	*22.4%*	*22.7%*	*23.6%*	*23.0%*	*23.6%*	*25.5%*	*22.0%*	*22.4%*
%H		*97.9%*	*38.6%*	*20.5%*	*73.3%*	*35.3%*	*38.1%*	*89.9%*
D	1211	1159	416	228	784	304	480	1011
%V	*17.2%*	*17.0%*	*16.1%*	*16.2%*	*16.0%*	*13.9%*	*17.6%*	*15.9%*
%H		*95.7%*	*34.4%*	*18.8%*	*64.7%*	*25.1%*	*39.6%*	*83.5%*
E	566	534	145	69	422	111	311	367
%V	*8.0%*	*7.8%*	*5.6%*	*4.9%*	*8.6%*	*5.1%*	*11.4%*	*5.8%*
%H		*94.3%*	*25.6%*	*12.2%*	*74.6%*	*19.6%*	*54.9%*	*64.8%*

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7055	6825	2584	1406	4907	2182	2726	6343
%H		*96.7%*	*36.6%*	*19.9%*	*69.6%*	*30.9%*	*38.6%*	*89.9%*
Working full time	3272	3162	1316	710	2158	1083	1075	3187
%V	*46.4%*	*46.3%*	*50.9%*	*50.5%*	*44.0%*	*49.6%*	*39.4%*	*50.2%*
%H		*96.6%*	*40.2%*	*21.7%*	*66.0%*	*33.1%*	*32.9%*	*97.4%*
Working part time	706	692	282	145	496	244	252	671
%V	*10.0%*	*10.1%*	*10.9%*	*10.3%*	*10.1%*	*11.2%*	*9.2%*	*10.6%*
%H		*98.0%*	*39.9%*	*20.5%*	*70.3%*	*34.6%*	*35.7%*	*95.0%*
Not working	3077	2971	986	551	2254	855	1399	2486
%V	*43.6%*	*43.5%*	*38.2%*	*39.2%*	*45.9%*	*39.2%*	*51.3%*	*39.2%*
%H		*96.6%*	*32.0%*	*17.9%*	*73.3%*	*27.8%*	*45.5%*	*80.8%*
Houseperson	3733	3604	1267	668	2651	1045	1606	3188
%V	*52.9%*	*52.8%*	*49.0%*	*47.5%*	*54.0%*	*47.9%*	*58.9%*	*50.3%*
%H		*96.5%*	*33.9%*	*17.9%*	*71.0%*	*28.0%*	*43.0%*	*85.4%*

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3459	3323	1285	710	2349	1076	1274	3133
%H		*96.1%*	*37.1%*	*20.5%*	*67.9%*	*31.1%*	*36.8%*	*90.6%*
16 - 19	197	192	80	49	125	62	63	195
%V	*5.7%*	*5.8%*	*6.2%*	*6.9%*	*5.3%*	*5.8%*	*4.9%*	*6.2%*
%H		*97.5%*	*40.6%*	*24.9%*	*63.5%*	*31.5%*	*32.0%*	*99.0%*
20 - 24	284	262	88	60	179	77	101	277
%V	*8.2%*	*7.9%*	*6.8%*	*8.5%*	*7.6%*	*7.2%*	*7.9%*	*8.8%*
%H		*92.3%*	*31.0%*	*21.1%*	*63.0%*	*27.1%*	*35.6%*	*97.5%*
25 - 34	587	541	210	115	350	161	189	568
%V	*17.0%*	*16.3%*	*16.3%*	*16.2%*	*14.9%*	*15.0%*	*14.8%*	*18.1%*
%H		*92.2%*	*35.8%*	*19.6%*	*59.6%*	*27.4%*	*32.2%*	*96.8%*
35 - 44	527	505	223	107	315	161	153	501
%V	*15.2%*	*15.2%*	*17.4%*	*15.1%*	*13.4%*	*15.0%*	*12.0%*	*16.0%*
%H		*95.8%*	*42.3%*	*20.3%*	*59.8%*	*30.6%*	*29.0%*	*95.1%*
45 - 54	592	577	239	134	402	199	203	566
%V	*17.1%*	*17.4%*	*18.6%*	*18.9%*	*17.1%*	*18.5%*	*15.9%*	*18.1%*
%H		*97.5%*	*40.4%*	*22.6%*	*67.9%*	*33.6%*	*34.3%*	*95.6%*
55 - 64	523	507	193	116	383	182	201	478
%V	*15.1%*	*15.3%*	*15.0%*	*16.3%*	*16.3%*	*16.9%*	*15.8%*	*15.3%*
%H		*96.9%*	*36.9%*	*22.2%*	*73.2%*	*34.8%*	*38.4%*	*91.4%*
65+	750	740	252	128	595	233	363	547
%V	*21.7%*	*22.3%*	*19.6%*	*18.0%*	*25.3%*	*21.7%*	*28.5%*	*17.5%*
%H		*98.7%*	*33.6%*	*17.1%*	*79.3%*	*31.1%*	*48.4%*	*72.9%*

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3459	3323	1285	710	2349	1076	1274	3133
%H		*96.1%*	*37.1%*	*20.5%*	*67.9%*	*31.1%*	*36.8%*	*90.6%*
AB	924	901	382	188	622	306	316	902
%V	*26.7%*	*27.1%*	*29.7%*	*26.5%*	*26.5%*	*28.4%*	*24.8%*	*28.8%*
%H		*97.5%*	*41.3%*	*20.3%*	*67.3%*	*33.1%*	*34.2%*	*97.6%*
C1	874	832	316	208	584	288	296	839
%V	*25.3%*	*25.0%*	*24.6%*	*29.3%*	*24.9%*	*26.8%*	*23.2%*	*26.8%*
%H		*95.2%*	*36.2%*	*23.8%*	*66.8%*	*33.0%*	*33.9%*	*96.0%*
C2	853	832	328	170	621	295	326	755
%V	*24.7%*	*25.0%*	*25.5%*	*23.9%*	*26.4%*	*27.4%*	*25.6%*	*24.1%*
%H		*97.5%*	*38.5%*	*19.9%*	*72.8%*	*34.6%*	*38.2%*	*88.5%*
D	572	541	201	112	350	140	210	486
%V	*16.5%*	*16.3%*	*15.6%*	*15.8%*	*14.9%*	*13.0%*	*16.5%*	*15.5%*
%H		*94.6%*	*35.1%*	*19.6%*	*61.2%*	*24.5%*	*36.7%*	*85.0%*
E	236	218	57	31	173	48	126	151
%V	*6.8%*	*6.6%*	*4.4%*	*4.4%*	*7.4%*	*4.5%*	*9.9%*	*4.8%*
%H		*92.4%*	*24.2%*	*13.1%*	*73.3%*	*20.3%*	*53.4%*	*64.0%*

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data

Table 3.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3459	3323	1285	710	2349	1076	1274	3133
%H		*96.1%*	*37.1%*	*20.5%*	*67.9%*	*31.1%*	*36.8%*	*90.6%*
Working full time	2008	1929	811	435	1310	666	644	1944
%V	*58.1%*	*58.0%*	*63.1%*	*61.3%*	*55.8%*	*61.9%*	*50.5%*	*62.0%*
%H		*96.1%*	*40.4%*	*21.7%*	*65.2%*	*33.2%*	*32.1%*	*96.8%*
Working part time	148	140	59	22	94	40	55	135
%V	*4.3%*	*4.2%*	*4.6%*	*3.1%*	*4.0%*	*3.7%*	*4.3%*	*4.3%*
%H		*94.6%*	*39.9%*	*14.9%*	*63.5%*	*27.0%*	*37.2%*	*91.2%*
Not working	1303	1254	415	253	945	370	576	1054
%V	*37.7%*	*37.7%*	*32.3%*	*35.6%*	*40.2%*	*34.4%*	*45.2%*	*33.6%*
%H		*96.2%*	*31.8%*	*19.4%*	*72.5%*	*28.4%*	*44.2%*	*80.9%*
Houseperson	759	703	203	114	529	164	365	573
%V	*21.9%*	*21.2%*	*15.8%*	*16.1%*	*22.5%*	*15.2%*	*28.6%*	*18.3%*
%H		*92.6%*	*26.7%*	*15.0%*	*69.7%*	*21.6%*	*48.1%*	*75.5%*

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3595	3502	1299	696	2558	1106	1452	3211
%H		*97.4%*	*36.1%*	*19.4%*	*71.2%*	*30.8%*	*40.4%*	*89.3%*
16 - 19	174	166	74	41	120	72	48	172
%V	*4.8%*	*4.7%*	*5.7%*	*5.9%*	*4.7%*	*6.5%*	*3.3%*	*5.4%*
%H		*95.4%*	*42.5%*	*23.6%*	*69.0%*	*41.4%*	*27.6%*	*98.9%*
20 - 24	293	272	86	55	187	76	111	288
%V	*8.2%*	*7.8%*	*6.6%*	*7.9%*	*7.3%*	*6.9%*	*7.6%*	*9.0%*
%H		*92.8%*	*29.4%*	*18.8%*	*63.8%*	*25.9%*	*37.9%*	*98.3%*
25 - 34	579	550	217	109	357	161	196	561
%V	*16.1%*	*15.7%*	*16.7%*	*15.7%*	*14.0%*	*14.6%*	*13.5%*	*17.5%*
%H		*95.0%*	*37.5%*	*18.8%*	*61.7%*	*27.8%*	*33.9%*	*96.9%*
35 - 44	541	527	233	112	347	179	168	528
%V	*15.0%*	*15.0%*	*17.9%*	*16.1%*	*13.6%*	*16.2%*	*11.6%*	*16.4%*
%H		*97.4%*	*43.1%*	*20.7%*	*64.1%*	*33.1%*	*31.1%*	*97.6%*
45 - 54	610	599	250	137	426	216	209	588
%V	*17.0%*	*17.1%*	*19.2%*	*19.7%*	*16.7%*	*19.5%*	*14.4%*	*18.3%*
%H		*98.2%*	*41.0%*	*22.5%*	*69.8%*	*35.4%*	*34.3%*	*96.4%*
55 - 64	533	528	201	122	396	184	212	495
%V	*14.8%*	*15.1%*	*15.5%*	*17.5%*	*15.5%*	*16.6%*	*14.6%*	*15.4%*
%H		*99.1%*	*37.7%*	*22.9%*	*74.3%*	*34.5%*	*39.8%*	*92.9%*
65+	865	860	237	119	724	217	507	578
%V	*24.1%*	*24.6%*	*18.2%*	*17.1%*	*28.3%*	*19.6%*	*34.9%*	*18.0%*
%H		*99.4%*	*27.4%*	*13.8%*	*83.7%*	*25.1%*	*58.6%*	*66.8%*

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3595	3502	1299	696	2558	1106	1452	3211
%H		*97.4%*	*36.1%*	*19.4%*	*71.2%*	*30.8%*	*40.4%*	*89.3%*
AB	900	887	371	182	618	297	321	879
%V	*25.0%*	*25.3%*	*28.6%*	*26.1%*	*24.2%*	*26.9%*	*22.1%*	*27.4%*
%H		*98.6%*	*41.2%*	*20.2%*	*68.7%*	*33.0%*	*35.7%*	*97.7%*
C1	1001	967	344	208	720	319	401	927
%V	*27.8%*	*27.6%*	*26.5%*	*29.9%*	*28.1%*	*28.8%*	*27.6%*	*28.9%*
%H		*96.6%*	*34.4%*	*20.8%*	*71.9%*	*31.9%*	*40.1%*	*92.6%*
C2	726	714	281	152	537	262	275	664
%V	*20.2%*	*20.4%*	*21.6%*	*21.8%*	*21.0%*	*23.7%*	*18.9%*	*20.7%*
%H		*98.3%*	*38.7%*	*20.9%*	*74.0%*	*36.1%*	*37.9%*	*91.5%*
D	639	618	215	116	434	164	270	525
%V	*17.8%*	*17.6%*	*16.6%*	*16.7%*	*17.0%*	*14.8%*	*18.6%*	*16.4%*
%H		*96.7%*	*33.6%*	*18.2%*	*67.9%*	*25.7%*	*42.3%*	*82.2%*
E	329	316	88	38	249	63	186	216
%V	*9.2%*	*9.0%*	*6.8%*	*5.5%*	*9.7%*	*5.7%*	*12.8%*	*6.7%*
%H		*96.0%*	*26.7%*	*11.6%*	*75.7%*	*19.1%*	*56.5%*	*65.7%*

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3595	3502	1299	696	2558	1106	1452	3211
%H		*97.4%*	*36.1%*	*19.4%*	*71.2%*	*30.8%*	*40.4%*	*89.3%*
Working full time	1263	1233	504	275	848	417	431	1242
%V	*35.1%*	*35.2%*	*38.8%*	*39.5%*	*33.2%*	*37.7%*	*29.7%*	*38.7%*
%H		*97.6%*	*39.9%*	*21.8%*	*67.1%*	*33.0%*	*34.1%*	*98.3%*
Working part time	558	552	224	123	401	204	197	536
%V	*15.5%*	*15.8%*	*17.2%*	*17.7%*	*15.7%*	*18.4%*	*13.6%*	*16.7%*
%H		*98.9%*	*40.1%*	*22.0%*	*71.9%*	*36.6%*	*35.3%*	*96.1%*
Not working	1774	1717	571	298	1309	485	824	1433
%V	*49.3%*	*49.0%*	*44.0%*	*42.8%*	*51.2%*	*43.9%*	*56.7%*	*44.6%*
%H		*96.8%*	*32.2%*	*16.8%*	*73.8%*	*27.3%*	*46.4%*	*80.8%*
Houseperson	2974	2901	1064	554	2122	881	1241	2615
%V	*82.7%*	*82.8%*	*81.9%*	*79.6%*	*83.0%*	*79.7%*	*85.5%*	*81.4%*
%H		*97.5%*	*35.8%*	*18.6%*	*71.4%*	*29.6%*	*41.7%*	*87.9%*

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 4.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2020	1957	833	270	1381	566	815	1810
%H (All HH)		*96.9%*	*41.2%*	*13.4%*	*68.4%*	*28.0%*	*40.3%*	*89.6%*
%H (TV HH)			*42.6%*	*13.8%*	*70.6%*	*28.9%*	*41.6%*	
AB	555	540	236	74	375	154	221	533
%V	*27.5%*	*27.6%*	*28.3%*	*27.4%*	*27.2%*	*27.2%*	*27.1%*	*29.4%*
%H (All HH)		*97.3%*	*42.5%*	*13.3%*	*67.6%*	*27.7%*	*39.8%*	*96.0%*
%H (TV HH)			*43.7%*	*13.7%*	*69.4%*	*28.5%*	*40.9%*	
C1	551	540	232	70	383	153	230	502
%V	*27.3%*	*27.6%*	*27.9%*	*25.9%*	*27.7%*	*27.0%*	*28.2%*	*27.7%*
%H (All HH)		*98.0%*	*42.1%*	*12.7%*	*69.5%*	*27.8%*	*41.7%*	*91.1%*
%H (TV HH)			*43.0%*	*13.0%*	*70.9%*	*28.3%*	*42.6%*	
C2	485	473	212	74	330	153	177	439
%V	*24.0%*	*24.2%*	*25.5%*	*27.4%*	*23.9%*	*27.0%*	*21.7%*	*24.3%*
%H (All HH)		*97.5%*	*43.7%*	*15.3%*	*68.0%*	*31.5%*	*36.5%*	*90.5%*
%H (TV HH)			*44.8%*	*15.6%*	*69.8%*	*32.3%*	*37.4%*	
D	274	253	101	36	175	69	107	231
%V	*13.6%*	*12.9%*	*12.1%*	*13.3%*	*12.7%*	*12.2%*	*13.1%*	*12.8%*
%H (All HH)		*92.3%*	*36.9%*	*13.1%*	*63.9%*	*25.2%*	*39.1%*	*84.3%*
%H (TV HH)			*39.9%*	*14.2%*	*69.2%*	*27.3%*	*42.3%*	
E	155	151	52	15	117	38	79	105
%V	*7.7%*	*7.7%*	*6.2%*	*5.6%*	*8.5%*	*6.7%*	*9.7%*	*5.8%*
%H (All HH)		*97.4%*	*33.5%*	*9.7%*	*75.5%*	*24.5%*	*51.0%*	*67.7%*
%H (TV HH)			*34.4%*	*9.9%*	*77.5%*	*25.2%*	*52.3%*	

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

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	2020	1957	833	270	1381	566	815	1810
%H (All HH)		*96.9%*	*41.2%*	*13.4%*	*68.4%*	*28.0%*	*40.3%*	*89.6%*
%H (TV HH)			*42.6%*	*13.8%*	*70.6%*	*28.9%*	*41.6%*	
Under 25	76	70	32	5	36	14	22	75
%V	*3.8%*	*3.6%*	*3.8%*	*1.9%*	*2.6%*	*2.5%*	*2.7%*	*4.1%*
%H (All HH)		*92.1%*	*42.1%*	*6.6%*	*47.4%*	*18.4%*	*28.9%*	*98.7%*
%H (TV HH)			*45.7%*	*7.1%*	*51.4%*	*20.0%*	*31.4%*	
25 - 34	276	253	112	36	146	62	84	267
%V	*13.7%*	*12.9%*	*13.4%*	*13.3%*	*10.6%*	*11.0%*	*10.3%*	*14.8%*
%H (All HH)		*91.7%*	*40.6%*	*13.0%*	*52.9%*	*22.5%*	*30.4%*	*96.7%*
%H (TV HH)			*44.3%*	*14.2%*	*57.7%*	*24.5%*	*33.2%*	
35 - 44	332	321	164	53	198	105	93	326
%V	*16.4%*	*16.4%*	*19.7%*	*19.6%*	*14.3%*	*18.6%*	*11.4%*	*18.0%*
%H (All HH)		*96.7%*	*49.4%*	*16.0%*	*59.6%*	*31.6%*	*28.0%*	*98.2%*
%H (TV HH)			*51.1%*	*16.5%*	*61.7%*	*32.7%*	*29.0%*	
45 - 54	396	388	181	70	274	135	139	383
%V	*19.6%*	*19.8%*	*21.7%*	*25.9%*	*19.8%*	*23.9%*	*17.1%*	*21.2%*
%H (All HH)		*98.0%*	*45.7%*	*17.7%*	*69.2%*	*34.1%*	*35.1%*	*96.7%*
%H (TV HH)			*46.6%*	*18.0%*	*70.6%*	*34.8%*	*35.8%*	
55 - 64	340	332	148	47	247	111	136	323
%V	*16.8%*	*17.0%*	*17.8%*	*17.4%*	*17.9%*	*19.6%*	*16.7%*	*17.8%*
%H (All HH)		*97.6%*	*43.5%*	*13.8%*	*72.6%*	*32.6%*	*40.0%*	*95.0%*
%H (TV HH)			*44.6%*	*14.2%*	*74.4%*	*33.4%*	*41.0%*	
65 +	599	593	196	59	479	138	341	436
%V	*29.7%*	*30.3%*	*23.5%*	*21.9%*	*34.7%*	*24.4%*	*41.8%*	*24.1%*
%H (All HH)		*99.0%*	*32.7%*	*9.8%*	*80.0%*	*23.0%*	*56.9%*	*72.8%*
%H (TV HH)			*33.1%*	*9.9%*	*80.8%*	*23.3%*	*57.5%*	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC East

Household level data

Table 4.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2020	1957	833	270	1381	566	815	1810
%H (All HH)		*96.9%*	*41.2%*	*13.4%*	*68.4%*	*28.0%*	*40.3%*	*89.6%*
%H (TV HH)			*42.6%*	*13.8%*	*70.6%*	*28.9%*	*41.6%*	
1	575	549	170	63	414	110	304	427
%V	*28.5%*	*28.1%*	*20.4%*	*23.3%*	*30.0%*	*19.4%*	*37.3%*	*23.6%*
%H (All HH)		*95.5%*	*29.6%*	*11.0%*	*72.0%*	*19.1%*	*52.9%*	*74.3%*
%H (TV HH)			*31.0%*	*11.5%*	*75.4%*	*20.0%*	*55.4%*	
2	774	754	314	104	554	228	326	723
%V	*38.3%*	*38.5%*	*37.7%*	*38.5%*	*40.1%*	*40.3%*	*40.0%*	*39.9%*
%H (All HH)		*97.4%*	*40.6%*	*13.4%*	*71.6%*	*29.5%*	*42.1%*	*93.4%*
%H (TV HH)			*41.6%*	*13.8%*	*73.5%*	*30.2%*	*43.2%*	
3	289	283	153	47	175	97	78	284
%V	*14.3%*	*14.5%*	*18.4%*	*17.4%*	*12.7%*	*17.1%*	*9.6%*	*15.7%*
%H (All HH)		*97.9%*	*52.9%*	*16.3%*	*60.6%*	*33.6%*	*27.0%*	*98.3%*
%H (TV HH)			*54.1%*	*16.6%*	*61.8%*	*34.3%*	*27.6%*	
4	261	253	141	33	164	91	73	256
%V	*12.9%*	*12.9%*	*16.9%*	*12.2%*	*11.9%*	*16.1%*	*9.0%*	*14.1%*
%H (All HH)		*96.9%*	*54.0%*	*12.6%*	*62.8%*	*34.9%*	*28.0%*	*98.1%*
%H (TV HH)			*55.7%*	*13.0%*	*64.8%*	*36.0%*	*28.9%*	
5+	121	118	55	23	73	39	34	120
%V	*6.0%*	*6.0%*	*6.6%*	*8.5%*	*5.3%*	*6.9%*	*4.2%*	*6.6%*
%H (All HH)		*97.5%*	*45.5%*	*19.0%*	*60.3%*	*32.2%*	*28.1%*	*99.2%*
%H (TV HH)			*46.6%*	*19.5%*	*61.9%*	*33.1%*	*28.8%*	
Average HH size	2.32	2.33	2.54	2.48	2.25	2.54	2.04	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

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	2020	1957	833	270	1381	566	815	1810
%H (All HH)		*96.9%*	*41.2%*	*13.4%*	*68.4%*	*28.0%*	*40.3%*	*89.6%*
%H (TV HH)			*42.6%*	*13.8%*	*70.6%*	*28.9%*	*41.6%*	
Without	1502	1451	561	193	1072	399	674	1299
%V	*74.4%*	*74.1%*	*67.3%*	*71.5%*	*77.6%*	*70.5%*	*82.7%*	*71.8%*
%H (All HH)		*96.6%*	*37.4%*	*12.8%*	*71.4%*	*26.6%*	*44.9%*	*86.5%*
%H (TV HH)			*38.7%*	*13.3%*	*73.9%*	*27.5%*	*46.5%*	
With	518	506	272	77	308	167	141	511
%V	*25.6%*	*25.9%*	*32.7%*	*28.5%*	*22.3%*	*29.5%*	*17.3%*	*28.2%*
%H (All HH)		*97.7%*	*52.5%*	*14.9%*	*59.5%*	*32.2%*	*27.2%*	*98.6%*
%H (TV HH)			*53.8%*	*15.2%*	*60.9%*	*33.0%*	*27.9%*	
0 - 3	196	193	106	28	106	58	48	193
%V	*9.7%*	*9.9%*	*12.7%*	*10.4%*	*7.7%*	*10.2%*	*5.9%*	*10.7%*
%H (All HH)		*98.5%*	*54.1%*	*14.3%*	*54.1%*	*29.6%*	*24.5%*	*98.5%*
%H (TV HH)			*54.9%*	*14.5%*	*54.9%*	*30.1%*	*24.9%*	
4 - 9	256	251	127	35	165	87	78	253
%V	*12.7%*	*12.8%*	*15.2%*	*13.0%*	*11.9%*	*15.4%*	*9.6%*	*14.0%*
%H (All HH)		*98.0%*	*49.6%*	*13.7%*	*64.5%*	*34.0%*	*30.5%*	*98.8%*
%H (TV HH)			*50.6%*	*13.9%*	*65.7%*	*34.7%*	*31.1%*	
10 - 15	264	259	144	39	161	91	70	262
%V	*13.1%*	*13.2%*	*17.3%*	*14.4%*	*11.7%*	*16.1%*	*8.6%*	*14.5%*
%H (All HH)		*98.1%*	*54.5%*	*14.8%*	*61.0%*	*34.5%*	*26.5%*	*99.2%*
%H (TV HH)			*55.6%*	*15.1%*	*62.2%*	*35.1%*	*27.0%*	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC East

Household level data

Table 4.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2020	1957	833	270	1381	566	815	1810
%H (All HH)		*96.9%*	*41.2%*	*13.4%*	*68.4%*	*28.0%*	*40.3%*	*89.6%*
%H (TV HH)			*42.6%*	*13.8%*	*70.6%*	*28.9%*	*41.6%*	
1	820	820	277	113	509	117	392	702
%V	*40.6%*	*41.9%*	*33.3%*	*41.9%*	*36.9%*	*20.7%*	*48.1%*	*38.8%*
%H (All HH)		*100.0%*	*33.8%*	*13.8%*	*62.1%*	*14.3%*	*47.8%*	*85.6%*
%H (TV HH)			*33.8%*	*13.8%*	*62.1%*	*14.3%*	*47.8%*	
2	623	623	266	90	460	198	262	560
%V	*30.8%*	*31.8%*	*31.9%*	*33.3%*	*33.3%*	*35.0%*	*32.1%*	*30.9%*
%H (All HH)		*100.0%*	*42.7%*	*14.4%*	*73.8%*	*31.8%*	*42.1%*	*89.9%*
%H (TV HH)			*42.7%*	*14.4%*	*73.8%*	*31.8%*	*42.1%*	
3	320	320	173	38	257	145	113	306
%V	*15.8%*	*16.4%*	*20.8%*	*14.1%*	*18.6%*	*25.6%*	*13.9%*	*16.9%*
%H (All HH)		*100.0%*	*54.1%*	*11.9%*	*80.3%*	*45.3%*	*35.3%*	*95.6%*
%H (TV HH)			*54.1%*	*11.9%*	*80.3%*	*45.3%*	*35.3%*	
4	122	122	73	18	95	66	29	120
%V	*6.0%*	*6.2%*	*8.8%*	*6.7%*	*6.9%*	*11.7%*	*3.6%*	*6.6%*
%H (All HH)		*100.0%*	*59.8%*	*14.8%*	*77.9%*	*54.1%*	*23.8%*	*98.4%*
%H (TV HH)			*59.8%*	*14.8%*	*77.9%*	*54.1%*	*23.8%*	
5+	72	72	44	11	59	41	18	71
%V	*3.6%*	*3.7%*	*5.3%*	*4.1%*	*4.3%*	*7.2%*	*2.2%*	*3.9%*
%H (All HH)		*100.0%*	*61.1%*	*15.3%*	*81.9%*	*56.9%*	*25.0%*	*98.6%*
%H (TV HH)			*61.1%*	*15.3%*	*81.9%*	*56.9%*	*25.0%*	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

Table 4.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2020	1957	833	270	1381	566	815	1810
%H (All HH)		*96.9%*	*41.2%*	*13.4%*	*68.4%*	*28.0%*	*40.3%*	*89.6%*
%H (TV HH)			*42.6%*	*13.8%*	*70.6%*	*28.9%*	*41.6%*	
Under 20"	311	311	124	31	268	112	156	271
%V	*15.4%*	*15.9%*	*14.9%*	*11.5%*	*19.4%*	*19.8%*	*19.1%*	*15.0%*
%H (All HH)		*100.0%*	*39.9%*	*10.0%*	*86.2%*	*36.0%*	*50.2%*	*87.1%*
%H (TV HH)			*39.9%*	*10.0%*	*86.2%*	*36.0%*	*50.2%*	
20" - 29"	576	576	246	69	463	204	259	505
%V	*28.5%*	*29.4%*	*29.5%*	*25.6%*	*33.5%*	*36.0%*	*31.8%*	*27.9%*
%H (All HH)		*100.0%*	*42.7%*	*12.0%*	*80.4%*	*35.4%*	*45.0%*	*87.7%*
%H (TV HH)			*42.7%*	*12.0%*	*80.4%*	*35.4%*	*45.0%*	
30" - 39"	934	934	389	127	693	291	402	843
%V	*46.2%*	*47.7%*	*46.7%*	*47.0%*	*50.2%*	*51.4%*	*49.3%*	*46.6%*
%H (All HH)		*100.0%*	*41.6%*	*13.6%*	*74.2%*	*31.2%*	*43.0%*	*90.3%*
%H (TV HH)			*41.6%*	*13.6%*	*74.2%*	*31.2%*	*43.0%*	
40" - 49"	942	942	471	137	653	333	320	887
%V	*46.6%*	*48.1%*	*56.5%*	*50.7%*	*47.3%*	*58.8%*	*39.3%*	*49.0%*
%H (All HH)		*100.0%*	*50.0%*	*14.5%*	*69.3%*	*35.4%*	*34.0%*	*94.2%*
%H (TV HH)			*50.0%*	*14.5%*	*69.3%*	*35.4%*	*34.0%*	
50" - 59"	344	344	209	52	213	137	76	337
%V	*17.0%*	*17.6%*	*25.1%*	*19.3%*	*15.4%*	*24.2%*	*9.3%*	*18.6%*
%H (All HH)		*100.0%*	*60.8%*	*15.1%*	*61.9%*	*39.8%*	*22.1%*	*98.0%*
%H (TV HH)			*60.8%*	*15.1%*	*61.9%*	*39.8%*	*22.1%*	
60"+	38	38	24	4	24	17	7	38
%V	*1.9%*	*1.9%*	*2.9%*	*1.5%*	*1.7%*	*3.0%*	*0.9%*	*2.1%*
%H (All HH)		*100.0%*	*63.2%*	*10.5%*	*63.2%*	*44.7%*	*18.4%*	*100.0%*
%H (TV HH)			*63.2%*	*10.5%*	*63.2%*	*44.7%*	*18.4%*	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC East

Household level data

Table 4.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2020	1957	833	270	1381	566	815	1810
%H (All HH)		*96.9%*	*41.2%*	*13.4%*	*68.4%*	*28.0%*	*40.3%*	*89.6%*
%H (TV HH)			*42.6%*	*13.8%*	*70.6%*	*28.9%*	*41.6%*	
Main living room	1937	1937	830	268	1366	563	803	1739
%V	*95.9%*	*99.0%*	*99.6%*	*99.3%*	*98.9%*	*99.5%*	*98.5%*	*96.1%*
%H (All HH)		*100.0%*	*42.8%*	*13.8%*	*70.5%*	*29.1%*	*41.5%*	*89.8%*
%H (TV HH)			*42.8%*	*13.8%*	*70.5%*	*29.1%*	*41.5%*	
Kitchen	261	261	121	31	224	109	115	246
%V	*12.9%*	*13.3%*	*14.5%*	*11.5%*	*16.2%*	*19.3%*	*14.1%*	*13.6%*
%H (All HH)		*100.0%*	*46.4%*	*11.9%*	*85.8%*	*41.8%*	*44.1%*	*94.3%*
%H (TV HH)			*46.4%*	*11.9%*	*85.8%*	*41.8%*	*44.1%*	
Adult's bedroom	840	840	433	123	638	351	287	788
%V	*41.6%*	*42.9%*	*52.0%*	*45.6%*	*46.2%*	*62.0%*	*35.2%*	*43.5%*
%H (All HH)		*100.0%*	*51.5%*	*14.6%*	*76.0%*	*41.8%*	*34.2%*	*93.8%*
%H (TV HH)			*51.5%*	*14.6%*	*76.0%*	*41.8%*	*34.2%*	
Child's bedroom	156	156	105	19	110	80	30	155
%V	*7.7%*	*8.0%*	*12.6%*	*7.0%*	*8.0%*	*14.1%*	*3.7%*	*8.6%*
%H (All HH)		*100.0%*	*67.3%*	*12.2%*	*70.5%*	*51.3%*	*19.2%*	*99.4%*
%H (TV HH)			*67.3%*	*12.2%*	*70.5%*	*51.3%*	*19.2%*	
Other bedroom	101	101	56	13	80	49	31	97
%V	*5.0%*	*5.2%*	*6.7%*	*4.8%*	*5.8%*	*8.7%*	*3.8%*	*5.4%*
%H (All HH)		*100.0%*	*55.4%*	*12.9%*	*79.2%*	*48.5%*	*30.7%*	*96.0%*
%H (TV HH)			*55.4%*	*12.9%*	*79.2%*	*48.5%*	*30.7%*	
Second living/dining room	204	204	99	27	164	87	76	188
%V	*10.1%*	*10.4%*	*11.9%*	*10.0%*	*11.9%*	*15.4%*	*9.3%*	*10.4%*
%H (All HH)		*100.0%*	*48.5%*	*13.2%*	*80.4%*	*42.6%*	*37.3%*	*92.2%*
%H (TV HH)			*48.5%*	*13.2%*	*80.4%*	*42.6%*	*37.3%*	
Study/office	46	46	23	7	34	18	16	45
%V	*2.3%*	*2.4%*	*2.8%*	*2.6%*	*2.5%*	*3.2%*	*2.0%*	*2.5%*
%H (All HH)		*100.0%*	*50.0%*	*15.2%*	*73.9%*	*39.1%*	*34.8%*	*97.8%*
%H (TV HH)			*50.0%*	*15.2%*	*73.9%*	*39.1%*	*34.8%*	
TV room	12	12	8	0	8	5	3	12
%V	*0.6%*	*0.6%*	*1.0%*	*0.0%*	*0.6%*	*0.9%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*41.7%*	*25.0%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*41.7%*	*25.0%*	
Conservatory	58	58	21	9	46	19	27	52
%V	*2.9%*	*3.0%*	*2.5%*	*3.3%*	*3.3%*	*3.4%*	*3.3%*	*2.9%*
%H (All HH)		*100.0%*	*36.2%*	*15.5%*	*79.3%*	*32.8%*	*46.6%*	*89.7%*
%H (TV HH)			*36.2%*	*15.5%*	*79.3%*	*32.8%*	*46.6%*	
Attic or loft room	5	5	3	1	3	3	0	5
%V	*0.2%*	*0.3%*	*0.4%*	*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	4	4	1	0	2	1	2	3
%V	*0.2%*	*0.2%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*25.0%*	*0.0%*	*50.0%*	*25.0%*	*50.0%*	*75.0%*
%H (TV HH)			*25.0%*	*0.0%*	*50.0%*	*25.0%*	*50.0%*	
Other	32	32	16	5	26	15	10	32
%V	*1.6%*	*1.6%*	*1.9%*	*1.9%*	*1.9%*	*2.7%*	*1.2%*	*1.8%*
%H (All HH)		*100.0%*	*50.0%*	*15.6%*	*81.3%*	*46.9%*	*31.3%*	*100.0%*
%H (TV HH)			*50.0%*	*15.6%*	*81.3%*	*46.9%*	*31.3%*	

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

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	2020	1957	833	270	1381	566	815	1810
%H (All HH)		*96.9%*	*41.2%*	*13.4%*	*68.4%*	*28.0%*	*40.3%*	*89.6%*
%H (TV HH)			*42.6%*	*13.8%*	*70.6%*	*28.9%*	*41.6%*	
Any DSAT provider	833	833	833	18	459	459	0	798
%V	*41.2%*	*42.6%*	*100.0%*	*6.7%*	*33.2%*	*81.1%*	*0.0%*	*44.1%*
%H (All HH)			*100.0%*	*2.2%*	*55.1%*	*55.1%*	*0.0%*	*95.8%*
%H (TV HH)			*100.0%*	*2.2%*	*55.1%*	*55.1%*	*0.0%*	
Sky with subcription	664	664	664	9	368	368	0	641
%V	*32.9%*	*33.9%*	*79.7%*	*3.3%*	*26.6%*	*65.0%*	*0.0%*	*35.4%*
%H (All HH)			*100.0%*	*1.4%*	*55.4%*	*55.4%*	*0.0%*	*96.5%*
%H (TV HH)			*100.0%*	*1.4%*	*55.4%*	*55.4%*	*0.0%*	
Sky without subscription	40	40	40	2	14	14	0	36
%V	*2.0%*	*2.0%*	*4.8%*	*0.7%*	*1.0%*	*2.5%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*5.0%*	*35.0%*	*35.0%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*5.0%*	*35.0%*	*35.0%*	*0.0%*	
Freesat	109	109	109	5	71	71	0	103
%V	*5.4%*	*5.6%*	*13.1%*	*1.9%*	*5.1%*	*12.5%*	*0.0%*	*5.7%*
%H (All HH)			*100.0%*	*4.6%*	*65.1%*	*65.1%*	*0.0%*	*94.5%*
%H (TV HH)			*100.0%*	*4.6%*	*65.1%*	*65.1%*	*0.0%*	
Other satellite provider	63	63	63	4	31	31	0	61
%V	*3.1%*	*3.2%*	*7.6%*	*1.5%*	*2.2%*	*5.5%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*6.3%*	*49.2%*	*49.2%*	*0.0%*	*96.8%*
%H (TV HH)			*100.0%*	*6.3%*	*49.2%*	*49.2%*	*0.0%*	
DCAB	270	270	18	270	117	117	0	256
%V	*13.4%*	*13.8%*	*2.2%*	*100.0%*	*8.5%*	*20.7%*	*0.0%*	*14.1%*
%H (All HH)			*6.7%*	*100.0%*	*43.3%*	*43.3%*	*0.0%*	*94.8%*
%H (TV HH)			*6.7%*	*100.0%*	*43.3%*	*43.3%*	*0.0%*	
DTT	1381	1381	459	117	1381	566	815	1209
%V	*68.4%*	*70.6%*	*55.1%*	*43.3%*	*100.0%*	*100.0%*	*100.0%*	*66.8%*
%H (All HH)		*100.0%*	*33.2%*	*8.5%*	*100.0%*	*41.0%*	*59.0%*	*87.5%*
%H (TV HH)			*33.2%*	*8.5%*	*100.0%*	*41.0%*	*59.0%*	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC East

Household level data

Table 4.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2020	1957	833	270	1381	566	815	1810
%H (All HH)		*96.9%*	*41.2%*	*13.4%*	*68.4%*	*28.0%*	*40.3%*	*89.6%*
%H (TV HH)			*42.6%*	*13.8%*	*70.6%*	*28.9%*	*41.6%*	
PVR	1237	1237	731	250	779	507	272	1176
%V	*61.2%*	*63.2%*	*87.8%*	*92.6%*	*56.4%*	*89.6%*	*33.4%*	*65.0%*
%H (All HH)		*100.0%*	*59.1%*	*20.2%*	*63.0%*	*41.0%*	*22.0%*	*95.1%*
%H (TV HH)			*59.1%*	*20.2%*	*63.0%*	*41.0%*	*22.0%*	
DVDR	35	35	15	3	23	7	16	28
%V	*1.7%*	*1.8%*	*1.8%*	*1.1%*	*1.7%*	*1.2%*	*2.0%*	*1.5%*
%H (All HH)		*100.0%*	*42.9%*	*8.6%*	*65.7%*	*20.0%*	*45.7%*	*80.0%*
%H (TV HH)			*42.9%*	*8.6%*	*65.7%*	*20.0%*	*45.7%*	
VCR	21	21	8	1	15	4	11	13
%V	*1.0%*	*1.1%*	*1.0%*	*0.4%*	*1.1%*	*0.7%*	*1.3%*	*0.7%*
%H (All HH)		*100.0%*	*38.1%*	*4.8%*	*71.4%*	*19.0%*	*52.4%*	*61.9%*
%H (TV HH)			*38.1%*	*4.8%*	*71.4%*	*19.0%*	*52.4%*	
Any recorder	1257	1257	735	250	794	508	287	1187
%V	*62.2%*	*64.2%*	*88.2%*	*92.6%*	*57.5%*	*89.8%*	*35.2%*	*65.6%*
%H (All HH)		*100.0%*	*58.5%*	*19.9%*	*63.2%*	*40.4%*	*22.8%*	*94.4%*
%H (TV HH)			*58.5%*	*19.9%*	*63.2%*	*40.4%*	*22.8%*	
Receives HDTV (via STB or built-in reception)	1478	1478	708	243	1058	515	543	1376
%V	*73.2%*	*75.5%*	*85.0%*	*90.0%*	*76.6%*	*91.0%*	*66.6%*	*76.0%*
%H (All HH)		*100.0%*	*47.9%*	*16.4%*	*71.6%*	*34.8%*	*36.7%*	*93.1%*
%H (TV HH)			*47.9%*	*16.4%*	*71.6%*	*34.8%*	*36.7%*	
DVD/Blu-ray player or recorder	1398	1398	627	187	1008	440	568	1271
%V	*69.2%*	*71.4%*	*75.3%*	*69.3%*	*73.0%*	*77.7%*	*69.7%*	*70.2%*
%H (All HH)		*100.0%*	*44.8%*	*13.4%*	*72.1%*	*31.5%*	*40.6%*	*90.9%*
%H (TV HH)			*44.8%*	*13.4%*	*72.1%*	*31.5%*	*40.6%*	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

Table 4.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2020	1957	833	270	1381	566	815	1810
%H (All HH)		*96.9%*	*41.2%*	*13.4%*	*68.4%*	*28.0%*	*40.3%*	*89.6%*
%H (TV HH)			*42.6%*	*13.8%*	*70.6%*	*28.9%*	*41.6%*	
Has broadband internet	1810	1758	798	256	1209	542	666	1810
%V	*89.6%*	*89.8%*	*95.8%*	*94.8%*	*87.5%*	*95.8%*	*81.7%*	*100.0%*
%H (All HH)		*97.1%*	*44.1%*	*14.1%*	*66.8%*	*29.9%*	*36.8%*	*100.0%*
%H (TV HH)			*45.4%*	*14.6%*	*68.8%*	*30.8%*	*37.9%*	
Number of computers (PCs and laptops)								
0	283	271	62	30	219	45	175	90
%V	*14.0%*	*13.8%*	*7.4%*	*11.1%*	*15.9%*	*8.0%*	*21.5%*	*5.0%*
%H (All HH)		*95.8%*	*21.9%*	*10.6%*	*77.4%*	*15.9%*	*61.8%*	*31.8%*
%H (TV HH)			*22.9%*	*11.1%*	*80.8%*	*16.6%*	*64.6%*	
1	499	476	201	49	341	124	217	488
%V	*24.7%*	*24.3%*	*24.1%*	*18.1%*	*24.7%*	*21.9%*	*26.6%*	*27.0%*
%H (All HH)		*95.4%*	*40.3%*	*9.8%*	*68.3%*	*24.8%*	*43.5%*	*97.8%*
%H (TV HH)			*42.2%*	*10.3%*	*71.6%*	*26.1%*	*45.6%*	
2	499	486	201	75	339	138	200	496
%V	*24.7%*	*24.8%*	*24.1%*	*27.8%*	*24.5%*	*24.4%*	*24.5%*	*27.4%*
%H (All HH)		*97.4%*	*40.3%*	*15.0%*	*67.9%*	*27.7%*	*40.1%*	*99.4%*
%H (TV HH)			*41.4%*	*15.4%*	*69.8%*	*28.4%*	*41.2%*	
3	335	326	163	52	222	119	103	333
%V	*16.6%*	*16.7%*	*19.6%*	*19.3%*	*16.1%*	*21.0%*	*12.6%*	*18.4%*
%H (All HH)		*97.3%*	*48.7%*	*15.5%*	*66.3%*	*35.5%*	*30.7%*	*99.4%*
%H (TV HH)			*50.0%*	*16.0%*	*68.1%*	*36.5%*	*31.6%*	
4	200	198	104	33	123	63	60	198
%V	*9.9%*	*10.1%*	*12.5%*	*12.2%*	*8.9%*	*11.1%*	*7.4%*	*10.9%*
%H (All HH)		*99.0%*	*52.0%*	*16.5%*	*61.5%*	*31.5%*	*30.0%*	*99.0%*
%H (TV HH)			*52.5%*	*16.7%*	*62.1%*	*31.8%*	*30.3%*	
5+	204	200	102	31	137	77	60	204
%V	*10.1%*	*10.2%*	*12.2%*	*11.5%*	*9.9%*	*13.6%*	*7.4%*	*11.3%*
%H (All HH)		*98.0%*	*50.0%*	*15.2%*	*67.2%*	*37.7%*	*29.4%*	*100.0%*
%H (TV HH)			*51.0%*	*15.5%*	*68.5%*	*38.5%*	*30.0%*	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3912	1867	539	2910	1441	1469	3613
%H		*47.7%*	*13.8%*	*74.4%*	*36.8%*	*37.6%*	*92.4%*
Under 20"	388	161	38	336	146	190	346
%V	*9.9%*	*8.6%*	*7.1%*	*11.5%*	*10.1%*	*12.9%*	*9.6%*
%H		*41.5%*	*9.8%*	*86.6%*	*37.6%*	*49.0%*	*89.2%*
20" - 29"	742	325	88	605	280	326	661
%V	*19.0%*	*17.4%*	*16.3%*	*20.8%*	*19.4%*	*22.2%*	*18.3%*
%H		*43.8%*	*11.9%*	*81.5%*	*37.7%*	*43.9%*	*89.1%*
30" - 39"	1165	511	161	868	392	475	1064
%V	*29.8%*	*27.4%*	*29.9%*	*29.8%*	*27.2%*	*32.3%*	*29.4%*
%H		*43.9%*	*13.8%*	*74.5%*	*33.6%*	*40.8%*	*91.3%*
40" - 49"	1133	586	170	793	427	366	1075
%V	*29.0%*	*31.4%*	*31.5%*	*27.3%*	*29.6%*	*24.9%*	*29.8%*
%H		*51.7%*	*15.0%*	*70.0%*	*37.7%*	*32.3%*	*94.9%*
50" - 59"	378	234	61	234	154	80	371
%V	*9.7%*	*12.5%*	*11.3%*	*8.0%*	*10.7%*	*5.4%*	*10.3%*
%H		*61.9%*	*16.1%*	*61.9%*	*40.7%*	*21.2%*	*98.1%*
60"+	40	25	4	24	17	8	39
%V	*1.0%*	*1.3%*	*0.7%*	*0.8%*	*1.2%*	*0.5%*	*1.1%*
%H		*62.5%*	*10.0%*	*60.0%*	*42.5%*	*20.0%*	*97.5%*
Don't know	66	25	17	49	25	24	56
%V	*1.7%*	*1.3%*	*3.2%*	*1.7%*	*1.7%*	*1.6%*	*1.5%*
%H		*37.9%*	*25.8%*	*74.2%*	*37.9%*	*36.4%*	*84.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

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	3912	1867	539	2910	1441	1469	3613
%H		*47.7%*	*13.8%*	*74.4%*	*36.8%*	*37.6%*	*92.4%*
Main living room	1951	835	268	1379	567	812	1749
%V	*49.9%*	*44.7%*	*49.7%*	*47.4%*	*39.3%*	*55.3%*	*48.4%*
%H		*42.8%*	*13.7%*	*70.7%*	*29.1%*	*41.6%*	*89.6%*
Kitchen	261	121	31	224	109	115	246
%V	*6.7%*	*6.5%*	*5.8%*	*7.7%*	*7.6%*	*7.8%*	*6.8%*
%H		*46.4%*	*11.9%*	*85.8%*	*41.8%*	*44.1%*	*94.3%*
Adult's bedroom	1009	527	151	782	448	335	956
%V	*25.8%*	*28.2%*	*28.0%*	*26.9%*	*31.1%*	*22.8%*	*26.5%*
%H		*52.2%*	*15.0%*	*77.5%*	*44.4%*	*33.2%*	*94.7%*
Child's bedroom	206	141	24	146	106	39	206
%V	*5.3%*	*7.6%*	*4.5%*	*5.0%*	*7.4%*	*2.7%*	*5.7%*
%H		*68.4%*	*11.7%*	*70.9%*	*51.5%*	*18.9%*	*100.0%*
Other bedroom	115	66	15	91	57	34	111
%V	*2.9%*	*3.5%*	*2.8%*	*3.1%*	*4.0%*	*2.3%*	*3.1%*
%H		*57.4%*	*13.0%*	*79.1%*	*49.6%*	*29.6%*	*96.5%*
Second living/dining room	208	102	28	167	91	76	192
%V	*5.3%*	*5.5%*	*5.2%*	*5.7%*	*6.3%*	*5.2%*	*5.3%*
%H		*49.0%*	*13.5%*	*80.3%*	*43.8%*	*36.5%*	*92.3%*
Study/office	47	24	7	35	19	16	46
%V	*1.2%*	*1.3%*	*1.3%*	*1.2%*	*1.3%*	*1.1%*	*1.3%*
%H		*51.1%*	*14.9%*	*74.5%*	*40.4%*	*34.0%*	*97.9%*
TV room	12	8	0	8	5	3	12
%V	*0.3%*	*0.4%*	*0.0%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*66.7%*	*0.0%*	*66.7%*	*41.7%*	*25.0%*	*100.0%*
Conservatory	58	21	9	46	19	27	52
%V	*1.5%*	*1.1%*	*1.7%*	*1.6%*	*1.3%*	*1.8%*	*1.4%*
%H		*36.2%*	*15.5%*	*79.3%*	*32.8%*	*46.6%*	*89.7%*
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	4	1	0	2	1	2	3
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*25.0%*	*0.0%*	*50.0%*	*25.0%*	*50.0%*	*75.0%*
Other	34	17	6	27	16	10	34
%V	*0.9%*	*0.9%*	*1.1%*	*0.9%*	*1.1%*	*0.7%*	*0.9%*
%H		*50.0%*	*17.6%*	*79.4%*	*47.1%*	*29.4%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3912	1867	539	2910	1441	1469	3613
%H		*47.7%*	*13.8%*	*74.4%*	*36.8%*	*37.6%*	*92.4%*
PVR	1721	1091	347	1025	719	305	1650
%V	*44.0%*	*58.4%*	*64.4%*	*35.2%*	*49.9%*	*20.8%*	*45.7%*
%H		*63.4%*	*20.2%*	*59.6%*	*41.8%*	*17.7%*	*95.9%*
DVDR	37	16	3	24	7	18	31
%V	*0.9%*	*0.9%*	*0.6%*	*0.8%*	*0.5%*	*1.2%*	*0.9%*
%H		*43.2%*	*8.1%*	*64.9%*	*18.9%*	*48.6%*	*83.8%*
VCR	22	9	1	15	4	11	14
%V	*0.6%*	*0.5%*	*0.2%*	*0.5%*	*0.3%*	*0.7%*	*0.4%*
%H		*40.9%*	*4.5%*	*68.2%*	*18.2%*	*50.0%*	*63.6%*
Any recorder	1750	1099	347	1046	722	324	1670
%V	*44.7%*	*58.9%*	*64.4%*	*35.9%*	*50.1%*	*22.1%*	*46.2%*
%H		*62.8%*	*19.8%*	*59.8%*	*41.3%*	*18.5%*	*95.4%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3912	1867	539	2910	1441	1469	3613
%H		*47.7%*	*13.8%*	*74.4%*	*36.8%*	*37.6%*	*92.4%*
Receives HDTV (via STB or built-in reception)	2337	1220	377	1698	930	768	2209
%V	*59.7%*	*65.3%*	*69.9%*	*58.4%*	*64.5%*	*52.3%*	*61.1%*
%H		*52.2%*	*16.1%*	*72.7%*	*39.8%*	*32.9%*	*94.5%*
DVD/Blu-ray player or recorder	1987	956	272	1454	710	743	1839
%V	*50.8%*	*51.2%*	*50.5%*	*50.0%*	*49.3%*	*50.6%*	*50.9%*
%H		*48.1%*	*13.7%*	*73.2%*	*35.7%*	*37.4%*	*92.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1956	832	270	1381	566	815	1757
%H		*42.5%*	*13.8%*	*70.6%*	*28.9%*	*41.7%*	*89.8%*
Under 20"	28	2	2	25	2	23	21
%V	*1.4%*	*0.2%*	*0.7%*	*1.8%*	*0.4%*	*2.8%*	*1.2%*
%H		*7.1%*	*7.1%*	*89.3%*	*7.1%*	*82.1%*	*75.0%*
20" - 29"	174	36	16	145	26	118	125
%V	*8.9%*	*4.3%*	*5.9%*	*10.5%*	*4.6%*	*14.5%*	*7.1%*
%H		*20.7%*	*9.2%*	*83.3%*	*14.9%*	*67.8%*	*71.8%*
30" - 39"	564	183	76	420	128	293	486
%V	*28.8%*	*22.0%*	*28.1%*	*30.4%*	*22.6%*	*36.0%*	*27.7%*
%H		*32.4%*	*13.5%*	*74.5%*	*22.7%*	*52.0%*	*86.2%*
40" - 49"	812	390	119	556	268	288	760
%V	*41.5%*	*46.9%*	*44.1%*	*40.3%*	*47.3%*	*35.3%*	*43.3%*
%H		*48.0%*	*14.7%*	*68.5%*	*33.0%*	*35.5%*	*93.6%*
50" - 59"	312	190	45	191	121	70	305
%V	*16.0%*	*22.8%*	*16.7%*	*13.8%*	*21.4%*	*8.6%*	*17.4%*
%H		*60.9%*	*14.4%*	*61.2%*	*38.8%*	*22.4%*	*97.8%*
60"+	34	21	4	22	15	7	34
%V	*1.7%*	*2.5%*	*1.5%*	*1.6%*	*2.7%*	*0.9%*	*1.9%*
%H		*61.8%*	*11.8%*	*64.7%*	*44.1%*	*20.6%*	*100.0%*
Don't know	33	10	8	21	6	15	28
%V	*1.7%*	*1.2%*	*3.0%*	*1.5%*	*1.1%*	*1.8%*	*1.6%*
%H		*30.3%*	*24.2%*	*63.6%*	*18.2%*	*45.5%*	*84.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1956	832	270	1381	566	815	1757
%H		*42.5%*	*13.8%*	*70.6%*	*28.9%*	*41.7%*	*89.8%*
PVR	1212	719	247	758	497	262	1152
%V	*62.0%*	*86.4%*	*91.5%*	*54.9%*	*87.8%*	*32.1%*	*65.6%*
%H		*59.3%*	*20.4%*	*62.5%*	*41.0%*	*21.6%*	*95.0%*
DVDR	26	11	1	17	6	12	19
%V	*1.3%*	*1.3%*	*0.4%*	*1.2%*	*1.1%*	*1.5%*	*1.1%*
%H		*42.3%*	*3.8%*	*65.4%*	*23.1%*	*46.2%*	*73.1%*
VCR	20	7	1	14	4	10	12
%V	*1.0%*	*0.8%*	*0.4%*	*1.0%*	*0.7%*	*1.2%*	*0.7%*
%H		*35.0%*	*5.0%*	*70.0%*	*20.0%*	*50.0%*	*60.0%*
Any recorder	1231	722	247	773	498	275	1162
%V	*62.9%*	*86.8%*	*91.5%*	*56.0%*	*88.0%*	*33.7%*	*66.1%*
%H		*58.7%*	*20.1%*	*62.8%*	*40.5%*	*22.3%*	*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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1956	832	270	1381	566	815	1757
%H		*42.5%*	*13.8%*	*70.6%*	*28.9%*	*41.7%*	*89.8%*
Receives HDTV (via STB or built-in reception)	1445	694	241	1029	502	527	1345
%V	*73.9%*	*83.4%*	*89.3%*	*74.5%*	*88.7%*	*64.7%*	*76.6%*
%H		*48.0%*	*16.7%*	*71.2%*	*34.7%*	*36.5%*	*93.1%*
DVD/Blu-ray player or recorder	1252	545	168	893	371	522	1129
%V	*64.0%*	*65.5%*	*62.2%*	*64.7%*	*65.5%*	*64.0%*	*64.3%*
%H		*43.5%*	*13.4%*	*71.3%*	*29.6%*	*41.7%*	*90.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1956	1035	270	1529	875	655	1855
%H		*52.9%*	*13.8%*	*78.2%*	*44.7%*	*33.5%*	*94.8%*
Under 20"	360	160	36	312	145	167	325
%V	*18.4%*	*15.5%*	*13.3%*	*20.4%*	*16.6%*	*25.5%*	*17.5%*
%H		*44.4%*	*10.0%*	*86.7%*	*40.3%*	*46.4%*	*90.3%*
20" - 29"	568	289	72	461	253	207	536
%V	*29.0%*	*27.9%*	*26.7%*	*30.2%*	*28.9%*	*31.6%*	*28.9%*
%H		*50.9%*	*12.7%*	*81.2%*	*44.5%*	*36.4%*	*94.4%*
30" - 39"	601	328	85	447	265	183	578
%V	*30.7%*	*31.7%*	*31.5%*	*29.2%*	*30.3%*	*27.9%*	*31.2%*
%H		*54.6%*	*14.1%*	*74.4%*	*44.1%*	*30.4%*	*96.2%*
40" - 49"	322	196	51	237	158	78	315
%V	*16.5%*	*18.9%*	*18.9%*	*15.5%*	*18.1%*	*11.9%*	*17.0%*
%H		*60.9%*	*15.8%*	*73.6%*	*49.1%*	*24.2%*	*97.8%*
50" - 59"	67	44	16	42	33	9	67
%V	*3.4%*	*4.3%*	*5.9%*	*2.7%*	*3.8%*	*1.4%*	*3.6%*
%H		*65.7%*	*23.9%*	*62.7%*	*49.3%*	*13.4%*	*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	33	15	9	28	19	9	29
%V	*1.7%*	*1.4%*	*3.3%*	*1.8%*	*2.2%*	*1.4%*	*1.6%*
%H		*45.5%*	*27.3%*	*84.8%*	*57.6%*	*27.3%*	*87.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC East

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1956	1035	270	1529	875	655	1855
%H		*52.9%*	*13.8%*	*78.2%*	*44.7%*	*33.5%*	*94.8%*
PVR	509	372	101	266	223	43	498
%V	*26.0%*	*35.9%*	*37.4%*	*17.4%*	*25.5%*	*6.6%*	*26.8%*
%H		*73.1%*	*19.8%*	*52.3%*	*43.8%*	*8.4%*	*97.8%*
DVDR	12	5	1	7	1	6	12
%V	*0.6%*	*0.5%*	*0.4%*	*0.5%*	*0.1%*	*0.9%*	*0.6%*
%H		*41.7%*	*8.3%*	*58.3%*	*8.3%*	*50.0%*	*100.0%*
VCR	2	2	0	1	0	1	2
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H		*100.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
Any recorder	519	377	101	273	225	49	508
%V	*26.5%*	*36.4%*	*37.4%*	*17.9%*	*25.7%*	*7.5%*	*27.4%*
%H		*72.6%*	*19.5%*	*52.6%*	*43.4%*	*9.4%*	*97.9%*

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

Set level data

Table 4.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1956	1035	270	1529	875	655	1855
%H		*52.9%*	*13.8%*	*78.2%*	*44.7%*	*33.5%*	*94.8%*
Receives HDTV (via STB or built-in reception)	892	526	136	669	428	241	864
%V	*45.6%*	*50.8%*	*50.4%*	*43.8%*	*48.9%*	*36.8%*	*46.6%*
%H		*59.0%*	*15.2%*	*75.0%*	*48.0%*	*27.0%*	*96.9%*
DVD/Blu-ray player or recorder	736	411	104	560	339	221	710
%V	*37.6%*	*39.7%*	*38.5%*	*36.6%*	*38.7%*	*33.7%*	*38.3%*
%H		*55.8%*	*14.1%*	*76.1%*	*46.1%*	*30.0%*	*96.5%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC East

Individual level data

Table 4.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	4686	4557	2119	670	3102	1436	1666	4397
%H		*97.2%*	*45.2%*	*14.3%*	*66.2%*	*30.6%*	*35.6%*	*93.8%*
Total Children	903	887	468	135	545	298	247	891
%V	*19.3%*	*19.5%*	*22.1%*	*20.1%*	*17.6%*	*20.8%*	*14.8%*	*20.3%*
%H		*98.2%*	*51.8%*	*15.0%*	*60.4%*	*33.0%*	*27.4%*	*98.7%*
0 - 3	223	219	120	32	116	64	52	218
%V	*4.8%*	*4.8%*	*5.7%*	*4.8%*	*3.7%*	*4.5%*	*3.1%*	*5.0%*
%H		*98.2%*	*53.8%*	*14.3%*	*52.0%*	*28.7%*	*23.3%*	*97.8%*
4 - 15	680	668	348	102	429	234	195	673
%V	*14.5%*	*14.7%*	*16.4%*	*15.2%*	*13.8%*	*16.3%*	*11.7%*	*15.3%*
%H		*98.2%*	*51.2%*	*15.0%*	*63.1%*	*34.4%*	*28.7%*	*99.0%*
4 - 9	340	334	162	53	219	114	104	336
%V	*7.3%*	*7.3%*	*7.6%*	*7.9%*	*7.1%*	*7.9%*	*6.2%*	*7.6%*
%H		*98.2%*	*47.6%*	*15.6%*	*64.4%*	*33.5%*	*30.6%*	*98.8%*
10 - 15	340	334	186	50	210	119	91	336
%V	*7.3%*	*7.3%*	*8.8%*	*7.5%*	*6.8%*	*8.3%*	*5.5%*	*7.6%*
%H		*98.2%*	*54.7%*	*14.7%*	*61.8%*	*35.0%*	*26.8%*	*98.8%*

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	4686	4557	2119	670	3102	1436	1666	4397
%H		*97.2%*	*45.2%*	*14.3%*	*66.2%*	*30.6%*	*35.6%*	*93.8%*
Total Adults (16+)	3783	3670	1650	535	2557	1138	1419	3507
%V	*80.7%*	*80.5%*	*77.9%*	*79.9%*	*82.4%*	*79.2%*	*85.2%*	*79.8%*
%H		*97.0%*	*43.6%*	*14.1%*	*67.6%*	*30.1%*	*37.5%*	*92.7%*
16 - 19	193	190	81	35	129	57	72	190
%V	*4.1%*	*4.2%*	*3.8%*	*5.2%*	*4.2%*	*4.0%*	*4.3%*	*4.3%*
%H		*98.4%*	*42.0%*	*18.1%*	*66.8%*	*29.5%*	*37.3%*	*98.4%*
20 - 24	255	238	113	38	146	80	66	250
%V	*5.4%*	*5.2%*	*5.3%*	*5.7%*	*4.7%*	*5.6%*	*4.0%*	*5.7%*
%H		*93.3%*	*44.3%*	*14.9%*	*57.3%*	*31.4%*	*25.9%*	*98.0%*
25 - 34	560	518	239	78	305	136	169	548
%V	*12.0%*	*11.4%*	*11.3%*	*11.6%*	*9.8%*	*9.5%*	*10.1%*	*12.5%*
%H		*92.5%*	*42.7%*	*13.9%*	*54.5%*	*24.3%*	*30.2%*	*97.9%*
35 - 44	583	564	291	93	341	182	159	573
%V	*12.4%*	*12.4%*	*13.7%*	*13.9%*	*11.0%*	*12.7%*	*9.5%*	*13.0%*
%H		*96.7%*	*49.9%*	*16.0%*	*58.5%*	*31.2%*	*27.3%*	*98.3%*
45 - 54	667	655	318	118	455	231	224	651
%V	*14.2%*	*14.4%*	*15.0%*	*17.6%*	*14.7%*	*16.1%*	*13.4%*	*14.8%*
%H		*98.2%*	*47.7%*	*17.7%*	*68.2%*	*34.6%*	*33.6%*	*97.6%*
55 - 64	579	567	258	80	427	196	231	555
%V	*12.4%*	*12.4%*	*12.2%*	*11.9%*	*13.8%*	*13.6%*	*13.9%*	*12.6%*
%H		*97.9%*	*44.6%*	*13.8%*	*73.7%*	*33.9%*	*39.9%*	*95.9%*
65+	946	938	351	93	755	255	499	740
%V	*20.2%*	*20.6%*	*16.6%*	*13.9%*	*24.3%*	*17.8%*	*30.0%*	*16.8%*
%H		*99.2%*	*37.1%*	*9.8%*	*79.8%*	*27.0%*	*52.7%*	*78.2%*

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3783	3670	1650	535	2557	1138	1419	3507
%H		*97.0%*	*43.6%*	*14.1%*	*67.6%*	*30.1%*	*37.5%*	*92.7%*
AB	1085	1059	477	149	736	319	417	1051
%V	*28.7%*	*28.9%*	*28.9%*	*27.9%*	*28.8%*	*28.0%*	*29.4%*	*30.0%*
%H		*97.6%*	*44.0%*	*13.7%*	*67.8%*	*29.4%*	*38.4%*	*96.9%*
C1	1037	1016	462	145	720	323	397	976
%V	*27.4%*	*27.7%*	*28.0%*	*27.1%*	*28.2%*	*28.4%*	*28.0%*	*27.8%*
%H		*98.0%*	*44.6%*	*14.0%*	*69.4%*	*31.1%*	*38.3%*	*94.1%*
C2	951	928	436	153	632	309	323	891
%V	*25.1%*	*25.3%*	*26.4%*	*28.6%*	*24.7%*	*27.2%*	*22.8%*	*25.4%*
%H		*97.6%*	*45.8%*	*16.1%*	*66.5%*	*32.5%*	*34.0%*	*93.7%*
D	491	452	193	67	309	132	177	434
%V	*13.0%*	*12.3%*	*11.7%*	*12.5%*	*12.1%*	*11.6%*	*12.5%*	*12.4%*
%H		*92.1%*	*39.3%*	*13.6%*	*62.9%*	*26.9%*	*36.0%*	*88.4%*
E	219	215	82	21	161	55	106	155
%V	*5.8%*	*5.9%*	*5.0%*	*3.9%*	*6.3%*	*4.8%*	*7.5%*	*4.4%*
%H		*98.2%*	*37.4%*	*9.6%*	*73.5%*	*25.1%*	*48.4%*	*70.8%*

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3783	3670	1650	535	2557	1138	1419	3507
%H		*97.0%*	*43.6%*	*14.1%*	*67.6%*	*30.1%*	*37.5%*	*92.7%*
Working full time	1776	1708	828	301	1098	562	536	1749
%V	*46.9%*	*46.5%*	*50.2%*	*56.3%*	*42.9%*	*49.4%*	*37.8%*	*49.9%*
%H		*96.2%*	*46.6%*	*16.9%*	*61.8%*	*31.6%*	*30.2%*	*98.5%*
Working part time	462	448	217	58	310	146	164	445
%V	*12.2%*	*12.2%*	*13.2%*	*10.8%*	*12.1%*	*12.8%*	*11.6%*	*12.7%*
%H		*97.0%*	*47.0%*	*12.6%*	*67.1%*	*31.6%*	*35.5%*	*96.3%*
Not working	1545	1515	605	176	1149	430	719	1313
%V	*40.8%*	*41.3%*	*36.7%*	*32.9%*	*44.9%*	*37.8%*	*50.7%*	*37.4%*
%H		*98.1%*	*39.2%*	*11.4%*	*74.4%*	*27.8%*	*46.5%*	*85.0%*
Houseperson	2020	1957	833	270	1381	566	815	1810
%V	*53.4%*	*53.3%*	*50.5%*	*50.5%*	*54.0%*	*49.7%*	*57.4%*	*51.6%*
%H		*96.9%*	*41.2%*	*13.4%*	*68.4%*	*28.0%*	*40.3%*	*89.6%*

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1856	1794	820	260	1234	568	665	1735
%H		*96.7%*	*44.2%*	*14.0%*	*66.5%*	*30.6%*	*35.8%*	*93.5%*
16 - 19	104	101	44	19	70	32	38	103
%V	*5.6%*	*5.6%*	*5.4%*	*7.3%*	*5.7%*	*5.6%*	*5.7%*	*5.9%*
%H		*97.1%*	*42.3%*	*18.3%*	*67.3%*	*30.8%*	*36.5%*	*99.0%*
20 - 24	126	117	52	22	70	41	28	124
%V	*6.8%*	*6.5%*	*6.3%*	*8.5%*	*5.7%*	*7.2%*	*4.2%*	*7.1%*
%H		*92.9%*	*41.3%*	*17.5%*	*55.6%*	*32.5%*	*22.2%*	*98.4%*
25 - 34	282	261	117	34	150	62	88	275
%V	*15.2%*	*14.5%*	*14.3%*	*13.1%*	*12.2%*	*10.9%*	*13.2%*	*15.9%*
%H		*92.6%*	*41.5%*	*12.1%*	*53.2%*	*22.0%*	*31.2%*	*97.5%*
35 - 44	289	277	143	44	165	89	76	285
%V	*15.6%*	*15.4%*	*17.4%*	*16.9%*	*13.4%*	*15.7%*	*11.4%*	*16.4%*
%H		*95.8%*	*49.5%*	*15.2%*	*57.1%*	*30.8%*	*26.3%*	*98.6%*
45 - 54	323	318	159	56	219	115	104	313
%V	*17.4%*	*17.7%*	*19.4%*	*21.5%*	*17.7%*	*20.2%*	*15.6%*	*18.0%*
%H		*98.5%*	*49.2%*	*17.3%*	*67.8%*	*35.6%*	*32.2%*	*96.9%*
55 - 64	290	281	123	40	212	97	116	276
%V	*15.6%*	*15.7%*	*15.0%*	*15.4%*	*17.2%*	*17.1%*	*17.4%*	*15.9%*
%H		*96.9%*	*42.4%*	*13.8%*	*73.1%*	*33.4%*	*40.0%*	*95.2%*
65+	441	439	181	45	348	133	215	358
%V	*23.8%*	*24.5%*	*22.1%*	*17.3%*	*28.2%*	*23.4%*	*32.3%*	*20.6%*
%H		*99.5%*	*41.0%*	*10.2%*	*78.9%*	*30.2%*	*48.8%*	*81.2%*

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1856	1794	820	260	1234	568	665	1735
%H		*96.7%*	*44.2%*	*14.0%*	*66.5%*	*30.6%*	*35.8%*	*93.5%*
AB	537	523	243	72	359	162	197	522
%V	*28.9%*	*29.2%*	*29.6%*	*27.7%*	*29.1%*	*28.5%*	*29.6%*	*30.1%*
%H		*97.4%*	*45.3%*	*13.4%*	*66.9%*	*30.2%*	*36.7%*	*97.2%*
C1	474	466	222	67	320	157	164	460
%V	*25.5%*	*26.0%*	*27.1%*	*25.8%*	*25.9%*	*27.6%*	*24.7%*	*26.5%*
%H		*98.3%*	*46.8%*	*14.1%*	*67.5%*	*33.1%*	*34.6%*	*97.0%*
C2	514	498	234	82	338	166	171	475
%V	*27.7%*	*27.8%*	*28.5%*	*31.5%*	*27.4%*	*29.2%*	*25.7%*	*27.4%*
%H		*96.9%*	*45.5%*	*16.0%*	*65.8%*	*32.3%*	*33.3%*	*92.4%*
D	236	216	88	34	148	62	86	212
%V	*12.7%*	*12.0%*	*10.7%*	*13.1%*	*12.0%*	*10.9%*	*12.9%*	*12.2%*
%H		*91.5%*	*37.3%*	*14.4%*	*62.7%*	*26.3%*	*36.4%*	*89.8%*
E	95	91	34	6	69	21	48	65
%V	*5.1%*	*5.1%*	*4.1%*	*2.3%*	*5.6%*	*3.7%*	*7.2%*	*3.7%*
%H		*95.8%*	*35.8%*	*6.3%*	*72.6%*	*22.1%*	*50.5%*	*68.4%*

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1856	1794	820	260	1234	568	665	1735
%H		*96.7%*	*44.2%*	*14.0%*	*66.5%*	*30.6%*	*35.8%*	*93.5%*
Working full time	1098	1056	520	174	679	351	328	1083
%V	*59.2%*	*58.9%*	*63.4%*	*66.9%*	*55.0%*	*61.8%*	*49.3%*	*62.4%*
%H		*96.2%*	*47.4%*	*15.8%*	*61.8%*	*32.0%*	*29.9%*	*98.6%*
Working part time	112	107	46	13	77	34	43	105
%V	*6.0%*	*6.0%*	*5.6%*	*5.0%*	*6.2%*	*6.0%*	*6.5%*	*6.1%*
%H		*95.5%*	*41.1%*	*11.6%*	*68.8%*	*30.4%*	*38.4%*	*93.8%*
Not working	646	631	255	73	478	184	294	547
%V	*34.8%*	*35.2%*	*31.1%*	*28.1%*	*38.7%*	*32.4%*	*44.2%*	*31.5%*
%H		*97.7%*	*39.5%*	*11.3%*	*74.0%*	*28.5%*	*45.5%*	*84.7%*
Houseperson	417	393	150	51	274	108	167	352
%V	*22.5%*	*21.9%*	*18.3%*	*19.6%*	*22.2%*	*19.0%*	*25.1%*	*20.3%*
%H		*94.2%*	*36.0%*	*12.2%*	*65.7%*	*25.9%*	*40.0%*	*84.4%*

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1928	1876	830	275	1323	570	754	1772
%H		*97.3%*	*43.0%*	*14.3%*	*68.6%*	*29.6%*	*39.1%*	*91.9%*
16 - 19	89	89	37	16	60	25	34	87
%V	*4.6%*	*4.7%*	*4.5%*	*5.8%*	*4.5%*	*4.4%*	*4.5%*	*4.9%*
%H		*100.0%*	*41.6%*	*18.0%*	*67.4%*	*28.1%*	*38.2%*	*97.8%*
20 - 24	128	121	61	16	76	39	37	126
%V	*6.6%*	*6.4%*	*7.3%*	*5.8%*	*5.7%*	*6.8%*	*4.9%*	*7.1%*
%H		*94.5%*	*47.7%*	*12.5%*	*59.4%*	*30.5%*	*28.9%*	*98.4%*
25 - 34	278	257	122	44	155	74	81	273
%V	*14.4%*	*13.7%*	*14.7%*	*16.0%*	*11.7%*	*13.0%*	*10.7%*	*15.4%*
%H		*92.4%*	*43.9%*	*15.8%*	*55.8%*	*26.6%*	*29.1%*	*98.2%*
35 - 44	294	287	148	49	176	93	82	288
%V	*15.2%*	*15.3%*	*17.8%*	*17.8%*	*13.3%*	*16.3%*	*10.9%*	*16.3%*
%H		*97.6%*	*50.3%*	*16.7%*	*59.9%*	*31.6%*	*27.9%*	*98.0%*
45 - 54	344	337	159	62	236	117	120	338
%V	*17.8%*	*18.0%*	*19.2%*	*22.5%*	*17.8%*	*20.5%*	*15.9%*	*19.1%*
%H		*98.0%*	*46.2%*	*18.0%*	*68.6%*	*34.0%*	*34.9%*	*98.3%*
55 - 64	289	286	134	40	214	99	115	278
%V	*15.0%*	*15.2%*	*16.1%*	*14.5%*	*16.2%*	*17.4%*	*15.3%*	*15.7%*
%H		*99.0%*	*46.4%*	*13.8%*	*74.0%*	*34.3%*	*39.8%*	*96.2%*
65+	505	499	169	48	406	122	284	382
%V	*26.2%*	*26.6%*	*20.4%*	*17.5%*	*30.7%*	*21.4%*	*37.7%*	*21.6%*
%H		*98.8%*	*33.5%*	*9.5%*	*80.4%*	*24.2%*	*56.2%*	*75.6%*

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1928	1876	830	275	1323	570	754	1772
%H		*97.3%*	*43.0%*	*14.3%*	*68.6%*	*29.6%*	*39.1%*	*91.9%*
AB	548	536	234	77	377	157	220	529
%V	*28.4%*	*28.6%*	*28.2%*	*28.0%*	*28.5%*	*27.5%*	*29.2%*	*29.9%*
%H		*97.8%*	*42.7%*	*14.1%*	*68.8%*	*28.6%*	*40.1%*	*96.5%*
C1	562	549	240	78	399	166	233	515
%V	*29.1%*	*29.3%*	*28.9%*	*28.4%*	*30.2%*	*29.1%*	*30.9%*	*29.1%*
%H		*97.7%*	*42.7%*	*13.9%*	*71.0%*	*29.5%*	*41.5%*	*91.6%*
C2	438	431	203	71	295	143	152	416
%V	*22.7%*	*23.0%*	*24.5%*	*25.8%*	*22.3%*	*25.1%*	*20.2%*	*23.5%*
%H		*98.4%*	*46.3%*	*16.2%*	*67.4%*	*32.6%*	*34.7%*	*95.0%*
D	255	236	105	33	161	70	91	222
%V	*13.2%*	*12.6%*	*12.7%*	*12.0%*	*12.2%*	*12.3%*	*12.1%*	*12.5%*
%H		*92.5%*	*41.2%*	*12.9%*	*63.1%*	*27.5%*	*35.7%*	*87.1%*
E	124	123	48	15	92	34	58	90
%V	*6.4%*	*6.6%*	*5.8%*	*5.5%*	*7.0%*	*6.0%*	*7.7%*	*5.1%*
%H		*99.2%*	*38.7%*	*12.1%*	*74.2%*	*27.4%*	*46.8%*	*72.6%*

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1928	1876	830	275	1323	570	754	1772
%H		*97.3%*	*43.0%*	*14.3%*	*68.6%*	*29.6%*	*39.1%*	*91.9%*
Working full time	678	652	308	127	418	211	207	666
%V	*35.2%*	*34.8%*	*37.1%*	*46.2%*	*31.6%*	*37.0%*	*27.5%*	*37.6%*
%H		*96.2%*	*45.4%*	*18.7%*	*61.7%*	*31.1%*	*30.5%*	*98.2%*
Working part time	350	340	171	45	234	113	121	340
%V	*18.2%*	*18.1%*	*20.6%*	*16.4%*	*17.7%*	*19.8%*	*16.0%*	*19.2%*
%H		*97.1%*	*48.9%*	*12.9%*	*66.9%*	*32.3%*	*34.6%*	*97.1%*
Not working	900	884	351	104	671	246	425	766
%V	*46.7%*	*47.1%*	*42.3%*	*37.8%*	*50.7%*	*43.2%*	*56.4%*	*43.2%*
%H		*98.2%*	*39.0%*	*11.6%*	*74.6%*	*27.3%*	*47.2%*	*85.1%*
Houseperson	1603	1564	683	218	1106	458	648	1458
%V	*83.1%*	*83.4%*	*82.3%*	*79.3%*	*83.6%*	*80.4%*	*85.9%*	*82.3%*
%H		*97.6%*	*42.6%*	*13.6%*	*69.0%*	*28.6%*	*40.4%*	*91.0%*

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 5.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1068	1025	386	151	683	237	445	943
%H (All HH)		*96.0%*	*36.1%*	*14.1%*	*64.0%*	*22.2%*	*41.7%*	*88.3%*
%H (TV HH)			*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	
AB	316	303	120	41	193	69	124	308
%V	*29.6%*	*29.6%*	*31.1%*	*27.2%*	*28.3%*	*29.1%*	*27.9%*	*32.7%*
%H (All HH)		*95.9%*	*38.0%*	*13.0%*	*61.1%*	*21.8%*	*39.2%*	*97.5%*
%H (TV HH)			*39.6%*	*13.5%*	*63.7%*	*22.8%*	*40.9%*	
C1	297	287	99	53	189	66	123	274
%V	*27.8%*	*28.0%*	*25.6%*	*35.1%*	*27.7%*	*27.8%*	*27.6%*	*29.1%*
%H (All HH)		*96.6%*	*33.3%*	*17.8%*	*63.6%*	*22.2%*	*41.4%*	*92.3%*
%H (TV HH)			*34.5%*	*18.5%*	*65.9%*	*23.0%*	*42.9%*	
C2	246	238	102	39	159	66	93	217
%V	*23.0%*	*23.2%*	*26.4%*	*25.8%*	*23.3%*	*27.8%*	*20.9%*	*23.0%*
%H (All HH)		*96.7%*	*41.5%*	*15.9%*	*64.6%*	*26.8%*	*37.8%*	*88.2%*
%H (TV HH)			*42.9%*	*16.4%*	*66.8%*	*27.7%*	*39.1%*	
D	133	126	44	12	84	23	61	104
%V	*12.5%*	*12.3%*	*11.4%*	*7.9%*	*12.3%*	*9.7%*	*13.7%*	*11.0%*
%H (All HH)		*94.7%*	*33.1%*	*9.0%*	*63.2%*	*17.3%*	*45.9%*	*78.2%*
%H (TV HH)			*34.9%*	*9.5%*	*66.7%*	*18.3%*	*48.4%*	
E	76	72	21	5	58	14	44	40
%V	*7.1%*	*7.0%*	*5.4%*	*3.3%*	*8.5%*	*5.9%*	*9.9%*	*4.2%*
%H (All HH)		*94.7%*	*27.6%*	*6.6%*	*76.3%*	*18.4%*	*57.9%*	*52.6%*
%H (TV HH)			*29.2%*	*6.9%*	*80.6%*	*19.4%*	*61.1%*	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC West

Household level data

Table 5.2: 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	1068	1025	386	151	683	237	445	943
%H (All HH)		*96.0%*	*36.1%*	*14.1%*	*64.0%*	*22.2%*	*41.7%*	*88.3%*
%H (TV HH)			*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	
Under 25	38	35	7	6	17	3	14	37
%V	*3.6%*	*3.4%*	*1.8%*	*4.0%*	*2.5%*	*1.3%*	*3.1%*	*3.9%*
%H (All HH)		*92.1%*	*18.4%*	*15.8%*	*44.7%*	*7.9%*	*36.8%*	*97.4%*
%H (TV HH)			*20.0%*	*17.1%*	*48.6%*	*8.6%*	*40.0%*	
25 - 34	160	147	55	23	72	24	49	157
%V	*15.0%*	*14.3%*	*14.2%*	*15.2%*	*10.5%*	*10.1%*	*11.0%*	*16.6%*
%H (All HH)		*91.9%*	*34.4%*	*14.4%*	*45.0%*	*15.0%*	*30.6%*	*98.1%*
%H (TV HH)			*37.4%*	*15.6%*	*49.0%*	*16.3%*	*33.3%*	
35 - 44	167	160	73	23	87	32	55	162
%V	*15.6%*	*15.6%*	*18.9%*	*15.2%*	*12.7%*	*13.5%*	*12.4%*	*17.2%*
%H (All HH)		*95.8%*	*43.7%*	*13.8%*	*52.1%*	*19.2%*	*32.9%*	*97.0%*
%H (TV HH)			*45.6%*	*14.4%*	*54.4%*	*20.0%*	*34.4%*	
45 - 54	218	211	90	42	140	68	72	208
%V	*20.4%*	*20.6%*	*23.3%*	*27.8%*	*20.5%*	*28.7%*	*16.2%*	*22.1%*
%H (All HH)		*96.8%*	*41.3%*	*19.3%*	*64.2%*	*31.2%*	*33.0%*	*95.4%*
%H (TV HH)			*42.7%*	*19.9%*	*66.4%*	*32.2%*	*34.1%*	
55 - 64	170	165	68	26	118	48	70	157
%V	*15.9%*	*16.1%*	*17.6%*	*17.2%*	*17.3%*	*20.3%*	*15.7%*	*16.6%*
%H (All HH)		*97.1%*	*40.0%*	*15.3%*	*69.4%*	*28.2%*	*41.2%*	*92.4%*
%H (TV HH)			*41.2%*	*15.8%*	*71.5%*	*29.1%*	*42.4%*	
65 +	315	308	93	30	248	63	185	223
%V	*29.5%*	*30.0%*	*24.1%*	*19.9%*	*36.3%*	*26.6%*	*41.6%*	*23.6%*
%H (All HH)		*97.8%*	*29.5%*	*9.5%*	*78.7%*	*20.0%*	*58.7%*	*70.8%*
%H (TV HH)			*30.2%*	*9.7%*	*80.5%*	*20.5%*	*60.1%*	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC West

Household level data

Table 5.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1068	1025	386	151	683	237	445	943
%H (All HH)		*96.0%*	*36.1%*	*14.1%*	*64.0%*	*22.2%*	*41.7%*	*88.3%*
%H (TV HH)			*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	
1	327	306	84	31	232	51	181	232
%V	*30.6%*	*29.9%*	*21.8%*	*20.5%*	*34.0%*	*21.5%*	*40.7%*	*24.6%*
%H (All HH)		*93.6%*	*25.7%*	*9.5%*	*70.9%*	*15.6%*	*55.4%*	*70.9%*
%H (TV HH)			*27.5%*	*10.1%*	*75.8%*	*16.7%*	*59.2%*	
2	394	379	145	52	249	88	160	367
%V	*36.9%*	*37.0%*	*37.6%*	*34.4%*	*36.5%*	*37.1%*	*36.0%*	*38.9%*
%H (All HH)		*96.2%*	*36.8%*	*13.2%*	*63.2%*	*22.3%*	*40.6%*	*93.1%*
%H (TV HH)			*38.3%*	*13.7%*	*65.7%*	*23.2%*	*42.2%*	
3	145	141	63	26	81	37	44	141
%V	*13.6%*	*13.8%*	*16.3%*	*17.2%*	*11.9%*	*15.6%*	*9.9%*	*15.0%*
%H (All HH)		*97.2%*	*43.4%*	*17.9%*	*55.9%*	*25.5%*	*30.3%*	*97.2%*
%H (TV HH)			*44.7%*	*18.4%*	*57.4%*	*26.2%*	*31.2%*	
4	139	138	67	28	86	45	41	139
%V	*13.0%*	*13.5%*	*17.4%*	*18.5%*	*12.6%*	*19.0%*	*9.2%*	*14.7%*
%H (All HH)		*99.3%*	*48.2%*	*20.1%*	*61.9%*	*32.4%*	*29.5%*	*100.0%*
%H (TV HH)			*48.6%*	*20.3%*	*62.3%*	*32.6%*	*29.7%*	
5+	63	61	26	14	36	16	19	63
%V	*5.9%*	*6.0%*	*6.7%*	*9.3%*	*5.3%*	*6.8%*	*4.3%*	*6.7%*
%H (All HH)		*96.8%*	*41.3%*	*22.2%*	*57.1%*	*25.4%*	*30.2%*	*100.0%*
%H (TV HH)			*42.6%*	*23.0%*	*59.0%*	*26.2%*	*31.1%*	
Average HH size	2.29	2.31	2.53	2.65	2.21	2.56	2.02	2.42

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

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	1068	1025	386	151	683	237	445	943
%H (All HH)		*96.0%*	*36.1%*	*14.1%*	*64.0%*	*22.2%*	*41.7%*	*88.3%*
%H (TV HH)			*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	
Without	802	763	264	102	535	171	365	680
%V	*75.1%*	*74.4%*	*68.4%*	*67.5%*	*78.3%*	*72.2%*	*82.0%*	*72.1%*
%H (All HH)		*95.1%*	*32.9%*	*12.7%*	*66.7%*	*21.3%*	*45.5%*	*84.8%*
%H (TV HH)			*34.6%*	*13.4%*	*70.1%*	*22.4%*	*47.8%*	
With	266	262	122	49	148	67	81	263
%V	*24.9%*	*25.6%*	*31.6%*	*32.5%*	*21.7%*	*28.3%*	*18.2%*	*27.9%*
%H (All HH)		*98.5%*	*45.9%*	*18.4%*	*55.6%*	*25.2%*	*30.5%*	*98.9%*
%H (TV HH)			*46.6%*	*18.7%*	*56.5%*	*25.6%*	*30.9%*	
0 - 3	93	91	40	15	50	21	29	91
%V	*8.7%*	*8.9%*	*10.4%*	*9.9%*	*7.3%*	*8.9%*	*6.5%*	*9.7%*
%H (All HH)		*97.8%*	*43.0%*	*16.1%*	*53.8%*	*22.6%*	*31.2%*	*97.8%*
%H (TV HH)			*44.0%*	*16.5%*	*54.9%*	*23.1%*	*31.9%*	
4 - 9	138	137	70	26	67	31	37	138
%V	*12.9%*	*13.4%*	*18.1%*	*17.2%*	*9.8%*	*13.1%*	*8.3%*	*14.6%*
%H (All HH)		*99.3%*	*50.7%*	*18.8%*	*48.6%*	*22.5%*	*26.8%*	*100.0%*
%H (TV HH)			*51.1%*	*19.0%*	*48.9%*	*22.6%*	*27.0%*	
10 - 15	125	124	58	25	77	37	40	125
%V	*11.7%*	*12.1%*	*15.0%*	*16.6%*	*11.3%*	*15.6%*	*9.0%*	*13.3%*
%H (All HH)		*99.2%*	*46.4%*	*20.0%*	*61.6%*	*29.6%*	*32.0%*	*100.0%*
%H (TV HH)			*46.8%*	*20.2%*	*62.1%*	*29.8%*	*32.3%*	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC West

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1068	1025	386	151	683	237	445	943
%H (All HH)		*96.0%*	*36.1%*	*14.1%*	*64.0%*	*22.2%*	*41.7%*	*88.3%*
%H (TV HH)			*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	
1	439	439	115	62	258	37	222	366
%V	*41.1%*	*42.8%*	*29.8%*	*41.1%*	*37.8%*	*15.6%*	*49.9%*	*38.8%*
%H (All HH)		*100.0%*	*26.2%*	*14.1%*	*58.8%*	*8.4%*	*50.6%*	*83.4%*
%H (TV HH)			*26.2%*	*14.1%*	*58.8%*	*8.4%*	*50.6%*	
2	314	314	136	45	213	84	129	279
%V	*29.4%*	*30.6%*	*35.2%*	*29.8%*	*31.2%*	*35.4%*	*29.0%*	*29.6%*
%H (All HH)		*100.0%*	*43.3%*	*14.3%*	*67.8%*	*26.8%*	*41.1%*	*88.9%*
%H (TV HH)			*43.3%*	*14.3%*	*67.8%*	*26.8%*	*41.1%*	
3	169	169	76	26	126	60	66	164
%V	*15.8%*	*16.5%*	*19.7%*	*17.2%*	*18.4%*	*25.3%*	*14.8%*	*17.4%*
%H (All HH)		*100.0%*	*45.0%*	*15.4%*	*74.6%*	*35.5%*	*39.1%*	*97.0%*
%H (TV HH)			*45.0%*	*15.4%*	*74.6%*	*35.5%*	*39.1%*	
4	66	66	36	10	53	32	20	63
%V	*6.2%*	*6.4%*	*9.3%*	*6.6%*	*7.8%*	*13.5%*	*4.5%*	*6.7%*
%H (All HH)		*100.0%*	*54.5%*	*15.2%*	*80.3%*	*48.5%*	*30.3%*	*95.5%*
%H (TV HH)			*54.5%*	*15.2%*	*80.3%*	*48.5%*	*30.3%*	
5+	38	38	23	8	32	25	8	38
%V	*3.6%*	*3.7%*	*6.0%*	*5.3%*	*4.7%*	*10.5%*	*1.8%*	*4.0%*
%H (All HH)		*100.0%*	*60.5%*	*21.1%*	*84.2%*	*65.8%*	*21.1%*	*100.0%*
%H (TV HH)			*60.5%*	*21.1%*	*84.2%*	*65.8%*	*21.1%*	

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

Table 5.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1068	1025	386	151	683	237	445	943
%H (All HH)		*96.0%*	*36.1%*	*14.1%*	*64.0%*	*22.2%*	*41.7%*	*88.3%*
%H (TV HH)			*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	
Under 20"	103	103	41	14	89	40	48	90
%V	*9.6%*	*10.0%*	*10.6%*	*9.3%*	*13.0%*	*16.9%*	*10.8%*	*9.5%*
%H (All HH)		*100.0%*	*39.8%*	*13.6%*	*86.4%*	*38.8%*	*46.6%*	*87.4%*
%H (TV HH)			*39.8%*	*13.6%*	*86.4%*	*38.8%*	*46.6%*	
20" - 29"	276	276	106	32	215	81	133	241
%V	*25.8%*	*26.9%*	*27.5%*	*21.2%*	*31.5%*	*34.2%*	*29.9%*	*25.6%*
%H (All HH)		*100.0%*	*38.4%*	*11.6%*	*77.9%*	*29.3%*	*48.2%*	*87.3%*
%H (TV HH)			*38.4%*	*11.6%*	*77.9%*	*29.3%*	*48.2%*	
30" - 39"	466	466	182	70	322	123	199	423
%V	*43.6%*	*45.5%*	*47.2%*	*46.4%*	*47.1%*	*51.9%*	*44.7%*	*44.9%*
%H (All HH)		*100.0%*	*39.1%*	*15.0%*	*69.1%*	*26.4%*	*42.7%*	*90.8%*
%H (TV HH)			*39.1%*	*15.0%*	*69.1%*	*26.4%*	*42.7%*	
40" - 49"	420	420	186	72	276	125	151	395
%V	*39.3%*	*41.0%*	*48.2%*	*47.7%*	*40.4%*	*52.7%*	*33.9%*	*41.9%*
%H (All HH)		*100.0%*	*44.3%*	*17.1%*	*65.7%*	*29.8%*	*36.0%*	*94.0%*
%H (TV HH)			*44.3%*	*17.1%*	*65.7%*	*29.8%*	*36.0%*	
50" - 59"	132	132	74	17	75	40	35	127
%V	*12.4%*	*12.9%*	*19.2%*	*11.3%*	*11.0%*	*16.9%*	*7.9%*	*13.5%*
%H (All HH)		*100.0%*	*56.1%*	*12.9%*	*56.8%*	*30.3%*	*26.5%*	*96.2%*
%H (TV HH)			*56.1%*	*12.9%*	*56.8%*	*30.3%*	*26.5%*	
60"+	12	12	10	2	6	5	1	12
%V	*1.1%*	*1.2%*	*2.6%*	*1.3%*	*0.9%*	*2.1%*	*0.2%*	*1.3%*
%H (All HH)		*100.0%*	*83.3%*	*16.7%*	*50.0%*	*41.7%*	*8.3%*	*100.0%*
%H (TV HH)			*83.3%*	*16.7%*	*50.0%*	*41.7%*	*8.3%*	

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

Table 5.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1068	1025	386	151	683	237	445	943
%H (All HH)		*96.0%*	*36.1%*	*14.1%*	*64.0%*	*22.2%*	*41.7%*	*88.3%*
%H (TV HH)			*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	
Main living room	1017	1017	384	149	679	237	441	902
%V	*95.2%*	*99.2%*	*99.5%*	*98.7%*	*99.4%*	*100.0%*	*99.1%*	*95.7%*
%H (All HH)		*100.0%*	*37.8%*	*14.7%*	*66.8%*	*23.3%*	*43.4%*	*88.7%*
%H (TV HH)			*37.8%*	*14.7%*	*66.8%*	*23.3%*	*43.4%*	
Kitchen	116	116	50	19	96	49	47	105
%V	*10.9%*	*11.3%*	*13.0%*	*12.6%*	*14.1%*	*20.7%*	*10.6%*	*11.1%*
%H (All HH)		*100.0%*	*43.1%*	*16.4%*	*82.8%*	*42.2%*	*40.5%*	*90.5%*
%H (TV HH)			*43.1%*	*16.4%*	*82.8%*	*42.2%*	*40.5%*	
Adult's bedroom	458	458	220	64	334	164	170	424
%V	*42.9%*	*44.7%*	*57.0%*	*42.4%*	*48.9%*	*69.2%*	*38.2%*	*45.0%*
%H (All HH)		*100.0%*	*48.0%*	*14.0%*	*72.9%*	*35.8%*	*37.1%*	*92.6%*
%H (TV HH)			*48.0%*	*14.0%*	*72.9%*	*35.8%*	*37.1%*	
Child's bedroom	80	80	39	17	55	30	25	80
%V	*7.5%*	*7.8%*	*10.1%*	*11.3%*	*8.1%*	*12.7%*	*5.6%*	*8.5%*
%H (All HH)		*100.0%*	*48.8%*	*21.3%*	*68.8%*	*37.5%*	*31.3%*	*100.0%*
%H (TV HH)			*48.8%*	*21.3%*	*68.8%*	*37.5%*	*31.3%*	
Other bedroom	52	52	24	6	43	21	22	50
%V	*4.9%*	*5.1%*	*6.2%*	*4.0%*	*6.3%*	*8.9%*	*4.9%*	*5.3%*
%H (All HH)		*100.0%*	*46.2%*	*11.5%*	*82.7%*	*40.4%*	*42.3%*	*96.2%*
%H (TV HH)			*46.2%*	*11.5%*	*82.7%*	*40.4%*	*42.3%*	
Second living/dining room	111	111	53	16	83	40	44	106
%V	*10.4%*	*10.8%*	*13.7%*	*10.6%*	*12.2%*	*16.9%*	*9.9%*	*11.2%*
%H (All HH)		*100.0%*	*47.7%*	*14.4%*	*74.8%*	*36.0%*	*39.6%*	*95.5%*
%H (TV HH)			*47.7%*	*14.4%*	*74.8%*	*36.0%*	*39.6%*	
Study/office	22	22	12	5	17	11	6	20
%V	*2.1%*	*2.1%*	*3.1%*	*3.3%*	*2.5%*	*4.6%*	*1.3%*	*2.1%*
%H (All HH)		*100.0%*	*54.5%*	*22.7%*	*77.3%*	*50.0%*	*27.3%*	*90.9%*
%H (TV HH)			*54.5%*	*22.7%*	*77.3%*	*50.0%*	*27.3%*	
TV room	12	12	8	1	6	3	4	11
%V	*1.1%*	*1.2%*	*2.1%*	*0.7%*	*0.9%*	*1.3%*	*0.9%*	*1.2%*
%H (All HH)		*100.0%*	*66.7%*	*8.3%*	*50.0%*	*25.0%*	*33.3%*	*91.7%*
%H (TV HH)			*66.7%*	*8.3%*	*50.0%*	*25.0%*	*33.3%*	
Conservatory	20	20	11	2	18	9	8	19
%V	*1.9%*	*2.0%*	*2.8%*	*1.3%*	*2.6%*	*3.8%*	*1.8%*	*2.0%*
%H (All HH)		*100.0%*	*55.0%*	*10.0%*	*90.0%*	*45.0%*	*40.0%*	*95.0%*
%H (TV HH)			*55.0%*	*10.0%*	*90.0%*	*45.0%*	*40.0%*	
Attic or loft room	4	4	2	0	3	2	1	4
%V	*0.4%*	*0.4%*	*0.5%*	*0.0%*	*0.4%*	*0.8%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	
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	8	8	5	1	6	5	2	8
%V	*0.7%*	*0.8%*	*1.3%*	*0.7%*	*0.9%*	*2.1%*	*0.4%*	*0.8%*
%H (All HH)		*100.0%*	*62.5%*	*12.5%*	*75.0%*	*62.5%*	*25.0%*	*100.0%*
%H (TV HH)			*62.5%*	*12.5%*	*75.0%*	*62.5%*	*25.0%*	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC West

Household level data

Table 5.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1068	1025	386	151	683	237	445	943
%H (All HH)		*96.0%*	*36.1%*	*14.1%*	*64.0%*	*22.2%*	*41.7%*	*88.3%*
%H (TV HH)			*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	
Any DSAT provider	386	386	386	3	172	172	0	366
%V	*36.1%*	*37.7%*	*100.0%*	*2.0%*	*25.2%*	*72.6%*	*0.0%*	*38.8%*
%H (All HH)			*100.0%*	*0.8%*	*44.6%*	*44.6%*	*0.0%*	*94.8%*
%H (TV HH)			*100.0%*	*0.8%*	*44.6%*	*44.6%*	*0.0%*	
Sky with subscription	309	309	309	1	133	133	0	292
%V	*28.9%*	*30.1%*	*80.1%*	*0.7%*	*19.5%*	*56.1%*	*0.0%*	*31.0%*
%H (All HH)			*100.0%*	*0.3%*	*43.0%*	*43.0%*	*0.0%*	*94.5%*
%H (TV HH)			*100.0%*	*0.3%*	*43.0%*	*43.0%*	*0.0%*	
Sky without subscription	9	9	9	0	5	5	0	8
%V	*0.8%*	*0.9%*	*2.3%*	*0.0%*	*0.7%*	*2.1%*	*0.0%*	*0.8%*
%H (All HH)			*100.0%*	*0.0%*	*55.6%*	*55.6%*	*0.0%*	*88.9%*
%H (TV HH)			*100.0%*	*0.0%*	*55.6%*	*55.6%*	*0.0%*	
Freesat	67	67	67	2	36	36	0	65
%V	*6.3%*	*6.5%*	*17.4%*	*1.3%*	*5.3%*	*15.2%*	*0.0%*	*6.9%*
%H (All HH)			*100.0%*	*3.0%*	*53.7%*	*53.7%*	*0.0%*	*97.0%*
%H (TV HH)			*100.0%*	*3.0%*	*53.7%*	*53.7%*	*0.0%*	
Other satellite provider	12	12	12	0	5	5	0	12
%V	*1.1%*	*1.2%*	*3.1%*	*0.0%*	*0.7%*	*2.1%*	*0.0%*	*1.3%*
%H (All HH)			*100.0%*	*0.0%*	*41.7%*	*41.7%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*41.7%*	*41.7%*	*0.0%*	
DCAB	151	151	3	151	66	66	0	142
%V	*14.1%*	*14.7%*	*0.8%*	*100.0%*	*9.7%*	*27.8%*	*0.0%*	*15.1%*
%H (All HH)			*2.0%*	*100.0%*	*43.7%*	*43.7%*	*0.0%*	*94.0%*
%H (TV HH)			*2.0%*	*100.0%*	*43.7%*	*43.7%*	*0.0%*	
DTT	683	683	172	66	683	237	445	584
%V	*64.0%*	*66.6%*	*44.6%*	*43.7%*	*100.0%*	*100.0%*	*100.0%*	*61.9%*
%H (All HH)		*100.0%*	*25.2%*	*9.7%*	*100.0%*	*34.7%*	*65.2%*	*85.5%*
%H (TV HH)			*25.2%*	*9.7%*	*100.0%*	*34.7%*	*65.2%*	

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
Jul 2017 - Jun 2018

BBC West

Household level data

Table 5.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1068	1025	386	151	683	237	445	943
%H (All HH)		*96.0%*	*36.1%*	*14.1%*	*64.0%*	*22.2%*	*41.7%*	*88.3%*
%H (TV HH)			*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	
PVR	667	667	335	148	402	216	186	626
%V	*62.5%*	*65.1%*	*86.8%*	*98.0%*	*58.9%*	*91.1%*	*41.8%*	*66.4%*
%H (All HH)		*100.0%*	*50.2%*	*22.2%*	*60.3%*	*32.4%*	*27.9%*	*93.9%*
%H (TV HH)			*50.2%*	*22.2%*	*60.3%*	*32.4%*	*27.9%*	
DVDR	11	11	2	2	10	2	8	11
%V	*1.0%*	*1.1%*	*0.5%*	*1.3%*	*1.5%*	*0.8%*	*1.8%*	*1.2%*
%H (All HH)		*100.0%*	*18.2%*	*18.2%*	*90.9%*	*18.2%*	*72.7%*	*100.0%*
%H (TV HH)			*18.2%*	*18.2%*	*90.9%*	*18.2%*	*72.7%*	
VCR	9	9	4	2	7	4	3	8
%V	*0.8%*	*0.9%*	*1.0%*	*1.3%*	*1.0%*	*1.7%*	*0.7%*	*0.8%*
%H (All HH)		*100.0%*	*44.4%*	*22.2%*	*77.8%*	*44.4%*	*33.3%*	*88.9%*
%H (TV HH)			*44.4%*	*22.2%*	*77.8%*	*44.4%*	*33.3%*	
Any recorder	672	672	335	148	407	216	191	630
%V	*62.9%*	*65.6%*	*86.8%*	*98.0%*	*59.6%*	*91.1%*	*42.9%*	*66.8%*
%H (All HH)		*100.0%*	*49.9%*	*22.0%*	*60.6%*	*32.1%*	*28.4%*	*93.8%*
%H (TV HH)			*49.9%*	*22.0%*	*60.6%*	*32.1%*	*28.4%*	
Receives HDTV (via STB or built-in reception)	729	729	333	125	487	214	273	680
%V	*68.3%*	*71.1%*	*86.3%*	*82.8%*	*71.3%*	*90.3%*	*61.3%*	*72.1%*
%H (All HH)		*100.0%*	*45.7%*	*17.1%*	*66.8%*	*29.4%*	*37.4%*	*93.3%*
%H (TV HH)			*45.7%*	*17.1%*	*66.8%*	*29.4%*	*37.4%*	
DVD/Blu-ray player or recorder	739	739	299	111	505	200	305	673
%V	*69.2%*	*72.1%*	*77.5%*	*73.5%*	*73.9%*	*84.4%*	*68.5%*	*71.4%*
%H (All HH)		*100.0%*	*40.5%*	*15.0%*	*68.3%*	*27.1%*	*41.3%*	*91.1%*
%H (TV HH)			*40.5%*	*15.0%*	*68.3%*	*27.1%*	*41.3%*	

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

Table 5.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1068	1025	386	151	683	237	445	943
%H (All HH)		*96.0%*	*36.1%*	*14.1%*	*64.0%*	*22.2%*	*41.7%*	*88.3%*
%H (TV HH)			*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	
Has broadband internet	943	909	366	142	584	226	358	943
%V	*88.3%*	*88.7%*	*94.8%*	*94.0%*	*85.5%*	*95.4%*	*80.4%*	*100.0%*
%H (All HH)		*96.4%*	*38.8%*	*15.1%*	*61.9%*	*24.0%*	*38.0%*	*100.0%*
%H (TV HH)			*40.3%*	*15.6%*	*64.2%*	*24.9%*	*39.4%*	
Number of computers (PCs and laptops)								
0	154	144	33	14	115	18	96	35
%V	*14.4%*	*14.0%*	*8.5%*	*9.3%*	*16.8%*	*7.6%*	*21.6%*	*3.7%*
%H (All HH)		*93.5%*	*21.4%*	*9.1%*	*74.7%*	*11.7%*	*62.3%*	*22.7%*
%H (TV HH)			*22.9%*	*9.7%*	*79.9%*	*12.5%*	*66.7%*	
1	260	247	88	38	153	45	108	255
%V	*24.3%*	*24.1%*	*22.8%*	*25.2%*	*22.4%*	*19.0%*	*24.3%*	*27.0%*
%H (All HH)		*95.0%*	*33.8%*	*14.6%*	*58.8%*	*17.3%*	*41.5%*	*98.1%*
%H (TV HH)			*35.6%*	*15.4%*	*61.9%*	*18.2%*	*43.7%*	
2	251	242	86	33	167	57	110	250
%V	*23.5%*	*23.6%*	*22.3%*	*21.9%*	*24.5%*	*24.1%*	*24.7%*	*26.5%*
%H (All HH)		*96.4%*	*34.3%*	*13.1%*	*66.5%*	*22.7%*	*43.8%*	*99.6%*
%H (TV HH)			*35.5%*	*13.6%*	*69.0%*	*23.6%*	*45.5%*	
3	172	165	73	22	108	44	64	172
%V	*16.1%*	*16.1%*	*18.9%*	*14.6%*	*15.8%*	*18.6%*	*14.4%*	*18.2%*
%H (All HH)		*95.9%*	*42.4%*	*12.8%*	*62.8%*	*25.6%*	*37.2%*	*100.0%*
%H (TV HH)			*44.2%*	*13.3%*	*65.5%*	*26.7%*	*38.8%*	
4	111	110	49	21	70	35	35	111
%V	*10.4%*	*10.7%*	*12.7%*	*13.9%*	*10.2%*	*14.8%*	*7.9%*	*11.8%*
%H (All HH)		*99.1%*	*44.1%*	*18.9%*	*63.1%*	*31.5%*	*31.5%*	*100.0%*
%H (TV HH)			*44.5%*	*19.1%*	*63.6%*	*31.8%*	*31.8%*	
5+	119	116	57	24	71	39	32	119
%V	*11.1%*	*11.3%*	*14.8%*	*15.9%*	*10.4%*	*16.5%*	*7.2%*	*12.6%*
%H (All HH)		*97.5%*	*47.9%*	*20.2%*	*59.7%*	*32.8%*	*26.9%*	*100.0%*
%H (TV HH)			*49.1%*	*20.7%*	*61.2%*	*33.6%*	*27.6%*	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC West

Set level data

Table 5.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2037	883	312	1443	643	799	1866
%H		*43.3%*	*15.3%*	*70.8%*	*31.6%*	*39.2%*	*91.6%*
Under 20"	125	53	15	109	52	56	110
%V	*6.1%*	*6.0%*	*4.8%*	*7.6%*	*8.1%*	*7.0%*	*5.9%*
%H		*42.4%*	*12.0%*	*87.2%*	*41.6%*	*44.8%*	*88.0%*
20" - 29"	346	136	43	272	109	163	307
%V	*17.0%*	*15.4%*	*13.8%*	*18.8%*	*17.0%*	*20.4%*	*16.5%*
%H		*39.3%*	*12.4%*	*78.6%*	*31.5%*	*47.1%*	*88.7%*
30" - 39"	571	237	91	396	167	229	526
%V	*28.0%*	*26.8%*	*29.2%*	*27.4%*	*26.0%*	*28.7%*	*28.2%*
%H		*41.5%*	*15.9%*	*69.4%*	*29.2%*	*40.1%*	*92.1%*
40" - 49"	503	234	84	337	164	173	477
%V	*24.7%*	*26.5%*	*26.9%*	*23.4%*	*25.5%*	*21.7%*	*25.6%*
%H		*46.5%*	*16.7%*	*67.0%*	*32.6%*	*34.4%*	*94.8%*
50" - 59"	145	83	18	82	45	37	140
%V	*7.1%*	*9.4%*	*5.8%*	*5.7%*	*7.0%*	*4.6%*	*7.5%*
%H		*57.2%*	*12.4%*	*56.6%*	*31.0%*	*25.5%*	*96.6%*
60"+	13	12	2	6	5	1	13
%V	*0.6%*	*1.4%*	*0.6%*	*0.4%*	*0.8%*	*0.1%*	*0.7%*
%H		*92.3%*	*15.4%*	*46.2%*	*38.5%*	*7.7%*	*100.0%*
Don't know	334	128	58	241	100	141	292
%V	*16.4%*	*14.5%*	*18.6%*	*16.7%*	*15.6%*	*17.6%*	*15.6%*
%H		*38.3%*	*17.4%*	*72.2%*	*29.9%*	*42.2%*	*87.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2037	883	312	1443	643	799	1866
%H		*43.3%*	*15.3%*	*70.8%*	*31.6%*	*39.2%*	*91.6%*
Main living room	1020	386	150	680	237	442	905
%V	*50.1%*	*43.7%*	*48.1%*	*47.1%*	*36.9%*	*55.3%*	*48.5%*
%H		*37.8%*	*14.7%*	*66.7%*	*23.2%*	*43.3%*	*88.7%*
Kitchen	116	50	19	96	49	47	105
%V	*5.7%*	*5.7%*	*6.1%*	*6.7%*	*7.6%*	*5.9%*	*5.6%*
%H		*43.1%*	*16.4%*	*82.8%*	*42.2%*	*40.5%*	*90.5%*
Adult's bedroom	554	268	91	410	219	191	520
%V	*27.2%*	*30.4%*	*29.2%*	*28.4%*	*34.1%*	*23.9%*	*27.9%*
%H		*48.4%*	*16.4%*	*74.0%*	*39.5%*	*34.5%*	*93.9%*
Child's bedroom	106	56	21	70	41	29	106
%V	*5.2%*	*6.3%*	*6.7%*	*4.9%*	*6.4%*	*3.6%*	*5.7%*
%H		*52.8%*	*19.8%*	*66.0%*	*38.7%*	*27.4%*	*100.0%*
Other bedroom	59	29	6	50	25	25	57
%V	*2.9%*	*3.3%*	*1.9%*	*3.5%*	*3.9%*	*3.1%*	*3.1%*
%H		*49.2%*	*10.2%*	*84.7%*	*42.4%*	*42.4%*	*96.6%*
Second living/dining room	112	53	16	83	40	44	107
%V	*5.5%*	*6.0%*	*5.1%*	*5.8%*	*6.2%*	*5.5%*	*5.7%*
%H		*47.3%*	*14.3%*	*74.1%*	*35.7%*	*39.3%*	*95.5%*
Study/office	23	13	5	18	12	6	21
%V	*1.1%*	*1.5%*	*1.6%*	*1.2%*	*1.9%*	*0.8%*	*1.1%*
%H		*56.5%*	*21.7%*	*78.3%*	*52.2%*	*26.1%*	*91.3%*
TV room	13	8	1	7	3	4	12
%V	*0.6%*	*0.9%*	*0.3%*	*0.5%*	*0.5%*	*0.5%*	*0.6%*
%H		*61.5%*	*7.7%*	*53.8%*	*23.1%*	*30.8%*	*92.3%*
Conservatory	20	11	2	18	9	8	19
%V	*1.0%*	*1.2%*	*0.6%*	*1.2%*	*1.4%*	*1.0%*	*1.0%*
%H		*55.0%*	*10.0%*	*90.0%*	*45.0%*	*40.0%*	*95.0%*
Attic or loft room	4	3	0	3	2	1	4
%V	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H		*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
No specific location	1	1	0	1	1	0	1
%V	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Other	9	6	1	7	5	2	9
%V	*0.4%*	*0.7%*	*0.3%*	*0.5%*	*0.8%*	*0.3%*	*0.5%*
%H		*66.7%*	*11.1%*	*77.8%*	*55.6%*	*22.2%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC West

Set level data

Table 5.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2037	883	312	1443	643	799	1866
%H		*43.3%*	*15.3%*	*70.8%*	*31.6%*	*39.2%*	*91.6%*
PVR	917	508	203	507	296	211	870
%V	*45.0%*	*57.5%*	*65.1%*	*35.1%*	*46.0%*	*26.4%*	*46.6%*
%H		*55.4%*	*22.1%*	*55.3%*	*32.3%*	*23.0%*	*94.9%*
DVDR	11	2	2	10	2	8	11
%V	*0.5%*	*0.2%*	*0.6%*	*0.7%*	*0.3%*	*1.0%*	*0.6%*
%H		*18.2%*	*18.2%*	*90.9%*	*18.2%*	*72.7%*	*100.0%*
VCR	9	4	2	7	4	3	8
%V	*0.4%*	*0.5%*	*0.6%*	*0.5%*	*0.6%*	*0.4%*	*0.4%*
%H		*44.4%*	*22.2%*	*77.8%*	*44.4%*	*33.3%*	*88.9%*
Any recorder	928	509	205	518	299	218	880
%V	*45.6%*	*57.6%*	*65.7%*	*35.9%*	*46.5%*	*27.3%*	*47.2%*
%H		*54.8%*	*22.1%*	*55.8%*	*32.2%*	*23.5%*	*94.8%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2037	883	312	1443	643	799	1866
%H		*43.3%*	*15.3%*	*70.8%*	*31.6%*	*39.2%*	*91.6%*
Receives HDTV (via STB or built-in reception)	1102	565	182	730	371	359	1045
%V	*54.1%*	*64.0%*	*58.3%*	*50.6%*	*57.7%*	*44.9%*	*56.0%*
%H		*51.3%*	*16.5%*	*66.2%*	*33.7%*	*32.6%*	*94.8%*
DVD/Blu-ray player or recorder	1083	480	173	758	355	403	1009
%V	*53.2%*	*54.4%*	*55.4%*	*52.5%*	*55.2%*	*50.4%*	*54.1%*
%H		*44.3%*	*16.0%*	*70.0%*	*32.8%*	*37.2%*	*93.2%*

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

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1025	386	151	683	237	445	909
%H		*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	*88.7%*
Under 20"	9	1	1	7	1	7	6
%V	*0.9%*	*0.3%*	*0.7%*	*1.0%*	*0.4%*	*1.6%*	*0.7%*
%H		*11.1%*	*11.1%*	*77.8%*	*11.1%*	*77.8%*	*66.7%*
20" - 29"	84	19	8	59	7	52	61
%V	*8.2%*	*4.9%*	*5.3%*	*8.6%*	*3.0%*	*11.7%*	*6.7%*
%H		*22.6%*	*9.5%*	*70.2%*	*8.3%*	*61.9%*	*72.6%*
30" - 39"	293	89	44	205	59	146	254
%V	*28.6%*	*23.1%*	*29.1%*	*30.0%*	*24.9%*	*32.8%*	*27.9%*
%H		*30.4%*	*15.0%*	*70.0%*	*20.1%*	*49.8%*	*86.7%*
40" - 49"	369	157	63	245	107	138	344
%V	*36.0%*	*40.7%*	*41.7%*	*35.9%*	*45.1%*	*31.0%*	*37.8%*
%H		*42.5%*	*17.1%*	*66.4%*	*29.0%*	*37.4%*	*93.2%*
50" - 59"	121	65	14	69	35	34	116
%V	*11.8%*	*16.8%*	*9.3%*	*10.1%*	*14.8%*	*7.6%*	*12.8%*
%H		*53.7%*	*11.6%*	*57.0%*	*28.9%*	*28.1%*	*95.9%*
60"+	11	9	2	5	5	1	11
%V	*1.1%*	*2.3%*	*1.3%*	*0.7%*	*2.1%*	*0.2%*	*1.2%*
%H		*81.8%*	*18.2%*	*45.5%*	*45.5%*	*9.1%*	*100.0%*
Don't know	138	45	19	92	24	68	116
%V	*13.5%*	*11.7%*	*12.6%*	*13.5%*	*10.1%*	*15.3%*	*12.8%*
%H		*32.6%*	*13.8%*	*66.7%*	*17.4%*	*49.3%*	*84.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC West

Set level data

Table 5.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1025	386	151	683	237	445	909
%H		*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	*88.7%*
PVR	659	332	148	394	211	183	619
%V	*64.3%*	*86.0%*	*98.0%*	*57.7%*	*89.0%*	*41.1%*	*68.1%*
%H		*50.4%*	*22.5%*	*59.8%*	*32.0%*	*27.8%*	*93.9%*
DVDR	11	1	2	9	1	8	11
%V	*1.1%*	*0.3%*	*1.3%*	*1.3%*	*0.4%*	*1.8%*	*1.2%*
%H		*9.1%*	*18.2%*	*81.8%*	*9.1%*	*72.7%*	*100.0%*
VCR	4	2	1	2	1	1	3
%V	*0.4%*	*0.5%*	*0.7%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*
%H		*50.0%*	*25.0%*	*50.0%*	*25.0%*	*25.0%*	*75.0%*
Any recorder	665	332	148	400	212	188	624
%V	*64.9%*	*86.0%*	*98.0%*	*58.6%*	*89.5%*	*42.2%*	*68.6%*
%H		*49.9%*	*22.3%*	*60.2%*	*31.9%*	*28.3%*	*93.8%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1025	386	151	683	237	445	909
%H		*37.7%*	*14.7%*	*66.6%*	*23.1%*	*43.4%*	*88.7%*
Receives HDTV (via STB or built-in reception)	711	328	123	470	208	262	663
%V	*69.4%*	*85.0%*	*81.5%*	*68.8%*	*87.8%*	*58.9%*	*72.9%*
%H		*46.1%*	*17.3%*	*66.1%*	*29.3%*	*36.8%*	*93.2%*
DVD/Blu-ray player or recorder	679	270	98	467	181	286	615
%V	*66.2%*	*69.9%*	*64.9%*	*68.4%*	*76.4%*	*64.3%*	*67.7%*
%H		*39.8%*	*14.4%*	*68.8%*	*26.7%*	*42.1%*	*90.6%*

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

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1012	497	161	760	406	354	957
%H		*49.1%*	*15.9%*	*75.1%*	*40.1%*	*35.0%*	*94.6%*
Under 20"	115	51	14	101	52	49	105
%V	*11.4%*	*10.3%*	*8.7%*	*13.3%*	*12.8%*	*13.8%*	*11.0%*
%H		*44.3%*	*12.2%*	*87.8%*	*45.2%*	*42.6%*	*91.3%*
20" - 29"	262	116	36	213	102	111	246
%V	*25.9%*	*23.3%*	*22.4%*	*28.0%*	*25.1%*	*31.4%*	*25.7%*
%H		*44.3%*	*13.7%*	*81.3%*	*38.9%*	*42.4%*	*93.9%*
30" - 39"	278	148	47	191	108	83	272
%V	*27.5%*	*29.8%*	*29.2%*	*25.1%*	*26.6%*	*23.4%*	*28.4%*
%H		*53.2%*	*16.9%*	*68.7%*	*38.8%*	*29.9%*	*97.8%*
40" - 49"	134	78	21	92	57	35	133
%V	*13.2%*	*15.7%*	*13.0%*	*12.1%*	*14.0%*	*9.9%*	*13.9%*
%H		*58.2%*	*15.7%*	*68.7%*	*42.5%*	*26.1%*	*99.3%*
50" - 59"	24	18	4	13	11	2	24
%V	*2.4%*	*3.6%*	*2.5%*	*1.7%*	*2.7%*	*0.6%*	*2.5%*
%H		*75.0%*	*16.7%*	*54.2%*	*45.8%*	*8.3%*	*100.0%*
60"+	2	2	0	0	0	0	2
%V	*0.2%*	*0.4%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.2%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Don't know	196	83	39	150	76	74	175
%V	*19.4%*	*16.7%*	*24.2%*	*19.7%*	*18.7%*	*20.9%*	*18.3%*
%H		*42.3%*	*19.9%*	*76.5%*	*38.8%*	*37.8%*	*89.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC West

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1012	497	161	760	406	354	957
%H		*49.1%*	*15.9%*	*75.1%*	*40.1%*	*35.0%*	*94.6%*
PVR	258	176	55	113	85	28	251
%V	*25.5%*	*35.4%*	*34.2%*	*14.9%*	*20.9%*	*7.9%*	*26.2%*
%H		*68.2%*	*21.3%*	*43.8%*	*32.9%*	*10.9%*	*97.3%*
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	5	2	1	5	3	2	5
%V	*0.5%*	*0.4%*	*0.6%*	*0.7%*	*0.7%*	*0.6%*	*0.5%*
%H		*40.0%*	*20.0%*	*100.0%*	*60.0%*	*40.0%*	*100.0%*
Any recorder	263	178	56	118	88	30	256
%V	*26.0%*	*35.8%*	*34.8%*	*15.5%*	*21.7%*	*8.5%*	*26.8%*
%H		*67.7%*	*21.3%*	*44.9%*	*33.5%*	*11.4%*	*97.3%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1012	497	161	760	406	354	957
%H		*49.1%*	*15.9%*	*75.1%*	*40.1%*	*35.0%*	*94.6%*
Receives HDTV (via STB or built-in reception)	392	237	59	260	163	97	382
%V	*38.7%*	*47.7%*	*36.6%*	*34.2%*	*40.1%*	*27.4%*	*39.9%*
%H		*60.5%*	*15.1%*	*66.3%*	*41.6%*	*24.7%*	*97.4%*
DVD/Blu-ray player or recorder	404	210	75	291	174	117	394
%V	*39.9%*	*42.3%*	*46.6%*	*38.3%*	*42.9%*	*33.1%*	*41.2%*
%H		*52.0%*	*18.6%*	*72.0%*	*43.1%*	*29.0%*	*97.5%*

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

Table 5.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2444	2365	977	401	1505	607	898	2285
%H		*96.8%*	*40.0%*	*16.4%*	*61.6%*	*24.8%*	*36.7%*	*93.5%*
Total Children	462	456	214	87	254	115	139	459
%V	*18.9%*	*19.3%*	*21.9%*	*21.7%*	*16.9%*	*18.9%*	*15.5%*	*20.1%*
%H		*98.7%*	*46.3%*	*18.8%*	*55.0%*	*24.9%*	*30.1%*	*99.4%*
0 - 3	113	111	47	18	61	25	36	111
%V	*4.6%*	*4.7%*	*4.8%*	*4.5%*	*4.1%*	*4.1%*	*4.0%*	*4.9%*
%H		*98.2%*	*41.6%*	*15.9%*	*54.0%*	*22.1%*	*31.9%*	*98.2%*
4 - 15	349	345	167	69	193	90	102	348
%V	*14.3%*	*14.6%*	*17.1%*	*17.2%*	*12.8%*	*14.8%*	*11.4%*	*15.2%*
%H		*98.9%*	*47.9%*	*19.8%*	*55.3%*	*25.8%*	*29.2%*	*99.7%*
4 - 9	180	178	90	34	92	42	49	180
%V	*7.4%*	*7.5%*	*9.2%*	*8.5%*	*6.1%*	*6.9%*	*5.5%*	*7.9%*
%H		*98.9%*	*50.0%*	*18.9%*	*51.1%*	*23.3%*	*27.2%*	*100.0%*
10 - 15	169	167	77	35	101	48	53	169
%V	*6.9%*	*7.1%*	*7.9%*	*8.7%*	*6.7%*	*7.9%*	*5.9%*	*7.4%*
%H		*98.8%*	*45.6%*	*20.7%*	*59.8%*	*28.4%*	*31.4%*	*100.0%*

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2444	2365	977	401	1505	607	898	2285
%H		*96.8%*	*40.0%*	*16.4%*	*61.6%*	*24.8%*	*36.7%*	*93.5%*
Total Adults (16+)	1982	1910	763	313	1251	491	760	1826
%V	*81.1%*	*80.8%*	*78.1%*	*78.1%*	*83.1%*	*80.9%*	*84.6%*	*79.9%*
%H		*96.4%*	*38.5%*	*15.8%*	*63.1%*	*24.8%*	*38.3%*	*92.1%*
16 - 19	98	93	49	21	59	36	24	98
%V	*4.0%*	*3.9%*	*5.0%*	*5.2%*	*3.9%*	*5.9%*	*2.7%*	*4.3%*
%H		*94.9%*	*50.0%*	*21.4%*	*60.2%*	*36.7%*	*24.5%*	*100.0%*
20 - 24	151	141	47	31	84	35	49	148
%V	*6.2%*	*6.0%*	*4.8%*	*7.7%*	*5.6%*	*5.8%*	*5.5%*	*6.5%*
%H		*93.4%*	*31.1%*	*20.5%*	*55.6%*	*23.2%*	*32.5%*	*98.0%*
25 - 34	312	290	106	48	147	49	98	308
%V	*12.8%*	*12.3%*	*10.8%*	*12.0%*	*9.8%*	*8.1%*	*10.9%*	*13.5%*
%H		*92.9%*	*34.0%*	*15.4%*	*47.1%*	*15.7%*	*31.4%*	*98.7%*
35 - 44	293	283	131	47	153	60	93	287
%V	*12.0%*	*12.0%*	*13.4%*	*11.7%*	*10.2%*	*9.9%*	*10.4%*	*12.6%*
%H		*96.6%*	*44.7%*	*16.0%*	*52.2%*	*20.5%*	*31.7%*	*98.0%*
45 - 54	363	353	153	73	237	119	118	350
%V	*14.9%*	*14.9%*	*15.7%*	*18.2%*	*15.7%*	*19.6%*	*13.1%*	*15.3%*
%H		*97.2%*	*42.1%*	*20.1%*	*65.3%*	*32.8%*	*32.5%*	*96.4%*
55 - 64	295	289	123	48	204	88	116	277
%V	*12.1%*	*12.2%*	*12.6%*	*12.0%*	*13.6%*	*14.5%*	*12.9%*	*12.1%*
%H		*98.0%*	*41.7%*	*16.3%*	*69.2%*	*29.8%*	*39.3%*	*93.9%*
65+	469	461	153	45	368	106	262	358
%V	*19.2%*	*19.5%*	*15.7%*	*11.2%*	*24.5%*	*17.5%*	*29.2%*	*15.7%*
%H		*98.3%*	*32.6%*	*9.6%*	*78.5%*	*22.6%*	*55.9%*	*76.3%*

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1982	1910	763	313	1251	491	760	1826
%H		*96.4%*	*38.5%*	*15.8%*	*63.1%*	*24.8%*	*38.3%*	*92.1%*
AB	615	599	250	89	388	156	233	605
%V	*31.0%*	*31.4%*	*32.8%*	*28.4%*	*31.0%*	*31.8%*	*30.7%*	*33.1%*
%H		*97.4%*	*40.7%*	*14.5%*	*63.1%*	*25.4%*	*37.9%*	*98.4%*
C1	551	527	189	106	342	132	210	520
%V	*27.8%*	*27.6%*	*24.8%*	*33.9%*	*27.3%*	*26.9%*	*27.6%*	*28.5%*
%H		*95.6%*	*34.3%*	*19.2%*	*62.1%*	*24.0%*	*38.1%*	*94.4%*
C2	485	471	208	84	309	139	170	445
%V	*24.5%*	*24.7%*	*27.3%*	*26.8%*	*24.7%*	*28.3%*	*22.4%*	*24.4%*
%H		*97.1%*	*42.9%*	*17.3%*	*63.7%*	*28.7%*	*35.1%*	*91.8%*
D	236	223	85	28	142	46	96	200
%V	*11.9%*	*11.7%*	*11.1%*	*8.9%*	*11.4%*	*9.4%*	*12.6%*	*11.0%*
%H		*94.5%*	*36.0%*	*11.9%*	*60.2%*	*19.5%*	*40.7%*	*84.7%*
E	95	90	30	8	69	18	51	56
%V	*4.8%*	*4.7%*	*3.9%*	*2.6%*	*5.5%*	*3.7%*	*6.7%*	*3.1%*
%H		*94.7%*	*31.6%*	*8.4%*	*72.6%*	*18.9%*	*53.7%*	*58.9%*

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1982	1910	763	313	1251	491	760	1826
%H		*96.4%*	*38.5%*	*15.8%*	*63.1%*	*24.8%*	*38.3%*	*92.1%*
Working full time	970	934	396	166	562	242	320	947
%V	*48.9%*	*48.9%*	*51.9%*	*53.0%*	*44.9%*	*49.3%*	*42.1%*	*51.9%*
%H		*96.3%*	*40.8%*	*17.1%*	*57.9%*	*24.9%*	*33.0%*	*97.6%*
Working part time	235	228	94	43	150	66	84	229
%V	*11.9%*	*11.9%*	*12.3%*	*13.7%*	*12.0%*	*13.4%*	*11.1%*	*12.5%*
%H		*97.0%*	*40.0%*	*18.3%*	*63.8%*	*28.1%*	*35.7%*	*97.4%*
Not working	778	747	273	104	539	183	356	650
%V	*39.3%*	*39.1%*	*35.8%*	*33.2%*	*43.1%*	*37.3%*	*46.8%*	*35.6%*
%H		*96.0%*	*35.1%*	*13.4%*	*69.3%*	*23.5%*	*45.8%*	*83.5%*
Houseperson	1068	1025	386	151	683	237	445	943
%V	*53.9%*	*53.7%*	*50.6%*	*48.2%*	*54.6%*	*48.3%*	*58.6%*	*51.6%*
%H		*96.0%*	*36.1%*	*14.1%*	*64.0%*	*22.2%*	*41.7%*	*88.3%*

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	973	936	378	157	607	246	361	905
%H		*96.2%*	*38.8%*	*16.1%*	*62.4%*	*25.3%*	*37.1%*	*93.0%*
16 - 19	54	52	28	14	31	19	12	54
%V	*5.5%*	*5.6%*	*7.4%*	*8.9%*	*5.1%*	*7.7%*	*3.3%*	*6.0%*
%H		*96.3%*	*51.9%*	*25.9%*	*57.4%*	*35.2%*	*22.2%*	*100.0%*
20 - 24	77	73	30	15	41	18	23	74
%V	*7.9%*	*7.8%*	*7.9%*	*9.6%*	*6.8%*	*7.3%*	*6.4%*	*8.2%*
%H		*94.8%*	*39.0%*	*19.5%*	*53.2%*	*23.4%*	*29.9%*	*96.1%*
25 - 34	162	146	49	21	76	23	53	160
%V	*16.6%*	*15.6%*	*13.0%*	*13.4%*	*12.5%*	*9.3%*	*14.7%*	*17.7%*
%H		*90.1%*	*30.2%*	*13.0%*	*46.9%*	*14.2%*	*32.7%*	*98.8%*
35 - 44	144	141	62	26	76	29	47	142
%V	*14.8%*	*15.1%*	*16.4%*	*16.6%*	*12.5%*	*11.8%*	*13.0%*	*15.7%*
%H		*97.9%*	*43.1%*	*18.1%*	*52.8%*	*20.1%*	*32.6%*	*98.6%*
45 - 54	174	167	69	37	112	57	55	164
%V	*17.9%*	*17.8%*	*18.3%*	*23.6%*	*18.5%*	*23.2%*	*15.2%*	*18.1%*
%H		*96.0%*	*39.7%*	*21.3%*	*64.4%*	*32.8%*	*31.6%*	*94.3%*
55 - 64	145	143	63	22	101	44	57	137
%V	*14.9%*	*15.3%*	*16.7%*	*14.0%*	*16.6%*	*17.9%*	*15.8%*	*15.1%*
%H		*98.6%*	*43.4%*	*15.2%*	*69.7%*	*30.3%*	*39.3%*	*94.5%*
65+	216	214	77	23	170	57	114	174
%V	*22.2%*	*22.9%*	*20.4%*	*14.6%*	*28.0%*	*23.2%*	*31.6%*	*19.2%*
%H		*99.1%*	*35.6%*	*10.6%*	*78.7%*	*26.4%*	*52.8%*	*80.6%*

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	973	936	378	157	607	246	361	905
%H		*96.2%*	*38.8%*	*16.1%*	*62.4%*	*25.3%*	*37.1%*	*93.0%*
AB	308	300	124	47	200	84	117	304
%V	*31.7%*	*32.1%*	*32.8%*	*29.9%*	*32.9%*	*34.1%*	*32.4%*	*33.6%*
%H		*97.4%*	*40.3%*	*15.3%*	*64.9%*	*27.3%*	*38.0%*	*98.7%*
C1	253	243	91	51	154	65	88	242
%V	*26.0%*	*26.0%*	*24.1%*	*32.5%*	*25.4%*	*26.4%*	*24.4%*	*26.7%*
%H		*96.0%*	*36.0%*	*20.2%*	*60.9%*	*25.7%*	*34.8%*	*95.7%*
C2	263	255	107	43	168	69	100	237
%V	*27.0%*	*27.2%*	*28.3%*	*27.4%*	*27.7%*	*28.0%*	*27.7%*	*26.2%*
%H		*97.0%*	*40.7%*	*16.3%*	*63.9%*	*26.2%*	*38.0%*	*90.1%*
D	110	101	41	14	57	19	37	100
%V	*11.3%*	*10.8%*	*10.8%*	*8.9%*	*9.4%*	*7.7%*	*10.2%*	*11.0%*
%H		*91.8%*	*37.3%*	*12.7%*	*51.8%*	*17.3%*	*33.6%*	*90.9%*
E	39	37	15	2	27	9	19	23
%V	*4.0%*	*4.0%*	*4.0%*	*1.3%*	*4.4%*	*3.7%*	*5.3%*	*2.5%*
%H		*94.9%*	*38.5%*	*5.1%*	*69.2%*	*23.1%*	*48.7%*	*59.0%*

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	973	936	378	157	607	246	361	905
%H		*96.2%*	*38.8%*	*16.1%*	*62.4%*	*25.3%*	*37.1%*	*93.0%*
Working full time	596	573	246	105	346	155	191	583
%V	*61.3%*	*61.2%*	*65.1%*	*66.9%*	*57.0%*	*63.0%*	*52.9%*	*64.4%*
%H		*96.1%*	*41.3%*	*17.6%*	*58.1%*	*26.0%*	*32.0%*	*97.8%*
Working part time	46	44	13	9	30	10	20	45
%V	*4.7%*	*4.7%*	*3.4%*	*5.7%*	*4.9%*	*4.1%*	*5.5%*	*5.0%*
%H		*95.7%*	*28.3%*	*19.6%*	*65.2%*	*21.7%*	*43.5%*	*97.8%*
Not working	331	318	119	43	231	81	150	278
%V	*34.0%*	*34.0%*	*31.5%*	*27.4%*	*38.1%*	*32.9%*	*41.6%*	*30.7%*
%H		*96.1%*	*36.0%*	*13.0%*	*69.8%*	*24.5%*	*45.3%*	*84.0%*
Houseperson	211	196	60	25	137	39	99	171
%V	*21.7%*	*20.9%*	*15.9%*	*15.9%*	*22.6%*	*15.9%*	*27.4%*	*18.9%*
%H		*92.9%*	*28.4%*	*11.8%*	*64.9%*	*18.5%*	*46.9%*	*81.0%*

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1009	974	385	157	645	246	399	921
%H		*96.5%*	*38.2%*	*15.6%*	*63.9%*	*24.4%*	*39.5%*	*91.3%*
16 - 19	44	41	21	7	28	16	12	44
%V	*4.4%*	*4.2%*	*5.5%*	*4.5%*	*4.3%*	*6.5%*	*3.0%*	*4.8%*
%H		*93.2%*	*47.7%*	*15.9%*	*63.6%*	*36.4%*	*27.3%*	*100.0%*
20 - 24	74	68	18	16	42	17	25	74
%V	*7.3%*	*7.0%*	*4.7%*	*10.2%*	*6.5%*	*6.9%*	*6.3%*	*8.0%*
%H		*91.9%*	*24.3%*	*21.6%*	*56.8%*	*23.0%*	*33.8%*	*100.0%*
25 - 34	150	144	56	27	71	26	45	148
%V	*14.9%*	*14.8%*	*14.5%*	*17.2%*	*11.0%*	*10.6%*	*11.3%*	*16.1%*
%H		*96.0%*	*37.3%*	*18.0%*	*47.3%*	*17.3%*	*30.0%*	*98.7%*
35 - 44	148	142	69	21	77	31	46	145
%V	*14.7%*	*14.6%*	*17.9%*	*13.4%*	*11.9%*	*12.6%*	*11.5%*	*15.7%*
%H		*95.9%*	*46.6%*	*14.2%*	*52.0%*	*20.9%*	*31.1%*	*98.0%*
45 - 54	189	186	84	36	126	62	63	185
%V	*18.7%*	*19.1%*	*21.8%*	*22.9%*	*19.5%*	*25.2%*	*15.8%*	*20.1%*
%H		*98.4%*	*44.4%*	*19.0%*	*66.7%*	*32.8%*	*33.3%*	*97.9%*
55 - 64	150	146	60	26	103	44	59	140
%V	*14.9%*	*15.0%*	*15.6%*	*16.6%*	*16.0%*	*17.9%*	*14.8%*	*15.2%*
%H		*97.3%*	*40.0%*	*17.3%*	*68.7%*	*29.3%*	*39.3%*	*93.3%*
65+	253	247	77	22	197	49	148	185
%V	*25.1%*	*25.4%*	*20.0%*	*14.0%*	*30.5%*	*19.9%*	*37.1%*	*20.1%*
%H		*97.6%*	*30.4%*	*8.7%*	*77.9%*	*19.4%*	*58.5%*	*73.1%*

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1009	974	385	157	645	246	399	921
%H		*96.5%*	*38.2%*	*15.6%*	*63.9%*	*24.4%*	*39.5%*	*91.3%*
AB	307	299	126	42	188	72	116	301
%V	*30.4%*	*30.7%*	*32.7%*	*26.8%*	*29.1%*	*29.3%*	*29.1%*	*32.7%*
%H		*97.4%*	*41.0%*	*13.7%*	*61.2%*	*23.5%*	*37.8%*	*98.0%*
C1	298	284	97	54	188	67	121	278
%V	*29.5%*	*29.2%*	*25.2%*	*34.4%*	*29.1%*	*27.2%*	*30.3%*	*30.2%*
%H		*95.3%*	*32.6%*	*18.1%*	*63.1%*	*22.5%*	*40.6%*	*93.3%*
C2	222	216	102	41	141	70	70	208
%V	*22.0%*	*22.2%*	*26.5%*	*26.1%*	*21.9%*	*28.5%*	*17.5%*	*22.6%*
%H		*97.3%*	*45.9%*	*18.5%*	*63.5%*	*31.5%*	*31.5%*	*93.7%*
D	126	121	44	14	86	27	59	100
%V	*12.5%*	*12.4%*	*11.4%*	*8.9%*	*13.3%*	*11.0%*	*14.8%*	*10.9%*
%H		*96.0%*	*34.9%*	*11.1%*	*68.3%*	*21.4%*	*46.8%*	*79.4%*
E	56	54	15	5	42	10	32	33
%V	*5.6%*	*5.5%*	*3.9%*	*3.2%*	*6.5%*	*4.1%*	*8.0%*	*3.6%*
%H		*96.4%*	*26.8%*	*8.9%*	*75.0%*	*17.9%*	*57.1%*	*58.9%*

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1009	974	385	157	645	246	399	921
%H		*96.5%*	*38.2%*	*15.6%*	*63.9%*	*24.4%*	*39.5%*	*91.3%*
Working full time	374	361	150	61	216	88	129	365
%V	*37.1%*	*37.1%*	*39.0%*	*38.9%*	*33.5%*	*35.8%*	*32.3%*	*39.6%*
%H		*96.5%*	*40.1%*	*16.3%*	*57.8%*	*23.5%*	*34.5%*	*97.6%*
Working part time	189	184	81	34	120	56	64	184
%V	*18.7%*	*18.9%*	*21.0%*	*21.7%*	*18.6%*	*22.8%*	*16.0%*	*20.0%*
%H		*97.4%*	*42.9%*	*18.0%*	*63.5%*	*29.6%*	*33.9%*	*97.4%*
Not working	447	429	154	61	308	102	206	372
%V	*44.3%*	*44.0%*	*40.0%*	*38.9%*	*47.8%*	*41.5%*	*51.6%*	*40.4%*
%H		*96.0%*	*34.5%*	*13.6%*	*68.9%*	*22.8%*	*46.1%*	*83.2%*
Houseperson	857	830	326	127	545	198	347	772
%V	*84.9%*	*85.2%*	*84.7%*	*80.9%*	*84.5%*	*80.5%*	*87.0%*	*83.8%*
%H		*96.8%*	*38.0%*	*14.8%*	*63.6%*	*23.1%*	*40.5%*	*90.1%*

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South West

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	896	865	365	73	638	233	405	792
%H (All HH)		*96.5%*	*40.7%*	*8.1%*	*71.2%*	*26.0%*	*45.2%*	*88.4%*
%H (TV HH)			*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	
AB	221	212	99	13	159	64	95	210
%V	*24.7%*	*24.5%*	*27.1%*	*17.8%*	*24.9%*	*27.5%*	*23.5%*	*26.5%*
%H (All HH)		*95.9%*	*44.8%*	*5.9%*	*71.9%*	*29.0%*	*43.0%*	*95.0%*
%H (TV HH)			*46.7%*	*6.1%*	*75.0%*	*30.2%*	*44.8%*	
C1	277	265	106	23	198	71	128	256
%V	*30.9%*	*30.6%*	*29.0%*	*31.5%*	*31.0%*	*30.5%*	*31.6%*	*32.3%*
%H (All HH)		*95.7%*	*38.3%*	*8.3%*	*71.5%*	*25.6%*	*46.2%*	*92.4%*
%H (TV HH)			*40.0%*	*8.7%*	*74.7%*	*26.8%*	*48.3%*	
C2	195	190	87	18	138	56	82	174
%V	*21.8%*	*22.0%*	*23.8%*	*24.7%*	*21.6%*	*24.0%*	*20.2%*	*22.0%*
%H (All HH)		*97.4%*	*44.6%*	*9.2%*	*70.8%*	*28.7%*	*42.1%*	*89.2%*
%H (TV HH)			*45.8%*	*9.5%*	*72.6%*	*29.5%*	*43.2%*	
D	121	117	45	14	81	26	54	103
%V	*13.5%*	*13.5%*	*12.3%*	*19.2%*	*12.7%*	*11.2%*	*13.3%*	*13.0%*
%H (All HH)		*96.7%*	*37.2%*	*11.6%*	*66.9%*	*21.5%*	*44.6%*	*85.1%*
%H (TV HH)			*38.5%*	*12.0%*	*69.2%*	*22.2%*	*46.2%*	
E	83	81	29	5	62	16	45	49
%V	*9.3%*	*9.4%*	*7.9%*	*6.8%*	*9.7%*	*6.9%*	*11.1%*	*6.2%*
%H (All HH)		*97.6%*	*34.9%*	*6.0%*	*74.7%*	*19.3%*	*54.2%*	*59.0%*
%H (TV HH)			*35.8%*	*6.2%*	*76.5%*	*19.8%*	*55.6%*	

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

Table 6.2: 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	896	865	365	73	638	233	405	792
%H (All HH)		*96.5%*	*40.7%*	*8.1%*	*71.2%*	*26.0%*	*45.2%*	*88.4%*
%H (TV HH)			*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	
Under 25	29	26	5	5	15	2	13	28
%V	*3.2%*	*3.0%*	*1.4%*	*6.8%*	*2.4%*	*0.9%*	*3.2%*	*3.5%*
%H (All HH)		*89.7%*	*17.2%*	*17.2%*	*51.7%*	*6.9%*	*44.8%*	*96.6%*
%H (TV HH)			*19.2%*	*19.2%*	*57.7%*	*7.7%*	*50.0%*	
25 - 34	110	103	43	11	62	26	37	110
%V	*12.3%*	*11.9%*	*11.8%*	*15.1%*	*9.7%*	*11.2%*	*9.1%*	*13.9%*
%H (All HH)		*93.6%*	*39.1%*	*10.0%*	*56.4%*	*23.6%*	*33.6%*	*100.0%*
%H (TV HH)			*41.7%*	*10.7%*	*60.2%*	*25.2%*	*35.9%*	
35 - 44	129	121	59	16	74	31	43	128
%V	*14.4%*	*14.0%*	*16.2%*	*21.9%*	*11.6%*	*13.3%*	*10.6%*	*16.2%*
%H (All HH)		*93.8%*	*45.7%*	*12.4%*	*57.4%*	*24.0%*	*33.3%*	*99.2%*
%H (TV HH)			*48.8%*	*13.2%*	*61.2%*	*25.6%*	*35.5%*	
45 - 54	157	151	73	16	110	50	60	153
%V	*17.5%*	*17.5%*	*20.0%*	*21.9%*	*17.2%*	*21.5%*	*14.8%*	*19.3%*
%H (All HH)		*96.2%*	*46.5%*	*10.2%*	*70.1%*	*31.8%*	*38.2%*	*97.5%*
%H (TV HH)			*48.3%*	*10.6%*	*72.8%*	*33.1%*	*39.7%*	
55 - 64	167	163	78	13	126	55	70	157
%V	*18.6%*	*18.8%*	*21.4%*	*17.8%*	*19.7%*	*23.6%*	*17.3%*	*19.8%*
%H (All HH)		*97.6%*	*46.7%*	*7.8%*	*75.4%*	*32.9%*	*41.9%*	*94.0%*
%H (TV HH)			*47.9%*	*8.0%*	*77.3%*	*33.7%*	*42.9%*	
65 +	303	300	106	12	251	69	182	216
%V	*33.8%*	*34.7%*	*29.0%*	*16.4%*	*39.3%*	*29.6%*	*44.9%*	*27.3%*
%H (All HH)		*99.0%*	*35.0%*	*4.0%*	*82.8%*	*22.8%*	*60.1%*	*71.3%*
%H (TV HH)			*35.3%*	*4.0%*	*83.7%*	*23.0%*	*60.7%*	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	896	865	365	73	638	233	405	792
%H (All HH)		*96.5%*	*40.7%*	*8.1%*	*71.2%*	*26.0%*	*45.2%*	*88.4%*
%H (TV HH)			*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	
1	278	266	91	15	208	51	157	197
%V	*31.0%*	*30.8%*	*24.9%*	*20.5%*	*32.6%*	*21.9%*	*38.8%*	*24.9%*
%H (All HH)		*95.7%*	*32.7%*	*5.4%*	*74.8%*	*18.3%*	*56.5%*	*70.9%*
%H (TV HH)			*34.2%*	*5.6%*	*78.2%*	*19.2%*	*59.0%*	
2	343	332	140	26	249	91	158	322
%V	*38.3%*	*38.4%*	*38.4%*	*35.6%*	*39.0%*	*39.1%*	*39.0%*	*40.7%*
%H (All HH)		*96.8%*	*40.8%*	*7.6%*	*72.6%*	*26.5%*	*46.1%*	*93.9%*
%H (TV HH)			*42.2%*	*7.8%*	*75.0%*	*27.4%*	*47.6%*	
3	117	111	56	14	71	38	33	116
%V	*13.1%*	*12.8%*	*15.3%*	*19.2%*	*11.1%*	*16.3%*	*8.1%*	*14.6%*
%H (All HH)		*94.9%*	*47.9%*	*12.0%*	*60.7%*	*32.5%*	*28.2%*	*99.1%*
%H (TV HH)			*50.5%*	*12.6%*	*64.0%*	*34.2%*	*29.7%*	
4	108	106	54	11	71	33	38	106
%V	*12.1%*	*12.3%*	*14.8%*	*15.1%*	*11.1%*	*14.2%*	*9.4%*	*13.4%*
%H (All HH)		*98.1%*	*50.0%*	*10.2%*	*65.7%*	*30.6%*	*35.2%*	*98.1%*
%H (TV HH)			*50.9%*	*10.4%*	*67.0%*	*31.1%*	*35.8%*	
5+	50	50	25	6	39	20	19	50
%V	*5.6%*	*5.8%*	*6.8%*	*8.2%*	*6.1%*	*8.6%*	*4.7%*	*6.3%*
%H (All HH)		*100.0%*	*50.0%*	*12.0%*	*78.0%*	*40.0%*	*38.0%*	*100.0%*
%H (TV HH)			*50.0%*	*12.0%*	*78.0%*	*40.0%*	*38.0%*	
Average HH size	2.26	2.27	2.43	2.62	2.23	2.52	2.07	2.40

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

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	896	865	365	73	638	233	405	792
%H (All HH)		*96.5%*	*40.7%*	*8.1%*	*71.2%*	*26.0%*	*45.2%*	*88.4%*
%H (TV HH)			*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	
Without	688	664	265	47	508	168	339	586
%V	*76.8%*	*76.8%*	*72.6%*	*64.4%*	*79.6%*	*72.1%*	*83.7%*	*74.0%*
%H (All HH)		*96.5%*	*38.5%*	*6.8%*	*73.8%*	*24.4%*	*49.3%*	*85.2%*
%H (TV HH)			*39.9%*	*7.1%*	*76.5%*	*25.3%*	*51.1%*	
With	208	201	101	26	130	64	66	206
%V	*23.2%*	*23.2%*	*27.7%*	*35.6%*	*20.4%*	*27.5%*	*16.3%*	*26.0%*
%H (All HH)		*96.6%*	*48.6%*	*12.5%*	*62.5%*	*30.8%*	*31.7%*	*99.0%*
%H (TV HH)			*50.2%*	*12.9%*	*64.7%*	*31.8%*	*32.8%*	
0 - 3	76	72	33	11	46	23	22	75
%V	*8.5%*	*8.3%*	*9.0%*	*15.1%*	*7.2%*	*9.9%*	*5.4%*	*9.5%*
%H (All HH)		*94.7%*	*43.4%*	*14.5%*	*60.5%*	*30.3%*	*28.9%*	*98.7%*
%H (TV HH)			*45.8%*	*15.3%*	*63.9%*	*31.9%*	*30.6%*	
4 - 9	105	101	51	11	63	29	34	105
%V	*11.7%*	*11.7%*	*14.0%*	*15.1%*	*9.9%*	*12.4%*	*8.4%*	*13.3%*
%H (All HH)		*96.2%*	*48.6%*	*10.5%*	*60.0%*	*27.6%*	*32.4%*	*100.0%*
%H (TV HH)			*50.5%*	*10.9%*	*62.4%*	*28.7%*	*33.7%*	
10 - 15	95	95	56	11	68	39	29	95
%V	*10.6%*	*11.0%*	*15.3%*	*15.1%*	*10.7%*	*16.7%*	*7.2%*	*12.0%*
%H (All HH)		*100.0%*	*58.9%*	*11.6%*	*71.6%*	*41.1%*	*30.5%*	*100.0%*
%H (TV HH)			*58.9%*	*11.6%*	*71.6%*	*41.1%*	*30.5%*	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South West

Household level data

Table 6.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	896	865	365	73	638	233	405	792
%H (All HH)		*96.5%*	*40.7%*	*8.1%*	*71.2%*	*26.0%*	*45.2%*	*88.4%*
%H (TV HH)			*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	
1	340	340	124	22	222	47	175	276
%V	*37.9%*	*39.3%*	*34.0%*	*30.1%*	*34.8%*	*20.2%*	*43.2%*	*34.8%*
%H (All HH)		*100.0%*	*36.5%*	*6.5%*	*65.3%*	*13.8%*	*51.5%*	*81.2%*
%H (TV HH)			*36.5%*	*6.5%*	*65.3%*	*13.8%*	*51.5%*	
2	289	289	108	23	224	72	152	260
%V	*32.3%*	*33.4%*	*29.6%*	*31.5%*	*35.1%*	*30.9%*	*37.5%*	*32.8%*
%H (All HH)		*100.0%*	*37.4%*	*8.0%*	*77.5%*	*24.9%*	*52.6%*	*90.0%*
%H (TV HH)			*37.4%*	*8.0%*	*77.5%*	*24.9%*	*52.6%*	
3	152	152	77	20	119	64	55	146
%V	*17.0%*	*17.6%*	*21.1%*	*27.4%*	*18.7%*	*27.5%*	*13.6%*	*18.4%*
%H (All HH)		*100.0%*	*50.7%*	*13.2%*	*78.3%*	*42.1%*	*36.2%*	*96.1%*
%H (TV HH)			*50.7%*	*13.2%*	*78.3%*	*42.1%*	*36.2%*	
4	55	55	37	4	48	33	15	54
%V	*6.1%*	*6.4%*	*10.1%*	*5.5%*	*7.5%*	*14.2%*	*3.7%*	*6.8%*
%H (All HH)		*100.0%*	*67.3%*	*7.3%*	*87.3%*	*60.0%*	*27.3%*	*98.2%*
%H (TV HH)			*67.3%*	*7.3%*	*87.3%*	*60.0%*	*27.3%*	
5+	29	29	19	3	25	18	7	29
%V	*3.2%*	*3.4%*	*5.2%*	*4.1%*	*3.9%*	*7.7%*	*1.7%*	*3.7%*
%H (All HH)		*100.0%*	*65.5%*	*10.3%*	*86.2%*	*62.1%*	*24.1%*	*100.0%*
%H (TV HH)			*65.5%*	*10.3%*	*86.2%*	*62.1%*	*24.1%*	

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

Table 6.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	896	865	365	73	638	233	405	792
%H (All HH)		*96.5%*	*40.7%*	*8.1%*	*71.2%*	*26.0%*	*45.2%*	*88.4%*
%H (TV HH)			*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	
Under 20"	128	128	56	8	109	45	64	114
%V	*14.3%*	*14.8%*	*15.3%*	*11.0%*	*17.1%*	*19.3%*	*15.8%*	*14.4%*
%H (All HH)		*100.0%*	*43.8%*	*6.3%*	*85.2%*	*35.2%*	*50.0%*	*89.1%*
%H (TV HH)			*43.8%*	*6.3%*	*85.2%*	*35.2%*	*50.0%*	
20" - 29"	283	283	122	20	233	96	136	249
%V	*31.6%*	*32.7%*	*33.4%*	*27.4%*	*36.5%*	*41.2%*	*33.6%*	*31.4%*
%H (All HH)		*100.0%*	*43.1%*	*7.1%*	*82.3%*	*33.9%*	*48.1%*	*88.0%*
%H (TV HH)			*43.1%*	*7.1%*	*82.3%*	*33.9%*	*48.1%*	
30" - 39"	420	420	168	38	327	117	210	370
%V	*46.9%*	*48.6%*	*46.0%*	*52.1%*	*51.3%*	*50.2%*	*51.9%*	*46.7%*
%H (All HH)		*100.0%*	*40.0%*	*9.0%*	*77.9%*	*27.9%*	*50.0%*	*88.1%*
%H (TV HH)			*40.0%*	*9.0%*	*77.9%*	*27.9%*	*50.0%*	
40" - 49"	428	428	212	47	304	147	157	399
%V	*47.8%*	*49.5%*	*58.1%*	*64.4%*	*47.6%*	*63.1%*	*38.8%*	*50.4%*
%H (All HH)		*100.0%*	*49.5%*	*11.0%*	*71.0%*	*34.3%*	*36.7%*	*93.2%*
%H (TV HH)			*49.5%*	*11.0%*	*71.0%*	*34.3%*	*36.7%*	
50" - 59"	132	132	81	15	87	56	31	130
%V	*14.7%*	*15.3%*	*22.2%*	*20.5%*	*13.6%*	*24.0%*	*7.7%*	*16.4%*
%H (All HH)		*100.0%*	*61.4%*	*11.4%*	*65.9%*	*42.4%*	*23.5%*	*98.5%*
%H (TV HH)			*61.4%*	*11.4%*	*65.9%*	*42.4%*	*23.5%*	
60"+	12	12	7	1	8	3	4	12
%V	*1.3%*	*1.4%*	*1.9%*	*1.4%*	*1.3%*	*1.3%*	*1.0%*	*1.5%*
%H (All HH)		*100.0%*	*58.3%*	*8.3%*	*66.7%*	*25.0%*	*33.3%*	*100.0%*
%H (TV HH)			*58.3%*	*8.3%*	*66.7%*	*25.0%*	*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

Table 6.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	896	865	365	73	638	233	405	792
%H (All HH)		*96.5%*	*40.7%*	*8.1%*	*71.2%*	*26.0%*	*45.2%*	*88.4%*
%H (TV HH)			*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	
Main living room	856	856	364	72	631	232	399	756
%V	*95.5%*	*99.0%*	*99.7%*	*98.6%*	*98.9%*	*99.6%*	*98.5%*	*95.5%*
%H (All HH)		*100.0%*	*42.5%*	*8.4%*	*73.7%*	*27.1%*	*46.6%*	*88.3%*
%H (TV HH)			*42.5%*	*8.4%*	*73.7%*	*27.1%*	*46.6%*	
Kitchen	116	116	57	6	101	48	53	107
%V	*12.9%*	*13.4%*	*15.6%*	*8.2%*	*15.8%*	*20.6%*	*13.1%*	*13.5%*
%H (All HH)		*100.0%*	*49.1%*	*5.2%*	*87.1%*	*41.4%*	*45.7%*	*92.2%*
%H (TV HH)			*49.1%*	*5.2%*	*87.1%*	*41.4%*	*45.7%*	
Adult's bedroom	401	401	192	41	318	153	165	374
%V	*44.8%*	*46.4%*	*52.6%*	*56.2%*	*49.8%*	*65.7%*	*40.7%*	*47.2%*
%H (All HH)		*100.0%*	*47.9%*	*10.2%*	*79.3%*	*38.2%*	*41.1%*	*93.3%*
%H (TV HH)			*47.9%*	*10.2%*	*79.3%*	*38.2%*	*41.1%*	
Child's bedroom	72	72	46	10	48	32	16	71
%V	*8.0%*	*8.3%*	*12.6%*	*13.7%*	*7.5%*	*13.7%*	*4.0%*	*9.0%*
%H (All HH)		*100.0%*	*63.9%*	*13.9%*	*66.7%*	*44.4%*	*22.2%*	*98.6%*
%H (TV HH)			*63.9%*	*13.9%*	*66.7%*	*44.4%*	*22.2%*	
Other bedroom	57	57	33	7	48	31	17	55
%V	*6.4%*	*6.6%*	*9.0%*	*9.6%*	*7.5%*	*13.3%*	*4.2%*	*6.9%*
%H (All HH)		*100.0%*	*57.9%*	*12.3%*	*84.2%*	*54.4%*	*29.8%*	*96.5%*
%H (TV HH)			*57.9%*	*12.3%*	*84.2%*	*54.4%*	*29.8%*	
Second living/dining room	91	91	45	7	78	39	39	86
%V	*10.2%*	*10.5%*	*12.3%*	*9.6%*	*12.2%*	*16.7%*	*9.6%*	*10.9%*
%H (All HH)		*100.0%*	*49.5%*	*7.7%*	*85.7%*	*42.9%*	*42.9%*	*94.5%*
%H (TV HH)			*49.5%*	*7.7%*	*85.7%*	*42.9%*	*42.9%*	
Study/office	22	22	9	1	18	7	11	21
%V	*2.5%*	*2.5%*	*2.5%*	*1.4%*	*2.8%*	*3.0%*	*2.7%*	*2.7%*
%H (All HH)		*100.0%*	*40.9%*	*4.5%*	*81.8%*	*31.8%*	*50.0%*	*95.5%*
%H (TV HH)			*40.9%*	*4.5%*	*81.8%*	*31.8%*	*50.0%*	
TV room	5	5	3	1	4	3	1	5
%V	*0.6%*	*0.6%*	*0.8%*	*1.4%*	*0.6%*	*1.3%*	*0.2%*	*0.6%*
%H (All HH)		*100.0%*	*60.0%*	*20.0%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*20.0%*	*80.0%*	*60.0%*	*20.0%*	
Conservatory	13	13	8	0	10	5	4	12
%V	*1.5%*	*1.5%*	*2.2%*	*0.0%*	*1.6%*	*2.1%*	*1.0%*	*1.5%*
%H (All HH)		*100.0%*	*61.5%*	*0.0%*	*76.9%*	*38.5%*	*30.8%*	*92.3%*
%H (TV HH)			*61.5%*	*0.0%*	*76.9%*	*38.5%*	*30.8%*	
Attic or loft room	2	2	1	0	0	0	0	2
%V	*0.2%*	*0.2%*	*0.3%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.3%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	8	8	5	1	5	4	1	8
%V	*0.9%*	*0.9%*	*1.4%*	*1.4%*	*0.8%*	*1.7%*	*0.2%*	*1.0%*
%H (All HH)		*100.0%*	*62.5%*	*12.5%*	*62.5%*	*50.0%*	*12.5%*	*100.0%*
%H (TV HH)			*62.5%*	*12.5%*	*62.5%*	*50.0%*	*12.5%*	

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
Jul 2017 - Jun 2018

BBC South West

Household level data

Table 6.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	896	865	365	73	638	233	405	792
%H (All HH)		*96.5%*	*40.7%*	*8.1%*	*71.2%*	*26.0%*	*45.2%*	*88.4%*
%H (TV HH)			*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	
Any DSAT provider	365	365	365	3	190	190	0	344
%V	*40.7%*	*42.2%*	*100.0%*	*4.1%*	*29.8%*	*81.5%*	*0.0%*	*43.4%*
%H (All HH)			*100.0%*	*0.8%*	*52.1%*	*52.1%*	*0.0%*	*94.2%*
%H (TV HH)			*100.0%*	*0.8%*	*52.1%*	*52.1%*	*0.0%*	
Sky with subcription	266	266	266	1	139	139	0	253
%V	*29.7%*	*30.8%*	*72.9%*	*1.4%*	*21.8%*	*59.7%*	*0.0%*	*31.9%*
%H (All HH)			*100.0%*	*0.4%*	*52.3%*	*52.3%*	*0.0%*	*95.1%*
%H (TV HH)			*100.0%*	*0.4%*	*52.3%*	*52.3%*	*0.0%*	
Sky without subscription	20	20	20	1	11	11	0	18
%V	*2.2%*	*2.3%*	*5.5%*	*1.4%*	*1.7%*	*4.7%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*5.0%*	*55.0%*	*55.0%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*5.0%*	*55.0%*	*55.0%*	*0.0%*	
Freesat	75	75	75	1	39	39	0	69
%V	*8.4%*	*8.7%*	*20.5%*	*1.4%*	*6.1%*	*16.7%*	*0.0%*	*8.7%*
%H (All HH)			*100.0%*	*1.3%*	*52.0%*	*52.0%*	*0.0%*	*92.0%*
%H (TV HH)			*100.0%*	*1.3%*	*52.0%*	*52.0%*	*0.0%*	
Other satellite provider	30	30	30	0	14	14	0	28
%V	*3.3%*	*3.5%*	*8.2%*	*0.0%*	*2.2%*	*6.0%*	*0.0%*	*3.5%*
%H (All HH)			*100.0%*	*0.0%*	*46.7%*	*46.7%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*0.0%*	*46.7%*	*46.7%*	*0.0%*	
DCAB	73	73	3	73	43	43	0	68
%V	*8.1%*	*8.4%*	*0.8%*	*100.0%*	*6.7%*	*18.5%*	*0.0%*	*8.6%*
%H (All HH)			*4.1%*	*100.0%*	*58.9%*	*58.9%*	*0.0%*	*93.2%*
%H (TV HH)			*4.1%*	*100.0%*	*58.9%*	*58.9%*	*0.0%*	
DTT	638	638	190	43	638	233	405	552
%V	*71.2%*	*73.8%*	*52.1%*	*58.9%*	*100.0%*	*100.0%*	*100.0%*	*69.7%*
%H (All HH)		*100.0%*	*29.8%*	*6.7%*	*100.0%*	*36.5%*	*63.5%*	*86.5%*
%H (TV HH)			*29.8%*	*6.7%*	*100.0%*	*36.5%*	*63.5%*	

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

Table 6.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	896	865	365	73	638	233	405	792
%H (All HH)		*96.5%*	*40.7%*	*8.1%*	*71.2%*	*26.0%*	*45.2%*	*88.4%*
%H (TV HH)			*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	
PVR	583	583	318	72	410	215	196	535
%V	*65.1%*	*67.4%*	*87.1%*	*98.6%*	*64.3%*	*92.3%*	*48.4%*	*67.6%*
%H (All HH)		*100.0%*	*54.5%*	*12.3%*	*70.3%*	*36.9%*	*33.6%*	*91.8%*
%H (TV HH)			*54.5%*	*12.3%*	*70.3%*	*36.9%*	*33.6%*	
DVDR	6	6	4	0	3	2	2	6
%V	*0.7%*	*0.7%*	*1.1%*	*0.0%*	*0.5%*	*0.9%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*50.0%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*50.0%*	*33.3%*	*33.3%*	
VCR	5	5	2	0	5	2	3	5
%V	*0.6%*	*0.6%*	*0.5%*	*0.0%*	*0.8%*	*0.9%*	*0.7%*	*0.6%*
%H (All HH)		*100.0%*	*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*	*100.0%*
%H (TV HH)			*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*	
Any recorder	585	585	318	72	413	215	198	538
%V	*65.3%*	*67.6%*	*87.1%*	*98.6%*	*64.7%*	*92.3%*	*48.9%*	*67.9%*
%H (All HH)		*100.0%*	*54.4%*	*12.3%*	*70.6%*	*36.8%*	*33.8%*	*92.0%*
%H (TV HH)			*54.4%*	*12.3%*	*70.6%*	*36.8%*	*33.8%*	
Receives HDTV (via STB or built-in reception)	660	660	302	69	499	208	292	604
%V	*73.7%*	*76.3%*	*82.7%*	*94.5%*	*78.2%*	*89.3%*	*72.1%*	*76.3%*
%H (All HH)		*100.0%*	*45.8%*	*10.5%*	*75.6%*	*31.5%*	*44.2%*	*91.5%*
%H (TV HH)			*45.8%*	*10.5%*	*75.6%*	*31.5%*	*44.2%*	
DVD/Blu-ray player or recorder	705	705	309	61	522	203	319	643
%V	*78.7%*	*81.5%*	*84.7%*	*83.6%*	*81.8%*	*87.1%*	*78.8%*	*81.2%*
%H (All HH)		*100.0%*	*43.8%*	*8.7%*	*74.0%*	*28.8%*	*45.2%*	*91.2%*
%H (TV HH)			*43.8%*	*8.7%*	*74.0%*	*28.8%*	*45.2%*	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

Table 6.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	896	865	365	73	638	233	405	792
%H (All HH)		*96.5%*	*40.7%*	*8.1%*	*71.2%*	*26.0%*	*45.2%*	*88.4%*
%H (TV HH)			*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	
Has broadband internet	792	765	344	68	552	221	331	792
%V	*88.4%*	*88.4%*	*94.2%*	*93.2%*	*86.5%*	*94.8%*	*81.7%*	*100.0%*
%H (All HH)		*96.6%*	*43.4%*	*8.6%*	*69.7%*	*27.9%*	*41.8%*	*100.0%*
%H (TV HH)			*45.0%*	*8.9%*	*72.2%*	*28.9%*	*43.3%*	
Number of computers (PCs and laptops)								
0	125	121	27	5	100	14	86	28
%V	*14.0%*	*14.0%*	*7.4%*	*6.8%*	*15.7%*	*6.0%*	*21.2%*	*3.5%*
%H (All HH)		*96.8%*	*21.6%*	*4.0%*	*80.0%*	*11.2%*	*68.8%*	*22.4%*
%H (TV HH)			*22.3%*	*4.1%*	*82.6%*	*11.6%*	*71.1%*	
1	217	207	84	15	150	49	100	211
%V	*24.2%*	*23.9%*	*23.0%*	*20.5%*	*23.5%*	*21.0%*	*24.7%*	*26.6%*
%H (All HH)		*95.4%*	*38.7%*	*6.9%*	*69.1%*	*22.6%*	*46.1%*	*97.2%*
%H (TV HH)			*40.6%*	*7.2%*	*72.5%*	*23.7%*	*48.3%*	
2	220	214	95	15	159	57	101	219
%V	*24.6%*	*24.7%*	*26.0%*	*20.5%*	*24.9%*	*24.5%*	*24.9%*	*27.7%*
%H (All HH)		*97.3%*	*43.2%*	*6.8%*	*72.3%*	*25.9%*	*45.9%*	*99.5%*
%H (TV HH)			*44.4%*	*7.0%*	*74.3%*	*26.6%*	*47.2%*	
3	147	140	65	20	95	45	50	147
%V	*16.4%*	*16.2%*	*17.8%*	*27.4%*	*14.9%*	*19.3%*	*12.3%*	*18.6%*
%H (All HH)		*95.2%*	*44.2%*	*13.6%*	*64.6%*	*30.6%*	*34.0%*	*100.0%*
%H (TV HH)			*46.4%*	*14.3%*	*67.9%*	*32.1%*	*35.7%*	
4	71	68	31	7	50	23	27	71
%V	*7.9%*	*7.9%*	*8.5%*	*9.6%*	*7.8%*	*9.9%*	*6.7%*	*9.0%*
%H (All HH)		*95.8%*	*43.7%*	*9.9%*	*70.4%*	*32.4%*	*38.0%*	*100.0%*
%H (TV HH)			*45.6%*	*10.3%*	*73.5%*	*33.8%*	*39.7%*	
5+	116	114	62	11	85	45	40	116
%V	*12.9%*	*13.2%*	*17.0%*	*15.1%*	*13.3%*	*19.3%*	*9.9%*	*14.6%*
%H (All HH)		*98.3%*	*53.4%*	*9.5%*	*73.3%*	*38.8%*	*34.5%*	*100.0%*
%H (TV HH)			*54.4%*	*9.6%*	*74.6%*	*39.5%*	*35.1%*	

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
Jul 2017 - Jun 2018

BBC South West

Set level data

Table 6.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1752	819	162	1350	606	744	1606
%H		*46.7%*	*9.2%*	*77.1%*	*34.6%*	*42.5%*	*91.7%*
Under 20"	162	70	13	137	57	80	145
%V	*9.2%*	*8.5%*	*8.0%*	*10.1%*	*9.4%*	*10.8%*	*9.0%*
%H		*43.2%*	*8.0%*	*84.6%*	*35.2%*	*49.4%*	*89.5%*
20" - 29"	366	169	25	308	140	168	328
%V	*20.9%*	*20.6%*	*15.4%*	*22.8%*	*23.1%*	*22.6%*	*20.4%*
%H		*46.2%*	*6.8%*	*84.2%*	*38.3%*	*45.9%*	*89.6%*
30" - 39"	516	214	48	408	159	249	461
%V	*29.5%*	*26.1%*	*29.6%*	*30.2%*	*26.2%*	*33.5%*	*28.7%*
%H		*41.5%*	*9.3%*	*79.1%*	*30.8%*	*48.3%*	*89.3%*
40" - 49"	499	257	53	354	176	178	470
%V	*28.5%*	*31.4%*	*32.7%*	*26.2%*	*29.0%*	*23.9%*	*29.3%*
%H		*51.5%*	*10.6%*	*70.9%*	*35.3%*	*35.7%*	*94.2%*
50" - 59"	145	88	16	96	60	36	143
%V	*8.3%*	*10.7%*	*9.9%*	*7.1%*	*9.9%*	*4.8%*	*8.9%*
%H		*60.7%*	*11.0%*	*66.2%*	*41.4%*	*24.8%*	*98.6%*
60"+	13	7	1	8	3	5	13
%V	*0.7%*	*0.9%*	*0.6%*	*0.6%*	*0.5%*	*0.7%*	*0.8%*
%H		*53.8%*	*7.7%*	*61.5%*	*23.1%*	*38.5%*	*100.0%*
Don't know	51	15	5	39	11	28	47
%V	*2.9%*	*1.8%*	*3.1%*	*2.9%*	*1.8%*	*3.8%*	*2.9%*
%H		*29.4%*	*9.8%*	*76.5%*	*21.6%*	*54.9%*	*92.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1752	819	162	1350	606	744	1606
%H		*46.7%*	*9.2%*	*77.1%*	*34.6%*	*42.5%*	*91.7%*
Main living room	859	365	72	633	233	400	759
%V	*49.0%*	*44.6%*	*44.4%*	*46.9%*	*38.4%*	*53.8%*	*47.3%*
%H		*42.5%*	*8.4%*	*73.7%*	*27.1%*	*46.6%*	*88.4%*
Kitchen	117	58	6	101	49	53	108
%V	*6.7%*	*7.1%*	*3.7%*	*7.5%*	*8.1%*	*7.1%*	*6.7%*
%H		*49.6%*	*5.1%*	*86.3%*	*41.9%*	*45.3%*	*92.3%*
Adult's bedroom	473	223	52	381	186	195	446
%V	*27.0%*	*27.2%*	*32.1%*	*28.2%*	*30.7%*	*26.2%*	*27.8%*
%H		*47.1%*	*11.0%*	*80.5%*	*39.3%*	*41.2%*	*94.3%*
Child's bedroom	96	61	14	64	42	22	95
%V	*5.5%*	*7.4%*	*8.6%*	*4.7%*	*6.9%*	*3.0%*	*5.9%*
%H		*63.5%*	*14.6%*	*66.7%*	*43.8%*	*22.9%*	*99.0%*
Other bedroom	65	39	8	53	36	17	62
%V	*3.7%*	*4.8%*	*4.9%*	*3.9%*	*5.9%*	*2.3%*	*3.9%*
%H		*60.0%*	*12.3%*	*81.5%*	*55.4%*	*26.2%*	*95.4%*
Second living/dining room	93	47	7	79	40	39	88
%V	*5.3%*	*5.7%*	*4.3%*	*5.9%*	*6.6%*	*5.2%*	*5.5%*
%H		*50.5%*	*7.5%*	*84.9%*	*43.0%*	*41.9%*	*94.6%*
Study/office	22	10	1	18	7	11	22
%V	*1.3%*	*1.2%*	*0.6%*	*1.3%*	*1.2%*	*1.5%*	*1.4%*
%H		*45.5%*	*4.5%*	*81.8%*	*31.8%*	*50.0%*	*100.0%*
TV room	5	3	1	4	3	1	5
%V	*0.3%*	*0.4%*	*0.6%*	*0.3%*	*0.5%*	*0.1%*	*0.3%*
%H		*60.0%*	*20.0%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
Conservatory	13	8	0	10	5	4	12
%V	*0.7%*	*1.0%*	*0.0%*	*0.7%*	*0.8%*	*0.5%*	*0.7%*
%H		*61.5%*	*0.0%*	*76.9%*	*38.5%*	*30.8%*	*92.3%*
Attic or loft room	2	1	0	0	0	0	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*
%H		*50.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	8	5	1	5	4	1	8
%V	*0.5%*	*0.6%*	*0.6%*	*0.4%*	*0.7%*	*0.1%*	*0.5%*
%H		*62.5%*	*12.5%*	*62.5%*	*50.0%*	*12.5%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1752	819	162	1350	606	744	1606
%H		*46.7%*	*9.2%*	*77.1%*	*34.6%*	*42.5%*	*91.7%*
PVR	780	477	90	519	301	218	729
%V	*44.5%*	*58.2%*	*55.6%*	*38.4%*	*49.7%*	*29.3%*	*45.4%*
%H		*61.2%*	*11.5%*	*66.5%*	*38.6%*	*27.9%*	*93.5%*
DVDR	6	4	0	3	2	2	6
%V	*0.3%*	*0.5%*	*0.0%*	*0.2%*	*0.3%*	*0.3%*	*0.4%*
%H		*66.7%*	*0.0%*	*50.0%*	*33.3%*	*33.3%*	*100.0%*
VCR	5	2	0	5	2	3	5
%V	*0.3%*	*0.2%*	*0.0%*	*0.4%*	*0.3%*	*0.4%*	*0.3%*
%H		*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*	*100.0%*
Any recorder	785	478	90	523	302	221	734
%V	*44.8%*	*58.4%*	*55.6%*	*38.7%*	*49.8%*	*29.7%*	*45.7%*
%H		*60.9%*	*11.5%*	*66.6%*	*38.5%*	*28.2%*	*93.5%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1752	819	162	1350	606	744	1606
%H		*46.7%*	*9.2%*	*77.1%*	*34.6%*	*42.5%*	*91.7%*
Receives HDTV (via STB or built-in reception)	1037	510	108	792	367	425	971
%V	*59.2%*	*62.3%*	*66.7%*	*58.7%*	*60.6%*	*57.1%*	*60.5%*
%H		*49.2%*	*10.4%*	*76.4%*	*35.4%*	*41.0%*	*93.6%*
DVD/Blu-ray player or recorder	1035	491	104	783	357	426	961
%V	*59.1%*	*60.0%*	*64.2%*	*58.0%*	*58.9%*	*57.3%*	*59.8%*
%H		*47.4%*	*10.0%*	*75.7%*	*34.5%*	*41.2%*	*92.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	865	365	73	638	233	405	765
%H		*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	*88.4%*
Under 20"	9	1	0	8	1	7	7
%V	*1.0%*	*0.3%*	*0.0%*	*1.3%*	*0.4%*	*1.7%*	*0.9%*
%H		*11.1%*	*0.0%*	*88.9%*	*11.1%*	*77.8%*	*77.8%*
20" - 29"	71	14	1	59	6	53	49
%V	*8.2%*	*3.8%*	*1.4%*	*9.2%*	*2.6%*	*13.1%*	*6.4%*
%H		*19.7%*	*1.4%*	*83.1%*	*8.5%*	*74.6%*	*69.0%*
30" - 39"	255	86	14	198	45	152	210
%V	*29.5%*	*23.6%*	*19.2%*	*31.0%*	*19.3%*	*37.5%*	*27.5%*
%H		*33.7%*	*5.5%*	*77.6%*	*17.6%*	*59.6%*	*82.4%*
40" - 49"	374	178	40	273	126	146	346
%V	*43.2%*	*48.8%*	*54.8%*	*42.8%*	*54.1%*	*36.0%*	*45.2%*
%H		*47.6%*	*10.7%*	*73.0%*	*33.7%*	*39.0%*	*92.5%*
50" - 59"	118	74	13	75	48	27	117
%V	*13.6%*	*20.3%*	*17.8%*	*11.8%*	*20.6%*	*6.7%*	*15.3%*
%H		*62.7%*	*11.0%*	*63.6%*	*40.7%*	*22.9%*	*99.2%*
60"+	12	7	1	7	3	4	12
%V	*1.4%*	*1.9%*	*1.4%*	*1.1%*	*1.3%*	*1.0%*	*1.6%*
%H		*58.3%*	*8.3%*	*58.3%*	*25.0%*	*33.3%*	*100.0%*
Don't know	26	6	3	19	4	15	24
%V	*3.0%*	*1.6%*	*4.1%*	*3.0%*	*1.7%*	*3.7%*	*3.1%*
%H		*23.1%*	*11.5%*	*73.1%*	*15.4%*	*57.7%*	*92.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	865	365	73	638	233	405	765
%H		*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	*88.4%*
PVR	571	314	71	400	211	189	525
%V	*66.0%*	*86.0%*	*97.3%*	*62.7%*	*90.6%*	*46.7%*	*68.6%*
%H		*55.0%*	*12.4%*	*70.1%*	*37.0%*	*33.1%*	*91.9%*
DVDR	4	3	0	3	2	1	4
%V	*0.5%*	*0.8%*	*0.0%*	*0.5%*	*0.9%*	*0.2%*	*0.5%*
%H		*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*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	573	315	71	402	211	191	527
%V	*66.2%*	*86.3%*	*97.3%*	*63.0%*	*90.6%*	*47.2%*	*68.9%*
%H		*55.0%*	*12.4%*	*70.2%*	*36.8%*	*33.3%*	*92.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	865	365	73	638	233	405	765
%H		*42.2%*	*8.4%*	*73.8%*	*26.9%*	*46.8%*	*88.4%*
Receives HDTV (via STB or built-in reception)	641	293	68	483	200	282	587
%V	*74.1%*	*80.3%*	*93.2%*	*75.7%*	*85.8%*	*69.6%*	*76.7%*
%H		*45.7%*	*10.6%*	*75.4%*	*31.2%*	*44.0%*	*91.6%*
DVD/Blu-ray player or recorder	637	276	54	474	181	292	580
%V	*73.6%*	*75.6%*	*74.0%*	*74.3%*	*77.7%*	*72.1%*	*75.8%*
%H		*43.3%*	*8.5%*	*74.4%*	*28.4%*	*45.8%*	*91.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	886	454	89	712	373	339	841
%H		*51.2%*	*10.0%*	*80.4%*	*42.1%*	*38.3%*	*94.9%*
Under 20"	153	68	13	130	57	73	138
%V	*17.3%*	*15.0%*	*14.6%*	*18.3%*	*15.3%*	*21.5%*	*16.4%*
%H		*44.4%*	*8.5%*	*85.0%*	*37.3%*	*47.7%*	*90.2%*
20" - 29"	295	155	24	249	133	115	278
%V	*33.3%*	*34.1%*	*27.0%*	*35.0%*	*35.7%*	*33.9%*	*33.1%*
%H		*52.5%*	*8.1%*	*84.4%*	*45.1%*	*39.0%*	*94.2%*
30" - 39"	261	128	34	211	114	97	251
%V	*29.5%*	*28.2%*	*38.2%*	*29.6%*	*30.6%*	*28.6%*	*29.8%*
%H		*49.0%*	*13.0%*	*80.8%*	*43.7%*	*37.2%*	*96.2%*
40" - 49"	125	80	13	81	50	31	124
%V	*14.1%*	*17.6%*	*14.6%*	*11.4%*	*13.4%*	*9.1%*	*14.7%*
%H		*64.0%*	*10.4%*	*64.8%*	*40.0%*	*24.8%*	*99.2%*
50" - 59"	27	14	3	21	12	9	26
%V	*3.0%*	*3.1%*	*3.4%*	*2.9%*	*3.2%*	*2.7%*	*3.1%*
%H		*51.9%*	*11.1%*	*77.8%*	*44.4%*	*33.3%*	*96.3%*
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	25	9	3	20	7	13	23
%V	*2.8%*	*2.0%*	*3.4%*	*2.8%*	*1.9%*	*3.8%*	*2.7%*
%H		*36.0%*	*12.0%*	*80.0%*	*28.0%*	*52.0%*	*92.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	886	454	89	712	373	339	841
%H		*51.2%*	*10.0%*	*80.4%*	*42.1%*	*38.3%*	*94.9%*
PVR	209	163	20	119	91	29	204
%V	*23.6%*	*35.9%*	*22.5%*	*16.7%*	*24.4%*	*8.6%*	*24.3%*
%H		*78.0%*	*9.6%*	*56.9%*	*43.5%*	*13.9%*	*97.6%*
DVDR	2	1	0	0	0	0	2
%V	*0.2%*	*0.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.2%*
%H		*50.0%*	*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	211	164	20	121	91	30	206
%V	*23.8%*	*36.1%*	*22.5%*	*17.0%*	*24.4%*	*8.8%*	*24.5%*
%H		*77.7%*	*9.5%*	*57.3%*	*43.1%*	*14.2%*	*97.6%*

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

Set level data

Table 6.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	886	454	89	712	373	339	841
%H		*51.2%*	*10.0%*	*80.4%*	*42.1%*	*38.3%*	*94.9%*
Receives HDTV (via STB or built-in reception)	396	217	40	309	166	143	384
%V	*44.7%*	*47.8%*	*44.9%*	*43.4%*	*44.5%*	*42.2%*	*45.7%*
%H		*54.8%*	*10.1%*	*78.0%*	*41.9%*	*36.1%*	*97.0%*
DVD/Blu-ray player or recorder	398	215	50	309	175	134	381
%V	*44.9%*	*47.4%*	*56.2%*	*43.4%*	*46.9%*	*39.5%*	*45.3%*
%H		*54.0%*	*12.6%*	*77.6%*	*44.0%*	*33.7%*	*95.7%*

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

Table 6.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2029	1968	887	190	1423	586	837	1899
%H		*97.0%*	*43.7%*	*9.4%*	*70.1%*	*28.9%*	*41.3%*	*93.6%*
Total Children	361	352	177	46	236	118	117	359
%V	*17.8%*	*17.9%*	*20.0%*	*24.2%*	*16.6%*	*20.1%*	*14.0%*	*18.9%*
%H		*97.5%*	*49.0%*	*12.7%*	*65.4%*	*32.7%*	*32.4%*	*99.4%*
0 - 3	94	90	40	14	57	28	29	92
%V	*4.6%*	*4.6%*	*4.5%*	*7.4%*	*4.0%*	*4.8%*	*3.5%*	*4.8%*
%H		*95.7%*	*42.6%*	*14.9%*	*60.6%*	*29.8%*	*30.9%*	*97.9%*
4 - 15	267	262	137	32	179	90	88	267
%V	*13.2%*	*13.3%*	*15.4%*	*16.8%*	*12.6%*	*15.4%*	*10.5%*	*14.1%*
%H		*98.1%*	*51.3%*	*12.0%*	*67.0%*	*33.7%*	*33.0%*	*100.0%*
4 - 9	142	137	69	18	87	41	46	142
%V	*7.0%*	*7.0%*	*7.8%*	*9.5%*	*6.1%*	*7.0%*	*5.5%*	*7.5%*
%H		*96.5%*	*48.6%*	*12.7%*	*61.3%*	*28.9%*	*32.4%*	*100.0%*
10 - 15	125	124	69	14	91	49	42	125
%V	*6.2%*	*6.3%*	*7.8%*	*7.4%*	*6.4%*	*8.4%*	*5.0%*	*6.6%*
%H		*99.2%*	*55.2%*	*11.2%*	*72.8%*	*39.2%*	*33.6%*	*100.0%*

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2029	1968	887	190	1423	586	837	1899
%H		*97.0%*	*43.7%*	*9.4%*	*70.1%*	*28.9%*	*41.3%*	*93.6%*
Total Adults (16+)	1667	1617	710	144	1188	468	719	1540
%V	*82.2%*	*82.2%*	*80.0%*	*75.8%*	*83.5%*	*79.9%*	*85.9%*	*81.1%*
%H		*97.0%*	*42.6%*	*8.6%*	*71.3%*	*28.1%*	*43.1%*	*92.4%*
16 - 19	89	88	41	9	61	26	35	89
%V	*4.4%*	*4.5%*	*4.6%*	*4.7%*	*4.3%*	*4.4%*	*4.2%*	*4.7%*
%H		*98.9%*	*46.1%*	*10.1%*	*68.5%*	*29.2%*	*39.3%*	*100.0%*
20 - 24	111	107	36	14	74	24	50	110
%V	*5.5%*	*5.4%*	*4.1%*	*7.4%*	*5.2%*	*4.1%*	*6.0%*	*5.8%*
%H		*96.4%*	*32.4%*	*12.6%*	*66.7%*	*21.6%*	*45.0%*	*99.1%*
25 - 34	229	213	92	24	140	59	81	227
%V	*11.3%*	*10.8%*	*10.4%*	*12.6%*	*9.8%*	*10.1%*	*9.7%*	*12.0%*
%H		*93.0%*	*40.2%*	*10.5%*	*61.1%*	*25.8%*	*35.4%*	*99.1%*
35 - 44	228	216	103	26	129	53	76	226
%V	*11.2%*	*11.0%*	*11.6%*	*13.7%*	*9.1%*	*9.0%*	*9.1%*	*11.9%*
%H		*94.7%*	*45.2%*	*11.4%*	*56.6%*	*23.2%*	*33.3%*	*99.1%*
45 - 54	267	260	132	31	190	94	96	262
%V	*13.2%*	*13.2%*	*14.9%*	*16.3%*	*13.4%*	*16.0%*	*11.5%*	*13.8%*
%H		*97.4%*	*49.4%*	*11.6%*	*71.2%*	*35.2%*	*36.0%*	*98.1%*
55 - 64	275	270	130	20	208	92	116	261
%V	*13.6%*	*13.7%*	*14.7%*	*10.5%*	*14.6%*	*15.7%*	*13.9%*	*13.7%*
%H		*98.2%*	*47.3%*	*7.3%*	*75.6%*	*33.5%*	*42.2%*	*94.9%*
65+	468	464	176	21	386	120	266	364
%V	*23.1%*	*23.6%*	*19.8%*	*11.1%*	*27.1%*	*20.5%*	*31.8%*	*19.2%*
%H		*99.1%*	*37.6%*	*4.5%*	*82.5%*	*25.6%*	*56.8%*	*77.8%*

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1667	1617	710	144	1188	468	719	1540
%H		*97.0%*	*42.6%*	*8.6%*	*71.3%*	*28.1%*	*43.1%*	*92.4%*
AB	441	425	206	27	316	136	180	427
%V	*26.5%*	*26.3%*	*29.0%*	*18.8%*	*26.6%*	*29.1%*	*25.0%*	*27.7%*
%H		*96.4%*	*46.7%*	*6.1%*	*71.7%*	*30.8%*	*40.8%*	*96.8%*
C1	521	501	199	51	374	137	237	497
%V	*31.3%*	*31.0%*	*28.0%*	*35.4%*	*31.5%*	*29.3%*	*33.0%*	*32.3%*
%H		*96.2%*	*38.2%*	*9.8%*	*71.8%*	*26.3%*	*45.5%*	*95.4%*
C2	379	372	177	35	274	122	152	349
%V	*22.7%*	*23.0%*	*24.9%*	*24.3%*	*23.1%*	*26.1%*	*21.1%*	*22.7%*
%H		*98.2%*	*46.7%*	*9.2%*	*72.3%*	*32.2%*	*40.1%*	*92.1%*
D	214	208	88	22	141	51	89	190
%V	*12.8%*	*12.9%*	*12.4%*	*15.3%*	*11.9%*	*10.9%*	*12.4%*	*12.3%*
%H		*97.2%*	*41.1%*	*10.3%*	*65.9%*	*23.8%*	*41.6%*	*88.8%*
E	113	111	41	9	83	23	60	76
%V	*6.8%*	*6.9%*	*5.8%*	*6.3%*	*7.0%*	*4.9%*	*8.3%*	*4.9%*
%H		*98.2%*	*36.3%*	*8.0%*	*73.5%*	*20.4%*	*53.1%*	*67.3%*

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1667	1617	710	144	1188	468	719	1540
%H		*97.0%*	*42.6%*	*8.6%*	*71.3%*	*28.1%*	*43.1%*	*92.4%*
Working full time	709	681	318	75	470	204	265	699
%V	*42.5%*	*42.1%*	*44.8%*	*52.1%*	*39.6%*	*43.6%*	*36.9%*	*45.4%*
%H		*96.1%*	*44.9%*	*10.6%*	*66.3%*	*28.8%*	*37.4%*	*98.6%*
Working part time	199	193	88	22	131	57	74	195
%V	*11.9%*	*11.9%*	*12.4%*	*15.3%*	*11.0%*	*12.2%*	*10.3%*	*12.7%*
%H		*97.0%*	*44.2%*	*11.1%*	*65.8%*	*28.6%*	*37.2%*	*98.0%*
Not working	760	742	304	48	587	207	380	645
%V	*45.6%*	*45.9%*	*42.8%*	*33.3%*	*49.4%*	*44.2%*	*52.9%*	*41.9%*
%H		*97.6%*	*40.0%*	*6.3%*	*77.2%*	*27.2%*	*50.0%*	*84.9%*
Houseperson	896	865	365	73	638	233	405	792
%V	*53.7%*	*53.5%*	*51.4%*	*50.7%*	*53.7%*	*49.8%*	*56.3%*	*51.4%*
%H		*96.5%*	*40.7%*	*8.1%*	*71.2%*	*26.0%*	*45.2%*	*88.4%*

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	807	784	345	74	573	233	340	750
%H		*97.1%*	*42.8%*	*9.2%*	*71.0%*	*28.9%*	*42.1%*	*92.9%*
16 - 19	43	42	23	2	28	11	17	43
%V	*5.3%*	*5.4%*	*6.7%*	*2.7%*	*4.9%*	*4.7%*	*5.0%*	*5.7%*
%H		*97.7%*	*53.5%*	*4.7%*	*65.1%*	*25.6%*	*39.5%*	*100.0%*
20 - 24	60	58	19	7	42	15	26	60
%V	*7.4%*	*7.4%*	*5.5%*	*9.5%*	*7.3%*	*6.4%*	*7.6%*	*8.0%*
%H		*96.7%*	*31.7%*	*11.7%*	*70.0%*	*25.0%*	*43.3%*	*100.0%*
25 - 34	113	106	40	14	71	28	43	112
%V	*14.0%*	*13.5%*	*11.6%*	*18.9%*	*12.4%*	*12.0%*	*12.6%*	*14.9%*
%H		*93.8%*	*35.4%*	*12.4%*	*62.8%*	*24.8%*	*38.1%*	*99.1%*
35 - 44	107	102	47	12	60	23	37	106
%V	*13.3%*	*13.0%*	*13.6%*	*16.2%*	*10.5%*	*9.9%*	*10.9%*	*14.1%*
%H		*95.3%*	*43.9%*	*11.2%*	*56.1%*	*21.5%*	*34.6%*	*99.1%*
45 - 54	129	126	63	18	91	45	46	126
%V	*16.0%*	*16.1%*	*18.3%*	*24.3%*	*15.9%*	*19.3%*	*13.5%*	*16.8%*
%H		*97.7%*	*48.8%*	*14.0%*	*70.5%*	*34.9%*	*35.7%*	*97.7%*
55 - 64	135	133	64	10	103	47	56	125
%V	*16.7%*	*17.0%*	*18.6%*	*13.5%*	*18.0%*	*20.2%*	*16.5%*	*16.7%*
%H		*98.5%*	*47.4%*	*7.4%*	*76.3%*	*34.8%*	*41.5%*	*92.6%*
65+	219	217	89	11	179	64	115	178
%V	*27.1%*	*27.7%*	*25.8%*	*14.9%*	*31.2%*	*27.5%*	*33.8%*	*23.7%*
%H		*99.1%*	*40.6%*	*5.0%*	*81.7%*	*29.2%*	*52.5%*	*81.3%*

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	807	784	345	74	573	233	340	750
%H		*97.1%*	*42.8%*	*9.2%*	*71.0%*	*28.9%*	*42.1%*	*92.9%*
AB	215	207	99	15	154	67	87	208
%V	*26.6%*	*26.4%*	*28.7%*	*20.3%*	*26.9%*	*28.8%*	*25.6%*	*27.7%*
%H		*96.3%*	*46.0%*	*7.0%*	*71.6%*	*31.2%*	*40.5%*	*96.7%*
C1	242	233	94	25	173	67	106	234
%V	*30.0%*	*29.7%*	*27.2%*	*33.8%*	*30.2%*	*28.8%*	*31.2%*	*31.2%*
%H		*96.3%*	*38.8%*	*10.3%*	*71.5%*	*27.7%*	*43.8%*	*96.7%*
C2	195	193	93	19	139	62	77	178
%V	*24.2%*	*24.6%*	*27.0%*	*25.7%*	*24.3%*	*26.6%*	*22.6%*	*23.7%*
%H		*99.0%*	*47.7%*	*9.7%*	*71.3%*	*31.8%*	*39.5%*	*91.3%*
D	101	98	42	10	66	25	41	91
%V	*12.5%*	*12.5%*	*12.2%*	*13.5%*	*11.5%*	*10.7%*	*12.1%*	*12.1%*
%H		*97.0%*	*41.6%*	*9.9%*	*65.3%*	*24.8%*	*40.6%*	*90.1%*
E	54	53	17	5	41	12	30	38
%V	*6.7%*	*6.8%*	*4.9%*	*6.8%*	*7.2%*	*5.2%*	*8.8%*	*5.1%*
%H		*98.1%*	*31.5%*	*9.3%*	*75.9%*	*22.2%*	*55.6%*	*70.4%*

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	807	784	345	74	573	233	340	750
%H		*97.1%*	*42.8%*	*9.2%*	*71.0%*	*28.9%*	*42.1%*	*92.9%*
Working full time	419	405	185	49	282	124	158	412
%V	*51.9%*	*51.7%*	*53.6%*	*66.2%*	*49.2%*	*53.2%*	*46.5%*	*54.9%*
%H		*96.7%*	*44.2%*	*11.7%*	*67.3%*	*29.6%*	*37.7%*	*98.3%*
Working part time	47	45	21	4	30	14	16	45
%V	*5.8%*	*5.7%*	*6.1%*	*5.4%*	*5.2%*	*6.0%*	*4.7%*	*6.0%*
%H		*95.7%*	*44.7%*	*8.5%*	*63.8%*	*29.8%*	*34.0%*	*95.7%*
Not working	341	333	140	21	261	94	166	292
%V	*42.3%*	*42.5%*	*40.6%*	*28.4%*	*45.5%*	*40.3%*	*48.8%*	*38.9%*
%H		*97.7%*	*41.1%*	*6.2%*	*76.5%*	*27.6%*	*48.7%*	*85.6%*
Houseperson	175	168	65	18	125	46	79	136
%V	*21.7%*	*21.4%*	*18.8%*	*24.3%*	*21.8%*	*19.7%*	*23.2%*	*18.1%*
%H		*96.0%*	*37.1%*	*10.3%*	*71.4%*	*26.3%*	*45.1%*	*77.7%*

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	860	833	365	71	614	236	379	790
%H		*96.9%*	*42.4%*	*8.3%*	*71.4%*	*27.4%*	*44.1%*	*91.9%*
16 - 19	46	46	18	7	34	15	19	46
%V	*5.3%*	*5.5%*	*4.9%*	*9.9%*	*5.5%*	*6.4%*	*5.0%*	*5.8%*
%H		*100.0%*	*39.1%*	*15.2%*	*73.9%*	*32.6%*	*41.3%*	*100.0%*
20 - 24	51	49	16	8	32	9	23	50
%V	*5.9%*	*5.9%*	*4.4%*	*11.3%*	*5.2%*	*3.8%*	*6.1%*	*6.3%*
%H		*96.1%*	*31.4%*	*15.7%*	*62.7%*	*17.6%*	*45.1%*	*98.0%*
25 - 34	116	107	52	10	69	32	37	116
%V	*13.5%*	*12.8%*	*14.2%*	*14.1%*	*11.2%*	*13.6%*	*9.8%*	*14.7%*
%H		*92.2%*	*44.8%*	*8.6%*	*59.5%*	*27.6%*	*31.9%*	*100.0%*
35 - 44	120	114	56	14	69	30	39	120
%V	*14.0%*	*13.7%*	*15.3%*	*19.7%*	*11.2%*	*12.7%*	*10.3%*	*15.2%*
%H		*95.0%*	*46.7%*	*11.7%*	*57.5%*	*25.0%*	*32.5%*	*100.0%*
45 - 54	138	134	69	13	99	49	50	136
%V	*16.0%*	*16.1%*	*18.9%*	*18.3%*	*16.1%*	*20.8%*	*13.2%*	*17.2%*
%H		*97.1%*	*50.0%*	*9.4%*	*71.7%*	*35.5%*	*36.2%*	*98.6%*
55 - 64	139	137	66	10	105	45	59	136
%V	*16.2%*	*16.4%*	*18.1%*	*14.1%*	*17.1%*	*19.1%*	*15.6%*	*17.2%*
%H		*98.6%*	*47.5%*	*7.2%*	*75.5%*	*32.4%*	*42.4%*	*97.8%*
65+	249	247	87	9	207	56	151	187
%V	*29.0%*	*29.7%*	*23.8%*	*12.7%*	*33.7%*	*23.7%*	*39.8%*	*23.7%*
%H		*99.2%*	*34.9%*	*3.6%*	*83.1%*	*22.5%*	*60.6%*	*75.1%*

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	860	833	365	71	614	236	379	790
%H		*96.9%*	*42.4%*	*8.3%*	*71.4%*	*27.4%*	*44.1%*	*91.9%*
AB	226	219	107	13	162	69	93	219
%V	*26.3%*	*26.3%*	*29.3%*	*18.3%*	*26.4%*	*29.2%*	*24.5%*	*27.7%*
%H		*96.9%*	*47.3%*	*5.8%*	*71.7%*	*30.5%*	*41.2%*	*96.9%*
C1	279	268	104	27	201	70	131	263
%V	*32.4%*	*32.2%*	*28.5%*	*38.0%*	*32.7%*	*29.7%*	*34.6%*	*33.3%*
%H		*96.1%*	*37.3%*	*9.7%*	*72.0%*	*25.1%*	*47.0%*	*94.3%*
C2	183	179	84	16	135	59	75	171
%V	*21.3%*	*21.5%*	*23.0%*	*22.5%*	*22.0%*	*25.0%*	*19.8%*	*21.6%*
%H		*97.8%*	*45.9%*	*8.7%*	*73.8%*	*32.2%*	*41.0%*	*93.4%*
D	113	109	45	12	75	26	49	99
%V	*13.1%*	*13.1%*	*12.3%*	*16.9%*	*12.2%*	*11.0%*	*12.9%*	*12.5%*
%H		*96.5%*	*39.8%*	*10.6%*	*66.4%*	*23.0%*	*43.4%*	*87.6%*
E	59	58	24	3	42	11	31	38
%V	*6.9%*	*7.0%*	*6.6%*	*4.2%*	*6.8%*	*4.7%*	*8.2%*	*4.8%*
%H		*98.3%*	*40.7%*	*5.1%*	*71.2%*	*18.6%*	*52.5%*	*64.4%*

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	860	833	365	71	614	236	379	790
%H		*96.9%*	*42.4%*	*8.3%*	*71.4%*	*27.4%*	*44.1%*	*91.9%*
Working full time	290	276	134	26	187	80	107	287
%V	*33.7%*	*33.1%*	*36.7%*	*36.6%*	*30.5%*	*33.9%*	*28.2%*	*36.3%*
%H		*95.2%*	*46.2%*	*9.0%*	*64.5%*	*27.6%*	*36.9%*	*99.0%*
Working part time	151	148	67	18	101	43	58	150
%V	*17.6%*	*17.8%*	*18.4%*	*25.4%*	*16.4%*	*18.2%*	*15.3%*	*19.0%*
%H		*98.0%*	*44.4%*	*11.9%*	*66.9%*	*28.5%*	*38.4%*	*99.3%*
Not working	420	409	164	27	326	113	214	353
%V	*48.8%*	*49.1%*	*44.9%*	*38.0%*	*53.1%*	*47.9%*	*56.5%*	*44.7%*
%H		*97.4%*	*39.0%*	*6.4%*	*77.6%*	*26.9%*	*51.0%*	*84.0%*
Houseperson	721	697	300	55	513	187	325	656
%V	*83.8%*	*83.7%*	*82.2%*	*77.5%*	*83.6%*	*79.2%*	*85.8%*	*83.0%*
%H		*96.7%*	*41.6%*	*7.6%*	*71.2%*	*25.9%*	*45.1%*	*91.0%*

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC South

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2167	2073	773	306	1406	473	932	1951
%H (All HH)		*95.7%*	*35.7%*	*14.1%*	*64.9%*	*21.8%*	*43.0%*	*90.0%*
%H (TV HH)			*37.3%*	*14.8%*	*67.8%*	*22.8%*	*45.0%*	
AB	701	674	272	92	462	170	293	677
%V	*32.3%*	*32.5%*	*35.2%*	*30.1%*	*32.9%*	*35.9%*	*31.4%*	*34.7%*
%H (All HH)		*96.1%*	*38.8%*	*13.1%*	*65.9%*	*24.3%*	*41.8%*	*96.6%*
%H (TV HH)			*40.4%*	*13.6%*	*68.5%*	*25.2%*	*43.5%*	
C1	688	654	234	99	446	145	301	635
%V	*31.7%*	*31.5%*	*30.3%*	*32.4%*	*31.7%*	*30.7%*	*32.3%*	*32.5%*
%H (All HH)		*95.1%*	*34.0%*	*14.4%*	*64.8%*	*21.1%*	*43.8%*	*92.3%*
%H (TV HH)			*35.8%*	*15.1%*	*68.2%*	*22.2%*	*46.0%*	
C2	413	401	159	74	252	92	160	368
%V	*19.1%*	*19.3%*	*20.6%*	*24.2%*	*17.9%*	*19.5%*	*17.2%*	*18.9%*
%H (All HH)		*97.1%*	*38.5%*	*17.9%*	*61.0%*	*22.3%*	*38.7%*	*89.1%*
%H (TV HH)			*39.7%*	*18.5%*	*62.8%*	*22.9%*	*39.9%*	
D	252	239	91	32	160	57	103	207
%V	*11.6%*	*11.5%*	*11.8%*	*10.5%*	*11.4%*	*12.1%*	*11.1%*	*10.6%*
%H (All HH)		*94.8%*	*36.1%*	*12.7%*	*63.5%*	*22.6%*	*40.9%*	*82.1%*
%H (TV HH)			*38.1%*	*13.4%*	*66.9%*	*23.8%*	*43.1%*	
E	112	105	18	9	86	10	76	63
%V	*5.2%*	*5.1%*	*2.3%*	*2.9%*	*6.1%*	*2.1%*	*8.2%*	*3.2%*
%H (All HH)		*93.8%*	*16.1%*	*8.0%*	*76.8%*	*8.9%*	*67.9%*	*56.3%*
%H (TV HH)			*17.1%*	*8.6%*	*81.9%*	*9.5%*	*72.4%*	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South

Household level data

Table 7.2: 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	2167	2073	773	306	1406	473	932	1951
%H (All HH)		*95.7%*	*35.7%*	*14.1%*	*64.9%*	*21.8%*	*43.0%*	*90.0%*
%H (TV HH)			*37.3%*	*14.8%*	*67.8%*	*22.8%*	*45.0%*	
Under 25	58	44	13	6	20	5	15	58
%V	*2.7%*	*2.1%*	*1.7%*	*2.0%*	*1.4%*	*1.1%*	*1.6%*	*3.0%*
%H (All HH)		*75.9%*	*22.4%*	*10.3%*	*34.5%*	*8.6%*	*25.9%*	*100.0%*
%H (TV HH)			*29.5%*	*13.6%*	*45.5%*	*11.4%*	*34.1%*	
25 - 34	297	270	103	43	151	55	95	289
%V	*13.7%*	*13.0%*	*13.3%*	*14.1%*	*10.7%*	*11.6%*	*10.2%*	*14.8%*
%H (All HH)		*90.9%*	*34.7%*	*14.5%*	*50.8%*	*18.5%*	*32.0%*	*97.3%*
%H (TV HH)			*38.1%*	*15.9%*	*55.9%*	*20.4%*	*35.2%*	
35 - 44	368	344	145	65	201	78	123	358
%V	*17.0%*	*16.6%*	*18.8%*	*21.2%*	*14.3%*	*16.5%*	*13.2%*	*18.3%*
%H (All HH)		*93.5%*	*39.4%*	*17.7%*	*54.6%*	*21.2%*	*33.4%*	*97.3%*
%H (TV HH)			*42.2%*	*18.9%*	*58.4%*	*22.7%*	*35.8%*	
45 - 54	402	393	177	75	243	108	135	394
%V	*18.6%*	*19.0%*	*22.9%*	*24.5%*	*17.3%*	*22.8%*	*14.5%*	*20.2%*
%H (All HH)		*97.8%*	*44.0%*	*18.7%*	*60.4%*	*26.9%*	*33.6%*	*98.0%*
%H (TV HH)			*45.0%*	*19.1%*	*61.8%*	*27.5%*	*34.4%*	
55 - 64	374	366	155	50	250	90	160	344
%V	*17.3%*	*17.7%*	*20.1%*	*16.3%*	*17.8%*	*19.0%*	*17.2%*	*17.6%*
%H (All HH)		*97.9%*	*41.4%*	*13.4%*	*66.8%*	*24.1%*	*42.8%*	*92.0%*
%H (TV HH)			*42.3%*	*13.7%*	*68.3%*	*24.6%*	*43.7%*	
65 +	668	655	180	67	541	137	404	508
%V	*30.8%*	*31.6%*	*23.3%*	*21.9%*	*38.5%*	*29.0%*	*43.3%*	*26.0%*
%H (All HH)		*98.1%*	*26.9%*	*10.0%*	*81.0%*	*20.5%*	*60.5%*	*76.0%*
%H (TV HH)			*27.5%*	*10.2%*	*82.6%*	*20.9%*	*61.7%*	

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

Table 7.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2167	2073	773	306	1406	473	932	1951
%H (All HH)		*95.7%*	*35.7%*	*14.1%*	*64.9%*	*21.8%*	*43.0%*	*90.0%*
%H (TV HH)			*37.3%*	*14.8%*	*67.8%*	*22.8%*	*45.0%*	
1	638	594	147	64	460	95	365	476
%V	*29.4%*	*28.7%*	*19.0%*	*20.9%*	*32.7%*	*20.1%*	*39.2%*	*24.4%*
%H (All HH)		*93.1%*	*23.0%*	*10.0%*	*72.1%*	*14.9%*	*57.2%*	*74.6%*
%H (TV HH)			*24.7%*	*10.8%*	*77.4%*	*16.0%*	*61.4%*	
2	798	772	299	112	527	186	341	749
%V	*36.8%*	*37.2%*	*38.7%*	*36.6%*	*37.5%*	*39.3%*	*36.6%*	*38.4%*
%H (All HH)		*96.7%*	*37.5%*	*14.0%*	*66.0%*	*23.3%*	*42.7%*	*93.9%*
%H (TV HH)			*38.7%*	*14.5%*	*68.3%*	*24.1%*	*44.2%*	
3	324	313	146	57	189	88	102	319
%V	*15.0%*	*15.1%*	*18.9%*	*18.6%*	*13.4%*	*18.6%*	*10.9%*	*16.4%*
%H (All HH)		*96.6%*	*45.1%*	*17.6%*	*58.3%*	*27.2%*	*31.5%*	*98.5%*
%H (TV HH)			*46.6%*	*18.2%*	*60.4%*	*28.1%*	*32.6%*	
4	283	275	126	45	169	74	95	283
%V	*13.1%*	*13.3%*	*16.3%*	*14.7%*	*12.0%*	*15.6%*	*10.2%*	*14.5%*
%H (All HH)		*97.2%*	*44.5%*	*15.9%*	*59.7%*	*26.1%*	*33.6%*	*100.0%*
%H (TV HH)			*45.8%*	*16.4%*	*61.5%*	*26.9%*	*34.5%*	
5+	125	119	56	28	61	31	30	125
%V	*5.8%*	*5.7%*	*7.2%*	*9.2%*	*4.3%*	*6.6%*	*3.2%*	*6.4%*
%H (All HH)		*95.2%*	*44.8%*	*22.4%*	*48.8%*	*24.8%*	*24.0%*	*100.0%*
%H (TV HH)			*47.1%*	*23.5%*	*51.3%*	*26.1%*	*25.2%*	
Average HH size	2.31	2.32	2.56	2.61	2.19	2.51	2.03	2.43

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

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	2167	2073	773	306	1406	473	932	1951
%H (All HH)		*95.7%*	*35.7%*	*14.1%*	*64.9%*	*21.8%*	*43.0%*	*90.0%*
%H (TV HH)			*37.3%*	*14.8%*	*67.8%*	*22.8%*	*45.0%*	
Without	1644	1558	546	208	1110	349	761	1428
%V	*75.9%*	*75.2%*	*70.6%*	*68.0%*	*78.9%*	*73.8%*	*81.7%*	*73.2%*
%H (All HH)		*94.8%*	*33.2%*	*12.7%*	*67.5%*	*21.2%*	*46.3%*	*86.9%*
%H (TV HH)			*35.0%*	*13.4%*	*71.2%*	*22.4%*	*48.8%*	
With	523	515	227	98	295	124	171	523
%V	*24.1%*	*24.8%*	*29.4%*	*32.0%*	*21.0%*	*26.2%*	*18.3%*	*26.8%*
%H (All HH)		*98.5%*	*43.4%*	*18.7%*	*56.4%*	*23.7%*	*32.7%*	*100.0%*
%H (TV HH)			*44.1%*	*19.0%*	*57.3%*	*24.1%*	*33.2%*	
0 - 3	188	181	75	30	104	37	66	188
%V	*8.7%*	*8.7%*	*9.7%*	*9.8%*	*7.4%*	*7.8%*	*7.1%*	*9.6%*
%H (All HH)		*96.3%*	*39.9%*	*16.0%*	*55.3%*	*19.7%*	*35.1%*	*100.0%*
%H (TV HH)			*41.4%*	*16.6%*	*57.5%*	*20.4%*	*36.5%*	
4 - 9	261	257	116	47	151	64	86	261
%V	*12.0%*	*12.4%*	*15.0%*	*15.4%*	*10.7%*	*13.5%*	*9.2%*	*13.4%*
%H (All HH)		*98.5%*	*44.4%*	*18.0%*	*57.9%*	*24.5%*	*33.0%*	*100.0%*
%H (TV HH)			*45.1%*	*18.3%*	*58.8%*	*24.9%*	*33.5%*	
10 - 15	250	248	109	55	143	64	79	250
%V	*11.5%*	*12.0%*	*14.1%*	*18.0%*	*10.2%*	*13.5%*	*8.5%*	*12.8%*
%H (All HH)		*99.2%*	*43.6%*	*22.0%*	*57.2%*	*25.6%*	*31.6%*	*100.0%*
%H (TV HH)			*44.0%*	*22.2%*	*57.7%*	*25.8%*	*31.9%*	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South

Household level data

Table 7.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2167	2073	773	306	1406	473	932	1951
%H (All HH)		*95.7%*	*35.7%*	*14.1%*	*64.9%*	*21.8%*	*43.0%*	*90.0%*
%H (TV HH)			*37.3%*	*14.8%*	*67.8%*	*22.8%*	*45.0%*	
1	923	923	259	117	573	86	488	789
%V	*42.6%*	*44.5%*	*33.5%*	*38.2%*	*40.8%*	*18.2%*	*52.4%*	*40.4%*
%H (All HH)		*100.0%*	*28.1%*	*12.7%*	*62.1%*	*9.3%*	*52.9%*	*85.5%*
%H (TV HH)			*28.1%*	*12.7%*	*62.1%*	*9.3%*	*52.9%*	
2	663	663	271	101	466	182	284	614
%V	*30.6%*	*32.0%*	*35.1%*	*33.0%*	*33.1%*	*38.5%*	*30.5%*	*31.5%*
%H (All HH)		*100.0%*	*40.9%*	*15.2%*	*70.3%*	*27.5%*	*42.8%*	*92.6%*
%H (TV HH)			*40.9%*	*15.2%*	*70.3%*	*27.5%*	*42.8%*	
3	298	298	138	56	223	116	107	288
%V	*13.8%*	*14.4%*	*17.9%*	*18.3%*	*15.9%*	*24.5%*	*11.5%*	*14.8%*
%H (All HH)		*100.0%*	*46.3%*	*18.8%*	*74.8%*	*38.9%*	*35.9%*	*96.6%*
%H (TV HH)			*46.3%*	*18.8%*	*74.8%*	*38.9%*	*35.9%*	
4	121	121	63	18	91	51	40	117
%V	*5.6%*	*5.8%*	*8.2%*	*5.9%*	*6.5%*	*10.8%*	*4.3%*	*6.0%*
%H (All HH)		*100.0%*	*52.1%*	*14.9%*	*75.2%*	*42.1%*	*33.1%*	*96.7%*
%H (TV HH)			*52.1%*	*14.9%*	*75.2%*	*42.1%*	*33.1%*	
5+	68	68	43	14	52	39	13	68
%V	*3.1%*	*3.3%*	*5.6%*	*4.6%*	*3.7%*	*8.2%*	*1.4%*	*3.5%*
%H (All HH)		*100.0%*	*63.2%*	*20.6%*	*76.5%*	*57.4%*	*19.1%*	*100.0%*
%H (TV HH)			*63.2%*	*20.6%*	*76.5%*	*57.4%*	*19.1%*	

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
Jul 2017 - Jun 2018

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2167	2073	773	306	1406	473	932	1951
%H (All HH)		*95.7%*	*35.7%*	*14.1%*	*64.9%*	*21.8%*	*43.0%*	*90.0%*
%H (TV HH)			*37.3%*	*14.8%*	*67.8%*	*22.8%*	*45.0%*	
Under 20"	263	263	100	32	212	85	127	236
%V	*12.1%*	*12.7%*	*12.9%*	*10.5%*	*15.1%*	*18.0%*	*13.6%*	*12.1%*
%H (All HH)		*100.0%*	*38.0%*	*12.2%*	*80.6%*	*32.3%*	*48.3%*	*89.7%*
%H (TV HH)			*38.0%*	*12.2%*	*80.6%*	*32.3%*	*48.3%*	
20" - 29"	570	570	218	79	448	177	272	506
%V	*26.3%*	*27.5%*	*28.2%*	*25.8%*	*31.9%*	*37.4%*	*29.2%*	*25.9%*
%H (All HH)		*100.0%*	*38.2%*	*13.9%*	*78.6%*	*31.1%*	*47.7%*	*88.8%*
%H (TV HH)			*38.2%*	*13.9%*	*78.6%*	*31.1%*	*47.7%*	
30" - 39"	993	993	371	144	723	264	459	904
%V	*45.8%*	*47.9%*	*48.0%*	*47.1%*	*51.4%*	*55.8%*	*49.2%*	*46.3%*
%H (All HH)		*100.0%*	*37.4%*	*14.5%*	*72.8%*	*26.6%*	*46.2%*	*91.0%*
%H (TV HH)			*37.4%*	*14.5%*	*72.8%*	*26.6%*	*46.2%*	
40" - 49"	953	953	439	166	612	284	328	907
%V	*44.0%*	*46.0%*	*56.8%*	*54.2%*	*43.5%*	*60.0%*	*35.2%*	*46.5%*
%H (All HH)		*100.0%*	*46.1%*	*17.4%*	*64.2%*	*29.8%*	*34.4%*	*95.2%*
%H (TV HH)			*46.1%*	*17.4%*	*64.2%*	*29.8%*	*34.4%*	
50" - 59"	302	302	147	59	181	95	85	300
%V	*13.9%*	*14.6%*	*19.0%*	*19.3%*	*12.9%*	*20.1%*	*9.1%*	*15.4%*
%H (All HH)		*100.0%*	*48.7%*	*19.5%*	*59.9%*	*31.5%*	*28.1%*	*99.3%*
%H (TV HH)			*48.7%*	*19.5%*	*59.9%*	*31.5%*	*28.1%*	
60"+	49	49	23	12	26	15	11	49
%V	*2.3%*	*2.4%*	*3.0%*	*3.9%*	*1.8%*	*3.2%*	*1.2%*	*2.5%*
%H (All HH)		*100.0%*	*46.9%*	*24.5%*	*53.1%*	*30.6%*	*22.4%*	*100.0%*
%H (TV HH)			*46.9%*	*24.5%*	*53.1%*	*30.6%*	*22.4%*	

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

Table 7.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2167	2073	773	306	1406	473	932	1951
%H (All HH)		*95.7%*	*35.7%*	*14.1%*	*64.9%*	*21.8%*	*43.0%*	*90.0%*
%H (TV HH)			*37.3%*	*14.8%*	*67.8%*	*22.8%*	*45.0%*	
Main living room	2050	2050	768	304	1394	472	922	1855
%V	*94.6%*	*98.9%*	*99.4%*	*99.3%*	*99.1%*	*99.8%*	*98.9%*	*95.1%*
%H (All HH)		*100.0%*	*37.5%*	*14.8%*	*68.0%*	*23.0%*	*45.0%*	*90.5%*
%H (TV HH)			*37.5%*	*14.8%*	*68.0%*	*23.0%*	*45.0%*	
Kitchen	235	235	101	33	194	89	105	217
%V	*10.8%*	*11.3%*	*13.1%*	*10.8%*	*13.8%*	*18.8%*	*11.3%*	*11.1%*
%H (All HH)		*100.0%*	*43.0%*	*14.0%*	*82.6%*	*37.9%*	*44.7%*	*92.3%*
%H (TV HH)			*43.0%*	*14.0%*	*82.6%*	*37.9%*	*44.7%*	
Adult's bedroom	864	864	391	144	634	310	325	815
%V	*39.9%*	*41.7%*	*50.6%*	*47.1%*	*45.1%*	*65.5%*	*34.9%*	*41.8%*
%H (All HH)		*100.0%*	*45.3%*	*16.7%*	*73.4%*	*35.9%*	*37.6%*	*94.3%*
%H (TV HH)			*45.3%*	*16.7%*	*73.4%*	*35.9%*	*37.6%*	
Child's bedroom	159	159	81	31	95	50	46	159
%V	*7.3%*	*7.7%*	*10.5%*	*10.1%*	*6.8%*	*10.6%*	*4.9%*	*8.1%*
%H (All HH)		*100.0%*	*50.9%*	*19.5%*	*59.7%*	*31.4%*	*28.9%*	*100.0%*
%H (TV HH)			*50.9%*	*19.5%*	*59.7%*	*31.4%*	*28.9%*	
Other bedroom	106	106	52	24	76	48	27	101
%V	*4.9%*	*5.1%*	*6.7%*	*7.8%*	*5.4%*	*10.1%*	*2.9%*	*5.2%*
%H (All HH)		*100.0%*	*49.1%*	*22.6%*	*71.7%*	*45.3%*	*25.5%*	*95.3%*
%H (TV HH)			*49.1%*	*22.6%*	*71.7%*	*45.3%*	*25.5%*	
Second living/dining room	193	193	90	31	144	70	73	188
%V	*8.9%*	*9.3%*	*11.6%*	*10.1%*	*10.2%*	*14.8%*	*7.8%*	*9.6%*
%H (All HH)		*100.0%*	*46.6%*	*16.1%*	*74.6%*	*36.3%*	*37.8%*	*97.4%*
%H (TV HH)			*46.6%*	*16.1%*	*74.6%*	*36.3%*	*37.8%*	
Study/office	55	55	23	7	39	14	25	54
%V	*2.5%*	*2.7%*	*3.0%*	*2.3%*	*2.8%*	*3.0%*	*2.7%*	*2.8%*
%H (All HH)		*100.0%*	*41.8%*	*12.7%*	*70.9%*	*25.5%*	*45.5%*	*98.2%*
%H (TV HH)			*41.8%*	*12.7%*	*70.9%*	*25.5%*	*45.5%*	
TV room	21	21	13	4	16	10	6	21
%V	*1.0%*	*1.0%*	*1.7%*	*1.3%*	*1.1%*	*2.1%*	*0.6%*	*1.1%*
%H (All HH)		*100.0%*	*61.9%*	*19.0%*	*76.2%*	*47.6%*	*28.6%*	*100.0%*
%H (TV HH)			*61.9%*	*19.0%*	*76.2%*	*47.6%*	*28.6%*	
Conservatory	37	37	21	7	27	18	9	36
%V	*1.7%*	*1.8%*	*2.7%*	*2.3%*	*1.9%*	*3.8%*	*1.0%*	*1.8%*
%H (All HH)		*100.0%*	*56.8%*	*18.9%*	*73.0%*	*48.6%*	*24.3%*	*97.3%*
%H (TV HH)			*56.8%*	*18.9%*	*73.0%*	*48.6%*	*24.3%*	
Attic or loft room	7	7	5	0	6	4	2	7
%V	*0.3%*	*0.3%*	*0.6%*	*0.0%*	*0.4%*	*0.8%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*71.4%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	*100.0%*
%H (TV HH)			*71.4%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	
No specific location	3	3	3	1	2	2	0	3
%V	*0.1%*	*0.1%*	*0.4%*	*0.3%*	*0.1%*	*0.4%*	*0.0%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*33.3%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*33.3%*	*66.7%*	*66.7%*	*0.0%*	
Other	20	20	9	5	14	8	6	19
%V	*0.9%*	*1.0%*	*1.2%*	*1.6%*	*1.0%*	*1.7%*	*0.6%*	*1.0%*
%H (All HH)		*100.0%*	*45.0%*	*25.0%*	*70.0%*	*40.0%*	*30.0%*	*95.0%*
%H (TV HH)			*45.0%*	*25.0%*	*70.0%*	*40.0%*	*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

Table 7.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2167	2073	773	306	1406	473	932	1951
%H (All HH)		*95.7%*	*35.7%*	*14.1%*	*64.9%*	*21.8%*	*43.0%*	*90.0%*
%H (TV HH)			*37.3%*	*14.8%*	*67.8%*	*22.8%*	*45.0%*	
Any DSAT provider	773	773	773	13	353	353	0	742
%V	*35.7%*	*37.3%*	*100.0%*	*4.2%*	*25.1%*	*74.6%*	*0.0%*	*38.0%*
%H (All HH)			*100.0%*	*1.7%*	*45.7%*	*45.7%*	*0.0%*	*96.0%*
%H (TV HH)			*100.0%*	*1.7%*	*45.7%*	*45.7%*	*0.0%*	
Sky with subcription	615	615	615	7	264	264	0	591
%V	*28.4%*	*29.7%*	*79.6%*	*2.3%*	*18.8%*	*55.8%*	*0.0%*	*30.3%*
%H (All HH)			*100.0%*	*1.1%*	*42.9%*	*42.9%*	*0.0%*	*96.1%*
%H (TV HH)			*100.0%*	*1.1%*	*42.9%*	*42.9%*	*0.0%*	
Sky without subscription	30	30	30	1	17	17	0	28
%V	*1.4%*	*1.4%*	*3.9%*	*0.3%*	*1.2%*	*3.6%*	*0.0%*	*1.4%*
%H (All HH)			*100.0%*	*3.3%*	*56.7%*	*56.7%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*3.3%*	*56.7%*	*56.7%*	*0.0%*	
Freesat	125	125	125	3	73	73	0	121
%V	*5.8%*	*6.0%*	*16.2%*	*1.0%*	*5.2%*	*15.4%*	*0.0%*	*6.2%*
%H (All HH)			*100.0%*	*2.4%*	*58.4%*	*58.4%*	*0.0%*	*96.8%*
%H (TV HH)			*100.0%*	*2.4%*	*58.4%*	*58.4%*	*0.0%*	
Other satellite provider	55	55	55	2	30	30	0	54
%V	*2.5%*	*2.7%*	*7.1%*	*0.7%*	*2.1%*	*6.3%*	*0.0%*	*2.8%*
%H (All HH)			*100.0%*	*3.6%*	*54.5%*	*54.5%*	*0.0%*	*98.2%*
%H (TV HH)			*100.0%*	*3.6%*	*54.5%*	*54.5%*	*0.0%*	
DCAB	306	306	13	306	130	130	0	294
%V	*14.1%*	*14.8%*	*1.7%*	*100.0%*	*9.2%*	*27.5%*	*0.0%*	*15.1%*
%H (All HH)			*4.2%*	*100.0%*	*42.5%*	*42.5%*	*0.0%*	*96.1%*
%H (TV HH)			*4.2%*	*100.0%*	*42.5%*	*42.5%*	*0.0%*	
DTT	1406	1406	353	130	1406	473	932	1232
%V	*64.9%*	*67.8%*	*45.7%*	*42.5%*	*100.0%*	*100.0%*	*100.0%*	*63.1%*
%H (All HH)		*100.0%*	*25.1%*	*9.2%*	*100.0%*	*33.6%*	*66.3%*	*87.6%*
%H (TV HH)			*25.1%*	*9.2%*	*100.0%*	*33.6%*	*66.3%*	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South

Household level data

Table 7.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2167	2073	773	306	1406	473	932	1951
%H (All HH)		*95.7%*	*35.7%*	*14.1%*	*64.9%*	*21.8%*	*43.0%*	*90.0%*
%H (TV HH)			*37.3%*	*14.8%*	*67.8%*	*22.8%*	*45.0%*	
PVR	1363	1363	696	293	816	434	383	1297
%V	*62.9%*	*65.8%*	*90.0%*	*95.8%*	*58.0%*	*91.8%*	*41.1%*	*66.5%*
%H (All HH)		*100.0%*	*51.1%*	*21.5%*	*59.9%*	*31.8%*	*28.1%*	*95.2%*
%H (TV HH)			*51.1%*	*21.5%*	*59.9%*	*31.8%*	*28.1%*	
DVDR	46	46	19	7	35	13	22	45
%V	*2.1%*	*2.2%*	*2.5%*	*2.3%*	*2.5%*	*2.7%*	*2.4%*	*2.3%*
%H (All HH)		*100.0%*	*41.3%*	*15.2%*	*76.1%*	*28.3%*	*47.8%*	*97.8%*
%H (TV HH)			*41.3%*	*15.2%*	*76.1%*	*28.3%*	*47.8%*	
VCR	14	14	5	2	11	3	7	12
%V	*0.6%*	*0.7%*	*0.6%*	*0.7%*	*0.8%*	*0.6%*	*0.8%*	*0.6%*
%H (All HH)		*100.0%*	*35.7%*	*14.3%*	*78.6%*	*21.4%*	*50.0%*	*85.7%*
%H (TV HH)			*35.7%*	*14.3%*	*78.6%*	*21.4%*	*50.0%*	
Any recorder	1377	1377	698	293	830	435	395	1311
%V	*63.5%*	*66.4%*	*90.3%*	*95.8%*	*59.0%*	*92.0%*	*42.4%*	*67.2%*
%H (All HH)		*100.0%*	*50.7%*	*21.3%*	*60.3%*	*31.6%*	*28.7%*	*95.2%*
%H (TV HH)			*50.7%*	*21.3%*	*60.3%*	*31.6%*	*28.7%*	
Receives HDTV (via STB or built-in reception)	1554	1554	671	276	1045	424	620	1479
%V	*71.7%*	*75.0%*	*86.8%*	*90.2%*	*74.3%*	*89.6%*	*66.5%*	*75.8%*
%H (All HH)		*100.0%*	*43.2%*	*17.8%*	*67.2%*	*27.3%*	*39.9%*	*95.2%*
%H (TV HH)			*43.2%*	*17.8%*	*67.2%*	*27.3%*	*39.9%*	
DVD/Blu-ray player or recorder	1420	1420	555	214	984	361	623	1336
%V	*65.5%*	*68.5%*	*71.8%*	*69.9%*	*70.0%*	*76.3%*	*66.8%*	*68.5%*
%H (All HH)		*100.0%*	*39.1%*	*15.1%*	*69.3%*	*25.4%*	*43.9%*	*94.1%*
%H (TV HH)			*39.1%*	*15.1%*	*69.3%*	*25.4%*	*43.9%*	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

Table 7.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2167	2073	773	306	1406	473	932	1951
%H (All HH)		*95.7%*	*35.7%*	*14.1%*	*64.9%*	*21.8%*	*43.0%*	*90.0%*
%H (TV HH)			*37.3%*	*14.8%*	*67.8%*	*22.8%*	*45.0%*	
Has broadband internet	1951	1875	742	294	1232	455	778	1951
%V	*90.0%*	*90.4%*	*96.0%*	*96.1%*	*87.6%*	*96.2%*	*83.5%*	*100.0%*
%H (All HH)		*96.1%*	*38.0%*	*15.1%*	*63.1%*	*23.3%*	*39.9%*	*100.0%*
%H (TV HH)			*39.6%*	*15.7%*	*65.7%*	*24.3%*	*41.5%*	
Number of computers (PCs and laptops)								
0	260	242	42	27	203	31	171	64
%V	*12.0%*	*11.7%*	*5.4%*	*8.8%*	*14.4%*	*6.6%*	*18.3%*	*3.3%*
%H (All HH)		*93.1%*	*16.2%*	*10.4%*	*78.1%*	*11.9%*	*65.8%*	*24.6%*
%H (TV HH)			*17.4%*	*11.2%*	*83.9%*	*12.8%*	*70.7%*	
1	509	486	157	60	346	97	248	493
%V	*23.5%*	*23.4%*	*20.3%*	*19.6%*	*24.6%*	*20.5%*	*26.6%*	*25.3%*
%H (All HH)		*95.5%*	*30.8%*	*11.8%*	*68.0%*	*19.1%*	*48.7%*	*96.9%*
%H (TV HH)			*32.3%*	*12.3%*	*71.2%*	*20.0%*	*51.0%*	
2	575	549	207	69	360	106	253	573
%V	*26.5%*	*26.5%*	*26.8%*	*22.5%*	*25.6%*	*22.4%*	*27.1%*	*29.4%*
%H (All HH)		*95.5%*	*36.0%*	*12.0%*	*62.6%*	*18.4%*	*44.0%*	*99.7%*
%H (TV HH)			*37.7%*	*12.6%*	*65.6%*	*19.3%*	*46.1%*	
3	359	349	156	65	218	98	120	357
%V	*16.6%*	*16.8%*	*20.2%*	*21.2%*	*15.5%*	*20.7%*	*12.9%*	*18.3%*
%H (All HH)		*97.2%*	*43.5%*	*18.1%*	*60.7%*	*27.3%*	*33.4%*	*99.4%*
%H (TV HH)			*44.7%*	*18.6%*	*62.5%*	*28.1%*	*34.4%*	
4	211	204	91	38	128	59	69	211
%V	*9.7%*	*9.8%*	*11.8%*	*12.4%*	*9.1%*	*12.5%*	*7.4%*	*10.8%*
%H (All HH)		*96.7%*	*43.1%*	*18.0%*	*60.7%*	*28.0%*	*32.7%*	*100.0%*
%H (TV HH)			*44.6%*	*18.6%*	*62.7%*	*28.9%*	*33.8%*	
5+	252	242	119	47	151	82	70	252
%V	*11.6%*	*11.7%*	*15.4%*	*15.4%*	*10.7%*	*17.3%*	*7.5%*	*12.9%*
%H (All HH)		*96.0%*	*47.2%*	*18.7%*	*59.9%*	*32.5%*	*27.8%*	*100.0%*
%H (TV HH)			*49.2%*	*19.4%*	*62.4%*	*33.9%*	*28.9%*	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3997	1694	640	2823	1213	1609	3719
%H		*42.4%*	*16.0%*	*70.6%*	*30.3%*	*40.3%*	*93.0%*
Under 20"	334	130	43	273	115	159	299
%V	*8.4%*	*7.7%*	*6.7%*	*9.7%*	*9.5%*	*9.9%*	*8.0%*
%H		*38.9%*	*12.9%*	*81.7%*	*34.4%*	*47.6%*	*89.5%*
20" - 29"	714	284	110	565	244	321	644
%V	*17.9%*	*16.8%*	*17.2%*	*20.0%*	*20.1%*	*20.0%*	*17.3%*
%H		*39.8%*	*15.4%*	*79.1%*	*34.2%*	*45.0%*	*90.2%*
30" - 39"	1221	470	178	884	335	549	1122
%V	*30.5%*	*27.7%*	*27.8%*	*31.3%*	*27.6%*	*34.1%*	*30.2%*
%H		*38.5%*	*14.6%*	*72.4%*	*27.4%*	*45.0%*	*91.9%*
40" - 49"	1107	523	207	713	353	360	1059
%V	*27.7%*	*30.9%*	*32.3%*	*25.3%*	*29.1%*	*22.4%*	*28.5%*
%H		*47.2%*	*18.7%*	*64.4%*	*31.9%*	*32.5%*	*95.7%*
50" - 59"	328	165	64	197	107	90	326
%V	*8.2%*	*9.7%*	*10.0%*	*7.0%*	*8.8%*	*5.6%*	*8.8%*
%H		*50.3%*	*19.5%*	*60.1%*	*32.6%*	*27.4%*	*99.4%*
60"+	56	27	15	29	17	12	55
%V	*1.4%*	*1.6%*	*2.3%*	*1.0%*	*1.4%*	*0.7%*	*1.5%*
%H		*48.2%*	*26.8%*	*51.8%*	*30.4%*	*21.4%*	*98.2%*
Don't know	238	95	23	161	43	118	214
%V	*6.0%*	*5.6%*	*3.6%*	*5.7%*	*3.5%*	*7.3%*	*5.8%*
%H		*39.9%*	*9.7%*	*67.6%*	*18.1%*	*49.6%*	*89.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	3997	1694	640	2823	1213	1609	3719
%H		*42.4%*	*16.0%*	*70.6%*	*30.3%*	*40.3%*	*93.0%*
Main living room	2058	770	305	1399	473	926	1861
%V	*51.5%*	*45.5%*	*47.7%*	*49.6%*	*39.0%*	*57.6%*	*50.0%*
%H		*37.4%*	*14.8%*	*68.0%*	*23.0%*	*45.0%*	*90.4%*
Kitchen	236	101	33	194	90	105	217
%V	*5.9%*	*6.0%*	*5.2%*	*6.9%*	*7.4%*	*6.5%*	*5.8%*
%H		*42.8%*	*14.0%*	*82.2%*	*38.1%*	*44.5%*	*91.9%*
Adult's bedroom	1033	491	173	761	395	367	982
%V	*25.8%*	*29.0%*	*27.0%*	*27.0%*	*32.6%*	*22.8%*	*26.4%*
%H		*47.5%*	*16.7%*	*73.7%*	*38.2%*	*35.5%*	*95.1%*
Child's bedroom	205	103	40	126	67	59	205
%V	*5.1%*	*6.1%*	*6.3%*	*4.5%*	*5.5%*	*3.7%*	*5.5%*
%H		*50.2%*	*19.5%*	*61.5%*	*32.7%*	*28.8%*	*100.0%*
Other bedroom	125	62	35	90	61	29	120
%V	*3.1%*	*3.7%*	*5.5%*	*3.2%*	*5.0%*	*1.8%*	*3.2%*
%H		*49.6%*	*28.0%*	*72.0%*	*48.8%*	*23.2%*	*96.0%*
Second living/dining room	194	90	31	145	70	75	190
%V	*4.9%*	*5.3%*	*4.8%*	*5.1%*	*5.8%*	*4.7%*	*5.1%*
%H		*46.4%*	*16.0%*	*74.7%*	*36.1%*	*38.7%*	*97.9%*
Study/office	56	24	7	40	15	25	55
%V	*1.4%*	*1.4%*	*1.1%*	*1.4%*	*1.2%*	*1.6%*	*1.5%*
%H		*42.9%*	*12.5%*	*71.4%*	*26.8%*	*44.6%*	*98.2%*
TV room	21	13	4	16	10	6	21
%V	*0.5%*	*0.8%*	*0.6%*	*0.6%*	*0.8%*	*0.4%*	*0.6%*
%H		*61.9%*	*19.0%*	*76.2%*	*47.6%*	*28.6%*	*100.0%*
Conservatory	38	21	7	27	18	10	37
%V	*1.0%*	*1.2%*	*1.1%*	*1.0%*	*1.5%*	*0.6%*	*1.0%*
%H		*55.3%*	*18.4%*	*71.1%*	*47.4%*	*26.3%*	*97.4%*
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	3	3	1	2	2	0	3
%V	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*100.0%*	*33.3%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
Other	22	10	5	15	9	6	21
%V	*0.6%*	*0.6%*	*0.8%*	*0.5%*	*0.7%*	*0.4%*	*0.6%*
%H		*45.5%*	*22.7%*	*68.2%*	*40.9%*	*27.3%*	*95.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3997	1694	640	2823	1213	1609	3719
%H		*42.4%*	*16.0%*	*70.6%*	*30.3%*	*40.3%*	*93.0%*
PVR	1945	1092	427	1108	660	448	1870
%V	*48.7%*	*64.5%*	*66.7%*	*39.2%*	*54.4%*	*27.8%*	*50.3%*
%H		*56.1%*	*22.0%*	*57.0%*	*33.9%*	*23.0%*	*96.1%*
DVDR	52	21	7	41	15	25	51
%V	*1.3%*	*1.2%*	*1.1%*	*1.5%*	*1.2%*	*1.6%*	*1.4%*
%H		*40.4%*	*13.5%*	*78.8%*	*28.8%*	*48.1%*	*98.1%*
VCR	16	6	2	12	5	7	14
%V	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*
%H		*37.5%*	*12.5%*	*75.0%*	*31.3%*	*43.8%*	*87.5%*
Any recorder	1967	1099	427	1127	665	462	1891
%V	*49.2%*	*64.9%*	*66.7%*	*39.9%*	*54.8%*	*28.7%*	*50.8%*
%H		*55.9%*	*21.7%*	*57.3%*	*33.8%*	*23.5%*	*96.1%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3997	1694	640	2823	1213	1609	3719
%H		*42.4%*	*16.0%*	*70.6%*	*30.3%*	*40.3%*	*93.0%*
Receives HDTV (via STB or built-in reception)	2457	1158	439	1691	803	889	2364
%V	*61.5%*	*68.4%*	*68.6%*	*59.9%*	*66.2%*	*55.3%*	*63.6%*
%H		*47.1%*	*17.9%*	*68.8%*	*32.7%*	*36.2%*	*96.2%*
DVD/Blu-ray player or recorder	1990	835	332	1383	587	796	1897
%V	*49.8%*	*49.3%*	*51.9%*	*49.0%*	*48.4%*	*49.5%*	*51.0%*
%H		*42.0%*	*16.7%*	*69.5%*	*29.5%*	*40.0%*	*95.3%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2071	773	306	1406	473	932	1873
%H		*37.3%*	*14.8%*	*67.9%*	*22.8%*	*45.0%*	*90.4%*
Under 20"	21	4	0	17	1	16	14
%V	*1.0%*	*0.5%*	*0.0%*	*1.2%*	*0.2%*	*1.7%*	*0.7%*
%H		*19.0%*	*0.0%*	*81.0%*	*4.8%*	*76.2%*	*66.7%*
20" - 29"	160	28	16	128	16	112	120
%V	*7.7%*	*3.6%*	*5.2%*	*9.1%*	*3.4%*	*12.0%*	*6.4%*
%H		*17.5%*	*10.0%*	*80.0%*	*10.0%*	*70.0%*	*75.0%*
30" - 39"	626	176	82	471	119	352	540
%V	*30.2%*	*22.8%*	*26.8%*	*33.5%*	*25.2%*	*37.8%*	*28.8%*
%H		*28.1%*	*13.1%*	*75.2%*	*19.0%*	*56.2%*	*86.3%*
40" - 49"	832	374	142	536	240	296	787
%V	*40.2%*	*48.4%*	*46.4%*	*38.1%*	*50.7%*	*31.8%*	*42.0%*
%H		*45.0%*	*17.1%*	*64.4%*	*28.8%*	*35.6%*	*94.6%*
50" - 59"	262	130	44	152	75	77	260
%V	*12.7%*	*16.8%*	*14.4%*	*10.8%*	*15.9%*	*8.3%*	*13.9%*
%H		*49.6%*	*16.8%*	*58.0%*	*28.6%*	*29.4%*	*99.2%*
60"+	47	21	11	25	14	11	46
%V	*2.3%*	*2.7%*	*3.6%*	*1.8%*	*3.0%*	*1.2%*	*2.5%*
%H		*44.7%*	*23.4%*	*53.2%*	*29.8%*	*23.4%*	*97.9%*
Don't know	122	40	10	77	9	69	106
%V	*5.9%*	*5.2%*	*3.3%*	*5.5%*	*1.9%*	*7.4%*	*5.7%*
%H		*32.8%*	*8.2%*	*63.1%*	*7.4%*	*56.6%*	*86.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2071	773	306	1406	473	932	1873
%H		*37.3%*	*14.8%*	*67.9%*	*22.8%*	*45.0%*	*90.4%*
PVR	1336	685	292	791	423	368	1271
%V	*64.5%*	*88.6%*	*95.4%*	*56.3%*	*89.4%*	*39.5%*	*67.9%*
%H		*51.3%*	*21.9%*	*59.2%*	*31.7%*	*27.5%*	*95.1%*
DVDR	41	16	5	32	11	21	40
%V	*2.0%*	*2.1%*	*1.6%*	*2.3%*	*2.3%*	*2.3%*	*2.1%*
%H		*39.0%*	*12.2%*	*78.0%*	*26.8%*	*51.2%*	*97.6%*
VCR	11	2	2	8	1	7	9
%V	*0.5%*	*0.3%*	*0.7%*	*0.6%*	*0.2%*	*0.8%*	*0.5%*
%H		*18.2%*	*18.2%*	*72.7%*	*9.1%*	*63.6%*	*81.8%*
Any recorder	1350	687	292	804	424	380	1284
%V	*65.2%*	*88.9%*	*95.4%*	*57.2%*	*89.6%*	*40.8%*	*68.6%*
%H		*50.9%*	*21.6%*	*59.6%*	*31.4%*	*28.1%*	*95.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2071	773	306	1406	473	932	1873
%H		*37.3%*	*14.8%*	*67.9%*	*22.8%*	*45.0%*	*90.4%*
Receives HDTV (via STB or built-in reception)	1525	656	275	1019	412	607	1450
%V	*73.6%*	*84.9%*	*89.9%*	*72.5%*	*87.1%*	*65.1%*	*77.4%*
%H		*43.0%*	*18.0%*	*66.8%*	*27.0%*	*39.8%*	*95.1%*
DVD/Blu-ray player or recorder	1272	492	190	884	318	566	1194
%V	*61.4%*	*63.6%*	*62.1%*	*62.9%*	*67.2%*	*60.7%*	*63.7%*
%H		*38.7%*	*14.9%*	*69.5%*	*25.0%*	*44.5%*	*93.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1926	921	334	1417	740	677	1846
%H		*47.8%*	*17.3%*	*73.6%*	*38.4%*	*35.2%*	*95.8%*
Under 20"	313	126	43	257	114	143	286
%V	*16.3%*	*13.7%*	*12.9%*	*18.1%*	*15.4%*	*21.1%*	*15.5%*
%H		*40.3%*	*13.7%*	*82.1%*	*36.4%*	*45.7%*	*91.4%*
20" - 29"	554	256	94	437	228	209	524
%V	*28.8%*	*27.8%*	*28.1%*	*30.8%*	*30.8%*	*30.9%*	*28.4%*
%H		*46.2%*	*17.0%*	*78.9%*	*41.2%*	*37.7%*	*94.6%*
30" - 39"	595	294	95	413	216	197	582
%V	*30.9%*	*31.9%*	*28.4%*	*29.1%*	*29.2%*	*29.1%*	*31.5%*
%H		*49.4%*	*16.0%*	*69.4%*	*36.3%*	*33.1%*	*97.8%*
40" - 49"	274	149	65	177	113	64	272
%V	*14.2%*	*16.2%*	*19.5%*	*12.5%*	*15.3%*	*9.5%*	*14.7%*
%H		*54.4%*	*23.7%*	*64.6%*	*41.2%*	*23.4%*	*99.3%*
50" - 59"	66	35	20	45	32	13	66
%V	*3.4%*	*3.8%*	*6.0%*	*3.2%*	*4.3%*	*1.9%*	*3.6%*
%H		*53.0%*	*30.3%*	*68.2%*	*48.5%*	*19.7%*	*100.0%*
60"+	9	6	4	5	3	2	9
%V	*0.5%*	*0.7%*	*1.2%*	*0.4%*	*0.4%*	*0.3%*	*0.5%*
%H		*66.7%*	*44.4%*	*55.6%*	*33.3%*	*22.2%*	*100.0%*
Don't know	116	55	13	83	34	49	108
%V	*6.0%*	*6.0%*	*3.9%*	*5.9%*	*4.6%*	*7.2%*	*5.9%*
%H		*47.4%*	*11.2%*	*71.6%*	*29.3%*	*42.2%*	*93.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	1926	921	334	1417	740	677	1846
%H		*47.8%*	*17.3%*	*73.6%*	*38.4%*	*35.2%*	*95.8%*
PVR	609	406	135	317	238	79	599
%V	*31.6%*	*44.1%*	*40.4%*	*22.4%*	*32.2%*	*11.7%*	*32.4%*
%H		*66.7%*	*22.2%*	*52.1%*	*39.1%*	*13.0%*	*98.4%*
DVDR	11	5	2	9	5	4	11
%V	*0.6%*	*0.5%*	*0.6%*	*0.6%*	*0.7%*	*0.6%*	*0.6%*
%H		*45.5%*	*18.2%*	*81.8%*	*45.5%*	*36.4%*	*100.0%*
VCR	5	4	0	4	4	1	5
%V	*0.3%*	*0.4%*	*0.0%*	*0.3%*	*0.5%*	*0.1%*	*0.3%*
%H		*80.0%*	*0.0%*	*80.0%*	*80.0%*	*20.0%*	*100.0%*
Any recorder	617	411	135	323	241	82	606
%V	*32.0%*	*44.6%*	*40.4%*	*22.8%*	*32.6%*	*12.1%*	*32.8%*
%H		*66.6%*	*21.9%*	*52.4%*	*39.1%*	*13.3%*	*98.2%*

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	1926	921	334	1417	740	677	1846
%H		*47.8%*	*17.3%*	*73.6%*	*38.4%*	*35.2%*	*95.8%*
Receives HDTV (via STB or built-in reception)	932	502	164	673	391	282	914
%V	*48.4%*	*54.5%*	*49.1%*	*47.5%*	*52.8%*	*41.7%*	*49.5%*
%H		*53.9%*	*17.6%*	*72.2%*	*42.0%*	*30.3%*	*98.1%*
DVD/Blu-ray player or recorder	717	343	142	499	269	230	703
%V	*37.2%*	*37.2%*	*42.5%*	*35.2%*	*36.4%*	*34.0%*	*38.1%*
%H		*47.8%*	*19.8%*	*69.6%*	*37.5%*	*32.1%*	*98.0%*

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

Table 7.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5008	4816	1977	799	3079	1187	1892	4735
%H		*96.2%*	*39.5%*	*16.0%*	*61.5%*	*23.7%*	*37.8%*	*94.5%*
Total Children	928	914	394	181	530	221	308	928
%V	*18.5%*	*19.0%*	*19.9%*	*22.7%*	*17.2%*	*18.6%*	*16.3%*	*19.6%*
%H		*98.5%*	*42.5%*	*19.5%*	*57.1%*	*23.8%*	*33.2%*	*100.0%*
0 - 3	217	210	87	34	120	42	78	217
%V	*4.3%*	*4.4%*	*4.4%*	*4.3%*	*3.9%*	*3.5%*	*4.1%*	*4.6%*
%H		*96.8%*	*40.1%*	*15.7%*	*55.3%*	*19.4%*	*35.9%*	*100.0%*
4 - 15	711	704	308	147	410	179	231	711
%V	*14.2%*	*14.6%*	*15.6%*	*18.4%*	*13.3%*	*15.1%*	*12.2%*	*15.0%*
%H		*99.0%*	*43.3%*	*20.7%*	*57.7%*	*25.2%*	*32.5%*	*100.0%*
4 - 9	369	365	163	71	210	89	121	369
%V	*7.4%*	*7.6%*	*8.2%*	*8.9%*	*6.8%*	*7.5%*	*6.4%*	*7.8%*
%H		*98.9%*	*44.2%*	*19.2%*	*56.9%*	*24.1%*	*32.8%*	*100.0%*
10 - 15	342	338	145	76	200	90	110	342
%V	*6.8%*	*7.0%*	*7.3%*	*9.5%*	*6.5%*	*7.6%*	*5.8%*	*7.2%*
%H		*98.8%*	*42.4%*	*22.2%*	*58.5%*	*26.3%*	*32.2%*	*100.0%*

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5008	4816	1977	799	3079	1187	1892	4735
%H		*96.2%*	*39.5%*	*16.0%*	*61.5%*	*23.7%*	*37.8%*	*94.5%*
Total Adults (16+)	4081	3902	1582	618	2549	965	1584	3807
%V	*81.5%*	*81.0%*	*80.0%*	*77.3%*	*82.8%*	*81.3%*	*83.7%*	*80.4%*
%H		*95.6%*	*38.8%*	*15.1%*	*62.5%*	*23.6%*	*38.8%*	*93.3%*
16 - 19	181	168	87	34	90	50	40	181
%V	*3.6%*	*3.5%*	*4.4%*	*4.3%*	*2.9%*	*4.2%*	*2.1%*	*3.8%*
%H		*92.8%*	*48.1%*	*18.8%*	*49.7%*	*27.6%*	*22.1%*	*100.0%*
20 - 24	274	233	92	49	123	56	67	273
%V	*5.5%*	*4.8%*	*4.7%*	*6.1%*	*4.0%*	*4.7%*	*3.5%*	*5.8%*
%H		*85.0%*	*33.6%*	*17.9%*	*44.9%*	*20.4%*	*24.5%*	*99.6%*
25 - 34	605	555	231	95	314	131	183	594
%V	*12.1%*	*11.5%*	*11.7%*	*11.9%*	*10.2%*	*11.0%*	*9.7%*	*12.5%*
%H		*91.7%*	*38.2%*	*15.7%*	*51.9%*	*21.7%*	*30.2%*	*98.2%*
35 - 44	651	616	266	113	351	135	217	639
%V	*13.0%*	*12.8%*	*13.5%*	*14.1%*	*11.4%*	*11.4%*	*11.5%*	*13.5%*
%H		*94.6%*	*40.9%*	*17.4%*	*53.9%*	*20.7%*	*33.3%*	*98.2%*
45 - 54	708	695	320	128	432	199	233	693
%V	*14.1%*	*14.4%*	*16.2%*	*16.0%*	*14.0%*	*16.8%*	*12.3%*	*14.6%*
%H		*98.2%*	*45.2%*	*18.1%*	*61.0%*	*28.1%*	*32.9%*	*97.9%*
55 - 64	631	621	275	97	416	168	249	593
%V	*12.6%*	*12.9%*	*13.9%*	*12.1%*	*13.5%*	*14.2%*	*13.2%*	*12.5%*
%H		*98.4%*	*43.6%*	*15.4%*	*65.9%*	*26.6%*	*39.5%*	*94.0%*
65+	1032	1014	313	101	822	227	595	834
%V	*20.6%*	*21.1%*	*15.8%*	*12.6%*	*26.7%*	*19.1%*	*31.4%*	*17.6%*
%H		*98.3%*	*30.3%*	*9.8%*	*79.7%*	*22.0%*	*57.7%*	*80.8%*

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4081	3902	1582	618	2549	965	1584	3807
%H		*95.6%*	*38.8%*	*15.1%*	*62.5%*	*23.6%*	*38.8%*	*93.3%*
AB	1383	1334	573	191	896	357	539	1352
%V	*33.9%*	*34.2%*	*36.2%*	*30.9%*	*35.2%*	*37.0%*	*34.0%*	*35.5%*
%H		*96.5%*	*41.4%*	*13.8%*	*64.8%*	*25.8%*	*39.0%*	*97.8%*
C1	1289	1213	468	196	789	287	502	1219
%V	*31.6%*	*31.1%*	*29.6%*	*31.7%*	*31.0%*	*29.7%*	*31.7%*	*32.0%*
%H		*94.1%*	*36.3%*	*15.2%*	*61.2%*	*22.3%*	*38.9%*	*94.6%*
C2	813	788	337	154	479	199	281	755
%V	*19.9%*	*20.2%*	*21.3%*	*24.9%*	*18.8%*	*20.6%*	*17.7%*	*19.8%*
%H		*96.9%*	*41.5%*	*18.9%*	*58.9%*	*24.5%*	*34.6%*	*92.9%*
D	450	428	176	64	276	107	169	394
%V	*11.0%*	*11.0%*	*11.1%*	*10.4%*	*10.8%*	*11.1%*	*10.7%*	*10.3%*
%H		*95.1%*	*39.1%*	*14.2%*	*61.3%*	*23.8%*	*37.6%*	*87.6%*
E	145	139	28	13	109	15	94	88
%V	*3.6%*	*3.6%*	*1.8%*	*2.1%*	*4.3%*	*1.6%*	*5.9%*	*2.3%*
%H		*95.9%*	*19.3%*	*9.0%*	*75.2%*	*10.3%*	*64.8%*	*60.7%*

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4081	3902	1582	618	2549	965	1584	3807
%H		*95.6%*	*38.8%*	*15.1%*	*62.5%*	*23.6%*	*38.8%*	*93.3%*
Working full time	1993	1911	863	356	1122	502	620	1961
%V	*48.8%*	*49.0%*	*54.6%*	*57.6%*	*44.0%*	*52.0%*	*39.1%*	*51.5%*
%H		*95.9%*	*43.3%*	*17.9%*	*56.3%*	*25.2%*	*31.1%*	*98.4%*
Working part time	483	474	202	74	313	121	192	473
%V	*11.8%*	*12.1%*	*12.8%*	*12.0%*	*12.3%*	*12.5%*	*12.1%*	*12.4%*
%H		*98.1%*	*41.8%*	*15.3%*	*64.8%*	*25.1%*	*39.8%*	*97.9%*
Not working	1604	1516	517	189	1114	342	772	1373
%V	*39.3%*	*38.9%*	*32.7%*	*30.6%*	*43.7%*	*35.4%*	*48.7%*	*36.1%*
%H		*94.5%*	*32.2%*	*11.8%*	*69.5%*	*21.3%*	*48.1%*	*85.6%*
Houseperson	2167	2073	773	306	1406	473	932	1951
%V	*53.1%*	*53.1%*	*48.9%*	*49.5%*	*55.2%*	*49.0%*	*58.8%*	*51.2%*
%H		*95.7%*	*35.7%*	*14.1%*	*64.9%*	*21.8%*	*43.0%*	*90.0%*

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2014	1903	790	310	1236	492	744	1889
%H		*94.5%*	*39.2%*	*15.4%*	*61.4%*	*24.4%*	*36.9%*	*93.8%*
16 - 19	88	81	35	21	48	27	21	88
%V	*4.4%*	*4.3%*	*4.4%*	*6.8%*	*3.9%*	*5.5%*	*2.8%*	*4.7%*
%H		*92.0%*	*39.8%*	*23.9%*	*54.5%*	*30.7%*	*23.9%*	*100.0%*
20 - 24	156	126	49	28	70	32	38	156
%V	*7.7%*	*6.6%*	*6.2%*	*9.0%*	*5.7%*	*6.5%*	*5.1%*	*8.3%*
%H		*80.8%*	*31.4%*	*17.9%*	*44.9%*	*20.5%*	*24.4%*	*100.0%*
25 - 34	313	282	115	52	168	75	93	303
%V	*15.5%*	*14.8%*	*14.6%*	*16.8%*	*13.6%*	*15.2%*	*12.5%*	*16.0%*
%H		*90.1%*	*36.7%*	*16.6%*	*53.7%*	*24.0%*	*29.7%*	*96.8%*
35 - 44	321	301	133	50	167	61	106	314
%V	*15.9%*	*15.8%*	*16.8%*	*16.1%*	*13.5%*	*12.4%*	*14.2%*	*16.6%*
%H		*93.8%*	*41.4%*	*15.6%*	*52.0%*	*19.0%*	*33.0%*	*97.8%*
45 - 54	351	345	163	63	211	101	111	341
%V	*17.4%*	*18.1%*	*20.6%*	*20.3%*	*17.1%*	*20.5%*	*14.9%*	*18.1%*
%H		*98.3%*	*46.4%*	*17.9%*	*60.1%*	*28.8%*	*31.6%*	*97.2%*
55 - 64	305	300	136	50	202	89	113	283
%V	*15.1%*	*15.8%*	*17.2%*	*16.1%*	*16.3%*	*18.1%*	*15.2%*	*15.0%*
%H		*98.4%*	*44.6%*	*16.4%*	*66.2%*	*29.2%*	*37.0%*	*92.8%*
65+	480	470	160	45	369	108	262	404
%V	*23.8%*	*24.7%*	*20.3%*	*14.5%*	*29.9%*	*22.0%*	*35.2%*	*21.4%*
%H		*97.9%*	*33.3%*	*9.4%*	*76.9%*	*22.5%*	*54.6%*	*84.2%*

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2014	1903	790	310	1236	492	744	1889
%H		*94.5%*	*39.2%*	*15.4%*	*61.4%*	*24.4%*	*36.9%*	*93.8%*
AB	700	674	289	99	459	191	269	687
%V	*34.8%*	*35.4%*	*36.6%*	*31.9%*	*37.1%*	*38.8%*	*36.2%*	*36.4%*
%H		*96.3%*	*41.3%*	*14.1%*	*65.6%*	*27.3%*	*38.4%*	*98.1%*
C1	607	557	225	93	352	137	215	584
%V	*30.1%*	*29.3%*	*28.5%*	*30.0%*	*28.5%*	*27.8%*	*28.9%*	*30.9%*
%H		*91.8%*	*37.1%*	*15.3%*	*58.0%*	*22.6%*	*35.4%*	*96.2%*
C2	433	417	179	82	255	107	149	392
%V	*21.5%*	*21.9%*	*22.7%*	*26.5%*	*20.6%*	*21.7%*	*20.0%*	*20.8%*
%H		*96.3%*	*41.3%*	*18.9%*	*58.9%*	*24.7%*	*34.4%*	*90.5%*
D	213	200	86	29	125	50	75	191
%V	*10.6%*	*10.5%*	*10.9%*	*9.4%*	*10.1%*	*10.2%*	*10.1%*	*10.1%*
%H		*93.9%*	*40.4%*	*13.6%*	*58.7%*	*23.5%*	*35.2%*	*89.7%*
E	61	55	11	6	44	7	37	35
%V	*3.0%*	*2.9%*	*1.4%*	*1.9%*	*3.6%*	*1.4%*	*5.0%*	*1.9%*
%H		*90.2%*	*18.0%*	*9.8%*	*72.1%*	*11.5%*	*60.7%*	*57.4%*

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2014	1903	790	310	1236	492	744	1889
%H		*94.5%*	*39.2%*	*15.4%*	*61.4%*	*24.4%*	*36.9%*	*93.8%*
Working full time	1245	1195	540	225	715	329	386	1219
%V	*61.8%*	*62.8%*	*68.4%*	*72.6%*	*57.8%*	*66.9%*	*51.9%*	*64.5%*
%H		*96.0%*	*43.4%*	*18.1%*	*57.4%*	*26.4%*	*31.0%*	*97.9%*
Working part time	91	89	37	10	62	23	39	87
%V	*4.5%*	*4.7%*	*4.7%*	*3.2%*	*5.0%*	*4.7%*	*5.2%*	*4.6%*
%H		*97.8%*	*40.7%*	*11.0%*	*68.1%*	*25.3%*	*42.9%*	*95.6%*
Not working	679	620	213	74	460	140	319	582
%V	*33.7%*	*32.6%*	*27.0%*	*23.9%*	*37.2%*	*28.5%*	*42.9%*	*30.8%*
%H		*91.3%*	*31.4%*	*10.9%*	*67.7%*	*20.6%*	*47.0%*	*85.7%*
Houseperson	436	394	139	50	283	90	193	360
%V	*21.6%*	*20.7%*	*17.6%*	*16.1%*	*22.9%*	*18.3%*	*25.9%*	*19.1%*
%H		*90.4%*	*31.9%*	*11.5%*	*64.9%*	*20.6%*	*44.3%*	*82.6%*

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2066	1999	792	308	1313	473	840	1918
%H		*96.8%*	*38.3%*	*14.9%*	*63.6%*	*22.9%*	*40.7%*	*92.8%*
16 - 19	93	87	52	13	42	23	19	93
%V	*4.5%*	*4.4%*	*6.6%*	*4.2%*	*3.2%*	*4.9%*	*2.3%*	*4.8%*
%H		*93.5%*	*55.9%*	*14.0%*	*45.2%*	*24.7%*	*20.4%*	*100.0%*
20 - 24	118	107	43	21	53	24	29	117
%V	*5.7%*	*5.4%*	*5.4%*	*6.8%*	*4.0%*	*5.1%*	*3.5%*	*6.1%*
%H		*90.7%*	*36.4%*	*17.8%*	*44.9%*	*20.3%*	*24.6%*	*99.2%*
25 - 34	292	272	116	43	147	56	90	292
%V	*14.1%*	*13.6%*	*14.6%*	*14.0%*	*11.2%*	*11.8%*	*10.7%*	*15.2%*
%H		*93.2%*	*39.7%*	*14.7%*	*50.3%*	*19.2%*	*30.8%*	*100.0%*
35 - 44	329	316	133	63	185	74	111	325
%V	*15.9%*	*15.8%*	*16.8%*	*20.5%*	*14.1%*	*15.6%*	*13.2%*	*16.9%*
%H		*96.0%*	*40.4%*	*19.1%*	*56.2%*	*22.5%*	*33.7%*	*98.8%*
45 - 54	357	351	157	65	221	98	122	352
%V	*17.3%*	*17.6%*	*19.8%*	*21.1%*	*16.8%*	*20.7%*	*14.5%*	*18.4%*
%H		*98.3%*	*44.0%*	*18.2%*	*61.9%*	*27.5%*	*34.2%*	*98.6%*
55 - 64	326	321	139	47	215	79	136	310
%V	*15.8%*	*16.1%*	*17.6%*	*15.3%*	*16.4%*	*16.7%*	*16.2%*	*16.2%*
%H		*98.5%*	*42.6%*	*14.4%*	*66.0%*	*24.2%*	*41.7%*	*95.1%*
65+	552	544	153	56	452	119	333	430
%V	*26.7%*	*27.2%*	*19.3%*	*18.2%*	*34.4%*	*25.2%*	*39.6%*	*22.4%*
%H		*98.6%*	*27.7%*	*10.1%*	*81.9%*	*21.6%*	*60.3%*	*77.9%*

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2066	1999	792	308	1313	473	840	1918
%H		*96.8%*	*38.3%*	*14.9%*	*63.6%*	*22.9%*	*40.7%*	*92.8%*
AB	683	660	284	92	437	167	270	665
%V	*33.1%*	*33.0%*	*35.9%*	*29.9%*	*33.3%*	*35.3%*	*32.1%*	*34.7%*
%H		*96.6%*	*41.6%*	*13.5%*	*64.0%*	*24.5%*	*39.5%*	*97.4%*
C1	681	656	243	102	437	150	288	635
%V	*33.0%*	*32.8%*	*30.7%*	*33.1%*	*33.3%*	*31.7%*	*34.3%*	*33.1%*
%H		*96.3%*	*35.7%*	*15.0%*	*64.2%*	*22.0%*	*42.3%*	*93.2%*
C2	380	372	158	72	224	92	132	362
%V	*18.4%*	*18.6%*	*19.9%*	*23.4%*	*17.1%*	*19.5%*	*15.7%*	*18.9%*
%H		*97.9%*	*41.6%*	*18.9%*	*58.9%*	*24.2%*	*34.7%*	*95.3%*
D	237	227	90	36	151	57	93	203
%V	*11.5%*	*11.4%*	*11.4%*	*11.7%*	*11.5%*	*12.1%*	*11.1%*	*10.6%*
%H		*95.8%*	*38.0%*	*15.2%*	*63.7%*	*24.1%*	*39.2%*	*85.7%*
E	85	84	17	7	65	8	57	53
%V	*4.1%*	*4.2%*	*2.1%*	*2.3%*	*5.0%*	*1.7%*	*6.8%*	*2.8%*
%H		*98.8%*	*20.0%*	*8.2%*	*76.5%*	*9.4%*	*67.1%*	*62.4%*

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2066	1999	792	308	1313	473	840	1918
%H		*96.8%*	*38.3%*	*14.9%*	*63.6%*	*22.9%*	*40.7%*	*92.8%*
Working full time	749	717	323	130	407	173	234	742
%V	*36.3%*	*35.9%*	*40.8%*	*42.2%*	*31.0%*	*36.6%*	*27.9%*	*38.7%*
%H		*95.7%*	*43.1%*	*17.4%*	*54.3%*	*23.1%*	*31.2%*	*99.1%*
Working part time	392	386	165	63	252	99	153	386
%V	*19.0%*	*19.3%*	*20.8%*	*20.5%*	*19.2%*	*20.9%*	*18.2%*	*20.1%*
%H		*98.5%*	*42.1%*	*16.1%*	*64.3%*	*25.3%*	*39.0%*	*98.5%*
Not working	926	896	304	115	654	201	453	790
%V	*44.8%*	*44.8%*	*38.4%*	*37.3%*	*49.8%*	*42.5%*	*53.9%*	*41.2%*
%H		*96.8%*	*32.8%*	*12.4%*	*70.6%*	*21.7%*	*48.9%*	*85.3%*
Houseperson	1730	1679	635	256	1123	383	739	1591
%V	*83.7%*	*84.0%*	*80.2%*	*83.1%*	*85.5%*	*81.0%*	*88.0%*	*83.0%*
%H		*97.1%*	*36.7%*	*14.8%*	*64.9%*	*22.1%*	*42.7%*	*92.0%*

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

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Household level data

Table 8.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2665	2578	977	347	1989	787	1202	2203
%H (All HH)		*96.7%*	*36.7%*	*13.0%*	*74.6%*	*29.5%*	*45.1%*	*82.7%*
%H (TV HH)			*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	
AB	528	520	228	66	393	176	218	504
%V	*19.8%*	*20.2%*	*23.3%*	*19.0%*	*19.8%*	*22.4%*	*18.1%*	*22.9%*
%H (All HH)		*98.5%*	*43.2%*	*12.5%*	*74.4%*	*33.3%*	*41.3%*	*95.5%*
%H (TV HH)			*43.8%*	*12.7%*	*75.6%*	*33.8%*	*41.9%*	
C1	682	648	248	89	499	203	296	607
%V	*25.6%*	*25.1%*	*25.4%*	*25.6%*	*25.1%*	*25.8%*	*24.6%*	*27.6%*
%H (All HH)		*95.0%*	*36.4%*	*13.0%*	*73.2%*	*29.8%*	*43.4%*	*89.0%*
%H (TV HH)			*38.3%*	*13.7%*	*77.0%*	*31.3%*	*45.7%*	
C2	643	634	256	102	494	218	276	540
%V	*24.1%*	*24.6%*	*26.2%*	*29.4%*	*24.8%*	*27.7%*	*23.0%*	*24.5%*
%H (All HH)		*98.6%*	*39.8%*	*15.9%*	*76.8%*	*33.9%*	*42.9%*	*84.0%*
%H (TV HH)			*40.4%*	*16.1%*	*77.9%*	*34.4%*	*43.5%*	
D	465	448	162	57	335	124	211	355
%V	*17.4%*	*17.4%*	*16.6%*	*16.4%*	*16.8%*	*15.8%*	*17.6%*	*16.1%*
%H (All HH)		*96.3%*	*34.8%*	*12.3%*	*72.0%*	*26.7%*	*45.4%*	*76.3%*
%H (TV HH)			*36.2%*	*12.7%*	*74.8%*	*27.7%*	*47.1%*	
E	348	327	83	33	268	66	202	197
%V	*13.1%*	*12.7%*	*8.5%*	*9.5%*	*13.5%*	*8.4%*	*16.8%*	*8.9%*
%H (All HH)		*94.0%*	*23.9%*	*9.5%*	*77.0%*	*19.0%*	*58.0%*	*56.6%*
%H (TV HH)			*25.4%*	*10.1%*	*82.0%*	*20.2%*	*61.8%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: 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	2665	2578	977	347	1989	787	1202	2203
%H (All HH)		*96.7%*	*36.7%*	*13.0%*	*74.6%*	*29.5%*	*45.1%*	*82.7%*
%H (TV HH)			*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	
Under 25	121	109	25	10	78	17	61	115
%V	*4.5%*	*4.2%*	*2.6%*	*2.9%*	*3.9%*	*2.2%*	*5.1%*	*5.2%*
%H (All HH)		*90.1%*	*20.7%*	*8.3%*	*64.5%*	*14.0%*	*50.4%*	*95.0%*
%H (TV HH)			*22.9%*	*9.2%*	*71.6%*	*15.6%*	*56.0%*	
25 - 34	409	379	163	56	244	113	131	400
%V	*15.3%*	*14.7%*	*16.7%*	*16.1%*	*12.3%*	*14.4%*	*10.9%*	*18.2%*
%H (All HH)		*92.7%*	*39.9%*	*13.7%*	*59.7%*	*27.6%*	*32.0%*	*97.8%*
%H (TV HH)			*43.0%*	*14.8%*	*64.4%*	*29.8%*	*34.6%*	
35 - 44	405	391	178	70	274	147	127	398
%V	*15.2%*	*15.2%*	*18.2%*	*20.2%*	*13.8%*	*18.7%*	*10.6%*	*18.1%*
%H (All HH)		*96.5%*	*44.0%*	*17.3%*	*67.7%*	*36.3%*	*31.4%*	*98.3%*
%H (TV HH)			*45.5%*	*17.9%*	*70.1%*	*37.6%*	*32.5%*	
45 - 54	497	479	224	72	363	182	181	457
%V	*18.6%*	*18.6%*	*22.9%*	*20.7%*	*18.3%*	*23.1%*	*15.1%*	*20.7%*
%H (All HH)		*96.4%*	*45.1%*	*14.5%*	*73.0%*	*36.6%*	*36.4%*	*92.0%*
%H (TV HH)			*46.8%*	*15.0%*	*75.8%*	*38.0%*	*37.8%*	
55 - 64	464	456	183	70	361	154	206	404
%V	*17.4%*	*17.7%*	*18.7%*	*20.2%*	*18.1%*	*19.6%*	*17.1%*	*18.3%*
%H (All HH)		*98.3%*	*39.4%*	*15.1%*	*77.8%*	*33.2%*	*44.4%*	*87.1%*
%H (TV HH)			*40.1%*	*15.4%*	*79.2%*	*33.8%*	*45.2%*	
65 +	770	764	203	69	669	174	495	428
%V	*28.9%*	*29.6%*	*20.8%*	*19.9%*	*33.6%*	*22.1%*	*41.2%*	*19.4%*
%H (All HH)		*99.2%*	*26.4%*	*9.0%*	*86.9%*	*22.6%*	*64.3%*	*55.6%*
%H (TV HH)			*26.6%*	*9.0%*	*87.6%*	*22.8%*	*64.8%*	

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

%V = percentage of vertical total

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

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

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	2665	2578	977	347	1989	787	1202	2203
%H (All HH)		*96.7%*	*36.7%*	*13.0%*	*74.6%*	*29.5%*	*45.1%*	*82.7%*
%H (TV HH)			*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	
1	828	782	204	76	631	143	489	499
%V	*31.1%*	*30.3%*	*20.9%*	*21.9%*	*31.7%*	*18.2%*	*40.7%*	*22.7%*
%H (All HH)		*94.4%*	*24.6%*	*9.2%*	*76.2%*	*17.3%*	*59.1%*	*60.3%*
%H (TV HH)			*26.1%*	*9.7%*	*80.7%*	*18.3%*	*62.5%*	
2	988	975	382	140	761	323	438	871
%V	*37.1%*	*37.8%*	*39.1%*	*40.3%*	*38.3%*	*41.0%*	*36.4%*	*39.5%*
%H (All HH)		*98.7%*	*38.7%*	*14.2%*	*77.0%*	*32.7%*	*44.3%*	*88.2%*
%H (TV HH)			*39.2%*	*14.4%*	*78.1%*	*33.1%*	*44.9%*	
3	371	359	157	52	276	135	141	362
%V	*13.9%*	*13.9%*	*16.1%*	*15.0%*	*13.9%*	*17.2%*	*11.7%*	*16.4%*
%H (All HH)		*96.8%*	*42.3%*	*14.0%*	*74.4%*	*36.4%*	*38.0%*	*97.6%*
%H (TV HH)			*43.7%*	*14.5%*	*76.9%*	*37.6%*	*39.3%*	
4	323	317	165	54	228	137	92	318
%V	*12.1%*	*12.3%*	*16.9%*	*15.6%*	*11.5%*	*17.4%*	*7.7%*	*14.4%*
%H (All HH)		*98.1%*	*51.1%*	*16.7%*	*70.6%*	*42.4%*	*28.5%*	*98.5%*
%H (TV HH)			*52.1%*	*17.0%*	*71.9%*	*43.2%*	*29.0%*	
5+	155	144	68	25	93	49	44	153
%V	*5.8%*	*5.6%*	*7.0%*	*7.2%*	*4.7%*	*6.2%*	*3.7%*	*6.9%*
%H (All HH)		*92.9%*	*43.9%*	*16.1%*	*60.0%*	*31.6%*	*28.4%*	*98.7%*
%H (TV HH)			*47.2%*	*17.4%*	*64.6%*	*34.0%*	*30.6%*	
Average HH size	2.27	2.28	2.53	2.48	2.22	2.55	2.00	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

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	2665	2578	977	347	1989	787	1202	2203
%H (All HH)		*96.7%*	*36.7%*	*13.0%*	*74.6%*	*29.5%*	*45.1%*	*82.7%*
%H (TV HH)			*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	
Without	2003	1934	670	250	1522	540	982	1555
%V	*75.2%*	*75.0%*	*68.6%*	*72.0%*	*76.5%*	*68.6%*	*81.7%*	*70.6%*
%H (All HH)		*96.6%*	*33.4%*	*12.5%*	*76.0%*	*27.0%*	*49.0%*	*77.6%*
%H (TV HH)			*34.6%*	*12.9%*	*78.7%*	*27.9%*	*50.8%*	
With	662	644	306	97	467	247	220	648
%V	*24.8%*	*25.0%*	*31.3%*	*28.0%*	*23.5%*	*31.4%*	*18.3%*	*29.4%*
%H (All HH)		*97.3%*	*46.2%*	*14.7%*	*70.5%*	*37.3%*	*33.2%*	*97.9%*
%H (TV HH)			*47.5%*	*15.1%*	*72.5%*	*38.4%*	*34.2%*	
0 - 3	238	229	96	27	169	71	98	231
%V	*8.9%*	*8.9%*	*9.8%*	*7.8%*	*8.5%*	*9.0%*	*8.2%*	*10.5%*
%H (All HH)		*96.2%*	*40.3%*	*11.3%*	*71.0%*	*29.8%*	*41.2%*	*97.1%*
%H (TV HH)			*41.9%*	*11.8%*	*73.8%*	*31.0%*	*42.8%*	
4 - 9	354	341	171	47	234	124	110	350
%V	*13.3%*	*13.2%*	*17.5%*	*13.5%*	*11.8%*	*15.8%*	*9.2%*	*15.9%*
%H (All HH)		*96.3%*	*48.3%*	*13.3%*	*66.1%*	*35.0%*	*31.1%*	*98.9%*
%H (TV HH)			*50.1%*	*13.8%*	*68.6%*	*36.4%*	*32.3%*	
10 - 15	312	308	154	60	219	134	85	307
%V	*11.7%*	*11.9%*	*15.8%*	*17.3%*	*11.0%*	*17.0%*	*7.1%*	*13.9%*
%H (All HH)		*98.7%*	*49.4%*	*19.2%*	*70.2%*	*42.9%*	*27.2%*	*98.4%*
%H (TV HH)			*50.0%*	*19.5%*	*71.1%*	*43.5%*	*27.6%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2665	2578	977	347	1989	787	1202	2203
%H (All HH)		*96.7%*	*36.7%*	*13.0%*	*74.6%*	*29.5%*	*45.1%*	*82.7%*
%H (TV HH)			*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	
1	1062	1062	297	103	761	147	614	786
%V	*39.8%*	*41.2%*	*30.4%*	*29.7%*	*38.3%*	*18.7%*	*51.1%*	*35.7%*
%H (All HH)		*100.0%*	*28.0%*	*9.7%*	*71.7%*	*13.8%*	*57.8%*	*74.0%*
%H (TV HH)			*28.0%*	*9.7%*	*71.7%*	*13.8%*	*57.8%*	
2	829	829	336	128	648	290	358	690
%V	*31.1%*	*32.2%*	*34.4%*	*36.9%*	*32.6%*	*36.8%*	*29.8%*	*31.3%*
%H (All HH)		*100.0%*	*40.5%*	*15.4%*	*78.2%*	*35.0%*	*43.2%*	*83.2%*
%H (TV HH)			*40.5%*	*15.4%*	*78.2%*	*35.0%*	*43.2%*	
3	406	406	191	72	340	195	145	378
%V	*15.2%*	*15.7%*	*19.5%*	*20.7%*	*17.1%*	*24.8%*	*12.1%*	*17.2%*
%H (All HH)		*100.0%*	*47.0%*	*17.7%*	*83.7%*	*48.0%*	*35.7%*	*93.1%*
%H (TV HH)			*47.0%*	*17.7%*	*83.7%*	*48.0%*	*35.7%*	
4	192	192	105	30	163	105	58	187
%V	*7.2%*	*7.4%*	*10.7%*	*8.6%*	*8.2%*	*13.3%*	*4.8%*	*8.5%*
%H (All HH)		*100.0%*	*54.7%*	*15.6%*	*84.9%*	*54.7%*	*30.2%*	*97.4%*
%H (TV HH)			*54.7%*	*15.6%*	*84.9%*	*54.7%*	*30.2%*	
5+	89	89	47	15	77	49	28	89
%V	*3.3%*	*3.5%*	*4.8%*	*4.3%*	*3.9%*	*6.2%*	*2.3%*	*4.0%*
%H (All HH)		*100.0%*	*52.8%*	*16.9%*	*86.5%*	*55.1%*	*31.5%*	*100.0%*
%H (TV HH)			*52.8%*	*16.9%*	*86.5%*	*55.1%*	*31.5%*	

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

%V = percentage of vertical total

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

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

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2665	2578	977	347	1989	787	1202	2203
%H (All HH)		*96.7%*	*36.7%*	*13.0%*	*74.6%*	*29.5%*	*45.1%*	*82.7%*
%H (TV HH)			*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	
Under 20"	321	321	115	41	271	111	160	272
%V	*12.0%*	*12.5%*	*11.8%*	*11.8%*	*13.6%*	*14.1%*	*13.3%*	*12.3%*
%H (All HH)		*100.0%*	*35.8%*	*12.8%*	*84.4%*	*34.6%*	*49.8%*	*84.7%*
%H (TV HH)			*35.8%*	*12.8%*	*84.4%*	*34.6%*	*49.8%*	
20" - 29"	634	634	249	85	537	242	295	524
%V	*23.8%*	*24.6%*	*25.5%*	*24.5%*	*27.0%*	*30.7%*	*24.5%*	*23.8%*
%H (All HH)		*100.0%*	*39.3%*	*13.4%*	*84.7%*	*38.2%*	*46.5%*	*82.6%*
%H (TV HH)			*39.3%*	*13.4%*	*84.7%*	*38.2%*	*46.5%*	
30" - 39"	1094	1094	425	178	863	379	484	938
%V	*41.1%*	*42.4%*	*43.5%*	*51.3%*	*43.4%*	*48.2%*	*40.3%*	*42.6%*
%H (All HH)		*100.0%*	*38.8%*	*16.3%*	*78.9%*	*34.6%*	*44.2%*	*85.7%*
%H (TV HH)			*38.8%*	*16.3%*	*78.9%*	*34.6%*	*44.2%*	
40" - 49"	1299	1299	585	207	954	465	488	1153
%V	*48.7%*	*50.4%*	*59.9%*	*59.7%*	*48.0%*	*59.1%*	*40.6%*	*52.3%*
%H (All HH)		*100.0%*	*45.0%*	*15.9%*	*73.4%*	*35.8%*	*37.6%*	*88.8%*
%H (TV HH)			*45.0%*	*15.9%*	*73.4%*	*35.8%*	*37.6%*	
50" - 59"	438	438	217	64	327	178	149	419
%V	*16.4%*	*17.0%*	*22.2%*	*18.4%*	*16.4%*	*22.6%*	*12.4%*	*19.0%*
%H (All HH)		*100.0%*	*49.5%*	*14.6%*	*74.7%*	*40.6%*	*34.0%*	*95.7%*
%H (TV HH)			*49.5%*	*14.6%*	*74.7%*	*40.6%*	*34.0%*	
60"+	44	44	29	7	29	20	8	43
%V	*1.7%*	*1.7%*	*3.0%*	*2.0%*	*1.5%*	*2.5%*	*0.7%*	*2.0%*
%H (All HH)		*100.0%*	*65.9%*	*15.9%*	*65.9%*	*45.5%*	*18.2%*	*97.7%*
%H (TV HH)			*65.9%*	*15.9%*	*65.9%*	*45.5%*	*18.2%*	

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
Jul 2017 - Jun 2018

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2665	2578	977	347	1989	787	1202	2203
%H (All HH)		*96.7%*	*36.7%*	*13.0%*	*74.6%*	*29.5%*	*45.1%*	*82.7%*
%H (TV HH)			*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	
Main living room	2557	2557	970	346	1974	780	1193	2114
%V	*95.9%*	*99.2%*	*99.3%*	*99.7%*	*99.2%*	*99.1%*	*99.3%*	*96.0%*
%H (All HH)		*100.0%*	*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.7%*	*82.7%*
%H (TV HH)			*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.7%*	
Kitchen	273	273	119	36	244	125	119	240
%V	*10.2%*	*10.6%*	*12.2%*	*10.4%*	*12.3%*	*15.9%*	*9.9%*	*10.9%*
%H (All HH)		*100.0%*	*43.6%*	*13.2%*	*89.4%*	*45.8%*	*43.6%*	*87.9%*
%H (TV HH)			*43.6%*	*13.2%*	*89.4%*	*45.8%*	*43.6%*	
Adult's bedroom	1167	1167	525	187	948	498	451	1038
%V	*43.8%*	*45.3%*	*53.7%*	*53.9%*	*47.7%*	*63.3%*	*37.5%*	*47.1%*
%H (All HH)		*100.0%*	*45.0%*	*16.0%*	*81.2%*	*42.7%*	*38.6%*	*88.9%*
%H (TV HH)			*45.0%*	*16.0%*	*81.2%*	*42.7%*	*38.6%*	
Child's bedroom	254	254	126	57	195	126	70	252
%V	*9.5%*	*9.9%*	*12.9%*	*16.4%*	*9.8%*	*16.0%*	*5.8%*	*11.4%*
%H (All HH)		*100.0%*	*49.6%*	*22.4%*	*76.8%*	*49.6%*	*27.6%*	*99.2%*
%H (TV HH)			*49.6%*	*22.4%*	*76.8%*	*49.6%*	*27.6%*	
Other bedroom	141	141	71	17	128	75	52	135
%V	*5.3%*	*5.5%*	*7.3%*	*4.9%*	*6.4%*	*9.5%*	*4.3%*	*6.1%*
%H (All HH)		*100.0%*	*50.4%*	*12.1%*	*90.8%*	*53.2%*	*36.9%*	*95.7%*
%H (TV HH)			*50.4%*	*12.1%*	*90.8%*	*53.2%*	*36.9%*	
Second living/dining room	262	262	129	38	220	125	95	233
%V	*9.8%*	*10.2%*	*13.2%*	*11.0%*	*11.1%*	*15.9%*	*7.9%*	*10.6%*
%H (All HH)		*100.0%*	*49.2%*	*14.5%*	*84.0%*	*47.7%*	*36.3%*	*88.9%*
%H (TV HH)			*49.2%*	*14.5%*	*84.0%*	*47.7%*	*36.3%*	
Study/office	40	40	21	6	32	19	13	39
%V	*1.5%*	*1.6%*	*2.1%*	*1.7%*	*1.6%*	*2.4%*	*1.1%*	*1.8%*
%H (All HH)		*100.0%*	*52.5%*	*15.0%*	*80.0%*	*47.5%*	*32.5%*	*97.5%*
%H (TV HH)			*52.5%*	*15.0%*	*80.0%*	*47.5%*	*32.5%*	
TV room	10	10	6	0	7	4	3	10
%V	*0.4%*	*0.4%*	*0.6%*	*0.0%*	*0.4%*	*0.5%*	*0.2%*	*0.5%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*70.0%*	*40.0%*	*30.0%*	*100.0%*
%H (TV HH)			*60.0%*	*0.0%*	*70.0%*	*40.0%*	*30.0%*	
Conservatory	73	73	38	11	54	30	24	69
%V	*2.7%*	*2.8%*	*3.9%*	*3.2%*	*2.7%*	*3.8%*	*2.0%*	*3.1%*
%H (All HH)		*100.0%*	*52.1%*	*15.1%*	*74.0%*	*41.1%*	*32.9%*	*94.5%*
%H (TV HH)			*52.1%*	*15.1%*	*74.0%*	*41.1%*	*32.9%*	
Attic or loft room	10	10	5	1	8	4	4	10
%V	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H (All HH)		*100.0%*	*50.0%*	*10.0%*	*80.0%*	*40.0%*	*40.0%*	*100.0%*
%H (TV HH)			*50.0%*	*10.0%*	*80.0%*	*40.0%*	*40.0%*	
No specific location	5	5	2	2	5	4	2	4
%V	*0.2%*	*0.2%*	*0.2%*	*0.6%*	*0.3%*	*0.5%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*40.0%*	*40.0%*	*100.0%*	*80.0%*	*40.0%*	*80.0%*
%H (TV HH)			*40.0%*	*40.0%*	*100.0%*	*80.0%*	*40.0%*	
Other	24	24	15	3	21	15	7	24
%V	*0.9%*	*0.9%*	*1.5%*	*0.9%*	*1.1%*	*1.9%*	*0.6%*	*1.1%*
%H (All HH)		*100.0%*	*62.5%*	*12.5%*	*87.5%*	*62.5%*	*29.2%*	*100.0%*
%H (TV HH)			*62.5%*	*12.5%*	*87.5%*	*62.5%*	*29.2%*	

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

Table 8.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2665	2578	977	347	1989	787	1202	2203
%H (All HH)		*96.7%*	*36.7%*	*13.0%*	*74.6%*	*29.5%*	*45.1%*	*82.7%*
%H (TV HH)			*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	
Any DSAT provider	977	977	977	18	607	607	0	906
%V	*36.7%*	*37.9%*	*100.0%*	*5.2%*	*30.5%*	*77.1%*	*0.0%*	*41.1%*
%H (All HH)			*100.0%*	*1.8%*	*62.1%*	*62.1%*	*0.0%*	*92.7%*
%H (TV HH)			*100.0%*	*1.8%*	*62.1%*	*62.1%*	*0.0%*	
Sky with subcription	810	810	810	7	512	512	0	759
%V	*30.4%*	*31.4%*	*82.9%*	*2.0%*	*25.7%*	*65.1%*	*0.0%*	*34.5%*
%H (All HH)			*100.0%*	*0.9%*	*63.2%*	*63.2%*	*0.0%*	*93.7%*
%H (TV HH)			*100.0%*	*0.9%*	*63.2%*	*63.2%*	*0.0%*	
Sky without subscription	50	50	50	2	32	32	0	43
%V	*1.9%*	*1.9%*	*5.1%*	*0.6%*	*1.6%*	*4.1%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*4.0%*	*64.0%*	*64.0%*	*0.0%*	*86.0%*
%H (TV HH)			*100.0%*	*4.0%*	*64.0%*	*64.0%*	*0.0%*	
Freesat	113	113	113	6	69	69	0	102
%V	*4.2%*	*4.4%*	*11.6%*	*1.7%*	*3.5%*	*8.8%*	*0.0%*	*4.6%*
%H (All HH)			*100.0%*	*5.3%*	*61.1%*	*61.1%*	*0.0%*	*90.3%*
%H (TV HH)			*100.0%*	*5.3%*	*61.1%*	*61.1%*	*0.0%*	
Other satellite provider	60	60	60	3	32	32	0	56
%V	*2.3%*	*2.3%*	*6.1%*	*0.9%*	*1.6%*	*4.1%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*5.0%*	*53.3%*	*53.3%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*5.0%*	*53.3%*	*53.3%*	*0.0%*	
DCAB	347	347	18	347	190	190	0	328
%V	*13.0%*	*13.5%*	*1.8%*	*100.0%*	*9.6%*	*24.1%*	*0.0%*	*14.9%*
%H (All HH)			*5.2%*	*100.0%*	*54.8%*	*54.8%*	*0.0%*	*94.5%*
%H (TV HH)			*5.2%*	*100.0%*	*54.8%*	*54.8%*	*0.0%*	
DTT	1989	1989	607	190	1989	787	1202	1583
%V	*74.6%*	*77.2%*	*62.1%*	*54.8%*	*100.0%*	*100.0%*	*100.0%*	*71.9%*
%H (All HH)		*100.0%*	*30.5%*	*9.6%*	*100.0%*	*39.6%*	*60.4%*	*79.6%*
%H (TV HH)			*30.5%*	*9.6%*	*100.0%*	*39.6%*	*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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2665	2578	977	347	1989	787	1202	2203
%H (All HH)		*96.7%*	*36.7%*	*13.0%*	*74.6%*	*29.5%*	*45.1%*	*82.7%*
%H (TV HH)			*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	
PVR	1518	1518	863	318	1061	708	353	1397
%V	*57.0%*	*58.9%*	*88.3%*	*91.6%*	*53.3%*	*90.0%*	*29.4%*	*63.4%*
%H (All HH)		*100.0%*	*56.9%*	*20.9%*	*69.9%*	*46.6%*	*23.3%*	*92.0%*
%H (TV HH)			*56.9%*	*20.9%*	*69.9%*	*46.6%*	*23.3%*	
DVDR	23	23	8	3	20	8	12	22
%V	*0.9%*	*0.9%*	*0.8%*	*0.9%*	*1.0%*	*1.0%*	*1.0%*	*1.0%*
%H (All HH)		*100.0%*	*34.8%*	*13.0%*	*87.0%*	*34.8%*	*52.2%*	*95.7%*
%H (TV HH)			*34.8%*	*13.0%*	*87.0%*	*34.8%*	*52.2%*	
VCR	41	41	10	3	34	7	28	28
%V	*1.5%*	*1.6%*	*1.0%*	*0.9%*	*1.7%*	*0.9%*	*2.3%*	*1.3%*
%H (All HH)		*100.0%*	*24.4%*	*7.3%*	*82.9%*	*17.1%*	*68.3%*	*68.3%*
%H (TV HH)			*24.4%*	*7.3%*	*82.9%*	*17.1%*	*68.3%*	
Any recorder	1548	1548	863	319	1089	709	380	1417
%V	*58.1%*	*60.0%*	*88.3%*	*91.9%*	*54.8%*	*90.1%*	*31.6%*	*64.3%*
%H (All HH)		*100.0%*	*55.7%*	*20.6%*	*70.3%*	*45.8%*	*24.5%*	*91.5%*
%H (TV HH)			*55.7%*	*20.6%*	*70.3%*	*45.8%*	*24.5%*	
Receives HDTV (via STB or built-in reception)	1678	1678	789	296	1261	650	611	1535
%V	*63.0%*	*65.1%*	*80.8%*	*85.3%*	*63.4%*	*82.6%*	*50.8%*	*69.7%*
%H (All HH)		*100.0%*	*47.0%*	*17.6%*	*75.1%*	*38.7%*	*36.4%*	*91.5%*
%H (TV HH)			*47.0%*	*17.6%*	*75.1%*	*38.7%*	*36.4%*	
DVD/Blu-ray player or recorder	1661	1661	680	233	1312	586	726	1458
%V	*62.3%*	*64.4%*	*69.6%*	*67.1%*	*66.0%*	*74.5%*	*60.4%*	*66.2%*
%H (All HH)		*100.0%*	*40.9%*	*14.0%*	*79.0%*	*35.3%*	*43.7%*	*87.8%*
%H (TV HH)			*40.9%*	*14.0%*	*79.0%*	*35.3%*	*43.7%*	

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

%V = percentage of vertical total

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

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

Table 8.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2665	2578	977	347	1989	787	1202	2203
%H (All HH)		*96.7%*	*36.7%*	*13.0%*	*74.6%*	*29.5%*	*45.1%*	*82.7%*
%H (TV HH)			*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	
Has broadband internet	2203	2131	906	328	1583	733	850	2203
%V	*82.7%*	*82.7%*	*92.7%*	*94.5%*	*79.6%*	*93.1%*	*70.7%*	*100.0%*
%H (All HH)		*96.7%*	*41.1%*	*14.9%*	*71.9%*	*33.3%*	*38.6%*	*100.0%*
%H (TV HH)			*42.5%*	*15.4%*	*74.3%*	*34.4%*	*39.9%*	
Number of computers (PCs and laptops)								
0	622	593	126	32	512	89	423	179
%V	*23.3%*	*23.0%*	*12.9%*	*9.2%*	*25.7%*	*11.3%*	*35.2%*	*8.1%*
%H (All HH)		*95.3%*	*20.3%*	*5.1%*	*82.3%*	*14.3%*	*68.0%*	*28.8%*
%H (TV HH)			*21.2%*	*5.4%*	*86.3%*	*15.0%*	*71.3%*	
1	721	689	256	100	510	192	319	705
%V	*27.1%*	*26.7%*	*26.2%*	*28.8%*	*25.6%*	*24.4%*	*26.5%*	*32.0%*
%H (All HH)		*95.6%*	*35.5%*	*13.9%*	*70.7%*	*26.6%*	*44.2%*	*97.8%*
%H (TV HH)			*37.2%*	*14.5%*	*74.0%*	*27.9%*	*46.3%*	
2	617	602	270	92	453	224	229	616
%V	*23.2%*	*23.4%*	*27.6%*	*26.5%*	*22.8%*	*28.5%*	*19.1%*	*28.0%*
%H (All HH)		*97.6%*	*43.8%*	*14.9%*	*73.4%*	*36.3%*	*37.1%*	*99.8%*
%H (TV HH)			*44.9%*	*15.3%*	*75.2%*	*37.2%*	*38.0%*	
3	341	339	148	56	260	135	125	340
%V	*12.8%*	*13.1%*	*15.1%*	*16.1%*	*13.1%*	*17.2%*	*10.4%*	*15.4%*
%H (All HH)		*99.4%*	*43.4%*	*16.4%*	*76.2%*	*39.6%*	*36.7%*	*99.7%*
%H (TV HH)			*43.7%*	*16.5%*	*76.7%*	*39.8%*	*36.9%*	
4	166	162	81	33	110	64	46	166
%V	*6.2%*	*6.3%*	*8.3%*	*9.5%*	*5.5%*	*8.1%*	*3.8%*	*7.5%*
%H (All HH)		*97.6%*	*48.8%*	*19.9%*	*66.3%*	*38.6%*	*27.7%*	*100.0%*
%H (TV HH)			*50.0%*	*20.4%*	*67.9%*	*39.5%*	*28.4%*	
5+	198	193	96	34	144	84	60	197
%V	*7.4%*	*7.5%*	*9.8%*	*9.8%*	*7.2%*	*10.7%*	*5.0%*	*8.9%*
%H (All HH)		*97.5%*	*48.5%*	*17.2%*	*72.7%*	*42.4%*	*30.3%*	*99.5%*
%H (TV HH)			*49.7%*	*17.6%*	*74.6%*	*43.5%*	*31.1%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5188	2223	772	4146	2002	2145	4533
%H		*42.8%*	*14.9%*	*79.9%*	*38.6%*	*41.3%*	*87.4%*
Under 20"	381	139	49	323	133	190	329
%V	*7.3%*	*6.3%*	*6.3%*	*7.8%*	*6.6%*	*8.9%*	*7.3%*
%H		*36.5%*	*12.9%*	*84.8%*	*34.9%*	*49.9%*	*86.4%*
20" - 29"	825	343	109	701	333	369	695
%V	*15.9%*	*15.4%*	*14.1%*	*16.9%*	*16.6%*	*17.2%*	*15.3%*
%H		*41.6%*	*13.2%*	*85.0%*	*40.4%*	*44.7%*	*84.2%*
30" - 39"	1397	575	229	1111	523	588	1221
%V	*26.9%*	*25.9%*	*29.7%*	*26.8%*	*26.1%*	*27.4%*	*26.9%*
%H		*41.2%*	*16.4%*	*79.5%*	*37.4%*	*42.1%*	*87.4%*
40" - 49"	1546	725	252	1138	589	549	1392
%V	*29.8%*	*32.6%*	*32.6%*	*27.4%*	*29.4%*	*25.6%*	*30.7%*
%H		*46.9%*	*16.3%*	*73.6%*	*38.1%*	*35.5%*	*90.0%*
50" - 59"	491	248	73	367	205	162	472
%V	*9.5%*	*11.2%*	*9.5%*	*8.9%*	*10.2%*	*7.6%*	*10.4%*
%H		*50.5%*	*14.9%*	*74.7%*	*41.8%*	*33.0%*	*96.1%*
60"+	49	33	8	31	22	9	48
%V	*0.9%*	*1.5%*	*1.0%*	*0.7%*	*1.1%*	*0.4%*	*1.1%*
%H		*67.3%*	*16.3%*	*63.3%*	*44.9%*	*18.4%*	*98.0%*
Don't know	499	161	51	476	198	278	376
%V	*9.6%*	*7.2%*	*6.6%*	*11.5%*	*9.9%*	*13.0%*	*8.3%*
%H		*32.3%*	*10.2%*	*95.4%*	*39.7%*	*55.7%*	*75.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5188	2223	772	4146	2002	2145	4533
%H		*42.8%*	*14.9%*	*79.9%*	*38.6%*	*41.3%*	*87.4%*
Main living room	2573	974	347	1989	784	1205	2128
%V	*49.6%*	*43.8%*	*44.9%*	*48.0%*	*39.2%*	*56.2%*	*46.9%*
%H		*37.9%*	*13.5%*	*77.3%*	*30.5%*	*46.8%*	*82.7%*
Kitchen	273	119	37	245	126	119	240
%V	*5.3%*	*5.4%*	*4.8%*	*5.9%*	*6.3%*	*5.5%*	*5.3%*
%H		*43.6%*	*13.6%*	*89.7%*	*46.2%*	*43.6%*	*87.9%*
Adult's bedroom	1399	642	234	1147	625	522	1265
%V	*27.0%*	*28.9%*	*30.3%*	*27.7%*	*31.2%*	*24.3%*	*27.9%*
%H		*45.9%*	*16.7%*	*82.0%*	*44.7%*	*37.3%*	*90.4%*
Child's bedroom	328	168	72	248	161	87	325
%V	*6.3%*	*7.6%*	*9.3%*	*6.0%*	*8.0%*	*4.1%*	*7.2%*
%H		*51.2%*	*22.0%*	*75.6%*	*49.1%*	*26.5%*	*99.1%*
Other bedroom	181	96	20	161	97	64	175
%V	*3.5%*	*4.3%*	*2.6%*	*3.9%*	*4.8%*	*3.0%*	*3.9%*
%H		*53.0%*	*11.0%*	*89.0%*	*53.6%*	*35.4%*	*96.7%*
Second living/dining room	268	134	39	225	129	96	240
%V	*5.2%*	*6.0%*	*5.1%*	*5.4%*	*6.4%*	*4.5%*	*5.3%*
%H		*50.0%*	*14.6%*	*84.0%*	*48.1%*	*35.8%*	*89.6%*
Study/office	40	21	6	33	20	13	40
%V	*0.8%*	*0.9%*	*0.8%*	*0.8%*	*1.0%*	*0.6%*	*0.9%*
%H		*52.5%*	*15.0%*	*82.5%*	*50.0%*	*32.5%*	*100.0%*
TV room	10	6	0	7	4	3	10
%V	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*60.0%*	*0.0%*	*70.0%*	*40.0%*	*30.0%*	*100.0%*
Conservatory	73	38	11	54	30	24	69
%V	*1.4%*	*1.7%*	*1.4%*	*1.3%*	*1.5%*	*1.1%*	*1.5%*
%H		*52.1%*	*15.1%*	*74.0%*	*41.1%*	*32.9%*	*94.5%*
Attic or loft room	10	5	1	8	4	4	10
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*50.0%*	*10.0%*	*80.0%*	*40.0%*	*40.0%*	*100.0%*
No specific location	5	2	2	5	4	2	4
%V	*0.1%*	*0.1%*	*0.3%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*40.0%*	*40.0%*	*100.0%*	*80.0%*	*40.0%*	*80.0%*
Other	27	18	3	24	17	7	26
%V	*0.5%*	*0.8%*	*0.4%*	*0.6%*	*0.8%*	*0.3%*	*0.6%*
%H		*66.7%*	*11.1%*	*88.9%*	*63.0%*	*25.9%*	*96.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5188	2223	772	4146	2002	2145	4533
%H		*42.8%*	*14.9%*	*79.9%*	*38.6%*	*41.3%*	*87.4%*
PVR	2082	1255	451	1369	966	403	1948
%V	*40.1%*	*56.5%*	*58.4%*	*33.0%*	*48.3%*	*18.8%*	*43.0%*
%H		*60.3%*	*21.7%*	*65.8%*	*46.4%*	*19.4%*	*93.6%*
DVDR	27	9	3	23	9	14	27
%V	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.4%*	*0.7%*	*0.6%*
%H		*33.3%*	*11.1%*	*85.2%*	*33.3%*	*51.9%*	*100.0%*
VCR	44	11	3	38	8	30	30
%V	*0.8%*	*0.5%*	*0.4%*	*0.9%*	*0.4%*	*1.4%*	*0.7%*
%H		*25.0%*	*6.8%*	*86.4%*	*18.2%*	*68.2%*	*68.2%*
Any recorder	2126	1261	453	1409	973	436	1978
%V	*41.0%*	*56.7%*	*58.7%*	*34.0%*	*48.6%*	*20.3%*	*43.6%*
%H		*59.3%*	*21.3%*	*66.3%*	*45.8%*	*20.5%*	*93.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5188	2223	772	4146	2002	2145	4533
%H		*42.8%*	*14.9%*	*79.9%*	*38.6%*	*41.3%*	*87.4%*
Receives HDTV (via STB or built-in reception)	2691	1346	487	2039	1150	889	2508
%V	*51.9%*	*60.5%*	*63.1%*	*49.2%*	*57.4%*	*41.4%*	*55.3%*
%H		*50.0%*	*18.1%*	*75.8%*	*42.7%*	*33.0%*	*93.2%*
DVD/Blu-ray player or recorder	2359	1053	342	1869	931	938	2118
%V	*45.5%*	*47.4%*	*44.3%*	*45.1%*	*46.5%*	*43.7%*	*46.7%*
%H		*44.6%*	*14.5%*	*79.2%*	*39.5%*	*39.8%*	*89.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2578	977	347	1989	787	1202	2131
%H		*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	*82.7%*
Under 20"	21	4	0	15	2	14	14
%V	*0.8%*	*0.4%*	*0.0%*	*0.8%*	*0.3%*	*1.2%*	*0.7%*
%H		*19.0%*	*0.0%*	*71.4%*	*9.5%*	*66.7%*	*66.7%*
20" - 29"	144	27	8	122	14	108	83
%V	*5.6%*	*2.8%*	*2.3%*	*6.1%*	*1.8%*	*9.0%*	*3.9%*
%H		*18.8%*	*5.6%*	*84.7%*	*9.7%*	*75.0%*	*57.6%*
30" - 39"	623	179	84	496	145	351	488
%V	*24.2%*	*18.3%*	*24.2%*	*24.9%*	*18.4%*	*29.2%*	*22.9%*
%H		*28.7%*	*13.5%*	*79.6%*	*23.3%*	*56.3%*	*78.3%*
40" - 49"	1129	500	178	822	392	430	990
%V	*43.8%*	*51.2%*	*51.3%*	*41.3%*	*49.8%*	*35.8%*	*46.5%*
%H		*44.3%*	*15.8%*	*72.8%*	*34.7%*	*38.1%*	*87.7%*
50" - 59"	394	191	59	298	161	137	375
%V	*15.3%*	*19.5%*	*17.0%*	*15.0%*	*20.5%*	*11.4%*	*17.6%*
%H		*48.5%*	*15.0%*	*75.6%*	*40.9%*	*34.8%*	*95.2%*
60"+	38	24	6	23	16	8	37
%V	*1.5%*	*2.5%*	*1.7%*	*1.2%*	*2.0%*	*0.7%*	*1.7%*
%H		*63.2%*	*15.8%*	*60.5%*	*42.1%*	*21.1%*	*97.4%*
Don't know	228	52	11	213	57	155	144
%V	*8.8%*	*5.3%*	*3.2%*	*10.7%*	*7.2%*	*12.9%*	*6.8%*
%H		*22.8%*	*4.8%*	*93.4%*	*25.0%*	*68.0%*	*63.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2578	977	347	1989	787	1202	2131
%H		*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	*82.7%*
PVR	1479	846	311	1025	687	338	1363
%V	*57.4%*	*86.6%*	*89.6%*	*51.5%*	*87.3%*	*28.1%*	*64.0%*
%H		*57.2%*	*21.0%*	*69.3%*	*46.5%*	*22.9%*	*92.2%*
DVDR	21	6	3	18	7	11	20
%V	*0.8%*	*0.6%*	*0.9%*	*0.9%*	*0.9%*	*0.9%*	*0.9%*
%H		*28.6%*	*14.3%*	*85.7%*	*33.3%*	*52.4%*	*95.2%*
VCR	36	9	3	30	6	24	24
%V	*1.4%*	*0.9%*	*0.9%*	*1.5%*	*0.8%*	*2.0%*	*1.1%*
%H		*25.0%*	*8.3%*	*83.3%*	*16.7%*	*66.7%*	*66.7%*
Any recorder	1509	848	313	1053	690	363	1383
%V	*58.5%*	*86.8%*	*90.2%*	*52.9%*	*87.7%*	*30.2%*	*64.9%*
%H		*56.2%*	*20.7%*	*69.8%*	*45.7%*	*24.1%*	*91.7%*

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

Set level data

Table 8.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2578	977	347	1989	787	1202	2131
%H		*37.9%*	*13.5%*	*77.2%*	*30.5%*	*46.6%*	*82.7%*
Receives HDTV (via STB or built-in reception)	1640	771	293	1226	634	592	1502
%V	*63.6%*	*78.9%*	*84.4%*	*61.6%*	*80.6%*	*49.3%*	*70.5%*
%H		*47.0%*	*17.9%*	*74.8%*	*38.7%*	*36.1%*	*91.6%*
DVD/Blu-ray player or recorder	1454	576	199	1145	493	652	1266
%V	*56.4%*	*59.0%*	*57.3%*	*57.6%*	*62.6%*	*54.2%*	*59.4%*
%H		*39.6%*	*13.7%*	*78.7%*	*33.9%*	*44.8%*	*87.1%*

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

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2611	1246	425	2157	1215	942	2403
%H		*47.7%*	*16.3%*	*82.6%*	*46.5%*	*36.1%*	*92.0%*
Under 20"	360	135	49	308	131	176	315
%V	*13.8%*	*10.8%*	*11.5%*	*14.3%*	*10.8%*	*18.7%*	*13.1%*
%H		*37.5%*	*13.6%*	*85.6%*	*36.4%*	*48.9%*	*87.5%*
20" - 29"	681	316	101	580	318	261	611
%V	*26.1%*	*25.4%*	*23.8%*	*26.9%*	*26.2%*	*27.7%*	*25.4%*
%H		*46.4%*	*14.8%*	*85.2%*	*46.7%*	*38.3%*	*89.7%*
30" - 39"	774	396	144	615	378	237	734
%V	*29.6%*	*31.8%*	*33.9%*	*28.5%*	*31.1%*	*25.2%*	*30.5%*
%H		*51.2%*	*18.6%*	*79.5%*	*48.8%*	*30.6%*	*94.8%*
40" - 49"	417	225	74	316	197	119	402
%V	*16.0%*	*18.1%*	*17.4%*	*14.6%*	*16.2%*	*12.6%*	*16.7%*
%H		*54.0%*	*17.7%*	*75.8%*	*47.2%*	*28.5%*	*96.4%*
50" - 59"	97	57	14	68	43	25	97
%V	*3.7%*	*4.6%*	*3.3%*	*3.2%*	*3.5%*	*2.7%*	*4.0%*
%H		*58.8%*	*14.4%*	*70.1%*	*44.3%*	*25.8%*	*100.0%*
60"+	11	9	2	8	7	1	11
%V	*0.4%*	*0.7%*	*0.5%*	*0.4%*	*0.6%*	*0.1%*	*0.5%*
%H		*81.8%*	*18.2%*	*72.7%*	*63.6%*	*9.1%*	*100.0%*
Don't know	271	108	40	263	141	122	232
%V	*10.4%*	*8.7%*	*9.4%*	*12.2%*	*11.6%*	*13.0%*	*9.7%*
%H		*39.9%*	*14.8%*	*97.0%*	*52.0%*	*45.0%*	*85.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.19: 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	2611	1246	425	2157	1215	942	2403
%H		*47.7%*	*16.3%*	*82.6%*	*46.5%*	*36.1%*	*92.0%*
PVR	603	409	140	344	279	65	585
%V	*23.1%*	*32.8%*	*32.9%*	*15.9%*	*23.0%*	*6.9%*	*24.3%*
%H		*67.8%*	*23.2%*	*57.0%*	*46.3%*	*10.8%*	*97.0%*
DVDR	7	3	0	5	2	3	7
%V	*0.3%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*
%H		*42.9%*	*0.0%*	*71.4%*	*28.6%*	*42.9%*	*100.0%*
VCR	8	2	0	8	2	6	5
%V	*0.3%*	*0.2%*	*0.0%*	*0.4%*	*0.2%*	*0.6%*	*0.2%*
%H		*25.0%*	*0.0%*	*100.0%*	*25.0%*	*75.0%*	*62.5%*
Any recorder	617	414	140	356	284	73	595
%V	*23.6%*	*33.2%*	*32.9%*	*16.5%*	*23.4%*	*7.7%*	*24.8%*
%H		*67.1%*	*22.7%*	*57.7%*	*46.0%*	*11.8%*	*96.4%*

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

Set level data

Table 8.20: 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	2611	1246	425	2157	1215	942	2403
%H		*47.7%*	*16.3%*	*82.6%*	*46.5%*	*36.1%*	*92.0%*
Receives HDTV (via STB or built-in reception)	1051	575	194	813	516	297	1006
%V	*40.3%*	*46.1%*	*45.6%*	*37.7%*	*42.5%*	*31.5%*	*41.9%*
%H		*54.7%*	*18.5%*	*77.4%*	*49.1%*	*28.3%*	*95.7%*
DVD/Blu-ray player or recorder	906	477	143	724	438	286	852
%V	*34.7%*	*38.3%*	*33.6%*	*33.6%*	*36.0%*	*30.4%*	*35.5%*
%H		*52.6%*	*15.8%*	*79.9%*	*48.3%*	*31.6%*	*94.0%*

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

Table 8.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	6060	5870	2474	861	4410	2008	2401	5440
%H		*96.9%*	*40.8%*	*14.2%*	*72.8%*	*33.1%*	*39.6%*	*89.8%*
Total Children	1146	1112	545	169	778	415	362	1127
%V	*18.9%*	*18.9%*	*22.0%*	*19.6%*	*17.6%*	*20.7%*	*15.1%*	*20.7%*
%H		*97.0%*	*47.6%*	*14.7%*	*67.9%*	*36.2%*	*31.6%*	*98.3%*
0 - 3	277	267	121	31	195	88	106	270
%V	*4.6%*	*4.5%*	*4.9%*	*3.6%*	*4.4%*	*4.4%*	*4.4%*	*5.0%*
%H		*96.4%*	*43.7%*	*11.2%*	*70.4%*	*31.8%*	*38.3%*	*97.5%*
4 - 15	869	845	424	138	583	327	256	858
%V	*14.3%*	*14.4%*	*17.1%*	*16.0%*	*13.2%*	*16.3%*	*10.7%*	*15.8%*
%H		*97.2%*	*48.8%*	*15.9%*	*67.1%*	*37.6%*	*29.5%*	*98.7%*
4 - 9	465	445	222	62	302	156	146	459
%V	*7.7%*	*7.6%*	*9.0%*	*7.2%*	*6.8%*	*7.8%*	*6.1%*	*8.4%*
%H		*95.7%*	*47.7%*	*13.3%*	*64.9%*	*33.5%*	*31.4%*	*98.7%*
10 - 15	404	400	202	76	281	171	110	399
%V	*6.7%*	*6.8%*	*8.2%*	*8.8%*	*6.4%*	*8.5%*	*4.6%*	*7.3%*
%H		*99.0%*	*50.0%*	*18.8%*	*69.6%*	*42.3%*	*27.2%*	*98.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	6060	5870	2474	861	4410	2008	2401	5440
%H		*96.9%*	*40.8%*	*14.2%*	*72.8%*	*33.1%*	*39.6%*	*89.8%*
Total Adults (16+)	4914	4758	1929	693	3632	1593	2039	4313
%V	*81.1%*	*81.1%*	*78.0%*	*80.5%*	*82.4%*	*79.3%*	*84.9%*	*79.3%*
%H		*96.8%*	*39.3%*	*14.1%*	*73.9%*	*32.4%*	*41.5%*	*87.8%*
16 - 19	235	232	99	46	171	92	79	230
%V	*3.9%*	*4.0%*	*4.0%*	*5.3%*	*3.9%*	*4.6%*	*3.3%*	*4.2%*
%H		*98.7%*	*42.1%*	*19.6%*	*72.8%*	*39.1%*	*33.6%*	*97.9%*
20 - 24	421	378	119	50	289	105	183	414
%V	*6.9%*	*6.4%*	*4.8%*	*5.8%*	*6.6%*	*5.2%*	*7.6%*	*7.6%*
%H		*89.8%*	*28.3%*	*11.9%*	*68.6%*	*24.9%*	*43.5%*	*98.3%*
25 - 34	791	742	326	110	495	236	259	774
%V	*13.1%*	*12.6%*	*13.2%*	*12.8%*	*11.2%*	*11.8%*	*10.8%*	*14.2%*
%H		*93.8%*	*41.2%*	*13.9%*	*62.6%*	*29.8%*	*32.7%*	*97.9%*
35 - 44	714	693	343	126	468	268	200	703
%V	*11.8%*	*11.8%*	*13.9%*	*14.6%*	*10.6%*	*13.3%*	*8.3%*	*12.9%*
%H		*97.1%*	*48.0%*	*17.6%*	*65.5%*	*37.5%*	*28.0%*	*98.5%*
45 - 54	851	830	387	138	633	329	303	795
%V	*14.0%*	*14.1%*	*15.6%*	*16.0%*	*14.4%*	*16.4%*	*12.6%*	*14.6%*
%H		*97.5%*	*45.5%*	*16.2%*	*74.4%*	*38.7%*	*35.6%*	*93.4%*
55 - 64	765	752	317	106	591	257	334	683
%V	*12.6%*	*12.8%*	*12.8%*	*12.3%*	*13.4%*	*12.8%*	*13.9%*	*12.6%*
%H		*98.3%*	*41.4%*	*13.9%*	*77.3%*	*33.6%*	*43.7%*	*89.3%*
65+	1136	1131	339	116	985	304	681	714
%V	*18.7%*	*19.3%*	*13.7%*	*13.5%*	*22.3%*	*15.1%*	*28.4%*	*13.1%*
%H		*99.6%*	*29.8%*	*10.2%*	*86.7%*	*26.8%*	*59.9%*	*62.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4914	4758	1929	693	3632	1593	2039	4313
%H		*96.8%*	*39.3%*	*14.1%*	*73.9%*	*32.4%*	*41.5%*	*87.8%*
AB	1050	1037	469	142	785	375	411	1016
%V	*21.4%*	*21.8%*	*24.3%*	*20.5%*	*21.6%*	*23.5%*	*20.2%*	*23.6%*
%H		*98.8%*	*44.7%*	*13.5%*	*74.8%*	*35.7%*	*39.1%*	*96.8%*
C1	1310	1237	496	183	933	410	523	1220
%V	*26.7%*	*26.0%*	*25.7%*	*26.4%*	*25.7%*	*25.7%*	*25.6%*	*28.3%*
%H		*94.4%*	*37.9%*	*14.0%*	*71.2%*	*31.3%*	*39.9%*	*93.1%*
C2	1230	1219	515	209	945	456	490	1088
%V	*25.0%*	*25.6%*	*26.7%*	*30.2%*	*26.0%*	*28.6%*	*24.0%*	*25.2%*
%H		*99.1%*	*41.9%*	*17.0%*	*76.8%*	*37.1%*	*39.8%*	*88.5%*
D	856	822	325	110	610	255	355	703
%V	*17.4%*	*17.3%*	*16.8%*	*15.9%*	*16.8%*	*16.0%*	*17.4%*	*16.3%*
%H		*96.0%*	*38.0%*	*12.9%*	*71.3%*	*29.8%*	*41.5%*	*82.1%*
E	468	443	124	48	358	98	260	285
%V	*9.5%*	*9.3%*	*6.4%*	*6.9%*	*9.9%*	*6.2%*	*12.8%*	*6.6%*
%H		*94.7%*	*26.5%*	*10.3%*	*76.5%*	*20.9%*	*55.6%*	*60.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4914	4758	1929	693	3632	1593	2039	4313
%H		*96.8%*	*39.3%*	*14.1%*	*73.9%*	*32.4%*	*41.5%*	*87.8%*
Working full time	2236	2172	1013	371	1534	800	733	2174
%V	*45.5%*	*45.6%*	*52.5%*	*53.5%*	*42.2%*	*50.2%*	*35.9%*	*50.4%*
%H		*97.1%*	*45.3%*	*16.6%*	*68.6%*	*35.8%*	*32.8%*	*97.2%*
Working part time	469	461	215	70	357	188	169	448
%V	*9.5%*	*9.7%*	*11.1%*	*10.1%*	*9.8%*	*11.8%*	*8.3%*	*10.4%*
%H		*98.3%*	*45.8%*	*14.9%*	*76.1%*	*40.1%*	*36.0%*	*95.5%*
Not working	2208	2124	701	252	1741	605	1136	1692
%V	*44.9%*	*44.6%*	*36.3%*	*36.4%*	*47.9%*	*38.0%*	*55.7%*	*39.2%*
%H		*96.2%*	*31.7%*	*11.4%*	*78.8%*	*27.4%*	*51.4%*	*76.6%*
Houseperson	2665	2578	977	347	1989	787	1202	2203
%V	*54.2%*	*54.2%*	*50.6%*	*50.1%*	*54.8%*	*49.4%*	*59.0%*	*51.1%*
%H		*96.7%*	*36.7%*	*13.0%*	*74.6%*	*29.5%*	*45.1%*	*82.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2409	2314	969	343	1753	803	950	2127
%H		*96.1%*	*40.2%*	*14.2%*	*72.8%*	*33.3%*	*39.4%*	*88.3%*
16 - 19	126	125	52	25	99	56	43	123
%V	*5.2%*	*5.4%*	*5.4%*	*7.3%*	*5.6%*	*7.0%*	*4.5%*	*5.8%*
%H		*99.2%*	*41.3%*	*19.8%*	*78.6%*	*44.4%*	*34.1%*	*97.6%*
20 - 24	208	184	68	28	136	59	77	205
%V	*8.6%*	*8.0%*	*7.0%*	*8.2%*	*7.8%*	*7.3%*	*8.1%*	*9.6%*
%H		*88.5%*	*32.7%*	*13.5%*	*65.4%*	*28.4%*	*37.0%*	*98.6%*
25 - 34	390	364	153	55	238	113	126	381
%V	*16.2%*	*15.7%*	*15.8%*	*16.0%*	*13.6%*	*14.1%*	*13.3%*	*17.9%*
%H		*93.3%*	*39.2%*	*14.1%*	*61.0%*	*29.0%*	*32.3%*	*97.7%*
35 - 44	356	340	175	65	221	131	90	348
%V	*14.8%*	*14.7%*	*18.1%*	*19.0%*	*12.6%*	*16.3%*	*9.5%*	*16.4%*
%H		*95.5%*	*49.2%*	*18.3%*	*62.1%*	*36.8%*	*25.3%*	*97.8%*
45 - 54	425	412	194	71	315	167	148	395
%V	*17.6%*	*17.8%*	*20.0%*	*20.7%*	*18.0%*	*20.8%*	*15.6%*	*18.6%*
%H		*96.9%*	*45.6%*	*16.7%*	*74.1%*	*39.3%*	*34.8%*	*92.9%*
55 - 64	372	362	152	44	285	118	167	328
%V	*15.4%*	*15.6%*	*15.7%*	*12.8%*	*16.3%*	*14.7%*	*17.6%*	*15.4%*
%H		*97.3%*	*40.9%*	*11.8%*	*76.6%*	*31.7%*	*44.9%*	*88.2%*
65+	531	528	177	55	458	159	299	348
%V	*22.0%*	*22.8%*	*18.3%*	*16.0%*	*26.1%*	*19.8%*	*31.5%*	*16.4%*
%H		*99.4%*	*33.3%*	*10.4%*	*86.3%*	*29.9%*	*56.3%*	*65.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2409	2314	969	343	1753	803	950	2127
%H		*96.1%*	*40.2%*	*14.2%*	*72.8%*	*33.3%*	*39.4%*	*88.3%*
AB	539	530	245	73	395	192	203	526
%V	*22.4%*	*22.9%*	*25.3%*	*21.3%*	*22.5%*	*23.9%*	*21.4%*	*24.7%*
%H		*98.3%*	*45.5%*	*13.5%*	*73.3%*	*35.6%*	*37.7%*	*97.6%*
C1	603	557	240	89	415	202	213	573
%V	*25.0%*	*24.1%*	*24.8%*	*25.9%*	*23.7%*	*25.2%*	*22.4%*	*26.9%*
%H		*92.4%*	*39.8%*	*14.8%*	*68.8%*	*33.5%*	*35.3%*	*95.0%*
C2	675	666	277	113	519	247	272	588
%V	*28.0%*	*28.8%*	*28.6%*	*32.9%*	*29.6%*	*30.8%*	*28.6%*	*27.6%*
%H		*98.7%*	*41.0%*	*16.7%*	*76.9%*	*36.6%*	*40.3%*	*87.1%*
D	404	386	157	50	281	122	159	334
%V	*16.8%*	*16.7%*	*16.2%*	*14.6%*	*16.0%*	*15.2%*	*16.7%*	*15.7%*
%H		*95.5%*	*38.9%*	*12.4%*	*69.6%*	*30.2%*	*39.4%*	*82.7%*
E	188	175	50	17	143	40	103	107
%V	*7.8%*	*7.6%*	*5.2%*	*5.0%*	*8.2%*	*5.0%*	*10.8%*	*5.0%*
%H		*93.1%*	*26.6%*	*9.0%*	*76.1%*	*21.3%*	*54.8%*	*56.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2409	2314	969	343	1753	803	950	2127
%H		*96.1%*	*40.2%*	*14.2%*	*72.8%*	*33.3%*	*39.4%*	*88.3%*
Working full time	1382	1339	630	224	942	496	445	1338
%V	*57.4%*	*57.9%*	*65.0%*	*65.3%*	*53.7%*	*61.8%*	*46.8%*	*62.9%*
%H		*96.9%*	*45.6%*	*16.2%*	*68.2%*	*35.9%*	*32.2%*	*96.8%*
Working part time	86	83	35	11	65	31	34	76
%V	*3.6%*	*3.6%*	*3.6%*	*3.2%*	*3.7%*	*3.9%*	*3.6%*	*3.6%*
%H		*96.5%*	*40.7%*	*12.8%*	*75.6%*	*36.0%*	*39.5%*	*88.4%*
Not working	940	892	303	107	746	275	471	713
%V	*39.0%*	*38.5%*	*31.3%*	*31.2%*	*42.6%*	*34.2%*	*49.6%*	*33.5%*
%H		*94.9%*	*32.2%*	*11.4%*	*79.4%*	*29.3%*	*50.1%*	*75.9%*
Houseperson	618	574	192	66	441	146	294	444
%V	*25.7%*	*24.8%*	*19.8%*	*19.2%*	*25.2%*	*18.2%*	*30.9%*	*20.9%*
%H		*92.9%*	*31.1%*	*10.7%*	*71.4%*	*23.6%*	*47.6%*	*71.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2505	2443	960	350	1879	790	1089	2186
%H		*97.5%*	*38.3%*	*14.0%*	*75.0%*	*31.5%*	*43.5%*	*87.3%*
16 - 19	109	107	47	21	72	37	35	107
%V	*4.4%*	*4.4%*	*4.9%*	*6.0%*	*3.8%*	*4.7%*	*3.2%*	*4.9%*
%H		*98.2%*	*43.1%*	*19.3%*	*66.1%*	*33.9%*	*32.1%*	*98.2%*
20 - 24	213	194	52	22	152	46	106	209
%V	*8.5%*	*7.9%*	*5.4%*	*6.3%*	*8.1%*	*5.8%*	*9.7%*	*9.6%*
%H		*91.1%*	*24.4%*	*10.3%*	*71.4%*	*21.6%*	*49.8%*	*98.1%*
25 - 34	401	378	173	56	257	124	133	393
%V	*16.0%*	*15.5%*	*18.0%*	*16.0%*	*13.7%*	*15.7%*	*12.2%*	*18.0%*
%H		*94.3%*	*43.1%*	*14.0%*	*64.1%*	*30.9%*	*33.2%*	*98.0%*
35 - 44	359	353	168	62	247	137	110	355
%V	*14.3%*	*14.4%*	*17.5%*	*17.7%*	*13.1%*	*17.3%*	*10.1%*	*16.2%*
%H		*98.3%*	*46.8%*	*17.3%*	*68.8%*	*38.2%*	*30.6%*	*98.9%*
45 - 54	426	417	193	67	318	162	156	399
%V	*17.0%*	*17.1%*	*20.1%*	*19.1%*	*16.9%*	*20.5%*	*14.3%*	*18.3%*
%H		*97.9%*	*45.3%*	*15.7%*	*74.6%*	*38.0%*	*36.6%*	*93.7%*
55 - 64	393	390	165	62	306	140	166	356
%V	*15.7%*	*16.0%*	*17.2%*	*17.7%*	*16.3%*	*17.7%*	*15.2%*	*16.3%*
%H		*99.2%*	*42.0%*	*15.8%*	*77.9%*	*35.6%*	*42.2%*	*90.6%*
65+	605	604	162	61	527	145	382	366
%V	*24.2%*	*24.7%*	*16.9%*	*17.4%*	*28.0%*	*18.4%*	*35.1%*	*16.7%*
%H		*99.8%*	*26.8%*	*10.1%*	*87.1%*	*24.0%*	*63.1%*	*60.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2505	2443	960	350	1879	790	1089	2186
%H		*97.5%*	*38.3%*	*14.0%*	*75.0%*	*31.5%*	*43.5%*	*87.3%*
AB	511	507	224	69	391	183	208	491
%V	*20.4%*	*20.8%*	*23.3%*	*19.7%*	*20.8%*	*23.2%*	*19.1%*	*22.5%*
%H		*99.2%*	*43.8%*	*13.5%*	*76.5%*	*35.8%*	*40.7%*	*96.1%*
C1	708	680	256	94	518	209	310	647
%V	*28.3%*	*27.8%*	*26.7%*	*26.9%*	*27.6%*	*26.5%*	*28.5%*	*29.6%*
%H		*96.0%*	*36.2%*	*13.3%*	*73.2%*	*29.5%*	*43.8%*	*91.4%*
C2	556	552	238	96	426	209	218	500
%V	*22.2%*	*22.6%*	*24.8%*	*27.4%*	*22.7%*	*26.5%*	*20.0%*	*22.9%*
%H		*99.3%*	*42.8%*	*17.3%*	*76.6%*	*37.6%*	*39.2%*	*89.9%*
D	452	436	168	60	329	133	196	369
%V	*18.0%*	*17.8%*	*17.5%*	*17.1%*	*17.5%*	*16.8%*	*18.0%*	*16.9%*
%H		*96.5%*	*37.2%*	*13.3%*	*72.8%*	*29.4%*	*43.4%*	*81.6%*
E	279	268	74	31	215	58	157	178
%V	*11.1%*	*11.0%*	*7.7%*	*8.9%*	*11.4%*	*7.3%*	*14.4%*	*8.1%*
%H		*96.1%*	*26.5%*	*11.1%*	*77.1%*	*20.8%*	*56.3%*	*63.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2505	2443	960	350	1879	790	1089	2186
%H		*97.5%*	*38.3%*	*14.0%*	*75.0%*	*31.5%*	*43.5%*	*87.3%*
Working full time	854	833	383	147	592	304	288	836
%V	*34.1%*	*34.1%*	*39.9%*	*42.0%*	*31.5%*	*38.5%*	*26.4%*	*38.2%*
%H		*97.5%*	*44.8%*	*17.2%*	*69.3%*	*35.6%*	*33.7%*	*97.9%*
Working part time	384	378	180	58	292	157	135	372
%V	*15.3%*	*15.5%*	*18.8%*	*16.6%*	*15.5%*	*19.9%*	*12.4%*	*17.0%*
%H		*98.4%*	*46.9%*	*15.1%*	*76.0%*	*40.9%*	*35.2%*	*96.9%*
Not working	1268	1232	398	145	995	329	665	978
%V	*50.6%*	*50.4%*	*41.5%*	*41.4%*	*53.0%*	*41.6%*	*61.1%*	*44.7%*
%H		*97.2%*	*31.4%*	*11.4%*	*78.5%*	*25.9%*	*52.4%*	*77.1%*
Houseperson	2047	2004	785	281	1548	640	908	1760
%V	*81.7%*	*82.0%*	*81.8%*	*80.3%*	*82.4%*	*81.0%*	*83.4%*	*80.5%*
%H		*97.9%*	*38.3%*	*13.7%*	*75.6%*	*31.3%*	*44.4%*	*86.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

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Household level data

Table 9.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1541	1507	592	203	1086	407	679	1254
%H (All HH)		*97.8%*	*38.4%*	*13.2%*	*70.5%*	*26.4%*	*44.1%*	*81.4%*
%H (TV HH)			*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	
AB	329	322	139	49	236	106	130	312
%V	*21.3%*	*21.4%*	*23.5%*	*24.1%*	*21.7%*	*26.0%*	*19.1%*	*24.9%*
%H (All HH)		*97.9%*	*42.2%*	*14.9%*	*71.7%*	*32.2%*	*39.5%*	*94.8%*
%H (TV HH)			*43.2%*	*15.2%*	*73.3%*	*32.9%*	*40.4%*	
C1	417	406	162	53	277	103	174	369
%V	*27.1%*	*26.9%*	*27.4%*	*26.1%*	*25.5%*	*25.3%*	*25.6%*	*29.4%*
%H (All HH)		*97.4%*	*38.8%*	*12.7%*	*66.4%*	*24.7%*	*41.7%*	*88.5%*
%H (TV HH)			*39.9%*	*13.1%*	*68.2%*	*25.4%*	*42.9%*	
C2	318	313	143	44	222	96	126	271
%V	*20.6%*	*20.8%*	*24.2%*	*21.7%*	*20.4%*	*23.6%*	*18.6%*	*21.6%*
%H (All HH)		*98.4%*	*45.0%*	*13.8%*	*69.8%*	*30.2%*	*39.6%*	*85.2%*
%H (TV HH)			*45.7%*	*14.1%*	*70.9%*	*30.7%*	*40.3%*	
D	259	256	98	38	182	71	111	196
%V	*16.8%*	*17.0%*	*16.6%*	*18.7%*	*16.8%*	*17.4%*	*16.3%*	*15.6%*
%H (All HH)		*98.8%*	*37.8%*	*14.7%*	*70.3%*	*27.4%*	*42.9%*	*75.7%*
%H (TV HH)			*38.3%*	*14.8%*	*71.1%*	*27.7%*	*43.4%*	
E	217	209	51	19	169	31	138	105
%V	*14.1%*	*13.9%*	*8.6%*	*9.4%*	*15.6%*	*7.6%*	*20.3%*	*8.4%*
%H (All HH)		*96.3%*	*23.5%*	*8.8%*	*77.9%*	*14.3%*	*63.6%*	*48.4%*
%H (TV HH)			*24.4%*	*9.1%*	*80.9%*	*14.8%*	*66.0%*	

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

%V = percentage of vertical total

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

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

Table 9.2: 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	1541	1507	592	203	1086	407	679	1254
%H (All HH)		*97.8%*	*38.4%*	*13.2%*	*70.5%*	*26.4%*	*44.1%*	*81.4%*
%H (TV HH)			*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	
Under 25	73	67	19	8	37	12	26	70
%V	*4.7%*	*4.4%*	*3.2%*	*3.9%*	*3.4%*	*2.9%*	*3.8%*	*5.6%*
%H (All HH)		*91.8%*	*26.0%*	*11.0%*	*50.7%*	*16.4%*	*35.6%*	*95.9%*
%H (TV HH)			*28.4%*	*11.9%*	*55.2%*	*17.9%*	*38.8%*	
25 - 34	213	206	93	24	126	51	75	203
%V	*13.8%*	*13.7%*	*15.7%*	*11.8%*	*11.6%*	*12.5%*	*11.0%*	*16.2%*
%H (All HH)		*96.7%*	*43.7%*	*11.3%*	*59.2%*	*23.9%*	*35.2%*	*95.3%*
%H (TV HH)			*45.1%*	*11.7%*	*61.2%*	*24.8%*	*36.4%*	
35 - 44	204	200	110	33	124	68	56	197
%V	*13.2%*	*13.3%*	*18.6%*	*16.3%*	*11.4%*	*16.7%*	*8.2%*	*15.7%*
%H (All HH)		*98.0%*	*53.9%*	*16.2%*	*60.8%*	*33.3%*	*27.5%*	*96.6%*
%H (TV HH)			*55.0%*	*16.5%*	*62.0%*	*34.0%*	*28.0%*	
45 - 54	282	275	129	53	182	91	91	264
%V	*18.3%*	*18.2%*	*21.8%*	*26.1%*	*16.8%*	*22.4%*	*13.4%*	*21.1%*
%H (All HH)		*97.5%*	*45.7%*	*18.8%*	*64.5%*	*32.3%*	*32.3%*	*93.6%*
%H (TV HH)			*46.9%*	*19.3%*	*66.2%*	*33.1%*	*33.1%*	
55 - 64	296	289	108	37	225	81	145	256
%V	*19.2%*	*19.2%*	*18.2%*	*18.2%*	*20.7%*	*19.9%*	*21.4%*	*20.4%*
%H (All HH)		*97.6%*	*36.5%*	*12.5%*	*76.0%*	*27.4%*	*49.0%*	*86.5%*
%H (TV HH)			*37.4%*	*12.8%*	*77.9%*	*28.0%*	*50.2%*	
65 +	472	470	134	49	391	104	287	264
%V	*30.6%*	*31.2%*	*22.6%*	*24.1%*	*36.0%*	*25.6%*	*42.3%*	*21.1%*
%H (All HH)		*99.6%*	*28.4%*	*10.4%*	*82.8%*	*22.0%*	*60.8%*	*55.9%*
%H (TV HH)			*28.5%*	*10.4%*	*83.2%*	*22.1%*	*61.1%*	

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

Table 9.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1541	1507	592	203	1086	407	679	1254
%H (All HH)		*97.8%*	*38.4%*	*13.2%*	*70.5%*	*26.4%*	*44.1%*	*81.4%*
%H (TV HH)			*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	
1	501	486	127	37	382	76	307	286
%V	*32.5%*	*32.2%*	*21.5%*	*18.2%*	*35.2%*	*18.7%*	*45.2%*	*22.8%*
%H (All HH)		*97.0%*	*25.3%*	*7.4%*	*76.2%*	*15.2%*	*61.3%*	*57.1%*
%H (TV HH)			*26.1%*	*7.6%*	*78.6%*	*15.6%*	*63.2%*	
2	579	567	237	84	411	178	233	517
%V	*37.6%*	*37.6%*	*40.0%*	*41.4%*	*37.8%*	*43.7%*	*34.3%*	*41.2%*
%H (All HH)		*97.9%*	*40.9%*	*14.5%*	*71.0%*	*30.7%*	*40.2%*	*89.3%*
%H (TV HH)			*41.8%*	*14.8%*	*72.5%*	*31.4%*	*41.1%*	
3	220	217	115	33	136	69	66	212
%V	*14.3%*	*14.4%*	*19.4%*	*16.3%*	*12.5%*	*17.0%*	*9.7%*	*16.9%*
%H (All HH)		*98.6%*	*52.3%*	*15.0%*	*61.8%*	*31.4%*	*30.0%*	*96.4%*
%H (TV HH)			*53.0%*	*15.2%*	*62.7%*	*31.8%*	*30.4%*	
4	173	170	85	32	114	62	52	171
%V	*11.2%*	*11.3%*	*14.4%*	*15.8%*	*10.5%*	*15.2%*	*7.7%*	*13.6%*
%H (All HH)		*98.3%*	*49.1%*	*18.5%*	*65.9%*	*35.8%*	*30.1%*	*98.8%*
%H (TV HH)			*50.0%*	*18.8%*	*67.1%*	*36.5%*	*30.6%*	
5+	68	67	28	17	42	21	21	68
%V	*4.4%*	*4.4%*	*4.7%*	*8.4%*	*3.9%*	*5.2%*	*3.1%*	*5.4%*
%H (All HH)		*98.5%*	*41.2%*	*25.0%*	*61.8%*	*30.9%*	*30.9%*	*100.0%*
%H (TV HH)			*41.8%*	*25.4%*	*62.7%*	*31.3%*	*31.3%*	
Average HH size	2.19	2.20	2.44	2.58	2.12	2.48	1.90	2.40

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

%V = percentage of vertical total

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

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

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1541	1507	592	203	1086	407	679	1254
%H (All HH)		*97.8%*	*38.4%*	*13.2%*	*70.5%*	*26.4%*	*44.1%*	*81.4%*
%H (TV HH)			*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	
Without	1182	1152	413	144	857	290	567	903
%V	*76.7%*	*76.4%*	*69.8%*	*70.9%*	*78.9%*	*71.3%*	*83.5%*	*72.0%*
%H (All HH)		*97.5%*	*34.9%*	*12.2%*	*72.5%*	*24.5%*	*48.0%*	*76.4%*
%H (TV HH)			*35.9%*	*12.5%*	*74.4%*	*25.2%*	*49.2%*	
With	359	355	179	59	229	117	112	351
%V	*23.3%*	*23.6%*	*30.2%*	*29.1%*	*21.1%*	*28.7%*	*16.5%*	*28.0%*
%H (All HH)		*98.9%*	*49.9%*	*16.4%*	*63.8%*	*32.6%*	*31.2%*	*97.8%*
%H (TV HH)			*50.4%*	*16.6%*	*64.5%*	*33.0%*	*31.5%*	
0 - 3	124	122	57	16	77	34	43	118
%V	*8.0%*	*8.1%*	*9.6%*	*7.9%*	*7.1%*	*8.4%*	*6.3%*	*9.4%*
%H (All HH)		*98.4%*	*46.0%*	*12.9%*	*62.1%*	*27.4%*	*34.7%*	*95.2%*
%H (TV HH)			*46.7%*	*13.1%*	*63.1%*	*27.9%*	*35.2%*	
4 - 9	184	182	100	27	114	60	53	181
%V	*11.9%*	*12.1%*	*16.9%*	*13.3%*	*10.5%*	*14.7%*	*7.8%*	*14.4%*
%H (All HH)		*98.9%*	*54.3%*	*14.7%*	*62.0%*	*32.6%*	*28.8%*	*98.4%*
%H (TV HH)			*54.9%*	*14.8%*	*62.6%*	*33.0%*	*29.1%*	
10 - 15	173	171	88	33	112	60	52	170
%V	*11.2%*	*11.3%*	*14.9%*	*16.3%*	*10.3%*	*14.7%*	*7.7%*	*13.6%*
%H (All HH)		*98.8%*	*50.9%*	*19.1%*	*64.7%*	*34.7%*	*30.1%*	*98.3%*
%H (TV HH)			*51.5%*	*19.3%*	*65.5%*	*35.1%*	*30.4%*	

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

Table 9.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1541	1507	592	203	1086	407	679	1254
%H (All HH)		*97.8%*	*38.4%*	*13.2%*	*70.5%*	*26.4%*	*44.1%*	*81.4%*
%H (TV HH)			*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	
1	541	541	164	48	359	58	301	379
%V	*35.1%*	*35.9%*	*27.7%*	*23.6%*	*33.1%*	*14.3%*	*44.3%*	*30.2%*
%H (All HH)		*100.0%*	*30.3%*	*8.9%*	*66.4%*	*10.7%*	*55.6%*	*70.1%*
%H (TV HH)			*30.3%*	*8.9%*	*66.4%*	*10.7%*	*55.6%*	
2	507	507	201	70	365	137	228	415
%V	*32.9%*	*33.6%*	*34.0%*	*34.5%*	*33.6%*	*33.7%*	*33.6%*	*33.1%*
%H (All HH)		*100.0%*	*39.6%*	*13.8%*	*72.0%*	*27.0%*	*45.0%*	*81.9%*
%H (TV HH)			*39.6%*	*13.8%*	*72.0%*	*27.0%*	*45.0%*	
3	277	277	138	45	215	118	97	254
%V	*18.0%*	*18.4%*	*23.3%*	*22.2%*	*19.8%*	*29.0%*	*14.3%*	*20.3%*
%H (All HH)		*100.0%*	*49.8%*	*16.2%*	*77.6%*	*42.6%*	*35.0%*	*91.7%*
%H (TV HH)			*49.8%*	*16.2%*	*77.6%*	*42.6%*	*35.0%*	
4	127	127	60	27	101	61	40	122
%V	*8.2%*	*8.4%*	*10.1%*	*13.3%*	*9.3%*	*15.0%*	*5.9%*	*9.7%*
%H (All HH)		*100.0%*	*47.2%*	*21.3%*	*79.5%*	*48.0%*	*31.5%*	*96.1%*
%H (TV HH)			*47.2%*	*21.3%*	*79.5%*	*48.0%*	*31.5%*	
5+	55	55	30	13	46	33	13	55
%V	*3.6%*	*3.6%*	*5.1%*	*6.4%*	*4.2%*	*8.1%*	*1.9%*	*4.4%*
%H (All HH)		*100.0%*	*54.5%*	*23.6%*	*83.6%*	*60.0%*	*23.6%*	*100.0%*
%H (TV HH)			*54.5%*	*23.6%*	*83.6%*	*60.0%*	*23.6%*	

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

%V = percentage of vertical total

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

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

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1541	1507	592	203	1086	407	679	1254
%H (All HH)		*97.8%*	*38.4%*	*13.2%*	*70.5%*	*26.4%*	*44.1%*	*81.4%*
%H (TV HH)			*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	
Under 20"	212	212	77	30	182	78	104	176
%V	*13.8%*	*14.1%*	*13.0%*	*14.8%*	*16.8%*	*19.2%*	*15.3%*	*14.0%*
%H (All HH)		*100.0%*	*36.3%*	*14.2%*	*85.8%*	*36.8%*	*49.1%*	*83.0%*
%H (TV HH)			*36.3%*	*14.2%*	*85.8%*	*36.8%*	*49.1%*	
20" - 29"	422	422	157	56	340	136	204	342
%V	*27.4%*	*28.0%*	*26.5%*	*27.6%*	*31.3%*	*33.4%*	*30.0%*	*27.3%*
%H (All HH)		*100.0%*	*37.2%*	*13.3%*	*80.6%*	*32.2%*	*48.3%*	*81.0%*
%H (TV HH)			*37.2%*	*13.3%*	*80.6%*	*32.2%*	*48.3%*	
30" - 39"	700	700	263	95	528	200	328	564
%V	*45.4%*	*46.4%*	*44.4%*	*46.8%*	*48.6%*	*49.1%*	*48.3%*	*45.0%*
%H (All HH)		*100.0%*	*37.6%*	*13.6%*	*75.4%*	*28.6%*	*46.9%*	*80.6%*
%H (TV HH)			*37.6%*	*13.6%*	*75.4%*	*28.6%*	*46.9%*	
40" - 49"	828	828	373	125	593	271	322	722
%V	*53.7%*	*54.9%*	*63.0%*	*61.6%*	*54.6%*	*66.6%*	*47.4%*	*57.6%*
%H (All HH)		*100.0%*	*45.0%*	*15.1%*	*71.6%*	*32.7%*	*38.9%*	*87.2%*
%H (TV HH)			*45.0%*	*15.1%*	*71.6%*	*32.7%*	*38.9%*	
50" - 59"	308	308	160	52	200	109	91	287
%V	*20.0%*	*20.4%*	*27.0%*	*25.6%*	*18.4%*	*26.8%*	*13.4%*	*22.9%*
%H (All HH)		*100.0%*	*51.9%*	*16.9%*	*64.9%*	*35.4%*	*29.5%*	*93.2%*
%H (TV HH)			*51.9%*	*16.9%*	*64.9%*	*35.4%*	*29.5%*	
60"+	35	35	24	7	20	15	5	35
%V	*2.3%*	*2.3%*	*4.1%*	*3.4%*	*1.8%*	*3.7%*	*0.7%*	*2.8%*
%H (All HH)		*100.0%*	*68.6%*	*20.0%*	*57.1%*	*42.9%*	*14.3%*	*100.0%*
%H (TV HH)			*68.6%*	*20.0%*	*57.1%*	*42.9%*	*14.3%*	

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

Table 9.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1541	1507	592	203	1086	407	679	1254
%H (All HH)		*97.8%*	*38.4%*	*13.2%*	*70.5%*	*26.4%*	*44.1%*	*81.4%*
%H (TV HH)			*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	
Main living room	1496	1496	591	203	1078	406	672	1220
%V	*97.1%*	*99.3%*	*99.8%*	*100.0%*	*99.3%*	*99.8%*	*99.0%*	*97.3%*
%H (All HH)		*100.0%*	*39.5%*	*13.6%*	*72.1%*	*27.1%*	*44.9%*	*81.6%*
%H (TV HH)			*39.5%*	*13.6%*	*72.1%*	*27.1%*	*44.9%*	
Kitchen	168	168	70	28	155	82	73	151
%V	*10.9%*	*11.1%*	*11.8%*	*13.8%*	*14.3%*	*20.1%*	*10.8%*	*12.0%*
%H (All HH)		*100.0%*	*41.7%*	*16.7%*	*92.3%*	*48.8%*	*43.5%*	*89.9%*
%H (TV HH)			*41.7%*	*16.7%*	*92.3%*	*48.8%*	*43.5%*	
Adult's bedroom	739	739	331	123	560	279	281	648
%V	*48.0%*	*49.0%*	*55.9%*	*60.6%*	*51.6%*	*68.6%*	*41.4%*	*51.7%*
%H (All HH)		*100.0%*	*44.8%*	*16.6%*	*75.8%*	*37.8%*	*38.0%*	*87.7%*
%H (TV HH)			*44.8%*	*16.6%*	*75.8%*	*37.8%*	*38.0%*	
Child's bedroom	181	181	100	33	123	72	51	177
%V	*11.7%*	*12.0%*	*16.9%*	*16.3%*	*11.3%*	*17.7%*	*7.5%*	*14.1%*
%H (All HH)		*100.0%*	*55.2%*	*18.2%*	*68.0%*	*39.8%*	*28.2%*	*97.8%*
%H (TV HH)			*55.2%*	*18.2%*	*68.0%*	*39.8%*	*28.2%*	
Other bedroom	131	131	59	26	101	56	45	122
%V	*8.5%*	*8.7%*	*10.0%*	*12.8%*	*9.3%*	*13.8%*	*6.6%*	*9.7%*
%H (All HH)		*100.0%*	*45.0%*	*19.8%*	*77.1%*	*42.7%*	*34.4%*	*93.1%*
%H (TV HH)			*45.0%*	*19.8%*	*77.1%*	*42.7%*	*34.4%*	
Second living/dining room	143	143	65	23	110	56	54	126
%V	*9.3%*	*9.5%*	*11.0%*	*11.3%*	*10.1%*	*13.8%*	*8.0%*	*10.0%*
%H (All HH)		*100.0%*	*45.5%*	*16.1%*	*76.9%*	*39.2%*	*37.8%*	*88.1%*
%H (TV HH)			*45.5%*	*16.1%*	*76.9%*	*39.2%*	*37.8%*	
Study/office	22	22	9	6	19	12	7	21
%V	*1.4%*	*1.5%*	*1.5%*	*3.0%*	*1.7%*	*2.9%*	*1.0%*	*1.7%*
%H (All HH)		*100.0%*	*40.9%*	*27.3%*	*86.4%*	*54.5%*	*31.8%*	*95.5%*
%H (TV HH)			*40.9%*	*27.3%*	*86.4%*	*54.5%*	*31.8%*	
TV room	5	5	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%*	*60.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*80.0%*
%H (TV HH)			*60.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	
Conservatory	50	50	24	8	40	22	17	44
%V	*3.2%*	*3.3%*	*4.1%*	*3.9%*	*3.7%*	*5.4%*	*2.5%*	*3.5%*
%H (All HH)		*100.0%*	*48.0%*	*16.0%*	*80.0%*	*44.0%*	*34.0%*	*88.0%*
%H (TV HH)			*48.0%*	*16.0%*	*80.0%*	*44.0%*	*34.0%*	
Attic or loft room	6	6	2	2	5	2	3	6
%V	*0.4%*	*0.4%*	*0.3%*	*1.0%*	*0.5%*	*0.5%*	*0.4%*	*0.5%*
%H (All HH)		*100.0%*	*33.3%*	*33.3%*	*83.3%*	*33.3%*	*50.0%*	*100.0%*
%H (TV HH)			*33.3%*	*33.3%*	*83.3%*	*33.3%*	*50.0%*	
No specific location	2	2	2	0	2	1	1	2
%V	*0.1%*	*0.1%*	*0.3%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%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	13	13	6	3	11	7	4	13
%V	*0.8%*	*0.9%*	*1.0%*	*1.5%*	*1.0%*	*1.7%*	*0.6%*	*1.0%*
%H (All HH)		*100.0%*	*46.2%*	*23.1%*	*84.6%*	*53.8%*	*30.8%*	*100.0%*
%H (TV HH)			*46.2%*	*23.1%*	*84.6%*	*53.8%*	*30.8%*	

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

%V = percentage of vertical total

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

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

Table 9.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1541	1507	592	203	1086	407	679	1254
%H (All HH)		*97.8%*	*38.4%*	*13.2%*	*70.5%*	*26.4%*	*44.1%*	*81.4%*
%H (TV HH)			*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	
Any DSAT provider	592	592	592	10	300	300	0	544
%V	*38.4%*	*39.3%*	*100.0%*	*4.9%*	*27.6%*	*73.7%*	*0.0%*	*43.4%*
%H (All HH)			*100.0%*	*1.7%*	*50.7%*	*50.7%*	*0.0%*	*91.9%*
%H (TV HH)			*100.0%*	*1.7%*	*50.7%*	*50.7%*	*0.0%*	
Sky with subcription	493	493	493	5	246	246	0	462
%V	*32.0%*	*32.7%*	*83.3%*	*2.5%*	*22.7%*	*60.4%*	*0.0%*	*36.8%*
%H (All HH)			*100.0%*	*1.0%*	*49.9%*	*49.9%*	*0.0%*	*93.7%*
%H (TV HH)			*100.0%*	*1.0%*	*49.9%*	*49.9%*	*0.0%*	
Sky without subscription	31	31	31	3	18	18	0	26
%V	*2.0%*	*2.1%*	*5.2%*	*1.5%*	*1.7%*	*4.4%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*9.7%*	*58.1%*	*58.1%*	*0.0%*	*83.9%*
%H (TV HH)			*100.0%*	*9.7%*	*58.1%*	*58.1%*	*0.0%*	
Freesat	63	63	63	1	38	38	0	53
%V	*4.1%*	*4.2%*	*10.6%*	*0.5%*	*3.5%*	*9.3%*	*0.0%*	*4.2%*
%H (All HH)			*100.0%*	*1.6%*	*60.3%*	*60.3%*	*0.0%*	*84.1%*
%H (TV HH)			*100.0%*	*1.6%*	*60.3%*	*60.3%*	*0.0%*	
Other satellite provider	32	32	32	2	14	14	0	27
%V	*2.1%*	*2.1%*	*5.4%*	*1.0%*	*1.3%*	*3.4%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*6.3%*	*43.8%*	*43.8%*	*0.0%*	*84.4%*
%H (TV HH)			*100.0%*	*6.3%*	*43.8%*	*43.8%*	*0.0%*	
DCAB	203	203	10	203	113	113	0	189
%V	*13.2%*	*13.5%*	*1.7%*	*100.0%*	*10.4%*	*27.8%*	*0.0%*	*15.1%*
%H (All HH)			*4.9%*	*100.0%*	*55.7%*	*55.7%*	*0.0%*	*93.1%*
%H (TV HH)			*4.9%*	*100.0%*	*55.7%*	*55.7%*	*0.0%*	
DTT	1086	1086	300	113	1086	407	679	837
%V	*70.5%*	*72.1%*	*50.7%*	*55.7%*	*100.0%*	*100.0%*	*100.0%*	*66.7%*
%H (All HH)		*100.0%*	*27.6%*	*10.4%*	*100.0%*	*37.5%*	*62.5%*	*77.1%*
%H (TV HH)			*27.6%*	*10.4%*	*100.0%*	*37.5%*	*62.5%*	

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

Table 9.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1541	1507	592	203	1086	407	679	1254
%H (All HH)		*97.8%*	*38.4%*	*13.2%*	*70.5%*	*26.4%*	*44.1%*	*81.4%*
%H (TV HH)			*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	
PVR	941	941	546	197	594	386	208	853
%V	*61.1%*	*62.4%*	*92.2%*	*97.0%*	*54.7%*	*94.8%*	*30.6%*	*68.0%*
%H (All HH)		*100.0%*	*58.0%*	*20.9%*	*63.1%*	*41.0%*	*22.1%*	*90.6%*
%H (TV HH)			*58.0%*	*20.9%*	*63.1%*	*41.0%*	*22.1%*	
DVDR	21	21	8	2	17	6	12	15
%V	*1.4%*	*1.4%*	*1.4%*	*1.0%*	*1.6%*	*1.5%*	*1.8%*	*1.2%*
%H (All HH)		*100.0%*	*38.1%*	*9.5%*	*81.0%*	*28.6%*	*57.1%*	*71.4%*
%H (TV HH)			*38.1%*	*9.5%*	*81.0%*	*28.6%*	*57.1%*	
VCR	14	14	4	1	13	3	10	6
%V	*0.9%*	*0.9%*	*0.7%*	*0.5%*	*1.2%*	*0.7%*	*1.5%*	*0.5%*
%H (All HH)		*100.0%*	*28.6%*	*7.1%*	*92.9%*	*21.4%*	*71.4%*	*42.9%*
%H (TV HH)			*28.6%*	*7.1%*	*92.9%*	*21.4%*	*71.4%*	
Any recorder	955	955	546	197	609	386	223	858
%V	*62.0%*	*63.4%*	*92.2%*	*97.0%*	*56.1%*	*94.8%*	*32.8%*	*68.4%*
%H (All HH)		*100.0%*	*57.2%*	*20.6%*	*63.8%*	*40.4%*	*23.4%*	*89.8%*
%H (TV HH)			*57.2%*	*20.6%*	*63.8%*	*40.4%*	*23.4%*	
Receives HDTV (via STB or built-in reception)	1004	1004	474	184	716	361	354	907
%V	*65.2%*	*66.6%*	*80.1%*	*90.6%*	*65.9%*	*88.7%*	*52.1%*	*72.3%*
%H (All HH)		*100.0%*	*47.2%*	*18.3%*	*71.3%*	*36.0%*	*35.3%*	*90.3%*
%H (TV HH)			*47.2%*	*18.3%*	*71.3%*	*36.0%*	*35.3%*	
DVD/Blu-ray player or recorder	1000	1000	415	142	746	313	433	845
%V	*64.9%*	*66.4%*	*70.1%*	*70.0%*	*68.7%*	*76.9%*	*63.8%*	*67.4%*
%H (All HH)		*100.0%*	*41.5%*	*14.2%*	*74.6%*	*31.3%*	*43.3%*	*84.5%*
%H (TV HH)			*41.5%*	*14.2%*	*74.6%*	*31.3%*	*43.3%*	

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

Table 9.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1541	1507	592	203	1086	407	679	1254
%H (All HH)		*97.8%*	*38.4%*	*13.2%*	*70.5%*	*26.4%*	*44.1%*	*81.4%*
%H (TV HH)			*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	
Has broadband internet	1254	1226	544	189	837	376	461	1254
%V	*81.4%*	*81.4%*	*91.9%*	*93.1%*	*77.1%*	*92.4%*	*67.9%*	*100.0%*
%H (All HH)		*97.8%*	*43.4%*	*15.1%*	*66.7%*	*30.0%*	*36.8%*	*100.0%*
%H (TV HH)			*44.4%*	*15.4%*	*68.3%*	*30.7%*	*37.6%*	
Number of computers (PCs and laptops)								
0	356	344	74	21	282	39	242	81
%V	*23.1%*	*22.8%*	*12.5%*	*10.3%*	*26.0%*	*9.6%*	*35.6%*	*6.5%*
%H (All HH)		*96.6%*	*20.8%*	*5.9%*	*79.2%*	*11.0%*	*68.0%*	*22.8%*
%V			*21.5%*	*6.1%*	*82.0%*	*11.3%*	*70.3%*	
1	382	372	138	48	268	90	178	372
%V	*24.8%*	*24.7%*	*23.3%*	*23.6%*	*24.7%*	*22.1%*	*26.2%*	*29.7%*
%H (All HH)		*97.4%*	*36.1%*	*12.6%*	*70.2%*	*23.6%*	*46.6%*	*97.4%*
%V			*37.1%*	*12.9%*	*72.0%*	*24.2%*	*47.8%*	
2	353	349	164	51	235	107	128	353
%V	*22.9%*	*23.2%*	*27.7%*	*25.1%*	*21.6%*	*26.3%*	*18.9%*	*28.1%*
%H (All HH)		*98.9%*	*46.5%*	*14.4%*	*66.6%*	*30.3%*	*36.3%*	*100.0%*
%H (TV HH)			*47.0%*	*14.6%*	*67.3%*	*30.7%*	*36.7%*	
3	221	216	106	33	156	86	70	220
%V	*14.3%*	*14.3%*	*17.9%*	*16.3%*	*14.4%*	*21.1%*	*10.3%*	*17.5%*
%H (All HH)		*97.7%*	*48.0%*	*14.9%*	*70.6%*	*38.9%*	*31.7%*	*99.5%*
%H (TV HH)			*49.1%*	*15.3%*	*72.2%*	*39.8%*	*32.4%*	
4	109	109	52	26	73	44	28	109
%V	*7.1%*	*7.2%*	*8.8%*	*12.8%*	*6.7%*	*10.8%*	*4.1%*	*8.7%*
%H (All HH)		*100.0%*	*47.7%*	*23.9%*	*67.0%*	*40.4%*	*25.7%*	*100.0%*
%H (TV HH)			*47.7%*	*23.9%*	*67.0%*	*40.4%*	*25.7%*	
5+	120	117	58	25	73	41	32	120
%V	*7.8%*	*7.8%*	*9.8%*	*12.3%*	*6.7%*	*10.1%*	*4.7%*	*9.6%*
%H (All HH)		*97.5%*	*48.3%*	*20.8%*	*60.8%*	*34.2%*	*26.7%*	*100.0%*
%H (TV HH)			*49.6%*	*21.4%*	*62.4%*	*35.0%*	*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
Jul 2017 - Jun 2018

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3184	1377	500	2385	1106	1279	2754
%H		*43.2%*	*15.7%*	*74.9%*	*34.7%*	*40.2%*	*86.5%*
Under 20"	258	96	38	221	99	122	214
%V	*8.1%*	*7.0%*	*7.6%*	*9.3%*	*9.0%*	*9.5%*	*7.8%*
%H		*37.2%*	*14.7%*	*85.7%*	*38.4%*	*47.3%*	*82.9%*
20" - 29"	551	217	83	444	196	247	459
%V	*17.3%*	*15.8%*	*16.6%*	*18.6%*	*17.7%*	*19.3%*	*16.7%*
%H		*39.4%*	*15.1%*	*80.6%*	*35.6%*	*44.8%*	*83.3%*
30" - 39"	889	349	129	676	279	397	740
%V	*27.9%*	*25.3%*	*25.8%*	*28.3%*	*25.2%*	*31.0%*	*26.9%*
%H		*39.3%*	*14.5%*	*76.0%*	*31.4%*	*44.7%*	*83.2%*
40" - 49"	1042	488	170	748	369	379	928
%V	*32.7%*	*35.4%*	*34.0%*	*31.4%*	*33.4%*	*29.6%*	*33.7%*
%H		*46.8%*	*16.3%*	*71.8%*	*35.4%*	*36.4%*	*89.1%*
50" - 59"	343	181	59	227	128	100	322
%V	*10.8%*	*13.1%*	*11.8%*	*9.5%*	*11.6%*	*7.8%*	*11.7%*
%H		*52.8%*	*17.2%*	*66.2%*	*37.3%*	*29.2%*	*93.9%*
60"+	38	26	7	21	16	6	37
%V	*1.2%*	*1.9%*	*1.4%*	*0.9%*	*1.4%*	*0.5%*	*1.3%*
%H		*68.4%*	*18.4%*	*55.3%*	*42.1%*	*15.8%*	*97.4%*
Don't know	63	21	14	47	19	28	54
%V	*2.0%*	*1.5%*	*2.8%*	*2.0%*	*1.7%*	*2.2%*	*2.0%*
%H		*33.3%*	*22.2%*	*74.6%*	*30.2%*	*44.4%*	*85.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3184	1377	500	2385	1106	1279	2754
%H		*43.2%*	*15.7%*	*74.9%*	*34.7%*	*40.2%*	*86.5%*
Main living room	1500	593	203	1082	408	674	1224
%V	*47.1%*	*43.1%*	*40.6%*	*45.4%*	*36.9%*	*52.7%*	*44.4%*
%H		*39.5%*	*13.5%*	*72.1%*	*27.2%*	*44.9%*	*81.6%*
Kitchen	169	70	28	155	82	73	152
%V	*5.3%*	*5.1%*	*5.6%*	*6.5%*	*7.4%*	*5.7%*	*5.5%*
%H		*41.4%*	*16.6%*	*91.7%*	*48.5%*	*43.2%*	*89.9%*
Adult's bedroom	866	395	145	665	343	322	768
%V	*27.2%*	*28.7%*	*29.0%*	*27.9%*	*31.0%*	*25.2%*	*27.9%*
%H		*45.6%*	*16.7%*	*76.8%*	*39.6%*	*37.2%*	*88.7%*
Child's bedroom	251	138	48	170	101	70	245
%V	*7.9%*	*10.0%*	*9.6%*	*7.1%*	*9.1%*	*5.5%*	*8.9%*
%H		*55.0%*	*19.1%*	*67.7%*	*40.2%*	*27.9%*	*97.6%*
Other bedroom	154	70	31	119	67	51	145
%V	*4.8%*	*5.1%*	*6.2%*	*5.0%*	*6.1%*	*4.0%*	*5.3%*
%H		*45.5%*	*20.1%*	*77.3%*	*43.5%*	*33.1%*	*94.2%*
Second living/dining room	146	66	24	114	59	55	130
%V	*4.6%*	*4.8%*	*4.8%*	*4.8%*	*5.3%*	*4.3%*	*4.7%*
%H		*45.2%*	*16.4%*	*78.1%*	*40.4%*	*37.7%*	*89.0%*
Study/office	22	9	6	19	12	7	21
%V	*0.7%*	*0.7%*	*1.2%*	*0.8%*	*1.1%*	*0.5%*	*0.8%*
%H		*40.9%*	*27.3%*	*86.4%*	*54.5%*	*31.8%*	*95.5%*
TV room	5	3	0	3	2	1	4
%V	*0.2%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*60.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*80.0%*
Conservatory	50	24	8	40	22	17	44
%V	*1.6%*	*1.7%*	*1.6%*	*1.7%*	*2.0%*	*1.3%*	*1.6%*
%H		*48.0%*	*16.0%*	*80.0%*	*44.0%*	*34.0%*	*88.0%*
Attic or loft room	6	2	2	5	2	3	6
%V	*0.2%*	*0.1%*	*0.4%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*33.3%*	*33.3%*	*83.3%*	*33.3%*	*50.0%*	*100.0%*
No specific location	2	2	0	2	1	1	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Other	13	6	3	11	7	4	13
%V	*0.4%*	*0.4%*	*0.6%*	*0.5%*	*0.6%*	*0.3%*	*0.5%*
%H		*46.2%*	*23.1%*	*84.6%*	*53.8%*	*30.8%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC North East & Cumbria

Set level data

Table 9.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3184	1377	500	2385	1106	1279	2754
%H		*43.2%*	*15.7%*	*74.9%*	*34.7%*	*40.2%*	*86.5%*
PVR	1340	835	290	792	563	229	1241
%V	*42.1%*	*60.6%*	*58.0%*	*33.2%*	*50.9%*	*17.9%*	*45.1%*
%H		*62.3%*	*21.6%*	*59.1%*	*42.0%*	*17.1%*	*92.6%*
DVDR	22	8	2	18	6	12	15
%V	*0.7%*	*0.6%*	*0.4%*	*0.8%*	*0.5%*	*0.9%*	*0.5%*
%H		*36.4%*	*9.1%*	*81.8%*	*27.3%*	*54.5%*	*68.2%*
VCR	15	4	1	13	3	10	7
%V	*0.5%*	*0.3%*	*0.2%*	*0.5%*	*0.3%*	*0.8%*	*0.3%*
%H		*26.7%*	*6.7%*	*86.7%*	*20.0%*	*66.7%*	*46.7%*
Any recorder	1360	836	291	811	565	247	1249
%V	*42.7%*	*60.7%*	*58.2%*	*34.0%*	*51.1%*	*19.3%*	*45.4%*
%H		*61.5%*	*21.4%*	*59.6%*	*41.5%*	*18.2%*	*91.8%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3184	1377	500	2385	1106	1279	2754
%H		*43.2%*	*15.7%*	*74.9%*	*34.7%*	*40.2%*	*86.5%*
Receives HDTV (via STB or built-in reception)	1607	792	304	1165	638	527	1483
%V	*50.5%*	*57.5%*	*60.8%*	*48.8%*	*57.7%*	*41.2%*	*53.8%*
%H		*49.3%*	*18.9%*	*72.5%*	*39.7%*	*32.8%*	*92.3%*
DVD/Blu-ray player or recorder	1442	622	227	1093	508	585	1257
%V	*45.3%*	*45.2%*	*45.4%*	*45.8%*	*45.9%*	*45.7%*	*45.6%*
%H		*43.1%*	*15.7%*	*75.8%*	*35.2%*	*40.6%*	*87.2%*

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

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	1506	592	203	1086	407	679	1226
%H		*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	*81.4%*
Under 20"	10	1	0	9	0	8	6
%V	*0.7%*	*0.2%*	*0.0%*	*0.8%*	*0.0%*	*1.2%*	*0.5%*
%H		*10.0%*	*0.0%*	*90.0%*	*0.0%*	*80.0%*	*60.0%*
20" - 29"	101	17	10	77	9	68	60
%V	*6.7%*	*2.9%*	*4.9%*	*7.1%*	*2.2%*	*10.0%*	*4.9%*
%H		*16.8%*	*9.9%*	*76.2%*	*8.9%*	*67.3%*	*59.4%*
30" - 39"	361	103	32	276	64	213	251
%V	*24.0%*	*17.4%*	*15.8%*	*25.4%*	*15.7%*	*31.4%*	*20.5%*
%H		*28.5%*	*8.9%*	*76.5%*	*17.7%*	*59.0%*	*69.5%*
40" - 49"	703	302	105	506	219	288	601
%V	*46.7%*	*51.0%*	*51.7%*	*46.6%*	*53.8%*	*42.4%*	*49.0%*
%H		*43.0%*	*14.9%*	*72.0%*	*31.2%*	*41.0%*	*85.5%*
50" - 59"	273	141	44	180	96	84	255
%V	*18.1%*	*23.8%*	*21.7%*	*16.6%*	*23.6%*	*12.4%*	*20.8%*
%H		*51.6%*	*16.1%*	*65.9%*	*35.2%*	*30.8%*	*93.4%*
60"+	32	22	7	18	14	5	32
%V	*2.1%*	*3.7%*	*3.4%*	*1.7%*	*3.4%*	*0.7%*	*2.6%*
%H		*68.8%*	*21.9%*	*56.3%*	*43.8%*	*15.6%*	*100.0%*
Don't know	26	7	5	19	5	14	21
%V	*1.7%*	*1.2%*	*2.5%*	*1.7%*	*1.2%*	*2.1%*	*1.7%*
%H		*26.9%*	*19.2%*	*73.1%*	*19.2%*	*53.8%*	*80.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1506	592	203	1086	407	679	1226
%H		*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	*81.4%*
PVR	917	538	193	572	377	195	832
%V	*60.9%*	*90.9%*	*95.1%*	*52.7%*	*92.6%*	*28.7%*	*67.9%*
%H		*58.7%*	*21.0%*	*62.4%*	*41.1%*	*21.3%*	*90.7%*
DVDR	18	6	1	16	4	12	12
%V	*1.2%*	*1.0%*	*0.5%*	*1.5%*	*1.0%*	*1.8%*	*1.0%*
%H		*33.3%*	*5.6%*	*88.9%*	*22.2%*	*66.7%*	*66.7%*
VCR	7	0	0	7	0	7	2
%V	*0.5%*	*0.0%*	*0.0%*	*0.6%*	*0.0%*	*1.0%*	*0.2%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*28.6%*
Any recorder	932	538	193	586	377	210	838
%V	*61.9%*	*90.9%*	*95.1%*	*54.0%*	*92.6%*	*30.9%*	*68.4%*
%H		*57.7%*	*20.7%*	*62.9%*	*40.5%*	*22.5%*	*89.9%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1506	592	203	1086	407	679	1226
%H		*39.3%*	*13.5%*	*72.1%*	*27.0%*	*45.1%*	*81.4%*
Receives HDTV (via STB or built-in reception)	973	463	182	689	351	337	883
%V	*64.6%*	*78.2%*	*89.7%*	*63.4%*	*86.2%*	*49.6%*	*72.0%*
%H		*47.6%*	*18.7%*	*70.8%*	*36.1%*	*34.6%*	*90.8%*
DVD/Blu-ray player or recorder	821	330	104	618	242	376	675
%V	*54.5%*	*55.7%*	*51.2%*	*56.9%*	*59.5%*	*55.4%*	*55.1%*
%H		*40.2%*	*12.7%*	*75.3%*	*29.5%*	*45.8%*	*82.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1678	785	297	1299	699	599	1528
%H		*46.8%*	*17.7%*	*77.4%*	*41.7%*	*35.7%*	*91.1%*
Under 20"	248	95	38	212	98	114	208
%V	*14.8%*	*12.1%*	*12.8%*	*16.3%*	*14.0%*	*19.0%*	*13.6%*
%H		*38.3%*	*15.3%*	*85.5%*	*39.5%*	*46.0%*	*83.9%*
20" - 29"	450	200	73	366	187	179	399
%V	*26.8%*	*25.5%*	*24.6%*	*28.2%*	*26.8%*	*29.9%*	*26.1%*
%H		*44.4%*	*16.2%*	*81.3%*	*41.6%*	*39.8%*	*88.7%*
30" - 39"	528	246	97	400	215	184	489
%V	*31.5%*	*31.3%*	*32.7%*	*30.8%*	*30.8%*	*30.7%*	*32.0%*
%H		*46.6%*	*18.4%*	*75.8%*	*40.7%*	*34.8%*	*92.6%*
40" - 49"	340	186	65	242	151	91	327
%V	*20.3%*	*23.7%*	*21.9%*	*18.6%*	*21.6%*	*15.2%*	*21.4%*
%H		*54.7%*	*19.1%*	*71.2%*	*44.4%*	*26.8%*	*96.2%*
50" - 59"	69	40	15	47	32	15	68
%V	*4.1%*	*5.1%*	*5.1%*	*3.6%*	*4.6%*	*2.5%*	*4.5%*
%H		*58.0%*	*21.7%*	*68.1%*	*46.4%*	*21.7%*	*98.6%*
60"+	6	4	0	3	2	1	5
%V	*0.4%*	*0.5%*	*0.0%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*
%H		*66.7%*	*0.0%*	*50.0%*	*33.3%*	*16.7%*	*83.3%*
Don't know	37	14	9	28	14	14	33
%V	*2.2%*	*1.8%*	*3.0%*	*2.2%*	*2.0%*	*2.3%*	*2.2%*
%H		*37.8%*	*24.3%*	*75.7%*	*37.8%*	*37.8%*	*89.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1678	785	297	1299	699	599	1528
%H		*46.8%*	*17.7%*	*77.4%*	*41.7%*	*35.7%*	*91.1%*
PVR	423	296	98	220	187	34	409
%V	*25.2%*	*37.7%*	*33.0%*	*16.9%*	*26.8%*	*5.7%*	*26.8%*
%H		*70.0%*	*23.2%*	*52.0%*	*44.2%*	*8.0%*	*96.7%*
DVDR	3	2	1	2	2	0	3
%V	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*
%H		*66.7%*	*33.3%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
VCR	8	3	1	6	3	4	4
%V	*0.5%*	*0.4%*	*0.3%*	*0.5%*	*0.4%*	*0.7%*	*0.3%*
%H		*37.5%*	*12.5%*	*75.0%*	*37.5%*	*50.0%*	*50.0%*
Any recorder	429	298	99	225	188	37	412
%V	*25.6%*	*38.0%*	*33.3%*	*17.3%*	*26.9%*	*6.2%*	*27.0%*
%H		*69.5%*	*23.1%*	*52.4%*	*43.8%*	*8.6%*	*96.0%*

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

Set level data

Table 9.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1678	785	297	1299	699	599	1528
%H		*46.8%*	*17.7%*	*77.4%*	*41.7%*	*35.7%*	*91.1%*
Receives HDTV (via STB or built-in reception)	634	329	122	477	287	190	599
%V	*37.8%*	*41.9%*	*41.1%*	*36.7%*	*41.1%*	*31.7%*	*39.2%*
%H		*51.9%*	*19.2%*	*75.2%*	*45.3%*	*30.0%*	*94.5%*
DVD/Blu-ray player or recorder	621	292	123	475	266	209	581
%V	*37.0%*	*37.2%*	*41.4%*	*36.6%*	*38.1%*	*34.9%*	*38.0%*
%H		*47.0%*	*19.8%*	*76.5%*	*42.8%*	*33.7%*	*93.6%*

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

Table 9.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	3377	3310	1443	524	2300	1008	1293	3004
%H		*98.0%*	*42.7%*	*15.5%*	*68.1%*	*29.8%*	*38.3%*	*89.0%*
Total Children	610	605	308	104	389	202	187	597
%V	*18.1%*	*18.3%*	*21.3%*	*19.8%*	*16.9%*	*20.0%*	*14.5%*	*19.9%*
%H		*99.2%*	*50.5%*	*17.0%*	*63.8%*	*33.1%*	*30.7%*	*97.9%*
0 - 3	144	142	66	20	91	41	50	136
%V	*4.3%*	*4.3%*	*4.6%*	*3.8%*	*4.0%*	*4.1%*	*3.9%*	*4.5%*
%H		*98.6%*	*45.8%*	*13.9%*	*63.2%*	*28.5%*	*34.7%*	*94.4%*
4 - 15	466	463	242	84	298	161	137	461
%V	*13.8%*	*14.0%*	*16.8%*	*16.0%*	*13.0%*	*16.0%*	*10.6%*	*15.3%*
%H		*99.4%*	*51.9%*	*18.0%*	*63.9%*	*34.5%*	*29.4%*	*98.9%*
4 - 9	242	239	128	37	150	78	73	239
%V	*7.2%*	*7.2%*	*8.9%*	*7.1%*	*6.5%*	*7.7%*	*5.6%*	*8.0%*
%H		*98.8%*	*52.9%*	*15.3%*	*62.0%*	*32.2%*	*30.2%*	*98.8%*
10 - 15	225	223	114	47	148	84	64	222
%V	*6.7%*	*6.7%*	*7.9%*	*9.0%*	*6.4%*	*8.3%*	*4.9%*	*7.4%*
%H		*99.1%*	*50.7%*	*20.9%*	*65.8%*	*37.3%*	*28.4%*	*98.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	3377	3310	1443	524	2300	1008	1293	3004
%H		*98.0%*	*42.7%*	*15.5%*	*68.1%*	*29.8%*	*38.3%*	*89.0%*
Total Adults (16+)	2767	2706	1135	420	1911	806	1106	2407
%V	*81.9%*	*81.8%*	*78.7%*	*80.2%*	*83.1%*	*80.0%*	*85.5%*	*80.1%*
%H		*97.8%*	*41.0%*	*15.2%*	*69.1%*	*29.1%*	*40.0%*	*87.0%*
16 - 19	143	138	56	28	93	43	50	142
%V	*4.2%*	*4.2%*	*3.9%*	*5.3%*	*4.0%*	*4.3%*	*3.9%*	*4.7%*
%H		*96.5%*	*39.2%*	*19.6%*	*65.0%*	*30.1%*	*35.0%*	*99.3%*
20 - 24	190	181	65	32	109	49	61	185
%V	*5.6%*	*5.5%*	*4.5%*	*6.1%*	*4.7%*	*4.9%*	*4.7%*	*6.2%*
%H		*95.3%*	*34.2%*	*16.8%*	*57.4%*	*25.8%*	*32.1%*	*97.4%*
25 - 34	424	406	186	56	251	107	144	409
%V	*12.6%*	*12.3%*	*12.9%*	*10.7%*	*10.9%*	*10.6%*	*11.1%*	*13.6%*
%H		*95.8%*	*43.9%*	*13.2%*	*59.2%*	*25.2%*	*34.0%*	*96.5%*
35 - 44	376	370	205	65	228	129	100	365
%V	*11.1%*	*11.2%*	*14.2%*	*12.4%*	*9.9%*	*12.8%*	*7.7%*	*12.2%*
%H		*98.4%*	*54.5%*	*17.3%*	*60.6%*	*34.3%*	*26.6%*	*97.1%*
45 - 54	484	473	229	92	315	162	152	458
%V	*14.3%*	*14.3%*	*15.9%*	*17.6%*	*13.7%*	*16.1%*	*11.8%*	*15.2%*
%H		*97.7%*	*47.3%*	*19.0%*	*65.1%*	*33.5%*	*31.4%*	*94.6%*
55 - 64	469	461	176	74	357	143	214	417
%V	*13.9%*	*13.9%*	*12.2%*	*14.1%*	*15.5%*	*14.2%*	*16.6%*	*13.9%*
%H		*98.3%*	*37.5%*	*15.8%*	*76.1%*	*30.5%*	*45.6%*	*88.9%*
65+	681	678	219	74	558	172	385	431
%V	*20.2%*	*20.5%*	*15.2%*	*14.1%*	*24.3%*	*17.1%*	*29.8%*	*14.3%*
%H		*99.6%*	*32.2%*	*10.9%*	*81.9%*	*25.3%*	*56.5%*	*63.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2767	2706	1135	420	1911	806	1106	2407
%H		*97.8%*	*41.0%*	*15.2%*	*69.1%*	*29.1%*	*40.0%*	*87.0%*
AB	637	625	282	108	452	220	232	615
%V	*23.0%*	*23.1%*	*24.8%*	*25.7%*	*23.7%*	*27.3%*	*21.0%*	*25.6%*
%H		*98.1%*	*44.3%*	*17.0%*	*71.0%*	*34.5%*	*36.4%*	*96.5%*
C1	767	746	307	112	504	204	300	709
%V	*27.7%*	*27.6%*	*27.0%*	*26.7%*	*26.4%*	*25.3%*	*27.1%*	*29.5%*
%H		*97.3%*	*40.0%*	*14.6%*	*65.7%*	*26.6%*	*39.1%*	*92.4%*
C2	618	610	286	98	422	193	228	553
%V	*22.3%*	*22.5%*	*25.2%*	*23.3%*	*22.1%*	*23.9%*	*20.6%*	*23.0%*
%H		*98.7%*	*46.3%*	*15.9%*	*68.3%*	*31.2%*	*36.9%*	*89.5%*
D	443	439	183	72	309	138	171	362
%V	*16.0%*	*16.2%*	*16.1%*	*17.1%*	*16.2%*	*17.1%*	*15.5%*	*15.0%*
%H		*99.1%*	*41.3%*	*16.3%*	*69.8%*	*31.2%*	*38.6%*	*81.7%*
E	300	285	78	30	225	50	175	169
%V	*10.8%*	*10.5%*	*6.9%*	*7.1%*	*11.8%*	*6.2%*	*15.8%*	*7.0%*
%H		*95.0%*	*26.0%*	*10.0%*	*75.0%*	*16.7%*	*58.3%*	*56.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2767	2706	1135	420	1911	806	1106	2407
%H		*97.8%*	*41.0%*	*15.2%*	*69.1%*	*29.1%*	*40.0%*	*87.0%*
Working full time	1212	1185	593	212	763	399	364	1178
%V	*43.8%*	*43.8%*	*52.2%*	*50.5%*	*39.9%*	*49.5%*	*32.9%*	*48.9%*
%H		*97.8%*	*48.9%*	*17.5%*	*63.0%*	*32.9%*	*30.0%*	*97.2%*
Working part time	300	298	142	40	219	107	111	285
%V	*10.8%*	*11.0%*	*12.5%*	*9.5%*	*11.5%*	*13.3%*	*10.0%*	*11.8%*
%H		*99.3%*	*47.3%*	*13.3%*	*73.0%*	*35.7%*	*37.0%*	*95.0%*
Not working	1255	1223	400	167	930	300	631	944
%V	*45.4%*	*45.2%*	*35.2%*	*39.8%*	*48.7%*	*37.2%*	*57.1%*	*39.2%*
%H		*97.5%*	*31.9%*	*13.3%*	*74.1%*	*23.9%*	*50.3%*	*75.2%*
Houseperson	1541	1507	592	203	1086	407	679	1254
%V	*55.7%*	*55.7%*	*52.2%*	*48.3%*	*56.8%*	*50.5%*	*61.4%*	*52.1%*
%H		*97.8%*	*38.4%*	*13.2%*	*70.5%*	*26.4%*	*44.1%*	*81.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1347	1314	558	199	922	394	528	1183
%H		*97.6%*	*41.4%*	*14.8%*	*68.4%*	*29.3%*	*39.2%*	*87.8%*
16 - 19	79	77	32	15	50	23	27	79
%V	*5.9%*	*5.9%*	*5.7%*	*7.5%*	*5.4%*	*5.8%*	*5.1%*	*6.7%*
%H		*97.5%*	*40.5%*	*19.0%*	*63.3%*	*29.1%*	*34.2%*	*100.0%*
20 - 24	96	92	31	16	54	24	31	94
%V	*7.1%*	*7.0%*	*5.6%*	*8.0%*	*5.9%*	*6.1%*	*5.9%*	*7.9%*
%H		*95.8%*	*32.3%*	*16.7%*	*56.3%*	*25.0%*	*32.3%*	*97.9%*
25 - 34	211	202	93	27	125	54	71	201
%V	*15.7%*	*15.4%*	*16.7%*	*13.6%*	*13.6%*	*13.7%*	*13.4%*	*17.0%*
%H		*95.7%*	*44.1%*	*12.8%*	*59.2%*	*25.6%*	*33.6%*	*95.3%*
35 - 44	182	178	97	31	112	63	49	175
%V	*13.5%*	*13.5%*	*17.4%*	*15.6%*	*12.1%*	*16.0%*	*9.3%*	*14.8%*
%H		*97.8%*	*53.3%*	*17.0%*	*61.5%*	*34.6%*	*26.9%*	*96.2%*
45 - 54	234	227	107	41	151	74	77	218
%V	*17.4%*	*17.3%*	*19.2%*	*20.6%*	*16.4%*	*18.8%*	*14.6%*	*18.4%*
%H		*97.0%*	*45.7%*	*17.5%*	*64.5%*	*31.6%*	*32.9%*	*93.2%*
55 - 64	234	228	82	39	176	68	109	206
%V	*17.4%*	*17.4%*	*14.7%*	*19.6%*	*19.1%*	*17.3%*	*20.6%*	*17.4%*
%H		*97.4%*	*35.0%*	*16.7%*	*75.2%*	*29.1%*	*46.6%*	*88.0%*
65+	311	309	115	30	253	89	164	210
%V	*23.1%*	*23.5%*	*20.6%*	*15.1%*	*27.4%*	*22.6%*	*31.1%*	*17.8%*
%H		*99.4%*	*37.0%*	*9.6%*	*81.4%*	*28.6%*	*52.7%*	*67.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1347	1314	558	199	922	394	528	1183
%H		*97.6%*	*41.4%*	*14.8%*	*68.4%*	*29.3%*	*39.2%*	*87.8%*
AB	323	316	147	53	229	113	115	313
%V	*24.0%*	*24.0%*	*26.3%*	*26.6%*	*24.8%*	*28.7%*	*21.8%*	*26.5%*
%H		*97.8%*	*45.5%*	*16.4%*	*70.9%*	*35.0%*	*35.6%*	*96.9%*
C1	364	353	147	50	233	96	138	337
%V	*27.0%*	*26.9%*	*26.3%*	*25.1%*	*25.3%*	*24.4%*	*26.1%*	*28.5%*
%H		*97.0%*	*40.4%*	*13.7%*	*64.0%*	*26.4%*	*37.9%*	*92.6%*
C2	318	314	144	48	220	98	121	281
%V	*23.6%*	*23.9%*	*25.8%*	*24.1%*	*23.9%*	*24.9%*	*22.9%*	*23.8%*
%H		*98.7%*	*45.3%*	*15.1%*	*69.2%*	*30.8%*	*38.1%*	*88.4%*
D	210	207	87	34	141	62	79	173
%V	*15.6%*	*15.8%*	*15.6%*	*17.1%*	*15.3%*	*15.7%*	*15.0%*	*14.6%*
%H		*98.6%*	*41.4%*	*16.2%*	*67.1%*	*29.5%*	*37.6%*	*82.4%*
E	131	124	33	14	99	24	75	78
%V	*9.7%*	*9.4%*	*5.9%*	*7.0%*	*10.7%*	*6.1%*	*14.2%*	*6.6%*
%H		*94.7%*	*25.2%*	*10.7%*	*75.6%*	*18.3%*	*57.3%*	*59.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1347	1314	558	199	922	394	528	1183
%H		*97.6%*	*41.4%*	*14.8%*	*68.4%*	*29.3%*	*39.2%*	*87.8%*
Working full time	720	703	350	121	457	235	222	696
%V	*53.5%*	*53.5%*	*62.7%*	*60.8%*	*49.6%*	*59.6%*	*42.0%*	*58.8%*
%H		*97.6%*	*48.6%*	*16.8%*	*63.5%*	*32.6%*	*30.8%*	*96.7%*
Working part time	63	61	28	5	46	19	27	59
%V	*4.7%*	*4.6%*	*5.0%*	*2.5%*	*5.0%*	*4.8%*	*5.1%*	*5.0%*
%H		*96.8%*	*44.4%*	*7.9%*	*73.0%*	*30.2%*	*42.9%*	*93.7%*
Not working	564	550	180	74	419	140	279	429
%V	*41.9%*	*41.9%*	*32.3%*	*37.2%*	*45.4%*	*35.5%*	*52.8%*	*36.3%*
%H		*97.5%*	*31.9%*	*13.1%*	*74.3%*	*24.8%*	*49.5%*	*76.1%*
Houseperson	343	327	106	29	245	72	173	241
%V	*25.5%*	*24.9%*	*19.0%*	*14.6%*	*26.6%*	*18.3%*	*32.8%*	*20.4%*
%H		*95.3%*	*30.9%*	*8.5%*	*71.4%*	*21.0%*	*50.4%*	*70.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1420	1392	577	221	989	412	578	1224
%H		*98.0%*	*40.6%*	*15.6%*	*69.6%*	*29.0%*	*40.7%*	*86.2%*
16 - 19	63	61	24	14	43	20	23	63
%V	*4.4%*	*4.4%*	*4.2%*	*6.3%*	*4.3%*	*4.9%*	*4.0%*	*5.1%*
%H		*96.8%*	*38.1%*	*22.2%*	*68.3%*	*31.7%*	*36.5%*	*100.0%*
20 - 24	94	88	34	15	55	25	30	91
%V	*6.6%*	*6.3%*	*5.9%*	*6.8%*	*5.6%*	*6.1%*	*5.2%*	*7.4%*
%H		*93.6%*	*36.2%*	*16.0%*	*58.5%*	*26.6%*	*31.9%*	*96.8%*
25 - 34	213	203	92	29	126	53	73	208
%V	*15.0%*	*14.6%*	*15.9%*	*13.1%*	*12.7%*	*12.9%*	*12.6%*	*17.0%*
%H		*95.3%*	*43.2%*	*13.6%*	*59.2%*	*24.9%*	*34.3%*	*97.7%*
35 - 44	194	191	108	34	116	66	50	191
%V	*13.7%*	*13.7%*	*18.7%*	*15.4%*	*11.7%*	*16.0%*	*8.7%*	*15.6%*
%H		*98.5%*	*55.7%*	*17.5%*	*59.8%*	*34.0%*	*25.8%*	*98.5%*
45 - 54	250	246	123	51	164	88	76	240
%V	*17.6%*	*17.7%*	*21.3%*	*23.1%*	*16.6%*	*21.4%*	*13.1%*	*19.6%*
%H		*98.4%*	*49.2%*	*20.4%*	*65.6%*	*35.2%*	*30.4%*	*96.0%*
55 - 64	235	233	93	35	181	76	105	211
%V	*16.5%*	*16.7%*	*16.1%*	*15.8%*	*18.3%*	*18.4%*	*18.2%*	*17.2%*
%H		*99.1%*	*39.6%*	*14.9%*	*77.0%*	*32.3%*	*44.7%*	*89.8%*
65+	370	369	103	44	304	83	221	221
%V	*26.1%*	*26.5%*	*17.9%*	*19.9%*	*30.7%*	*20.1%*	*38.2%*	*18.1%*
%H		*99.7%*	*27.8%*	*11.9%*	*82.2%*	*22.4%*	*59.7%*	*59.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1420	1392	577	221	989	412	578	1224
%H		*98.0%*	*40.6%*	*15.6%*	*69.6%*	*29.0%*	*40.7%*	*86.2%*
AB	314	309	134	55	223	107	117	302
%V	*22.1%*	*22.2%*	*23.2%*	*24.9%*	*22.5%*	*26.0%*	*20.2%*	*24.7%*
%H		*98.4%*	*42.7%*	*17.5%*	*71.0%*	*34.1%*	*37.3%*	*96.2%*
C1	403	393	161	61	271	108	162	371
%V	*28.4%*	*28.2%*	*27.9%*	*27.6%*	*27.4%*	*26.2%*	*28.0%*	*30.3%*
%H		*97.5%*	*40.0%*	*15.1%*	*67.2%*	*26.8%*	*40.2%*	*92.1%*
C2	300	297	141	50	202	95	107	272
%V	*21.1%*	*21.3%*	*24.4%*	*22.6%*	*20.4%*	*23.1%*	*18.5%*	*22.2%*
%H		*99.0%*	*47.0%*	*16.7%*	*67.3%*	*31.7%*	*35.7%*	*90.7%*
D	233	232	96	38	168	75	92	188
%V	*16.4%*	*16.7%*	*16.6%*	*17.2%*	*17.0%*	*18.2%*	*15.9%*	*15.4%*
%H		*99.6%*	*41.2%*	*16.3%*	*72.1%*	*32.2%*	*39.5%*	*80.7%*
E	169	161	45	16	126	26	100	91
%V	*11.9%*	*11.6%*	*7.8%*	*7.2%*	*12.7%*	*6.3%*	*17.3%*	*7.4%*
%H		*95.3%*	*26.6%*	*9.5%*	*74.6%*	*15.4%*	*59.2%*	*53.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1420	1392	577	221	989	412	578	1224
%H		*98.0%*	*40.6%*	*15.6%*	*69.6%*	*29.0%*	*40.7%*	*86.2%*
Working full time	492	482	243	92	305	164	142	482
%V	*34.6%*	*34.6%*	*42.1%*	*41.6%*	*30.8%*	*39.8%*	*24.6%*	*39.4%*
%H		*98.0%*	*49.4%*	*18.7%*	*62.0%*	*33.3%*	*28.9%*	*98.0%*
Working part time	237	236	114	36	173	88	84	226
%V	*16.7%*	*17.0%*	*19.8%*	*16.3%*	*17.5%*	*21.4%*	*14.5%*	*18.5%*
%H		*99.6%*	*48.1%*	*15.2%*	*73.0%*	*37.1%*	*35.4%*	*95.4%*
Not working	691	673	220	93	511	159	351	516
%V	*48.7%*	*48.3%*	*38.1%*	*42.1%*	*51.7%*	*38.6%*	*60.7%*	*42.2%*
%H		*97.4%*	*31.8%*	*13.5%*	*74.0%*	*23.0%*	*50.8%*	*74.7%*
Houseperson	1198	1180	486	174	841	335	506	1013
%V	*84.4%*	*84.8%*	*84.2%*	*78.7%*	*85.0%*	*81.3%*	*87.5%*	*82.8%*
%H		*98.5%*	*40.6%*	*14.5%*	*70.2%*	*28.0%*	*42.2%*	*84.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

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Household level data

Table 10.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3078	2955	1042	488	2096	730	1365	2590
%H (All HH)		*96.0%*	*33.9%*	*15.9%*	*68.1%*	*23.7%*	*44.3%*	*84.1%*
%H (TV HH)			*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	
AB	583	566	238	78	405	167	238	562
%V	*18.9%*	*19.2%*	*22.8%*	*16.0%*	*19.3%*	*22.9%*	*17.4%*	*21.7%*
%H (All HH)		*97.1%*	*40.8%*	*13.4%*	*69.5%*	*28.6%*	*40.8%*	*96.4%*
%H (TV HH)			*42.0%*	*13.8%*	*71.6%*	*29.5%*	*42.0%*	
C1	821	787	301	137	549	212	338	750
%V	*26.7%*	*26.6%*	*28.9%*	*28.1%*	*26.2%*	*29.0%*	*24.8%*	*29.0%*
%H (All HH)		*95.9%*	*36.7%*	*16.7%*	*66.9%*	*25.8%*	*41.2%*	*91.4%*
%H (TV HH)			*38.2%*	*17.4%*	*69.8%*	*26.9%*	*42.9%*	
C2	622	606	220	120	423	169	254	539
%V	*20.2%*	*20.5%*	*21.1%*	*24.6%*	*20.2%*	*23.2%*	*18.6%*	*20.8%*
%H (All HH)		*97.4%*	*35.4%*	*19.3%*	*68.0%*	*27.2%*	*40.8%*	*86.7%*
%H (TV HH)			*36.3%*	*19.8%*	*69.8%*	*27.9%*	*41.9%*	
D	522	491	167	83	336	109	226	416
%V	*17.0%*	*16.6%*	*16.0%*	*17.0%*	*16.0%*	*14.9%*	*16.6%*	*16.1%*
%H (All HH)		*94.1%*	*32.0%*	*15.9%*	*64.4%*	*20.9%*	*43.3%*	*79.7%*
%H (TV HH)			*34.0%*	*16.9%*	*68.4%*	*22.2%*	*46.0%*	
E	530	505	116	70	383	73	310	323
%V	*17.2%*	*17.1%*	*11.1%*	*14.3%*	*18.3%*	*10.0%*	*22.7%*	*12.5%*
%H (All HH)		*95.3%*	*21.9%*	*13.2%*	*72.3%*	*13.8%*	*58.5%*	*60.9%*
%H (TV HH)			*23.0%*	*13.9%*	*75.8%*	*14.5%*	*61.4%*	

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

Table 10.2: 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	3078	2955	1042	488	2096	730	1365	2590
%H (All HH)		*96.0%*	*33.9%*	*15.9%*	*68.1%*	*23.7%*	*44.3%*	*84.1%*
%H (TV HH)			*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	
Under 25	117	95	19	14	63	13	50	112
%V	*3.8%*	*3.2%*	*1.8%*	*2.9%*	*3.0%*	*1.8%*	*3.7%*	*4.3%*
%H (All HH)		*81.2%*	*16.2%*	*12.0%*	*53.8%*	*11.1%*	*42.7%*	*95.7%*
%H (TV HH)			*20.0%*	*14.7%*	*66.3%*	*13.7%*	*52.6%*	
25 - 34	485	448	173	72	270	101	169	457
%V	*15.8%*	*15.2%*	*16.6%*	*14.8%*	*12.9%*	*13.8%*	*12.4%*	*17.6%*
%H (All HH)		*92.4%*	*35.7%*	*14.8%*	*55.7%*	*20.8%*	*34.8%*	*94.2%*
%H (TV HH)			*38.6%*	*16.1%*	*60.3%*	*22.5%*	*37.7%*	
35 - 44	482	456	200	80	285	116	168	458
%V	*15.7%*	*15.4%*	*19.2%*	*16.4%*	*13.6%*	*15.9%*	*12.3%*	*17.7%*
%H (All HH)		*94.6%*	*41.5%*	*16.6%*	*59.1%*	*24.1%*	*34.9%*	*95.0%*
%H (TV HH)			*43.9%*	*17.5%*	*62.5%*	*25.4%*	*36.8%*	
45 - 54	597	578	235	105	417	179	237	559
%V	*19.4%*	*19.6%*	*22.6%*	*21.5%*	*19.9%*	*24.5%*	*17.4%*	*21.6%*
%H (All HH)		*96.8%*	*39.4%*	*17.6%*	*69.8%*	*30.0%*	*39.7%*	*93.6%*
%H (TV HH)			*40.7%*	*18.2%*	*72.1%*	*31.0%*	*41.0%*	
55 - 64	532	521	187	96	373	139	234	473
%V	*17.3%*	*17.6%*	*17.9%*	*19.7%*	*17.8%*	*19.0%*	*17.1%*	*18.3%*
%H (All HH)		*97.9%*	*35.2%*	*18.0%*	*70.1%*	*26.1%*	*44.0%*	*88.9%*
%H (TV HH)			*35.9%*	*18.4%*	*71.6%*	*26.7%*	*44.9%*	
65 +	865	856	229	120	688	182	506	531
%V	*28.1%*	*29.0%*	*22.0%*	*24.6%*	*32.8%*	*24.9%*	*37.1%*	*20.5%*
%H (All HH)		*99.0%*	*26.5%*	*13.9%*	*79.5%*	*21.0%*	*58.5%*	*61.4%*
%H (TV HH)			*26.8%*	*14.0%*	*80.4%*	*21.3%*	*59.1%*	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

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	3078	2955	1042	488	2096	730	1365	2590
%H (All HH)		*96.0%*	*33.9%*	*15.9%*	*68.1%*	*23.7%*	*44.3%*	*84.1%*
%H (TV HH)			*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	
1	991	927	212	118	718	144	574	636
%V	*32.2%*	*31.4%*	*20.3%*	*24.2%*	*34.3%*	*19.7%*	*42.1%*	*24.6%*
%H (All HH)		*93.5%*	*21.4%*	*11.9%*	*72.5%*	*14.5%*	*57.9%*	*64.2%*
%H (TV HH)			*22.9%*	*12.7%*	*77.5%*	*15.5%*	*61.9%*	
2	1073	1043	381	173	747	276	471	961
%V	*34.9%*	*35.3%*	*36.6%*	*35.5%*	*35.6%*	*37.8%*	*34.5%*	*37.1%*
%H (All HH)		*97.2%*	*35.5%*	*16.1%*	*69.6%*	*25.7%*	*43.9%*	*89.6%*
%H (TV HH)			*36.5%*	*16.6%*	*71.6%*	*26.5%*	*45.2%*	
3	457	446	193	88	296	138	157	444
%V	*14.8%*	*15.1%*	*18.5%*	*18.0%*	*14.1%*	*18.9%*	*11.5%*	*17.1%*
%H (All HH)		*97.6%*	*42.2%*	*19.3%*	*64.8%*	*30.2%*	*34.4%*	*97.2%*
%H (TV HH)			*43.3%*	*19.7%*	*66.4%*	*30.9%*	*35.2%*	
4	373	362	168	72	235	117	119	367
%V	*12.1%*	*12.3%*	*16.1%*	*14.8%*	*11.2%*	*16.0%*	*8.7%*	*14.2%*
%H (All HH)		*97.1%*	*45.0%*	*19.3%*	*63.0%*	*31.4%*	*31.9%*	*98.4%*
%H (TV HH)			*46.4%*	*19.9%*	*64.9%*	*32.3%*	*32.9%*	
5+	184	176	88	37	100	56	44	182
%V	*6.0%*	*6.0%*	*8.4%*	*7.6%*	*4.8%*	*7.7%*	*3.2%*	*7.0%*
%H (All HH)		*95.7%*	*47.8%*	*20.1%*	*54.3%*	*30.4%*	*23.9%*	*98.9%*
%H (TV HH)			*50.0%*	*21.0%*	*56.8%*	*31.8%*	*25.0%*	
Average HH size	2.28	2.29	2.59	2.49	2.19	2.57	1.98	2.45

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3078	2955	1042	488	2096	730	1365	2590
%H (All HH)		*96.0%*	*33.9%*	*15.9%*	*68.1%*	*23.7%*	*44.3%*	*84.1%*
%H (TV HH)			*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	
Without	2305	2205	700	343	1632	513	1119	1838
%V	*74.9%*	*74.6%*	*67.2%*	*70.3%*	*77.9%*	*70.3%*	*82.0%*	*71.0%*
%H (All HH)		*95.7%*	*30.4%*	*14.9%*	*70.8%*	*22.3%*	*48.5%*	*79.7%*
%H (TV HH)			*31.7%*	*15.6%*	*74.0%*	*23.3%*	*50.7%*	
With	773	750	342	145	463	217	246	752
%V	*25.1%*	*25.4%*	*32.8%*	*29.7%*	*22.1%*	*29.7%*	*18.0%*	*29.0%*
%H (All HH)		*97.0%*	*44.2%*	*18.8%*	*59.9%*	*28.1%*	*31.8%*	*97.3%*
%H (TV HH)			*45.6%*	*19.3%*	*61.7%*	*28.9%*	*32.8%*	
0 - 3	284	272	128	46	159	70	89	274
%V	*9.2%*	*9.2%*	*12.3%*	*9.4%*	*7.6%*	*9.6%*	*6.5%*	*10.6%*
%H (All HH)		*95.8%*	*45.1%*	*16.2%*	*56.0%*	*24.6%*	*31.3%*	*96.5%*
%H (TV HH)			*47.1%*	*16.9%*	*58.5%*	*25.7%*	*32.7%*	
4 - 9	404	392	178	73	241	111	131	391
%V	*13.1%*	*13.3%*	*17.1%*	*15.0%*	*11.5%*	*15.2%*	*9.6%*	*15.1%*
%H (All HH)		*97.0%*	*44.1%*	*18.1%*	*59.7%*	*27.5%*	*32.4%*	*96.8%*
%H (TV HH)			*45.4%*	*18.6%*	*61.5%*	*28.3%*	*33.4%*	
10 - 15	373	365	171	80	223	114	109	367
%V	*12.1%*	*12.4%*	*16.4%*	*16.4%*	*10.6%*	*15.6%*	*8.0%*	*14.2%*
%H (All HH)		*97.9%*	*45.8%*	*21.4%*	*59.8%*	*30.6%*	*29.2%*	*98.4%*
%H (TV HH)			*46.8%*	*21.9%*	*61.1%*	*31.2%*	*29.9%*	

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
Jul 2017 - Jun 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	3078	2955	1042	488	2096	730	1365	2590
%H (All HH)		*96.0%*	*33.9%*	*15.9%*	*68.1%*	*23.7%*	*44.3%*	*84.1%*
%H (TV HH)			*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	
1	1155	1155	311	145	754	101	653	871
%V	*37.5%*	*39.1%*	*29.8%*	*29.7%*	*36.0%*	*13.8%*	*47.8%*	*33.6%*
%H (All HH)		*100.0%*	*26.9%*	*12.6%*	*65.3%*	*8.7%*	*56.5%*	*75.4%*
%H (TV HH)			*26.9%*	*12.6%*	*65.3%*	*8.7%*	*56.5%*	
2	1007	1007	365	178	726	275	451	870
%V	*32.7%*	*34.1%*	*35.0%*	*36.5%*	*34.6%*	*37.7%*	*33.0%*	*33.6%*
%H (All HH)		*100.0%*	*36.2%*	*17.7%*	*72.1%*	*27.3%*	*44.8%*	*86.4%*
%H (TV HH)			*36.2%*	*17.7%*	*72.1%*	*27.3%*	*44.8%*	
3	480	480	213	95	372	201	171	455
%V	*15.6%*	*16.2%*	*20.4%*	*19.5%*	*17.7%*	*27.5%*	*12.5%*	*17.6%*
%H (All HH)		*100.0%*	*44.4%*	*19.8%*	*77.5%*	*41.9%*	*35.6%*	*94.8%*
%H (TV HH)			*44.4%*	*19.8%*	*77.5%*	*41.9%*	*35.6%*	
4	203	203	93	49	155	95	60	196
%V	*6.6%*	*6.9%*	*8.9%*	*10.0%*	*7.4%*	*13.0%*	*4.4%*	*7.6%*
%H (All HH)		*100.0%*	*45.8%*	*24.1%*	*76.4%*	*46.8%*	*29.6%*	*96.6%*
%H (TV HH)			*45.8%*	*24.1%*	*76.4%*	*46.8%*	*29.6%*	
5+	110	110	60	20	88	58	30	108
%V	*3.6%*	*3.7%*	*5.8%*	*4.1%*	*4.2%*	*7.9%*	*2.2%*	*4.2%*
%H (All HH)		*100.0%*	*54.5%*	*18.2%*	*80.0%*	*52.7%*	*27.3%*	*98.2%*
%H (TV HH)			*54.5%*	*18.2%*	*80.0%*	*52.7%*	*27.3%*	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

Table 10.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3078	2955	1042	488	2096	730	1365	2590
%H (All HH)		*96.0%*	*33.9%*	*15.9%*	*68.1%*	*23.7%*	*44.3%*	*84.1%*
%H (TV HH)			*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	
Under 20"	272	272	85	43	231	91	140	233
%V	*8.8%*	*9.2%*	*8.2%*	*8.8%*	*11.0%*	*12.5%*	*10.3%*	*9.0%*
%H (All HH)		*100.0%*	*31.3%*	*15.8%*	*84.9%*	*33.5%*	*51.5%*	*85.7%*
%H (TV HH)			*31.3%*	*15.8%*	*84.9%*	*33.5%*	*51.5%*	
20" - 29"	800	800	278	121	659	268	392	676
%V	*26.0%*	*27.1%*	*26.7%*	*24.8%*	*31.4%*	*36.7%*	*28.7%*	*26.1%*
%H (All HH)		*100.0%*	*34.8%*	*15.1%*	*82.4%*	*33.5%*	*49.0%*	*84.5%*
%H (TV HH)			*34.8%*	*15.1%*	*82.4%*	*33.5%*	*49.0%*	
30" - 39"	1518	1518	537	261	1122	421	701	1288
%V	*49.3%*	*51.4%*	*51.5%*	*53.5%*	*53.5%*	*57.7%*	*51.4%*	*49.7%*
%H (All HH)		*100.0%*	*35.4%*	*17.2%*	*73.9%*	*27.7%*	*46.2%*	*84.8%*
%H (TV HH)			*35.4%*	*17.2%*	*73.9%*	*27.7%*	*46.2%*	
40" - 49"	1468	1468	600	274	1011	440	571	1346
%V	*47.7%*	*49.7%*	*57.6%*	*56.1%*	*48.2%*	*60.3%*	*41.8%*	*52.0%*
%H (All HH)		*100.0%*	*40.9%*	*18.7%*	*68.9%*	*30.0%*	*38.9%*	*91.7%*
%H (TV HH)			*40.9%*	*18.7%*	*68.9%*	*30.0%*	*38.9%*	
50" - 59"	483	483	228	99	313	163	150	460
%V	*15.7%*	*16.3%*	*21.9%*	*20.3%*	*14.9%*	*22.3%*	*11.0%*	*17.8%*
%H (All HH)		*100.0%*	*47.2%*	*20.5%*	*64.8%*	*33.7%*	*31.1%*	*95.2%*
%H (TV HH)			*47.2%*	*20.5%*	*64.8%*	*33.7%*	*31.1%*	
60"+	56	56	31	10	39	25	13	54
%V	*1.8%*	*1.9%*	*3.0%*	*2.0%*	*1.9%*	*3.4%*	*1.0%*	*2.1%*
%H (All HH)		*100.0%*	*55.4%*	*17.9%*	*69.6%*	*44.6%*	*23.2%*	*96.4%*
%H (TV HH)			*55.4%*	*17.9%*	*69.6%*	*44.6%*	*23.2%*	

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

Table 10.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3078	2955	1042	488	2096	730	1365	2590
%H (All HH)		*96.0%*	*33.9%*	*15.9%*	*68.1%*	*23.7%*	*44.3%*	*84.1%*
%H (TV HH)			*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	
Main living room	2931	2931	1036	484	2080	726	1354	2481
%V	*95.2%*	*99.2%*	*99.4%*	*99.2%*	*99.2%*	*99.5%*	*99.2%*	*95.8%*
%H (All HH)		*100.0%*	*35.3%*	*16.5%*	*71.0%*	*24.8%*	*46.2%*	*84.6%*
%H (TV HH)			*35.3%*	*16.5%*	*71.0%*	*24.8%*	*46.2%*	
Kitchen	262	262	116	44	216	113	103	238
%V	*8.5%*	*8.9%*	*11.1%*	*9.0%*	*10.3%*	*15.5%*	*7.5%*	*9.2%*
%H (All HH)		*100.0%*	*44.3%*	*16.8%*	*82.4%*	*43.1%*	*39.3%*	*90.8%*
%H (TV HH)			*44.3%*	*16.8%*	*82.4%*	*43.1%*	*39.3%*	
Adult's bedroom	1380	1380	563	267	1040	499	541	1253
%V	*44.8%*	*46.7%*	*54.0%*	*54.7%*	*49.6%*	*68.4%*	*39.6%*	*48.4%*
%H (All HH)		*100.0%*	*40.8%*	*19.3%*	*75.4%*	*36.2%*	*39.2%*	*90.8%*
%H (TV HH)			*40.8%*	*19.3%*	*75.4%*	*36.2%*	*39.2%*	
Child's bedroom	261	261	127	52	184	103	81	258
%V	*8.5%*	*8.8%*	*12.2%*	*10.7%*	*8.8%*	*14.1%*	*5.9%*	*10.0%*
%H (All HH)		*100.0%*	*48.7%*	*19.9%*	*70.5%*	*39.5%*	*31.0%*	*98.9%*
%H (TV HH)			*48.7%*	*19.9%*	*70.5%*	*39.5%*	*31.0%*	
Other bedroom	276	276	118	65	197	108	89	264
%V	*9.0%*	*9.3%*	*11.3%*	*13.3%*	*9.4%*	*14.8%*	*6.5%*	*10.2%*
%H (All HH)		*100.0%*	*42.8%*	*23.6%*	*71.4%*	*39.1%*	*32.2%*	*95.7%*
%H (TV HH)			*42.8%*	*23.6%*	*71.4%*	*39.1%*	*32.2%*	
Second living/dining room	378	378	162	77	297	158	139	347
%V	*12.3%*	*12.8%*	*15.5%*	*15.8%*	*14.2%*	*21.6%*	*10.2%*	*13.4%*
%H (All HH)		*100.0%*	*42.9%*	*20.4%*	*78.6%*	*41.8%*	*36.8%*	*91.8%*
%H (TV HH)			*42.9%*	*20.4%*	*78.6%*	*41.8%*	*36.8%*	
Study/office	31	31	18	4	25	14	10	30
%V	*1.0%*	*1.0%*	*1.7%*	*0.8%*	*1.2%*	*1.9%*	*0.7%*	*1.2%*
%H (All HH)		*100.0%*	*58.1%*	*12.9%*	*80.6%*	*45.2%*	*32.3%*	*96.8%*
%H (TV HH)			*58.1%*	*12.9%*	*80.6%*	*45.2%*	*32.3%*	
TV room	18	18	9	4	13	9	4	17
%V	*0.6%*	*0.6%*	*0.9%*	*0.8%*	*0.6%*	*1.2%*	*0.3%*	*0.7%*
%H (All HH)		*100.0%*	*50.0%*	*22.2%*	*72.2%*	*50.0%*	*22.2%*	*94.4%*
%H (TV HH)			*50.0%*	*22.2%*	*72.2%*	*50.0%*	*22.2%*	
Conservatory	70	70	33	14	54	31	23	65
%V	*2.3%*	*2.4%*	*3.2%*	*2.9%*	*2.6%*	*4.2%*	*1.7%*	*2.5%*
%H (All HH)		*100.0%*	*47.1%*	*20.0%*	*77.1%*	*44.3%*	*32.9%*	*92.9%*
%H (TV HH)			*47.1%*	*20.0%*	*77.1%*	*44.3%*	*32.9%*	
Attic or loft room	7	7	4	0	7	3	3	7
%V	*0.2%*	*0.2%*	*0.4%*	*0.0%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*57.1%*	*0.0%*	*100.0%*	*42.9%*	*42.9%*	*100.0%*
%H (TV HH)			*57.1%*	*0.0%*	*100.0%*	*42.9%*	*42.9%*	
No specific location	2	2	1	0	1	1	1	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	
Other	23	23	12	3	19	10	9	20
%V	*0.7%*	*0.8%*	*1.2%*	*0.6%*	*0.9%*	*1.4%*	*0.7%*	*0.8%*
%H (All HH)		*100.0%*	*52.2%*	*13.0%*	*82.6%*	*43.5%*	*39.1%*	*87.0%*
%H (TV HH)			*52.2%*	*13.0%*	*82.6%*	*43.5%*	*39.1%*	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

Table 10.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3078	2955	1042	488	2096	730	1365	2590
%H (All HH)		*96.0%*	*33.9%*	*15.9%*	*68.1%*	*23.7%*	*44.3%*	*84.1%*
%H (TV HH)			*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	
Any DSAT provider	1042	1042	1042	14	492	492	0	976
%V	*33.9%*	*35.3%*	*100.0%*	*2.9%*	*23.5%*	*67.4%*	*0.0%*	*37.7%*
%H (All HH)			*100.0%*	*1.3%*	*47.2%*	*47.2%*	*0.0%*	*93.7%*
%H (TV HH)			*100.0%*	*1.3%*	*47.2%*	*47.2%*	*0.0%*	
Sky with subcription	894	894	894	7	421	421	0	847
%V	*29.0%*	*30.3%*	*85.8%*	*1.4%*	*20.1%*	*57.7%*	*0.0%*	*32.7%*
%H (All HH)			*100.0%*	*0.8%*	*47.1%*	*47.1%*	*0.0%*	*94.7%*
%H (TV HH)			*100.0%*	*0.8%*	*47.1%*	*47.1%*	*0.0%*	
Sky without subscription	56	56	56	3	19	19	0	45
%V	*1.8%*	*1.9%*	*5.4%*	*0.6%*	*0.9%*	*2.6%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*5.4%*	*33.9%*	*33.9%*	*0.0%*	*80.4%*
%H (TV HH)			*100.0%*	*5.4%*	*33.9%*	*33.9%*	*0.0%*	
Freesat	76	76	76	4	45	45	0	72
%V	*2.5%*	*2.6%*	*7.3%*	*0.8%*	*2.1%*	*6.2%*	*0.0%*	*2.8%*
%H (All HH)			*100.0%*	*5.3%*	*59.2%*	*59.2%*	*0.0%*	*94.7%*
%H (TV HH)			*100.0%*	*5.3%*	*59.2%*	*59.2%*	*0.0%*	
Other satellite provider	49	49	49	2	26	26	0	44
%V	*1.6%*	*1.7%*	*4.7%*	*0.4%*	*1.2%*	*3.6%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*4.1%*	*53.1%*	*53.1%*	*0.0%*	*89.8%*
%H (TV HH)			*100.0%*	*4.1%*	*53.1%*	*53.1%*	*0.0%*	
DCAB	488	488	14	488	246	246	0	454
%V	*15.9%*	*16.5%*	*1.3%*	*100.0%*	*11.7%*	*33.7%*	*0.0%*	*17.5%*
%H (All HH)			*2.9%*	*100.0%*	*50.4%*	*50.4%*	*0.0%*	*93.0%*
%H (TV HH)			*2.9%*	*100.0%*	*50.4%*	*50.4%*	*0.0%*	
DTT	2096	2096	492	246	2096	730	1365	1705
%V	*68.1%*	*70.9%*	*47.2%*	*50.4%*	*100.0%*	*100.0%*	*100.0%*	*65.8%*
%H (All HH)		*100.0%*	*23.5%*	*11.7%*	*100.0%*	*34.8%*	*65.1%*	*81.3%*
%H (TV HH)			*23.5%*	*11.7%*	*100.0%*	*34.8%*	*65.1%*	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

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	3078	2955	1042	488	2096	730	1365	2590
%H (All HH)		*96.0%*	*33.9%*	*15.9%*	*68.1%*	*23.7%*	*44.3%*	*84.1%*
%H (TV HH)			*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	
PVR	1838	1838	955	466	1109	680	429	1701
%V	*59.7%*	*62.2%*	*91.7%*	*95.5%*	*52.9%*	*93.2%*	*31.4%*	*65.7%*
%H (All HH)		*100.0%*	*52.0%*	*25.4%*	*60.3%*	*37.0%*	*23.3%*	*92.5%*
%H (TV HH)			*52.0%*	*25.4%*	*60.3%*	*37.0%*	*23.3%*	
DVDR	30	30	8	6	28	12	16	26
%V	*1.0%*	*1.0%*	*0.8%*	*1.2%*	*1.3%*	*1.6%*	*1.2%*	*1.0%*
%H (All HH)		*100.0%*	*26.7%*	*20.0%*	*93.3%*	*40.0%*	*53.3%*	*86.7%*
%H (TV HH)			*26.7%*	*20.0%*	*93.3%*	*40.0%*	*53.3%*	
VCR	24	24	9	3	21	8	13	14
%V	*0.8%*	*0.8%*	*0.9%*	*0.6%*	*1.0%*	*1.1%*	*1.0%*	*0.5%*
%H (All HH)		*100.0%*	*37.5%*	*12.5%*	*87.5%*	*33.3%*	*54.2%*	*58.3%*
%H (TV HH)			*37.5%*	*12.5%*	*87.5%*	*33.3%*	*54.2%*	
Any recorder	1862	1862	960	467	1133	684	448	1718
%V	*60.5%*	*63.0%*	*92.1%*	*95.7%*	*54.1%*	*93.7%*	*32.8%*	*66.3%*
%H (All HH)		*100.0%*	*51.6%*	*25.1%*	*60.8%*	*36.7%*	*24.1%*	*92.3%*
%H (TV HH)			*51.6%*	*25.1%*	*60.8%*	*36.7%*	*24.1%*	
Receives HDTV (via STB or built-in reception)	2057	2057	902	394	1426	651	775	1868
%V	*66.8%*	*69.6%*	*86.6%*	*80.7%*	*68.0%*	*89.2%*	*56.8%*	*72.1%*
%H (All HH)		*100.0%*	*43.9%*	*19.2%*	*69.3%*	*31.6%*	*37.7%*	*90.8%*
%H (TV HH)			*43.9%*	*19.2%*	*69.3%*	*31.6%*	*37.7%*	
DVD/Blu-ray player or recorder	1673	1673	637	286	1205	488	717	1494
%V	*54.4%*	*56.6%*	*61.1%*	*58.6%*	*57.5%*	*66.8%*	*52.5%*	*57.7%*
%H (All HH)		*100.0%*	*38.1%*	*17.1%*	*72.0%*	*29.2%*	*42.9%*	*89.3%*
%H (TV HH)			*38.1%*	*17.1%*	*72.0%*	*29.2%*	*42.9%*	

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

Table 10.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3078	2955	1042	488	2096	730	1365	2590
%H (All HH)		*96.0%*	*33.9%*	*15.9%*	*68.1%*	*23.7%*	*44.3%*	*84.1%*
%H (TV HH)			*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	
Has broadband internet	2590	2500	976	454	1705	690	1014	2590
%V	*84.1%*	*84.6%*	*93.7%*	*93.0%*	*81.3%*	*94.5%*	*74.3%*	*100.0%*
%H (All HH)		*96.5%*	*37.7%*	*17.5%*	*65.8%*	*26.6%*	*39.2%*	*100.0%*
%H (TV HH)			*39.0%*	*18.2%*	*68.2%*	*27.6%*	*40.6%*	
Number of computers (PCs and laptops)								
0	678	632	135	69	494	76	417	223
%V	*22.0%*	*21.4%*	*13.0%*	*14.1%*	*23.6%*	*10.4%*	*30.5%*	*8.6%*
%H (All HH)		*93.2%*	*19.9%*	*10.2%*	*72.9%*	*11.2%*	*61.5%*	*32.9%*
%H (TV HH)			*21.4%*	*10.9%*	*78.2%*	*12.0%*	*66.0%*	
1	830	795	264	131	550	168	382	803
%V	*27.0%*	*26.9%*	*25.3%*	*26.8%*	*26.2%*	*23.0%*	*28.0%*	*31.0%*
%H (All HH)		*95.8%*	*31.8%*	*15.8%*	*66.3%*	*20.2%*	*46.0%*	*96.7%*
%H (TV HH)			*33.2%*	*16.5%*	*69.2%*	*21.1%*	*48.1%*	
2	675	656	255	109	456	177	280	671
%V	*21.9%*	*22.2%*	*24.5%*	*22.3%*	*21.8%*	*24.2%*	*20.5%*	*25.9%*
%H (All HH)		*97.2%*	*37.8%*	*16.1%*	*67.6%*	*26.2%*	*41.5%*	*99.4%*
%H (TV HH)			*38.9%*	*16.6%*	*69.5%*	*27.0%*	*42.7%*	
3	417	406	176	85	274	140	135	416
%V	*13.5%*	*13.7%*	*16.9%*	*17.4%*	*13.1%*	*19.2%*	*9.9%*	*16.1%*
%H (All HH)		*97.4%*	*42.2%*	*20.4%*	*65.7%*	*33.6%*	*32.4%*	*99.8%*
%H (TV HH)			*43.3%*	*20.9%*	*67.5%*	*34.5%*	*33.3%*	
4	227	220	98	42	148	74	74	227
%V	*7.4%*	*7.4%*	*9.4%*	*8.6%*	*7.1%*	*10.1%*	*5.4%*	*8.8%*
%H (All HH)		*96.9%*	*43.2%*	*18.5%*	*65.2%*	*32.6%*	*32.6%*	*100.0%*
%H (TV HH)			*44.5%*	*19.1%*	*67.3%*	*33.6%*	*33.6%*	
5+	250	246	115	52	173	97	77	250
%V	*8.1%*	*8.3%*	*11.0%*	*10.7%*	*8.3%*	*13.3%*	*5.6%*	*9.7%*
%H (All HH)		*98.4%*	*46.0%*	*20.8%*	*69.2%*	*38.8%*	*30.8%*	*100.0%*
%H (TV HH)			*46.7%*	*21.1%*	*70.3%*	*39.4%*	*31.3%*	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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BBC North West

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	6012	2380	1087	4420	1949	2471	5343
%H		*39.6%*	*18.1%*	*73.5%*	*32.4%*	*41.1%*	*88.9%*
Under 20"	339	104	58	287	116	171	294
%V	*5.6%*	*4.4%*	*5.3%*	*6.5%*	*6.0%*	*6.9%*	*5.5%*
%H		*30.7%*	*17.1%*	*84.7%*	*34.2%*	*50.4%*	*86.7%*
20" - 29"	1032	376	163	860	374	486	884
%V	*17.2%*	*15.8%*	*15.0%*	*19.5%*	*19.2%*	*19.7%*	*16.5%*
%H		*36.4%*	*15.8%*	*83.3%*	*36.2%*	*47.1%*	*85.7%*
30" - 39"	2001	743	369	1470	604	866	1740
%V	*33.3%*	*31.2%*	*33.9%*	*33.3%*	*31.0%*	*35.0%*	*32.6%*
%H		*37.1%*	*18.4%*	*73.5%*	*30.2%*	*43.3%*	*87.0%*
40" - 49"	1805	778	349	1254	598	655	1675
%V	*30.0%*	*32.7%*	*32.1%*	*28.4%*	*30.7%*	*26.5%*	*31.3%*
%H		*43.1%*	*19.3%*	*69.5%*	*33.1%*	*36.3%*	*92.8%*
50" - 59"	547	269	109	348	185	163	524
%V	*9.1%*	*11.3%*	*10.0%*	*7.9%*	*9.5%*	*6.6%*	*9.8%*
%H		*49.2%*	*19.9%*	*63.6%*	*33.8%*	*29.8%*	*95.8%*
60"+	57	32	10	40	26	13	55
%V	*0.9%*	*1.3%*	*0.9%*	*0.9%*	*1.3%*	*0.5%*	*1.0%*
%H		*56.1%*	*17.5%*	*70.2%*	*45.6%*	*22.8%*	*96.5%*
Don't know	230	78	29	162	46	116	172
%V	*3.8%*	*3.3%*	*2.7%*	*3.7%*	*2.4%*	*4.7%*	*3.2%*
%H		*33.9%*	*12.6%*	*70.4%*	*20.0%*	*50.4%*	*74.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6012	2380	1087	4420	1949	2471	5343
%H		*39.6%*	*18.1%*	*73.5%*	*32.4%*	*41.1%*	*88.9%*
Main living room	2947	1041	487	2090	729	1361	2492
%V	*49.0%*	*43.7%*	*44.8%*	*47.3%*	*37.4%*	*55.1%*	*46.6%*
%H		*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	*84.6%*
Kitchen	262	116	44	216	113	103	238
%V	*4.4%*	*4.9%*	*4.0%*	*4.9%*	*5.8%*	*4.2%*	*4.5%*
%H		*44.3%*	*16.8%*	*82.4%*	*43.1%*	*39.3%*	*90.8%*
Adult's bedroom	1597	664	313	1219	609	611	1465
%V	*26.6%*	*27.9%*	*28.8%*	*27.6%*	*31.2%*	*24.7%*	*27.4%*
%H		*41.6%*	*19.6%*	*76.3%*	*38.1%*	*38.3%*	*91.7%*
Child's bedroom	327	165	62	229	131	98	323
%V	*5.4%*	*6.9%*	*5.7%*	*5.2%*	*6.7%*	*4.0%*	*6.0%*
%H		*50.5%*	*19.0%*	*70.0%*	*40.1%*	*30.0%*	*98.8%*
Other bedroom	339	149	79	241	136	106	326
%V	*5.6%*	*6.3%*	*7.3%*	*5.5%*	*7.0%*	*4.3%*	*6.1%*
%H		*44.0%*	*23.3%*	*71.1%*	*40.1%*	*31.3%*	*96.2%*
Second living/dining room	383	166	78	301	161	140	353
%V	*6.4%*	*7.0%*	*7.2%*	*6.8%*	*8.3%*	*5.7%*	*6.6%*
%H		*43.3%*	*20.4%*	*78.6%*	*42.0%*	*36.6%*	*92.2%*
Study/office	33	19	4	25	14	11	32
%V	*0.5%*	*0.8%*	*0.4%*	*0.6%*	*0.7%*	*0.4%*	*0.6%*
%H		*57.6%*	*12.1%*	*75.8%*	*42.4%*	*33.3%*	*97.0%*
TV room	18	10	4	13	9	4	18
%V	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H		*55.6%*	*22.2%*	*72.2%*	*50.0%*	*22.2%*	*100.0%*
Conservatory	70	33	14	54	31	23	65
%V	*1.2%*	*1.4%*	*1.3%*	*1.2%*	*1.6%*	*0.9%*	*1.2%*
%H		*47.1%*	*20.0%*	*77.1%*	*44.3%*	*32.9%*	*92.9%*
Attic or loft room	7	4	0	7	3	3	7
%V	*0.1%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*57.1%*	*0.0%*	*100.0%*	*42.9%*	*42.9%*	*100.0%*
No specific location	2	1	0	1	1	1	2
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*50.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
Other	26	13	3	22	11	11	23
%V	*0.4%*	*0.5%*	*0.3%*	*0.5%*	*0.6%*	*0.4%*	*0.4%*
%H		*50.0%*	*11.5%*	*84.6%*	*42.3%*	*42.3%*	*88.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC North West

Set level data

Table 10.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6012	2380	1087	4420	1949	2471	5343
%H		*39.6%*	*18.1%*	*73.5%*	*32.4%*	*41.1%*	*88.9%*
PVR	2700	1504	721	1488	987	501	2538
%V	*44.9%*	*63.2%*	*66.3%*	*33.7%*	*50.6%*	*20.3%*	*47.5%*
%H		*55.7%*	*26.7%*	*55.1%*	*36.6%*	*18.6%*	*94.0%*
DVDR	31	9	6	29	12	16	27
%V	*0.5%*	*0.4%*	*0.6%*	*0.7%*	*0.6%*	*0.6%*	*0.5%*
%H		*29.0%*	*19.4%*	*93.5%*	*38.7%*	*51.6%*	*87.1%*
VCR	27	9	3	23	9	14	15
%V	*0.4%*	*0.4%*	*0.3%*	*0.5%*	*0.5%*	*0.6%*	*0.3%*
%H		*33.3%*	*11.1%*	*85.2%*	*33.3%*	*51.9%*	*55.6%*
Any recorder	2736	1512	726	1522	997	525	2563
%V	*45.5%*	*63.5%*	*66.8%*	*34.4%*	*51.2%*	*21.2%*	*48.0%*
%H		*55.3%*	*26.5%*	*55.6%*	*36.4%*	*19.2%*	*93.7%*

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

Set level data

Table 10.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6012	2380	1087	4420	1949	2471	5343
%H		*39.6%*	*18.1%*	*73.5%*	*32.4%*	*41.1%*	*88.9%*
Receives HDTV (via STB or built-in reception)	3318	1541	676	2282	1156	1126	3071
%V	*55.2%*	*64.7%*	*62.2%*	*51.6%*	*59.3%*	*45.6%*	*57.5%*
%H		*46.4%*	*20.4%*	*68.8%*	*34.8%*	*33.9%*	*92.6%*
DVD/Blu-ray player or recorder	2334	951	407	1705	771	934	2124
%V	*38.8%*	*40.0%*	*37.4%*	*38.6%*	*39.6%*	*37.8%*	*39.8%*
%H		*40.7%*	*17.4%*	*73.1%*	*33.0%*	*40.0%*	*91.0%*

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

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2955	1042	488	2096	730	1365	2500
%H		*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	*84.6%*
Under 20"	22	2	1	16	0	16	16
%V	*0.7%*	*0.2%*	*0.2%*	*0.8%*	*0.0%*	*1.2%*	*0.6%*
%H		*9.1%*	*4.5%*	*72.7%*	*0.0%*	*72.7%*	*72.7%*
20" - 29"	184	28	16	154	20	134	113
%V	*6.2%*	*2.7%*	*3.3%*	*7.3%*	*2.7%*	*9.8%*	*4.5%*
%H		*15.2%*	*8.7%*	*83.7%*	*10.9%*	*72.8%*	*61.4%*
30" - 39"	897	258	129	666	174	492	697
%V	*30.4%*	*24.8%*	*26.4%*	*31.8%*	*23.8%*	*36.0%*	*27.9%*
%H		*28.8%*	*14.4%*	*74.2%*	*19.4%*	*54.8%*	*77.7%*
40" - 49"	1269	499	234	874	359	515	1153
%V	*42.9%*	*47.9%*	*48.0%*	*41.7%*	*49.2%*	*37.7%*	*46.1%*
%H		*39.3%*	*18.4%*	*68.9%*	*28.3%*	*40.6%*	*90.9%*
50" - 59"	425	199	88	271	140	131	403
%V	*14.4%*	*19.1%*	*18.0%*	*12.9%*	*19.2%*	*9.6%*	*16.1%*
%H		*46.8%*	*20.7%*	*63.8%*	*32.9%*	*30.8%*	*94.8%*
60"+	51	28	10	34	23	11	49
%V	*1.7%*	*2.7%*	*2.0%*	*1.6%*	*3.2%*	*0.8%*	*2.0%*
%H		*54.9%*	*19.6%*	*66.7%*	*45.1%*	*21.6%*	*96.1%*
Don't know	108	28	10	79	13	66	69
%V	*3.7%*	*2.7%*	*2.0%*	*3.8%*	*1.8%*	*4.8%*	*2.8%*
%H		*25.9%*	*9.3%*	*73.1%*	*12.0%*	*61.1%*	*63.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC North West

Set level data

Table 10.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2955	1042	488	2096	730	1365	2500
%H		*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	*84.6%*
PVR	1806	946	461	1079	668	411	1671
%V	*61.1%*	*90.8%*	*94.5%*	*51.5%*	*91.5%*	*30.1%*	*66.8%*
%H		*52.4%*	*25.5%*	*59.7%*	*37.0%*	*22.8%*	*92.5%*
DVDR	25	7	5	23	10	13	21
%V	*0.8%*	*0.7%*	*1.0%*	*1.1%*	*1.4%*	*1.0%*	*0.8%*
%H		*28.0%*	*20.0%*	*92.0%*	*40.0%*	*52.0%*	*84.0%*
VCR	20	7	1	17	6	12	10
%V	*0.7%*	*0.7%*	*0.2%*	*0.8%*	*0.8%*	*0.9%*	*0.4%*
%H		*35.0%*	*5.0%*	*85.0%*	*30.0%*	*60.0%*	*50.0%*
Any recorder	1829	950	461	1101	672	429	1686
%V	*61.9%*	*91.2%*	*94.5%*	*52.5%*	*92.1%*	*31.4%*	*67.4%*
%H		*51.9%*	*25.2%*	*60.2%*	*36.7%*	*23.5%*	*92.2%*

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

Set level data

Table 10.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2955	1042	488	2096	730	1365	2500
%H		*35.3%*	*16.5%*	*70.9%*	*24.7%*	*46.2%*	*84.6%*
Receives HDTV (via STB or built-in reception)	2012	881	386	1386	629	757	1826
%V	*68.1%*	*84.5%*	*79.1%*	*66.1%*	*86.2%*	*55.5%*	*73.0%*
%H		*43.8%*	*19.2%*	*68.9%*	*31.3%*	*37.6%*	*90.8%*
DVD/Blu-ray player or recorder	1413	521	236	1013	388	626	1246
%V	*47.8%*	*50.0%*	*48.4%*	*48.3%*	*53.2%*	*45.9%*	*49.8%*
%H		*36.9%*	*16.7%*	*71.7%*	*27.5%*	*44.3%*	*88.2%*

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

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3057	1338	599	2324	1219	1106	2843
%H		*43.8%*	*19.6%*	*76.0%*	*39.9%*	*36.2%*	*93.0%*
Under 20"	317	102	57	271	115	156	277
%V	*10.4%*	*7.6%*	*9.5%*	*11.7%*	*9.4%*	*14.1%*	*9.7%*
%H		*32.2%*	*18.0%*	*85.5%*	*36.3%*	*49.2%*	*87.4%*
20" - 29"	849	348	147	707	354	353	770
%V	*27.8%*	*26.0%*	*24.5%*	*30.4%*	*29.0%*	*31.9%*	*27.1%*
%H		*41.0%*	*17.3%*	*83.3%*	*41.7%*	*41.6%*	*90.7%*
30" - 39"	1104	485	240	803	430	373	1043
%V	*36.1%*	*36.2%*	*40.1%*	*34.6%*	*35.3%*	*33.7%*	*36.7%*
%H		*43.9%*	*21.7%*	*72.7%*	*38.9%*	*33.8%*	*94.5%*
40" - 49"	536	280	114	379	239	140	521
%V	*17.5%*	*20.9%*	*19.0%*	*16.3%*	*19.6%*	*12.7%*	*18.3%*
%H		*52.2%*	*21.3%*	*70.7%*	*44.6%*	*26.1%*	*97.2%*
50" - 59"	123	70	21	77	45	32	121
%V	*4.0%*	*5.2%*	*3.5%*	*3.3%*	*3.7%*	*2.9%*	*4.3%*
%H		*56.9%*	*17.1%*	*62.6%*	*36.6%*	*26.0%*	*98.4%*
60"+	6	4	0	5	3	2	6
%V	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*66.7%*	*0.0%*	*83.3%*	*50.0%*	*33.3%*	*100.0%*
Don't know	122	49	19	83	33	50	103
%V	*4.0%*	*3.7%*	*3.2%*	*3.6%*	*2.7%*	*4.5%*	*3.6%*
%H		*40.2%*	*15.6%*	*68.0%*	*27.0%*	*41.0%*	*84.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3057	1338	599	2324	1219	1106	2843
%H		*43.8%*	*19.6%*	*76.0%*	*39.9%*	*36.2%*	*93.0%*
PVR	894	559	260	409	319	90	867
%V	*29.2%*	*41.8%*	*43.4%*	*17.6%*	*26.2%*	*8.1%*	*30.5%*
%H		*62.5%*	*29.1%*	*45.7%*	*35.7%*	*10.1%*	*97.0%*
DVDR	6	1	1	6	3	3	6
%V	*0.2%*	*0.1%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.2%*
%H		*16.7%*	*16.7%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
VCR	7	2	2	6	4	3	5
%V	*0.2%*	*0.1%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.2%*
%H		*28.6%*	*28.6%*	*85.7%*	*57.1%*	*42.9%*	*71.4%*
Any recorder	908	562	264	421	325	96	877
%V	*29.7%*	*42.0%*	*44.1%*	*18.1%*	*26.7%*	*8.7%*	*30.8%*
%H		*61.9%*	*29.1%*	*46.4%*	*35.8%*	*10.6%*	*96.6%*

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

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3057	1338	599	2324	1219	1106	2843
%H		*43.8%*	*19.6%*	*76.0%*	*39.9%*	*36.2%*	*93.0%*
Receives HDTV (via STB or built-in reception)	1306	660	290	896	527	369	1245
%V	*42.7%*	*49.3%*	*48.4%*	*38.6%*	*43.2%*	*33.4%*	*43.8%*
%H		*50.5%*	*22.2%*	*68.6%*	*40.4%*	*28.3%*	*95.3%*
DVD/Blu-ray player or recorder	921	430	171	692	383	309	878
%V	*30.1%*	*32.1%*	*28.5%*	*29.8%*	*31.4%*	*27.9%*	*30.9%*
%H		*46.7%*	*18.6%*	*75.1%*	*41.6%*	*33.6%*	*95.3%*

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

Table 10.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7002	6756	2703	1215	4582	1878	2704	6350
%H		*96.5%*	*38.6%*	*17.4%*	*65.4%*	*26.8%*	*38.6%*	*90.7%*
Total Children	1354	1313	608	247	797	372	426	1321
%V	*19.3%*	*19.4%*	*22.5%*	*20.3%*	*17.4%*	*19.8%*	*15.8%*	*20.8%*
%H		*97.0%*	*44.9%*	*18.2%*	*58.9%*	*27.5%*	*31.5%*	*97.6%*
0 - 3	335	320	147	55	187	80	108	323
%V	*4.8%*	*4.7%*	*5.4%*	*4.5%*	*4.1%*	*4.3%*	*4.0%*	*5.1%*
%H		*95.5%*	*43.9%*	*16.4%*	*55.8%*	*23.9%*	*32.2%*	*96.4%*
4 - 15	1020	993	460	192	610	292	318	998
%V	*14.6%*	*14.7%*	*17.0%*	*15.8%*	*13.3%*	*15.5%*	*11.8%*	*15.7%*
%H		*97.4%*	*45.1%*	*18.8%*	*59.8%*	*28.6%*	*31.2%*	*97.8%*
4 - 9	530	516	233	90	323	146	177	516
%V	*7.6%*	*7.6%*	*8.6%*	*7.4%*	*7.0%*	*7.8%*	*6.5%*	*8.1%*
%H		*97.4%*	*44.0%*	*17.0%*	*60.9%*	*27.5%*	*33.4%*	*97.4%*
10 - 15	490	477	227	102	287	146	141	482
%V	*7.0%*	*7.1%*	*8.4%*	*8.4%*	*6.3%*	*7.8%*	*5.2%*	*7.6%*
%H		*97.3%*	*46.3%*	*20.8%*	*58.6%*	*29.8%*	*28.8%*	*98.4%*

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7002	6756	2703	1215	4582	1878	2704	6350
%H		*96.5%*	*38.6%*	*17.4%*	*65.4%*	*26.8%*	*38.6%*	*90.7%*
Total Adults (16+)	5648	5444	2095	968	3785	1506	2279	5029
%V	*80.7%*	*80.6%*	*77.5%*	*79.7%*	*82.6%*	*80.2%*	*84.3%*	*79.2%*
%H		*96.4%*	*37.1%*	*17.1%*	*67.0%*	*26.7%*	*40.4%*	*89.0%*
16 - 19	296	283	129	59	198	102	96	291
%V	*4.2%*	*4.2%*	*4.8%*	*4.9%*	*4.3%*	*5.4%*	*3.6%*	*4.6%*
%H		*95.6%*	*43.6%*	*19.9%*	*66.9%*	*34.5%*	*32.4%*	*98.3%*
20 - 24	431	384	129	84	250	104	146	426
%V	*6.2%*	*5.7%*	*4.8%*	*6.9%*	*5.5%*	*5.5%*	*5.4%*	*6.7%*
%H		*89.1%*	*29.9%*	*19.5%*	*58.0%*	*24.1%*	*33.9%*	*98.8%*
25 - 34	937	879	361	155	526	218	308	895
%V	*13.4%*	*13.0%*	*13.4%*	*12.8%*	*11.5%*	*11.6%*	*11.4%*	*14.1%*
%H		*93.8%*	*38.5%*	*16.5%*	*56.1%*	*23.3%*	*32.9%*	*95.5%*
35 - 44	851	813	366	141	503	214	289	815
%V	*12.2%*	*12.0%*	*13.5%*	*11.6%*	*11.0%*	*11.4%*	*10.7%*	*12.8%*
%H		*95.5%*	*43.0%*	*16.6%*	*59.1%*	*25.1%*	*34.0%*	*95.8%*
45 - 54	991	967	415	181	688	317	371	939
%V	*14.2%*	*14.3%*	*15.4%*	*14.9%*	*15.0%*	*16.9%*	*13.7%*	*14.8%*
%H		*97.6%*	*41.9%*	*18.3%*	*69.4%*	*32.0%*	*37.4%*	*94.8%*
55 - 64	867	854	325	160	613	249	364	795
%V	*12.4%*	*12.6%*	*12.0%*	*13.2%*	*13.4%*	*13.3%*	*13.5%*	*12.5%*
%H		*98.5%*	*37.5%*	*18.5%*	*70.7%*	*28.7%*	*42.0%*	*91.7%*
65+	1274	1264	371	188	1006	302	705	868
%V	*18.2%*	*18.7%*	*13.7%*	*15.5%*	*22.0%*	*16.1%*	*26.1%*	*13.7%*
%H		*99.2%*	*29.1%*	*14.8%*	*79.0%*	*23.7%*	*55.3%*	*68.1%*

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5648	5444	2095	968	3785	1506	2279	5029
%H		*96.4%*	*37.1%*	*17.1%*	*67.0%*	*26.7%*	*40.4%*	*89.0%*
AB	1147	1118	512	158	792	362	430	1119
%V	*20.3%*	*20.5%*	*24.4%*	*16.3%*	*20.9%*	*24.0%*	*18.9%*	*22.3%*
%H		*97.5%*	*44.6%*	*13.8%*	*69.0%*	*31.6%*	*37.5%*	*97.6%*
C1	1594	1522	596	291	1057	445	611	1503
%V	*28.2%*	*28.0%*	*28.4%*	*30.1%*	*27.9%*	*29.5%*	*26.8%*	*29.9%*
%H		*95.5%*	*37.4%*	*18.3%*	*66.3%*	*27.9%*	*38.3%*	*94.3%*
C2	1215	1190	461	254	815	362	453	1100
%V	*21.5%*	*21.9%*	*22.0%*	*26.2%*	*21.5%*	*24.0%*	*19.9%*	*21.9%*
%H		*97.9%*	*37.9%*	*20.9%*	*67.1%*	*29.8%*	*37.3%*	*90.5%*
D	946	898	340	163	593	224	369	809
%V	*16.7%*	*16.5%*	*16.2%*	*16.8%*	*15.7%*	*14.9%*	*16.2%*	*16.1%*
%H		*94.9%*	*35.9%*	*17.2%*	*62.7%*	*23.7%*	*39.0%*	*85.5%*
E	746	716	187	102	529	114	415	499
%V	*13.2%*	*13.2%*	*8.9%*	*10.5%*	*14.0%*	*7.6%*	*18.2%*	*9.9%*
%H		*96.0%*	*25.1%*	*13.7%*	*70.9%*	*15.3%*	*55.6%*	*66.9%*

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5648	5444	2095	968	3785	1506	2279	5029
%H		*96.4%*	*37.1%*	*17.1%*	*67.0%*	*26.7%*	*40.4%*	*89.0%*
Working full time	2698	2620	1129	499	1684	759	925	2603
%V	*47.8%*	*48.1%*	*53.9%*	*51.5%*	*44.5%*	*50.4%*	*40.6%*	*51.8%*
%H		*97.1%*	*41.8%*	*18.5%*	*62.4%*	*28.1%*	*34.3%*	*96.5%*
Working part time	492	474	200	84	341	155	186	471
%V	*8.7%*	*8.7%*	*9.5%*	*8.7%*	*9.0%*	*10.3%*	*8.2%*	*9.4%*
%H		*96.3%*	*40.7%*	*17.1%*	*69.3%*	*31.5%*	*37.8%*	*95.7%*
Not working	2458	2349	766	385	1759	591	1168	1955
%V	*43.5%*	*43.1%*	*36.6%*	*39.8%*	*46.5%*	*39.2%*	*51.3%*	*38.9%*
%H		*95.6%*	*31.2%*	*15.7%*	*71.6%*	*24.0%*	*47.5%*	*79.5%*
Houseperson	3078	2955	1042	488	2096	730	1365	2590
%V	*54.5%*	*54.3%*	*49.7%*	*50.4%*	*55.4%*	*48.5%*	*59.9%*	*51.5%*
%H		*96.0%*	*33.9%*	*15.9%*	*68.1%*	*23.7%*	*44.3%*	*84.1%*

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2765	2646	1022	474	1822	736	1086	2475
%H		*95.7%*	*37.0%*	*17.1%*	*65.9%*	*26.6%*	*39.3%*	*89.5%*
16 - 19	155	145	64	33	99	51	49	152
%V	*5.6%*	*5.5%*	*6.3%*	*7.0%*	*5.4%*	*6.9%*	*4.5%*	*6.1%*
%H		*93.5%*	*41.3%*	*21.3%*	*63.9%*	*32.9%*	*31.6%*	*98.1%*
20 - 24	213	193	68	50	118	56	62	212
%V	*7.7%*	*7.3%*	*6.7%*	*10.5%*	*6.5%*	*7.6%*	*5.7%*	*8.6%*
%H		*90.6%*	*31.9%*	*23.5%*	*55.4%*	*26.3%*	*29.1%*	*99.5%*
25 - 34	471	436	172	79	255	104	151	447
%V	*17.0%*	*16.5%*	*16.8%*	*16.7%*	*14.0%*	*14.1%*	*13.9%*	*18.1%*
%H		*92.6%*	*36.5%*	*16.8%*	*54.1%*	*22.1%*	*32.1%*	*94.9%*
35 - 44	420	399	172	65	247	98	149	400
%V	*15.2%*	*15.1%*	*16.8%*	*13.7%*	*13.6%*	*13.3%*	*13.7%*	*16.2%*
%H		*95.0%*	*41.0%*	*15.5%*	*58.8%*	*23.3%*	*35.5%*	*95.2%*
45 - 54	485	469	205	82	330	150	180	452
%V	*17.5%*	*17.7%*	*20.1%*	*17.3%*	*18.1%*	*20.4%*	*16.6%*	*18.3%*
%H		*96.7%*	*42.3%*	*16.9%*	*68.0%*	*30.9%*	*37.1%*	*93.2%*
55 - 64	427	417	158	74	306	123	183	387
%V	*15.4%*	*15.8%*	*15.5%*	*15.6%*	*16.8%*	*16.7%*	*16.9%*	*15.6%*
%H		*97.7%*	*37.0%*	*17.3%*	*71.7%*	*28.8%*	*42.9%*	*90.6%*
65+	594	588	182	92	466	153	313	425
%V	*21.5%*	*22.2%*	*17.8%*	*19.4%*	*25.6%*	*20.8%*	*28.8%*	*17.2%*
%H		*99.0%*	*30.6%*	*15.5%*	*78.5%*	*25.8%*	*52.7%*	*71.5%*

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2765	2646	1022	474	1822	736	1086	2475
%H		*95.7%*	*37.0%*	*17.1%*	*65.9%*	*26.6%*	*39.3%*	*89.5%*
AB	578	562	252	79	397	178	218	564
%V	*20.9%*	*21.2%*	*24.7%*	*16.7%*	*21.8%*	*24.2%*	*20.1%*	*22.8%*
%H		*97.2%*	*43.6%*	*13.7%*	*68.7%*	*30.8%*	*37.7%*	*97.6%*
C1	736	698	283	139	472	210	261	703
%V	*26.6%*	*26.4%*	*27.7%*	*29.3%*	*25.9%*	*28.5%*	*24.0%*	*28.4%*
%H		*94.8%*	*38.5%*	*18.9%*	*64.1%*	*28.5%*	*35.5%*	*95.5%*
C2	661	646	241	139	440	192	249	589
%V	*23.9%*	*24.4%*	*23.6%*	*29.3%*	*24.1%*	*26.1%*	*22.9%*	*23.8%*
%H		*97.7%*	*36.5%*	*21.0%*	*66.6%*	*29.0%*	*37.7%*	*89.1%*
D	455	425	165	74	277	105	172	394
%V	*16.5%*	*16.1%*	*16.1%*	*15.6%*	*15.2%*	*14.3%*	*15.8%*	*15.9%*
%H		*93.4%*	*36.3%*	*16.3%*	*60.9%*	*23.1%*	*37.8%*	*86.6%*
E	335	316	81	43	236	50	186	224
%V	*12.1%*	*11.9%*	*7.9%*	*9.1%*	*13.0%*	*6.8%*	*17.1%*	*9.1%*
%H		*94.3%*	*24.2%*	*12.8%*	*70.4%*	*14.9%*	*55.5%*	*66.9%*

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2765	2646	1022	474	1822	736	1086	2475
%H		*95.7%*	*37.0%*	*17.1%*	*65.9%*	*26.6%*	*39.3%*	*89.5%*
Working full time	1581	1526	654	286	974	436	538	1521
%V	*57.2%*	*57.7%*	*64.0%*	*60.3%*	*53.5%*	*59.2%*	*49.5%*	*61.5%*
%H		*96.5%*	*41.4%*	*18.1%*	*61.6%*	*27.6%*	*34.0%*	*96.2%*
Working part time	111	104	43	15	76	30	46	105
%V	*4.0%*	*3.9%*	*4.2%*	*3.2%*	*4.2%*	*4.1%*	*4.2%*	*4.2%*
%H		*93.7%*	*38.7%*	*13.5%*	*68.5%*	*27.0%*	*41.4%*	*94.6%*
Not working	1073	1016	325	173	772	270	502	848
%V	*38.8%*	*38.4%*	*31.8%*	*36.5%*	*42.4%*	*36.7%*	*46.2%*	*34.3%*
%H		*94.7%*	*30.3%*	*16.1%*	*71.9%*	*25.2%*	*46.8%*	*79.0%*
Houseperson	827	764	226	104	544	139	404	639
%V	*29.9%*	*28.9%*	*22.1%*	*21.9%*	*29.9%*	*18.9%*	*37.2%*	*25.8%*
%H		*92.4%*	*27.3%*	*12.6%*	*65.8%*	*16.8%*	*48.9%*	*77.3%*

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2883	2798	1073	494	1963	770	1193	2554
%H		*97.1%*	*37.2%*	*17.1%*	*68.1%*	*26.7%*	*41.4%*	*88.6%*
16 - 19	141	138	65	27	99	51	47	139
%V	*4.9%*	*4.9%*	*6.1%*	*5.5%*	*5.0%*	*6.6%*	*3.9%*	*5.4%*
%H		*97.9%*	*46.1%*	*19.1%*	*70.2%*	*36.2%*	*33.3%*	*98.6%*
20 - 24	218	191	61	35	132	48	84	214
%V	*7.6%*	*6.8%*	*5.7%*	*7.1%*	*6.7%*	*6.2%*	*7.0%*	*8.4%*
%H		*87.6%*	*28.0%*	*16.1%*	*60.6%*	*22.0%*	*38.5%*	*98.2%*
25 - 34	466	443	189	76	272	114	158	447
%V	*16.2%*	*15.8%*	*17.6%*	*15.4%*	*13.9%*	*14.8%*	*13.2%*	*17.5%*
%H		*95.1%*	*40.6%*	*16.3%*	*58.4%*	*24.5%*	*33.9%*	*95.9%*
35 - 44	431	415	194	76	256	116	140	414
%V	*14.9%*	*14.8%*	*18.1%*	*15.4%*	*13.0%*	*15.1%*	*11.7%*	*16.2%*
%H		*96.3%*	*45.0%*	*17.6%*	*59.4%*	*26.9%*	*32.5%*	*96.1%*
45 - 54	505	497	209	99	358	167	191	488
%V	*17.5%*	*17.8%*	*19.5%*	*20.0%*	*18.2%*	*21.7%*	*16.0%*	*19.1%*
%H		*98.4%*	*41.4%*	*19.6%*	*70.9%*	*33.1%*	*37.8%*	*96.6%*
55 - 64	440	437	167	87	306	125	181	408
%V	*15.3%*	*15.6%*	*15.6%*	*17.6%*	*15.6%*	*16.2%*	*15.2%*	*16.0%*
%H		*99.3%*	*38.0%*	*19.8%*	*69.5%*	*28.4%*	*41.1%*	*92.7%*
65+	681	676	188	96	541	149	392	443
%V	*23.6%*	*24.2%*	*17.5%*	*19.4%*	*27.6%*	*19.4%*	*32.9%*	*17.3%*
%H		*99.3%*	*27.6%*	*14.1%*	*79.4%*	*21.9%*	*57.6%*	*65.1%*

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2883	2798	1073	494	1963	770	1193	2554
%H		*97.1%*	*37.2%*	*17.1%*	*68.1%*	*26.7%*	*41.4%*	*88.6%*
AB	569	557	259	79	395	183	212	554
%V	*19.7%*	*19.9%*	*24.1%*	*16.0%*	*20.1%*	*23.8%*	*17.8%*	*21.7%*
%H		*97.9%*	*45.5%*	*13.9%*	*69.4%*	*32.2%*	*37.3%*	*97.4%*
C1	858	824	313	152	585	235	350	800
%V	*29.8%*	*29.4%*	*29.2%*	*30.8%*	*29.8%*	*30.5%*	*29.3%*	*31.3%*
%H		*96.0%*	*36.5%*	*17.7%*	*68.2%*	*27.4%*	*40.8%*	*93.2%*
C2	553	544	220	115	374	170	204	510
%V	*19.2%*	*19.4%*	*20.5%*	*23.3%*	*19.1%*	*22.1%*	*17.1%*	*20.0%*
%H		*98.4%*	*39.8%*	*20.8%*	*67.6%*	*30.7%*	*36.9%*	*92.2%*
D	491	473	175	89	316	119	197	415
%V	*17.0%*	*16.9%*	*16.3%*	*18.0%*	*16.1%*	*15.5%*	*16.5%*	*16.2%*
%H		*96.3%*	*35.6%*	*18.1%*	*64.4%*	*24.2%*	*40.1%*	*84.5%*
E	411	399	106	59	292	63	229	275
%V	*14.3%*	*14.3%*	*9.9%*	*11.9%*	*14.9%*	*8.2%*	*19.2%*	*10.8%*
%H		*97.1%*	*25.8%*	*14.4%*	*71.0%*	*15.3%*	*55.7%*	*66.9%*

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2883	2798	1073	494	1963	770	1193	2554
%H		*97.1%*	*37.2%*	*17.1%*	*68.1%*	*26.7%*	*41.4%*	*88.6%*
Working full time	1118	1095	475	213	710	323	387	1081
%V	*38.8%*	*39.1%*	*44.3%*	*43.1%*	*36.2%*	*41.9%*	*32.4%*	*42.3%*
%H		*97.9%*	*42.5%*	*19.1%*	*63.5%*	*28.9%*	*34.6%*	*96.7%*
Working part time	381	370	158	69	265	125	140	366
%V	*13.2%*	*13.2%*	*14.7%*	*14.0%*	*13.5%*	*16.2%*	*11.7%*	*14.3%*
%H		*97.1%*	*41.5%*	*18.1%*	*69.6%*	*32.8%*	*36.7%*	*96.1%*
Not working	1384	1333	440	213	988	321	666	1107
%V	*48.0%*	*47.6%*	*41.0%*	*43.1%*	*50.3%*	*41.7%*	*55.8%*	*43.3%*
%H		*96.3%*	*31.8%*	*15.4%*	*71.4%*	*23.2%*	*48.1%*	*80.0%*
Houseperson	2251	2191	816	384	1552	591	961	1951
%V	*78.1%*	*78.3%*	*76.0%*	*77.7%*	*79.1%*	*76.8%*	*80.6%*	*76.4%*
%H		*97.3%*	*36.3%*	*17.1%*	*68.9%*	*26.3%*	*42.7%*	*86.7%*

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Scotland

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	2493	2377	980	404	1561	665	897	2110
%H (All HH)		*95.3%*	*39.3%*	*16.2%*	*62.6%*	*26.7%*	*36.0%*	*84.6%*
%H (TV HH)			*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	
AB	601	570	242	108	372	174	198	574
%V	*24.1%*	*24.0%*	*24.7%*	*26.7%*	*23.8%*	*26.2%*	*22.1%*	*27.2%*
%H (All HH)		*94.8%*	*40.3%*	*18.0%*	*61.9%*	*29.0%*	*32.9%*	*95.5%*
%H (TV HH)			*42.5%*	*18.9%*	*65.3%*	*30.5%*	*34.7%*	
C1	680	645	274	111	410	181	230	618
%V	*27.3%*	*27.1%*	*28.0%*	*27.5%*	*26.3%*	*27.2%*	*25.6%*	*29.3%*
%H (All HH)		*94.9%*	*40.3%*	*16.3%*	*60.3%*	*26.6%*	*33.8%*	*90.9%*
%H (TV HH)			*42.5%*	*17.2%*	*63.6%*	*28.1%*	*35.7%*	
C2	488	473	225	75	310	151	159	421
%V	*19.6%*	*19.9%*	*23.0%*	*18.6%*	*19.9%*	*22.7%*	*17.7%*	*20.0%*
%H (All HH)		*96.9%*	*46.1%*	*15.4%*	*63.5%*	*30.9%*	*32.6%*	*86.3%*
%H (TV HH)			*47.6%*	*15.9%*	*65.5%*	*31.9%*	*33.6%*	
D	426	405	151	68	270	105	165	330
%V	*17.1%*	*17.0%*	*15.4%*	*16.8%*	*17.3%*	*15.8%*	*18.4%*	*15.6%*
%H (All HH)		*95.1%*	*35.4%*	*16.0%*	*63.4%*	*24.6%*	*38.7%*	*77.5%*
%H (TV HH)			*37.3%*	*16.8%*	*66.7%*	*25.9%*	*40.7%*	
E	299	284	88	42	199	54	145	168
%V	*12.0%*	*11.9%*	*9.0%*	*10.4%*	*12.7%*	*8.1%*	*16.2%*	*8.0%*
%H (All HH)		*95.0%*	*29.4%*	*14.0%*	*66.6%*	*18.1%*	*48.5%*	*56.2%*
%H (TV HH)			*31.0%*	*14.8%*	*70.1%*	*19.0%*	*51.1%*	

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

Table 11.2: 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	2493	2377	980	404	1561	665	897	2110
%H (All HH)		*95.3%*	*39.3%*	*16.2%*	*62.6%*	*26.7%*	*36.0%*	*84.6%*
%H (TV HH)			*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	
Under 25	108	89	24	7	49	12	37	105
%V	*4.3%*	*3.7%*	*2.4%*	*1.7%*	*3.1%*	*1.8%*	*4.1%*	*5.0%*
%H (All HH)		*82.4%*	*22.2%*	*6.5%*	*45.4%*	*11.1%*	*34.3%*	*97.2%*
%H (TV HH)			*27.0%*	*7.9%*	*55.1%*	*13.5%*	*41.6%*	
25 - 34	379	341	156	59	162	76	86	365
%V	*15.2%*	*14.3%*	*15.9%*	*14.6%*	*10.4%*	*11.4%*	*9.6%*	*17.3%*
%H (All HH)		*90.0%*	*41.2%*	*15.6%*	*42.7%*	*20.1%*	*22.7%*	*96.3%*
%H (TV HH)			*45.7%*	*17.3%*	*47.5%*	*22.3%*	*25.2%*	
35 - 44	384	361	175	61	206	100	106	365
%V	*15.4%*	*15.2%*	*17.9%*	*15.1%*	*13.2%*	*15.0%*	*11.8%*	*17.3%*
%H (All HH)		*94.0%*	*45.6%*	*15.9%*	*53.6%*	*26.0%*	*27.6%*	*95.1%*
%H (TV HH)			*48.5%*	*16.9%*	*57.1%*	*27.7%*	*29.4%*	
45 - 54	475	463	201	98	310	157	153	448
%V	*19.1%*	*19.5%*	*20.5%*	*24.3%*	*19.9%*	*23.6%*	*17.1%*	*21.2%*
%H (All HH)		*97.5%*	*42.3%*	*20.6%*	*65.3%*	*33.1%*	*32.2%*	*94.3%*
%H (TV HH)			*43.4%*	*21.2%*	*67.0%*	*33.9%*	*33.0%*	
55 - 64	454	441	189	73	309	135	174	399
%V	*18.2%*	*18.6%*	*19.3%*	*18.1%*	*19.8%*	*20.3%*	*19.4%*	*18.9%*
%H (All HH)		*97.1%*	*41.6%*	*16.1%*	*68.1%*	*29.7%*	*38.3%*	*87.9%*
%H (TV HH)			*42.9%*	*16.6%*	*70.1%*	*30.6%*	*39.5%*	
65 +	692	682	236	106	525	184	341	427
%V	*27.8%*	*28.7%*	*24.1%*	*26.2%*	*33.6%*	*27.7%*	*38.0%*	*20.2%*
%H (All HH)		*98.6%*	*34.1%*	*15.3%*	*75.9%*	*26.6%*	*49.3%*	*61.7%*
%H (TV HH)			*34.6%*	*15.5%*	*77.0%*	*27.0%*	*50.0%*	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 11.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2493	2377	980	404	1561	665	897	2110
%H (All HH)		*95.3%*	*39.3%*	*16.2%*	*62.6%*	*26.7%*	*36.0%*	*84.6%*
%H (TV HH)			*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	
1	909	844	251	127	599	162	437	598
%V	*36.5%*	*35.5%*	*25.6%*	*31.4%*	*38.4%*	*24.4%*	*48.7%*	*28.3%*
%H (All HH)		*92.8%*	*27.6%*	*14.0%*	*65.9%*	*17.8%*	*48.1%*	*65.8%*
%H (TV HH)			*29.7%*	*15.0%*	*71.0%*	*19.2%*	*51.8%*	
2	847	815	347	148	527	246	281	787
%V	*34.0%*	*34.3%*	*35.4%*	*36.6%*	*33.8%*	*37.0%*	*31.3%*	*37.3%*
%H (All HH)		*96.2%*	*41.0%*	*17.5%*	*62.2%*	*29.0%*	*33.2%*	*92.9%*
%H (TV HH)			*42.6%*	*18.2%*	*64.7%*	*30.2%*	*34.5%*	
3	346	333	171	67	202	117	84	338
%V	*13.9%*	*14.0%*	*17.4%*	*16.6%*	*12.9%*	*17.6%*	*9.4%*	*16.0%*
%H (All HH)		*96.2%*	*49.4%*	*19.4%*	*58.4%*	*33.8%*	*24.3%*	*97.7%*
%H (TV HH)			*51.4%*	*20.1%*	*60.7%*	*35.1%*	*25.2%*	
4	279	276	153	43	169	102	67	277
%V	*11.2%*	*11.6%*	*15.6%*	*10.6%*	*10.8%*	*15.3%*	*7.5%*	*13.1%*
%H (All HH)		*98.9%*	*54.8%*	*15.4%*	*60.6%*	*36.6%*	*24.0%*	*99.3%*
%H (TV HH)			*55.4%*	*15.6%*	*61.2%*	*37.0%*	*24.3%*	
5+	112	109	58	17	64	37	27	110
%V	*4.5%*	*4.6%*	*5.9%*	*4.2%*	*4.1%*	*5.6%*	*3.0%*	*5.2%*
%H (All HH)		*97.3%*	*51.8%*	*15.2%*	*57.1%*	*33.0%*	*24.1%*	*98.2%*
%H (TV HH)			*53.2%*	*15.6%*	*58.7%*	*33.9%*	*24.8%*	
Average HH size	2.15	2.17	2.43	2.21	2.10	2.42	1.86	2.31

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

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	2493	2377	980	404	1561	665	897	2110
%H (All HH)		*95.3%*	*39.3%*	*16.2%*	*62.6%*	*26.7%*	*36.0%*	*84.6%*
%H (TV HH)			*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	
Without	1935	1831	697	308	1243	487	757	1564
%V	*77.6%*	*77.0%*	*71.1%*	*76.2%*	*79.6%*	*73.2%*	*84.4%*	*74.1%*
%H (All HH)		*94.6%*	*36.0%*	*15.9%*	*64.2%*	*25.2%*	*39.1%*	*80.8%*
%H (TV HH)			*38.1%*	*16.8%*	*67.9%*	*26.6%*	*41.3%*	
With	558	545	283	96	318	178	140	547
%V	*22.4%*	*22.9%*	*28.9%*	*23.8%*	*20.4%*	*26.8%*	*15.6%*	*25.9%*
%H (All HH)		*97.7%*	*50.7%*	*17.2%*	*57.0%*	*31.9%*	*25.1%*	*98.0%*
%H (TV HH)			*51.9%*	*17.6%*	*58.3%*	*32.7%*	*25.7%*	
0 - 3	188	183	101	24	101	54	46	184
%V	*7.5%*	*7.7%*	*10.3%*	*5.9%*	*6.5%*	*8.1%*	*5.1%*	*8.7%*
%H (All HH)		*97.3%*	*53.7%*	*12.8%*	*53.7%*	*28.7%*	*24.5%*	*97.9%*
%H (TV HH)			*55.2%*	*13.1%*	*55.2%*	*29.5%*	*25.1%*	
4 - 9	285	279	144	45	161	87	75	278
%V	*11.4%*	*11.7%*	*14.7%*	*11.1%*	*10.3%*	*13.1%*	*8.4%*	*13.2%*
%H (All HH)		*97.9%*	*50.5%*	*15.8%*	*56.5%*	*30.5%*	*26.3%*	*97.5%*
%H (TV HH)			*51.6%*	*16.1%*	*57.7%*	*31.2%*	*26.9%*	
10 - 15	265	261	139	50	161	96	65	262
%V	*10.6%*	*11.0%*	*14.2%*	*12.4%*	*10.3%*	*14.4%*	*7.2%*	*12.4%*
%H (All HH)		*98.5%*	*52.5%*	*18.9%*	*60.8%*	*36.2%*	*24.5%*	*98.9%*
%H (TV HH)			*53.3%*	*19.2%*	*61.7%*	*36.8%*	*24.9%*	

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

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	2493	2377	980	404	1561	665	897	2110
%H (All HH)		*95.3%*	*39.3%*	*16.2%*	*62.6%*	*26.7%*	*36.0%*	*84.6%*
%H (TV HH)			*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	
1	914	914	277	129	527	99	428	681
%V	*36.7%*	*38.5%*	*28.3%*	*31.9%*	*33.8%*	*14.9%*	*47.7%*	*32.3%*
%H (All HH)		*100.0%*	*30.3%*	*14.1%*	*57.7%*	*10.8%*	*46.8%*	*74.5%*
%H (TV HH)			*30.3%*	*14.1%*	*57.7%*	*10.8%*	*46.8%*	
2	792	792	339	152	531	244	287	693
%V	*31.8%*	*33.3%*	*34.6%*	*37.6%*	*34.0%*	*36.7%*	*32.0%*	*32.8%*
%H (All HH)		*100.0%*	*42.8%*	*19.2%*	*67.0%*	*30.8%*	*36.2%*	*87.5%*
%H (TV HH)			*42.8%*	*19.2%*	*67.0%*	*30.8%*	*36.2%*	
3	431	431	230	74	317	193	125	407
%V	*17.3%*	*18.1%*	*23.5%*	*18.3%*	*20.3%*	*29.0%*	*13.9%*	*19.3%*
%H (All HH)		*100.0%*	*53.4%*	*17.2%*	*73.5%*	*44.8%*	*29.0%*	*94.4%*
%H (TV HH)			*53.4%*	*17.2%*	*73.5%*	*44.8%*	*29.0%*	
4	160	160	84	36	123	83	40	157
%V	*6.4%*	*6.7%*	*8.6%*	*8.9%*	*7.9%*	*12.5%*	*4.5%*	*7.4%*
%H (All HH)		*100.0%*	*52.5%*	*22.5%*	*76.9%*	*51.9%*	*25.0%*	*98.1%*
%H (TV HH)			*52.5%*	*22.5%*	*76.9%*	*51.9%*	*25.0%*	
5+	80	80	51	13	63	46	17	79
%V	*3.2%*	*3.4%*	*5.2%*	*3.2%*	*4.0%*	*6.9%*	*1.9%*	*3.7%*
%H (All HH)		*100.0%*	*63.8%*	*16.3%*	*78.8%*	*57.5%*	*21.3%*	*98.8%*
%H (TV HH)			*63.8%*	*16.3%*	*78.8%*	*57.5%*	*21.3%*	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 11.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2493	2377	980	404	1561	665	897	2110
%H (All HH)		*95.3%*	*39.3%*	*16.2%*	*62.6%*	*26.7%*	*36.0%*	*84.6%*
%H (TV HH)			*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	
Under 20"	250	250	106	39	201	97	104	213
%V	*10.0%*	*10.5%*	*10.8%*	*9.7%*	*12.9%*	*14.6%*	*11.6%*	*10.1%*
%H (All HH)		*100.0%*	*42.4%*	*15.6%*	*80.4%*	*38.8%*	*41.6%*	*85.2%*
%H (TV HH)			*42.4%*	*15.6%*	*80.4%*	*38.8%*	*41.6%*	
20" - 29"	625	625	248	105	484	225	259	531
%V	*25.1%*	*26.3%*	*25.3%*	*26.0%*	*31.0%*	*33.8%*	*28.9%*	*25.2%*
%H (All HH)		*100.0%*	*39.7%*	*16.8%*	*77.4%*	*36.0%*	*41.4%*	*85.0%*
%H (TV HH)			*39.7%*	*16.8%*	*77.4%*	*36.0%*	*41.4%*	
30" - 39"	1182	1182	493	205	814	360	454	996
%V	*47.4%*	*49.7%*	*50.3%*	*50.7%*	*52.1%*	*54.1%*	*50.6%*	*47.2%*
%H (All HH)		*100.0%*	*41.7%*	*17.3%*	*68.9%*	*30.5%*	*38.4%*	*84.3%*
%H (TV HH)			*41.7%*	*17.3%*	*68.9%*	*30.5%*	*38.4%*	
40" - 49"	1210	1210	578	227	781	415	367	1111
%V	*48.5%*	*50.9%*	*59.0%*	*56.2%*	*50.0%*	*62.4%*	*40.9%*	*52.7%*
%H (All HH)		*100.0%*	*47.8%*	*18.8%*	*64.5%*	*34.3%*	*30.3%*	*91.8%*
%H (TV HH)			*47.8%*	*18.8%*	*64.5%*	*34.3%*	*30.3%*	
50" - 59"	472	472	254	83	297	178	119	443
%V	*18.9%*	*19.9%*	*25.9%*	*20.5%*	*19.0%*	*26.8%*	*13.3%*	*21.0%*
%H (All HH)		*100.0%*	*53.8%*	*17.6%*	*62.9%*	*37.7%*	*25.2%*	*93.9%*
%H (TV HH)			*53.8%*	*17.6%*	*62.9%*	*37.7%*	*25.2%*	
60"+	54	54	34	9	32	22	9	51
%V	*2.2%*	*2.3%*	*3.5%*	*2.2%*	*2.0%*	*3.3%*	*1.0%*	*2.4%*
%H (All HH)		*100.0%*	*63.0%*	*16.7%*	*59.3%*	*40.7%*	*16.7%*	*94.4%*
%H (TV HH)			*63.0%*	*16.7%*	*59.3%*	*40.7%*	*16.7%*	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2493	2377	980	404	1561	665	897	2110
%H (All HH)		*95.3%*	*39.3%*	*16.2%*	*62.6%*	*26.7%*	*36.0%*	*84.6%*
%H (TV HH)			*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	
Main living room	2341	2341	971	401	1538	659	878	1987
%V	*93.9%*	*98.5%*	*99.1%*	*99.3%*	*98.5%*	*99.1%*	*97.9%*	*94.2%*
%H (All HH)		*100.0%*	*41.5%*	*17.1%*	*65.7%*	*28.2%*	*37.5%*	*84.9%*
%H (TV HH)			*41.5%*	*17.1%*	*65.7%*	*28.2%*	*37.5%*	
Kitchen	278	278	145	37	230	132	98	259
%V	*11.2%*	*11.7%*	*14.8%*	*9.2%*	*14.7%*	*19.8%*	*10.9%*	*12.3%*
%H (All HH)		*100.0%*	*52.2%*	*13.3%*	*82.7%*	*47.5%*	*35.3%*	*93.2%*
%H (TV HH)			*52.2%*	*13.3%*	*82.7%*	*47.5%*	*35.3%*	
Adult's bedroom	1131	1131	551	216	808	457	351	1026
%V	*45.4%*	*47.6%*	*56.2%*	*53.5%*	*51.8%*	*68.7%*	*39.1%*	*48.6%*
%H (All HH)		*100.0%*	*48.7%*	*19.1%*	*71.4%*	*40.4%*	*31.0%*	*90.7%*
%H (TV HH)			*48.7%*	*19.1%*	*71.4%*	*40.4%*	*31.0%*	
Child's bedroom	264	264	150	51	168	108	60	260
%V	*10.6%*	*11.1%*	*15.3%*	*12.6%*	*10.8%*	*16.2%*	*6.7%*	*12.3%*
%H (All HH)		*100.0%*	*56.8%*	*19.3%*	*63.6%*	*40.9%*	*22.7%*	*98.5%*
%H (TV HH)			*56.8%*	*19.3%*	*63.6%*	*40.9%*	*22.7%*	
Other bedroom	129	129	65	23	102	61	41	122
%V	*5.2%*	*5.4%*	*6.6%*	*5.7%*	*6.5%*	*9.2%*	*4.6%*	*5.8%*
%H (All HH)		*100.0%*	*50.4%*	*17.8%*	*79.1%*	*47.3%*	*31.8%*	*94.6%*
%H (TV HH)			*50.4%*	*17.8%*	*79.1%*	*47.3%*	*31.8%*	
Second living/dining room	181	181	94	34	129	74	55	171
%V	*7.3%*	*7.6%*	*9.6%*	*8.4%*	*8.3%*	*11.1%*	*6.1%*	*8.1%*
%H (All HH)		*100.0%*	*51.9%*	*18.8%*	*71.3%*	*40.9%*	*30.4%*	*94.5%*
%H (TV HH)			*51.9%*	*18.8%*	*71.3%*	*40.9%*	*30.4%*	
Study/office	42	42	20	8	30	17	13	42
%V	*1.7%*	*1.8%*	*2.0%*	*2.0%*	*1.9%*	*2.6%*	*1.4%*	*2.0%*
%H (All HH)		*100.0%*	*47.6%*	*19.0%*	*71.4%*	*40.5%*	*31.0%*	*100.0%*
%H (TV HH)			*47.6%*	*19.0%*	*71.4%*	*40.5%*	*31.0%*	
TV room	43	43	23	7	30	18	12	43
%V	*1.7%*	*1.8%*	*2.3%*	*1.7%*	*1.9%*	*2.7%*	*1.3%*	*2.0%*
%H (All HH)		*100.0%*	*53.5%*	*16.3%*	*69.8%*	*41.9%*	*27.9%*	*100.0%*
%H (TV HH)			*53.5%*	*16.3%*	*69.8%*	*41.9%*	*27.9%*	
Conservatory	38	38	19	8	31	19	12	36
%V	*1.5%*	*1.6%*	*1.9%*	*2.0%*	*2.0%*	*2.9%*	*1.3%*	*1.7%*
%H (All HH)		*100.0%*	*50.0%*	*21.1%*	*81.6%*	*50.0%*	*31.6%*	*94.7%*
%H (TV HH)			*50.0%*	*21.1%*	*81.6%*	*50.0%*	*31.6%*	
Attic or loft room	6	6	4	1	4	4	0	6
%V	*0.2%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*	*0.6%*	*0.0%*	*0.3%*
%H (All HH)		*100.0%*	*66.7%*	*16.7%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
%H (TV HH)			*66.7%*	*16.7%*	*66.7%*	*66.7%*	*0.0%*	
No specific location	2	2	1	0	1	1	1	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	
Other	27	27	14	3	17	9	8	26
%V	*1.1%*	*1.1%*	*1.4%*	*0.7%*	*1.1%*	*1.4%*	*0.9%*	*1.2%*
%H (All HH)		*100.0%*	*51.9%*	*11.1%*	*63.0%*	*33.3%*	*29.6%*	*96.3%*
%H (TV HH)			*51.9%*	*11.1%*	*63.0%*	*33.3%*	*29.6%*	

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

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	2493	2377	980	404	1561	665	897	2110
%H (All HH)		*95.3%*	*39.3%*	*16.2%*	*62.6%*	*26.7%*	*36.0%*	*84.6%*
%H (TV HH)			*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	
Any DSAT provider	980	980	980	12	489	489	0	899
%V	*39.3%*	*41.2%*	*100.0%*	*3.0%*	*31.3%*	*73.5%*	*0.0%*	*42.6%*
%H (All HH)			*100.0%*	*1.2%*	*49.9%*	*49.9%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*1.2%*	*49.9%*	*49.9%*	*0.0%*	
Sky with subcription	818	818	818	6	411	411	0	763
%V	*32.8%*	*34.4%*	*83.5%*	*1.5%*	*26.3%*	*61.8%*	*0.0%*	*36.2%*
%H (All HH)			*100.0%*	*0.7%*	*50.2%*	*50.2%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*0.7%*	*50.2%*	*50.2%*	*0.0%*	
Sky without subscription	61	61	61	3	29	29	0	49
%V	*2.4%*	*2.6%*	*6.2%*	*0.7%*	*1.9%*	*4.4%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*4.9%*	*47.5%*	*47.5%*	*0.0%*	*80.3%*
%H (TV HH)			*100.0%*	*4.9%*	*47.5%*	*47.5%*	*0.0%*	
Freesat	96	96	96	2	46	46	0	83
%V	*3.9%*	*4.0%*	*9.8%*	*0.5%*	*2.9%*	*6.9%*	*0.0%*	*3.9%*
%H (All HH)			*100.0%*	*2.1%*	*47.9%*	*47.9%*	*0.0%*	*86.5%*
%H (TV HH)			*100.0%*	*2.1%*	*47.9%*	*47.9%*	*0.0%*	
Other satellite provider	56	56	56	2	32	32	0	53
%V	*2.2%*	*2.4%*	*5.7%*	*0.5%*	*2.0%*	*4.8%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*3.6%*	*57.1%*	*57.1%*	*0.0%*	*94.6%*
%H (TV HH)			*100.0%*	*3.6%*	*57.1%*	*57.1%*	*0.0%*	
DCAB	404	404	12	404	183	183	0	364
%V	*16.2%*	*17.0%*	*1.2%*	*100.0%*	*11.7%*	*27.5%*	*0.0%*	*17.3%*
%H (All HH)			*3.0%*	*100.0%*	*45.3%*	*45.3%*	*0.0%*	*90.1%*
%H (TV HH)			*3.0%*	*100.0%*	*45.3%*	*45.3%*	*0.0%*	
DTT	1561	1561	489	183	1561	665	897	1279
%V	*62.6%*	*65.7%*	*49.9%*	*45.3%*	*100.0%*	*100.0%*	*100.0%*	*60.6%*
%H (All HH)		*100.0%*	*31.3%*	*11.7%*	*100.0%*	*42.6%*	*57.5%*	*81.9%*
%H (TV HH)			*31.3%*	*11.7%*	*100.0%*	*42.6%*	*57.5%*	

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

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	2493	2377	980	404	1561	665	897	2110
%H (All HH)		*95.3%*	*39.3%*	*16.2%*	*62.6%*	*26.7%*	*36.0%*	*84.6%*
%H (TV HH)			*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	
PVR	1519	1519	861	378	894	606	288	1402
%V	*60.9%*	*63.9%*	*87.9%*	*93.6%*	*57.3%*	*91.1%*	*32.1%*	*66.4%*
%H (All HH)		*100.0%*	*56.7%*	*24.9%*	*58.9%*	*39.9%*	*19.0%*	*92.3%*
%H (TV HH)			*56.7%*	*24.9%*	*58.9%*	*39.9%*	*19.0%*	
DVDR	32	32	14	5	22	9	12	26
%V	*1.3%*	*1.3%*	*1.4%*	*1.2%*	*1.4%*	*1.4%*	*1.3%*	*1.2%*
%H (All HH)		*100.0%*	*43.8%*	*15.6%*	*68.8%*	*28.1%*	*37.5%*	*81.3%*
%H (TV HH)			*43.8%*	*15.6%*	*68.8%*	*28.1%*	*37.5%*	
VCR	17	17	7	1	13	3	10	10
%V	*0.7%*	*0.7%*	*0.7%*	*0.2%*	*0.8%*	*0.5%*	*1.1%*	*0.5%*
%H (All HH)		*100.0%*	*41.2%*	*5.9%*	*76.5%*	*17.6%*	*58.8%*	*58.8%*
%H (TV HH)			*41.2%*	*5.9%*	*76.5%*	*17.6%*	*58.8%*	
Any recorder	1539	1539	865	378	911	608	304	1412
%V	*61.7%*	*64.7%*	*88.3%*	*93.6%*	*58.4%*	*91.4%*	*33.9%*	*66.9%*
%H (All HH)		*100.0%*	*56.2%*	*24.6%*	*59.2%*	*39.5%*	*19.8%*	*91.7%*
%H (TV HH)			*56.2%*	*24.6%*	*59.2%*	*39.5%*	*19.8%*	
Receives HDTV (via STB or built-in reception)	1662	1662	816	348	1110	600	510	1504
%V	*66.7%*	*69.9%*	*83.3%*	*86.1%*	*71.1%*	*90.2%*	*56.9%*	*71.3%*
%H (All HH)		*100.0%*	*49.1%*	*20.9%*	*66.8%*	*36.1%*	*30.7%*	*90.5%*
%H (TV HH)			*49.1%*	*20.9%*	*66.8%*	*36.1%*	*30.7%*	
DVD/Blu-ray player or recorder	1599	1599	683	289	1071	497	575	1397
%V	*64.1%*	*67.3%*	*69.7%*	*71.5%*	*68.6%*	*74.7%*	*64.1%*	*66.2%*
%H (All HH)		*100.0%*	*42.7%*	*18.1%*	*67.0%*	*31.1%*	*36.0%*	*87.4%*
%H (TV HH)			*42.7%*	*18.1%*	*67.0%*	*31.1%*	*36.0%*	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 11.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2493	2377	980	404	1561	665	897	2110
%H (All HH)		*95.3%*	*39.3%*	*16.2%*	*62.6%*	*26.7%*	*36.0%*	*84.6%*
%H (TV HH)			*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	
Has broadband internet	2110	2018	899	364	1279	616	663	2110
%V	*84.6%*	*84.9%*	*91.7%*	*90.1%*	*81.9%*	*92.6%*	*73.9%*	*100.0%*
%H (All HH)		*95.6%*	*42.6%*	*17.3%*	*60.6%*	*29.2%*	*31.4%*	*100.0%*
%H (TV HH)			*44.5%*	*18.0%*	*63.4%*	*30.5%*	*32.9%*	
Number of computers (PCs and laptops)								
0	495	469	131	53	342	73	270	140
%V	*19.9%*	*19.7%*	*13.4%*	*13.1%*	*21.9%*	*11.0%*	*30.1%*	*6.6%*
%H (All HH)		*94.7%*	*26.5%*	*10.7%*	*69.1%*	*14.7%*	*54.5%*	*28.3%*
%H (TV HH)			*27.9%*	*11.3%*	*72.9%*	*15.6%*	*57.6%*	
1	661	627	240	115	421	173	248	639
%V	*26.5%*	*26.4%*	*24.5%*	*28.5%*	*27.0%*	*26.0%*	*27.6%*	*30.3%*
%H (All HH)		*94.9%*	*36.3%*	*17.4%*	*63.7%*	*26.2%*	*37.5%*	*96.7%*
%H (TV HH)			*38.3%*	*18.3%*	*67.1%*	*27.6%*	*39.6%*	
2	593	565	254	98	357	170	187	588
%V	*23.8%*	*23.8%*	*25.9%*	*24.3%*	*22.9%*	*25.6%*	*20.8%*	*27.9%*
%H (All HH)		*95.3%*	*42.8%*	*16.5%*	*60.2%*	*28.7%*	*31.5%*	*99.2%*
%H (TV HH)			*45.0%*	*17.3%*	*63.2%*	*30.1%*	*33.1%*	
3	352	338	167	66	210	118	92	352
%V	*14.1%*	*14.2%*	*17.0%*	*16.3%*	*13.5%*	*17.7%*	*10.3%*	*16.7%*
%H (All HH)		*96.0%*	*47.4%*	*18.8%*	*59.7%*	*33.5%*	*26.1%*	*100.0%*
%H (TV HH)			*49.4%*	*19.5%*	*62.1%*	*34.9%*	*27.2%*	
4	183	176	88	34	112	64	48	183
%V	*7.3%*	*7.4%*	*9.0%*	*8.4%*	*7.2%*	*9.6%*	*5.4%*	*8.7%*
%H (All HH)		*96.2%*	*48.1%*	*18.6%*	*61.2%*	*35.0%*	*26.2%*	*100.0%*
%H (TV HH)			*50.0%*	*19.3%*	*63.6%*	*36.4%*	*27.3%*	
5+	209	202	100	38	119	67	52	209
%V	*8.4%*	*8.5%*	*10.2%*	*9.4%*	*7.6%*	*10.1%*	*5.8%*	*9.9%*
%H (All HH)		*96.7%*	*47.8%*	*18.2%*	*56.9%*	*32.1%*	*24.9%*	*100.0%*
%H (TV HH)			*49.5%*	*18.8%*	*58.9%*	*33.2%*	*25.7%*	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4866	2262	874	3375	1749	1626	4350
%H		*46.5%*	*18.0%*	*69.4%*	*35.9%*	*33.4%*	*89.4%*
Under 20"	289	121	44	235	113	123	249
%V	*5.9%*	*5.3%*	*5.0%*	*7.0%*	*6.5%*	*7.6%*	*5.7%*
%H		*41.9%*	*15.2%*	*81.3%*	*39.1%*	*42.6%*	*86.2%*
20" - 29"	787	330	132	616	305	312	675
%V	*16.2%*	*14.6%*	*15.1%*	*18.3%*	*17.4%*	*19.2%*	*15.5%*
%H		*41.9%*	*16.8%*	*78.3%*	*38.8%*	*39.6%*	*85.8%*
30" - 39"	1516	669	268	1053	504	549	1313
%V	*31.2%*	*29.6%*	*30.7%*	*31.2%*	*28.8%*	*33.8%*	*30.2%*
%H		*44.1%*	*17.7%*	*69.5%*	*33.2%*	*36.2%*	*86.6%*
40" - 49"	1490	731	285	983	546	438	1385
%V	*30.6%*	*32.3%*	*32.6%*	*29.1%*	*31.2%*	*26.9%*	*31.8%*
%H		*49.1%*	*19.1%*	*66.0%*	*36.6%*	*29.4%*	*93.0%*
50" - 59"	542	304	97	338	212	126	513
%V	*11.1%*	*13.4%*	*11.1%*	*10.0%*	*12.1%*	*7.7%*	*11.8%*
%H		*56.1%*	*17.9%*	*62.4%*	*39.1%*	*23.2%*	*94.6%*
60"+	61	37	12	36	26	10	58
%V	*1.3%*	*1.6%*	*1.4%*	*1.1%*	*1.5%*	*0.6%*	*1.3%*
%H		*60.7%*	*19.7%*	*59.0%*	*42.6%*	*16.4%*	*95.1%*
Don't know	181	69	37	113	44	69	157
%V	*3.7%*	*3.1%*	*4.2%*	*3.3%*	*2.5%*	*4.2%*	*3.6%*
%H		*38.1%*	*20.4%*	*62.4%*	*24.3%*	*38.1%*	*86.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	4866	2262	874	3375	1749	1626	4350
%H		*46.5%*	*18.0%*	*69.4%*	*35.9%*	*33.4%*	*89.4%*
Main living room	2363	980	406	1551	666	885	2007
%V	*48.6%*	*43.3%*	*46.5%*	*46.0%*	*38.1%*	*54.4%*	*46.1%*
%H		*41.5%*	*17.2%*	*65.6%*	*28.2%*	*37.5%*	*84.9%*
Kitchen	280	146	37	232	133	99	261
%V	*5.8%*	*6.5%*	*4.2%*	*6.9%*	*7.6%*	*6.1%*	*6.0%*
%H		*52.1%*	*13.2%*	*82.9%*	*47.5%*	*35.4%*	*93.2%*
Adult's bedroom	1389	683	278	1012	593	418	1272
%V	*28.5%*	*30.2%*	*31.8%*	*30.0%*	*33.9%*	*25.7%*	*29.2%*
%H		*49.2%*	*20.0%*	*72.9%*	*42.7%*	*30.1%*	*91.6%*
Child's bedroom	341	198	64	215	140	75	337
%V	*7.0%*	*8.8%*	*7.3%*	*6.4%*	*8.0%*	*4.6%*	*7.7%*
%H		*58.1%*	*18.8%*	*63.0%*	*41.1%*	*22.0%*	*98.8%*
Other bedroom	149	74	27	118	71	47	141
%V	*3.1%*	*3.3%*	*3.1%*	*3.5%*	*4.1%*	*2.9%*	*3.2%*
%H		*49.7%*	*18.1%*	*79.2%*	*47.7%*	*31.5%*	*94.6%*
Second living/dining room	184	96	35	132	76	55	175
%V	*3.8%*	*4.2%*	*4.0%*	*3.9%*	*4.3%*	*3.4%*	*4.0%*
%H		*52.2%*	*19.0%*	*71.7%*	*41.3%*	*29.9%*	*95.1%*
Study/office	43	21	8	30	17	13	42
%V	*0.9%*	*0.9%*	*0.9%*	*0.9%*	*1.0%*	*0.8%*	*1.0%*
%H		*48.8%*	*18.6%*	*69.8%*	*39.5%*	*30.2%*	*97.7%*
TV room	43	23	7	31	18	12	43
%V	*0.9%*	*1.0%*	*0.8%*	*0.9%*	*1.0%*	*0.7%*	*1.0%*
%H		*53.5%*	*16.3%*	*72.1%*	*41.9%*	*27.9%*	*100.0%*
Conservatory	38	19	8	31	19	12	36
%V	*0.8%*	*0.8%*	*0.9%*	*0.9%*	*1.1%*	*0.7%*	*0.8%*
%H		*50.0%*	*21.1%*	*81.6%*	*50.0%*	*31.6%*	*94.7%*
Attic or loft room	6	5	1	4	4	0	6
%V	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*83.3%*	*16.7%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
No specific location	2	1	0	1	1	1	2
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*
%H		*50.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
Other	28	15	3	18	10	8	27
%V	*0.6%*	*0.7%*	*0.3%*	*0.5%*	*0.6%*	*0.5%*	*0.6%*
%H		*53.6%*	*10.7%*	*64.3%*	*35.7%*	*28.6%*	*96.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Scotland

Set level data

Table 11.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4866	2262	874	3375	1749	1626	4350
%H		*46.5%*	*18.0%*	*69.4%*	*35.9%*	*33.4%*	*89.4%*
PVR	2193	1335	544	1217	886	331	2050
%V	*45.1%*	*59.0%*	*62.2%*	*36.1%*	*50.7%*	*20.4%*	*47.1%*
%H		*60.9%*	*24.8%*	*55.5%*	*40.4%*	*15.1%*	*93.5%*
DVDR	35	15	6	24	11	14	29
%V	*0.7%*	*0.7%*	*0.7%*	*0.7%*	*0.6%*	*0.9%*	*0.7%*
%H		*42.9%*	*17.1%*	*68.6%*	*31.4%*	*40.0%*	*82.9%*
VCR	18	7	2	14	3	11	11
%V	*0.4%*	*0.3%*	*0.2%*	*0.4%*	*0.2%*	*0.7%*	*0.3%*
%H		*38.9%*	*11.1%*	*77.8%*	*16.7%*	*61.1%*	*61.1%*
Any recorder	2222	1343	546	1241	891	351	2068
%V	*45.7%*	*59.4%*	*62.5%*	*36.8%*	*50.9%*	*21.6%*	*47.5%*
%H		*60.4%*	*24.6%*	*55.9%*	*40.1%*	*15.8%*	*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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4866	2262	874	3375	1749	1626	4350
%H		*46.5%*	*18.0%*	*69.4%*	*35.9%*	*33.4%*	*89.4%*
Receives HDTV (via STB or built-in reception)	2716	1417	561	1858	1097	761	2513
%V	*55.8%*	*62.6%*	*64.2%*	*55.1%*	*62.7%*	*46.8%*	*57.8%*
%H		*52.2%*	*20.7%*	*68.4%*	*40.4%*	*28.0%*	*92.5%*
DVD/Blu-ray player or recorder	2363	1076	460	1603	832	771	2123
%V	*48.6%*	*47.6%*	*52.6%*	*47.5%*	*47.6%*	*47.4%*	*48.8%*
%H		*45.5%*	*19.5%*	*67.8%*	*35.2%*	*32.6%*	*89.8%*

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2376	980	404	1561	665	896	2017
%H		*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	*84.9%*
Under 20"	23	5	1	18	2	16	16
%V	*1.0%*	*0.5%*	*0.2%*	*1.2%*	*0.3%*	*1.8%*	*0.8%*
%H		*21.7%*	*4.3%*	*78.3%*	*8.7%*	*69.6%*	*69.6%*
20" - 29"	136	23	12	104	12	92	88
%V	*5.7%*	*2.3%*	*3.0%*	*6.7%*	*1.8%*	*10.3%*	*4.4%*
%H		*16.9%*	*8.8%*	*76.5%*	*8.8%*	*67.6%*	*64.7%*
30" - 39"	642	202	100	446	134	312	476
%V	*27.0%*	*20.6%*	*24.8%*	*28.6%*	*20.2%*	*34.8%*	*23.6%*
%H		*31.5%*	*15.6%*	*69.5%*	*20.9%*	*48.6%*	*74.1%*
40" - 49"	1014	461	193	656	331	325	921
%V	*42.7%*	*47.0%*	*47.8%*	*42.0%*	*49.8%*	*36.3%*	*45.7%*
%H		*45.5%*	*19.0%*	*64.7%*	*32.6%*	*32.1%*	*90.8%*
50" - 59"	428	232	73	265	158	107	401
%V	*18.0%*	*23.7%*	*18.1%*	*17.0%*	*23.8%*	*11.9%*	*19.9%*
%H		*54.2%*	*17.1%*	*61.9%*	*36.9%*	*25.0%*	*93.7%*
60"+	45	28	8	24	16	7	42
%V	*1.9%*	*2.9%*	*2.0%*	*1.5%*	*2.4%*	*0.8%*	*2.1%*
%H		*62.2%*	*17.8%*	*53.3%*	*35.6%*	*15.6%*	*93.3%*
Don't know	88	29	16	47	10	37	74
%V	*3.7%*	*3.0%*	*4.0%*	*3.0%*	*1.5%*	*4.1%*	*3.7%*
%H		*33.0%*	*18.2%*	*53.4%*	*11.4%*	*42.0%*	*84.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Scotland

Set level data

Table 11.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2376	980	404	1561	665	896	2017
%H		*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	*84.9%*
PVR	1489	852	372	868	595	273	1376
%V	*62.7%*	*86.9%*	*92.1%*	*55.6%*	*89.5%*	*30.5%*	*68.2%*
%H		*57.2%*	*25.0%*	*58.3%*	*40.0%*	*18.3%*	*92.4%*
DVDR	24	10	4	17	7	9	19
%V	*1.0%*	*1.0%*	*1.0%*	*1.1%*	*1.1%*	*1.0%*	*0.9%*
%H		*41.7%*	*16.7%*	*70.8%*	*29.2%*	*37.5%*	*79.2%*
VCR	14	5	1	11	2	9	7
%V	*0.6%*	*0.5%*	*0.2%*	*0.7%*	*0.3%*	*1.0%*	*0.3%*
%H		*35.7%*	*7.1%*	*78.6%*	*14.3%*	*64.3%*	*50.0%*
Any recorder	1507	856	372	883	596	287	1383
%V	*63.4%*	*87.3%*	*92.1%*	*56.6%*	*89.6%*	*32.0%*	*68.6%*
%H		*56.8%*	*24.7%*	*58.6%*	*39.5%*	*19.0%*	*91.8%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2376	980	404	1561	665	896	2017
%H		*41.2%*	*17.0%*	*65.7%*	*28.0%*	*37.7%*	*84.9%*
Receives HDTV (via STB or built-in reception)	1622	800	342	1075	583	492	1468
%V	*68.3%*	*81.6%*	*84.7%*	*68.9%*	*87.7%*	*54.9%*	*72.8%*
%H		*49.3%*	*21.1%*	*66.3%*	*35.9%*	*30.3%*	*90.5%*
DVD/Blu-ray player or recorder	1358	563	242	898	395	503	1168
%V	*57.2%*	*57.4%*	*59.9%*	*57.5%*	*59.4%*	*56.1%*	*57.9%*
%H		*41.5%*	*17.8%*	*66.1%*	*29.1%*	*37.0%*	*86.0%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	2490	1281	470	1814	1084	730	2333
%H		*51.4%*	*18.9%*	*72.9%*	*43.5%*	*29.3%*	*93.7%*
Under 20"	266	116	43	217	110	107	233
%V	*10.7%*	*9.1%*	*9.1%*	*12.0%*	*10.1%*	*14.7%*	*10.0%*
%H		*43.6%*	*16.2%*	*81.6%*	*41.4%*	*40.2%*	*87.6%*
20" - 29"	651	307	120	513	293	220	587
%V	*26.1%*	*24.0%*	*25.5%*	*28.3%*	*27.0%*	*30.1%*	*25.2%*
%H		*47.2%*	*18.4%*	*78.8%*	*45.0%*	*33.8%*	*90.2%*
30" - 39"	874	467	167	607	369	237	837
%V	*35.1%*	*36.5%*	*35.5%*	*33.5%*	*34.0%*	*32.5%*	*35.9%*
%H		*53.4%*	*19.1%*	*69.5%*	*42.2%*	*27.1%*	*95.8%*
40" - 49"	476	270	92	327	215	113	465
%V	*19.1%*	*21.1%*	*19.6%*	*18.0%*	*19.8%*	*15.5%*	*19.9%*
%H		*56.7%*	*19.3%*	*68.7%*	*45.2%*	*23.7%*	*97.7%*
50" - 59"	114	73	23	73	54	18	112
%V	*4.6%*	*5.7%*	*4.9%*	*4.0%*	*5.0%*	*2.5%*	*4.8%*
%H		*64.0%*	*20.2%*	*64.0%*	*47.4%*	*15.8%*	*98.2%*
60"+	16	10	4	12	9	3	16
%V	*0.6%*	*0.8%*	*0.9%*	*0.7%*	*0.8%*	*0.4%*	*0.7%*
%H		*62.5%*	*25.0%*	*75.0%*	*56.3%*	*18.8%*	*100.0%*
Don't know	93	40	21	66	33	32	84
%V	*3.7%*	*3.1%*	*4.5%*	*3.6%*	*3.0%*	*4.4%*	*3.6%*
%H		*43.0%*	*22.6%*	*71.0%*	*35.5%*	*34.4%*	*90.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Scotland

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2490	1281	470	1814	1084	730	2333
%H		*51.4%*	*18.9%*	*72.9%*	*43.5%*	*29.3%*	*93.7%*
PVR	704	483	172	349	291	58	675
%V	*28.3%*	*37.7%*	*36.6%*	*19.2%*	*26.8%*	*7.9%*	*28.9%*
%H		*68.6%*	*24.4%*	*49.6%*	*41.3%*	*8.2%*	*95.9%*
DVDR	12	5	3	8	3	5	10
%V	*0.5%*	*0.4%*	*0.6%*	*0.4%*	*0.3%*	*0.7%*	*0.4%*
%H		*41.7%*	*25.0%*	*66.7%*	*25.0%*	*41.7%*	*83.3%*
VCR	4	2	1	3	1	1	4
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*
%H		*50.0%*	*25.0%*	*75.0%*	*25.0%*	*25.0%*	*100.0%*
Any recorder	715	487	174	358	294	64	685
%V	*28.7%*	*38.0%*	*37.0%*	*19.7%*	*27.1%*	*8.8%*	*29.4%*
%H		*68.1%*	*24.3%*	*50.1%*	*41.1%*	*9.0%*	*95.8%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2490	1281	470	1814	1084	730	2333
%H		*51.4%*	*18.9%*	*72.9%*	*43.5%*	*29.3%*	*93.7%*
Receives HDTV (via STB or built-in reception)	1094	617	219	783	514	269	1045
%V	*43.9%*	*48.2%*	*46.6%*	*43.2%*	*47.4%*	*36.8%*	*44.8%*
%H		*56.4%*	*20.0%*	*71.6%*	*47.0%*	*24.6%*	*95.5%*
DVD/Blu-ray player or recorder	1006	513	218	705	438	267	955
%V	*40.4%*	*40.0%*	*46.4%*	*38.9%*	*40.4%*	*36.6%*	*40.9%*
%H		*51.0%*	*21.7%*	*70.1%*	*43.5%*	*26.5%*	*94.9%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Scotland

Individual level data

Table 11.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5354	5156	2378	893	3275	1609	1666	4881
%H		*96.3%*	*44.4%*	*16.7%*	*61.2%*	*30.1%*	*31.1%*	*91.2%*
Total Children	926	909	482	150	523	292	231	909
%V	*17.3%*	*17.6%*	*20.3%*	*16.8%*	*16.0%*	*18.1%*	*13.9%*	*18.6%*
%H		*98.2%*	*52.1%*	*16.2%*	*56.5%*	*31.5%*	*24.9%*	*98.2%*
0 - 3	215	209	118	27	112	61	51	209
%V	*4.0%*	*4.1%*	*5.0%*	*3.0%*	*3.4%*	*3.8%*	*3.1%*	*4.3%*
%H		*97.2%*	*54.9%*	*12.6%*	*52.1%*	*28.4%*	*23.7%*	*97.2%*
4 - 15	712	700	364	123	411	231	180	700
%V	*13.3%*	*13.6%*	*15.3%*	*13.8%*	*12.5%*	*14.4%*	*10.8%*	*14.3%*
%H		*98.3%*	*51.1%*	*17.3%*	*57.7%*	*32.4%*	*25.3%*	*98.3%*
4 - 9	369	361	185	58	203	107	95	360
%V	*6.9%*	*7.0%*	*7.8%*	*6.5%*	*6.2%*	*6.7%*	*5.7%*	*7.4%*
%H		*97.8%*	*50.1%*	*15.7%*	*55.0%*	*29.0%*	*25.7%*	*97.6%*
10 - 15	343	339	179	65	208	124	85	340
%V	*6.4%*	*6.6%*	*7.5%*	*7.3%*	*6.4%*	*7.7%*	*5.1%*	*7.0%*
%H		*98.8%*	*52.2%*	*19.0%*	*60.6%*	*36.2%*	*24.8%*	*99.1%*

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5354	5156	2378	893	3275	1609	1666	4881
%H		*96.3%*	*44.4%*	*16.7%*	*61.2%*	*30.1%*	*31.1%*	*91.2%*
Total Adults (16+)	4427	4247	1896	743	2752	1317	1435	3971
%V	*82.7%*	*82.4%*	*79.7%*	*83.2%*	*84.0%*	*81.9%*	*86.1%*	*81.4%*
%H		*95.9%*	*42.8%*	*16.8%*	*62.2%*	*29.7%*	*32.4%*	*89.7%*
16 - 19	233	227	105	41	142	75	67	230
%V	*4.4%*	*4.4%*	*4.4%*	*4.6%*	*4.3%*	*4.7%*	*4.0%*	*4.7%*
%H		*97.4%*	*45.1%*	*17.6%*	*60.9%*	*32.2%*	*28.8%*	*98.7%*
20 - 24	313	272	107	35	166	73	92	307
%V	*5.8%*	*5.3%*	*4.5%*	*3.9%*	*5.1%*	*4.5%*	*5.5%*	*6.3%*
%H		*86.9%*	*34.2%*	*11.2%*	*53.0%*	*23.3%*	*29.4%*	*98.1%*
25 - 34	736	679	323	113	348	178	170	717
%V	*13.7%*	*13.2%*	*13.6%*	*12.7%*	*10.6%*	*11.1%*	*10.2%*	*14.7%*
%H		*92.3%*	*43.9%*	*15.4%*	*47.3%*	*24.2%*	*23.1%*	*97.4%*
35 - 44	662	629	320	109	357	190	167	638
%V	*12.4%*	*12.2%*	*13.5%*	*12.2%*	*10.9%*	*11.8%*	*10.0%*	*13.1%*
%H		*95.0%*	*48.3%*	*16.5%*	*53.9%*	*28.7%*	*25.2%*	*96.4%*
45 - 54	777	760	347	169	505	273	232	744
%V	*14.5%*	*14.7%*	*14.6%*	*18.9%*	*15.4%*	*17.0%*	*13.9%*	*15.2%*
%H		*97.8%*	*44.7%*	*21.8%*	*65.0%*	*35.1%*	*29.9%*	*95.8%*
55 - 64	718	704	320	123	496	241	255	655
%V	*13.4%*	*13.7%*	*13.5%*	*13.8%*	*15.1%*	*15.0%*	*15.3%*	*13.4%*
%H		*98.1%*	*44.6%*	*17.1%*	*69.1%*	*33.6%*	*35.5%*	*91.2%*
65+	987	976	373	153	738	286	452	680
%V	*18.4%*	*18.9%*	*15.7%*	*17.1%*	*22.5%*	*17.8%*	*27.1%*	*13.9%*
%H		*98.9%*	*37.8%*	*15.5%*	*74.8%*	*29.0%*	*45.8%*	*68.9%*

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Scotland

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4427	4247	1896	743	2752	1317	1435	3971
%H		*95.9%*	*42.8%*	*16.8%*	*62.2%*	*29.7%*	*32.4%*	*89.7%*
AB	1151	1104	503	212	709	362	347	1119
%V	*26.0%*	*26.0%*	*26.5%*	*28.5%*	*25.8%*	*27.5%*	*24.2%*	*28.2%*
%H		*95.9%*	*43.7%*	*18.4%*	*61.6%*	*31.5%*	*30.1%*	*97.2%*
C1	1247	1185	539	204	752	372	380	1176
%V	*28.2%*	*27.9%*	*28.4%*	*27.5%*	*27.3%*	*28.2%*	*26.5%*	*29.6%*
%H		*95.0%*	*43.2%*	*16.4%*	*60.3%*	*29.8%*	*30.5%*	*94.3%*
C2	924	904	447	149	594	310	284	839
%V	*20.9%*	*21.3%*	*23.6%*	*20.1%*	*21.6%*	*23.5%*	*19.8%*	*21.1%*
%H		*97.8%*	*48.4%*	*16.1%*	*64.3%*	*33.5%*	*30.7%*	*90.8%*
D	719	687	282	123	444	197	247	603
%V	*16.2%*	*16.2%*	*14.9%*	*16.6%*	*16.1%*	*15.0%*	*17.2%*	*15.2%*
%H		*95.5%*	*39.2%*	*17.1%*	*61.8%*	*27.4%*	*34.4%*	*83.9%*
E	385	366	125	54	252	76	177	234
%V	*8.7%*	*8.6%*	*6.6%*	*7.3%*	*9.2%*	*5.8%*	*12.3%*	*5.9%*
%H		*95.1%*	*32.5%*	*14.0%*	*65.5%*	*19.7%*	*46.0%*	*60.8%*

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4427	4247	1896	743	2752	1317	1435	3971
%H		*95.9%*	*42.8%*	*16.8%*	*62.2%*	*29.7%*	*32.4%*	*89.7%*
Working full time	2074	1991	972	376	1200	659	542	2018
%V	*46.8%*	*46.9%*	*51.3%*	*50.6%*	*43.6%*	*50.0%*	*37.8%*	*50.8%*
%H		*96.0%*	*46.9%*	*18.1%*	*57.9%*	*31.8%*	*26.1%*	*97.3%*
Working part time	458	443	224	70	281	150	131	447
%V	*10.3%*	*10.4%*	*11.8%*	*9.4%*	*10.2%*	*11.4%*	*9.1%*	*11.3%*
%H		*96.7%*	*48.9%*	*15.3%*	*61.4%*	*32.8%*	*28.6%*	*97.6%*
Not working	1894	1814	700	297	1271	508	763	1507
%V	*42.8%*	*42.7%*	*36.9%*	*40.0%*	*46.2%*	*38.6%*	*53.2%*	*38.0%*
%H		*95.8%*	*37.0%*	*15.7%*	*67.1%*	*26.8%*	*40.3%*	*79.6%*
Houseperson	2493	2376	980	403	1561	664	897	2110
%V	*56.3%*	*55.9%*	*51.7%*	*54.2%*	*56.7%*	*50.4%*	*62.5%*	*53.1%*
%H		*95.3%*	*39.3%*	*16.2%*	*62.6%*	*26.6%*	*36.0%*	*84.6%*

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2132	2038	927	354	1303	641	662	1924
%H		*95.6%*	*43.5%*	*16.6%*	*61.1%*	*30.1%*	*31.1%*	*90.2%*
16 - 19	126	123	57	24	76	42	34	124
%V	*5.9%*	*6.0%*	*6.1%*	*6.8%*	*5.8%*	*6.6%*	*5.1%*	*6.4%*
%H		*97.6%*	*45.2%*	*19.0%*	*60.3%*	*33.3%*	*27.0%*	*98.4%*
20 - 24	149	130	57	16	78	40	37	145
%V	*7.0%*	*6.4%*	*6.1%*	*4.5%*	*6.0%*	*6.2%*	*5.6%*	*7.5%*
%H		*87.2%*	*38.3%*	*10.7%*	*52.3%*	*26.8%*	*24.8%*	*97.3%*
25 - 34	363	333	151	55	174	86	88	356
%V	*17.0%*	*16.3%*	*16.3%*	*15.5%*	*13.4%*	*13.4%*	*13.3%*	*18.5%*
%H		*91.7%*	*41.6%*	*15.2%*	*47.9%*	*23.7%*	*24.2%*	*98.1%*
35 - 44	323	304	151	54	172	91	80	309
%V	*15.2%*	*14.9%*	*16.3%*	*15.3%*	*13.2%*	*14.2%*	*12.1%*	*16.1%*
%H		*94.1%*	*46.7%*	*16.7%*	*53.3%*	*28.2%*	*24.8%*	*95.7%*
45 - 54	375	366	169	78	235	123	112	353
%V	*17.6%*	*18.0%*	*18.2%*	*22.0%*	*18.0%*	*19.2%*	*16.9%*	*18.3%*
%H		*97.6%*	*45.1%*	*20.8%*	*62.7%*	*32.8%*	*29.9%*	*94.1%*
55 - 64	349	341	160	58	242	123	119	312
%V	*16.4%*	*16.7%*	*17.3%*	*16.4%*	*18.6%*	*19.2%*	*18.0%*	*16.2%*
%H		*97.7%*	*45.8%*	*16.6%*	*69.3%*	*35.2%*	*34.1%*	*89.4%*
65+	447	441	181	69	326	135	191	325
%V	*21.0%*	*21.6%*	*19.5%*	*19.5%*	*25.0%*	*21.1%*	*28.9%*	*16.9%*
%H		*98.7%*	*40.5%*	*15.4%*	*72.9%*	*30.2%*	*42.7%*	*72.7%*

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2132	2038	927	354	1303	641	662	1924
%H		*95.6%*	*43.5%*	*16.6%*	*61.1%*	*30.1%*	*31.1%*	*90.2%*
AB	563	543	251	100	348	180	169	548
%V	*26.4%*	*26.6%*	*27.1%*	*28.2%*	*26.7%*	*28.1%*	*25.5%*	*28.5%*
%H		*96.4%*	*44.6%*	*17.8%*	*61.8%*	*32.0%*	*30.0%*	*97.3%*
C1	561	529	252	90	329	176	153	540
%V	*26.3%*	*26.0%*	*27.2%*	*25.4%*	*25.2%*	*27.5%*	*23.1%*	*28.1%*
%H		*94.3%*	*44.9%*	*16.0%*	*58.6%*	*31.4%*	*27.3%*	*96.3%*
C2	503	489	233	83	322	161	160	446
%V	*23.6%*	*24.0%*	*25.1%*	*23.4%*	*24.7%*	*25.1%*	*24.2%*	*23.2%*
%H		*97.2%*	*46.3%*	*16.5%*	*64.0%*	*32.0%*	*31.8%*	*88.7%*
D	339	321	137	62	196	93	102	289
%V	*15.9%*	*15.8%*	*14.8%*	*17.5%*	*15.0%*	*14.5%*	*15.4%*	*15.0%*
%H		*94.7%*	*40.4%*	*18.3%*	*57.8%*	*27.4%*	*30.1%*	*85.3%*
E	166	155	54	20	108	31	78	102
%V	*7.8%*	*7.6%*	*5.8%*	*5.6%*	*8.3%*	*4.8%*	*11.8%*	*5.3%*
%H		*93.4%*	*32.5%*	*12.0%*	*65.1%*	*18.7%*	*47.0%*	*61.4%*

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2132	2038	927	354	1303	641	662	1924
%H		*95.6%*	*43.5%*	*16.6%*	*61.1%*	*30.1%*	*31.1%*	*90.2%*
Working full time	1236	1187	584	217	717	395	322	1200
%V	*58.0%*	*58.2%*	*63.0%*	*61.3%*	*55.0%*	*61.6%*	*48.6%*	*62.4%*
%H		*96.0%*	*47.2%*	*17.6%*	*58.0%*	*32.0%*	*26.1%*	*97.1%*
Working part time	84	77	35	15	47	23	24	80
%V	*3.9%*	*3.8%*	*3.8%*	*4.2%*	*3.6%*	*3.6%*	*3.6%*	*4.2%*
%H		*91.7%*	*41.7%*	*17.9%*	*56.0%*	*27.4%*	*28.6%*	*95.2%*
Not working	812	773	308	123	539	223	316	644
%V	*38.1%*	*37.9%*	*33.2%*	*34.7%*	*41.4%*	*34.8%*	*47.7%*	*33.5%*
%H		*95.2%*	*37.9%*	*15.1%*	*66.4%*	*27.5%*	*38.9%*	*79.3%*
Houseperson	585	538	189	84	353	120	232	436
%V	*27.4%*	*26.4%*	*20.4%*	*23.7%*	*27.1%*	*18.7%*	*35.0%*	*22.7%*
%H		*92.0%*	*32.3%*	*14.4%*	*60.3%*	*20.5%*	*39.7%*	*74.5%*

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2296	2210	969	389	1449	675	773	2047
%H		*96.3%*	*42.2%*	*16.9%*	*63.1%*	*29.4%*	*33.7%*	*89.2%*
16 - 19	108	104	48	17	66	33	32	106
%V	*4.7%*	*4.7%*	*5.0%*	*4.4%*	*4.6%*	*4.9%*	*4.1%*	*5.2%*
%H		*96.3%*	*44.4%*	*15.7%*	*61.1%*	*30.6%*	*29.6%*	*98.1%*
20 - 24	165	142	50	19	88	33	55	161
%V	*7.2%*	*6.4%*	*5.2%*	*4.9%*	*6.1%*	*4.9%*	*7.1%*	*7.9%*
%H		*86.1%*	*30.3%*	*11.5%*	*53.3%*	*20.0%*	*33.3%*	*97.6%*
25 - 34	373	346	172	58	175	92	83	362
%V	*16.2%*	*15.7%*	*17.8%*	*14.9%*	*12.1%*	*13.6%*	*10.7%*	*17.7%*
%H		*92.8%*	*46.1%*	*15.5%*	*46.9%*	*24.7%*	*22.3%*	*97.1%*
35 - 44	339	325	169	55	185	99	87	329
%V	*14.8%*	*14.7%*	*17.4%*	*14.1%*	*12.8%*	*14.7%*	*11.3%*	*16.1%*
%H		*95.9%*	*49.9%*	*16.2%*	*54.6%*	*29.2%*	*25.7%*	*97.1%*
45 - 54	402	394	178	91	269	150	120	392
%V	*17.5%*	*17.8%*	*18.4%*	*23.4%*	*18.6%*	*22.2%*	*15.5%*	*19.1%*
%H		*98.0%*	*44.3%*	*22.6%*	*66.9%*	*37.3%*	*29.9%*	*97.5%*
55 - 64	370	363	160	65	254	118	136	343
%V	*16.1%*	*16.4%*	*16.5%*	*16.7%*	*17.5%*	*17.5%*	*17.6%*	*16.8%*
%H		*98.1%*	*43.2%*	*17.6%*	*68.6%*	*31.9%*	*36.8%*	*92.7%*
65+	540	535	192	84	412	151	261	355
%V	*23.5%*	*24.2%*	*19.8%*	*21.6%*	*28.4%*	*22.4%*	*33.8%*	*17.3%*
%H		*99.1%*	*35.6%*	*15.6%*	*76.3%*	*28.0%*	*48.3%*	*65.7%*

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2296	2210	969	389	1449	675	773	2047
%H		*96.3%*	*42.2%*	*16.9%*	*63.1%*	*29.4%*	*33.7%*	*89.2%*
AB	588	562	252	112	361	182	178	571
%V	*25.6%*	*25.4%*	*26.0%*	*28.8%*	*24.9%*	*27.0%*	*23.0%*	*27.9%*
%H		*95.6%*	*42.9%*	*19.0%*	*61.4%*	*31.0%*	*30.3%*	*97.1%*
C1	687	656	287	115	423	196	227	636
%V	*29.9%*	*29.7%*	*29.6%*	*29.6%*	*29.2%*	*29.0%*	*29.4%*	*31.1%*
%H		*95.5%*	*41.8%*	*16.7%*	*61.6%*	*28.5%*	*33.0%*	*92.6%*
C2	421	415	214	66	272	148	124	393
%V	*18.3%*	*18.8%*	*22.1%*	*17.0%*	*18.8%*	*21.9%*	*16.0%*	*19.2%*
%H		*98.6%*	*50.8%*	*15.7%*	*64.6%*	*35.2%*	*29.5%*	*93.3%*
D	380	366	145	61	249	103	145	314
%V	*16.6%*	*16.6%*	*15.0%*	*15.7%*	*17.2%*	*15.3%*	*18.8%*	*15.3%*
%H		*96.3%*	*38.2%*	*16.1%*	*65.5%*	*27.1%*	*38.2%*	*82.6%*
E	220	211	71	34	144	45	99	132
%V	*9.6%*	*9.5%*	*7.3%*	*8.7%*	*9.9%*	*6.7%*	*12.8%*	*6.4%*
%H		*95.9%*	*32.3%*	*15.5%*	*65.5%*	*20.5%*	*45.0%*	*60.0%*

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2296	2210	969	389	1449	675	773	2047
%H		*96.3%*	*42.2%*	*16.9%*	*63.1%*	*29.4%*	*33.7%*	*89.2%*
Working full time	839	804	388	159	483	264	219	818
%V	*36.5%*	*36.4%*	*40.0%*	*40.9%*	*33.3%*	*39.1%*	*28.3%*	*40.0%*
%H		*95.8%*	*46.2%*	*19.0%*	*57.6%*	*31.5%*	*26.1%*	*97.5%*
Working part time	375	366	189	55	234	127	107	366
%V	*16.3%*	*16.6%*	*19.5%*	*14.1%*	*16.1%*	*18.8%*	*13.8%*	*17.9%*
%H		*97.6%*	*50.4%*	*14.7%*	*62.4%*	*33.9%*	*28.5%*	*97.6%*
Not working	1082	1040	392	174	732	285	447	863
%V	*47.1%*	*47.1%*	*40.5%*	*44.7%*	*50.5%*	*42.2%*	*57.8%*	*42.2%*
%H		*96.1%*	*36.2%*	*16.1%*	*67.7%*	*26.3%*	*41.3%*	*79.8%*
Houseperson	1908	1838	791	319	1208	544	664	1674
%V	*83.1%*	*83.2%*	*81.6%*	*82.0%*	*83.4%*	*80.6%*	*85.9%*	*81.8%*
%H		*96.3%*	*41.5%*	*16.7%*	*63.3%*	*28.5%*	*34.8%*	*87.7%*

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Ulster

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	735	715	308	62	546	213	334	606
%H (All HH)		*97.3%*	*41.9%*	*8.4%*	*74.3%*	*29.0%*	*45.4%*	*82.4%*
%H (TV HH)			*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	
AB	164	160	79	18	121	60	61	158
%V	*22.3%*	*22.4%*	*25.6%*	*29.0%*	*22.2%*	*28.2%*	*18.3%*	*26.1%*
%H (All HH)		*97.6%*	*48.2%*	*11.0%*	*73.8%*	*36.6%*	*37.2%*	*96.3%*
%H (TV HH)			*49.4%*	*11.3%*	*75.6%*	*37.5%*	*38.1%*	
C1	170	166	69	20	127	52	74	154
%V	*23.1%*	*23.2%*	*22.4%*	*32.3%*	*23.3%*	*24.4%*	*22.2%*	*25.4%*
%H (All HH)		*97.6%*	*40.6%*	*11.8%*	*74.7%*	*30.6%*	*43.5%*	*90.6%*
%H (TV HH)			*41.6%*	*12.0%*	*76.5%*	*31.3%*	*44.6%*	
C2	152	148	69	9	116	49	67	129
%V	*20.7%*	*20.7%*	*22.4%*	*14.5%*	*21.2%*	*23.0%*	*20.1%*	*21.3%*
%H (All HH)		*97.4%*	*45.4%*	*5.9%*	*76.3%*	*32.2%*	*44.1%*	*84.9%*
%H (TV HH)			*46.6%*	*6.1%*	*78.4%*	*33.1%*	*45.3%*	
D	124	120	50	6	90	29	61	96
%V	*16.9%*	*16.8%*	*16.2%*	*9.7%*	*16.5%*	*13.6%*	*18.3%*	*15.8%*
%H (All HH)		*96.8%*	*40.3%*	*4.8%*	*72.6%*	*23.4%*	*49.2%*	*77.4%*
%H (TV HH)			*41.7%*	*5.0%*	*75.0%*	*24.2%*	*50.8%*	
E	125	121	42	8	92	22	70	68
%V	*17.0%*	*16.9%*	*13.6%*	*12.9%*	*16.8%*	*10.3%*	*21.0%*	*11.2%*
%H (All HH)		*96.8%*	*33.6%*	*6.4%*	*73.6%*	*17.6%*	*56.0%*	*54.4%*
%H (TV HH)			*34.7%*	*6.6%*	*76.0%*	*18.2%*	*57.9%*	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Ulster

Household level data

Table 12.2: 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	735	715	308	62	546	213	334	606
%H (All HH)		*97.3%*	*41.9%*	*8.4%*	*74.3%*	*29.0%*	*45.4%*	*82.4%*
%H (TV HH)			*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	
Under 25	19	17	6	1	11	4	7	18
%V	*2.6%*	*2.4%*	*1.9%*	*1.6%*	*2.0%*	*1.9%*	*2.1%*	*3.0%*
%H (All HH)		*89.5%*	*31.6%*	*5.3%*	*57.9%*	*21.1%*	*36.8%*	*94.7%*
%H (TV HH)			*35.3%*	*5.9%*	*64.7%*	*23.5%*	*41.2%*	
25 - 34	103	100	44	12	64	25	39	98
%V	*14.0%*	*14.0%*	*14.3%*	*19.4%*	*11.7%*	*11.7%*	*11.7%*	*16.2%*
%H (All HH)		*97.1%*	*42.7%*	*11.7%*	*62.1%*	*24.3%*	*37.9%*	*95.1%*
%H (TV HH)			*44.0%*	*12.0%*	*64.0%*	*25.0%*	*39.0%*	
35 - 44	135	131	67	15	94	47	47	127
%V	*18.4%*	*18.3%*	*21.8%*	*24.2%*	*17.2%*	*22.1%*	*14.1%*	*21.0%*
%H (All HH)		*97.0%*	*49.6%*	*11.1%*	*69.6%*	*34.8%*	*34.8%*	*94.1%*
%H (TV HH)			*51.1%*	*11.5%*	*71.8%*	*35.9%*	*35.9%*	
45 - 54	150	146	72	13	112	51	60	136
%V	*20.4%*	*20.4%*	*23.4%*	*21.0%*	*20.5%*	*23.9%*	*18.0%*	*22.4%*
%H (All HH)		*97.3%*	*48.0%*	*8.7%*	*74.7%*	*34.0%*	*40.0%*	*90.7%*
%H (TV HH)			*49.3%*	*8.9%*	*76.7%*	*34.9%*	*41.1%*	
55 - 64	132	129	57	11	103	42	61	114
%V	*18.0%*	*18.0%*	*18.5%*	*17.7%*	*18.9%*	*19.7%*	*18.3%*	*18.8%*
%H (All HH)		*97.7%*	*43.2%*	*8.3%*	*78.0%*	*31.8%*	*46.2%*	*86.4%*
%H (TV HH)			*44.2%*	*8.5%*	*79.8%*	*32.6%*	*47.3%*	
65 +	197	193	64	10	163	43	120	113
%V	*26.8%*	*27.0%*	*20.8%*	*16.1%*	*29.9%*	*20.2%*	*35.9%*	*18.6%*
%H (All HH)		*98.0%*	*32.5%*	*5.1%*	*82.7%*	*21.8%*	*60.9%*	*57.4%*
%H (TV HH)			*33.2%*	*5.2%*	*84.5%*	*22.3%*	*62.2%*	

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

Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	735	715	308	62	546	213	334	606
%H (All HH)		*97.3%*	*41.9%*	*8.4%*	*74.3%*	*29.0%*	*45.4%*	*82.4%*
%H (TV HH)			*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	
1	209	200	62	10	160	34	126	117
%V	*28.4%*	*28.0%*	*20.1%*	*16.1%*	*29.3%*	*16.0%*	*37.7%*	*19.3%*
%H (All HH)		*95.7%*	*29.7%*	*4.8%*	*76.6%*	*16.3%*	*60.3%*	*56.0%*
%H (TV HH)			*31.0%*	*5.0%*	*80.0%*	*17.0%*	*63.0%*	
2	220	214	93	21	162	66	96	191
%V	*29.9%*	*29.9%*	*30.2%*	*33.9%*	*29.7%*	*31.0%*	*28.7%*	*31.5%*
%H (All HH)		*97.3%*	*42.3%*	*9.5%*	*73.6%*	*30.0%*	*43.6%*	*86.8%*
%H (TV HH)			*43.5%*	*9.8%*	*75.7%*	*30.8%*	*44.9%*	
3	116	113	53	14	84	40	45	111
%V	*15.8%*	*15.8%*	*17.2%*	*22.6%*	*15.4%*	*18.8%*	*13.5%*	*18.3%*
%H (All HH)		*97.4%*	*45.7%*	*12.1%*	*72.4%*	*34.5%*	*38.8%*	*95.7%*
%H (TV HH)			*46.9%*	*12.4%*	*74.3%*	*35.4%*	*39.8%*	
4	118	116	66	12	85	48	38	115
%V	*16.1%*	*16.2%*	*21.4%*	*19.4%*	*15.6%*	*22.5%*	*11.4%*	*19.0%*
%H (All HH)		*98.3%*	*55.9%*	*10.2%*	*72.0%*	*40.7%*	*32.2%*	*97.5%*
%H (TV HH)			*56.9%*	*10.3%*	*73.3%*	*41.4%*	*32.8%*	
5+	73	72	35	5	55	26	29	71
%V	*9.9%*	*10.1%*	*11.4%*	*8.1%*	*10.1%*	*12.2%*	*8.7%*	*11.7%*
%H (All HH)		*98.6%*	*47.9%*	*6.8%*	*75.3%*	*35.6%*	*39.7%*	*97.3%*
%H (TV HH)			*48.6%*	*6.9%*	*76.4%*	*36.1%*	*40.3%*	
Average HH size	2.53	2.55	2.78	2.74	2.52	2.89	2.29	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

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	308	62	546	213	334	606
%H (All HH)		*97.3%*	*41.9%*	*8.4%*	*74.3%*	*29.0%*	*45.4%*	*82.4%*
%H (TV HH)			*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	
Without	521	505	201	39	394	137	258	398
%V	*70.9%*	*70.6%*	*65.3%*	*62.9%*	*72.2%*	*64.3%*	*77.2%*	*65.7%*
%H (All HH)		*96.9%*	*38.6%*	*7.5%*	*75.6%*	*26.3%*	*49.5%*	*76.4%*
%H (TV HH)			*39.8%*	*7.7%*	*78.0%*	*27.1%*	*51.1%*	
With	215	211	107	22	152	76	76	208
%V	*29.3%*	*29.5%*	*34.7%*	*35.5%*	*27.8%*	*35.7%*	*22.8%*	*34.3%*
%H (All HH)		*98.1%*	*49.8%*	*10.2%*	*70.7%*	*35.3%*	*35.3%*	*96.7%*
%H (TV HH)			*50.7%*	*10.4%*	*72.0%*	*36.0%*	*36.0%*	
0 - 3	79	77	38	7	52	23	28	76
%V	*10.7%*	*10.8%*	*12.3%*	*11.3%*	*9.5%*	*10.8%*	*8.4%*	*12.5%*
%H (All HH)		*97.5%*	*48.1%*	*8.9%*	*65.8%*	*29.1%*	*35.4%*	*96.2%*
%H (TV HH)			*49.4%*	*9.1%*	*67.5%*	*29.9%*	*36.4%*	
4 - 9	111	109	56	13	78	41	37	106
%V	*15.1%*	*15.2%*	*18.2%*	*21.0%*	*14.3%*	*19.2%*	*11.1%*	*17.5%*
%H (All HH)		*98.2%*	*50.5%*	*11.7%*	*70.3%*	*36.9%*	*33.3%*	*95.5%*
%H (TV HH)			*51.4%*	*11.9%*	*71.6%*	*37.6%*	*33.9%*	
10 - 15	106	105	55	12	79	41	37	105
%V	*14.4%*	*14.7%*	*17.9%*	*19.4%*	*14.5%*	*19.2%*	*11.1%*	*17.3%*
%H (All HH)		*99.1%*	*51.9%*	*11.3%*	*74.5%*	*38.7%*	*34.9%*	*99.1%*
%H (TV HH)			*52.4%*	*11.4%*	*75.2%*	*39.0%*	*35.2%*	

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
Jul 2017 - Jun 2018

BBC Ulster

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	735	715	308	62	546	213	334	606
%H (All HH)		*97.3%*	*41.9%*	*8.4%*	*74.3%*	*29.0%*	*45.4%*	*82.4%*
%H (TV HH)			*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	
1	262	262	82	17	181	30	151	183
%V	*35.6%*	*36.6%*	*26.6%*	*27.4%*	*33.2%*	*14.1%*	*45.2%*	*30.2%*
%H (All HH)		*100.0%*	*31.3%*	*6.5%*	*69.1%*	*11.5%*	*57.6%*	*69.8%*
%H (TV HH)			*31.3%*	*6.5%*	*69.1%*	*11.5%*	*57.6%*	
2	246	246	106	23	189	73	116	209
%V	*33.5%*	*34.4%*	*34.4%*	*37.1%*	*34.6%*	*34.3%*	*34.7%*	*34.5%*
%H (All HH)		*100.0%*	*43.1%*	*9.3%*	*76.8%*	*29.7%*	*47.2%*	*85.0%*
%H (TV HH)			*43.1%*	*9.3%*	*76.8%*	*29.7%*	*47.2%*	
3	130	130	71	13	109	62	47	124
%V	*17.7%*	*18.2%*	*23.1%*	*21.0%*	*20.0%*	*29.1%*	*14.1%*	*20.5%*
%H (All HH)		*100.0%*	*54.6%*	*10.0%*	*83.8%*	*47.7%*	*36.2%*	*95.4%*
%H (TV HH)			*54.6%*	*10.0%*	*83.8%*	*47.7%*	*36.2%*	
4	50	50	32	5	41	27	13	49
%V	*6.8%*	*7.0%*	*10.4%*	*8.1%*	*7.5%*	*12.7%*	*3.9%*	*8.1%*
%H (All HH)		*100.0%*	*64.0%*	*10.0%*	*82.0%*	*54.0%*	*26.0%*	*98.0%*
%H (TV HH)			*64.0%*	*10.0%*	*82.0%*	*54.0%*	*26.0%*	
5+	28	28	17	3	26	20	7	28
%V	*3.8%*	*3.9%*	*5.5%*	*4.8%*	*4.8%*	*9.4%*	*2.1%*	*4.6%*
%H (All HH)		*100.0%*	*60.7%*	*10.7%*	*92.9%*	*71.4%*	*25.0%*	*100.0%*
%H (TV HH)			*60.7%*	*10.7%*	*92.9%*	*71.4%*	*25.0%*	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	735	715	308	62	546	213	334	606
%H (All HH)		*97.3%*	*41.9%*	*8.4%*	*74.3%*	*29.0%*	*45.4%*	*82.4%*
%H (TV HH)			*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	
Under 20"	64	64	31	5	57	28	28	54
%V	*8.7%*	*9.0%*	*10.1%*	*8.1%*	*10.4%*	*13.1%*	*8.4%*	*8.9%*
%H (All HH)		*100.0%*	*48.4%*	*7.8%*	*89.1%*	*43.8%*	*43.8%*	*84.4%*
%H (TV HH)			*48.4%*	*7.8%*	*89.1%*	*43.8%*	*43.8%*	
20" - 29"	214	214	92	16	186	81	105	179
%V	*29.1%*	*29.9%*	*29.9%*	*25.8%*	*34.1%*	*38.0%*	*31.4%*	*29.5%*
%H (All HH)		*100.0%*	*43.0%*	*7.5%*	*86.9%*	*37.9%*	*49.1%*	*83.6%*
%H (TV HH)			*43.0%*	*7.5%*	*86.9%*	*37.9%*	*49.1%*	
30" - 39"	373	373	160	35	296	119	176	309
%V	*50.7%*	*52.2%*	*51.9%*	*56.5%*	*54.2%*	*55.9%*	*52.7%*	*51.0%*
%H (All HH)		*100.0%*	*42.9%*	*9.4%*	*79.4%*	*31.9%*	*47.2%*	*82.8%*
%H (TV HH)			*42.9%*	*9.4%*	*79.4%*	*31.9%*	*47.2%*	
40" - 49"	388	388	193	37	292	141	152	350
%V	*52.8%*	*54.3%*	*62.7%*	*59.7%*	*53.5%*	*66.2%*	*45.5%*	*57.8%*
%H (All HH)		*100.0%*	*49.7%*	*9.5%*	*75.3%*	*36.3%*	*39.2%*	*90.2%*
%H (TV HH)			*49.7%*	*9.5%*	*75.3%*	*36.3%*	*39.2%*	
50" - 59"	128	128	76	14	91	55	36	122
%V	*17.4%*	*17.9%*	*24.7%*	*22.6%*	*16.7%*	*25.8%*	*10.8%*	*20.1%*
%H (All HH)		*100.0%*	*59.4%*	*10.9%*	*71.1%*	*43.0%*	*28.1%*	*95.3%*
%H (TV HH)			*59.4%*	*10.9%*	*71.1%*	*43.0%*	*28.1%*	
60"+	8	8	5	1	5	4	1	8
%V	*1.1%*	*1.1%*	*1.6%*	*1.6%*	*0.9%*	*1.9%*	*0.3%*	*1.3%*
%H (All HH)		*100.0%*	*62.5%*	*12.5%*	*62.5%*	*50.0%*	*12.5%*	*100.0%*
%H (TV HH)			*62.5%*	*12.5%*	*62.5%*	*50.0%*	*12.5%*	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	735	715	308	62	546	213	334	606
%H (All HH)		*97.3%*	*41.9%*	*8.4%*	*74.3%*	*29.0%*	*45.4%*	*82.4%*
%H (TV HH)			*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	
Main living room	706	706	306	61	539	211	327	587
%V	*96.1%*	*98.7%*	*99.4%*	*98.4%*	*98.7%*	*99.1%*	*97.9%*	*96.9%*
%H (All HH)		*100.0%*	*43.3%*	*8.6%*	*76.3%*	*29.9%*	*46.3%*	*83.1%*
%H (TV HH)			*43.3%*	*8.6%*	*76.3%*	*29.9%*	*46.3%*	
Kitchen	172	172	83	10	155	75	80	154
%V	*23.4%*	*24.1%*	*26.9%*	*16.1%*	*28.4%*	*35.2%*	*24.0%*	*25.4%*
%H (All HH)		*100.0%*	*48.3%*	*5.8%*	*90.1%*	*43.6%*	*46.5%*	*89.5%*
%H (TV HH)			*48.3%*	*5.8%*	*90.1%*	*43.6%*	*46.5%*	
Adult's bedroom	279	279	150	29	225	125	100	255
%V	*38.0%*	*39.0%*	*48.7%*	*46.8%*	*41.2%*	*58.7%*	*29.9%*	*42.1%*
%H (All HH)		*100.0%*	*53.8%*	*10.4%*	*80.6%*	*44.8%*	*35.8%*	*91.4%*
%H (TV HH)			*53.8%*	*10.4%*	*80.6%*	*44.8%*	*35.8%*	
Child's bedroom	62	62	39	9	47	33	14	61
%V	*8.4%*	*8.7%*	*12.7%*	*14.5%*	*8.6%*	*15.5%*	*4.2%*	*10.1%*
%H (All HH)		*100.0%*	*62.9%*	*14.5%*	*75.8%*	*53.2%*	*22.6%*	*98.4%*
%H (TV HH)			*62.9%*	*14.5%*	*75.8%*	*53.2%*	*22.6%*	
Other bedroom	12	12	6	3	11	7	4	11
%V	*1.6%*	*1.7%*	*1.9%*	*4.8%*	*2.0%*	*3.3%*	*1.2%*	*1.8%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*91.7%*	*58.3%*	*33.3%*	*91.7%*
%H (TV HH)			*50.0%*	*25.0%*	*91.7%*	*58.3%*	*33.3%*	
Second living/dining room	121	121	61	13	95	49	46	114
%V	*16.5%*	*16.9%*	*19.8%*	*21.0%*	*17.4%*	*23.0%*	*13.8%*	*18.8%*
%H (All HH)		*100.0%*	*50.4%*	*10.7%*	*78.5%*	*40.5%*	*38.0%*	*94.2%*
%H (TV HH)			*50.4%*	*10.7%*	*78.5%*	*40.5%*	*38.0%*	
Study/office	10	10	6	1	8	4	3	9
%V	*1.4%*	*1.4%*	*1.9%*	*1.6%*	*1.5%*	*1.9%*	*0.9%*	*1.5%*
%H (All HH)		*100.0%*	*60.0%*	*10.0%*	*80.0%*	*40.0%*	*30.0%*	*90.0%*
%H (TV HH)			*60.0%*	*10.0%*	*80.0%*	*40.0%*	*30.0%*	
TV room	7	7	4	0	7	4	3	7
%V	*1.0%*	*1.0%*	*1.3%*	*0.0%*	*1.3%*	*1.9%*	*0.9%*	*1.2%*
%H (All HH)		*100.0%*	*57.1%*	*0.0%*	*100.0%*	*57.1%*	*42.9%*	*100.0%*
%H (TV HH)			*57.1%*	*0.0%*	*100.0%*	*57.1%*	*42.9%*	
Conservatory	15	15	9	1	13	8	6	14
%V	*2.0%*	*2.1%*	*2.9%*	*1.6%*	*2.4%*	*3.8%*	*1.8%*	*2.3%*
%H (All HH)		*100.0%*	*60.0%*	*6.7%*	*86.7%*	*53.3%*	*40.0%*	*93.3%*
%H (TV HH)			*60.0%*	*6.7%*	*86.7%*	*53.3%*	*40.0%*	
Attic or loft room	1	1	0	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.2%*	*0.5%*	*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	1	1	1	0	1	1	1	1
%V	*0.1%*	*0.1%*	*0.3%*	*0.0%*	*0.2%*	*0.5%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	
Other	6	6	4	1	5	3	2	6
%V	*0.8%*	*0.8%*	*1.3%*	*1.6%*	*0.9%*	*1.4%*	*0.6%*	*1.0%*
%H (All HH)		*100.0%*	*66.7%*	*16.7%*	*83.3%*	*50.0%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*16.7%*	*83.3%*	*50.0%*	*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

Table 12.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	735	715	308	62	546	213	334	606
%H (All HH)		*97.3%*	*41.9%*	*8.4%*	*74.3%*	*29.0%*	*45.4%*	*82.4%*
%H (TV HH)			*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	
Any DSAT provider	308	308	308	4	183	183	0	284
%V	*41.9%*	*43.1%*	*100.0%*	*6.5%*	*33.5%*	*85.9%*	*0.0%*	*46.9%*
%H (All HH)			*100.0%*	*1.3%*	*59.4%*	*59.4%*	*0.0%*	*92.2%*
%H (TV HH)			*100.0%*	*1.3%*	*59.4%*	*59.4%*	*0.0%*	
Sky with subcription	259	259	259	1	157	157	0	244
%V	*35.2%*	*36.2%*	*84.1%*	*1.6%*	*28.8%*	*73.7%*	*0.0%*	*40.3%*
%H (All HH)			*100.0%*	*0.4%*	*60.6%*	*60.6%*	*0.0%*	*94.2%*
%H (TV HH)			*100.0%*	*0.4%*	*60.6%*	*60.6%*	*0.0%*	
Sky without subscription	21	21	21	1	13	13	0	17
%V	*2.9%*	*2.9%*	*6.8%*	*1.6%*	*2.4%*	*6.1%*	*0.0%*	*2.8%*
%H (All HH)			*100.0%*	*4.8%*	*61.9%*	*61.9%*	*0.0%*	*81.0%*
%H (TV HH)			*100.0%*	*4.8%*	*61.9%*	*61.9%*	*0.0%*	
Freesat	36	36	36	1	28	28	0	32
%V	*4.9%*	*5.0%*	*11.7%*	*1.6%*	*5.1%*	*13.1%*	*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	26	26	26	1	13	13	0	24
%V	*3.5%*	*3.6%*	*8.4%*	*1.6%*	*2.4%*	*6.1%*	*0.0%*	*4.0%*
%H (All HH)			*100.0%*	*3.8%*	*50.0%*	*50.0%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*3.8%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	62	62	4	62	31	31	0	59
%V	*8.4%*	*8.7%*	*1.3%*	*100.0%*	*5.7%*	*14.6%*	*0.0%*	*9.7%*
%H (All HH)			*6.5%*	*100.0%*	*50.0%*	*50.0%*	*0.0%*	*95.2%*
%H (TV HH)			*6.5%*	*100.0%*	*50.0%*	*50.0%*	*0.0%*	
DTT	546	546	183	31	546	213	334	442
%V	*74.3%*	*76.4%*	*59.4%*	*50.0%*	*100.0%*	*100.0%*	*100.0%*	*72.9%*
%H (All HH)		*100.0%*	*33.5%*	*5.7%*	*100.0%*	*39.0%*	*61.2%*	*81.0%*
%H (TV HH)			*33.5%*	*5.7%*	*100.0%*	*39.0%*	*61.2%*	

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
Jul 2017 - Jun 2018

BBC Ulster

Household level data

Table 12.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	735	715	308	62	546	213	334	606
%H (All HH)		*97.3%*	*41.9%*	*8.4%*	*74.3%*	*29.0%*	*45.4%*	*82.4%*
%H (TV HH)			*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	
PVR	400	400	272	57	268	194	74	371
%V	*54.4%*	*55.9%*	*88.3%*	*91.9%*	*49.1%*	*91.1%*	*22.2%*	*61.2%*
%H (All HH)		*100.0%*	*68.0%*	*14.3%*	*67.0%*	*48.5%*	*18.5%*	*92.8%*
%H (TV HH)			*68.0%*	*14.3%*	*67.0%*	*48.5%*	*18.5%*	
DVDR	5	5	2	1	4	1	3	5
%V	*0.7%*	*0.7%*	*0.6%*	*1.6%*	*0.7%*	*0.5%*	*0.9%*	*0.8%*
%H (All HH)		*100.0%*	*40.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	*100.0%*
%H (TV HH)			*40.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	
VCR	4	4	2	0	4	1	3	3
%V	*0.5%*	*0.6%*	*0.6%*	*0.0%*	*0.7%*	*0.5%*	*0.9%*	*0.5%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*25.0%*	*75.0%*	*75.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*25.0%*	*75.0%*	
Any recorder	405	405	273	57	273	195	78	375
%V	*55.1%*	*56.6%*	*88.6%*	*91.9%*	*50.0%*	*91.5%*	*23.4%*	*61.9%*
%H (All HH)		*100.0%*	*67.4%*	*14.1%*	*67.4%*	*48.1%*	*19.3%*	*92.6%*
%H (TV HH)			*67.4%*	*14.1%*	*67.4%*	*48.1%*	*19.3%*	
Receives HDTV (via STB or built-in reception)	513	513	249	51	399	183	215	458
%V	*69.8%*	*71.7%*	*80.8%*	*82.3%*	*73.1%*	*85.9%*	*64.4%*	*75.6%*
%H (All HH)		*100.0%*	*48.5%*	*9.9%*	*77.8%*	*35.7%*	*41.9%*	*89.3%*
%H (TV HH)			*48.5%*	*9.9%*	*77.8%*	*35.7%*	*41.9%*	
DVD/Blu-ray player or recorder	402	402	189	30	312	134	178	353
%V	*54.7%*	*56.2%*	*61.4%*	*48.4%*	*57.1%*	*62.9%*	*53.3%*	*58.3%*
%H (All HH)		*100.0%*	*47.0%*	*7.5%*	*77.6%*	*33.3%*	*44.3%*	*87.8%*
%H (TV HH)			*47.0%*	*7.5%*	*77.6%*	*33.3%*	*44.3%*	

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

Table 12.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	735	715	308	62	546	213	334	606
%H (All HH)		*97.3%*	*41.9%*	*8.4%*	*74.3%*	*29.0%*	*45.4%*	*82.4%*
%H (TV HH)			*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	
Has broadband internet	606	594	284	59	442	202	240	606
%V	*82.4%*	*83.1%*	*92.2%*	*95.2%*	*81.0%*	*94.8%*	*71.9%*	*100.0%*
%H (All HH)		*98.0%*	*46.9%*	*9.7%*	*72.9%*	*33.3%*	*39.6%*	*100.0%*
%H (TV HH)			*47.8%*	*9.9%*	*74.4%*	*34.0%*	*40.4%*	
Number of computers (PCs and laptops)								
0	170	162	43	8	133	24	110	55
%V	*23.1%*	*22.7%*	*14.0%*	*12.9%*	*24.4%*	*11.3%*	*32.9%*	*9.1%*
%H (All HH)		*95.3%*	*25.3%*	*4.7%*	*78.2%*	*14.1%*	*64.7%*	*32.4%*
%H (TV HH)			*26.5%*	*4.9%*	*82.1%*	*14.8%*	*67.9%*	
1	186	181	77	14	133	48	86	177
%V	*25.3%*	*25.3%*	*25.0%*	*22.6%*	*24.4%*	*22.5%*	*25.7%*	*29.2%*
%H (All HH)		*97.3%*	*41.4%*	*7.5%*	*71.5%*	*25.8%*	*46.2%*	*95.2%*
%H (TV HH)			*42.5%*	*7.7%*	*73.5%*	*26.5%*	*47.5%*	
2	176	172	80	15	133	58	75	173
%V	*23.9%*	*24.1%*	*26.0%*	*24.2%*	*24.4%*	*27.2%*	*22.5%*	*28.5%*
%H (All HH)		*97.7%*	*45.5%*	*8.5%*	*75.6%*	*33.0%*	*42.6%*	*98.3%*
%H (TV HH)			*46.5%*	*8.7%*	*77.3%*	*33.7%*	*43.6%*	
3	98	96	49	13	68	36	32	98
%V	*13.3%*	*13.4%*	*15.9%*	*21.0%*	*12.5%*	*16.9%*	*9.6%*	*16.2%*
%H (All HH)		*98.0%*	*50.0%*	*13.3%*	*69.4%*	*36.7%*	*32.7%*	*100.0%*
%H (TV HH)			*51.0%*	*13.5%*	*70.8%*	*37.5%*	*33.3%*	
4	50	49	30	5	37	24	13	50
%V	*6.8%*	*6.9%*	*9.7%*	*8.1%*	*6.8%*	*11.3%*	*3.9%*	*8.3%*
%H (All HH)		*98.0%*	*60.0%*	*10.0%*	*74.0%*	*48.0%*	*26.0%*	*100.0%*
%H (TV HH)			*61.2%*	*10.2%*	*75.5%*	*49.0%*	*26.5%*	
5+	55	55	30	7	42	24	18	54
%V	*7.5%*	*7.7%*	*9.7%*	*11.3%*	*7.7%*	*11.3%*	*5.4%*	*8.9%*
%H (All HH)		*100.0%*	*54.5%*	*12.7%*	*76.4%*	*43.6%*	*32.7%*	*98.2%*
%H (TV HH)			*54.5%*	*12.7%*	*76.4%*	*43.6%*	*32.7%*	

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

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BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1496	731	141	1194	580	613	1324
%H		*48.9%*	*9.4%*	*79.8%*	*38.8%*	*41.0%*	*88.5%*
Under 20"	73	35	6	65	33	31	63
%V	*4.9%*	*4.8%*	*4.3%*	*5.4%*	*5.7%*	*5.1%*	*4.8%*
%H		*47.9%*	*8.2%*	*89.0%*	*45.2%*	*42.5%*	*86.3%*
20" - 29"	279	126	21	245	114	131	239
%V	*18.6%*	*17.2%*	*14.9%*	*20.5%*	*19.7%*	*21.4%*	*18.1%*
%H		*45.2%*	*7.5%*	*87.8%*	*40.9%*	*47.0%*	*85.7%*
30" - 39"	483	219	46	389	172	217	412
%V	*32.3%*	*30.0%*	*32.6%*	*32.6%*	*29.7%*	*35.4%*	*31.1%*
%H		*45.3%*	*9.5%*	*80.5%*	*35.6%*	*44.9%*	*85.3%*
40" - 49"	481	247	48	364	185	179	441
%V	*32.2%*	*33.8%*	*34.0%*	*30.5%*	*31.9%*	*29.2%*	*33.3%*
%H		*51.4%*	*10.0%*	*75.7%*	*38.5%*	*37.2%*	*91.7%*
50" - 59"	144	84	16	104	62	42	138
%V	*9.6%*	*11.5%*	*11.3%*	*8.7%*	*10.7%*	*6.9%*	*10.4%*
%H		*58.3%*	*11.1%*	*72.2%*	*43.1%*	*29.2%*	*95.8%*
60"+	8	6	1	5	4	1	8
%V	*0.5%*	*0.8%*	*0.7%*	*0.4%*	*0.7%*	*0.2%*	*0.6%*
%H		*75.0%*	*12.5%*	*62.5%*	*50.0%*	*12.5%*	*100.0%*
Don't know	29	14	3	23	10	12	24
%V	*1.9%*	*1.9%*	*2.1%*	*1.9%*	*1.7%*	*2.0%*	*1.8%*
%H		*48.3%*	*10.3%*	*79.3%*	*34.5%*	*41.4%*	*82.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1496	731	141	1194	580	613	1324
%H		*48.9%*	*9.4%*	*79.8%*	*38.8%*	*41.0%*	*88.5%*
Main living room	708	308	61	541	213	328	589
%V	*47.3%*	*42.1%*	*43.3%*	*45.3%*	*36.7%*	*53.5%*	*44.5%*
%H		*43.5%*	*8.6%*	*76.4%*	*30.1%*	*46.3%*	*83.2%*
Kitchen	173	83	10	155	75	80	155
%V	*11.6%*	*11.4%*	*7.1%*	*13.0%*	*12.9%*	*13.1%*	*11.7%*
%H		*48.0%*	*5.8%*	*89.6%*	*43.4%*	*46.2%*	*89.6%*
Adult's bedroom	354	195	38	288	167	121	328
%V	*23.7%*	*26.7%*	*27.0%*	*24.1%*	*28.8%*	*19.7%*	*24.8%*
%H		*55.1%*	*10.7%*	*81.4%*	*47.2%*	*34.2%*	*92.7%*
Child's bedroom	82	52	11	62	44	18	81
%V	*5.5%*	*7.1%*	*7.8%*	*5.2%*	*7.6%*	*2.9%*	*6.1%*
%H		*63.4%*	*13.4%*	*75.6%*	*53.7%*	*22.0%*	*98.8%*
Other bedroom	14	7	4	13	9	4	14
%V	*0.9%*	*1.0%*	*2.8%*	*1.1%*	*1.6%*	*0.7%*	*1.1%*
%H		*50.0%*	*28.6%*	*92.9%*	*64.3%*	*28.6%*	*100.0%*
Second living/dining room	124	64	13	98	51	47	118
%V	*8.3%*	*8.8%*	*9.2%*	*8.2%*	*8.8%*	*7.7%*	*8.9%*
%H		*51.6%*	*10.5%*	*79.0%*	*41.1%*	*37.9%*	*95.2%*
Study/office	10	6	1	8	4	3	9
%V	*0.7%*	*0.8%*	*0.7%*	*0.7%*	*0.7%*	*0.5%*	*0.7%*
%H		*60.0%*	*10.0%*	*80.0%*	*40.0%*	*30.0%*	*90.0%*
TV room	7	4	0	7	4	3	7
%V	*0.5%*	*0.5%*	*0.0%*	*0.6%*	*0.7%*	*0.5%*	*0.5%*
%H		*57.1%*	*0.0%*	*100.0%*	*57.1%*	*42.9%*	*100.0%*
Conservatory	15	9	1	13	8	6	14
%V	*1.0%*	*1.2%*	*0.7%*	*1.1%*	*1.4%*	*1.0%*	*1.1%*
%H		*60.0%*	*6.7%*	*86.7%*	*53.3%*	*40.0%*	*93.3%*
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	1	1	0	1	1	1	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*
Other	7	4	1	6	3	2	6
%V	*0.5%*	*0.5%*	*0.7%*	*0.5%*	*0.5%*	*0.3%*	*0.5%*
%H		*57.1%*	*14.3%*	*85.7%*	*42.9%*	*28.6%*	*85.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1496	731	141	1194	580	613	1324
%H		*48.9%*	*9.4%*	*79.8%*	*38.8%*	*41.0%*	*88.5%*
PVR	557	398	80	363	278	84	525
%V	*37.2%*	*54.4%*	*56.7%*	*30.4%*	*47.9%*	*13.7%*	*39.7%*
%H		*71.5%*	*14.4%*	*65.2%*	*49.9%*	*15.1%*	*94.3%*
DVDR	5	2	1	4	1	3	5
%V	*0.3%*	*0.3%*	*0.7%*	*0.3%*	*0.2%*	*0.5%*	*0.4%*
%H		*40.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	*100.0%*
VCR	4	2	0	4	1	3	3
%V	*0.3%*	*0.3%*	*0.0%*	*0.3%*	*0.2%*	*0.5%*	*0.2%*
%H		*50.0%*	*0.0%*	*100.0%*	*25.0%*	*75.0%*	*75.0%*
Any recorder	564	399	81	368	280	89	530
%V	*37.7%*	*54.6%*	*57.4%*	*30.8%*	*48.3%*	*14.5%*	*40.0%*
%H		*70.7%*	*14.4%*	*65.2%*	*49.6%*	*15.8%*	*94.0%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1496	731	141	1194	580	613	1324
%H		*48.9%*	*9.4%*	*79.8%*	*38.8%*	*41.0%*	*88.5%*
Receives HDTV (via STB or built-in reception)	872	458	88	700	368	332	804
%V	*58.3%*	*62.7%*	*62.4%*	*58.6%*	*63.4%*	*54.2%*	*60.7%*
%H		*52.5%*	*10.1%*	*80.3%*	*42.2%*	*38.1%*	*92.2%*
DVD/Blu-ray player or recorder	546	273	42	428	202	225	492
%V	*36.5%*	*37.3%*	*29.8%*	*35.8%*	*34.8%*	*36.7%*	*37.2%*
%H		*50.0%*	*7.7%*	*78.4%*	*37.0%*	*41.2%*	*90.1%*

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

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Table 12.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	715	308	62	546	213	334	594
%H		*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	*83.1%*
Under 20"	4	1	0	3	0	3	2
%V	*0.6%*	*0.3%*	*0.0%*	*0.5%*	*0.0%*	*0.9%*	*0.3%*
%H		*25.0%*	*0.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*
20" - 29"	46	9	2	40	6	34	26
%V	*6.4%*	*2.9%*	*3.2%*	*7.3%*	*2.8%*	*10.2%*	*4.4%*
%H		*19.6%*	*4.3%*	*87.0%*	*13.0%*	*73.9%*	*56.5%*
30" - 39"	205	68	15	163	43	120	151
%V	*28.7%*	*22.1%*	*24.2%*	*29.9%*	*20.2%*	*35.9%*	*25.4%*
%H		*33.2%*	*7.3%*	*79.5%*	*21.0%*	*58.5%*	*73.7%*
40" - 49"	332	159	30	249	112	137	295
%V	*46.4%*	*51.6%*	*48.4%*	*45.6%*	*52.6%*	*41.0%*	*49.7%*
%H		*47.9%*	*9.0%*	*75.0%*	*33.7%*	*41.3%*	*88.9%*
50" - 59"	111	64	12	79	45	33	105
%V	*15.5%*	*20.8%*	*19.4%*	*14.5%*	*21.1%*	*9.9%*	*17.7%*
%H		*57.7%*	*10.8%*	*71.2%*	*40.5%*	*29.7%*	*94.6%*
60"+	6	4	1	4	4	1	6
%V	*0.8%*	*1.3%*	*1.6%*	*0.7%*	*1.9%*	*0.3%*	*1.0%*
%H		*66.7%*	*16.7%*	*66.7%*	*66.7%*	*16.7%*	*100.0%*
Don't know	11	4	1	8	2	6	8
%V	*1.5%*	*1.3%*	*1.6%*	*1.5%*	*0.9%*	*1.8%*	*1.3%*
%H		*36.4%*	*9.1%*	*72.7%*	*18.2%*	*54.5%*	*72.7%*

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 12.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	715	308	62	546	213	334	594
%H		*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	*83.1%*
PVR	386	264	56	256	186	70	358
%V	*54.0%*	*85.7%*	*90.3%*	*46.9%*	*87.3%*	*21.0%*	*60.3%*
%H		*68.4%*	*14.5%*	*66.3%*	*48.2%*	*18.1%*	*92.7%*
DVDR	4	2	0	3	1	2	3
%V	*0.6%*	*0.6%*	*0.0%*	*0.5%*	*0.5%*	*0.6%*	*0.5%*
%H		*50.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*	*75.0%*
VCR	3	1	0	3	0	3	2
%V	*0.4%*	*0.3%*	*0.0%*	*0.5%*	*0.0%*	*0.9%*	*0.3%*
%H		*33.3%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*66.7%*
Any recorder	391	265	56	260	187	74	362
%V	*54.7%*	*86.0%*	*90.3%*	*47.6%*	*87.8%*	*22.2%*	*60.9%*
%H		*67.8%*	*14.3%*	*66.5%*	*47.8%*	*18.9%*	*92.6%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	715	308	62	546	213	334	594
%H		*43.1%*	*8.7%*	*76.4%*	*29.8%*	*46.7%*	*83.1%*
Receives HDTV (via STB or built-in reception)	494	240	50	381	174	207	441
%V	*69.1%*	*77.9%*	*80.6%*	*69.8%*	*81.7%*	*62.0%*	*74.2%*
%H		*48.6%*	*10.1%*	*77.1%*	*35.2%*	*41.9%*	*89.3%*
DVD/Blu-ray player or recorder	334	152	23	259	105	154	289
%V	*46.7%*	*49.4%*	*37.1%*	*47.4%*	*49.3%*	*46.1%*	*48.7%*
%H		*45.5%*	*6.9%*	*77.5%*	*31.4%*	*46.1%*	*86.5%*

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

Table 12.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	781	423	79	647	368	280	730
%H		*54.2%*	*10.1%*	*82.8%*	*47.1%*	*35.9%*	*93.5%*
Under 20"	69	35	6	61	33	28	61
%V	*8.8%*	*8.3%*	*7.6%*	*9.4%*	*9.0%*	*10.0%*	*8.4%*
%H		*50.7%*	*8.7%*	*88.4%*	*47.8%*	*40.6%*	*88.4%*
20" - 29"	232	117	19	204	108	97	213
%V	*29.7%*	*27.7%*	*24.1%*	*31.5%*	*29.3%*	*34.6%*	*29.2%*
%H		*50.4%*	*8.2%*	*87.9%*	*46.6%*	*41.8%*	*91.8%*
30" - 39"	277	151	31	226	129	97	261
%V	*35.5%*	*35.7%*	*39.2%*	*34.9%*	*35.1%*	*34.6%*	*35.8%*
%H		*54.5%*	*11.2%*	*81.6%*	*46.6%*	*35.0%*	*94.2%*
40" - 49"	149	89	17	115	73	42	147
%V	*19.1%*	*21.0%*	*21.5%*	*17.8%*	*19.8%*	*15.0%*	*20.1%*
%H		*59.7%*	*11.4%*	*77.2%*	*49.0%*	*28.2%*	*98.7%*
50" - 59"	33	20	4	25	16	9	32
%V	*4.2%*	*4.7%*	*5.1%*	*3.9%*	*4.3%*	*3.2%*	*4.4%*
%H		*60.6%*	*12.1%*	*75.8%*	*48.5%*	*27.3%*	*97.0%*
60"+	2	2	0	1	1	0	2
%V	*0.3%*	*0.5%*	*0.0%*	*0.2%*	*0.3%*	*0.0%*	*0.3%*
%H		*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
Don't know	18	10	2	15	8	7	15
%V	*2.3%*	*2.4%*	*2.5%*	*2.3%*	*2.2%*	*2.5%*	*2.1%*
%H		*55.6%*	*11.1%*	*83.3%*	*44.4%*	*38.9%*	*83.3%*

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	781	423	79	647	368	280	730
%H		*54.2%*	*10.1%*	*82.8%*	*47.1%*	*35.9%*	*93.5%*
PVR	171	134	25	107	92	14	167
%V	*21.9%*	*31.7%*	*31.6%*	*16.5%*	*25.0%*	*5.0%*	*22.9%*
%H		*78.4%*	*14.6%*	*62.6%*	*53.8%*	*8.2%*	*97.7%*
DVDR	2	0	1	1	1	1	2
%V	*0.3%*	*0.0%*	*1.3%*	*0.2%*	*0.3%*	*0.4%*	*0.3%*
%H		*0.0%*	*50.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
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	173	135	25	108	93	15	168
%V	*22.2%*	*31.9%*	*31.6%*	*16.7%*	*25.3%*	*5.4%*	*23.0%*
%H		*78.0%*	*14.5%*	*62.4%*	*53.8%*	*8.7%*	*97.1%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	781	423	79	647	368	280	730
%H		*54.2%*	*10.1%*	*82.8%*	*47.1%*	*35.9%*	*93.5%*
Receives HDTV (via STB or built-in reception)	378	218	38	320	194	126	362
%V	*48.4%*	*51.5%*	*48.1%*	*49.5%*	*52.7%*	*45.0%*	*49.6%*
%H		*57.7%*	*10.1%*	*84.7%*	*51.3%*	*33.3%*	*95.8%*
DVD/Blu-ray player or recorder	212	121	19	169	98	72	203
%V	*27.1%*	*28.6%*	*24.1%*	*26.1%*	*26.6%*	*25.7%*	*27.8%*
%H		*57.1%*	*9.0%*	*79.7%*	*46.2%*	*34.0%*	*95.8%*

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

Table 12.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1861	1823	857	169	1379	615	764	1679
%H		*98.0%*	*46.1%*	*9.1%*	*74.1%*	*33.0%*	*41.1%*	*90.2%*
Total Children	395	389	198	41	280	142	138	383
%V	*21.2%*	*21.3%*	*23.1%*	*24.3%*	*20.3%*	*23.1%*	*18.1%*	*22.8%*
%H		*98.5%*	*50.1%*	*10.4%*	*70.9%*	*35.9%*	*34.9%*	*97.0%*
0 - 3	95	92	46	8	62	28	34	91
%V	*5.1%*	*5.0%*	*5.4%*	*4.7%*	*4.5%*	*4.6%*	*4.5%*	*5.4%*
%H		*96.8%*	*48.4%*	*8.4%*	*65.3%*	*29.5%*	*35.8%*	*95.8%*
4 - 15	300	296	152	33	218	114	105	292
%V	*16.1%*	*16.2%*	*17.7%*	*19.5%*	*15.8%*	*18.5%*	*13.7%*	*17.4%*
%H		*98.7%*	*50.7%*	*11.0%*	*72.7%*	*38.0%*	*35.0%*	*97.3%*
4 - 9	156	154	77	19	109	56	53	150
%V	*8.4%*	*8.4%*	*9.0%*	*11.2%*	*7.9%*	*9.1%*	*6.9%*	*8.9%*
%H		*98.7%*	*49.4%*	*12.2%*	*69.9%*	*35.9%*	*34.0%*	*96.2%*
10 - 15	144	143	75	14	109	58	51	142
%V	*7.7%*	*7.8%*	*8.8%*	*8.3%*	*7.9%*	*9.4%*	*6.7%*	*8.5%*
%H		*99.3%*	*52.1%*	*9.7%*	*75.7%*	*40.3%*	*35.4%*	*98.6%*

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1861	1823	857	169	1379	615	764	1679
%H		*98.0%*	*46.1%*	*9.1%*	*74.1%*	*33.0%*	*41.1%*	*90.2%*
Total Adults (16+)	1466	1434	659	128	1099	473	626	1297
%V	*78.8%*	*78.7%*	*76.9%*	*75.7%*	*79.7%*	*76.9%*	*81.9%*	*77.2%*
%H		*97.8%*	*45.0%*	*8.7%*	*75.0%*	*32.3%*	*42.7%*	*88.5%*
16 - 19	100	98	47	8	74	33	41	98
%V	*5.4%*	*5.4%*	*5.5%*	*4.7%*	*5.4%*	*5.4%*	*5.4%*	*5.8%*
%H		*98.0%*	*47.0%*	*8.0%*	*74.0%*	*33.0%*	*41.0%*	*98.0%*
20 - 24	101	97	46	8	74	36	39	100
%V	*5.4%*	*5.3%*	*5.4%*	*4.7%*	*5.4%*	*5.9%*	*5.1%*	*6.0%*
%H		*96.0%*	*45.5%*	*7.9%*	*73.3%*	*35.6%*	*38.6%*	*99.0%*
25 - 34	245	239	108	28	163	70	93	235
%V	*13.2%*	*13.1%*	*12.6%*	*16.6%*	*11.8%*	*11.4%*	*12.2%*	*14.0%*
%H		*97.6%*	*44.1%*	*11.4%*	*66.5%*	*28.6%*	*38.0%*	*95.9%*
35 - 44	237	232	123	25	171	91	80	226
%V	*12.7%*	*12.7%*	*14.4%*	*14.8%*	*12.4%*	*14.8%*	*10.5%*	*13.5%*
%H		*97.9%*	*51.9%*	*10.5%*	*72.2%*	*38.4%*	*33.8%*	*95.4%*
45 - 54	258	253	126	22	194	89	105	239
%V	*13.9%*	*13.9%*	*14.7%*	*13.0%*	*14.1%*	*14.5%*	*13.7%*	*14.2%*
%H		*98.1%*	*48.8%*	*8.5%*	*75.2%*	*34.5%*	*40.7%*	*92.6%*
55 - 64	224	220	100	21	174	76	99	201
%V	*12.0%*	*12.1%*	*11.7%*	*12.4%*	*12.6%*	*12.4%*	*13.0%*	*12.0%*
%H		*98.2%*	*44.6%*	*9.4%*	*77.7%*	*33.9%*	*44.2%*	*89.7%*
65+	300	295	108	17	247	78	170	199
%V	*16.1%*	*16.2%*	*12.6%*	*10.1%*	*17.9%*	*12.7%*	*22.3%*	*11.9%*
%H		*98.3%*	*36.0%*	*5.7%*	*82.3%*	*26.0%*	*56.7%*	*66.3%*

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1466	1434	659	128	1099	473	626	1297
%H		*97.8%*	*45.0%*	*8.7%*	*75.0%*	*32.3%*	*42.7%*	*88.5%*
AB	358	350	175	38	270	137	133	349
%V	*24.4%*	*24.4%*	*26.6%*	*29.7%*	*24.6%*	*29.0%*	*21.2%*	*26.9%*
%H		*97.8%*	*48.9%*	*10.6%*	*75.4%*	*38.3%*	*37.2%*	*97.5%*
C1	349	343	157	42	259	118	140	328
%V	*23.8%*	*23.9%*	*23.8%*	*32.8%*	*23.6%*	*24.9%*	*22.4%*	*25.3%*
%H		*98.3%*	*45.0%*	*12.0%*	*74.2%*	*33.8%*	*40.1%*	*94.0%*
C2	338	332	158	22	262	118	145	303
%V	*23.1%*	*23.2%*	*24.0%*	*17.2%*	*23.8%*	*24.9%*	*23.2%*	*23.4%*
%H		*98.2%*	*46.7%*	*6.5%*	*77.5%*	*34.9%*	*42.9%*	*89.6%*
D	244	237	103	13	179	63	116	208
%V	*16.6%*	*16.5%*	*15.6%*	*10.2%*	*16.3%*	*13.3%*	*18.5%*	*16.0%*
%H		*97.1%*	*42.2%*	*5.3%*	*73.4%*	*25.8%*	*47.5%*	*85.2%*
E	175	172	65	14	128	37	91	108
%V	*11.9%*	*12.0%*	*9.9%*	*10.9%*	*11.6%*	*7.8%*	*14.5%*	*8.3%*
%H		*98.3%*	*37.1%*	*8.0%*	*73.1%*	*21.1%*	*52.0%*	*61.7%*

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1466	1434	659	128	1099	473	626	1297
%H		*97.8%*	*45.0%*	*8.7%*	*75.0%*	*32.3%*	*42.7%*	*88.5%*
Working full time	693	678	332	66	512	242	269	665
%V	*47.3%*	*47.3%*	*50.4%*	*51.6%*	*46.6%*	*51.2%*	*43.0%*	*51.3%*
%H		*97.8%*	*47.9%*	*9.5%*	*73.9%*	*34.9%*	*38.8%*	*96.0%*
Working part time	131	126	58	15	93	41	52	124
%V	*8.9%*	*8.8%*	*8.8%*	*11.7%*	*8.5%*	*8.7%*	*8.3%*	*9.6%*
%H		*96.2%*	*44.3%*	*11.5%*	*71.0%*	*31.3%*	*39.7%*	*94.7%*
Not working	641	629	269	47	494	189	305	508
%V	*43.7%*	*43.9%*	*40.8%*	*36.7%*	*44.9%*	*40.0%*	*48.7%*	*39.2%*
%H		*98.1%*	*42.0%*	*7.3%*	*77.1%*	*29.5%*	*47.6%*	*79.3%*
Houseperson	735	715	308	62	546	213	334	606
%V	*50.1%*	*49.9%*	*46.7%*	*48.4%*	*49.7%*	*45.0%*	*53.4%*	*46.7%*
%H		*97.3%*	*41.9%*	*8.4%*	*74.3%*	*29.0%*	*45.4%*	*82.4%*

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	714	697	330	59	528	232	297	631
%H		*97.6%*	*46.2%*	*8.3%*	*73.9%*	*32.5%*	*41.6%*	*88.4%*
16 - 19	51	50	27	3	37	19	18	49
%V	*7.1%*	*7.2%*	*8.2%*	*5.1%*	*7.0%*	*8.2%*	*6.1%*	*7.8%*
%H		*98.0%*	*52.9%*	*5.9%*	*72.5%*	*37.3%*	*35.3%*	*96.1%*
20 - 24	53	51	23	4	40	20	21	52
%V	*7.4%*	*7.3%*	*7.0%*	*6.8%*	*7.6%*	*8.6%*	*7.1%*	*8.2%*
%H		*96.2%*	*43.4%*	*7.5%*	*75.5%*	*37.7%*	*39.6%*	*98.1%*
25 - 34	121	118	56	13	79	35	45	116
%V	*16.9%*	*16.9%*	*17.0%*	*22.0%*	*15.0%*	*15.1%*	*15.2%*	*18.4%*
%H		*97.5%*	*46.3%*	*10.7%*	*65.3%*	*28.9%*	*37.2%*	*95.9%*
35 - 44	115	112	62	11	83	46	37	108
%V	*16.1%*	*16.1%*	*18.8%*	*18.6%*	*15.7%*	*19.8%*	*12.5%*	*17.1%*
%H		*97.4%*	*53.9%*	*9.6%*	*72.2%*	*40.0%*	*32.2%*	*93.9%*
45 - 54	126	123	60	9	94	41	53	114
%V	*17.6%*	*17.6%*	*18.2%*	*15.3%*	*17.8%*	*17.7%*	*17.8%*	*18.1%*
%H		*97.6%*	*47.6%*	*7.1%*	*74.6%*	*32.5%*	*42.1%*	*90.5%*
55 - 64	111	109	48	11	85	35	50	98
%V	*15.5%*	*15.6%*	*14.5%*	*18.6%*	*16.1%*	*15.1%*	*16.8%*	*15.5%*
%H		*98.2%*	*43.2%*	*9.9%*	*76.6%*	*31.5%*	*45.0%*	*88.3%*
65+	137	134	53	8	110	37	72	93
%V	*19.2%*	*19.2%*	*16.1%*	*13.6%*	*20.8%*	*15.9%*	*24.2%*	*14.7%*
%H		*97.8%*	*38.7%*	*5.8%*	*80.3%*	*27.0%*	*52.6%*	*67.9%*

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	714	697	330	59	528	232	297	631
%H		*97.6%*	*46.2%*	*8.3%*	*73.9%*	*32.5%*	*41.6%*	*88.4%*
AB	178	173	88	18	133	68	65	174
%V	*24.9%*	*24.8%*	*26.7%*	*30.5%*	*25.2%*	*29.3%*	*21.9%*	*27.6%*
%H		*97.2%*	*49.4%*	*10.1%*	*74.7%*	*38.2%*	*36.5%*	*97.8%*
C1	161	158	77	20	117	57	60	152
%V	*22.5%*	*22.7%*	*23.3%*	*33.9%*	*22.2%*	*24.6%*	*20.2%*	*24.1%*
%H		*98.1%*	*47.8%*	*12.4%*	*72.7%*	*35.4%*	*37.3%*	*94.4%*
C2	184	180	88	11	141	63	77	162
%V	*25.8%*	*25.8%*	*26.7%*	*18.6%*	*26.7%*	*27.2%*	*25.9%*	*25.7%*
%H		*97.8%*	*47.8%*	*6.0%*	*76.6%*	*34.2%*	*41.8%*	*88.0%*
D	115	111	48	6	83	29	54	100
%V	*16.1%*	*15.9%*	*14.5%*	*10.2%*	*15.7%*	*12.5%*	*18.2%*	*15.8%*
%H		*96.5%*	*41.7%*	*5.2%*	*72.2%*	*25.2%*	*47.0%*	*87.0%*
E	77	75	29	5	55	15	40	43
%V	*10.8%*	*10.8%*	*8.8%*	*8.5%*	*10.4%*	*6.5%*	*13.5%*	*6.8%*
%H		*97.4%*	*37.7%*	*6.5%*	*71.4%*	*19.5%*	*51.9%*	*55.8%*

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	714	697	330	59	528	232	297	631
%H		*97.6%*	*46.2%*	*8.3%*	*73.9%*	*32.5%*	*41.6%*	*88.4%*
Working full time	414	405	203	36	301	143	158	397
%V	*58.0%*	*58.1%*	*61.5%*	*61.0%*	*57.0%*	*61.6%*	*53.2%*	*62.9%*
%H		*97.8%*	*49.0%*	*8.7%*	*72.7%*	*34.5%*	*38.2%*	*95.9%*
Working part time	29	28	12	4	21	8	12	26
%V	*4.1%*	*4.0%*	*3.6%*	*6.8%*	*4.0%*	*3.4%*	*4.0%*	*4.1%*
%H		*96.6%*	*41.4%*	*13.8%*	*72.4%*	*27.6%*	*41.4%*	*89.7%*
Not working	270	264	115	20	207	81	126	208
%V	*37.8%*	*37.9%*	*34.8%*	*33.9%*	*39.2%*	*34.9%*	*42.4%*	*33.0%*
%H		*97.8%*	*42.6%*	*7.4%*	*76.7%*	*30.0%*	*46.7%*	*77.0%*
Houseperson	134	126	46	7	93	24	70	84
%V	*18.8%*	*18.1%*	*13.9%*	*11.9%*	*17.6%*	*10.3%*	*23.6%*	*13.3%*
%H		*94.0%*	*34.3%*	*5.2%*	*69.4%*	*17.9%*	*52.2%*	*62.7%*

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	752	737	329	69	570	241	329	666
%H		*98.0%*	*43.8%*	*9.2%*	*75.8%*	*32.0%*	*43.8%*	*88.6%*
16 - 19	50	48	20	5	37	14	23	49
%V	*6.6%*	*6.5%*	*6.1%*	*7.2%*	*6.5%*	*5.8%*	*7.0%*	*7.4%*
%H		*96.0%*	*40.0%*	*10.0%*	*74.0%*	*28.0%*	*46.0%*	*98.0%*
20 - 24	49	47	23	3	34	16	18	47
%V	*6.5%*	*6.4%*	*7.0%*	*4.3%*	*6.0%*	*6.6%*	*5.5%*	*7.1%*
%H		*95.9%*	*46.9%*	*6.1%*	*69.4%*	*32.7%*	*36.7%*	*95.9%*
25 - 34	124	120	52	15	83	35	48	118
%V	*16.5%*	*16.3%*	*15.8%*	*21.7%*	*14.6%*	*14.5%*	*14.6%*	*17.7%*
%H		*96.8%*	*41.9%*	*12.1%*	*66.9%*	*28.2%*	*38.7%*	*95.2%*
35 - 44	122	120	61	14	89	46	43	118
%V	*16.2%*	*16.3%*	*18.5%*	*20.3%*	*15.6%*	*19.1%*	*13.1%*	*17.7%*
%H		*98.4%*	*50.0%*	*11.5%*	*73.0%*	*37.7%*	*35.2%*	*96.7%*
45 - 54	132	130	66	12	100	49	51	125
%V	*17.6%*	*17.6%*	*20.1%*	*17.4%*	*17.5%*	*20.3%*	*15.5%*	*18.8%*
%H		*98.5%*	*50.0%*	*9.1%*	*75.8%*	*37.1%*	*38.6%*	*94.7%*
55 - 64	113	112	52	10	89	40	49	102
%V	*15.0%*	*15.2%*	*15.8%*	*14.5%*	*15.6%*	*16.6%*	*14.9%*	*15.3%*
%H		*99.1%*	*46.0%*	*8.8%*	*78.8%*	*35.4%*	*43.4%*	*90.3%*
65+	163	161	55	9	138	40	97	106
%V	*21.7%*	*21.8%*	*16.7%*	*13.0%*	*24.2%*	*16.6%*	*29.5%*	*15.9%*
%H		*98.8%*	*33.7%*	*5.5%*	*84.7%*	*24.5%*	*59.5%*	*65.0%*

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	752	737	329	69	570	241	329	666
%H		*98.0%*	*43.8%*	*9.2%*	*75.8%*	*32.0%*	*43.8%*	*88.6%*
AB	180	178	88	19	137	68	69	175
%V	*23.9%*	*24.2%*	*26.7%*	*27.5%*	*24.0%*	*28.2%*	*21.0%*	*26.3%*
%H		*98.9%*	*48.9%*	*10.6%*	*76.1%*	*37.8%*	*38.3%*	*97.2%*
C1	189	185	81	23	142	62	80	177
%V	*25.1%*	*25.1%*	*24.6%*	*33.3%*	*24.9%*	*25.7%*	*24.3%*	*26.6%*
%H		*97.9%*	*42.9%*	*12.2%*	*75.1%*	*32.8%*	*42.3%*	*93.7%*
C2	154	152	70	11	122	54	67	142
%V	*20.5%*	*20.6%*	*21.3%*	*15.9%*	*21.4%*	*22.4%*	*20.4%*	*21.3%*
%H		*98.7%*	*45.5%*	*7.1%*	*79.2%*	*35.1%*	*43.5%*	*92.2%*
D	130	125	54	7	96	34	62	108
%V	*17.3%*	*17.0%*	*16.4%*	*10.1%*	*16.8%*	*14.1%*	*18.8%*	*16.2%*
%H		*96.2%*	*41.5%*	*5.4%*	*73.8%*	*26.2%*	*47.7%*	*83.1%*
E	98	97	36	9	74	22	51	64
%V	*13.0%*	*13.2%*	*10.9%*	*13.0%*	*13.0%*	*9.1%*	*15.5%*	*9.6%*
%H		*99.0%*	*36.7%*	*9.2%*	*75.5%*	*22.4%*	*52.0%*	*65.3%*

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	752	737	329	69	570	241	329	666
%H		*98.0%*	*43.8%*	*9.2%*	*75.8%*	*32.0%*	*43.8%*	*88.6%*
Working full time	279	273	129	30	211	99	111	268
%V	*37.1%*	*37.0%*	*39.2%*	*43.5%*	*37.0%*	*41.1%*	*33.7%*	*40.2%*
%H		*97.8%*	*46.2%*	*10.8%*	*75.6%*	*35.5%*	*39.8%*	*96.1%*
Working part time	102	99	46	11	72	33	39	97
%V	*13.6%*	*13.4%*	*14.0%*	*15.9%*	*12.6%*	*13.7%*	*11.9%*	*14.6%*
%H		*97.1%*	*45.1%*	*10.8%*	*70.6%*	*32.4%*	*38.2%*	*95.1%*
Not working	371	365	154	28	287	109	179	300
%V	*49.3%*	*49.5%*	*46.8%*	*40.6%*	*50.4%*	*45.2%*	*54.4%*	*45.0%*
%H		*98.4%*	*41.5%*	*7.5%*	*77.4%*	*29.4%*	*48.2%*	*80.9%*
Houseperson	601	589	262	55	453	189	264	521
%V	*79.9%*	*79.9%*	*79.6%*	*79.7%*	*79.5%*	*78.4%*	*80.2%*	*78.2%*
%H		*98.0%*	*43.6%*	*9.2%*	*75.4%*	*31.4%*	*43.9%*	*86.7%*

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BBC Wales

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Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1360	1318	692	120	789	328	461	1136
%H (All HH)		*96.9%*	*50.9%*	*8.8%*	*58.0%*	*24.1%*	*33.9%*	*83.5%*
%H (TV HH)			*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	
AB	266	259	140	28	157	73	84	250
%V	*19.6%*	*19.7%*	*20.2%*	*23.3%*	*19.9%*	*22.3%*	*18.2%*	*22.0%*
%H (All HH)		*97.4%*	*52.6%*	*10.5%*	*59.0%*	*27.4%*	*31.6%*	*94.0%*
%H (TV HH)			*54.1%*	*10.8%*	*60.6%*	*28.2%*	*32.4%*	
C1	334	320	167	30	196	85	111	299
%V	*24.6%*	*24.3%*	*24.1%*	*25.0%*	*24.8%*	*25.9%*	*24.1%*	*26.3%*
%H (All HH)		*95.8%*	*50.0%*	*9.0%*	*58.7%*	*25.4%*	*33.2%*	*89.5%*
%H (TV HH)			*52.2%*	*9.4%*	*61.3%*	*26.6%*	*34.7%*	
C2	328	322	173	31	202	90	112	289
%V	*24.1%*	*24.4%*	*25.0%*	*25.8%*	*25.6%*	*27.4%*	*24.3%*	*25.4%*
%H (All HH)		*98.2%*	*52.7%*	*9.5%*	*61.6%*	*27.4%*	*34.1%*	*88.1%*
%H (TV HH)			*53.7%*	*9.6%*	*62.7%*	*28.0%*	*34.8%*	
D	254	244	131	20	142	57	85	194
%V	*18.7%*	*18.5%*	*18.9%*	*16.7%*	*18.0%*	*17.4%*	*18.4%*	*17.1%*
%H (All HH)		*96.1%*	*51.6%*	*7.9%*	*55.9%*	*22.4%*	*33.5%*	*76.4%*
%H (TV HH)			*53.7%*	*8.2%*	*58.2%*	*23.4%*	*34.8%*	
E	178	174	80	11	93	23	70	104
%V	*13.1%*	*13.2%*	*11.6%*	*9.2%*	*11.8%*	*7.0%*	*15.2%*	*9.2%*
%H (All HH)		*97.8%*	*44.9%*	*6.2%*	*52.2%*	*12.9%*	*39.3%*	*58.4%*
%H (TV HH)			*46.0%*	*6.3%*	*53.4%*	*13.2%*	*40.2%*	

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

Table 13.2: 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	1360	1318	692	120	789	328	461	1136
%H (All HH)		*96.9%*	*50.9%*	*8.8%*	*58.0%*	*24.1%*	*33.9%*	*83.5%*
%H (TV HH)			*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	
Under 25	68	59	24	5	24	6	18	66
%V	*5.0%*	*4.5%*	*3.5%*	*4.2%*	*3.0%*	*1.8%*	*3.9%*	*5.8%*
%H (All HH)		*86.8%*	*35.3%*	*7.4%*	*35.3%*	*8.8%*	*26.5%*	*97.1%*
%H (TV HH)			*40.7%*	*8.5%*	*40.7%*	*10.2%*	*30.5%*	
25 - 34	186	173	90	17	81	33	48	180
%V	*13.7%*	*13.1%*	*13.0%*	*14.2%*	*10.3%*	*10.1%*	*10.4%*	*15.8%*
%H (All HH)		*93.0%*	*48.4%*	*9.1%*	*43.5%*	*17.7%*	*25.8%*	*96.8%*
%H (TV HH)			*52.0%*	*9.8%*	*46.8%*	*19.1%*	*27.7%*	
35 - 44	195	188	107	18	102	48	54	188
%V	*14.3%*	*14.3%*	*15.5%*	*15.0%*	*12.9%*	*14.6%*	*11.7%*	*16.5%*
%H (All HH)		*96.4%*	*54.9%*	*9.2%*	*52.3%*	*24.6%*	*27.7%*	*96.4%*
%H (TV HH)			*56.9%*	*9.6%*	*54.3%*	*25.5%*	*28.7%*	
45 - 54	251	245	147	23	140	69	71	235
%V	*18.5%*	*18.6%*	*21.2%*	*19.2%*	*17.7%*	*21.0%*	*15.4%*	*20.7%*
%H (All HH)		*97.6%*	*58.6%*	*9.2%*	*55.8%*	*27.5%*	*28.3%*	*93.6%*
%H (TV HH)			*60.0%*	*9.4%*	*57.1%*	*28.2%*	*29.0%*	
55 - 64	245	240	136	27	152	77	76	219
%V	*18.0%*	*18.2%*	*19.7%*	*22.5%*	*19.3%*	*23.5%*	*16.5%*	*19.3%*
%H (All HH)		*98.0%*	*55.5%*	*11.0%*	*62.0%*	*31.4%*	*31.0%*	*89.4%*
%H (TV HH)			*56.7%*	*11.3%*	*63.3%*	*32.1%*	*31.7%*	
65 +	415	412	187	30	290	97	194	249
%V	*30.5%*	*31.3%*	*27.0%*	*25.0%*	*36.8%*	*29.6%*	*42.1%*	*21.9%*
%H (All HH)		*99.3%*	*45.1%*	*7.2%*	*69.9%*	*23.4%*	*46.7%*	*60.0%*
%H (TV HH)			*45.4%*	*7.3%*	*70.4%*	*23.5%*	*47.1%*	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

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DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Wales

Household level data

Table 13.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1360	1318	692	120	789	328	461	1136
%H (All HH)		*96.9%*	*50.9%*	*8.8%*	*58.0%*	*24.1%*	*33.9%*	*83.5%*
%H (TV HH)			*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	
1	438	412	161	31	266	63	203	272
%V	*32.2%*	*31.3%*	*23.3%*	*25.8%*	*33.7%*	*19.2%*	*44.0%*	*23.9%*
%H (All HH)		*94.1%*	*36.8%*	*7.1%*	*60.7%*	*14.4%*	*46.3%*	*62.1%*
%H (TV HH)			*39.1%*	*7.5%*	*64.6%*	*15.3%*	*49.3%*	
2	482	472	265	45	281	128	153	432
%V	*35.4%*	*35.8%*	*38.3%*	*37.5%*	*35.6%*	*39.0%*	*33.2%*	*38.0%*
%H (All HH)		*97.9%*	*55.0%*	*9.3%*	*58.3%*	*26.6%*	*31.7%*	*89.6%*
%H (TV HH)			*56.1%*	*9.5%*	*59.5%*	*27.1%*	*32.4%*	
3	200	197	120	19	111	60	51	195
%V	*14.7%*	*14.9%*	*17.3%*	*15.8%*	*14.1%*	*18.3%*	*11.1%*	*17.2%*
%H (All HH)		*98.5%*	*60.0%*	*9.5%*	*55.5%*	*30.0%*	*25.5%*	*97.5%*
%H (TV HH)			*60.9%*	*9.6%*	*56.3%*	*30.5%*	*25.9%*	
4	157	155	98	18	86	53	33	154
%V	*11.5%*	*11.8%*	*14.2%*	*15.0%*	*10.9%*	*16.2%*	*7.2%*	*13.6%*
%H (All HH)		*98.7%*	*62.4%*	*11.5%*	*54.8%*	*33.8%*	*21.0%*	*98.1%*
%H (TV HH)			*63.2%*	*11.6%*	*55.5%*	*34.2%*	*21.3%*	
5+	84	82	48	8	46	24	21	82
%V	*6.2%*	*6.2%*	*6.9%*	*6.7%*	*5.8%*	*7.3%*	*4.6%*	*7.2%*
%H (All HH)		*97.6%*	*57.1%*	*9.5%*	*54.8%*	*28.6%*	*25.0%*	*97.6%*
%H (TV HH)			*58.5%*	*9.8%*	*56.1%*	*29.3%*	*25.6%*	
Average HH size	2.27	2.28	2.46	2.41	2.21	2.56	1.97	2.45

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

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1360	1318	692	120	789	328	461	1136
%H (All HH)		*96.9%*	*50.9%*	*8.8%*	*58.0%*	*24.1%*	*33.9%*	*83.5%*
%H (TV HH)			*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	
Without	1034	997	502	89	617	239	378	816
%V	*76.0%*	*75.6%*	*72.5%*	*74.2%*	*78.2%*	*72.9%*	*82.0%*	*71.8%*
%H (All HH)		*96.4%*	*48.5%*	*8.6%*	*59.7%*	*23.1%*	*36.6%*	*78.9%*
%H (TV HH)			*50.4%*	*8.9%*	*61.9%*	*24.0%*	*37.9%*	
With	326	320	190	31	172	89	83	320
%V	*24.0%*	*24.3%*	*27.5%*	*25.8%*	*21.8%*	*27.1%*	*18.0%*	*28.2%*
%H (All HH)		*98.2%*	*58.3%*	*9.5%*	*52.8%*	*27.3%*	*25.5%*	*98.2%*
%H (TV HH)			*59.4%*	*9.7%*	*53.8%*	*27.8%*	*25.9%*	
0 - 3	116	114	61	11	58	25	34	114
%V	*8.5%*	*8.6%*	*8.8%*	*9.2%*	*7.4%*	*7.6%*	*7.4%*	*10.0%*
%H (All HH)		*98.3%*	*52.6%*	*9.5%*	*50.0%*	*21.6%*	*29.3%*	*98.3%*
%H (TV HH)			*53.5%*	*9.6%*	*50.9%*	*21.9%*	*29.8%*	
4 - 9	170	167	99	16	87	45	43	166
%V	*12.5%*	*12.7%*	*14.3%*	*13.3%*	*11.0%*	*13.7%*	*9.3%*	*14.6%*
%H (All HH)		*98.2%*	*58.2%*	*9.4%*	*51.2%*	*26.5%*	*25.3%*	*97.6%*
%H (TV HH)			*59.3%*	*9.6%*	*52.1%*	*26.9%*	*25.7%*	
10 - 15	161	160	101	14	88	51	37	159
%V	*11.8%*	*12.1%*	*14.6%*	*11.7%*	*11.2%*	*15.5%*	*8.0%*	*14.0%*
%H (All HH)		*99.4%*	*62.7%*	*8.7%*	*54.7%*	*31.7%*	*23.0%*	*98.8%*
%H (TV HH)			*63.1%*	*8.8%*	*55.0%*	*31.9%*	*23.1%*	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Wales

Household level data

Table 13.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1360	1318	692	120	789	328	461	1136
%H (All HH)		*96.9%*	*50.9%*	*8.8%*	*58.0%*	*24.1%*	*33.9%*	*83.5%*
%H (TV HH)			*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	
1	496	496	194	39	258	29	228	364
%V	*36.5%*	*37.6%*	*28.0%*	*32.5%*	*32.7%*	*8.8%*	*49.5%*	*32.0%*
%H (All HH)		*100.0%*	*39.1%*	*7.9%*	*52.0%*	*5.8%*	*46.0%*	*73.4%*
%H (TV HH)			*39.1%*	*7.9%*	*52.0%*	*5.8%*	*46.0%*	
2	451	451	257	47	268	129	139	387
%V	*33.2%*	*34.2%*	*37.1%*	*39.2%*	*34.0%*	*39.3%*	*30.2%*	*34.1%*
%H (All HH)		*100.0%*	*57.0%*	*10.4%*	*59.4%*	*28.6%*	*30.8%*	*85.8%*
%H (TV HH)			*57.0%*	*10.4%*	*59.4%*	*28.6%*	*30.8%*	
3	233	233	149	22	158	98	60	217
%V	*17.1%*	*17.7%*	*21.5%*	*18.3%*	*20.0%*	*29.9%*	*13.0%*	*19.1%*
%H (All HH)		*100.0%*	*63.9%*	*9.4%*	*67.8%*	*42.1%*	*25.8%*	*93.1%*
%H (TV HH)			*63.9%*	*9.4%*	*67.8%*	*42.1%*	*25.8%*	
4	87	87	57	7	66	45	22	84
%V	*6.4%*	*6.6%*	*8.2%*	*5.8%*	*8.4%*	*13.7%*	*4.8%*	*7.4%*
%H (All HH)		*100.0%*	*65.5%*	*8.0%*	*75.9%*	*51.7%*	*25.3%*	*96.6%*
%H (TV HH)			*65.5%*	*8.0%*	*75.9%*	*51.7%*	*25.3%*	
5+	52	52	34	5	39	28	12	50
%V	*3.8%*	*3.9%*	*4.9%*	*4.2%*	*4.9%*	*8.5%*	*2.6%*	*4.4%*
%H (All HH)		*100.0%*	*65.4%*	*9.6%*	*75.0%*	*53.8%*	*23.1%*	*96.2%*
%H (TV HH)			*65.4%*	*9.6%*	*75.0%*	*53.8%*	*23.1%*	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 13.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1360	1318	692	120	789	328	461	1136
%H (All HH)		*96.9%*	*50.9%*	*8.8%*	*58.0%*	*24.1%*	*33.9%*	*83.5%*
%H (TV HH)			*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	
Under 20"	165	165	92	13	123	65	58	137
%V	*12.1%*	*12.5%*	*13.3%*	*10.8%*	*15.6%*	*19.8%*	*12.6%*	*12.1%*
%H (All HH)		*100.0%*	*55.8%*	*7.9%*	*74.5%*	*39.4%*	*35.2%*	*83.0%*
%H (TV HH)			*55.8%*	*7.9%*	*74.5%*	*39.4%*	*35.2%*	
20" - 29"	402	402	209	34	291	139	152	333
%V	*29.6%*	*30.5%*	*30.2%*	*28.3%*	*36.9%*	*42.4%*	*33.0%*	*29.3%*
%H (All HH)		*100.0%*	*52.0%*	*8.5%*	*72.4%*	*34.6%*	*37.8%*	*82.8%*
%H (TV HH)			*52.0%*	*8.5%*	*72.4%*	*34.6%*	*37.8%*	
30" - 39"	687	687	361	64	429	187	243	581
%V	*50.5%*	*52.1%*	*52.2%*	*53.3%*	*54.4%*	*57.0%*	*52.7%*	*51.1%*
%H (All HH)		*100.0%*	*52.5%*	*9.3%*	*62.4%*	*27.2%*	*35.4%*	*84.6%*
%H (TV HH)			*52.5%*	*9.3%*	*62.4%*	*27.2%*	*35.4%*	
40" - 49"	670	670	405	68	383	202	181	602
%V	*49.3%*	*50.8%*	*58.5%*	*56.7%*	*48.5%*	*61.6%*	*39.3%*	*53.0%*
%H (All HH)		*100.0%*	*60.4%*	*10.1%*	*57.2%*	*30.1%*	*27.0%*	*89.9%*
%H (TV HH)			*60.4%*	*10.1%*	*57.2%*	*30.1%*	*27.0%*	
50" - 59"	220	220	146	21	122	77	45	212
%V	*16.2%*	*16.7%*	*21.1%*	*17.5%*	*15.5%*	*23.5%*	*9.8%*	*18.7%*
%H (All HH)		*100.0%*	*66.4%*	*9.5%*	*55.5%*	*35.0%*	*20.5%*	*96.4%*
%H (TV HH)			*66.4%*	*9.5%*	*55.5%*	*35.0%*	*20.5%*	
60"+	22	22	13	1	11	6	5	21
%V	*1.6%*	*1.7%*	*1.9%*	*0.8%*	*1.4%*	*1.8%*	*1.1%*	*1.8%*
%H (All HH)		*100.0%*	*59.1%*	*4.5%*	*50.0%*	*27.3%*	*22.7%*	*95.5%*
%H (TV HH)			*59.1%*	*4.5%*	*50.0%*	*27.3%*	*22.7%*	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 13.7: Location of ANY set in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1360	1318	692	120	789	328	461	1136
%H (All HH)		*96.9%*	*50.9%*	*8.8%*	*58.0%*	*24.1%*	*33.9%*	*83.5%*
%H (TV HH)			*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	
Main living room	1305	1305	688	119	782	328	455	1093
%V	*96.0%*	*99.0%*	*99.4%*	*99.2%*	*99.1%*	*100.0%*	*98.7%*	*96.2%*
%H (All HH)		*100.0%*	*52.7%*	*9.1%*	*59.9%*	*25.1%*	*34.9%*	*83.8%*
%H (TV HH)			*52.7%*	*9.1%*	*59.9%*	*25.1%*	*34.9%*	
Kitchen	162	162	93	14	124	69	55	141
%V	*11.9%*	*12.3%*	*13.4%*	*11.7%*	*15.7%*	*21.0%*	*11.9%*	*12.4%*
%H (All HH)		*100.0%*	*57.4%*	*8.6%*	*76.5%*	*42.6%*	*34.0%*	*87.0%*
%H (TV HH)			*57.4%*	*8.6%*	*76.5%*	*42.6%*	*34.0%*	
Adult's bedroom	603	603	373	60	394	232	162	544
%V	*44.3%*	*45.8%*	*53.9%*	*50.0%*	*49.9%*	*70.7%*	*35.1%*	*47.9%*
%H (All HH)		*100.0%*	*61.9%*	*10.0%*	*65.3%*	*38.5%*	*26.9%*	*90.2%*
%H (TV HH)			*61.9%*	*10.0%*	*65.3%*	*38.5%*	*26.9%*	
Child's bedroom	146	146	96	13	87	54	33	143
%V	*10.7%*	*11.1%*	*13.9%*	*10.8%*	*11.0%*	*16.5%*	*7.2%*	*12.6%*
%H (All HH)		*100.0%*	*65.8%*	*8.9%*	*59.6%*	*37.0%*	*22.6%*	*97.9%*
%H (TV HH)			*65.8%*	*8.9%*	*59.6%*	*37.0%*	*22.6%*	
Other bedroom	87	87	53	10	63	40	23	82
%V	*6.4%*	*6.6%*	*7.7%*	*8.3%*	*8.0%*	*12.2%*	*5.0%*	*7.2%*
%H (All HH)		*100.0%*	*60.9%*	*11.5%*	*72.4%*	*46.0%*	*26.4%*	*94.3%*
%H (TV HH)			*60.9%*	*11.5%*	*72.4%*	*46.0%*	*26.4%*	
Second living/dining room	164	164	100	18	117	71	46	149
%V	*12.1%*	*12.4%*	*14.5%*	*15.0%*	*14.8%*	*21.6%*	*10.0%*	*13.1%*
%H (All HH)		*100.0%*	*61.0%*	*11.0%*	*71.3%*	*43.3%*	*28.0%*	*90.9%*
%H (TV HH)			*61.0%*	*11.0%*	*71.3%*	*43.3%*	*28.0%*	
Study/office	17	17	11	1	10	6	4	16
%V	*1.3%*	*1.3%*	*1.6%*	*0.8%*	*1.3%*	*1.8%*	*0.9%*	*1.4%*
%H (All HH)		*100.0%*	*64.7%*	*5.9%*	*58.8%*	*35.3%*	*23.5%*	*94.1%*
%H (TV HH)			*64.7%*	*5.9%*	*58.8%*	*35.3%*	*23.5%*	
TV room	6	6	5	1	4	4	0	6
%V	*0.4%*	*0.5%*	*0.7%*	*0.8%*	*0.5%*	*1.2%*	*0.0%*	*0.5%*
%H (All HH)		*100.0%*	*83.3%*	*16.7%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
%H (TV HH)			*83.3%*	*16.7%*	*66.7%*	*66.7%*	*0.0%*	
Conservatory	29	29	20	2	20	14	6	26
%V	*2.1%*	*2.2%*	*2.9%*	*1.7%*	*2.5%*	*4.3%*	*1.3%*	*2.3%*
%H (All HH)		*100.0%*	*69.0%*	*6.9%*	*69.0%*	*48.3%*	*20.7%*	*89.7%*
%H (TV HH)			*69.0%*	*6.9%*	*69.0%*	*48.3%*	*20.7%*	
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	10	10	7	1	8	6	2	10
%V	*0.7%*	*0.8%*	*1.0%*	*0.8%*	*1.0%*	*1.8%*	*0.4%*	*0.9%*
%H (All HH)		*100.0%*	*70.0%*	*10.0%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
%H (TV HH)			*70.0%*	*10.0%*	*80.0%*	*60.0%*	*20.0%*	

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

Table 13.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1360	1318	692	120	789	328	461	1136
%H (All HH)		*96.9%*	*50.9%*	*8.8%*	*58.0%*	*24.1%*	*33.9%*	*83.5%*
%H (TV HH)			*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	
Any DSAT provider	692	692	692	4	285	285	0	612
%V	*50.9%*	*52.5%*	*100.0%*	*3.3%*	*36.1%*	*86.9%*	*0.0%*	*53.9%*
%H (All HH)			*100.0%*	*0.6%*	*41.2%*	*41.2%*	*0.0%*	*88.4%*
%H (TV HH)			*100.0%*	*0.6%*	*41.2%*	*41.2%*	*0.0%*	
Sky with subcription	549	549	549	2	229	229	0	500
%V	*40.4%*	*41.7%*	*79.3%*	*1.7%*	*29.0%*	*69.8%*	*0.0%*	*44.0%*
%H (All HH)			*100.0%*	*0.4%*	*41.7%*	*41.7%*	*0.0%*	*91.1%*
%H (TV HH)			*100.0%*	*0.4%*	*41.7%*	*41.7%*	*0.0%*	
Sky without subscription	66	66	66	1	23	23	0	50
%V	*4.9%*	*5.0%*	*9.5%*	*0.8%*	*2.9%*	*7.0%*	*0.0%*	*4.4%*
%H (All HH)			*100.0%*	*1.5%*	*34.8%*	*34.8%*	*0.0%*	*75.8%*
%H (TV HH)			*100.0%*	*1.5%*	*34.8%*	*34.8%*	*0.0%*	
Freesat	75	75	75	0	33	33	0	63
%V	*5.5%*	*5.7%*	*10.8%*	*0.0%*	*4.2%*	*10.1%*	*0.0%*	*5.5%*
%H (All HH)			*100.0%*	*0.0%*	*44.0%*	*44.0%*	*0.0%*	*84.0%*
%H (TV HH)			*100.0%*	*0.0%*	*44.0%*	*44.0%*	*0.0%*	
Other satellite provider	29	29	29	1	13	13	0	25
%V	*2.1%*	*2.2%*	*4.2%*	*0.8%*	*1.6%*	*4.0%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*3.4%*	*44.8%*	*44.8%*	*0.0%*	*86.2%*
%H (TV HH)			*100.0%*	*3.4%*	*44.8%*	*44.8%*	*0.0%*	
DCAB	120	120	4	120	45	45	0	109
%V	*8.8%*	*9.1%*	*0.6%*	*100.0%*	*5.7%*	*13.7%*	*0.0%*	*9.6%*
%H (All HH)			*3.3%*	*100.0%*	*37.5%*	*37.5%*	*0.0%*	*90.8%*
%H (TV HH)			*3.3%*	*100.0%*	*37.5%*	*37.5%*	*0.0%*	
DTT	789	789	285	45	789	328	461	641
%V	*58.0%*	*59.9%*	*41.2%*	*37.5%*	*100.0%*	*100.0%*	*100.0%*	*56.4%*
%H (All HH)		*100.0%*	*36.1%*	*5.7%*	*100.0%*	*41.6%*	*58.4%*	*81.2%*
%H (TV HH)			*36.1%*	*5.7%*	*100.0%*	*41.6%*	*58.4%*	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Wales

Household level data

Table 13.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1360	1318	692	120	789	328	461	1136
%H (All HH)		*96.9%*	*50.9%*	*8.8%*	*58.0%*	*24.1%*	*33.9%*	*83.5%*
%H (TV HH)			*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	
PVR	846	846	597	112	437	299	138	768
%V	*62.2%*	*64.2%*	*86.3%*	*93.3%*	*55.4%*	*91.2%*	*29.9%*	*67.6%*
%H (All HH)		*100.0%*	*70.6%*	*13.2%*	*51.7%*	*35.3%*	*16.3%*	*90.8%*
%H (TV HH)			*70.6%*	*13.2%*	*51.7%*	*35.3%*	*16.3%*	
DVDR	12	12	6	1	9	4	5	10
%V	*0.9%*	*0.9%*	*0.9%*	*0.8%*	*1.1%*	*1.2%*	*1.1%*	*0.9%*
%H (All HH)		*100.0%*	*50.0%*	*8.3%*	*75.0%*	*33.3%*	*41.7%*	*83.3%*
%H (TV HH)			*50.0%*	*8.3%*	*75.0%*	*33.3%*	*41.7%*	
VCR	4	4	3	0	3	2	1	3
%V	*0.3%*	*0.3%*	*0.4%*	*0.0%*	*0.4%*	*0.6%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*75.0%*
%H (TV HH)			*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	
Any recorder	851	851	598	112	441	299	142	771
%V	*62.6%*	*64.6%*	*86.4%*	*93.3%*	*55.9%*	*91.2%*	*30.8%*	*67.9%*
%H (All HH)		*100.0%*	*70.3%*	*13.2%*	*51.8%*	*35.1%*	*16.7%*	*90.6%*
%H (TV HH)			*70.3%*	*13.2%*	*51.8%*	*35.1%*	*16.7%*	
Receives HDTV (via STB or built-in reception)	885	885	529	103	523	266	257	798
%V	*65.1%*	*67.1%*	*76.4%*	*85.8%*	*66.3%*	*81.1%*	*55.7%*	*70.2%*
%H (All HH)		*100.0%*	*59.8%*	*11.6%*	*59.1%*	*30.1%*	*29.0%*	*90.2%*
%H (TV HH)			*59.8%*	*11.6%*	*59.1%*	*30.1%*	*29.0%*	
DVD/Blu-ray player or recorder	897	897	499	85	534	248	286	781
%V	*66.0%*	*68.1%*	*72.1%*	*70.8%*	*67.7%*	*75.6%*	*62.0%*	*68.8%*
%H (All HH)		*100.0%*	*55.6%*	*9.5%*	*59.5%*	*27.6%*	*31.9%*	*87.1%*
%H (TV HH)			*55.6%*	*9.5%*	*59.5%*	*27.6%*	*31.9%*	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 13.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1360	1318	692	120	789	328	461	1136
%H (All HH)		*96.9%*	*50.9%*	*8.8%*	*58.0%*	*24.1%*	*33.9%*	*83.5%*
%H (TV HH)			*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	
Has broadband internet	1136	1102	612	109	641	302	339	1136
%V	*83.5%*	*83.6%*	*88.4%*	*90.8%*	*81.2%*	*92.1%*	*73.5%*	*100.0%*
%H (All HH)		*97.0%*	*53.9%*	*9.6%*	*56.4%*	*26.6%*	*29.8%*	*100.0%*
%H (TV HH)			*55.5%*	*9.9%*	*58.2%*	*27.4%*	*30.8%*	
Number of computers (PCs and laptops)								
0	295	284	112	17	183	37	145	82
%V	*21.7%*	*21.5%*	*16.2%*	*14.2%*	*23.2%*	*11.3%*	*31.5%*	*7.2%*
%H (All HH)		*96.3%*	*38.0%*	*5.8%*	*62.0%*	*12.5%*	*49.2%*	*27.8%*
%H (TV HH)			*39.4%*	*6.0%*	*64.4%*	*13.0%*	*51.1%*	
1	347	335	172	29	197	76	121	340
%V	*25.5%*	*25.4%*	*24.9%*	*24.2%*	*25.0%*	*23.2%*	*26.2%*	*29.9%*
%H (All HH)		*96.5%*	*49.6%*	*8.4%*	*56.8%*	*21.9%*	*34.9%*	*98.0%*
%H (TV HH)			*51.3%*	*8.7%*	*58.8%*	*22.7%*	*36.1%*	
2	345	333	183	31	197	89	108	342
%V	*25.4%*	*25.3%*	*26.4%*	*25.8%*	*25.0%*	*27.1%*	*23.4%*	*30.1%*
%H (All HH)		*96.5%*	*53.0%*	*9.0%*	*57.1%*	*25.8%*	*31.3%*	*99.1%*
%H (TV HH)			*55.0%*	*9.3%*	*59.2%*	*26.7%*	*32.4%*	
3	178	174	104	20	103	58	46	177
%V	*13.1%*	*13.2%*	*15.0%*	*16.7%*	*13.1%*	*17.7%*	*10.0%*	*15.6%*
%H (All HH)		*97.8%*	*58.4%*	*11.2%*	*57.9%*	*32.6%*	*25.8%*	*99.4%*
%H (TV HH)			*59.8%*	*11.5%*	*59.2%*	*33.3%*	*26.4%*	
4	94	92	56	10	54	30	24	94
%V	*6.9%*	*7.0%*	*8.1%*	*8.3%*	*6.8%*	*9.1%*	*5.2%*	*8.3%*
%H (All HH)		*97.9%*	*59.6%*	*10.6%*	*57.4%*	*31.9%*	*25.5%*	*100.0%*
%H (TV HH)			*60.9%*	*10.9%*	*58.7%*	*32.6%*	*26.1%*	
5+	101	100	65	13	55	37	18	101
%V	*7.4%*	*7.6%*	*9.4%*	*10.8%*	*7.0%*	*11.3%*	*3.9%*	*8.9%*
%H (All HH)		*99.0%*	*64.4%*	*12.9%*	*54.5%*	*36.6%*	*17.8%*	*100.0%*
%H (TV HH)			*65.0%*	*13.0%*	*55.0%*	*37.0%*	*18.0%*	

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
Jul 2017 - Jun 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	2724	1574	256	1749	913	836	2398
%H		*57.8%*	*9.4%*	*64.2%*	*33.5%*	*30.7%*	*88.0%*
Under 20"	206	116	18	156	86	71	172
%V	*7.6%*	*7.4%*	*7.0%*	*8.9%*	*9.4%*	*8.5%*	*7.2%*
%H		*56.3%*	*8.7%*	*75.7%*	*41.7%*	*34.5%*	*83.5%*
20" - 29"	510	268	43	374	183	191	429
%V	*18.7%*	*17.0%*	*16.8%*	*21.4%*	*20.0%*	*22.8%*	*17.9%*
%H		*52.5%*	*8.4%*	*73.3%*	*35.9%*	*37.5%*	*84.1%*
30" - 39"	891	492	83	569	274	295	772
%V	*32.7%*	*31.3%*	*32.4%*	*32.5%*	*30.0%*	*35.3%*	*32.2%*
%H		*55.2%*	*9.3%*	*63.9%*	*30.8%*	*33.1%*	*86.6%*
40" - 49"	814	500	85	472	261	211	739
%V	*29.9%*	*31.8%*	*33.2%*	*27.0%*	*28.6%*	*25.2%*	*30.8%*
%H		*61.4%*	*10.4%*	*58.0%*	*32.1%*	*25.9%*	*90.8%*
50" - 59"	244	165	24	137	90	47	235
%V	*9.0%*	*10.5%*	*9.4%*	*7.8%*	*9.9%*	*5.6%*	*9.8%*
%H		*67.6%*	*9.8%*	*56.1%*	*36.9%*	*19.3%*	*96.3%*
60"+	22	13	1	11	6	5	21
%V	*0.8%*	*0.8%*	*0.4%*	*0.6%*	*0.7%*	*0.6%*	*0.9%*
%H		*59.1%*	*4.5%*	*50.0%*	*27.3%*	*22.7%*	*95.5%*
Don't know	38	19	2	30	13	17	30
%V	*1.4%*	*1.2%*	*0.8%*	*1.7%*	*1.4%*	*2.0%*	*1.3%*
%H		*50.0%*	*5.3%*	*78.9%*	*34.2%*	*44.7%*	*78.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 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	2724	1574	256	1749	913	836	2398
%H		*57.8%*	*9.4%*	*64.2%*	*33.5%*	*30.7%*	*88.0%*
Main living room	1311	692	119	788	330	458	1098
%V	*48.1%*	*44.0%*	*46.5%*	*45.1%*	*36.1%*	*54.8%*	*45.8%*
%H		*52.8%*	*9.1%*	*60.1%*	*25.2%*	*34.9%*	*83.8%*
Kitchen	163	93	14	125	69	56	142
%V	*6.0%*	*5.9%*	*5.5%*	*7.1%*	*7.6%*	*6.7%*	*5.9%*
%H		*57.1%*	*8.6%*	*76.7%*	*42.3%*	*34.4%*	*87.1%*
Adult's bedroom	712	442	71	474	284	190	648
%V	*26.1%*	*28.1%*	*27.7%*	*27.1%*	*31.1%*	*22.7%*	*27.0%*
%H		*62.1%*	*10.0%*	*66.6%*	*39.9%*	*26.7%*	*91.0%*
Child's bedroom	190	129	15	114	72	41	187
%V	*7.0%*	*8.2%*	*5.9%*	*6.5%*	*7.9%*	*4.9%*	*7.8%*
%H		*67.9%*	*7.9%*	*60.0%*	*37.9%*	*21.6%*	*98.4%*
Other bedroom	111	67	13	80	50	30	105
%V	*4.1%*	*4.3%*	*5.1%*	*4.6%*	*5.5%*	*3.6%*	*4.4%*
%H		*60.4%*	*11.7%*	*72.1%*	*45.0%*	*27.0%*	*94.6%*
Second living/dining room	168	102	18	120	73	47	152
%V	*6.2%*	*6.5%*	*7.0%*	*6.9%*	*8.0%*	*5.6%*	*6.3%*
%H		*60.7%*	*10.7%*	*71.4%*	*43.5%*	*28.0%*	*90.5%*
Study/office	17	11	1	11	7	4	17
%V	*0.6%*	*0.7%*	*0.4%*	*0.6%*	*0.8%*	*0.5%*	*0.7%*
%H		*64.7%*	*5.9%*	*64.7%*	*41.2%*	*23.5%*	*100.0%*
TV room	6	5	1	4	4	0	6
%V	*0.2%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*	*0.0%*	*0.3%*
%H		*83.3%*	*16.7%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
Conservatory	29	20	2	20	14	6	26
%V	*1.1%*	*1.3%*	*0.8%*	*1.1%*	*1.5%*	*0.7%*	*1.1%*
%H		*69.0%*	*6.9%*	*69.0%*	*48.3%*	*20.7%*	*89.7%*
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	7	1	9	6	2	10
%V	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.7%*	*0.2%*	*0.4%*
%H		*70.0%*	*10.0%*	*90.0%*	*60.0%*	*20.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Wales

Set level data

Table 13.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2724	1574	256	1749	913	836	2398
%H		*57.8%*	*9.4%*	*64.2%*	*33.5%*	*30.7%*	*88.0%*
PVR	1199	890	161	579	428	151	1105
%V	*44.0%*	*56.5%*	*62.9%*	*33.1%*	*46.9%*	*18.1%*	*46.1%*
%H		*74.2%*	*13.4%*	*48.3%*	*35.7%*	*12.6%*	*92.2%*
DVDR	13	6	1	10	4	6	11
%V	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.4%*	*0.7%*	*0.5%*
%H		*46.2%*	*7.7%*	*76.9%*	*30.8%*	*46.2%*	*84.6%*
VCR	4	3	0	4	2	1	3
%V	*0.1%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*75.0%*	*0.0%*	*100.0%*	*50.0%*	*25.0%*	*75.0%*
Any recorder	1207	893	161	586	431	155	1111
%V	*44.3%*	*56.7%*	*62.9%*	*33.5%*	*47.2%*	*18.5%*	*46.3%*
%H		*74.0%*	*13.3%*	*48.6%*	*35.7%*	*12.8%*	*92.0%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2724	1574	256	1749	913	836	2398
%H		*57.8%*	*9.4%*	*64.2%*	*33.5%*	*30.7%*	*88.0%*
Receives HDTV (via STB or built-in reception)	1410	879	168	869	499	370	1301
%V	*51.8%*	*55.8%*	*65.6%*	*49.7%*	*54.7%*	*44.3%*	*54.3%*
%H		*62.3%*	*11.9%*	*61.6%*	*35.4%*	*26.2%*	*92.3%*
DVD/Blu-ray player or recorder	1328	784	130	813	432	381	1193
%V	*48.8%*	*49.8%*	*50.8%*	*46.5%*	*47.3%*	*45.6%*	*49.7%*
%H		*59.0%*	*9.8%*	*61.2%*	*32.5%*	*28.7%*	*89.8%*

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

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1317	692	120	789	328	461	1102
%H		*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	*83.7%*
Under 20"	12	3	0	9	1	9	6
%V	*0.9%*	*0.4%*	*0.0%*	*1.1%*	*0.3%*	*2.0%*	*0.5%*
%H		*25.0%*	*0.0%*	*75.0%*	*8.3%*	*75.0%*	*50.0%*
20" - 29"	105	33	4	75	13	62	63
%V	*8.0%*	*4.8%*	*3.3%*	*9.5%*	*4.0%*	*13.4%*	*5.7%*
%H		*31.4%*	*3.8%*	*71.4%*	*12.4%*	*59.0%*	*60.0%*
30" - 39"	390	167	36	244	71	173	299
%V	*29.6%*	*24.1%*	*30.0%*	*30.9%*	*21.6%*	*37.5%*	*27.1%*
%H		*42.8%*	*9.2%*	*62.6%*	*18.2%*	*44.4%*	*76.7%*
40" - 49"	579	342	59	330	166	164	514
%V	*44.0%*	*49.4%*	*49.2%*	*41.8%*	*50.6%*	*35.6%*	*46.6%*
%H		*59.1%*	*10.2%*	*57.0%*	*28.7%*	*28.3%*	*88.8%*
50" - 59"	202	133	19	112	69	43	195
%V	*15.3%*	*19.2%*	*15.8%*	*14.2%*	*21.0%*	*9.3%*	*17.7%*
%H		*65.8%*	*9.4%*	*55.4%*	*34.2%*	*21.3%*	*96.5%*
60"+	20	12	1	10	5	5	18
%V	*1.5%*	*1.7%*	*0.8%*	*1.3%*	*1.5%*	*1.1%*	*1.6%*
%H		*60.0%*	*5.0%*	*50.0%*	*25.0%*	*25.0%*	*90.0%*
Don't know	10	3	0	9	3	6	6
%V	*0.8%*	*0.4%*	*0.0%*	*1.1%*	*0.9%*	*1.3%*	*0.5%*
%H		*30.0%*	*0.0%*	*90.0%*	*30.0%*	*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
Jul 2017 - Jun 2018

BBC Wales

Set level data

Table 13.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1317	692	120	789	328	461	1102
%H		*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	*83.7%*
PVR	829	590	111	422	292	130	753
%V	*62.9%*	*85.3%*	*92.5%*	*53.5%*	*89.0%*	*28.2%*	*68.3%*
%H		*71.2%*	*13.4%*	*50.9%*	*35.2%*	*15.7%*	*90.8%*
DVDR	10	4	1	7	3	4	8
%V	*0.8%*	*0.6%*	*0.8%*	*0.9%*	*0.9%*	*0.9%*	*0.7%*
%H		*40.0%*	*10.0%*	*70.0%*	*30.0%*	*40.0%*	*80.0%*
VCR	2	2	0	2	1	1	2
%V	*0.2%*	*0.3%*	*0.0%*	*0.3%*	*0.3%*	*0.2%*	*0.2%*
%H		*100.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Any recorder	835	591	111	426	293	134	756
%V	*63.4%*	*85.4%*	*92.5%*	*54.0%*	*89.3%*	*29.1%*	*68.6%*
%H		*70.8%*	*13.3%*	*51.0%*	*35.1%*	*16.0%*	*90.5%*

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

Set level data

Table 13.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1317	692	120	789	328	461	1102
%H		*52.5%*	*9.1%*	*59.9%*	*24.9%*	*35.0%*	*83.7%*
Receives HDTV (via STB or built-in reception)	863	517	102	504	256	248	778
%V	*65.5%*	*74.7%*	*85.0%*	*63.9%*	*78.0%*	*53.8%*	*70.6%*
%H		*59.9%*	*11.8%*	*58.4%*	*29.7%*	*28.7%*	*90.2%*
DVD/Blu-ray player or recorder	769	415	74	456	202	254	660
%V	*58.4%*	*60.0%*	*61.7%*	*57.8%*	*61.6%*	*55.1%*	*59.9%*
%H		*54.0%*	*9.6%*	*59.3%*	*26.3%*	*33.0%*	*85.8%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Wales

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1407	882	136	960	584	376	1297
%H		*62.7%*	*9.7%*	*68.2%*	*41.5%*	*26.7%*	*92.2%*
Under 20"	194	113	18	147	85	62	166
%V	*13.8%*	*12.8%*	*13.2%*	*15.3%*	*14.6%*	*16.5%*	*12.8%*
%H		*58.2%*	*9.3%*	*75.8%*	*43.8%*	*32.0%*	*85.6%*
20" - 29"	405	235	38	299	170	129	366
%V	*28.8%*	*26.6%*	*27.9%*	*31.1%*	*29.1%*	*34.3%*	*28.2%*
%H		*58.0%*	*9.4%*	*73.8%*	*42.0%*	*31.9%*	*90.4%*
30" - 39"	501	326	47	325	203	122	473
%V	*35.6%*	*37.0%*	*34.6%*	*33.9%*	*34.8%*	*32.4%*	*36.5%*
%H		*65.1%*	*9.4%*	*64.9%*	*40.5%*	*24.4%*	*94.4%*
40" - 49"	234	158	26	142	95	47	225
%V	*16.6%*	*17.9%*	*19.1%*	*14.8%*	*16.3%*	*12.5%*	*17.3%*
%H		*67.5%*	*11.1%*	*60.7%*	*40.6%*	*20.1%*	*96.2%*
50" - 59"	42	32	4	25	21	4	40
%V	*3.0%*	*3.6%*	*2.9%*	*2.6%*	*3.6%*	*1.1%*	*3.1%*
%H		*76.2%*	*9.5%*	*59.5%*	*50.0%*	*9.5%*	*95.2%*
60"+	2	2	0	1	0	1	2
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.0%*	*0.3%*	*0.2%*
%H		*100.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
Don't know	28	16	1	21	10	11	24
%V	*2.0%*	*1.8%*	*0.7%*	*2.2%*	*1.7%*	*2.9%*	*1.9%*
%H		*57.1%*	*3.6%*	*75.0%*	*35.7%*	*39.3%*	*85.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Wales

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1407	882	136	960	584	376	1297
%H		*62.7%*	*9.7%*	*68.2%*	*41.5%*	*26.7%*	*92.2%*
PVR	370	300	51	158	137	21	352
%V	*26.3%*	*34.0%*	*37.5%*	*16.5%*	*23.5%*	*5.6%*	*27.1%*
%H		*81.1%*	*13.8%*	*42.7%*	*37.0%*	*5.7%*	*95.1%*
DVDR	4	2	0	3	2	1	3
%V	*0.3%*	*0.2%*	*0.0%*	*0.3%*	*0.3%*	*0.3%*	*0.2%*
%H		*50.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*75.0%*
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	373	302	51	160	138	22	354
%V	*26.5%*	*34.2%*	*37.5%*	*16.7%*	*23.6%*	*5.9%*	*27.3%*
%H		*81.0%*	*13.7%*	*42.9%*	*37.0%*	*5.9%*	*94.9%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1407	882	136	960	584	376	1297
%H		*62.7%*	*9.7%*	*68.2%*	*41.5%*	*26.7%*	*92.2%*
Receives HDTV (via STB or built-in reception)	547	362	66	365	243	122	523
%V	*38.9%*	*41.0%*	*48.5%*	*38.0%*	*41.6%*	*32.4%*	*40.3%*
%H		*66.2%*	*12.1%*	*66.7%*	*44.4%*	*22.3%*	*95.6%*
DVD/Blu-ray player or recorder	560	369	56	357	230	127	532
%V	*39.8%*	*41.8%*	*41.2%*	*37.2%*	*39.4%*	*33.8%*	*41.0%*
%H		*65.9%*	*10.0%*	*63.8%*	*41.1%*	*22.7%*	*95.0%*

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

Table 13.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	3084	3010	1703	290	1748	840	907	2786
%H		*97.6%*	*55.2%*	*9.4%*	*56.7%*	*27.2%*	*29.4%*	*90.3%*
Total Children	565	556	328	51	292	149	143	554
%V	*18.3%*	*18.5%*	*19.3%*	*17.6%*	*16.7%*	*17.7%*	*15.8%*	*19.9%*
%H		*98.4%*	*58.1%*	*9.0%*	*51.7%*	*26.4%*	*25.3%*	*98.1%*
0 - 3	133	131	71	13	65	26	39	131
%V	*4.3%*	*4.4%*	*4.2%*	*4.5%*	*3.7%*	*3.1%*	*4.3%*	*4.7%*
%H		*98.5%*	*53.4%*	*9.8%*	*48.9%*	*19.5%*	*29.3%*	*98.5%*
4 - 15	432	425	258	38	228	123	105	423
%V	*14.0%*	*14.1%*	*15.1%*	*13.1%*	*13.0%*	*14.6%*	*11.6%*	*15.2%*
%H		*98.4%*	*59.7%*	*8.8%*	*52.8%*	*28.5%*	*24.3%*	*97.9%*
4 - 9	219	215	125	20	111	56	55	213
%V	*7.1%*	*7.1%*	*7.3%*	*6.9%*	*6.4%*	*6.7%*	*6.1%*	*7.6%*
%H		*98.2%*	*57.1%*	*9.1%*	*50.7%*	*25.6%*	*25.1%*	*97.3%*
10 - 15	213	210	133	17	116	66	50	210
%V	*6.9%*	*7.0%*	*7.8%*	*5.9%*	*6.6%*	*7.9%*	*5.5%*	*7.5%*
%H		*98.6%*	*62.4%*	*8.0%*	*54.5%*	*31.0%*	*23.5%*	*98.6%*

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	3084	3010	1703	290	1748	840	907	2786
%H		*97.6%*	*55.2%*	*9.4%*	*56.7%*	*27.2%*	*29.4%*	*90.3%*
Total Adults (16+)	2519	2454	1374	239	1455	691	764	2232
%V	*81.7%*	*81.5%*	*80.7%*	*82.4%*	*83.2%*	*82.3%*	*84.2%*	*80.1%*
%H		*97.4%*	*54.5%*	*9.5%*	*57.8%*	*27.4%*	*30.3%*	*88.6%*
16 - 19	139	134	81	14	72	39	33	137
%V	*4.5%*	*4.5%*	*4.8%*	*4.8%*	*4.1%*	*4.6%*	*3.6%*	*4.9%*
%H		*96.4%*	*58.3%*	*10.1%*	*51.8%*	*28.1%*	*23.7%*	*98.6%*
20 - 24	183	172	89	20	92	47	45	180
%V	*5.9%*	*5.7%*	*5.2%*	*6.9%*	*5.3%*	*5.6%*	*5.0%*	*6.5%*
%H		*94.0%*	*48.6%*	*10.9%*	*50.3%*	*25.7%*	*24.6%*	*98.4%*
25 - 34	391	370	207	38	184	87	97	379
%V	*12.7%*	*12.3%*	*12.2%*	*13.1%*	*10.5%*	*10.4%*	*10.7%*	*13.6%*
%H		*94.6%*	*52.9%*	*9.7%*	*47.1%*	*22.3%*	*24.8%*	*96.9%*
35 - 44	350	340	198	34	182	91	91	339
%V	*11.3%*	*11.3%*	*11.6%*	*11.7%*	*10.4%*	*10.8%*	*10.0%*	*12.2%*
%H		*97.1%*	*56.6%*	*9.7%*	*52.0%*	*26.0%*	*26.0%*	*96.9%*
45 - 54	424	417	259	42	237	127	110	401
%V	*13.7%*	*13.9%*	*15.2%*	*14.5%*	*13.6%*	*15.1%*	*12.1%*	*14.4%*
%H		*98.3%*	*61.1%*	*9.9%*	*55.9%*	*30.0%*	*25.9%*	*94.6%*
55 - 64	398	392	228	45	253	135	118	367
%V	*12.9%*	*13.0%*	*13.4%*	*15.5%*	*14.5%*	*16.1%*	*13.0%*	*13.2%*
%H		*98.5%*	*57.3%*	*11.3%*	*63.6%*	*33.9%*	*29.6%*	*92.2%*
65+	634	629	311	46	435	166	269	430
%V	*20.6%*	*20.9%*	*18.3%*	*15.9%*	*24.9%*	*19.8%*	*29.7%*	*15.4%*
%H		*99.2%*	*49.1%*	*7.3%*	*68.6%*	*26.2%*	*42.4%*	*67.8%*

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2519	2454	1374	239	1455	691	764	2232
%H		*97.4%*	*54.5%*	*9.5%*	*57.8%*	*27.4%*	*30.3%*	*88.6%*
AB	526	512	298	60	307	162	144	506
%V	*20.9%*	*20.9%*	*21.7%*	*25.1%*	*21.1%*	*23.4%*	*18.8%*	*22.7%*
%H		*97.3%*	*56.7%*	*11.4%*	*58.4%*	*30.8%*	*27.4%*	*96.2%*
C1	629	606	332	64	366	178	188	585
%V	*25.0%*	*24.7%*	*24.2%*	*26.8%*	*25.2%*	*25.8%*	*24.6%*	*26.2%*
%H		*96.3%*	*52.8%*	*10.2%*	*58.2%*	*28.3%*	*29.9%*	*93.0%*
C2	656	648	370	62	405	198	207	599
%V	*26.0%*	*26.4%*	*26.9%*	*25.9%*	*27.8%*	*28.7%*	*27.1%*	*26.8%*
%H		*98.8%*	*56.4%*	*9.5%*	*61.7%*	*30.2%*	*31.6%*	*91.3%*
D	463	449	260	39	252	117	135	384
%V	*18.4%*	*18.3%*	*18.9%*	*16.3%*	*17.3%*	*16.9%*	*17.7%*	*17.2%*
%H		*97.0%*	*56.2%*	*8.4%*	*54.4%*	*25.3%*	*29.2%*	*82.9%*
E	243	239	116	15	125	36	89	159
%V	*9.6%*	*9.7%*	*8.4%*	*6.3%*	*8.6%*	*5.2%*	*11.6%*	*7.1%*
%H		*98.4%*	*47.7%*	*6.2%*	*51.4%*	*14.8%*	*36.6%*	*65.4%*

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2519	2454	1374	239	1455	691	764	2232
%H		*97.4%*	*54.5%*	*9.5%*	*57.8%*	*27.4%*	*30.3%*	*88.6%*
Working full time	1132	1105	669	118	622	333	288	1097
%V	*44.9%*	*45.0%*	*48.7%*	*49.4%*	*42.7%*	*48.2%*	*37.7%*	*49.1%*
%H		*97.6%*	*59.1%*	*10.4%*	*54.9%*	*29.4%*	*25.4%*	*96.9%*
Working part time	232	224	122	25	135	65	70	221
%V	*9.2%*	*9.1%*	*8.9%*	*10.5%*	*9.3%*	*9.4%*	*9.2%*	*9.9%*
%H		*96.6%*	*52.6%*	*10.8%*	*58.2%*	*28.0%*	*30.2%*	*95.3%*
Not working	1155	1124	583	96	699	293	406	914
%V	*45.9%*	*45.8%*	*42.4%*	*40.2%*	*48.0%*	*42.4%*	*53.1%*	*40.9%*
%H		*97.3%*	*50.5%*	*8.3%*	*60.5%*	*25.4%*	*35.2%*	*79.1%*
Houseperson	1360	1318	692	120	789	328	461	1136
%V	*54.0%*	*53.7%*	*50.4%*	*50.2%*	*54.2%*	*47.5%*	*60.3%*	*50.9%*
%H		*96.9%*	*50.9%*	*8.8%*	*58.0%*	*24.1%*	*33.9%*	*83.5%*

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1233	1197	680	121	695	341	354	1106
%H		*97.1%*	*55.2%*	*9.8%*	*56.4%*	*27.7%*	*28.7%*	*89.7%*
16 - 19	74	71	43	7	36	20	16	73
%V	*6.0%*	*5.9%*	*6.3%*	*5.8%*	*5.2%*	*5.9%*	*4.5%*	*6.6%*
%H		*95.9%*	*58.1%*	*9.5%*	*48.6%*	*27.0%*	*21.6%*	*98.6%*
20 - 24	94	90	50	11	46	26	20	93
%V	*7.6%*	*7.5%*	*7.4%*	*9.1%*	*6.6%*	*7.6%*	*5.6%*	*8.4%*
%H		*95.7%*	*53.2%*	*11.7%*	*48.9%*	*27.7%*	*21.3%*	*98.9%*
25 - 34	197	185	102	19	91	42	49	189
%V	*16.0%*	*15.5%*	*15.0%*	*15.7%*	*13.1%*	*12.3%*	*13.8%*	*17.1%*
%H		*93.9%*	*51.8%*	*9.6%*	*46.2%*	*21.3%*	*24.9%*	*95.9%*
35 - 44	172	166	92	17	89	41	48	166
%V	*13.9%*	*13.9%*	*13.5%*	*14.0%*	*12.8%*	*12.0%*	*13.6%*	*15.0%*
%H		*96.5%*	*53.5%*	*9.9%*	*51.7%*	*23.8%*	*27.9%*	*96.5%*
45 - 54	207	202	127	21	111	60	51	193
%V	*16.8%*	*16.9%*	*18.7%*	*17.4%*	*16.0%*	*17.6%*	*14.4%*	*17.5%*
%H		*97.6%*	*61.4%*	*10.1%*	*53.6%*	*29.0%*	*24.6%*	*93.2%*
55 - 64	194	190	109	22	126	66	59	178
%V	*15.7%*	*15.9%*	*16.0%*	*18.2%*	*18.1%*	*19.4%*	*16.7%*	*16.1%*
%H		*97.9%*	*56.2%*	*11.3%*	*64.9%*	*34.0%*	*30.4%*	*91.8%*
65+	295	292	156	24	197	85	112	214
%V	*23.9%*	*24.4%*	*22.9%*	*19.8%*	*28.3%*	*24.9%*	*31.6%*	*19.3%*
%H		*99.0%*	*52.9%*	*8.1%*	*66.8%*	*28.8%*	*38.0%*	*72.5%*

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1233	1197	680	121	695	341	354	1106
%H		*97.1%*	*55.2%*	*9.8%*	*56.4%*	*27.7%*	*28.7%*	*89.7%*
AB	264	255	151	31	149	82	67	255
%V	*21.4%*	*21.3%*	*22.2%*	*25.6%*	*21.4%*	*24.0%*	*18.9%*	*23.1%*
%H		*96.6%*	*57.2%*	*11.7%*	*56.4%*	*31.1%*	*25.4%*	*96.6%*
C1	292	283	160	31	165	86	79	276
%V	*23.7%*	*23.6%*	*23.5%*	*25.6%*	*23.7%*	*25.2%*	*22.3%*	*25.0%*
%H		*96.9%*	*54.8%*	*10.6%*	*56.5%*	*29.5%*	*27.1%*	*94.5%*
C2	354	348	197	34	215	103	111	318
%V	*28.7%*	*29.1%*	*29.0%*	*28.1%*	*30.9%*	*30.2%*	*31.4%*	*28.8%*
%H		*98.3%*	*55.6%*	*9.6%*	*60.7%*	*29.1%*	*31.4%*	*89.8%*
D	220	211	125	19	115	55	59	189
%V	*17.8%*	*17.6%*	*18.4%*	*15.7%*	*16.5%*	*16.1%*	*16.7%*	*17.1%*
%H		*95.9%*	*56.8%*	*8.6%*	*52.3%*	*25.0%*	*26.8%*	*85.9%*
E	104	101	47	6	51	14	38	67
%V	*8.4%*	*8.4%*	*6.9%*	*5.0%*	*7.3%*	*4.1%*	*10.7%*	*6.1%*
%H		*97.1%*	*45.2%*	*5.8%*	*49.0%*	*13.5%*	*36.5%*	*64.4%*

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1233	1197	680	121	695	341	354	1106
%H		*97.1%*	*55.2%*	*9.8%*	*56.4%*	*27.7%*	*28.7%*	*89.7%*
Working full time	680	662	394	74	368	195	174	658
%V	*55.2%*	*55.3%*	*57.9%*	*61.2%*	*52.9%*	*57.2%*	*49.2%*	*59.5%*
%H		*97.4%*	*57.9%*	*10.9%*	*54.1%*	*28.7%*	*25.6%*	*96.8%*
Working part time	52	50	27	5	31	15	16	48
%V	*4.2%*	*4.2%*	*4.0%*	*4.1%*	*4.5%*	*4.4%*	*4.5%*	*4.3%*
%H		*96.2%*	*51.9%*	*9.6%*	*59.6%*	*28.8%*	*30.8%*	*92.3%*
Not working	500	486	259	43	296	131	165	400
%V	*40.6%*	*40.6%*	*38.1%*	*35.5%*	*42.6%*	*38.4%*	*46.6%*	*36.2%*
%H		*97.2%*	*51.8%*	*8.6%*	*59.2%*	*26.2%*	*33.0%*	*80.0%*
Houseperson	281	261	115	23	154	46	108	205
%V	*22.8%*	*21.8%*	*16.9%*	*19.0%*	*22.2%*	*13.5%*	*30.5%*	*18.5%*
%H		*92.9%*	*40.9%*	*8.2%*	*54.8%*	*16.4%*	*38.4%*	*73.0%*

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1286	1256	695	118	760	351	410	1126
%H		*97.7%*	*54.0%*	*9.2%*	*59.1%*	*27.3%*	*31.9%*	*87.6%*
16 - 19	65	63	38	7	36	19	17	64
%V	*5.1%*	*5.0%*	*5.5%*	*5.9%*	*4.7%*	*5.4%*	*4.1%*	*5.7%*
%H		*96.9%*	*58.5%*	*10.8%*	*55.4%*	*29.2%*	*26.2%*	*98.5%*
20 - 24	89	82	40	9	46	21	26	88
%V	*6.9%*	*6.5%*	*5.8%*	*7.6%*	*6.1%*	*6.0%*	*6.3%*	*7.8%*
%H		*92.1%*	*44.9%*	*10.1%*	*51.7%*	*23.6%*	*29.2%*	*98.9%*
25 - 34	194	185	104	18	93	45	48	190
%V	*15.1%*	*14.7%*	*15.0%*	*15.3%*	*12.2%*	*12.8%*	*11.7%*	*16.9%*
%H		*95.4%*	*53.6%*	*9.3%*	*47.9%*	*23.2%*	*24.7%*	*97.9%*
35 - 44	178	174	107	16	93	49	43	173
%V	*13.8%*	*13.9%*	*15.4%*	*13.6%*	*12.2%*	*14.0%*	*10.5%*	*15.4%*
%H		*97.8%*	*60.1%*	*9.0%*	*52.2%*	*27.5%*	*24.2%*	*97.2%*
45 - 54	217	215	132	21	126	67	59	208
%V	*16.9%*	*17.1%*	*19.0%*	*17.8%*	*16.6%*	*19.1%*	*14.4%*	*18.5%*
%H		*99.1%*	*60.8%*	*9.7%*	*58.1%*	*30.9%*	*27.2%*	*95.9%*
55 - 64	204	202	119	23	128	69	59	188
%V	*15.9%*	*16.1%*	*17.1%*	*19.5%*	*16.8%*	*19.7%*	*14.4%*	*16.7%*
%H		*99.0%*	*58.3%*	*11.3%*	*62.7%*	*33.8%*	*28.9%*	*92.2%*
65+	338	337	155	23	238	81	157	216
%V	*26.3%*	*26.8%*	*22.3%*	*19.5%*	*31.3%*	*23.1%*	*38.3%*	*19.2%*
%H		*99.7%*	*45.9%*	*6.8%*	*70.4%*	*24.0%*	*46.4%*	*63.9%*

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1286	1256	695	118	760	351	410	1126
%H		*97.7%*	*54.0%*	*9.2%*	*59.1%*	*27.3%*	*31.9%*	*87.6%*
AB	262	257	147	29	158	80	77	251
%V	*20.4%*	*20.5%*	*21.2%*	*24.6%*	*20.8%*	*22.8%*	*18.8%*	*22.3%*
%H		*98.1%*	*56.1%*	*11.1%*	*60.3%*	*30.5%*	*29.4%*	*95.8%*
C1	338	323	172	33	201	92	109	309
%V	*26.3%*	*25.7%*	*24.7%*	*28.0%*	*26.4%*	*26.2%*	*26.6%*	*27.4%*
%H		*95.6%*	*50.9%*	*9.8%*	*59.5%*	*27.2%*	*32.2%*	*91.4%*
C2	303	301	173	28	190	95	96	280
%V	*23.6%*	*24.0%*	*24.9%*	*23.7%*	*25.0%*	*27.1%*	*23.4%*	*24.9%*
%H		*99.3%*	*57.1%*	*9.2%*	*62.7%*	*31.4%*	*31.7%*	*92.4%*
D	243	238	135	20	137	61	76	195
%V	*18.9%*	*18.9%*	*19.4%*	*16.9%*	*18.0%*	*17.4%*	*18.5%*	*17.3%*
%H		*97.9%*	*55.6%*	*8.2%*	*56.4%*	*25.1%*	*31.3%*	*80.2%*
E	140	138	69	9	74	22	52	92
%V	*10.9%*	*11.0%*	*9.9%*	*7.6%*	*9.7%*	*6.3%*	*12.7%*	*8.2%*
%H		*98.6%*	*49.3%*	*6.4%*	*52.9%*	*15.7%*	*37.1%*	*65.7%*

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1286	1256	695	118	760	351	410	1126
%H		*97.7%*	*54.0%*	*9.2%*	*59.1%*	*27.3%*	*31.9%*	*87.6%*
Working full time	452	443	275	44	253	139	114	439
%V	*35.1%*	*35.3%*	*39.6%*	*37.3%*	*33.3%*	*39.6%*	*27.8%*	*39.0%*
%H		*98.0%*	*60.8%*	*9.7%*	*56.0%*	*30.8%*	*25.2%*	*97.1%*
Working part time	179	175	96	21	104	50	54	173
%V	*13.9%*	*13.9%*	*13.8%*	*17.8%*	*13.7%*	*14.2%*	*13.2%*	*15.4%*
%H		*97.8%*	*53.6%*	*11.7%*	*58.1%*	*27.9%*	*30.2%*	*96.6%*
Not working	655	638	324	54	403	162	241	514
%V	*50.9%*	*50.8%*	*46.6%*	*45.8%*	*53.0%*	*46.2%*	*58.8%*	*45.6%*
%H		*97.4%*	*49.5%*	*8.2%*	*61.5%*	*24.7%*	*36.8%*	*78.5%*
Houseperson	1079	1056	577	97	635	282	353	931
%V	*83.9%*	*84.1%*	*83.0%*	*82.2%*	*83.6%*	*80.3%*	*86.1%*	*82.7%*
%H		*97.9%*	*53.5%*	*9.0%*	*58.9%*	*26.1%*	*32.7%*	*86.3%*

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2737	2654	937	464	1971	757	1213	2327
%H (All HH)		*97.0%*	*34.2%*	*17.0%*	*72.0%*	*27.7%*	*44.3%*	*85.0%*
%H (TV HH)			*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	
AB	674	660	261	118	457	190	267	652
%V	*24.6%*	*24.9%*	*27.9%*	*25.4%*	*23.2%*	*25.1%*	*22.0%*	*28.0%*
%H (All HH)		*97.9%*	*38.7%*	*17.5%*	*67.8%*	*28.2%*	*39.6%*	*96.7%*
%H (TV HH)			*39.5%*	*17.9%*	*69.2%*	*28.8%*	*40.5%*	
C1	702	684	240	135	518	213	304	629
%V	*25.6%*	*25.8%*	*25.6%*	*29.1%*	*26.3%*	*28.1%*	*25.1%*	*27.0%*
%H (All HH)		*97.4%*	*34.2%*	*19.2%*	*73.8%*	*30.3%*	*43.3%*	*89.6%*
%H (TV HH)			*35.1%*	*19.7%*	*75.7%*	*31.1%*	*44.4%*	
C2	616	602	226	113	453	192	260	534
%V	*22.5%*	*22.7%*	*24.1%*	*24.4%*	*23.0%*	*25.4%*	*21.4%*	*22.9%*
%H (All HH)		*97.7%*	*36.7%*	*18.3%*	*73.5%*	*31.2%*	*42.2%*	*86.7%*
%H (TV HH)			*37.5%*	*18.8%*	*75.2%*	*31.9%*	*43.2%*	
D	464	446	151	69	329	113	216	351
%V	*17.0%*	*16.8%*	*16.1%*	*14.9%*	*16.7%*	*14.9%*	*17.8%*	*15.1%*
%H (All HH)		*96.1%*	*32.5%*	*14.9%*	*70.9%*	*24.4%*	*46.6%*	*75.6%*
%H (TV HH)			*33.9%*	*15.5%*	*73.8%*	*25.3%*	*48.4%*	
E	281	262	61	30	215	49	166	161
%V	*10.3%*	*9.9%*	*6.5%*	*6.5%*	*10.9%*	*6.5%*	*13.7%*	*6.9%*
%H (All HH)		*93.2%*	*21.7%*	*10.7%*	*76.5%*	*17.4%*	*59.1%*	*57.3%*
%H (TV HH)			*23.3%*	*11.5%*	*82.1%*	*18.7%*	*63.4%*	

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

Table 14.2: 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	2737	2654	937	464	1971	757	1213	2327
%H (All HH)		*97.0%*	*34.2%*	*17.0%*	*72.0%*	*27.7%*	*44.3%*	*85.0%*
%H (TV HH)			*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	
Under 25	111	101	20	17	69	18	52	108
%V	*4.1%*	*3.8%*	*2.1%*	*3.7%*	*3.5%*	*2.4%*	*4.3%*	*4.6%*
%H (All HH)		*91.0%*	*18.0%*	*15.3%*	*62.2%*	*16.2%*	*46.8%*	*97.3%*
%H (TV HH)			*19.8%*	*16.8%*	*68.3%*	*17.8%*	*51.5%*	
25 - 34	410	383	146	62	256	98	157	391
%V	*15.0%*	*14.4%*	*15.6%*	*13.4%*	*13.0%*	*12.9%*	*12.9%*	*16.8%*
%H (All HH)		*93.4%*	*35.6%*	*15.1%*	*62.4%*	*23.9%*	*38.3%*	*95.4%*
%H (TV HH)			*38.1%*	*16.2%*	*66.8%*	*25.6%*	*41.0%*	
35 - 44	421	403	177	77	262	123	138	402
%V	*15.4%*	*15.2%*	*18.9%*	*16.6%*	*13.3%*	*16.2%*	*11.4%*	*17.3%*
%H (All HH)		*95.7%*	*42.0%*	*18.3%*	*62.2%*	*29.2%*	*32.8%*	*95.5%*
%H (TV HH)			*43.9%*	*19.1%*	*65.0%*	*30.5%*	*34.2%*	
45 - 54	523	513	202	106	365	166	199	496
%V	*19.1%*	*19.3%*	*21.6%*	*22.8%*	*18.5%*	*21.9%*	*16.4%*	*21.3%*
%H (All HH)		*98.1%*	*38.6%*	*20.3%*	*69.8%*	*31.7%*	*38.0%*	*94.8%*
%H (TV HH)			*39.4%*	*20.7%*	*71.2%*	*32.4%*	*38.8%*	
55 - 64	480	469	173	104	354	157	197	431
%V	*17.5%*	*17.7%*	*18.5%*	*22.4%*	*18.0%*	*20.7%*	*16.2%*	*18.5%*
%H (All HH)		*97.7%*	*36.0%*	*21.7%*	*73.8%*	*32.7%*	*41.0%*	*89.8%*
%H (TV HH)			*36.9%*	*22.2%*	*75.5%*	*33.5%*	*42.0%*	
65 +	792	785	219	98	665	195	470	499
%V	*28.9%*	*29.6%*	*23.4%*	*21.1%*	*33.7%*	*25.8%*	*38.7%*	*21.4%*
%H (All HH)		*99.1%*	*27.7%*	*12.4%*	*84.0%*	*24.6%*	*59.3%*	*63.0%*
%H (TV HH)			*27.9%*	*12.5%*	*84.7%*	*24.8%*	*59.9%*	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

Table 14.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2737	2654	937	464	1971	757	1213	2327
%H (All HH)		*97.0%*	*34.2%*	*17.0%*	*72.0%*	*27.7%*	*44.3%*	*85.0%*
%H (TV HH)			*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	
1	819	779	181	87	634	134	500	524
%V	*29.9%*	*29.4%*	*19.3%*	*18.8%*	*32.2%*	*17.7%*	*41.2%*	*22.5%*
%H (All HH)		*95.1%*	*22.1%*	*10.6%*	*77.4%*	*16.4%*	*61.1%*	*64.0%*
%H (TV HH)			*23.2%*	*11.2%*	*81.4%*	*17.2%*	*64.2%*	
2	967	947	344	175	705	290	414	871
%V	*35.3%*	*35.7%*	*36.7%*	*37.7%*	*35.8%*	*38.3%*	*34.1%*	*37.4%*
%H (All HH)		*97.9%*	*35.6%*	*18.1%*	*72.9%*	*30.0%*	*42.8%*	*90.1%*
%H (TV HH)			*36.3%*	*18.5%*	*74.4%*	*30.6%*	*43.7%*	
3	404	398	169	88	269	134	135	395
%V	*14.8%*	*15.0%*	*18.0%*	*19.0%*	*13.6%*	*17.7%*	*11.1%*	*17.0%*
%H (All HH)		*98.5%*	*41.8%*	*21.8%*	*66.6%*	*33.2%*	*33.4%*	*97.8%*
%H (TV HH)			*42.5%*	*22.1%*	*67.6%*	*33.7%*	*33.9%*	
4	366	351	160	76	242	132	110	360
%V	*13.4%*	*13.2%*	*17.1%*	*16.4%*	*12.3%*	*17.4%*	*9.1%*	*15.5%*
%H (All HH)		*95.9%*	*43.7%*	*20.8%*	*66.1%*	*36.1%*	*30.1%*	*98.4%*
%H (TV HH)			*45.6%*	*21.7%*	*68.9%*	*37.6%*	*31.3%*	
5+	181	180	83	38	121	66	55	177
%V	*6.6%*	*6.8%*	*8.9%*	*8.2%*	*6.1%*	*8.7%*	*4.5%*	*7.6%*
%H (All HH)		*99.4%*	*45.9%*	*21.0%*	*66.9%*	*36.5%*	*30.4%*	*97.8%*
%H (TV HH)			*46.1%*	*21.1%*	*67.2%*	*36.7%*	*30.6%*	
Average HH size	2.35	2.36	2.64	2.63	2.28	2.65	2.04	2.52

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

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	2737	2654	937	464	1971	757	1213	2327
%H (All HH)		*97.0%*	*34.2%*	*17.0%*	*72.0%*	*27.7%*	*44.3%*	*85.0%*
%H (TV HH)			*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	
Without	2023	1954	628	327	1498	522	976	1630
%V	*73.9%*	*73.6%*	*67.0%*	*70.5%*	*76.0%*	*69.0%*	*80.5%*	*70.0%*
%H (All HH)		*96.6%*	*31.0%*	*16.2%*	*74.0%*	*25.8%*	*48.2%*	*80.6%*
%H (TV HH)			*32.1%*	*16.7%*	*76.7%*	*26.7%*	*49.9%*	
With	714	700	309	137	472	235	237	697
%V	*26.1%*	*26.4%*	*33.0%*	*29.5%*	*23.9%*	*31.0%*	*19.5%*	*30.0%*
%H (All HH)		*98.0%*	*43.3%*	*19.2%*	*66.1%*	*32.9%*	*33.2%*	*97.6%*
%H (TV HH)			*44.1%*	*19.6%*	*67.4%*	*33.6%*	*33.9%*	
0 - 3	264	258	105	47	176	80	96	255
%V	*9.6%*	*9.7%*	*11.2%*	*10.1%*	*8.9%*	*10.6%*	*7.9%*	*11.0%*
%H (All HH)		*97.7%*	*39.8%*	*17.8%*	*66.7%*	*30.3%*	*36.4%*	*96.6%*
%H (TV HH)			*40.7%*	*18.2%*	*68.2%*	*31.0%*	*37.2%*	
4 - 9	373	365	169	68	237	118	119	364
%V	*13.6%*	*13.8%*	*18.0%*	*14.7%*	*12.0%*	*15.6%*	*9.8%*	*15.6%*
%H (All HH)		*97.9%*	*45.3%*	*18.2%*	*63.5%*	*31.6%*	*31.9%*	*97.6%*
%H (TV HH)			*46.3%*	*18.6%*	*64.9%*	*32.3%*	*32.6%*	
10 - 15	345	338	158	73	235	130	105	338
%V	*12.6%*	*12.7%*	*16.9%*	*15.7%*	*11.9%*	*17.2%*	*8.7%*	*14.5%*
%H (All HH)		*98.0%*	*45.8%*	*21.2%*	*68.1%*	*37.7%*	*30.4%*	*98.0%*
%H (TV HH)			*46.7%*	*21.6%*	*69.5%*	*38.5%*	*31.1%*	

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
Jul 2017 - Jun 2018

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2737	2654	937	464	1971	757	1213	2327
%H (All HH)		*97.0%*	*34.2%*	*17.0%*	*72.0%*	*27.7%*	*44.3%*	*85.0%*
%H (TV HH)			*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	
1	1044	1044	285	140	682	109	573	794
%V	*38.1%*	*39.3%*	*30.4%*	*30.2%*	*34.6%*	*14.4%*	*47.2%*	*34.1%*
%H (All HH)		*100.0%*	*27.3%*	*13.4%*	*65.3%*	*10.4%*	*54.9%*	*76.1%*
%H (TV HH)			*27.3%*	*13.4%*	*65.3%*	*10.4%*	*54.9%*	
2	898	898	323	156	701	286	415	785
%V	*32.8%*	*33.8%*	*34.5%*	*33.6%*	*35.6%*	*37.8%*	*34.2%*	*33.7%*
%H (All HH)		*100.0%*	*36.0%*	*17.4%*	*78.1%*	*31.8%*	*46.2%*	*87.4%*
%H (TV HH)			*36.0%*	*17.4%*	*78.1%*	*31.8%*	*46.2%*	
3	446	446	197	98	370	214	157	420
%V	*16.3%*	*16.8%*	*21.0%*	*21.1%*	*18.8%*	*28.3%*	*12.9%*	*18.0%*
%H (All HH)		*100.0%*	*44.2%*	*22.0%*	*83.0%*	*48.0%*	*35.2%*	*94.2%*
%H (TV HH)			*44.2%*	*22.0%*	*83.0%*	*48.0%*	*35.2%*	
4	178	178	87	44	144	96	48	174
%V	*6.5%*	*6.7%*	*9.3%*	*9.5%*	*7.3%*	*12.7%*	*4.0%*	*7.5%*
%H (All HH)		*100.0%*	*48.9%*	*24.7%*	*80.9%*	*53.9%*	*27.0%*	*97.8%*
%H (TV HH)			*48.9%*	*24.7%*	*80.9%*	*53.9%*	*27.0%*	
5+	86	86	44	26	74	54	20	86
%V	*3.1%*	*3.2%*	*4.7%*	*5.6%*	*3.8%*	*7.1%*	*1.6%*	*3.7%*
%H (All HH)		*100.0%*	*51.2%*	*30.2%*	*86.0%*	*62.8%*	*23.3%*	*100.0%*
%H (TV HH)			*51.2%*	*30.2%*	*86.0%*	*62.8%*	*23.3%*	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

Table 14.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2737	2654	937	464	1971	757	1213	2327
%H (All HH)		*97.0%*	*34.2%*	*17.0%*	*72.0%*	*27.7%*	*44.3%*	*85.0%*
%H (TV HH)			*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	
Under 20"	331	331	116	55	291	130	161	280
%V	*12.1%*	*12.5%*	*12.4%*	*11.9%*	*14.8%*	*17.2%*	*13.3%*	*12.0%*
%H (All HH)		*100.0%*	*35.0%*	*16.6%*	*87.9%*	*39.3%*	*48.6%*	*84.6%*
%H (TV HH)			*35.0%*	*16.6%*	*87.9%*	*39.3%*	*48.6%*	
20" - 29"	793	793	264	136	679	286	394	665
%V	*29.0%*	*29.9%*	*28.2%*	*29.3%*	*34.4%*	*37.8%*	*32.5%*	*28.6%*
%H (All HH)		*100.0%*	*33.3%*	*17.2%*	*85.6%*	*36.1%*	*49.7%*	*83.9%*
%H (TV HH)			*33.3%*	*17.2%*	*85.6%*	*36.1%*	*49.7%*	
30" - 39"	1359	1359	493	233	1062	443	618	1156
%V	*49.7%*	*51.2%*	*52.6%*	*50.2%*	*53.9%*	*58.5%*	*50.9%*	*49.7%*
%H (All HH)		*100.0%*	*36.3%*	*17.1%*	*78.1%*	*32.6%*	*45.5%*	*85.1%*
%H (TV HH)			*36.3%*	*17.1%*	*78.1%*	*32.6%*	*45.5%*	
40" - 49"	1248	1248	525	265	889	444	445	1161
%V	*45.6%*	*47.0%*	*56.0%*	*57.1%*	*45.1%*	*58.7%*	*36.7%*	*49.9%*
%H (All HH)		*100.0%*	*42.1%*	*21.2%*	*71.2%*	*35.6%*	*35.7%*	*93.0%*
%H (TV HH)			*42.1%*	*21.2%*	*71.2%*	*35.6%*	*35.7%*	
50" - 59"	437	437	213	99	296	174	122	421
%V	*16.0%*	*16.5%*	*22.7%*	*21.3%*	*15.0%*	*23.0%*	*10.1%*	*18.1%*
%H (All HH)		*100.0%*	*48.7%*	*22.7%*	*67.7%*	*39.8%*	*27.9%*	*96.3%*
%H (TV HH)			*48.7%*	*22.7%*	*67.7%*	*39.8%*	*27.9%*	
60"+	47	47	23	12	27	14	13	46
%V	*1.7%*	*1.8%*	*2.5%*	*2.6%*	*1.4%*	*1.8%*	*1.1%*	*2.0%*
%H (All HH)		*100.0%*	*48.9%*	*25.5%*	*57.4%*	*29.8%*	*27.7%*	*97.9%*
%H (TV HH)			*48.9%*	*25.5%*	*57.4%*	*29.8%*	*27.7%*	

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
Jul 2017 - Jun 2018

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2737	2654	937	464	1971	757	1213	2327
%H (All HH)		*97.0%*	*34.2%*	*17.0%*	*72.0%*	*27.7%*	*44.3%*	*85.0%*
%H (TV HH)			*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	
Main living room	2628	2628	928	462	1955	751	1204	2234
%V	*96.0%*	*99.0%*	*99.0%*	*99.6%*	*99.2%*	*99.2%*	*99.3%*	*96.0%*
%H (All HH)		*100.0%*	*35.3%*	*17.6%*	*74.4%*	*28.6%*	*45.8%*	*85.0%*
%H (TV HH)			*35.3%*	*17.6%*	*74.4%*	*28.6%*	*45.8%*	
Kitchen	316	316	129	57	276	144	132	287
%V	*11.5%*	*11.9%*	*13.8%*	*12.3%*	*14.0%*	*19.0%*	*10.9%*	*12.3%*
%H (All HH)		*100.0%*	*40.8%*	*18.0%*	*87.3%*	*45.6%*	*41.8%*	*90.8%*
%H (TV HH)			*40.8%*	*18.0%*	*87.3%*	*45.6%*	*41.8%*	
Adult's bedroom	1229	1229	505	256	988	518	470	1123
%V	*44.9%*	*46.3%*	*53.9%*	*55.2%*	*50.1%*	*68.4%*	*38.7%*	*48.3%*
%H (All HH)		*100.0%*	*41.1%*	*20.8%*	*80.4%*	*42.1%*	*38.2%*	*91.4%*
%H (TV HH)			*41.1%*	*20.8%*	*80.4%*	*42.1%*	*38.2%*	
Child's bedroom	254	254	117	66	191	113	77	250
%V	*9.3%*	*9.6%*	*12.5%*	*14.2%*	*9.7%*	*14.9%*	*6.3%*	*10.7%*
%H (All HH)		*100.0%*	*46.1%*	*26.0%*	*75.2%*	*44.5%*	*30.3%*	*98.4%*
%H (TV HH)			*46.1%*	*26.0%*	*75.2%*	*44.5%*	*30.3%*	
Other bedroom	146	146	66	34	117	71	47	140
%V	*5.3%*	*5.5%*	*7.0%*	*7.3%*	*5.9%*	*9.4%*	*3.9%*	*6.0%*
%H (All HH)		*100.0%*	*45.2%*	*23.3%*	*80.1%*	*48.6%*	*32.2%*	*95.9%*
%H (TV HH)			*45.2%*	*23.3%*	*80.1%*	*48.6%*	*32.2%*	
Second living/dining room	275	275	129	60	218	128	90	251
%V	*10.0%*	*10.4%*	*13.8%*	*12.9%*	*11.1%*	*16.9%*	*7.4%*	*10.8%*
%H (All HH)		*100.0%*	*46.9%*	*21.8%*	*79.3%*	*46.5%*	*32.7%*	*91.3%*
%H (TV HH)			*46.9%*	*21.8%*	*79.3%*	*46.5%*	*32.7%*	
Study/office	42	42	17	10	35	20	15	41
%V	*1.5%*	*1.6%*	*1.8%*	*2.2%*	*1.8%*	*2.6%*	*1.2%*	*1.8%*
%H (All HH)		*100.0%*	*40.5%*	*23.8%*	*83.3%*	*47.6%*	*35.7%*	*97.6%*
%H (TV HH)			*40.5%*	*23.8%*	*83.3%*	*47.6%*	*35.7%*	
TV room	11	11	7	1	9	6	3	10
%V	*0.4%*	*0.4%*	*0.7%*	*0.2%*	*0.5%*	*0.8%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*63.6%*	*9.1%*	*81.8%*	*54.5%*	*27.3%*	*90.9%*
%H (TV HH)			*63.6%*	*9.1%*	*81.8%*	*54.5%*	*27.3%*	
Conservatory	67	67	28	16	59	34	25	64
%V	*2.4%*	*2.5%*	*3.0%*	*3.4%*	*3.0%*	*4.5%*	*2.1%*	*2.8%*
%H (All HH)		*100.0%*	*41.8%*	*23.9%*	*88.1%*	*50.7%*	*37.3%*	*95.5%*
%H (TV HH)			*41.8%*	*23.9%*	*88.1%*	*50.7%*	*37.3%*	
Attic or loft room	7	7	2	3	6	4	2	7
%V	*0.3%*	*0.3%*	*0.2%*	*0.6%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*28.6%*	*42.9%*	*85.7%*	*57.1%*	*28.6%*	*100.0%*
%H (TV HH)			*28.6%*	*42.9%*	*85.7%*	*57.1%*	*28.6%*	
No specific location	2	2	1	2	2	2	0	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.4%*	*0.1%*	*0.3%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*100.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*100.0%*	*100.0%*	*100.0%*	*0.0%*	
Other	19	19	10	4	16	11	6	18
%V	*0.7%*	*0.7%*	*1.1%*	*0.9%*	*0.8%*	*1.5%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*52.6%*	*21.1%*	*84.2%*	*57.9%*	*31.6%*	*94.7%*
%H (TV HH)			*52.6%*	*21.1%*	*84.2%*	*57.9%*	*31.6%*	

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

Table 14.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2737	2654	937	464	1971	757	1213	2327
%H (All HH)		*97.0%*	*34.2%*	*17.0%*	*72.0%*	*27.7%*	*44.3%*	*85.0%*
%H (TV HH)			*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	
Any DSAT provider	937	937	937	17	505	505	0	870
%V	*34.2%*	*35.3%*	*100.0%*	*3.7%*	*25.6%*	*66.7%*	*0.0%*	*37.4%*
%H (All HH)			*100.0%*	*1.8%*	*53.9%*	*53.9%*	*0.0%*	*92.8%*
%H (TV HH)			*100.0%*	*1.8%*	*53.9%*	*53.9%*	*0.0%*	
Sky with subcription	752	752	752	9	408	408	0	714
%V	*27.5%*	*28.3%*	*80.3%*	*1.9%*	*20.7%*	*53.9%*	*0.0%*	*30.7%*
%H (All HH)			*100.0%*	*1.2%*	*54.3%*	*54.3%*	*0.0%*	*94.9%*
%H (TV HH)			*100.0%*	*1.2%*	*54.3%*	*54.3%*	*0.0%*	
Sky without subscription	63	63	63	4	33	33	0	52
%V	*2.3%*	*2.4%*	*6.7%*	*0.9%*	*1.7%*	*4.4%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*6.3%*	*52.4%*	*52.4%*	*0.0%*	*82.5%*
%H (TV HH)			*100.0%*	*6.3%*	*52.4%*	*52.4%*	*0.0%*	
Freesat	106	106	106	4	65	65	0	94
%V	*3.9%*	*4.0%*	*11.3%*	*0.9%*	*3.3%*	*8.6%*	*0.0%*	*4.0%*
%H (All HH)			*100.0%*	*3.8%*	*61.3%*	*61.3%*	*0.0%*	*88.7%*
%H (TV HH)			*100.0%*	*3.8%*	*61.3%*	*61.3%*	*0.0%*	
Other satellite provider	51	51	51	2	23	23	0	46
%V	*1.9%*	*1.9%*	*5.4%*	*0.4%*	*1.2%*	*3.0%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*3.9%*	*45.1%*	*45.1%*	*0.0%*	*90.2%*
%H (TV HH)			*100.0%*	*3.9%*	*45.1%*	*45.1%*	*0.0%*	
DCAB	464	464	17	464	264	264	0	444
%V	*17.0%*	*17.5%*	*1.8%*	*100.0%*	*13.4%*	*34.9%*	*0.0%*	*19.1%*
%H (All HH)			*3.7%*	*100.0%*	*56.9%*	*56.9%*	*0.0%*	*95.7%*
%H (TV HH)			*3.7%*	*100.0%*	*56.9%*	*56.9%*	*0.0%*	
DTT	1971	1971	505	264	1971	757	1213	1619
%V	*72.0%*	*74.3%*	*53.9%*	*56.9%*	*100.0%*	*100.0%*	*100.0%*	*69.6%*
%H (All HH)		*100.0%*	*25.6%*	*13.4%*	*100.0%*	*38.4%*	*61.5%*	*82.1%*
%H (TV HH)			*25.6%*	*13.4%*	*100.0%*	*38.4%*	*61.5%*	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

Table 14.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2737	2654	937	464	1971	757	1213	2327
%H (All HH)		*97.0%*	*34.2%*	*17.0%*	*72.0%*	*27.7%*	*44.3%*	*85.0%*
%H (TV HH)			*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	
PVR	1655	1655	817	439	1103	689	414	1549
%V	*60.5%*	*62.4%*	*87.2%*	*94.6%*	*56.0%*	*91.0%*	*34.1%*	*66.6%*
%H (All HH)		*100.0%*	*49.4%*	*26.5%*	*66.6%*	*41.6%*	*25.0%*	*93.6%*
%H (TV HH)			*49.4%*	*26.5%*	*66.6%*	*41.6%*	*25.0%*	
DVDR	55	55	18	15	43	20	23	51
%V	*2.0%*	*2.1%*	*1.9%*	*3.2%*	*2.2%*	*2.6%*	*1.9%*	*2.2%*
%H (All HH)		*100.0%*	*32.7%*	*27.3%*	*78.2%*	*36.4%*	*41.8%*	*92.7%*
%H (TV HH)			*32.7%*	*27.3%*	*78.2%*	*36.4%*	*41.8%*	
VCR	19	19	2	2	18	4	14	13
%V	*0.7%*	*0.7%*	*0.2%*	*0.4%*	*0.9%*	*0.5%*	*1.2%*	*0.6%*
%H (All HH)		*100.0%*	*10.5%*	*10.5%*	*94.7%*	*21.1%*	*73.7%*	*68.4%*
%H (TV HH)			*10.5%*	*10.5%*	*94.7%*	*21.1%*	*73.7%*	
Any recorder	1688	1688	819	441	1134	692	442	1573
%V	*61.7%*	*63.6%*	*87.4%*	*95.0%*	*57.5%*	*91.4%*	*36.4%*	*67.6%*
%H (All HH)		*100.0%*	*48.5%*	*26.1%*	*67.2%*	*41.0%*	*26.2%*	*93.2%*
%H (TV HH)			*48.5%*	*26.1%*	*67.2%*	*41.0%*	*26.2%*	
Receives HDTV (via STB or built-in reception)	1886	1886	742	425	1400	665	736	1747
%V	*68.9%*	*71.1%*	*79.2%*	*91.6%*	*71.0%*	*87.8%*	*60.7%*	*75.1%*
%H (All HH)		*100.0%*	*39.3%*	*22.5%*	*74.2%*	*35.3%*	*39.0%*	*92.6%*
%H (TV HH)			*39.3%*	*22.5%*	*74.2%*	*35.3%*	*39.0%*	
DVD/Blu-ray player or recorder	1691	1691	635	315	1279	554	725	1506
%V	*61.8%*	*63.7%*	*67.8%*	*67.9%*	*64.9%*	*73.2%*	*59.8%*	*64.7%*
%H (All HH)		*100.0%*	*37.6%*	*18.6%*	*75.6%*	*32.8%*	*42.9%*	*89.1%*
%H (TV HH)			*37.6%*	*18.6%*	*75.6%*	*32.8%*	*42.9%*	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

Table 14.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2737	2654	937	464	1971	757	1213	2327
%H (All HH)		*97.0%*	*34.2%*	*17.0%*	*72.0%*	*27.7%*	*44.3%*	*85.0%*
%H (TV HH)			*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	
Has broadband internet	2327	2259	870	444	1619	710	909	2327
%V	*85.0%*	*85.1%*	*92.8%*	*95.7%*	*82.1%*	*93.8%*	*74.9%*	*100.0%*
%H (All HH)		*97.1%*	*37.4%*	*19.1%*	*69.6%*	*30.5%*	*39.1%*	*100.0%*
%H (TV HH)			*38.5%*	*19.7%*	*71.7%*	*31.4%*	*40.2%*	
Number of computers (PCs and laptops)								
0	559	533	118	47	438	76	361	180
%V	*20.4%*	*20.1%*	*12.6%*	*10.1%*	*22.2%*	*10.0%*	*29.8%*	*7.7%*
%H (All HH)		*95.3%*	*21.1%*	*8.4%*	*78.4%*	*13.6%*	*64.6%*	*32.2%*
%H (TV HH)			*22.1%*	*8.8%*	*82.2%*	*14.3%*	*67.7%*	
1	736	711	242	103	517	170	348	711
%V	*26.9%*	*26.8%*	*25.8%*	*22.2%*	*26.2%*	*22.5%*	*28.7%*	*30.6%*
%H (All HH)		*96.6%*	*32.9%*	*14.0%*	*70.2%*	*23.1%*	*47.3%*	*96.6%*
%H (TV HH)			*34.0%*	*14.5%*	*72.7%*	*23.9%*	*48.9%*	
2	615	598	225	128	439	201	238	611
%V	*22.5%*	*22.5%*	*24.0%*	*27.6%*	*22.3%*	*26.6%*	*19.6%*	*26.3%*
%H (All HH)		*97.2%*	*36.6%*	*20.8%*	*71.4%*	*32.7%*	*38.7%*	*99.3%*
%H (TV HH)			*37.6%*	*21.4%*	*73.4%*	*33.6%*	*39.8%*	
3	364	357	145	80	258	131	127	363
%V	*13.3%*	*13.5%*	*15.5%*	*17.2%*	*13.1%*	*17.3%*	*10.5%*	*15.6%*
%H (All HH)		*98.1%*	*39.8%*	*22.0%*	*70.9%*	*36.0%*	*34.9%*	*99.7%*
%H (TV HH)			*40.6%*	*22.4%*	*72.3%*	*36.7%*	*35.6%*	
4	208	203	90	48	139	76	63	208
%V	*7.6%*	*7.6%*	*9.6%*	*10.3%*	*7.1%*	*10.0%*	*5.2%*	*8.9%*
%H (All HH)		*97.6%*	*43.3%*	*23.1%*	*66.8%*	*36.5%*	*30.3%*	*100.0%*
%H (TV HH)			*44.3%*	*23.6%*	*68.5%*	*37.4%*	*31.0%*	
5+	255	252	117	58	179	103	76	255
%V	*9.3%*	*9.5%*	*12.5%*	*12.5%*	*9.1%*	*13.6%*	*6.3%*	*11.0%*
%H (All HH)		*98.8%*	*45.9%*	*22.7%*	*70.2%*	*40.4%*	*29.8%*	*100.0%*
%H (TV HH)			*46.4%*	*23.0%*	*71.0%*	*40.9%*	*30.2%*	

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
Jul 2017 - Jun 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	5375	2121	1067	4182	2004	2178	4799
%H		*39.5%*	*19.9%*	*77.8%*	*37.3%*	*40.5%*	*89.3%*
Under 20"	406	147	69	357	164	193	349
%V	*7.6%*	*6.9%*	*6.5%*	*8.5%*	*8.2%*	*8.9%*	*7.3%*
%H		*36.2%*	*17.0%*	*87.9%*	*40.4%*	*47.5%*	*86.0%*
20" - 29"	1003	345	184	864	386	478	857
%V	*18.7%*	*16.3%*	*17.2%*	*20.7%*	*19.3%*	*21.9%*	*17.9%*
%H		*34.4%*	*18.3%*	*86.1%*	*38.5%*	*47.7%*	*85.4%*
30" - 39"	1718	663	314	1359	629	730	1498
%V	*32.0%*	*31.3%*	*29.4%*	*32.5%*	*31.4%*	*33.5%*	*31.2%*
%H		*38.6%*	*18.3%*	*79.1%*	*36.6%*	*42.5%*	*87.2%*
40" - 49"	1509	650	337	1088	571	516	1418
%V	*28.1%*	*30.6%*	*31.6%*	*26.0%*	*28.5%*	*23.7%*	*29.5%*
%H		*43.1%*	*22.3%*	*72.1%*	*37.8%*	*34.2%*	*94.0%*
50" - 59"	480	236	112	324	191	132	463
%V	*8.9%*	*11.1%*	*10.5%*	*7.7%*	*9.5%*	*6.1%*	*9.6%*
%H		*49.2%*	*23.3%*	*67.5%*	*39.8%*	*27.5%*	*96.5%*
60"+	49	25	12	28	14	14	48
%V	*0.9%*	*1.2%*	*1.1%*	*0.7%*	*0.7%*	*0.6%*	*1.0%*
%H		*51.0%*	*24.5%*	*57.1%*	*28.6%*	*28.6%*	*98.0%*
Don't know	210	55	39	162	48	114	167
%V	*3.9%*	*2.6%*	*3.7%*	*3.9%*	*2.4%*	*5.2%*	*3.5%*
%H		*26.2%*	*18.6%*	*77.1%*	*22.9%*	*54.3%*	*79.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5375	2121	1067	4182	2004	2178	4799
%H		*39.5%*	*19.9%*	*77.8%*	*37.3%*	*40.5%*	*89.3%*
Main living room	2642	931	465	1964	754	1210	2247
%V	*49.2%*	*43.9%*	*43.6%*	*47.0%*	*37.6%*	*55.6%*	*46.8%*
%H		*35.2%*	*17.6%*	*74.3%*	*28.5%*	*45.8%*	*85.0%*
Kitchen	316	129	57	277	144	132	287
%V	*5.9%*	*6.1%*	*5.3%*	*6.6%*	*7.2%*	*6.1%*	*6.0%*
%H		*40.8%*	*18.0%*	*87.7%*	*45.6%*	*41.8%*	*90.8%*
Adult's bedroom	1490	631	318	1210	662	547	1379
%V	*27.7%*	*29.8%*	*29.8%*	*28.9%*	*33.0%*	*25.1%*	*28.7%*
%H		*42.3%*	*21.3%*	*81.2%*	*44.4%*	*36.7%*	*92.6%*
Child's bedroom	331	159	87	251	157	94	326
%V	*6.2%*	*7.5%*	*8.2%*	*6.0%*	*7.8%*	*4.3%*	*6.8%*
%H		*48.0%*	*26.3%*	*75.8%*	*47.4%*	*28.4%*	*98.5%*
Other bedroom	170	75	42	135	81	54	164
%V	*3.2%*	*3.5%*	*3.9%*	*3.2%*	*4.0%*	*2.5%*	*3.4%*
%H		*44.1%*	*24.7%*	*79.4%*	*47.6%*	*31.8%*	*96.5%*
Second living/dining room	276	130	60	218	128	90	252
%V	*5.1%*	*6.1%*	*5.6%*	*5.2%*	*6.4%*	*4.1%*	*5.3%*
%H		*47.1%*	*21.7%*	*79.0%*	*46.4%*	*32.6%*	*91.3%*
Study/office	42	17	10	35	20	15	41
%V	*0.8%*	*0.8%*	*0.9%*	*0.8%*	*1.0%*	*0.7%*	*0.9%*
%H		*40.5%*	*23.8%*	*83.3%*	*47.6%*	*35.7%*	*97.6%*
TV room	11	7	1	9	6	3	10
%V	*0.2%*	*0.3%*	*0.1%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H		*63.6%*	*9.1%*	*81.8%*	*54.5%*	*27.3%*	*90.9%*
Conservatory	67	28	16	59	34	25	64
%V	*1.2%*	*1.3%*	*1.5%*	*1.4%*	*1.7%*	*1.1%*	*1.3%*
%H		*41.8%*	*23.9%*	*88.1%*	*50.7%*	*37.3%*	*95.5%*
Attic or loft room	8	2	4	6	4	2	8
%V	*0.1%*	*0.1%*	*0.4%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*25.0%*	*50.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
No specific location	2	1	2	2	2	0	2
%V	*0.0%*	*0.0%*	*0.2%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*50.0%*	*100.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Other	20	11	4	17	11	6	18
%V	*0.4%*	*0.5%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.4%*
%H		*55.0%*	*20.0%*	*85.0%*	*55.0%*	*30.0%*	*90.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Midlands West

Set level data

Table 14.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5375	2121	1067	4182	2004	2178	4799
%H		*39.5%*	*19.9%*	*77.8%*	*37.3%*	*40.5%*	*89.3%*
PVR	2297	1231	642	1426	965	460	2181
%V	*42.7%*	*58.0%*	*60.2%*	*34.1%*	*48.2%*	*21.1%*	*45.4%*
%H		*53.6%*	*27.9%*	*62.1%*	*42.0%*	*20.0%*	*94.9%*
DVDR	59	18	16	46	21	25	54
%V	*1.1%*	*0.8%*	*1.5%*	*1.1%*	*1.0%*	*1.1%*	*1.1%*
%H		*30.5%*	*27.1%*	*78.0%*	*35.6%*	*42.4%*	*91.5%*
VCR	19	2	2	18	4	14	13
%V	*0.4%*	*0.1%*	*0.2%*	*0.4%*	*0.2%*	*0.6%*	*0.3%*
%H		*10.5%*	*10.5%*	*94.7%*	*21.1%*	*73.7%*	*68.4%*
Any recorder	2338	1235	645	1464	971	494	2213
%V	*43.5%*	*58.2%*	*60.4%*	*35.0%*	*48.5%*	*22.7%*	*46.1%*
%H		*52.8%*	*27.6%*	*62.6%*	*41.5%*	*21.1%*	*94.7%*

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

Set level data

Table 14.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5375	2121	1067	4182	2004	2178	4799
%H		*39.5%*	*19.9%*	*77.8%*	*37.3%*	*40.5%*	*89.3%*
Receives HDTV (via STB or built-in reception)	3022	1267	721	2263	1189	1074	2841
%V	*56.2%*	*59.7%*	*67.6%*	*54.1%*	*59.3%*	*49.3%*	*59.2%*
%H		*41.9%*	*23.9%*	*74.9%*	*39.3%*	*35.5%*	*94.0%*
DVD/Blu-ray player or recorder	2395	968	484	1850	908	941	2183
%V	*44.6%*	*45.6%*	*45.4%*	*44.2%*	*45.3%*	*43.2%*	*45.5%*
%H		*40.4%*	*20.2%*	*77.2%*	*37.9%*	*39.3%*	*91.1%*

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2653	937	464	1971	757	1213	2258
%H		*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	*85.1%*
Under 20"	29	6	3	24	5	19	20
%V	*1.1%*	*0.6%*	*0.6%*	*1.2%*	*0.7%*	*1.6%*	*0.9%*
%H		*20.7%*	*10.3%*	*82.8%*	*17.2%*	*65.5%*	*69.0%*
20" - 29"	196	27	19	168	22	146	119
%V	*7.4%*	*2.9%*	*4.1%*	*8.5%*	*2.9%*	*12.0%*	*5.3%*
%H		*13.8%*	*9.7%*	*85.7%*	*11.2%*	*74.5%*	*60.7%*
30" - 39"	814	234	109	643	188	455	634
%V	*30.7%*	*25.0%*	*23.5%*	*32.6%*	*24.8%*	*37.5%*	*28.1%*
%H		*28.7%*	*13.4%*	*79.0%*	*23.1%*	*55.9%*	*77.9%*
40" - 49"	1084	437	224	771	362	410	1002
%V	*40.9%*	*46.6%*	*48.3%*	*39.1%*	*47.8%*	*33.8%*	*44.4%*
%H		*40.3%*	*20.7%*	*71.1%*	*33.4%*	*37.8%*	*92.4%*
50" - 59"	396	191	89	266	155	111	380
%V	*14.9%*	*20.4%*	*19.2%*	*13.5%*	*20.5%*	*9.2%*	*16.8%*
%H		*48.2%*	*22.5%*	*67.2%*	*39.1%*	*28.0%*	*96.0%*
60"+	40	19	9	25	12	13	39
%V	*1.5%*	*2.0%*	*1.9%*	*1.3%*	*1.6%*	*1.1%*	*1.7%*
%H		*47.5%*	*22.5%*	*62.5%*	*30.0%*	*32.5%*	*97.5%*
Don't know	94	22	11	74	13	60	65
%V	*3.5%*	*2.3%*	*2.4%*	*3.8%*	*1.7%*	*4.9%*	*2.9%*
%H		*23.4%*	*11.7%*	*78.7%*	*13.8%*	*63.8%*	*69.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2653	937	464	1971	757	1213	2258
%H		*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	*85.1%*
PVR	1628	807	435	1077	676	401	1524
%V	*61.4%*	*86.1%*	*93.8%*	*54.6%*	*89.3%*	*33.1%*	*67.5%*
%H		*49.6%*	*26.7%*	*66.2%*	*41.5%*	*24.6%*	*93.6%*
DVDR	48	15	12	36	15	21	44
%V	*1.8%*	*1.6%*	*2.6%*	*1.8%*	*2.0%*	*1.7%*	*1.9%*
%H		*31.3%*	*25.0%*	*75.0%*	*31.3%*	*43.8%*	*91.7%*
VCR	16	1	2	15	3	13	11
%V	*0.6%*	*0.1%*	*0.4%*	*0.8%*	*0.4%*	*1.1%*	*0.5%*
%H		*6.3%*	*12.5%*	*93.8%*	*18.8%*	*81.3%*	*68.8%*
Any recorder	1660	809	437	1108	679	429	1547
%V	*62.6%*	*86.3%*	*94.2%*	*56.2%*	*89.7%*	*35.4%*	*68.5%*
%H		*48.7%*	*26.3%*	*66.7%*	*40.9%*	*25.8%*	*93.2%*

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

Set level data

Table 14.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2653	937	464	1971	757	1213	2258
%H		*35.3%*	*17.5%*	*74.3%*	*28.5%*	*45.7%*	*85.1%*
Receives HDTV (via STB or built-in reception)	1836	717	417	1355	637	718	1699
%V	*69.2%*	*76.5%*	*89.9%*	*68.7%*	*84.1%*	*59.2%*	*75.2%*
%H		*39.1%*	*22.7%*	*73.8%*	*34.7%*	*39.1%*	*92.5%*
DVD/Blu-ray player or recorder	1481	546	267	1111	461	650	1306
%V	*55.8%*	*58.3%*	*57.5%*	*56.4%*	*60.9%*	*53.6%*	*57.8%*
%H		*36.9%*	*18.0%*	*75.0%*	*31.1%*	*43.9%*	*88.2%*

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

Table 14.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2722	1184	603	2211	1247	965	2541
%H		*43.5%*	*22.2%*	*81.2%*	*45.8%*	*35.5%*	*93.4%*
Under 20"	377	140	65	333	159	174	329
%V	*13.9%*	*11.8%*	*10.8%*	*15.1%*	*12.8%*	*18.0%*	*12.9%*
%H		*37.1%*	*17.2%*	*88.3%*	*42.2%*	*46.2%*	*87.3%*
20" - 29"	807	318	165	696	364	333	738
%V	*29.6%*	*26.9%*	*27.4%*	*31.5%*	*29.2%*	*34.5%*	*29.0%*
%H		*39.4%*	*20.4%*	*86.2%*	*45.1%*	*41.3%*	*91.4%*
30" - 39"	904	429	206	717	441	276	863
%V	*33.2%*	*36.2%*	*34.2%*	*32.4%*	*35.4%*	*28.6%*	*34.0%*
%H		*47.5%*	*22.8%*	*79.3%*	*48.8%*	*30.5%*	*95.5%*
40" - 49"	425	213	113	316	209	107	416
%V	*15.6%*	*18.0%*	*18.7%*	*14.3%*	*16.8%*	*11.1%*	*16.4%*
%H		*50.1%*	*26.6%*	*74.4%*	*49.2%*	*25.2%*	*97.9%*
50" - 59"	84	45	22	58	37	21	84
%V	*3.1%*	*3.8%*	*3.6%*	*2.6%*	*3.0%*	*2.2%*	*3.3%*
%H		*53.6%*	*26.2%*	*69.0%*	*44.0%*	*25.0%*	*100.0%*
60"+	9	6	2	3	2	1	9
%V	*0.3%*	*0.5%*	*0.3%*	*0.1%*	*0.2%*	*0.1%*	*0.4%*
%H		*66.7%*	*22.2%*	*33.3%*	*22.2%*	*11.1%*	*100.0%*
Don't know	116	33	29	88	35	54	102
%V	*4.3%*	*2.8%*	*4.8%*	*4.0%*	*2.8%*	*5.6%*	*4.0%*
%H		*28.4%*	*25.0%*	*75.9%*	*30.2%*	*46.6%*	*87.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2722	1184	603	2211	1247	965	2541
%H		*43.5%*	*22.2%*	*81.2%*	*45.8%*	*35.5%*	*93.4%*
PVR	669	424	207	348	289	59	658
%V	*24.6%*	*35.8%*	*34.3%*	*15.7%*	*23.2%*	*6.1%*	*25.9%*
%H		*63.4%*	*30.9%*	*52.0%*	*43.2%*	*8.8%*	*98.4%*
DVDR	10	3	4	10	6	4	10
%V	*0.4%*	*0.3%*	*0.7%*	*0.5%*	*0.5%*	*0.4%*	*0.4%*
%H		*30.0%*	*40.0%*	*100.0%*	*60.0%*	*40.0%*	*100.0%*
VCR	3	1	0	3	1	1	3
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*33.3%*	*0.0%*	*100.0%*	*33.3%*	*33.3%*	*100.0%*
Any recorder	678	426	208	357	292	65	666
%V	*24.9%*	*36.0%*	*34.5%*	*16.1%*	*23.4%*	*6.7%*	*26.2%*
%H		*62.8%*	*30.7%*	*52.7%*	*43.1%*	*9.6%*	*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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2722	1184	603	2211	1247	965	2541
%H		*43.5%*	*22.2%*	*81.2%*	*45.8%*	*35.5%*	*93.4%*
Receives HDTV (via STB or built-in reception)	1186	549	304	907	551	356	1142
%V	*43.6%*	*46.4%*	*50.4%*	*41.0%*	*44.2%*	*36.9%*	*44.9%*
%H		*46.3%*	*25.6%*	*76.5%*	*46.5%*	*30.0%*	*96.3%*
DVD/Blu-ray player or recorder	915	421	217	738	447	291	877
%V	*33.6%*	*35.6%*	*36.0%*	*33.4%*	*35.8%*	*30.2%*	*34.5%*
%H		*46.0%*	*23.7%*	*80.7%*	*48.9%*	*31.8%*	*95.8%*

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

Table 14.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	6432	6263	2471	1222	4482	2009	2473	5869
%H		*97.4%*	*38.4%*	*19.0%*	*69.7%*	*31.2%*	*38.4%*	*91.2%*
Total Children	1263	1236	554	244	827	420	407	1231
%V	*19.6%*	*19.7%*	*22.4%*	*20.0%*	*18.5%*	*20.9%*	*16.5%*	*21.0%*
%H		*97.9%*	*43.9%*	*19.3%*	*65.5%*	*33.3%*	*32.2%*	*97.5%*
0 - 3	310	301	119	56	209	95	114	300
%V	*4.8%*	*4.8%*	*4.8%*	*4.6%*	*4.7%*	*4.7%*	*4.6%*	*5.1%*
%H		*97.1%*	*38.4%*	*18.1%*	*67.4%*	*30.6%*	*36.8%*	*96.8%*
4 - 15	953	935	435	188	618	325	293	932
%V	*14.8%*	*14.9%*	*17.6%*	*15.4%*	*13.8%*	*16.2%*	*11.8%*	*15.9%*
%H		*98.1%*	*45.6%*	*19.7%*	*64.8%*	*34.1%*	*30.7%*	*97.8%*
4 - 9	497	487	222	94	311	153	158	484
%V	*7.7%*	*7.8%*	*9.0%*	*7.7%*	*6.9%*	*7.6%*	*6.4%*	*8.2%*
%H		*98.0%*	*44.7%*	*18.9%*	*62.6%*	*30.8%*	*31.8%*	*97.4%*
10 - 15	456	449	213	94	308	172	136	448
%V	*7.1%*	*7.2%*	*8.6%*	*7.7%*	*6.9%*	*8.6%*	*5.5%*	*7.6%*
%H		*98.5%*	*46.7%*	*20.6%*	*67.5%*	*37.7%*	*29.8%*	*98.2%*

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	6432	6263	2471	1222	4482	2009	2473	5869
%H		*97.4%*	*38.4%*	*19.0%*	*69.7%*	*31.2%*	*38.4%*	*91.2%*
Total Adults (16+)	5169	5027	1917	977	3655	1589	2066	4638
%V	*80.4%*	*80.3%*	*77.6%*	*80.0%*	*81.5%*	*79.1%*	*83.5%*	*79.0%*
%H		*97.3%*	*37.1%*	*18.9%*	*70.7%*	*30.7%*	*40.0%*	*89.7%*
16 - 19	275	265	114	65	181	97	84	272
%V	*4.3%*	*4.2%*	*4.6%*	*5.3%*	*4.0%*	*4.8%*	*3.4%*	*4.6%*
%H		*96.4%*	*41.5%*	*23.6%*	*65.8%*	*35.3%*	*30.5%*	*98.9%*
20 - 24	387	369	121	71	268	109	158	377
%V	*6.0%*	*5.9%*	*4.9%*	*5.8%*	*6.0%*	*5.4%*	*6.4%*	*6.4%*
%H		*95.3%*	*31.3%*	*18.3%*	*69.3%*	*28.2%*	*40.8%*	*97.4%*
25 - 34	844	797	316	148	528	227	300	816
%V	*13.1%*	*12.7%*	*12.8%*	*12.1%*	*11.8%*	*11.3%*	*12.1%*	*13.9%*
%H		*94.4%*	*37.4%*	*17.5%*	*62.6%*	*26.9%*	*35.5%*	*96.7%*
35 - 44	770	744	330	147	480	238	242	741
%V	*12.0%*	*11.9%*	*13.4%*	*12.0%*	*10.7%*	*11.8%*	*9.8%*	*12.6%*
%H		*96.6%*	*42.9%*	*19.1%*	*62.3%*	*30.9%*	*31.4%*	*96.2%*
45 - 54	897	880	367	195	619	303	316	862
%V	*13.9%*	*14.1%*	*14.9%*	*16.0%*	*13.8%*	*15.1%*	*12.8%*	*14.7%*
%H		*98.1%*	*40.9%*	*21.7%*	*69.0%*	*33.8%*	*35.2%*	*96.1%*
55 - 64	792	776	296	181	587	279	308	727
%V	*12.3%*	*12.4%*	*12.0%*	*14.8%*	*13.1%*	*13.9%*	*12.5%*	*12.4%*
%H		*98.0%*	*37.4%*	*22.9%*	*74.1%*	*35.2%*	*38.9%*	*91.8%*
65+	1204	1195	372	170	991	334	657	842
%V	*18.7%*	*19.1%*	*15.1%*	*13.9%*	*22.1%*	*16.6%*	*26.6%*	*14.3%*
%H		*99.3%*	*30.9%*	*14.1%*	*82.3%*	*27.7%*	*54.6%*	*69.9%*

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5169	5027	1917	977	3655	1589	2066	4638
%H		*97.3%*	*37.1%*	*18.9%*	*70.7%*	*30.7%*	*40.0%*	*89.7%*
AB	1332	1306	547	250	889	406	483	1303
%V	*25.8%*	*26.0%*	*28.5%*	*25.6%*	*24.3%*	*25.6%*	*23.4%*	*28.1%*
%H		*98.0%*	*41.1%*	*18.8%*	*66.7%*	*30.5%*	*36.3%*	*97.8%*
C1	1326	1289	490	286	957	448	509	1242
%V	*25.7%*	*25.6%*	*25.6%*	*29.3%*	*26.2%*	*28.2%*	*24.6%*	*26.8%*
%H		*97.2%*	*37.0%*	*21.6%*	*72.2%*	*33.8%*	*38.4%*	*93.7%*
C2	1211	1190	464	242	894	418	476	1093
%V	*23.4%*	*23.7%*	*24.2%*	*24.8%*	*24.5%*	*26.3%*	*23.0%*	*23.6%*
%H		*98.3%*	*38.3%*	*20.0%*	*73.8%*	*34.5%*	*39.3%*	*90.3%*
D	889	858	316	152	603	236	368	737
%V	*17.2%*	*17.1%*	*16.5%*	*15.6%*	*16.5%*	*14.9%*	*17.8%*	*15.9%*
%H		*96.5%*	*35.5%*	*17.1%*	*67.8%*	*26.5%*	*41.4%*	*82.9%*
E	410	384	100	48	311	82	229	263
%V	*7.9%*	*7.6%*	*5.2%*	*4.9%*	*8.5%*	*5.2%*	*11.1%*	*5.7%*
%H		*93.7%*	*24.4%*	*11.7%*	*75.9%*	*20.0%*	*55.9%*	*64.1%*

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5169	5027	1917	977	3655	1589	2066	4638
%H		*97.3%*	*37.1%*	*18.9%*	*70.7%*	*30.7%*	*40.0%*	*89.7%*
Working full time	2434	2359	982	502	1626	790	836	2368
%V	*47.1%*	*46.9%*	*51.2%*	*51.4%*	*44.5%*	*49.7%*	*40.5%*	*51.1%*
%H		*96.9%*	*40.3%*	*20.6%*	*66.8%*	*32.5%*	*34.3%*	*97.3%*
Working part time	511	503	203	102	364	176	189	485
%V	*9.9%*	*10.0%*	*10.6%*	*10.4%*	*10.0%*	*11.1%*	*9.1%*	*10.5%*
%H		*98.4%*	*39.7%*	*20.0%*	*71.2%*	*34.4%*	*37.0%*	*94.9%*
Not working	2224	2165	732	373	1664	623	1041	1784
%V	*43.0%*	*43.1%*	*38.2%*	*38.2%*	*45.5%*	*39.2%*	*50.4%*	*38.5%*
%H		*97.3%*	*32.9%*	*16.8%*	*74.8%*	*28.0%*	*46.8%*	*80.2%*
Houseperson	2737	2654	937	464	1971	757	1213	2327
%V	*53.0%*	*52.8%*	*48.9%*	*47.5%*	*53.9%*	*47.6%*	*58.7%*	*50.2%*
%H		*97.0%*	*34.2%*	*17.0%*	*72.0%*	*27.7%*	*44.3%*	*85.0%*

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2531	2450	957	494	1748	783	966	2290
%H		*96.8%*	*37.8%*	*19.5%*	*69.1%*	*30.9%*	*38.2%*	*90.5%*
16 - 19	147	144	59	36	94	44	50	147
%V	*5.8%*	*5.9%*	*6.2%*	*7.3%*	*5.4%*	*5.6%*	*5.2%*	*6.4%*
%H		*98.0%*	*40.1%*	*24.5%*	*63.9%*	*29.9%*	*34.0%*	*100.0%*
20 - 24	185	178	61	34	129	53	76	179
%V	*7.3%*	*7.3%*	*6.4%*	*6.9%*	*7.4%*	*6.8%*	*7.9%*	*7.8%*
%H		*96.2%*	*33.0%*	*18.4%*	*69.7%*	*28.6%*	*41.1%*	*96.8%*
25 - 34	424	396	155	77	261	114	147	411
%V	*16.8%*	*16.2%*	*16.2%*	*15.6%*	*14.9%*	*14.6%*	*15.2%*	*17.9%*
%H		*93.4%*	*36.6%*	*18.2%*	*61.6%*	*26.9%*	*34.7%*	*96.9%*
35 - 44	382	367	163	73	229	113	116	363
%V	*15.1%*	*15.0%*	*17.0%*	*14.8%*	*13.1%*	*14.4%*	*12.0%*	*15.9%*
%H		*96.1%*	*42.7%*	*19.1%*	*59.9%*	*29.6%*	*30.4%*	*95.0%*
45 - 54	442	430	178	96	302	144	157	422
%V	*17.5%*	*17.6%*	*18.6%*	*19.4%*	*17.3%*	*18.4%*	*16.3%*	*18.4%*
%H		*97.3%*	*40.3%*	*21.7%*	*68.3%*	*32.6%*	*35.5%*	*95.5%*
55 - 64	391	379	146	86	291	142	149	354
%V	*15.4%*	*15.5%*	*15.3%*	*17.4%*	*16.6%*	*18.1%*	*15.4%*	*15.5%*
%H		*96.9%*	*37.3%*	*22.0%*	*74.4%*	*36.3%*	*38.1%*	*90.5%*
65+	560	555	194	92	443	173	270	415
%V	*22.1%*	*22.7%*	*20.3%*	*18.6%*	*25.3%*	*22.1%*	*28.0%*	*18.1%*
%H		*99.1%*	*34.6%*	*16.4%*	*79.1%*	*30.9%*	*48.2%*	*74.1%*

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2531	2450	957	494	1748	783	966	2290
%H		*96.8%*	*37.8%*	*19.5%*	*69.1%*	*30.9%*	*38.2%*	*90.5%*
AB	679	662	281	128	447	207	240	666
%V	*26.8%*	*27.0%*	*29.4%*	*25.9%*	*25.6%*	*26.4%*	*24.8%*	*29.1%*
%H		*97.5%*	*41.4%*	*18.9%*	*65.8%*	*30.5%*	*35.3%*	*98.1%*
C1	606	589	233	141	425	212	213	582
%V	*23.9%*	*24.0%*	*24.3%*	*28.5%*	*24.3%*	*27.1%*	*22.0%*	*25.4%*
%H		*97.2%*	*38.4%*	*23.3%*	*70.1%*	*35.0%*	*35.1%*	*96.0%*
C2	651	637	248	127	477	219	258	578
%V	*25.7%*	*26.0%*	*25.9%*	*25.7%*	*27.3%*	*28.0%*	*26.7%*	*25.2%*
%H		*97.8%*	*38.1%*	*19.5%*	*73.3%*	*33.6%*	*39.6%*	*88.8%*
D	423	404	155	77	272	110	162	355
%V	*16.7%*	*16.5%*	*16.2%*	*15.6%*	*15.6%*	*14.0%*	*16.8%*	*15.5%*
%H		*95.5%*	*36.6%*	*18.2%*	*64.3%*	*26.0%*	*38.3%*	*83.9%*
E	173	157	39	22	128	35	93	109
%V	*6.8%*	*6.4%*	*4.1%*	*4.5%*	*7.3%*	*4.5%*	*9.6%*	*4.8%*
%H		*90.8%*	*22.5%*	*12.7%*	*74.0%*	*20.2%*	*53.8%*	*63.0%*

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2531	2450	957	494	1748	783	966	2290
%H		*96.8%*	*37.8%*	*19.5%*	*69.1%*	*30.9%*	*38.2%*	*90.5%*
Working full time	1488	1435	605	307	985	487	498	1440
%V	*58.8%*	*58.6%*	*63.2%*	*62.1%*	*56.4%*	*62.2%*	*51.6%*	*62.9%*
%H		*96.4%*	*40.7%*	*20.6%*	*66.2%*	*32.7%*	*33.5%*	*96.8%*
Working part time	107	102	43	16	69	30	40	97
%V	*4.2%*	*4.2%*	*4.5%*	*3.2%*	*3.9%*	*3.8%*	*4.1%*	*4.2%*
%H		*95.3%*	*40.2%*	*15.0%*	*64.5%*	*28.0%*	*37.4%*	*90.7%*
Not working	937	913	308	172	694	266	428	753
%V	*37.0%*	*37.3%*	*32.2%*	*34.8%*	*39.7%*	*34.0%*	*44.3%*	*32.9%*
%H		*97.4%*	*32.9%*	*18.4%*	*74.1%*	*28.4%*	*45.7%*	*80.4%*
Houseperson	555	517	153	80	391	118	272	416
%V	*21.9%*	*21.1%*	*16.0%*	*16.2%*	*22.4%*	*15.1%*	*28.2%*	*18.2%*
%H		*93.2%*	*27.6%*	*14.4%*	*70.5%*	*21.3%*	*49.0%*	*75.0%*

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2637	2577	960	483	1906	806	1100	2348
%H		*97.7%*	*36.4%*	*18.3%*	*72.3%*	*30.6%*	*41.7%*	*89.0%*
16 - 19	127	121	55	29	87	53	34	125
%V	*4.8%*	*4.7%*	*5.7%*	*6.0%*	*4.6%*	*6.6%*	*3.1%*	*5.3%*
%H		*95.3%*	*43.3%*	*22.8%*	*68.5%*	*41.7%*	*26.8%*	*98.4%*
20 - 24	202	191	60	37	139	57	82	198
%V	*7.7%*	*7.4%*	*6.3%*	*7.7%*	*7.3%*	*7.1%*	*7.5%*	*8.4%*
%H		*94.6%*	*29.7%*	*18.3%*	*68.8%*	*28.2%*	*40.6%*	*98.0%*
25 - 34	420	401	161	71	266	113	153	405
%V	*15.9%*	*15.6%*	*16.8%*	*14.7%*	*14.0%*	*14.0%*	*13.9%*	*17.2%*
%H		*95.5%*	*38.3%*	*16.9%*	*63.3%*	*26.9%*	*36.4%*	*96.4%*
35 - 44	388	377	167	74	252	126	126	378
%V	*14.7%*	*14.6%*	*17.4%*	*15.3%*	*13.2%*	*15.6%*	*11.5%*	*16.1%*
%H		*97.2%*	*43.0%*	*19.1%*	*64.9%*	*32.5%*	*32.5%*	*97.4%*
45 - 54	456	450	189	99	318	159	159	440
%V	*17.3%*	*17.5%*	*19.7%*	*20.5%*	*16.7%*	*19.7%*	*14.5%*	*18.7%*
%H		*98.7%*	*41.4%*	*21.7%*	*69.7%*	*34.9%*	*34.9%*	*96.5%*
55 - 64	401	397	150	95	296	137	159	373
%V	*15.2%*	*15.4%*	*15.6%*	*19.7%*	*15.5%*	*17.0%*	*14.5%*	*15.9%*
%H		*99.0%*	*37.4%*	*23.7%*	*73.8%*	*34.2%*	*39.7%*	*93.0%*
65+	644	641	178	78	548	161	387	427
%V	*24.4%*	*24.9%*	*18.5%*	*16.1%*	*28.8%*	*20.0%*	*35.2%*	*18.2%*
%H		*99.5%*	*27.6%*	*12.1%*	*85.1%*	*25.0%*	*60.1%*	*66.3%*

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2637	2577	960	483	1906	806	1100	2348
%H		*97.7%*	*36.4%*	*18.3%*	*72.3%*	*30.6%*	*41.7%*	*89.0%*
AB	653	644	266	122	442	199	243	637
%V	*24.8%*	*25.0%*	*27.7%*	*25.3%*	*23.2%*	*24.7%*	*22.1%*	*27.1%*
%H		*98.6%*	*40.7%*	*18.7%*	*67.7%*	*30.5%*	*37.2%*	*97.5%*
C1	720	700	256	145	533	237	296	660
%V	*27.3%*	*27.2%*	*26.7%*	*30.0%*	*28.0%*	*29.4%*	*26.9%*	*28.1%*
%H		*97.2%*	*35.6%*	*20.1%*	*74.0%*	*32.9%*	*41.1%*	*91.7%*
C2	560	552	216	116	417	199	218	516
%V	*21.2%*	*21.4%*	*22.5%*	*24.0%*	*21.9%*	*24.7%*	*19.8%*	*22.0%*
%H		*98.6%*	*38.6%*	*20.7%*	*74.5%*	*35.5%*	*38.9%*	*92.1%*
D	466	454	161	76	331	126	206	382
%V	*17.7%*	*17.6%*	*16.8%*	*15.7%*	*17.4%*	*15.6%*	*18.7%*	*16.3%*
%H		*97.4%*	*34.5%*	*16.3%*	*71.0%*	*27.0%*	*44.2%*	*82.0%*
E	237	227	61	26	183	46	137	153
%V	*9.0%*	*8.8%*	*6.4%*	*5.4%*	*9.6%*	*5.7%*	*12.5%*	*6.5%*
%H		*95.8%*	*25.7%*	*11.0%*	*77.2%*	*19.4%*	*57.8%*	*64.6%*

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2637	2577	960	483	1906	806	1100	2348
%H		*97.7%*	*36.4%*	*18.3%*	*72.3%*	*30.6%*	*41.7%*	*89.0%*
Working full time	946	924	376	195	641	304	338	929
%V	*35.9%*	*35.9%*	*39.2%*	*40.4%*	*33.6%*	*37.7%*	*30.7%*	*39.6%*
%H		*97.7%*	*39.7%*	*20.6%*	*67.8%*	*32.1%*	*35.7%*	*98.2%*
Working part time	404	401	160	87	295	146	149	389
%V	*15.3%*	*15.6%*	*16.7%*	*18.0%*	*15.5%*	*18.1%*	*13.5%*	*16.6%*
%H		*99.3%*	*39.6%*	*21.5%*	*73.0%*	*36.1%*	*36.9%*	*96.3%*
Not working	1287	1252	424	202	970	357	613	1031
%V	*48.8%*	*48.6%*	*44.2%*	*41.8%*	*50.9%*	*44.3%*	*55.7%*	*43.9%*
%H		*97.3%*	*32.9%*	*15.7%*	*75.4%*	*27.7%*	*47.6%*	*80.1%*
Houseperson	2182	2137	784	384	1580	639	941	1911
%V	*82.7%*	*82.9%*	*81.7%*	*79.5%*	*82.9%*	*79.3%*	*85.5%*	*81.4%*
%H		*97.9%*	*35.9%*	*17.6%*	*72.4%*	*29.3%*	*43.1%*	*87.6%*

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	996	950	330	203	680	288	393	861
%H (All HH)		*95.4%*	*33.1%*	*20.4%*	*68.3%*	*28.9%*	*39.5%*	*86.4%*
%H (TV HH)			*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	
AB	246	240	96	56	178	92	86	235
%V	*24.7%*	*25.3%*	*29.1%*	*27.6%*	*26.2%*	*31.9%*	*21.9%*	*27.3%*
%H (All HH)		*97.6%*	*39.0%*	*22.8%*	*72.4%*	*37.4%*	*35.0%*	*95.5%*
%H (TV HH)			*40.0%*	*23.3%*	*74.2%*	*38.3%*	*35.8%*	
C1	278	259	84	60	185	78	107	258
%V	*27.9%*	*27.3%*	*25.5%*	*29.6%*	*27.2%*	*27.1%*	*27.2%*	*30.0%*
%H (All HH)		*93.2%*	*30.2%*	*21.6%*	*66.5%*	*28.1%*	*38.5%*	*92.8%*
%H (TV HH)			*32.4%*	*23.2%*	*71.4%*	*30.1%*	*41.3%*	
C2	184	178	70	36	133	63	70	156
%V	*18.5%*	*18.7%*	*21.2%*	*17.7%*	*19.6%*	*21.9%*	*17.8%*	*18.1%*
%H (All HH)		*96.7%*	*38.0%*	*19.6%*	*72.3%*	*34.2%*	*38.0%*	*84.8%*
%H (TV HH)			*39.3%*	*20.2%*	*74.7%*	*35.4%*	*39.3%*	
D	174	162	51	39	101	35	66	139
%V	*17.5%*	*17.1%*	*15.5%*	*19.2%*	*14.9%*	*12.2%*	*16.8%*	*16.1%*
%H (All HH)		*93.1%*	*29.3%*	*22.4%*	*58.0%*	*20.1%*	*37.9%*	*79.9%*
%H (TV HH)			*31.5%*	*24.1%*	*62.3%*	*21.6%*	*40.7%*	
E	115	110	30	14	83	19	64	73
%V	*11.5%*	*11.6%*	*9.1%*	*6.9%*	*12.2%*	*6.6%*	*16.3%*	*8.5%*
%H (All HH)		*95.7%*	*26.1%*	*12.2%*	*72.2%*	*16.5%*	*55.7%*	*63.5%*
%H (TV HH)			*27.3%*	*12.7%*	*75.5%*	*17.3%*	*58.2%*	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

Table 15.2: 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	996	950	330	203	680	288	393	861
%H (All HH)		*95.4%*	*33.1%*	*20.4%*	*68.3%*	*28.9%*	*39.5%*	*86.4%*
%H (TV HH)			*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	
Under 25	56	44	11	9	26	6	20	55
%V	*5.6%*	*4.6%*	*3.3%*	*4.4%*	*3.8%*	*2.1%*	*5.1%*	*6.4%*
%H (All HH)		*78.6%*	*19.6%*	*16.1%*	*46.4%*	*10.7%*	*35.7%*	*98.2%*
%H (TV HH)			*25.0%*	*20.5%*	*59.1%*	*13.6%*	*45.5%*	
25 - 34	161	147	55	35	90	46	44	156
%V	*16.2%*	*15.5%*	*16.7%*	*17.2%*	*13.2%*	*16.0%*	*11.2%*	*18.1%*
%H (All HH)		*91.3%*	*34.2%*	*21.7%*	*55.9%*	*28.6%*	*27.3%*	*96.9%*
%H (TV HH)			*37.4%*	*23.8%*	*61.2%*	*31.3%*	*29.9%*	
35 - 44	172	167	73	40	105	57	48	166
%V	*17.3%*	*17.6%*	*22.1%*	*19.7%*	*15.4%*	*19.8%*	*12.2%*	*19.3%*
%H (All HH)		*97.1%*	*42.4%*	*23.3%*	*61.0%*	*33.1%*	*27.9%*	*96.5%*
%H (TV HH)			*43.7%*	*24.0%*	*62.9%*	*34.1%*	*28.7%*	
45 - 54	177	172	67	40	122	59	63	169
%V	*17.8%*	*18.1%*	*20.3%*	*19.7%*	*17.9%*	*20.5%*	*16.0%*	*19.6%*
%H (All HH)		*97.2%*	*37.9%*	*22.6%*	*68.9%*	*33.3%*	*35.6%*	*95.5%*
%H (TV HH)			*39.0%*	*23.3%*	*70.9%*	*34.3%*	*36.6%*	
55 - 64	158	154	56	33	117	52	65	145
%V	*15.9%*	*16.2%*	*17.0%*	*16.3%*	*17.2%*	*18.1%*	*16.5%*	*16.8%*
%H (All HH)		*97.5%*	*35.4%*	*20.9%*	*74.1%*	*32.9%*	*41.1%*	*91.8%*
%H (TV HH)			*36.4%*	*21.4%*	*76.0%*	*33.8%*	*42.2%*	
65 +	271	266	69	46	219	67	153	170
%V	*27.2%*	*28.0%*	*20.9%*	*22.7%*	*32.2%*	*23.3%*	*38.9%*	*19.7%*
%H (All HH)		*98.2%*	*25.5%*	*17.0%*	*80.8%*	*24.7%*	*56.5%*	*62.7%*
%H (TV HH)			*25.9%*	*17.3%*	*82.3%*	*25.2%*	*57.5%*	

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

Table 15.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	996	950	330	203	680	288	393	861
%H (All HH)		*95.4%*	*33.1%*	*20.4%*	*68.3%*	*28.9%*	*39.5%*	*86.4%*
%H (TV HH)			*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	
1	300	281	68	36	220	54	166	206
%V	*30.1%*	*29.6%*	*20.6%*	*17.7%*	*32.4%*	*18.8%*	*42.2%*	*23.9%*
%H (All HH)		*93.7%*	*22.7%*	*12.0%*	*73.3%*	*18.0%*	*55.3%*	*68.7%*
%H (TV HH)			*24.2%*	*12.8%*	*78.3%*	*19.2%*	*59.1%*	
2	339	328	119	72	241	108	133	303
%V	*34.0%*	*34.5%*	*36.1%*	*35.5%*	*35.4%*	*37.5%*	*33.8%*	*35.2%*
%H (All HH)		*96.8%*	*35.1%*	*21.2%*	*71.1%*	*31.9%*	*39.2%*	*89.4%*
%H (TV HH)			*36.3%*	*22.0%*	*73.5%*	*32.9%*	*40.5%*	
3	155	148	57	43	94	51	43	153
%V	*15.6%*	*15.6%*	*17.3%*	*21.2%*	*13.8%*	*17.7%*	*10.9%*	*17.8%*
%H (All HH)		*95.5%*	*36.8%*	*27.7%*	*60.6%*	*32.9%*	*27.7%*	*98.7%*
%H (TV HH)			*38.5%*	*29.1%*	*63.5%*	*34.5%*	*29.1%*	
4	136	132	57	37	89	55	34	134
%V	*13.7%*	*13.9%*	*17.3%*	*18.2%*	*13.1%*	*19.1%*	*8.7%*	*15.6%*
%H (All HH)		*97.1%*	*41.9%*	*27.2%*	*65.4%*	*40.4%*	*25.0%*	*98.5%*
%H (TV HH)			*43.2%*	*28.0%*	*67.4%*	*41.7%*	*25.8%*	
5+	66	62	28	15	37	20	16	64
%V	*6.6%*	*6.5%*	*8.5%*	*7.4%*	*5.4%*	*6.9%*	*4.1%*	*7.4%*
%H (All HH)		*93.9%*	*42.4%*	*22.7%*	*56.1%*	*30.3%*	*24.2%*	*97.0%*
%H (TV HH)			*45.2%*	*24.2%*	*59.7%*	*32.3%*	*25.8%*	
Average HH size	2.37	2.37	2.61	2.66	2.26	2.62	2.00	2.52

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

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	996	950	330	203	680	288	393	861
%H (All HH)		*95.4%*	*33.1%*	*20.4%*	*68.3%*	*28.9%*	*39.5%*	*86.4%*
%H (TV HH)			*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	
Without	730	693	221	136	517	196	321	600
%V	*73.3%*	*72.9%*	*67.0%*	*67.0%*	*76.0%*	*68.1%*	*81.7%*	*69.7%*
%H (All HH)		*94.9%*	*30.3%*	*18.6%*	*70.8%*	*26.8%*	*44.0%*	*82.2%*
%H (TV HH)			*31.9%*	*19.6%*	*74.6%*	*28.3%*	*46.3%*	
With	267	257	109	67	163	91	72	261
%V	*26.8%*	*27.1%*	*33.0%*	*33.0%*	*24.0%*	*31.6%*	*18.3%*	*30.3%*
%H (All HH)		*96.3%*	*40.8%*	*25.1%*	*61.0%*	*34.1%*	*27.0%*	*97.8%*
%H (TV HH)			*42.4%*	*26.1%*	*63.4%*	*35.4%*	*28.0%*	
0 - 3	104	98	42	22	58	30	28	100
%V	*10.4%*	*10.3%*	*12.7%*	*10.8%*	*8.5%*	*10.4%*	*7.1%*	*11.6%*
%H (All HH)		*94.2%*	*40.4%*	*21.2%*	*55.8%*	*28.8%*	*26.9%*	*96.2%*
%H (TV HH)			*42.9%*	*22.4%*	*59.2%*	*30.6%*	*28.6%*	
4 - 9	148	141	61	34	92	52	41	145
%V	*14.9%*	*14.8%*	*18.5%*	*16.7%*	*13.5%*	*18.1%*	*10.4%*	*16.8%*
%H (All HH)		*95.3%*	*41.2%*	*23.0%*	*62.2%*	*35.1%*	*27.7%*	*98.0%*
%H (TV HH)			*43.3%*	*24.1%*	*65.2%*	*36.9%*	*29.1%*	
10 - 15	116	115	51	33	72	44	28	116
%V	*11.6%*	*12.1%*	*15.5%*	*16.3%*	*10.6%*	*15.3%*	*7.1%*	*13.5%*
%H (All HH)		*99.1%*	*44.0%*	*28.4%*	*62.1%*	*37.9%*	*24.1%*	*100.0%*
%H (TV HH)			*44.3%*	*28.7%*	*62.6%*	*38.3%*	*24.3%*	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Midlands East

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	996	950	330	203	680	288	393	861
%H (All HH)		*95.4%*	*33.1%*	*20.4%*	*68.3%*	*28.9%*	*39.5%*	*86.4%*
%H (TV HH)			*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	
1	412	412	113	74	265	63	203	327
%V	*41.4%*	*43.4%*	*34.2%*	*36.5%*	*39.0%*	*21.9%*	*51.7%*	*38.0%*
%H (All HH)		*100.0%*	*27.4%*	*18.0%*	*64.3%*	*15.3%*	*49.3%*	*79.4%*
%H (TV HH)			*27.4%*	*18.0%*	*64.3%*	*15.3%*	*49.3%*	
2	331	331	124	71	247	111	135	296
%V	*33.2%*	*34.8%*	*37.6%*	*35.0%*	*36.3%*	*38.5%*	*34.4%*	*34.4%*
%H (All HH)		*100.0%*	*37.5%*	*21.5%*	*74.6%*	*33.5%*	*40.8%*	*89.4%*
%H (TV HH)			*37.5%*	*21.5%*	*74.6%*	*33.5%*	*40.8%*	
3	131	131	59	37	104	68	36	126
%V	*13.2%*	*13.8%*	*17.9%*	*18.2%*	*15.3%*	*23.6%*	*9.2%*	*14.6%*
%H (All HH)		*100.0%*	*45.0%*	*28.2%*	*79.4%*	*51.9%*	*27.5%*	*96.2%*
%H (TV HH)			*45.0%*	*28.2%*	*79.4%*	*51.9%*	*27.5%*	
4	50	50	21	16	44	31	13	50
%V	*5.0%*	*5.3%*	*6.4%*	*7.9%*	*6.5%*	*10.8%*	*3.3%*	*5.8%*
%H (All HH)		*100.0%*	*42.0%*	*32.0%*	*88.0%*	*62.0%*	*26.0%*	*100.0%*
%H (TV HH)			*42.0%*	*32.0%*	*88.0%*	*62.0%*	*26.0%*	
5+	25	25	14	6	20	15	5	25
%V	*2.5%*	*2.6%*	*4.2%*	*3.0%*	*2.9%*	*5.2%*	*1.3%*	*2.9%*
%H (All HH)		*100.0%*	*56.0%*	*24.0%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
%H (TV HH)			*56.0%*	*24.0%*	*80.0%*	*60.0%*	*20.0%*	

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

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	996	950	330	203	680	288	393	861
%H (All HH)		*95.4%*	*33.1%*	*20.4%*	*68.3%*	*28.9%*	*39.5%*	*86.4%*
%H (TV HH)			*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	
Under 20"	98	98	33	24	82	41	41	86
%V	*9.8%*	*10.3%*	*10.0%*	*11.8%*	*12.1%*	*14.2%*	*10.4%*	*10.0%*
%H (All HH)		*100.0%*	*33.7%*	*24.5%*	*83.7%*	*41.8%*	*41.8%*	*87.8%*
%H (TV HH)			*33.7%*	*24.5%*	*83.7%*	*41.8%*	*41.8%*	
20" - 29"	254	254	90	57	205	99	106	223
%V	*25.5%*	*26.7%*	*27.3%*	*28.1%*	*30.1%*	*34.4%*	*27.0%*	*25.9%*
%H (All HH)		*100.0%*	*35.4%*	*22.4%*	*80.7%*	*39.0%*	*41.7%*	*87.8%*
%H (TV HH)			*35.4%*	*22.4%*	*80.7%*	*39.0%*	*41.7%*	
30" - 39"	467	467	154	94	357	149	208	405
%V	*46.9%*	*49.2%*	*46.7%*	*46.3%*	*52.5%*	*51.7%*	*52.9%*	*47.0%*
%H (All HH)		*100.0%*	*33.0%*	*20.1%*	*76.4%*	*31.9%*	*44.5%*	*86.7%*
%H (TV HH)			*33.0%*	*20.1%*	*76.4%*	*31.9%*	*44.5%*	
40" - 49"	481	481	197	123	331	179	152	441
%V	*48.3%*	*50.6%*	*59.7%*	*60.6%*	*48.7%*	*62.2%*	*38.7%*	*51.2%*
%H (All HH)		*100.0%*	*41.0%*	*25.6%*	*68.8%*	*37.2%*	*31.6%*	*91.7%*
%H (TV HH)			*41.0%*	*25.6%*	*68.8%*	*37.2%*	*31.6%*	
50" - 59"	150	150	72	37	102	64	38	144
%V	*15.1%*	*15.8%*	*21.8%*	*18.2%*	*15.0%*	*22.2%*	*9.7%*	*16.7%*
%H (All HH)		*100.0%*	*48.0%*	*24.7%*	*68.0%*	*42.7%*	*25.3%*	*96.0%*
%H (TV HH)			*48.0%*	*24.7%*	*68.0%*	*42.7%*	*25.3%*	
60"+	16	16	10	3	9	7	2	16
%V	*1.6%*	*1.7%*	*3.0%*	*1.5%*	*1.3%*	*2.4%*	*0.5%*	*1.9%*
%H (All HH)		*100.0%*	*62.5%*	*18.8%*	*56.3%*	*43.8%*	*12.5%*	*100.0%*
%H (TV HH)			*62.5%*	*18.8%*	*56.3%*	*43.8%*	*12.5%*	

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
Jul 2017 - Jun 2018

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	996	950	330	203	680	288	393	861
%H (All HH)		*95.4%*	*33.1%*	*20.4%*	*68.3%*	*28.9%*	*39.5%*	*86.4%*
%H (TV HH)			*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	
Main living room	942	942	327	203	675	286	390	816
%V	*94.6%*	*99.2%*	*99.1%*	*100.0%*	*99.3%*	*99.3%*	*99.2%*	*94.8%*
%H (All HH)		*100.0%*	*34.7%*	*21.5%*	*71.7%*	*30.4%*	*41.4%*	*86.6%*
%H (TV HH)			*34.7%*	*21.5%*	*71.7%*	*30.4%*	*41.4%*	
Kitchen	95	95	43	23	83	54	29	88
%V	*9.5%*	*10.0%*	*13.0%*	*11.3%*	*12.2%*	*18.8%*	*7.4%*	*10.2%*
%H (All HH)		*100.0%*	*45.3%*	*24.2%*	*87.4%*	*56.8%*	*30.5%*	*92.6%*
%H (TV HH)			*45.3%*	*24.2%*	*87.4%*	*56.8%*	*30.5%*	
Adult's bedroom	393	393	160	96	298	165	134	364
%V	*39.5%*	*41.4%*	*48.5%*	*47.3%*	*43.8%*	*57.3%*	*34.1%*	*42.3%*
%H (All HH)		*100.0%*	*40.7%*	*24.4%*	*75.8%*	*42.0%*	*34.1%*	*92.6%*
%H (TV HH)			*40.7%*	*24.4%*	*75.8%*	*42.0%*	*34.1%*	
Child's bedroom	70	70	31	23	52	36	16	70
%V	*7.0%*	*7.4%*	*9.4%*	*11.3%*	*7.6%*	*12.5%*	*4.1%*	*8.1%*
%H (All HH)		*100.0%*	*44.3%*	*32.9%*	*74.3%*	*51.4%*	*22.9%*	*100.0%*
%H (TV HH)			*44.3%*	*32.9%*	*74.3%*	*51.4%*	*22.9%*	
Other bedroom	46	46	20	11	38	24	14	44
%V	*4.6%*	*4.8%*	*6.1%*	*5.4%*	*5.6%*	*8.3%*	*3.6%*	*5.1%*
%H (All HH)		*100.0%*	*43.5%*	*23.9%*	*82.6%*	*52.2%*	*30.4%*	*95.7%*
%H (TV HH)			*43.5%*	*23.9%*	*82.6%*	*52.2%*	*30.4%*	
Second living/dining room	92	92	40	18	75	41	34	85
%V	*9.2%*	*9.7%*	*12.1%*	*8.9%*	*11.0%*	*14.2%*	*8.7%*	*9.9%*
%H (All HH)		*100.0%*	*43.5%*	*19.6%*	*81.5%*	*44.6%*	*37.0%*	*92.4%*
%H (TV HH)			*43.5%*	*19.6%*	*81.5%*	*44.6%*	*37.0%*	
Study/office	10	10	6	2	7	5	2	10
%V	*1.0%*	*1.1%*	*1.8%*	*1.0%*	*1.0%*	*1.7%*	*0.5%*	*1.2%*
%H (All HH)		*100.0%*	*60.0%*	*20.0%*	*70.0%*	*50.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*20.0%*	*70.0%*	*50.0%*	*20.0%*	
TV room	9	9	6	2	5	4	1	8
%V	*0.9%*	*0.9%*	*1.8%*	*1.0%*	*0.7%*	*1.4%*	*0.3%*	*0.9%*
%H (All HH)		*100.0%*	*66.7%*	*22.2%*	*55.6%*	*44.4%*	*11.1%*	*88.9%*
%H (TV HH)			*66.7%*	*22.2%*	*55.6%*	*44.4%*	*11.1%*	
Conservatory	27	27	10	6	23	13	11	25
%V	*2.7%*	*2.8%*	*3.0%*	*3.0%*	*3.4%*	*4.5%*	*2.8%*	*2.9%*
%H (All HH)		*100.0%*	*37.0%*	*22.2%*	*85.2%*	*48.1%*	*40.7%*	*92.6%*
%H (TV HH)			*37.0%*	*22.2%*	*85.2%*	*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%*	*0.3%*	*0.3%*	*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	1	1	0	0	1	0	1	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.3%*	*0.1%*
%H (All HH)		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
%H (TV HH)			*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	
Other	10	10	4	2	8	5	3	8
%V	*1.0%*	*1.1%*	*1.2%*	*1.0%*	*1.2%*	*1.7%*	*0.8%*	*0.9%*
%H (All HH)		*100.0%*	*40.0%*	*20.0%*	*80.0%*	*50.0%*	*30.0%*	*80.0%*
%H (TV HH)			*40.0%*	*20.0%*	*80.0%*	*50.0%*	*30.0%*	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

Table 15.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	996	950	330	203	680	288	393	861
%H (All HH)		*95.4%*	*33.1%*	*20.4%*	*68.3%*	*28.9%*	*39.5%*	*86.4%*
%H (TV HH)			*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	
Any DSAT provider	330	330	330	8	182	182	0	307
%V	*33.1%*	*34.7%*	*100.0%*	*3.9%*	*26.8%*	*63.2%*	*0.0%*	*35.7%*
%H (All HH)			*100.0%*	*2.4%*	*55.2%*	*55.2%*	*0.0%*	*93.0%*
%H (TV HH)			*100.0%*	*2.4%*	*55.2%*	*55.2%*	*0.0%*	
Sky with subcription	279	279	279	3	151	151	0	262
%V	*28.0%*	*29.4%*	*84.5%*	*1.5%*	*22.2%*	*52.4%*	*0.0%*	*30.4%*
%H (All HH)			*100.0%*	*1.1%*	*54.1%*	*54.1%*	*0.0%*	*93.9%*
%H (TV HH)			*100.0%*	*1.1%*	*54.1%*	*54.1%*	*0.0%*	
Sky without subscription	15	15	15	0	8	8	0	13
%V	*1.5%*	*1.6%*	*4.5%*	*0.0%*	*1.2%*	*2.8%*	*0.0%*	*1.5%*
%H (All HH)			*100.0%*	*0.0%*	*53.3%*	*53.3%*	*0.0%*	*86.7%*
%H (TV HH)			*100.0%*	*0.0%*	*53.3%*	*53.3%*	*0.0%*	
Freesat	30	30	30	3	16	16	0	27
%V	*3.0%*	*3.2%*	*9.1%*	*1.5%*	*2.4%*	*5.6%*	*0.0%*	*3.1%*
%H (All HH)			*100.0%*	*10.0%*	*53.3%*	*53.3%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*10.0%*	*53.3%*	*53.3%*	*0.0%*	
Other satellite provider	14	14	14	2	8	8	0	12
%V	*1.4%*	*1.5%*	*4.2%*	*1.0%*	*1.2%*	*2.8%*	*0.0%*	*1.4%*
%H (All HH)			*100.0%*	*14.3%*	*57.1%*	*57.1%*	*0.0%*	*85.7%*
%H (TV HH)			*100.0%*	*14.3%*	*57.1%*	*57.1%*	*0.0%*	
DCAB	203	203	8	203	110	110	0	192
%V	*20.4%*	*21.4%*	*2.4%*	*100.0%*	*16.2%*	*38.2%*	*0.0%*	*22.3%*
%H (All HH)			*3.9%*	*100.0%*	*54.2%*	*54.2%*	*0.0%*	*94.6%*
%H (TV HH)			*3.9%*	*100.0%*	*54.2%*	*54.2%*	*0.0%*	
DTT	680	680	182	110	680	288	393	571
%V	*68.3%*	*71.6%*	*55.2%*	*54.2%*	*100.0%*	*100.0%*	*100.0%*	*66.3%*
%H (All HH)		*100.0%*	*26.8%*	*16.2%*	*100.0%*	*42.4%*	*57.8%*	*84.0%*
%H (TV HH)			*26.8%*	*16.2%*	*100.0%*	*42.4%*	*57.8%*	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

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	996	950	330	203	680	288	393	861
%H (All HH)		*95.4%*	*33.1%*	*20.4%*	*68.3%*	*28.9%*	*39.5%*	*86.4%*
%H (TV HH)			*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	
PVR	597	597	298	187	386	267	118	557
%V	*59.9%*	*62.8%*	*90.3%*	*92.1%*	*56.8%*	*92.7%*	*30.0%*	*64.7%*
%H (All HH)		*100.0%*	*49.9%*	*31.3%*	*64.7%*	*44.7%*	*19.8%*	*93.3%*
%H (TV HH)			*49.9%*	*31.3%*	*64.7%*	*44.7%*	*19.8%*	
DVDR	9	9	2	2	8	2	7	7
%V	*0.9%*	*0.9%*	*0.6%*	*1.0%*	*1.2%*	*0.7%*	*1.8%*	*0.8%*
%H (All HH)		*100.0%*	*22.2%*	*22.2%*	*88.9%*	*22.2%*	*77.8%*	*77.8%*
%H (TV HH)			*22.2%*	*22.2%*	*88.9%*	*22.2%*	*77.8%*	
VCR	8	8	2	2	7	3	4	5
%V	*0.8%*	*0.8%*	*0.6%*	*1.0%*	*1.0%*	*1.0%*	*1.0%*	*0.6%*
%H (All HH)		*100.0%*	*25.0%*	*25.0%*	*87.5%*	*37.5%*	*50.0%*	*62.5%*
%H (TV HH)			*25.0%*	*25.0%*	*87.5%*	*37.5%*	*50.0%*	
Any recorder	605	605	299	187	394	268	125	560
%V	*60.7%*	*63.7%*	*90.6%*	*92.1%*	*57.9%*	*93.1%*	*31.8%*	*65.0%*
%H (All HH)		*100.0%*	*49.4%*	*30.9%*	*65.1%*	*44.3%*	*20.7%*	*92.6%*
%H (TV HH)			*49.4%*	*30.9%*	*65.1%*	*44.3%*	*20.7%*	
Receives HDTV (via STB or built-in reception)	712	712	281	184	517	262	254	653
%V	*71.5%*	*74.9%*	*85.2%*	*90.6%*	*76.0%*	*91.0%*	*64.6%*	*75.8%*
%H (All HH)		*100.0%*	*39.5%*	*25.8%*	*72.6%*	*36.8%*	*35.7%*	*91.7%*
%H (TV HH)			*39.5%*	*25.8%*	*72.6%*	*36.8%*	*35.7%*	
DVD/Blu-ray player or recorder	665	665	233	158	484	224	260	601
%V	*66.8%*	*70.0%*	*70.6%*	*77.8%*	*71.2%*	*77.8%*	*66.2%*	*69.8%*
%H (All HH)		*100.0%*	*35.0%*	*23.8%*	*72.8%*	*33.7%*	*39.1%*	*90.4%*
%H (TV HH)			*35.0%*	*23.8%*	*72.8%*	*33.7%*	*39.1%*	

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

Table 15.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	996	950	330	203	680	288	393	861
%H (All HH)		*95.4%*	*33.1%*	*20.4%*	*68.3%*	*28.9%*	*39.5%*	*86.4%*
%H (TV HH)			*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	
Has broadband internet	861	824	307	192	571	271	301	861
%V	*86.4%*	*86.7%*	*93.0%*	*94.6%*	*84.0%*	*94.1%*	*76.6%*	*100.0%*
%H (All HH)		*95.7%*	*35.7%*	*22.3%*	*66.3%*	*31.5%*	*35.0%*	*100.0%*
%H (TV HH)			*37.3%*	*23.3%*	*69.3%*	*32.9%*	*36.5%*	
Number of computers (PCs and laptops)								
0	172	159	35	16	131	26	107	48
%V	*17.3%*	*16.7%*	*10.6%*	*7.9%*	*19.3%*	*9.0%*	*27.2%*	*5.6%*
%H (All HH)		*92.4%*	*20.3%*	*9.3%*	*76.2%*	*15.1%*	*62.2%*	*27.9%*
%H (TV HH)			*22.0%*	*10.1%*	*82.4%*	*16.4%*	*67.3%*	
1	276	261	89	46	179	58	121	268
%V	*27.7%*	*27.5%*	*27.0%*	*22.7%*	*26.3%*	*20.1%*	*30.8%*	*31.1%*
%H (All HH)		*94.6%*	*32.2%*	*16.7%*	*64.9%*	*21.0%*	*43.8%*	*97.1%*
%H (TV HH)			*34.1%*	*17.6%*	*68.6%*	*22.2%*	*46.4%*	
2	238	227	78	56	163	78	85	236
%V	*23.9%*	*23.9%*	*23.6%*	*27.6%*	*24.0%*	*27.1%*	*21.6%*	*27.4%*
%H (All HH)		*95.4%*	*32.8%*	*23.5%*	*68.5%*	*32.8%*	*35.7%*	*99.2%*
%H (TV HH)			*34.4%*	*24.7%*	*71.8%*	*34.4%*	*37.4%*	
3	133	129	55	33	93	56	37	132
%V	*13.4%*	*13.6%*	*16.7%*	*16.3%*	*13.7%*	*19.4%*	*9.4%*	*15.3%*
%H (All HH)		*97.0%*	*41.4%*	*24.8%*	*69.9%*	*42.1%*	*27.8%*	*99.2%*
%H (TV HH)			*42.6%*	*25.6%*	*72.1%*	*43.4%*	*28.7%*	
4	83	82	32	23	54	31	23	83
%V	*8.3%*	*8.6%*	*9.7%*	*11.3%*	*7.9%*	*10.8%*	*5.9%*	*9.6%*
%H (All HH)		*98.8%*	*38.6%*	*27.7%*	*65.1%*	*37.3%*	*27.7%*	*100.0%*
%H (TV HH)			*39.0%*	*28.0%*	*65.9%*	*37.8%*	*28.0%*	
5+	95	91	40	28	60	39	21	95
%V	*9.5%*	*9.6%*	*12.1%*	*13.8%*	*8.8%*	*13.5%*	*5.3%*	*11.0%*
%H (All HH)		*95.8%*	*42.1%*	*29.5%*	*63.2%*	*41.1%*	*22.1%*	*100.0%*
%H (TV HH)			*44.0%*	*30.8%*	*65.9%*	*42.9%*	*23.1%*	

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
Jul 2017 - Jun 2018

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1809	700	422	1358	698	660	1633
%H		*38.7%*	*23.3%*	*75.1%*	*38.6%*	*36.5%*	*90.3%*
Under 20"	116	38	29	98	49	48	103
%V	*6.4%*	*5.4%*	*6.9%*	*7.2%*	*7.0%*	*7.3%*	*6.3%*
%H		*32.8%*	*25.0%*	*84.5%*	*42.2%*	*41.4%*	*88.8%*
20" - 29"	323	120	76	269	141	127	286
%V	*17.9%*	*17.1%*	*18.0%*	*19.8%*	*20.2%*	*19.2%*	*17.5%*
%H		*37.2%*	*23.5%*	*83.3%*	*43.7%*	*39.3%*	*88.5%*
30" - 39"	557	195	117	430	193	237	491
%V	*30.8%*	*27.9%*	*27.7%*	*31.7%*	*27.7%*	*35.9%*	*30.1%*
%H		*35.0%*	*21.0%*	*77.2%*	*34.6%*	*42.5%*	*88.2%*
40" - 49"	569	240	148	393	219	175	527
%V	*31.5%*	*34.3%*	*35.1%*	*28.9%*	*31.4%*	*26.5%*	*32.3%*
%H		*42.2%*	*26.0%*	*69.1%*	*38.5%*	*30.8%*	*92.6%*
50" - 59"	163	77	41	112	71	42	157
%V	*9.0%*	*11.0%*	*9.7%*	*8.2%*	*10.2%*	*6.4%*	*9.6%*
%H		*47.2%*	*25.2%*	*68.7%*	*43.6%*	*25.8%*	*96.3%*
60"+	18	11	3	10	8	2	18
%V	*1.0%*	*1.6%*	*0.7%*	*0.7%*	*1.1%*	*0.3%*	*1.1%*
%H		*61.1%*	*16.7%*	*55.6%*	*44.4%*	*11.1%*	*100.0%*
Don't know	63	21	8	47	17	29	51
%V	*3.5%*	*3.0%*	*1.9%*	*3.5%*	*2.4%*	*4.4%*	*3.1%*
%H		*33.3%*	*12.7%*	*74.6%*	*27.0%*	*46.0%*	*81.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1809	700	422	1358	698	660	1633
%H		*38.7%*	*23.3%*	*75.1%*	*38.6%*	*36.5%*	*90.3%*
Main living room	947	328	204	680	287	393	822
%V	*52.3%*	*46.9%*	*48.3%*	*50.1%*	*41.1%*	*59.5%*	*50.3%*
%H		*34.6%*	*21.5%*	*71.8%*	*30.3%*	*41.5%*	*86.8%*
Kitchen	96	43	24	84	54	29	88
%V	*5.3%*	*6.1%*	*5.7%*	*6.2%*	*7.7%*	*4.4%*	*5.4%*
%H		*44.8%*	*25.0%*	*87.5%*	*56.3%*	*30.2%*	*91.7%*
Adult's bedroom	467	194	124	354	207	147	437
%V	*25.8%*	*27.7%*	*29.4%*	*26.1%*	*29.7%*	*22.3%*	*26.8%*
%H		*41.5%*	*26.6%*	*75.8%*	*44.3%*	*31.5%*	*93.6%*
Child's bedroom	88	40	26	68	47	21	87
%V	*4.9%*	*5.7%*	*6.2%*	*5.0%*	*6.7%*	*3.2%*	*5.3%*
%H		*45.5%*	*29.5%*	*77.3%*	*53.4%*	*23.9%*	*98.9%*
Other bedroom	58	26	13	48	31	17	56
%V	*3.2%*	*3.7%*	*3.1%*	*3.5%*	*4.4%*	*2.6%*	*3.4%*
%H		*44.8%*	*22.4%*	*82.8%*	*53.4%*	*29.3%*	*96.6%*
Second living/dining room	93	41	19	76	42	34	87
%V	*5.1%*	*5.9%*	*4.5%*	*5.6%*	*6.0%*	*5.2%*	*5.3%*
%H		*44.1%*	*20.4%*	*81.7%*	*45.2%*	*36.6%*	*93.5%*
Study/office	10	6	2	7	5	2	10
%V	*0.6%*	*0.9%*	*0.5%*	*0.5%*	*0.7%*	*0.3%*	*0.6%*
%H		*60.0%*	*20.0%*	*70.0%*	*50.0%*	*20.0%*	*100.0%*
TV room	9	6	2	5	4	1	8
%V	*0.5%*	*0.9%*	*0.5%*	*0.4%*	*0.6%*	*0.2%*	*0.5%*
%H		*66.7%*	*22.2%*	*55.6%*	*44.4%*	*11.1%*	*88.9%*
Conservatory	27	10	6	23	13	11	25
%V	*1.5%*	*1.4%*	*1.4%*	*1.7%*	*1.9%*	*1.7%*	*1.5%*
%H		*37.0%*	*22.2%*	*85.2%*	*48.1%*	*40.7%*	*92.6%*
Attic or loft room	3	1	0	3	2	1	3
%V	*0.2%*	*0.1%*	*0.0%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*
%H		*33.3%*	*0.0%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
No specific location	1	0	0	1	0	1	1
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Other	11	5	2	9	6	3	9
%V	*0.6%*	*0.7%*	*0.5%*	*0.7%*	*0.9%*	*0.5%*	*0.6%*
%H		*45.5%*	*18.2%*	*81.8%*	*54.5%*	*27.3%*	*81.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1809	700	422	1358	698	660	1633
%H		*38.7%*	*23.3%*	*75.1%*	*38.6%*	*36.5%*	*90.3%*
PVR	807	431	255	498	367	131	760
%V	*44.6%*	*61.6%*	*60.4%*	*36.7%*	*52.6%*	*19.8%*	*46.5%*
%H		*53.4%*	*31.6%*	*61.7%*	*45.5%*	*16.2%*	*94.2%*
DVDR	9	2	2	8	2	7	7
%V	*0.5%*	*0.3%*	*0.5%*	*0.6%*	*0.3%*	*1.1%*	*0.4%*
%H		*22.2%*	*22.2%*	*88.9%*	*22.2%*	*77.8%*	*77.8%*
VCR	10	3	3	9	5	4	7
%V	*0.6%*	*0.4%*	*0.7%*	*0.7%*	*0.7%*	*0.6%*	*0.4%*
%H		*30.0%*	*30.0%*	*90.0%*	*50.0%*	*40.0%*	*70.0%*
Any recorder	817	434	255	509	370	139	766
%V	*45.2%*	*62.0%*	*60.4%*	*37.5%*	*53.0%*	*21.1%*	*46.9%*
%H		*53.1%*	*31.2%*	*62.3%*	*45.3%*	*17.0%*	*93.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1809	700	422	1358	698	660	1633
%H		*38.7%*	*23.3%*	*75.1%*	*38.6%*	*36.5%*	*90.3%*
Receives HDTV (via STB or built-in reception)	1119	481	291	829	469	360	1043
%V	*61.9%*	*68.7%*	*69.0%*	*61.0%*	*67.2%*	*54.5%*	*63.9%*
%H		*43.0%*	*26.0%*	*74.1%*	*41.9%*	*32.2%*	*93.2%*
DVD/Blu-ray player or recorder	937	357	235	697	364	333	864
%V	*51.8%*	*51.0%*	*55.7%*	*51.3%*	*52.1%*	*50.5%*	*52.9%*
%H		*38.1%*	*25.1%*	*74.4%*	*38.8%*	*35.5%*	*92.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	950	330	203	680	288	393	824
%H		*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	*86.7%*
Under 20"	7	0	1	6	1	5	5
%V	*0.7%*	*0.0%*	*0.5%*	*0.9%*	*0.3%*	*1.3%*	*0.6%*
%H		*0.0%*	*14.3%*	*85.7%*	*14.3%*	*71.4%*	*71.4%*
20" - 29"	64	11	12	48	9	39	48
%V	*6.7%*	*3.3%*	*5.9%*	*7.1%*	*3.1%*	*9.9%*	*5.8%*
%H		*17.2%*	*18.8%*	*75.0%*	*14.1%*	*60.9%*	*75.0%*
30" - 39"	274	66	43	212	55	157	220
%V	*28.8%*	*20.0%*	*21.2%*	*31.2%*	*19.1%*	*39.9%*	*26.7%*
%H		*24.1%*	*15.7%*	*77.4%*	*20.1%*	*57.3%*	*80.3%*
40" - 49"	425	170	109	291	153	138	387
%V	*44.7%*	*51.5%*	*53.7%*	*42.8%*	*53.1%*	*35.1%*	*47.0%*
%H		*40.0%*	*25.6%*	*68.5%*	*36.0%*	*32.5%*	*91.1%*
50" - 59"	137	66	32	92	57	36	131
%V	*14.4%*	*20.0%*	*15.8%*	*13.5%*	*19.8%*	*9.2%*	*15.9%*
%H		*48.2%*	*23.4%*	*67.2%*	*41.6%*	*26.3%*	*95.6%*
60"+	12	7	3	6	4	2	12
%V	*1.3%*	*2.1%*	*1.5%*	*0.9%*	*1.4%*	*0.5%*	*1.5%*
%H		*58.3%*	*25.0%*	*50.0%*	*33.3%*	*16.7%*	*100.0%*
Don't know	31	10	3	25	8	17	22
%V	*3.3%*	*3.0%*	*1.5%*	*3.7%*	*2.8%*	*4.3%*	*2.7%*
%H		*32.3%*	*9.7%*	*80.6%*	*25.8%*	*54.8%*	*71.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	950	330	203	680	288	393	824
%H		*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	*86.7%*
PVR	588	294	185	378	263	115	548
%V	*61.9%*	*89.1%*	*91.1%*	*55.6%*	*91.3%*	*29.3%*	*66.5%*
%H		*50.0%*	*31.5%*	*64.3%*	*44.7%*	*19.6%*	*93.2%*
DVDR	8	1	1	7	1	7	6
%V	*0.8%*	*0.3%*	*0.5%*	*1.0%*	*0.3%*	*1.8%*	*0.7%*
%H		*12.5%*	*12.5%*	*87.5%*	*12.5%*	*87.5%*	*75.0%*
VCR	7	2	2	6	3	3	5
%V	*0.7%*	*0.6%*	*1.0%*	*0.9%*	*1.0%*	*0.8%*	*0.6%*
%H		*28.6%*	*28.6%*	*85.7%*	*42.9%*	*42.9%*	*71.4%*
Any recorder	596	295	185	386	265	121	552
%V	*62.7%*	*89.4%*	*91.1%*	*56.8%*	*92.0%*	*30.8%*	*67.0%*
%H		*49.5%*	*31.0%*	*64.8%*	*44.5%*	*20.3%*	*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 15.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	950	330	203	680	288	393	824
%H		*34.7%*	*21.4%*	*71.6%*	*30.3%*	*41.4%*	*86.7%*
Receives HDTV (via STB or built-in reception)	700	278	182	505	258	247	642
%V	*73.7%*	*84.2%*	*89.7%*	*74.3%*	*89.6%*	*62.8%*	*77.9%*
%H		*39.7%*	*26.0%*	*72.1%*	*36.9%*	*35.3%*	*91.7%*
DVD/Blu-ray player or recorder	598	209	137	433	195	238	538
%V	*62.9%*	*63.3%*	*67.5%*	*63.7%*	*67.7%*	*60.6%*	*65.3%*
%H		*34.9%*	*22.9%*	*72.4%*	*32.6%*	*39.8%*	*90.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	858	370	218	678	411	268	809
%H		*43.1%*	*25.4%*	*79.0%*	*47.9%*	*31.2%*	*94.3%*
Under 20"	109	38	28	92	48	43	98
%V	*12.7%*	*10.3%*	*12.8%*	*13.6%*	*11.7%*	*16.0%*	*12.1%*
%H		*34.9%*	*25.7%*	*84.4%*	*44.0%*	*39.4%*	*89.9%*
20" - 29"	260	108	64	221	132	88	238
%V	*30.3%*	*29.2%*	*29.4%*	*32.6%*	*32.1%*	*32.8%*	*29.4%*
%H		*41.5%*	*24.6%*	*85.0%*	*50.8%*	*33.8%*	*91.5%*
30" - 39"	282	129	74	218	138	80	272
%V	*32.9%*	*34.9%*	*33.9%*	*32.2%*	*33.6%*	*29.9%*	*33.6%*
%H		*45.7%*	*26.2%*	*77.3%*	*48.9%*	*28.4%*	*96.5%*
40" - 49"	144	69	39	102	66	36	141
%V	*16.8%*	*18.6%*	*17.9%*	*15.0%*	*16.1%*	*13.4%*	*17.4%*
%H		*47.9%*	*27.1%*	*70.8%*	*45.8%*	*25.0%*	*97.9%*
50" - 59"	26	11	8	20	14	6	26
%V	*3.0%*	*3.0%*	*3.7%*	*2.9%*	*3.4%*	*2.2%*	*3.2%*
%H		*42.3%*	*30.8%*	*76.9%*	*53.8%*	*23.1%*	*100.0%*
60"+	5	5	0	4	3	0	5
%V	*0.6%*	*1.4%*	*0.0%*	*0.6%*	*0.7%*	*0.0%*	*0.6%*
%H		*100.0%*	*0.0%*	*80.0%*	*60.0%*	*0.0%*	*100.0%*
Don't know	32	10	5	22	9	13	29
%V	*3.7%*	*2.7%*	*2.3%*	*3.2%*	*2.2%*	*4.9%*	*3.6%*
%H		*31.3%*	*15.6%*	*68.8%*	*28.1%*	*40.6%*	*90.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	858	370	218	678	411	268	809
%H		*43.1%*	*25.4%*	*79.0%*	*47.9%*	*31.2%*	*94.3%*
PVR	219	137	70	120	103	17	212
%V	*25.5%*	*37.0%*	*32.1%*	*17.7%*	*25.1%*	*6.3%*	*26.2%*
%H		*62.6%*	*32.0%*	*54.8%*	*47.0%*	*7.8%*	*96.8%*
DVDR	1	1	0	1	1	0	1
%V	*0.1%*	*0.3%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
VCR	3	1	1	3	2	1	2
%V	*0.3%*	*0.3%*	*0.5%*	*0.4%*	*0.5%*	*0.4%*	*0.2%*
%H		*33.3%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	*66.7%*
Any recorder	221	138	70	123	105	18	214
%V	*25.8%*	*37.3%*	*32.1%*	*18.1%*	*25.5%*	*6.7%*	*26.5%*
%H		*62.4%*	*31.7%*	*55.7%*	*47.5%*	*8.1%*	*96.8%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	858	370	218	678	411	268	809
%H		*43.1%*	*25.4%*	*79.0%*	*47.9%*	*31.2%*	*94.3%*
Receives HDTV (via STB or built-in reception)	418	203	109	324	211	114	402
%V	*48.7%*	*54.9%*	*50.0%*	*47.8%*	*51.3%*	*42.5%*	*49.7%*
%H		*48.6%*	*26.1%*	*77.5%*	*50.5%*	*27.3%*	*96.2%*
DVD/Blu-ray player or recorder	339	148	98	264	168	95	326
%V	*39.5%*	*40.0%*	*45.0%*	*38.9%*	*40.9%*	*35.4%*	*40.3%*
%H		*43.7%*	*28.9%*	*77.9%*	*49.6%*	*28.0%*	*96.2%*

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

Table 15.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2357	2251	862	541	1540	753	786	2166
%H		*95.5%*	*36.6%*	*23.0%*	*65.3%*	*31.9%*	*33.3%*	*91.9%*
Total Children	471	453	195	113	287	161	126	461
%V	*20.0%*	*20.1%*	*22.6%*	*20.9%*	*18.6%*	*21.4%*	*16.0%*	*21.3%*
%H		*96.2%*	*41.4%*	*24.0%*	*60.9%*	*34.2%*	*26.8%*	*97.9%*
0 - 3	121	114	47	25	68	34	34	115
%V	*5.1%*	*5.1%*	*5.5%*	*4.6%*	*4.4%*	*4.5%*	*4.3%*	*5.3%*
%H		*94.2%*	*38.8%*	*20.7%*	*56.2%*	*28.1%*	*28.1%*	*95.0%*
4 - 15	350	339	148	88	219	127	92	345
%V	*14.8%*	*15.1%*	*17.2%*	*16.3%*	*14.2%*	*16.9%*	*11.7%*	*15.9%*
%H		*96.9%*	*42.3%*	*25.1%*	*62.6%*	*36.3%*	*26.3%*	*98.6%*
4 - 9	193	184	76	44	123	67	56	188
%V	*8.2%*	*8.2%*	*8.8%*	*8.1%*	*8.0%*	*8.9%*	*7.1%*	*8.7%*
%H		*95.3%*	*39.4%*	*22.8%*	*63.7%*	*34.7%*	*29.0%*	*97.4%*
10 - 15	158	155	72	44	97	60	36	157
%V	*6.7%*	*6.9%*	*8.4%*	*8.1%*	*6.3%*	*8.0%*	*4.6%*	*7.2%*
%H		*98.1%*	*45.6%*	*27.8%*	*61.4%*	*38.0%*	*22.8%*	*99.4%*

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Midlands East

Individual level data

Table 15.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2357	2251	862	541	1540	753	786	2166
%H		*95.5%*	*36.6%*	*23.0%*	*65.3%*	*31.9%*	*33.3%*	*91.9%*
Total Adults (16+)	1886	1798	667	428	1253	592	660	1706
%V	*80.0%*	*79.9%*	*77.4%*	*79.1%*	*81.4%*	*78.6%*	*84.0%*	*78.8%*
%H		*95.3%*	*35.4%*	*22.7%*	*66.4%*	*31.4%*	*35.0%*	*90.5%*
16 - 19	96	93	40	25	64	37	27	95
%V	*4.1%*	*4.1%*	*4.6%*	*4.6%*	*4.2%*	*4.9%*	*3.4%*	*4.4%*
%H		*96.9%*	*41.7%*	*26.0%*	*66.7%*	*38.5%*	*28.1%*	*99.0%*
20 - 24	191	164	53	44	98	44	54	188
%V	*8.1%*	*7.3%*	*6.1%*	*8.1%*	*6.4%*	*5.8%*	*6.9%*	*8.7%*
%H		*85.9%*	*27.7%*	*23.0%*	*51.3%*	*23.0%*	*28.3%*	*98.4%*
25 - 34	321	293	111	77	180	95	85	313
%V	*13.6%*	*13.0%*	*12.9%*	*14.2%*	*11.7%*	*12.6%*	*10.8%*	*14.5%*
%H		*91.3%*	*34.6%*	*24.0%*	*56.1%*	*29.6%*	*26.5%*	*97.5%*
35 - 44	299	287	127	72	181	102	80	288
%V	*12.7%*	*12.7%*	*14.7%*	*13.3%*	*11.8%*	*13.5%*	*10.2%*	*13.3%*
%H		*96.0%*	*42.5%*	*24.1%*	*60.5%*	*34.1%*	*26.8%*	*96.3%*
45 - 54	305	297	122	76	209	113	96	292
%V	*12.9%*	*13.2%*	*14.2%*	*14.0%*	*13.6%*	*15.0%*	*12.2%*	*13.5%*
%H		*97.4%*	*40.0%*	*24.9%*	*68.5%*	*37.0%*	*31.5%*	*95.7%*
55 - 64	263	259	98	58	192	87	105	247
%V	*11.2%*	*11.5%*	*11.4%*	*10.7%*	*12.5%*	*11.6%*	*13.4%*	*11.4%*
%H		*98.5%*	*37.3%*	*22.1%*	*73.0%*	*33.1%*	*39.9%*	*93.9%*
65+	411	405	117	77	329	116	213	283
%V	*17.4%*	*18.0%*	*13.6%*	*14.2%*	*21.4%*	*15.4%*	*27.1%*	*13.1%*
%H		*98.5%*	*28.5%*	*18.7%*	*80.0%*	*28.2%*	*51.8%*	*68.9%*

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1886	1798	667	428	1253	592	660	1706
%H		*95.3%*	*35.4%*	*22.7%*	*66.4%*	*31.4%*	*35.0%*	*90.5%*
AB	492	481	206	120	350	197	153	478
%V	*26.1%*	*26.8%*	*30.9%*	*28.0%*	*27.9%*	*33.3%*	*23.2%*	*28.0%*
%H		*97.8%*	*41.9%*	*24.4%*	*71.1%*	*40.0%*	*31.1%*	*97.2%*
C1	549	509	171	131	347	158	189	524
%V	*29.1%*	*28.3%*	*25.6%*	*30.6%*	*27.7%*	*26.7%*	*28.6%*	*30.7%*
%H		*92.7%*	*31.1%*	*23.9%*	*63.2%*	*28.8%*	*34.4%*	*95.4%*
C2	368	356	146	80	264	140	125	326
%V	*19.5%*	*19.8%*	*21.9%*	*18.7%*	*21.1%*	*23.6%*	*18.9%*	*19.1%*
%H		*96.7%*	*39.7%*	*21.7%*	*71.7%*	*38.0%*	*34.0%*	*88.6%*
D	321	301	100	75	180	69	112	274
%V	*17.0%*	*16.7%*	*15.0%*	*17.5%*	*14.4%*	*11.7%*	*17.0%*	*16.1%*
%H		*93.8%*	*31.2%*	*23.4%*	*56.1%*	*21.5%*	*34.9%*	*85.4%*
E	155	150	45	21	111	29	82	104
%V	*8.2%*	*8.3%*	*6.7%*	*4.9%*	*8.9%*	*4.9%*	*12.4%*	*6.1%*
%H		*96.8%*	*29.0%*	*13.5%*	*71.6%*	*18.7%*	*52.9%*	*67.1%*

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1886	1798	667	428	1253	592	660	1706
%H		*95.3%*	*35.4%*	*22.7%*	*66.4%*	*31.4%*	*35.0%*	*90.5%*
Working full time	838	803	334	209	532	293	239	818
%V	*44.4%*	*44.7%*	*50.1%*	*48.8%*	*42.5%*	*49.5%*	*36.2%*	*47.9%*
%H		*95.8%*	*39.9%*	*24.9%*	*63.5%*	*35.0%*	*28.5%*	*97.6%*
Working part time	195	190	79	43	131	68	63	185
%V	*10.3%*	*10.6%*	*11.8%*	*10.0%*	*10.5%*	*11.5%*	*9.5%*	*10.8%*
%H		*97.4%*	*40.5%*	*22.1%*	*67.2%*	*34.9%*	*32.3%*	*94.9%*
Not working	853	805	254	177	590	232	358	702
%V	*45.2%*	*44.8%*	*38.1%*	*41.4%*	*47.1%*	*39.2%*	*54.2%*	*41.1%*
%H		*94.4%*	*29.8%*	*20.8%*	*69.2%*	*27.2%*	*42.0%*	*82.3%*
Houseperson	996	950	330	203	680	288	393	861
%V	*52.8%*	*52.8%*	*49.5%*	*47.4%*	*54.3%*	*48.6%*	*59.5%*	*50.5%*
%H		*95.4%*	*33.1%*	*20.4%*	*68.3%*	*28.9%*	*39.5%*	*86.4%*

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	928	874	329	216	601	293	308	843
%H		*94.2%*	*35.5%*	*23.3%*	*64.8%*	*31.6%*	*33.2%*	*90.8%*
16 - 19	50	48	21	13	31	18	14	49
%V	*5.4%*	*5.5%*	*6.4%*	*6.0%*	*5.2%*	*6.1%*	*4.5%*	*5.8%*
%H		*96.0%*	*42.0%*	*26.0%*	*62.0%*	*36.0%*	*28.0%*	*98.0%*
20 - 24	99	83	27	26	50	25	25	98
%V	*10.7%*	*9.5%*	*8.2%*	*12.0%*	*8.3%*	*8.5%*	*8.1%*	*11.6%*
%H		*83.8%*	*27.3%*	*26.3%*	*50.5%*	*25.3%*	*25.3%*	*99.0%*
25 - 34	162	144	54	38	89	47	42	158
%V	*17.5%*	*16.5%*	*16.4%*	*17.6%*	*14.8%*	*16.0%*	*13.6%*	*18.7%*
%H		*88.9%*	*33.3%*	*23.5%*	*54.9%*	*29.0%*	*25.9%*	*97.5%*
35 - 44	145	138	61	34	86	48	38	138
%V	*15.6%*	*15.8%*	*18.5%*	*15.7%*	*14.3%*	*16.4%*	*12.3%*	*16.4%*
%H		*95.2%*	*42.1%*	*23.4%*	*59.3%*	*33.1%*	*26.2%*	*95.2%*
45 - 54	151	147	61	38	101	55	45	144
%V	*16.3%*	*16.8%*	*18.5%*	*17.6%*	*16.8%*	*18.8%*	*14.6%*	*17.1%*
%H		*97.4%*	*40.4%*	*25.2%*	*66.9%*	*36.4%*	*29.8%*	*95.4%*
55 - 64	132	129	47	30	92	40	52	124
%V	*14.2%*	*14.8%*	*14.3%*	*13.9%*	*15.3%*	*13.7%*	*16.9%*	*14.7%*
%H		*97.7%*	*35.6%*	*22.7%*	*69.7%*	*30.3%*	*39.4%*	*93.9%*
65+	189	185	58	36	152	60	92	132
%V	*20.4%*	*21.2%*	*17.6%*	*16.7%*	*25.3%*	*20.5%*	*29.9%*	*15.7%*
%H		*97.9%*	*30.7%*	*19.0%*	*80.4%*	*31.7%*	*48.7%*	*69.8%*

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	928	874	329	216	601	293	308	843
%H		*94.2%*	*35.5%*	*23.3%*	*64.8%*	*31.6%*	*33.2%*	*90.8%*
AB	245	238	101	60	175	99	76	236
%V	*26.4%*	*27.2%*	*30.7%*	*27.8%*	*29.1%*	*33.8%*	*24.7%*	*28.0%*
%H		*97.1%*	*41.2%*	*24.5%*	*71.4%*	*40.4%*	*31.0%*	*96.3%*
C1	269	243	83	68	159	76	84	257
%V	*29.0%*	*27.8%*	*25.2%*	*31.5%*	*26.5%*	*25.9%*	*27.3%*	*30.5%*
%H		*90.3%*	*30.9%*	*25.3%*	*59.1%*	*28.3%*	*31.2%*	*95.5%*
C2	202	194	80	44	144	76	68	177
%V	*21.8%*	*22.2%*	*24.3%*	*20.4%*	*24.0%*	*25.9%*	*22.1%*	*21.0%*
%H		*96.0%*	*39.6%*	*21.8%*	*71.3%*	*37.6%*	*33.7%*	*87.6%*
D	149	138	46	35	78	30	48	131
%V	*16.1%*	*15.8%*	*14.0%*	*16.2%*	*13.0%*	*10.2%*	*15.6%*	*15.5%*
%H		*92.6%*	*30.9%*	*23.5%*	*52.3%*	*20.1%*	*32.2%*	*87.9%*
E	64	61	18	9	45	12	33	42
%V	*6.9%*	*7.0%*	*5.5%*	*4.2%*	*7.5%*	*4.1%*	*10.7%*	*5.0%*
%H		*95.3%*	*28.1%*	*14.1%*	*70.3%*	*18.8%*	*51.6%*	*65.6%*

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	928	874	329	216	601	293	308	843
%H		*94.2%*	*35.5%*	*23.3%*	*64.8%*	*31.6%*	*33.2%*	*90.8%*
Working full time	520	494	206	128	325	179	145	505
%V	*56.0%*	*56.5%*	*62.6%*	*59.3%*	*54.1%*	*61.1%*	*47.1%*	*59.9%*
%H		*95.0%*	*39.6%*	*24.6%*	*62.5%*	*34.4%*	*27.9%*	*97.1%*
Working part time	41	39	16	6	25	10	15	38
%V	*4.4%*	*4.5%*	*4.9%*	*2.8%*	*4.2%*	*3.4%*	*4.9%*	*4.5%*
%H		*95.1%*	*39.0%*	*14.6%*	*61.0%*	*24.4%*	*36.6%*	*92.7%*
Not working	366	341	107	81	251	103	148	300
%V	*39.4%*	*39.0%*	*32.5%*	*37.5%*	*41.8%*	*35.2%*	*48.1%*	*35.6%*
%H		*93.2%*	*29.2%*	*22.1%*	*68.6%*	*28.1%*	*40.4%*	*82.0%*
Houseperson	204	186	50	34	139	46	93	157
%V	*22.0%*	*21.3%*	*15.2%*	*15.7%*	*23.1%*	*15.7%*	*30.2%*	*18.6%*
%H		*91.2%*	*24.5%*	*16.7%*	*68.1%*	*22.5%*	*45.6%*	*77.0%*

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2017 - Jun 2018

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	958	925	339	213	652	300	352	863
%H		*96.6%*	*35.4%*	*22.2%*	*68.1%*	*31.3%*	*36.7%*	*90.1%*
16 - 19	46	45	18	12	32	19	14	46
%V	*4.8%*	*4.9%*	*5.3%*	*5.6%*	*4.9%*	*6.3%*	*4.0%*	*5.3%*
%H		*97.8%*	*39.1%*	*26.1%*	*69.6%*	*41.3%*	*30.4%*	*100.0%*
20 - 24	92	81	26	18	48	19	29	90
%V	*9.6%*	*8.8%*	*7.7%*	*8.5%*	*7.4%*	*6.3%*	*8.2%*	*10.4%*
%H		*88.0%*	*28.3%*	*19.6%*	*52.2%*	*20.7%*	*31.5%*	*97.8%*
25 - 34	159	149	57	39	91	48	43	155
%V	*16.6%*	*16.1%*	*16.8%*	*18.3%*	*14.0%*	*16.0%*	*12.2%*	*18.0%*
%H		*93.7%*	*35.8%*	*24.5%*	*57.2%*	*30.2%*	*27.0%*	*97.5%*
35 - 44	153	150	66	38	95	53	42	150
%V	*16.0%*	*16.2%*	*19.5%*	*17.8%*	*14.6%*	*17.7%*	*11.9%*	*17.4%*
%H		*98.0%*	*43.1%*	*24.8%*	*62.1%*	*34.6%*	*27.5%*	*98.0%*
45 - 54	154	150	61	38	108	57	51	148
%V	*16.1%*	*16.2%*	*18.0%*	*17.8%*	*16.6%*	*19.0%*	*14.5%*	*17.1%*
%H		*97.4%*	*39.6%*	*24.7%*	*70.1%*	*37.0%*	*33.1%*	*96.1%*
55 - 64	132	130	51	27	100	47	53	123
%V	*13.8%*	*14.1%*	*15.0%*	*12.7%*	*15.3%*	*15.7%*	*15.1%*	*14.3%*
%H		*98.5%*	*38.6%*	*20.5%*	*75.8%*	*35.6%*	*40.2%*	*93.2%*
65+	221	220	59	41	176	56	120	151
%V	*23.1%*	*23.8%*	*17.4%*	*19.2%*	*27.0%*	*18.7%*	*34.1%*	*17.5%*
%H		*99.5%*	*26.7%*	*18.6%*	*79.6%*	*25.3%*	*54.3%*	*68.3%*

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	958	925	339	213	652	300	352	863
%H		*96.6%*	*35.4%*	*22.2%*	*68.1%*	*31.3%*	*36.7%*	*90.1%*
AB	247	243	104	61	175	98	77	242
%V	*25.8%*	*26.3%*	*30.7%*	*28.6%*	*26.8%*	*32.7%*	*21.9%*	*28.0%*
%H		*98.4%*	*42.1%*	*24.7%*	*70.9%*	*39.7%*	*31.2%*	*98.0%*
C1	281	266	87	63	187	82	105	266
%V	*29.3%*	*28.8%*	*25.7%*	*29.6%*	*28.7%*	*27.3%*	*29.8%*	*30.8%*
%H		*94.7%*	*31.0%*	*22.4%*	*66.5%*	*29.2%*	*37.4%*	*94.7%*
C2	166	162	66	37	120	63	57	148
%V	*17.3%*	*17.5%*	*19.5%*	*17.4%*	*18.4%*	*21.0%*	*16.2%*	*17.1%*
%H		*97.6%*	*39.8%*	*22.3%*	*72.3%*	*38.0%*	*34.3%*	*89.2%*
D	173	163	54	40	103	39	64	144
%V	*18.1%*	*17.6%*	*15.9%*	*18.8%*	*15.8%*	*13.0%*	*18.2%*	*16.7%*
%H		*94.2%*	*31.2%*	*23.1%*	*59.5%*	*22.5%*	*37.0%*	*83.2%*
E	92	89	27	12	66	17	49	63
%V	*9.6%*	*9.6%*	*8.0%*	*5.6%*	*10.1%*	*5.7%*	*13.9%*	*7.3%*
%H		*96.7%*	*29.3%*	*13.0%*	*71.7%*	*18.5%*	*53.3%*	*68.5%*

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	958	925	339	213	652	300	352	863
%H		*96.6%*	*35.4%*	*22.2%*	*68.1%*	*31.3%*	*36.7%*	*90.1%*
Working full time	318	309	128	81	207	113	94	314
%V	*33.2%*	*33.4%*	*37.8%*	*38.0%*	*31.7%*	*37.7%*	*26.7%*	*36.4%*
%H		*97.2%*	*40.3%*	*25.5%*	*65.1%*	*35.5%*	*29.6%*	*98.7%*
Working part time	153	151	64	36	106	58	48	147
%V	*16.0%*	*16.3%*	*18.9%*	*16.9%*	*16.3%*	*19.3%*	*13.6%*	*17.0%*
%H		*98.7%*	*41.8%*	*23.5%*	*69.3%*	*37.9%*	*31.4%*	*96.1%*
Not working	487	464	147	96	339	128	211	402
%V	*50.8%*	*50.2%*	*43.4%*	*45.1%*	*52.0%*	*42.7%*	*59.9%*	*46.6%*
%H		*95.3%*	*30.2%*	*19.7%*	*69.6%*	*26.3%*	*43.3%*	*82.5%*
Houseperson	792	764	280	170	542	242	300	704
%V	*82.7%*	*82.6%*	*82.6%*	*79.8%*	*83.1%*	*80.7%*	*85.2%*	*81.6%*
%H		*96.5%*	*35.4%*	*21.5%*	*68.4%*	*30.6%*	*37.9%*	*88.9%*

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total