BARB Establishment Survey Annual Data Report: Volume 3 ITV Areas

Oct 2017 to Sep 2018

BARB

Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

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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 Oct 2017 - Sep 2018

Data is presented at different levels

- Household
- Set
- Individual

Accordingly; bases do vary.

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

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5591	5107	1822	945	3254	1090	2164	5044
%H (All HH)		*91.3%*	*32.6%*	*16.9%*	*58.2%*	*19.5%*	*38.7%*	*90.2%*
%H (TV HH)			*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	
AB	1644	1511	531	317	928	330	599	1613
%V	*29.4%*	*29.6%*	*29.1%*	*33.5%*	*28.5%*	*30.3%*	*27.7%*	*32.0%*
%H (All HH)		*91.9%*	*32.3%*	*19.3%*	*56.4%*	*20.1%*	*36.4%*	*98.1%*
%H (TV HH)			*35.1%*	*21.0%*	*61.4%*	*21.8%*	*39.6%*	
C1	1650	1499	533	290	971	343	628	1532
%V	*29.5%*	*29.4%*	*29.3%*	*30.7%*	*29.8%*	*31.5%*	*29.0%*	*30.4%*
%H (All HH)		*90.8%*	*32.3%*	*17.6%*	*58.8%*	*20.8%*	*38.1%*	*92.8%*
%H (TV HH)			*35.6%*	*19.3%*	*64.8%*	*22.9%*	*41.9%*	
C2	892	822	332	158	530	218	313	810
%V	*16.0%*	*16.1%*	*18.2%*	*16.7%*	*16.3%*	*20.0%*	*14.5%*	*16.1%*
%H (All HH)		*92.2%*	*37.2%*	*17.7%*	*59.4%*	*24.4%*	*35.1%*	*90.8%*
%H (TV HH)			*40.4%*	*19.2%*	*64.5%*	*26.5%*	*38.1%*	
D	854	755	273	111	444	111	332	738
%V	*15.3%*	*14.8%*	*15.0%*	*11.7%*	*13.6%*	*10.2%*	*15.3%*	*14.6%*
%H (All HH)		*88.4%*	*32.0%*	*13.0%*	*52.0%*	*13.0%*	*38.9%*	*86.4%*
%H (TV HH)			*36.2%*	*14.7%*	*58.8%*	*14.7%*	*44.0%*	
E	550	520	152	68	381	88	293	352
%V	*9.8%*	*10.2%*	*8.3%*	*7.2%*	*11.7%*	*8.1%*	*13.5%*	*7.0%*
%H (All HH)		*94.5%*	*27.6%*	*12.4%*	*69.3%*	*16.0%*	*53.3%*	*64.0%*
%H (TV HH)			*29.2%*	*13.1%*	*73.3%*	*16.9%*	*56.3%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV 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	5591	5107	1822	945	3254	1090	2164	5044
%H (All HH)		*91.3%*	*32.6%*	*16.9%*	*58.2%*	*19.5%*	*38.7%*	*90.2%*
%H (TV HH)			*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	
Under 25	246	166	49	29	94	26	68	237
%V	*4.4%*	*3.3%*	*2.7%*	*3.1%*	*2.9%*	*2.4%*	*3.1%*	*4.7%*
%H (All HH)		*67.5%*	*19.9%*	*11.8%*	*38.2%*	*10.6%*	*27.6%*	*96.3%*
%H (TV HH)			*29.5%*	*17.5%*	*56.6%*	*15.7%*	*41.0%*	
25 - 34	1082	889	295	156	483	146	337	1060
%V	*19.4%*	*17.4%*	*16.2%*	*16.5%*	*14.8%*	*13.4%*	*15.6%*	*21.0%*
%H (All HH)		*82.2%*	*27.3%*	*14.4%*	*44.6%*	*13.5%*	*31.1%*	*98.0%*
%H (TV HH)			*33.2%*	*17.5%*	*54.3%*	*16.4%*	*37.9%*	
35 - 44	1137	1047	434	195	571	205	366	1118
%V	*20.3%*	*20.5%*	*23.8%*	*20.6%*	*17.5%*	*18.8%*	*16.9%*	*22.2%*
%H (All HH)		*92.1%*	*38.2%*	*17.2%*	*50.2%*	*18.0%*	*32.2%*	*98.3%*
%H (TV HH)			*41.5%*	*18.6%*	*54.5%*	*19.6%*	*35.0%*	
45 - 54	1077	1016	423	215	615	250	365	1045
%V	*19.3%*	*19.9%*	*23.2%*	*22.8%*	*18.9%*	*22.9%*	*16.9%*	*20.7%*
%H (All HH)		*94.3%*	*39.3%*	*20.0%*	*57.1%*	*23.2%*	*33.9%*	*97.0%*
%H (TV HH)			*41.6%*	*21.2%*	*60.5%*	*24.6%*	*35.9%*	
55 - 64	842	808	289	180	560	220	340	766
%V	*15.1%*	*15.8%*	*15.9%*	*19.0%*	*17.2%*	*20.2%*	*15.7%*	*15.2%*
%H (All HH)		*96.0%*	*34.3%*	*21.4%*	*66.5%*	*26.1%*	*40.4%*	*91.0%*
%H (TV HH)			*35.8%*	*22.3%*	*69.3%*	*27.2%*	*42.1%*	
65 +	1207	1181	331	169	931	244	688	819
%V	*21.6%*	*23.1%*	*18.2%*	*17.9%*	*28.6%*	*22.4%*	*31.8%*	*16.2%*
%H (All HH)		*97.8%*	*27.4%*	*14.0%*	*77.1%*	*20.2%*	*57.0%*	*67.9%*
%H (TV HH)			*28.0%*	*14.3%*	*78.8%*	*20.7%*	*58.3%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV London

Household level data

Table 1.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5591	5107	1822	945	3254	1090	2164	5044
%H (All HH)		*91.3%*	*32.6%*	*16.9%*	*58.2%*	*19.5%*	*38.7%*	*90.2%*
%H (TV HH)			*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	
1	1665	1452	356	194	1067	212	855	1266
%V	*29.8%*	*28.4%*	*19.5%*	*20.5%*	*32.8%*	*19.4%*	*39.5%*	*25.1%*
%H (All HH)		*87.2%*	*21.4%*	*11.7%*	*64.1%*	*12.7%*	*51.4%*	*76.0%*
%H (TV HH)			*24.5%*	*13.4%*	*73.5%*	*14.6%*	*58.9%*	
2	1784	1654	606	308	1068	379	690	1660
%V	*31.9%*	*32.4%*	*33.3%*	*32.6%*	*32.8%*	*34.8%*	*31.9%*	*32.9%*
%H (All HH)		*92.7%*	*34.0%*	*17.3%*	*59.9%*	*21.2%*	*38.7%*	*93.0%*
%H (TV HH)			*36.6%*	*18.6%*	*64.6%*	*22.9%*	*41.7%*	
3	929	860	364	192	495	219	276	916
%V	*16.6%*	*16.8%*	*20.0%*	*20.3%*	*15.2%*	*20.1%*	*12.8%*	*18.2%*
%H (All HH)		*92.6%*	*39.2%*	*20.7%*	*53.3%*	*23.6%*	*29.7%*	*98.6%*
%H (TV HH)			*42.3%*	*22.3%*	*57.6%*	*25.5%*	*32.1%*	
4	830	792	339	173	435	194	241	824
%V	*14.8%*	*15.5%*	*18.6%*	*18.3%*	*13.4%*	*17.8%*	*11.1%*	*16.3%*
%H (All HH)		*95.4%*	*40.8%*	*20.8%*	*52.4%*	*23.4%*	*29.0%*	*99.3%*
%H (TV HH)			*42.8%*	*21.8%*	*54.9%*	*24.5%*	*30.4%*	
5+	384	348	157	77	188	87	102	379
%V	*6.9%*	*6.8%*	*8.6%*	*8.1%*	*5.8%*	*8.0%*	*4.7%*	*7.5%*
%H (All HH)		*90.6%*	*40.9%*	*20.1%*	*49.0%*	*22.7%*	*26.6%*	*98.7%*
%H (TV HH)			*45.1%*	*22.1%*	*54.0%*	*25.0%*	*29.3%*	
Average HH size	2.40	2.42	2.67	2.64	2.28	2.63	2.11	2.51

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV London

Household level data

Table 1.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5591	5107	1822	945	3254	1090	2164	5044
%H (All HH)		*91.3%*	*32.6%*	*16.9%*	*58.2%*	*19.5%*	*38.7%*	*90.2%*
%H (TV HH)			*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	
Without	3990	3592	1168	629	2425	744	1681	3465
%V	*71.4%*	*70.3%*	*64.1%*	*66.6%*	*74.5%*	*68.3%*	*77.7%*	*68.7%*
%H (All HH)		*90.0%*	*29.3%*	*15.8%*	*60.8%*	*18.6%*	*42.1%*	*86.8%*
%H (TV HH)			*32.5%*	*17.5%*	*67.5%*	*20.7%*	*46.8%*	
With	1601	1515	654	316	829	346	483	1579
%V	*28.6%*	*29.7%*	*35.9%*	*33.4%*	*25.5%*	*31.7%*	*22.3%*	*31.3%*
%H (All HH)		*94.6%*	*40.8%*	*19.7%*	*51.8%*	*21.6%*	*30.2%*	*98.6%*
%H (TV HH)			*43.2%*	*20.9%*	*54.7%*	*22.8%*	*31.9%*	
0 - 3	614	564	241	112	299	119	180	604
%V	*11.0%*	*11.0%*	*13.2%*	*11.9%*	*9.2%*	*10.9%*	*8.3%*	*12.0%*
%H (All HH)		*91.9%*	*39.3%*	*18.2%*	*48.7%*	*19.4%*	*29.3%*	*98.4%*
%H (TV HH)			*42.7%*	*19.9%*	*53.0%*	*21.1%*	*31.9%*	
4 - 9	823	786	345	149	434	175	259	811
%V	*14.7%*	*15.4%*	*18.9%*	*15.8%*	*13.3%*	*16.1%*	*12.0%*	*16.1%*
%H (All HH)		*95.5%*	*41.9%*	*18.1%*	*52.7%*	*21.3%*	*31.5%*	*98.5%*
%H (TV HH)			*43.9%*	*19.0%*	*55.2%*	*22.3%*	*33.0%*	
10 - 15	709	686	302	156	382	175	207	702
%V	*12.7%*	*13.4%*	*16.6%*	*16.5%*	*11.7%*	*16.1%*	*9.6%*	*13.9%*
%H (All HH)		*96.8%*	*42.6%*	*22.0%*	*53.9%*	*24.7%*	*29.2%*	*99.0%*
%H (TV HH)			*44.0%*	*22.7%*	*55.7%*	*25.5%*	*30.2%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV London

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5591	5107	1822	945	3254	1090	2164	5044
%H (All HH)		*91.3%*	*32.6%*	*16.9%*	*58.2%*	*19.5%*	*38.7%*	*90.2%*
%H (TV HH)			*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	
1	2664	2664	775	401	1549	241	1307	2338
%V	*47.6%*	*52.2%*	*42.5%*	*42.4%*	*47.6%*	*22.1%*	*60.4%*	*46.4%*
%H (All HH)		*100.0%*	*29.1%*	*15.1%*	*58.1%*	*9.0%*	*49.1%*	*87.8%*
%H (TV HH)			*29.1%*	*15.1%*	*58.1%*	*9.0%*	*49.1%*	
2	1524	1524	606	321	1016	428	588	1389
%V	*27.3%*	*29.8%*	*33.3%*	*34.0%*	*31.2%*	*39.3%*	*27.2%*	*27.5%*
%H (All HH)		*100.0%*	*39.8%*	*21.1%*	*66.7%*	*28.1%*	*38.6%*	*91.1%*
%H (TV HH)			*39.8%*	*21.1%*	*66.7%*	*28.1%*	*38.6%*	
3	602	602	277	142	440	250	190	574
%V	*10.8%*	*11.8%*	*15.2%*	*15.0%*	*13.5%*	*22.9%*	*8.8%*	*11.4%*
%H (All HH)		*100.0%*	*46.0%*	*23.6%*	*73.1%*	*41.5%*	*31.6%*	*95.3%*
%H (TV HH)			*46.0%*	*23.6%*	*73.1%*	*41.5%*	*31.6%*	
4	223	223	113	54	172	113	59	219
%V	*4.0%*	*4.4%*	*6.2%*	*5.7%*	*5.3%*	*10.4%*	*2.7%*	*4.3%*
%H (All HH)		*100.0%*	*50.7%*	*24.2%*	*77.1%*	*50.7%*	*26.5%*	*98.2%*
%H (TV HH)			*50.7%*	*24.2%*	*77.1%*	*50.7%*	*26.5%*	
5+	94	94	52	27	76	57	20	93
%V	*1.7%*	*1.8%*	*2.9%*	*2.9%*	*2.3%*	*5.2%*	*0.9%*	*1.8%*
%H (All HH)		*100.0%*	*55.3%*	*28.7%*	*80.9%*	*60.6%*	*21.3%*	*98.9%*
%H (TV HH)			*55.3%*	*28.7%*	*80.9%*	*60.6%*	*21.3%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV London

Household level data

Table 1.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5591	5107	1822	945	3254	1090	2164	5044
%H (All HH)		*91.3%*	*32.6%*	*16.9%*	*58.2%*	*19.5%*	*38.7%*	*90.2%*
%H (TV HH)			*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	
Under 20"	451	451	143	85	377	154	224	393
%V	*8.1%*	*8.8%*	*7.8%*	*9.0%*	*11.6%*	*14.1%*	*10.4%*	*7.8%*
%H (All HH)		*100.0%*	*31.7%*	*18.8%*	*83.6%*	*34.1%*	*49.7%*	*87.1%*
%H (TV HH)			*31.7%*	*18.8%*	*83.6%*	*34.1%*	*49.7%*	
20" - 29"	1281	1281	433	244	971	378	594	1115
%V	*22.9%*	*25.1%*	*23.8%*	*25.8%*	*29.8%*	*34.7%*	*27.4%*	*22.1%*
%H (All HH)		*100.0%*	*33.8%*	*19.0%*	*75.8%*	*29.5%*	*46.4%*	*87.0%*
%H (TV HH)			*33.8%*	*19.0%*	*75.8%*	*29.5%*	*46.4%*	
30" - 39"	2186	2186	752	409	1509	538	972	1980
%V	*39.1%*	*42.8%*	*41.3%*	*43.3%*	*46.4%*	*49.4%*	*44.9%*	*39.3%*
%H (All HH)		*100.0%*	*34.4%*	*18.7%*	*69.0%*	*24.6%*	*44.5%*	*90.6%*
%H (TV HH)			*34.4%*	*18.7%*	*69.0%*	*24.6%*	*44.5%*	
40" - 49"	2365	2365	1007	491	1457	646	811	2222
%V	*42.3%*	*46.3%*	*55.3%*	*52.0%*	*44.8%*	*59.3%*	*37.5%*	*44.1%*
%H (All HH)		*100.0%*	*42.6%*	*20.8%*	*61.6%*	*27.3%*	*34.3%*	*94.0%*
%H (TV HH)			*42.6%*	*20.8%*	*61.6%*	*27.3%*	*34.3%*	
50" - 59"	845	845	427	196	450	251	199	829
%V	*15.1%*	*16.5%*	*23.4%*	*20.7%*	*13.8%*	*23.0%*	*9.2%*	*16.4%*
%H (All HH)		*100.0%*	*50.5%*	*23.2%*	*53.3%*	*29.7%*	*23.6%*	*98.1%*
%H (TV HH)			*50.5%*	*23.2%*	*53.3%*	*29.7%*	*23.6%*	
60"+	109	109	54	29	56	32	23	107
%V	*1.9%*	*2.1%*	*3.0%*	*3.1%*	*1.7%*	*2.9%*	*1.1%*	*2.1%*
%H (All HH)		*100.0%*	*49.5%*	*26.6%*	*51.4%*	*29.4%*	*21.1%*	*98.2%*
%H (TV HH)			*49.5%*	*26.6%*	*51.4%*	*29.4%*	*21.1%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5591	5107	1822	945	3254	1090	2164	5044
%H (All HH)		*91.3%*	*32.6%*	*16.9%*	*58.2%*	*19.5%*	*38.7%*	*90.2%*
%H (TV HH)			*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	
Main living room	5022	5022	1801	939	3197	1079	2118	4538
%V	*89.8%*	*98.3%*	*98.8%*	*99.4%*	*98.2%*	*99.0%*	*97.9%*	*90.0%*
%H (All HH)		*100.0%*	*35.9%*	*18.7%*	*63.7%*	*21.5%*	*42.2%*	*90.4%*
%H (TV HH)			*35.9%*	*18.7%*	*63.7%*	*21.5%*	*42.2%*	
Kitchen	470	470	214	99	365	197	168	441
%V	*8.4%*	*9.2%*	*11.7%*	*10.5%*	*11.2%*	*18.1%*	*7.8%*	*8.7%*
%H (All HH)		*100.0%*	*45.5%*	*21.1%*	*77.7%*	*41.9%*	*35.7%*	*93.8%*
%H (TV HH)			*45.5%*	*21.1%*	*77.7%*	*41.9%*	*35.7%*	
Adult's bedroom	1922	1922	824	425	1361	695	666	1792
%V	*34.4%*	*37.6%*	*45.2%*	*45.0%*	*41.8%*	*63.8%*	*30.8%*	*35.5%*
%H (All HH)		*100.0%*	*42.9%*	*22.1%*	*70.8%*	*36.2%*	*34.7%*	*93.2%*
%H (TV HH)			*42.9%*	*22.1%*	*70.8%*	*36.2%*	*34.7%*	
Child's bedroom	246	246	126	66	154	97	57	244
%V	*4.4%*	*4.8%*	*6.9%*	*7.0%*	*4.7%*	*8.9%*	*2.6%*	*4.8%*
%H (All HH)		*100.0%*	*51.2%*	*26.8%*	*62.6%*	*39.4%*	*23.2%*	*99.2%*
%H (TV HH)			*51.2%*	*26.8%*	*62.6%*	*39.4%*	*23.2%*	
Other bedroom	174	174	80	41	135	77	58	166
%V	*3.1%*	*3.4%*	*4.4%*	*4.3%*	*4.1%*	*7.1%*	*2.7%*	*3.3%*
%H (All HH)		*100.0%*	*46.0%*	*23.6%*	*77.6%*	*44.3%*	*33.3%*	*95.4%*
%H (TV HH)			*46.0%*	*23.6%*	*77.6%*	*44.3%*	*33.3%*	
Second living/dining room	339	339	149	73	247	128	119	315
%V	*6.1%*	*6.6%*	*8.2%*	*7.7%*	*7.6%*	*11.7%*	*5.5%*	*6.2%*
%H (All HH)		*100.0%*	*44.0%*	*21.5%*	*72.9%*	*37.8%*	*35.1%*	*92.9%*
%H (TV HH)			*44.0%*	*21.5%*	*72.9%*	*37.8%*	*35.1%*	
Study/office	64	64	33	12	46	26	20	63
%V	*1.1%*	*1.3%*	*1.8%*	*1.3%*	*1.4%*	*2.4%*	*0.9%*	*1.2%*
%H (All HH)		*100.0%*	*51.6%*	*18.8%*	*71.9%*	*40.6%*	*31.3%*	*98.4%*
%H (TV HH)			*51.6%*	*18.8%*	*71.9%*	*40.6%*	*31.3%*	
TV room	32	32	17	7	19	11	8	30
%V	*0.6%*	*0.6%*	*0.9%*	*0.7%*	*0.6%*	*1.0%*	*0.4%*	*0.6%*
%H (All HH)		*100.0%*	*53.1%*	*21.9%*	*59.4%*	*34.4%*	*25.0%*	*93.8%*
%H (TV HH)			*53.1%*	*21.9%*	*59.4%*	*34.4%*	*25.0%*	
Conservatory	35	35	20	10	25	19	6	34
%V	*0.6%*	*0.7%*	*1.1%*	*1.1%*	*0.8%*	*1.7%*	*0.3%*	*0.7%*
%H (All HH)		*100.0%*	*57.1%*	*28.6%*	*71.4%*	*54.3%*	*17.1%*	*97.1%*
%H (TV HH)			*57.1%*	*28.6%*	*71.4%*	*54.3%*	*17.1%*	
Attic or loft room	13	13	6	2	9	4	5	12
%V	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.4%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*46.2%*	*15.4%*	*69.2%*	*30.8%*	*38.5%*	*92.3%*
%H (TV HH)			*46.2%*	*15.4%*	*69.2%*	*30.8%*	*38.5%*	
No specific location	5	5	2	1	5	2	2	5
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*40.0%*	*20.0%*	*100.0%*	*40.0%*	*40.0%*	*100.0%*
%H (TV HH)			*40.0%*	*20.0%*	*100.0%*	*40.0%*	*40.0%*	
Other	44	44	22	12	27	16	12	42
%V	*0.8%*	*0.9%*	*1.2%*	*1.3%*	*0.8%*	*1.5%*	*0.6%*	*0.8%*
%H (All HH)		*100.0%*	*50.0%*	*27.3%*	*61.4%*	*36.4%*	*27.3%*	*95.5%*
%H (TV HH)			*50.0%*	*27.3%*	*61.4%*	*36.4%*	*27.3%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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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	5591	5107	1822	945	3254	1090	2164	5044
%H (All HH)		*91.3%*	*32.6%*	*16.9%*	*58.2%*	*19.5%*	*38.7%*	*90.2%*
%H (TV HH)			*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	
Any DSAT provider	1822	1822	1822	54	729	729	0	1739
%V	*32.6%*	*35.7%*	*100.0%*	*5.7%*	*22.4%*	*66.9%*	*0.0%*	*34.5%*
%H (All HH)			*100.0%*	*3.0%*	*40.0%*	*40.0%*	*0.0%*	*95.4%*
%H (TV HH)			*100.0%*	*3.0%*	*40.0%*	*40.0%*	*0.0%*	
Sky with subcription	1535	1535	1535	28	613	613	0	1472
%V	*27.5%*	*30.1%*	*84.2%*	*3.0%*	*18.8%*	*56.2%*	*0.0%*	*29.2%*
%H (All HH)			*100.0%*	*1.8%*	*39.9%*	*39.9%*	*0.0%*	*95.9%*
%H (TV HH)			*100.0%*	*1.8%*	*39.9%*	*39.9%*	*0.0%*	
Sky without subscription	84	84	84	6	29	29	0	75
%V	*1.5%*	*1.6%*	*4.6%*	*0.6%*	*0.9%*	*2.7%*	*0.0%*	*1.5%*
%H (All HH)			*100.0%*	*7.1%*	*34.5%*	*34.5%*	*0.0%*	*89.3%*
%H (TV HH)			*100.0%*	*7.1%*	*34.5%*	*34.5%*	*0.0%*	
Freesat	124	124	124	10	63	63	0	119
%V	*2.2%*	*2.4%*	*6.8%*	*1.1%*	*1.9%*	*5.8%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*8.1%*	*50.8%*	*50.8%*	*0.0%*	*96.0%*
%H (TV HH)			*100.0%*	*8.1%*	*50.8%*	*50.8%*	*0.0%*	
Other satellite provider	136	136	136	16	53	53	0	128
%V	*2.4%*	*2.7%*	*7.5%*	*1.7%*	*1.6%*	*4.9%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*11.8%*	*39.0%*	*39.0%*	*0.0%*	*94.1%*
%H (TV HH)			*100.0%*	*11.8%*	*39.0%*	*39.0%*	*0.0%*	
DCAB	945	945	54	945	390	390	0	914
%V	*16.9%*	*18.5%*	*3.0%*	*100.0%*	*12.0%*	*35.8%*	*0.0%*	*18.1%*
%H (All HH)			*5.7%*	*100.0%*	*41.3%*	*41.3%*	*0.0%*	*96.7%*
%H (TV HH)			*5.7%*	*100.0%*	*41.3%*	*41.3%*	*0.0%*	
DTT	3254	3254	729	390	3254	1090	2164	2841
%V	*58.2%*	*63.7%*	*40.0%*	*41.3%*	*100.0%*	*100.0%*	*100.0%*	*56.3%*
%H (All HH)		*100.0%*	*22.4%*	*12.0%*	*100.0%*	*33.5%*	*66.5%*	*87.3%*
%H (TV HH)			*22.4%*	*12.0%*	*100.0%*	*33.5%*	*66.5%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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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	5591	5107	1822	945	3254	1090	2164	5044
%H (All HH)		*91.3%*	*32.6%*	*16.9%*	*58.2%*	*19.5%*	*38.7%*	*90.2%*
%H (TV HH)			*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	
PVR	3009	3009	1624	867	1566	1001	565	2879
%V	*53.8%*	*58.9%*	*89.1%*	*91.7%*	*48.1%*	*91.8%*	*26.1%*	*57.1%*
%H (All HH)		*100.0%*	*54.0%*	*28.8%*	*52.0%*	*33.3%*	*18.8%*	*95.7%*
%H (TV HH)			*54.0%*	*28.8%*	*52.0%*	*33.3%*	*18.8%*	
DVDR	70	70	23	15	49	16	33	60
%V	*1.3%*	*1.4%*	*1.3%*	*1.6%*	*1.5%*	*1.5%*	*1.5%*	*1.2%*
%H (All HH)		*100.0%*	*32.9%*	*21.4%*	*70.0%*	*22.9%*	*47.1%*	*85.7%*
%H (TV HH)			*32.9%*	*21.4%*	*70.0%*	*22.9%*	*47.1%*	
VCR	49	49	11	6	42	10	32	32
%V	*0.9%*	*1.0%*	*0.6%*	*0.6%*	*1.3%*	*0.9%*	*1.5%*	*0.6%*
%H (All HH)		*100.0%*	*22.4%*	*12.2%*	*85.7%*	*20.4%*	*65.3%*	*65.3%*
%H (TV HH)			*22.4%*	*12.2%*	*85.7%*	*20.4%*	*65.3%*	
Any recorder	3056	3056	1629	868	1608	1004	604	2907
%V	*54.7%*	*59.8%*	*89.4%*	*91.9%*	*49.4%*	*92.1%*	*27.9%*	*57.6%*
%H (All HH)		*100.0%*	*53.3%*	*28.4%*	*52.6%*	*32.9%*	*19.8%*	*95.1%*
%H (TV HH)			*53.3%*	*28.4%*	*52.6%*	*32.9%*	*19.8%*	
Receives HDTV (via STB or built-in reception)	3582	3582	1451	828	2329	977	1352	3392
%V	*64.1%*	*70.1%*	*79.6%*	*87.6%*	*71.6%*	*89.6%*	*62.5%*	*67.2%*
%H (All HH)		*100.0%*	*40.5%*	*23.1%*	*65.0%*	*27.3%*	*37.7%*	*94.7%*
%H (TV HH)			*40.5%*	*23.1%*	*65.0%*	*27.3%*	*37.7%*	
DVD/Blu-ray player or recorder	2955	2955	1108	601	1928	739	1189	2715
%V	*52.9%*	*57.9%*	*60.8%*	*63.6%*	*59.3%*	*67.8%*	*54.9%*	*53.8%*
%H (All HH)		*100.0%*	*37.5%*	*20.3%*	*65.2%*	*25.0%*	*40.2%*	*91.9%*
%H (TV HH)			*37.5%*	*20.3%*	*65.2%*	*25.0%*	*40.2%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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	5591	5107	1822	945	3254	1090	2164	5044
%H (All HH)		*91.3%*	*32.6%*	*16.9%*	*58.2%*	*19.5%*	*38.7%*	*90.2%*
%H (TV HH)			*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	
Has broadband internet	5044	4614	1739	914	2841	1051	1791	5044
%V	*90.2%*	*90.3%*	*95.4%*	*96.7%*	*87.3%*	*96.4%*	*82.8%*	*100.0%*
%H (All HH)		*91.5%*	*34.5%*	*18.1%*	*56.3%*	*20.8%*	*35.5%*	*100.0%*
%H (TV HH)			*37.7%*	*19.8%*	*61.6%*	*22.8%*	*38.8%*	
Number of computers (PCs and laptops)								
0	807	722	172	62	551	81	469	313
%V	*14.4%*	*14.1%*	*9.4%*	*6.6%*	*16.9%*	*7.4%*	*21.7%*	*6.2%*
%H (All HH)		*89.5%*	*21.3%*	*7.7%*	*68.3%*	*10.0%*	*58.1%*	*38.8%*
%H (TV HH)			*23.8%*	*8.6%*	*76.3%*	*11.2%*	*65.0%*	
1	1649	1468	507	243	926	265	661	1605
%V	*29.5%*	*28.7%*	*27.8%*	*25.7%*	*28.5%*	*24.3%*	*30.5%*	*31.8%*
%H (All HH)		*89.0%*	*30.7%*	*14.7%*	*56.2%*	*16.1%*	*40.1%*	*97.3%*
%H (TV HH)			*34.5%*	*16.6%*	*63.1%*	*18.1%*	*45.0%*	
2	1432	1314	503	255	820	310	510	1426
%V	*25.6%*	*25.7%*	*27.6%*	*27.0%*	*25.2%*	*28.4%*	*23.6%*	*28.3%*
%H (All HH)		*91.8%*	*35.1%*	*17.8%*	*57.3%*	*21.6%*	*35.6%*	*99.6%*
%H (TV HH)			*38.3%*	*19.4%*	*62.4%*	*23.6%*	*38.8%*	
3	786	737	287	170	438	186	252	783
%V	*14.1%*	*14.4%*	*15.8%*	*18.0%*	*13.5%*	*17.1%*	*11.6%*	*15.5%*
%H (All HH)		*93.8%*	*36.5%*	*21.6%*	*55.7%*	*23.7%*	*32.1%*	*99.6%*
%H (TV HH)			*38.9%*	*23.1%*	*59.4%*	*25.2%*	*34.2%*	
4	468	436	175	107	265	125	140	468
%V	*8.4%*	*8.5%*	*9.6%*	*11.3%*	*8.1%*	*11.5%*	*6.5%*	*9.3%*
%H (All HH)		*93.2%*	*37.4%*	*22.9%*	*56.6%*	*26.7%*	*29.9%*	*100.0%*
%H (TV HH)			*40.1%*	*24.5%*	*60.8%*	*28.7%*	*32.1%*	
5+	450	428	177	107	255	124	131	449
%V	*8.0%*	*8.4%*	*9.7%*	*11.3%*	*7.8%*	*11.4%*	*6.1%*	*8.9%*
%H (All HH)		*95.1%*	*39.3%*	*23.8%*	*56.7%*	*27.6%*	*29.1%*	*99.8%*
%H (TV HH)			*41.4%*	*25.0%*	*59.6%*	*29.0%*	*30.6%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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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	8921	3551	1831	6007	2614	3393	8221
%H		*39.8%*	*20.5%*	*67.3%*	*29.3%*	*38.0%*	*92.2%*
Under 20"	538	173	100	453	185	268	471
%V	*6.0%*	*4.9%*	*5.5%*	*7.5%*	*7.1%*	*7.9%*	*5.7%*
%H		*32.2%*	*18.6%*	*84.2%*	*34.4%*	*49.8%*	*87.5%*
20" - 29"	1581	549	311	1217	505	711	1389
%V	*17.7%*	*15.5%*	*17.0%*	*20.3%*	*19.3%*	*21.0%*	*16.9%*
%H		*34.7%*	*19.7%*	*77.0%*	*31.9%*	*45.0%*	*87.9%*
30" - 39"	2621	949	509	1828	710	1118	2397
%V	*29.4%*	*26.7%*	*27.8%*	*30.4%*	*27.2%*	*33.0%*	*29.2%*
%H		*36.2%*	*19.4%*	*69.7%*	*27.1%*	*42.7%*	*91.5%*
40" - 49"	2743	1212	586	1695	805	890	2590
%V	*30.7%*	*34.1%*	*32.0%*	*28.2%*	*30.8%*	*26.2%*	*31.5%*
%H		*44.2%*	*21.4%*	*61.8%*	*29.3%*	*32.4%*	*94.4%*
50" - 59"	928	471	215	500	283	217	912
%V	*10.4%*	*13.3%*	*11.7%*	*8.3%*	*10.8%*	*6.4%*	*11.1%*
%H		*50.8%*	*23.2%*	*53.9%*	*30.5%*	*23.4%*	*98.3%*
60"+	116	57	31	59	34	24	114
%V	*1.3%*	*1.6%*	*1.7%*	*1.0%*	*1.3%*	*0.7%*	*1.4%*
%H		*49.1%*	*26.7%*	*50.9%*	*29.3%*	*20.7%*	*98.3%*
Don't know	394	141	79	256	91	165	349
%V	*4.4%*	*4.0%*	*4.3%*	*4.3%*	*3.5%*	*4.9%*	*4.2%*
%H		*35.8%*	*20.1%*	*65.0%*	*23.1%*	*41.9%*	*88.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV London

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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	8921	3551	1831	6007	2614	3393	8221
%H		*39.8%*	*20.5%*	*67.3%*	*29.3%*	*38.0%*	*92.2%*
Main living room	5044	1811	942	3211	1084	2127	4557
%V	*56.5%*	*51.0%*	*51.4%*	*53.5%*	*41.5%*	*62.7%*	*55.4%*
%H		*35.9%*	*18.7%*	*63.7%*	*21.5%*	*42.2%*	*90.3%*
Kitchen	473	215	100	366	198	168	443
%V	*5.3%*	*6.1%*	*5.5%*	*6.1%*	*7.6%*	*5.0%*	*5.4%*
%H		*45.5%*	*21.1%*	*77.4%*	*41.9%*	*35.5%*	*93.7%*
Adult's bedroom	2351	1022	536	1693	904	789	2210
%V	*26.4%*	*28.8%*	*29.3%*	*28.2%*	*34.6%*	*23.3%*	*26.9%*
%H		*43.5%*	*22.8%*	*72.0%*	*38.5%*	*33.6%*	*94.0%*
Child's bedroom	301	150	84	191	122	69	300
%V	*3.4%*	*4.2%*	*4.6%*	*3.2%*	*4.7%*	*2.0%*	*3.6%*
%H		*49.8%*	*27.9%*	*63.5%*	*40.5%*	*22.9%*	*99.7%*
Other bedroom	208	99	50	160	95	64	199
%V	*2.3%*	*2.8%*	*2.7%*	*2.7%*	*3.6%*	*1.9%*	*2.4%*
%H		*47.6%*	*24.0%*	*76.9%*	*45.7%*	*30.8%*	*95.7%*
Second living/dining room	344	152	74	251	131	121	321
%V	*3.9%*	*4.3%*	*4.0%*	*4.2%*	*5.0%*	*3.6%*	*3.9%*
%H		*44.2%*	*21.5%*	*73.0%*	*38.1%*	*35.2%*	*93.3%*
Study/office	65	33	12	47	26	21	64
%V	*0.7%*	*0.9%*	*0.7%*	*0.8%*	*1.0%*	*0.6%*	*0.8%*
%H		*50.8%*	*18.5%*	*72.3%*	*40.0%*	*32.3%*	*98.5%*
TV room	32	17	7	19	11	8	30
%V	*0.4%*	*0.5%*	*0.4%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H		*53.1%*	*21.9%*	*59.4%*	*34.4%*	*25.0%*	*93.8%*
Conservatory	35	20	10	25	19	6	34
%V	*0.4%*	*0.6%*	*0.5%*	*0.4%*	*0.7%*	*0.2%*	*0.4%*
%H		*57.1%*	*28.6%*	*71.4%*	*54.3%*	*17.1%*	*97.1%*
Attic or loft room	14	7	2	10	4	5	13
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*50.0%*	*14.3%*	*71.4%*	*28.6%*	*35.7%*	*92.9%*
No specific location	5	2	1	5	2	2	5
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*40.0%*	*20.0%*	*100.0%*	*40.0%*	*40.0%*	*100.0%*
Other	48	25	12	29	17	12	46
%V	*0.5%*	*0.7%*	*0.7%*	*0.5%*	*0.7%*	*0.4%*	*0.6%*
%H		*52.1%*	*25.0%*	*60.4%*	*35.4%*	*25.0%*	*95.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV London

Set level data

Table 1.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8921	3551	1831	6007	2614	3393	8221
%H		*39.8%*	*20.5%*	*67.3%*	*29.3%*	*38.0%*	*92.2%*
PVR	4133	2384	1204	2009	1384	625	3980
%V	*46.3%*	*67.1%*	*65.8%*	*33.4%*	*52.9%*	*18.4%*	*48.4%*
%H		*57.7%*	*29.1%*	*48.6%*	*33.5%*	*15.1%*	*96.3%*
DVDR	73	25	16	51	17	34	63
%V	*0.8%*	*0.7%*	*0.9%*	*0.8%*	*0.7%*	*1.0%*	*0.8%*
%H		*34.2%*	*21.9%*	*69.9%*	*23.3%*	*46.6%*	*86.3%*
VCR	52	13	6	44	11	33	34
%V	*0.6%*	*0.4%*	*0.3%*	*0.7%*	*0.4%*	*1.0%*	*0.4%*
%H		*25.0%*	*11.5%*	*84.6%*	*21.2%*	*63.5%*	*65.4%*
Any recorder	4192	2391	1207	2063	1390	672	4018
%V	*47.0%*	*67.3%*	*65.9%*	*34.3%*	*53.2%*	*19.8%*	*48.9%*
%H		*57.0%*	*28.8%*	*49.2%*	*33.2%*	*16.0%*	*95.8%*

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

Set level data

Table 1.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8921	3551	1831	6007	2614	3393	8221
%H		*39.8%*	*20.5%*	*67.3%*	*29.3%*	*38.0%*	*92.2%*
Receives HDTV (via STB or built-in reception)	5349	2370	1272	3499	1697	1802	5114
%V	*60.0%*	*66.7%*	*69.5%*	*58.2%*	*64.9%*	*53.1%*	*62.2%*
%H		*44.3%*	*23.8%*	*65.4%*	*31.7%*	*33.7%*	*95.6%*
DVD/Blu-ray player or recorder	3843	1541	822	2530	1099	1431	3573
%V	*43.1%*	*43.4%*	*44.9%*	*42.1%*	*42.0%*	*42.2%*	*43.5%*
%H		*40.1%*	*21.4%*	*65.8%*	*28.6%*	*37.2%*	*93.0%*

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

DATA PERIOD: ANNUAL
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ITV London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5106	1822	945	3253	1090	2163	4613
%H		*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	*90.3%*
Under 20"	57	6	6	47	3	45	43
%V	*1.1%*	*0.3%*	*0.6%*	*1.4%*	*0.3%*	*2.1%*	*0.9%*
%H		*10.5%*	*10.5%*	*82.5%*	*5.3%*	*78.9%*	*75.4%*
20" - 29"	435	70	57	332	41	291	326
%V	*8.5%*	*3.8%*	*6.0%*	*10.2%*	*3.8%*	*13.5%*	*7.1%*
%H		*16.1%*	*13.1%*	*76.3%*	*9.4%*	*66.9%*	*74.9%*
30" - 39"	1435	379	219	1007	232	775	1249
%V	*28.1%*	*20.8%*	*23.2%*	*31.0%*	*21.3%*	*35.8%*	*27.1%*
%H		*26.4%*	*15.3%*	*70.2%*	*16.2%*	*54.0%*	*87.0%*
40" - 49"	2086	860	420	1278	533	746	1950
%V	*40.9%*	*47.2%*	*44.4%*	*39.3%*	*48.9%*	*34.5%*	*42.3%*
%H		*41.2%*	*20.1%*	*61.3%*	*25.6%*	*35.8%*	*93.5%*
50" - 59"	778	394	176	410	225	185	762
%V	*15.2%*	*21.6%*	*18.6%*	*12.6%*	*20.6%*	*8.6%*	*16.5%*
%H		*50.6%*	*22.6%*	*52.7%*	*28.9%*	*23.8%*	*97.9%*
60"+	99	48	27	50	28	21	98
%V	*1.9%*	*2.6%*	*2.9%*	*1.5%*	*2.6%*	*1.0%*	*2.1%*
%H		*48.5%*	*27.3%*	*50.5%*	*28.3%*	*21.2%*	*99.0%*
Don't know	216	65	40	129	28	101	186
%V	*4.2%*	*3.6%*	*4.2%*	*4.0%*	*2.6%*	*4.7%*	*4.0%*
%H		*30.1%*	*18.5%*	*59.7%*	*13.0%*	*46.8%*	*86.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV London

Set level data

Table 1.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5106	1822	945	3253	1090	2163	4613
%H		*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	*90.3%*
PVR	2960	1604	856	1526	982	544	2831
%V	*58.0%*	*88.0%*	*90.6%*	*46.9%*	*90.1%*	*25.2%*	*61.4%*
%H		*54.2%*	*28.9%*	*51.6%*	*33.2%*	*18.4%*	*95.6%*
DVDR	62	20	13	43	12	30	53
%V	*1.2%*	*1.1%*	*1.4%*	*1.3%*	*1.1%*	*1.4%*	*1.1%*
%H		*32.3%*	*21.0%*	*69.4%*	*19.4%*	*48.4%*	*85.5%*
VCR	44	9	5	39	9	29	27
%V	*0.9%*	*0.5%*	*0.5%*	*1.2%*	*0.8%*	*1.3%*	*0.6%*
%H		*20.5%*	*11.4%*	*88.6%*	*20.5%*	*65.9%*	*61.4%*
Any recorder	3005	1608	857	1568	983	585	2858
%V	*58.9%*	*88.3%*	*90.7%*	*48.2%*	*90.2%*	*27.0%*	*62.0%*
%H		*53.5%*	*28.5%*	*52.2%*	*32.7%*	*19.5%*	*95.1%*

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

Set level data

Table 1.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5106	1822	945	3253	1090	2163	4613
%H		*35.7%*	*18.5%*	*63.7%*	*21.3%*	*42.4%*	*90.3%*
Receives HDTV (via STB or built-in reception)	3501	1415	816	2264	945	1319	3318
%V	*68.6%*	*77.7%*	*86.3%*	*69.6%*	*86.7%*	*61.0%*	*71.9%*
%H		*40.4%*	*23.3%*	*64.7%*	*27.0%*	*37.7%*	*94.8%*
DVD/Blu-ray player or recorder	2688	993	538	1752	651	1101	2458
%V	*52.6%*	*54.5%*	*56.9%*	*53.9%*	*59.7%*	*50.9%*	*53.3%*
%H		*36.9%*	*20.0%*	*65.2%*	*24.2%*	*41.0%*	*91.4%*

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

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3815	1730	886	2754	1524	1230	3608
%H		*45.3%*	*23.2%*	*72.2%*	*39.9%*	*32.2%*	*94.6%*
Under 20"	481	167	94	405	182	223	428
%V	*12.6%*	*9.7%*	*10.6%*	*14.7%*	*11.9%*	*18.1%*	*11.9%*
%H		*34.7%*	*19.5%*	*84.2%*	*37.8%*	*46.4%*	*89.0%*
20" - 29"	1146	479	254	884	464	420	1063
%V	*30.0%*	*27.7%*	*28.7%*	*32.1%*	*30.4%*	*34.1%*	*29.5%*
%H		*41.8%*	*22.2%*	*77.1%*	*40.5%*	*36.6%*	*92.8%*
30" - 39"	1186	570	289	822	479	343	1148
%V	*31.1%*	*32.9%*	*32.6%*	*29.8%*	*31.4%*	*27.9%*	*31.8%*
%H		*48.1%*	*24.4%*	*69.3%*	*40.4%*	*28.9%*	*96.8%*
40" - 49"	657	352	166	417	272	145	640
%V	*17.2%*	*20.3%*	*18.7%*	*15.1%*	*17.8%*	*11.8%*	*17.7%*
%H		*53.6%*	*25.3%*	*63.5%*	*41.4%*	*22.1%*	*97.4%*
50" - 59"	150	77	40	89	58	32	150
%V	*3.9%*	*4.5%*	*4.5%*	*3.2%*	*3.8%*	*2.6%*	*4.2%*
%H		*51.3%*	*26.7%*	*59.3%*	*38.7%*	*21.3%*	*100.0%*
60"+	16	9	4	9	6	3	16
%V	*0.4%*	*0.5%*	*0.5%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H		*56.3%*	*25.0%*	*56.3%*	*37.5%*	*18.8%*	*100.0%*
Don't know	179	76	39	127	64	64	163
%V	*4.7%*	*4.4%*	*4.4%*	*4.6%*	*4.2%*	*5.2%*	*4.5%*
%H		*42.5%*	*21.8%*	*70.9%*	*35.8%*	*35.8%*	*91.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3815	1730	886	2754	1524	1230	3608
%H		*45.3%*	*23.2%*	*72.2%*	*39.9%*	*32.2%*	*94.6%*
PVR	1173	779	348	483	403	80	1148
%V	*30.7%*	*45.0%*	*39.3%*	*17.5%*	*26.4%*	*6.5%*	*31.8%*
%H		*66.4%*	*29.7%*	*41.2%*	*34.4%*	*6.8%*	*97.9%*
DVDR	11	5	3	8	4	4	11
%V	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*
%H		*45.5%*	*27.3%*	*72.7%*	*36.4%*	*36.4%*	*100.0%*
VCR	8	3	1	5	1	4	7
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*
%H		*37.5%*	*12.5%*	*62.5%*	*12.5%*	*50.0%*	*87.5%*
Any recorder	1186	783	351	495	407	88	1160
%V	*31.1%*	*45.3%*	*39.6%*	*18.0%*	*26.7%*	*7.2%*	*32.2%*
%H		*66.0%*	*29.6%*	*41.7%*	*34.3%*	*7.4%*	*97.8%*

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

Set level data

Table 1.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3815	1730	886	2754	1524	1230	3608
%H		*45.3%*	*23.2%*	*72.2%*	*39.9%*	*32.2%*	*94.6%*
Receives HDTV (via STB or built-in reception)	1848	956	456	1234	752	482	1796
%V	*48.4%*	*55.3%*	*51.5%*	*44.8%*	*49.3%*	*39.2%*	*49.8%*
%H		*51.7%*	*24.7%*	*66.8%*	*40.7%*	*26.1%*	*97.2%*
DVD/Blu-ray player or recorder	1155	548	283	779	448	331	1115
%V	*30.3%*	*31.7%*	*31.9%*	*28.3%*	*29.4%*	*26.9%*	*30.9%*
%H		*47.4%*	*24.5%*	*67.4%*	*38.8%*	*28.7%*	*96.5%*

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

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ITV 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	13404	12376	4864	2491	7432	2868	4564	12664
%H		*92.3%*	*36.3%*	*18.6%*	*55.4%*	*21.4%*	*34.0%*	*94.5%*
Total Children	2762	2617	1136	540	1426	594	831	2724
%V	*20.6%*	*21.1%*	*23.4%*	*21.7%*	*19.2%*	*20.7%*	*18.2%*	*21.5%*
%H		*94.8%*	*41.1%*	*19.6%*	*51.6%*	*21.5%*	*30.1%*	*98.6%*
0 - 3	730	671	281	132	356	137	219	717
%V	*5.4%*	*5.4%*	*5.8%*	*5.3%*	*4.8%*	*4.8%*	*4.8%*	*5.7%*
%H		*91.9%*	*38.5%*	*18.1%*	*48.8%*	*18.8%*	*30.0%*	*98.2%*
4 - 15	2032	1946	855	408	1070	458	612	2007
%V	*15.2%*	*15.7%*	*17.6%*	*16.4%*	*14.4%*	*16.0%*	*13.4%*	*15.8%*
%H		*95.8%*	*42.1%*	*20.1%*	*52.7%*	*22.5%*	*30.1%*	*98.8%*
4 - 9	1093	1036	458	195	573	230	343	1076
%V	*8.2%*	*8.4%*	*9.4%*	*7.8%*	*7.7%*	*8.0%*	*7.5%*	*8.5%*
%H		*94.8%*	*41.9%*	*17.8%*	*52.4%*	*21.0%*	*31.4%*	*98.4%*
10 - 15	939	910	397	213	496	228	269	930
%V	*7.0%*	*7.4%*	*8.2%*	*8.6%*	*6.7%*	*7.9%*	*5.9%*	*7.3%*
%H		*96.9%*	*42.3%*	*22.7%*	*52.8%*	*24.3%*	*28.6%*	*99.0%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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	13404	12376	4864	2491	7432	2868	4564	12664
%H		*92.3%*	*36.3%*	*18.6%*	*55.4%*	*21.4%*	*34.0%*	*94.5%*
Total Adults (16+)	10642	9759	3728	1951	6006	2274	3733	9940
%V	*79.4%*	*78.9%*	*76.6%*	*78.3%*	*80.8%*	*79.3%*	*81.8%*	*78.5%*
%H		*91.7%*	*35.0%*	*18.3%*	*56.4%*	*21.4%*	*35.1%*	*93.4%*
16 - 19	488	452	202	106	263	130	133	482
%V	*3.6%*	*3.7%*	*4.2%*	*4.3%*	*3.5%*	*4.5%*	*2.9%*	*3.8%*
%H		*92.6%*	*41.4%*	*21.7%*	*53.9%*	*26.6%*	*27.3%*	*98.8%*
20 - 24	813	647	239	137	381	158	223	798
%V	*6.1%*	*5.2%*	*4.9%*	*5.5%*	*5.1%*	*5.5%*	*4.9%*	*6.3%*
%H		*79.6%*	*29.4%*	*16.9%*	*46.9%*	*19.4%*	*27.4%*	*98.2%*
25 - 34	2230	1865	660	359	1015	356	659	2191
%V	*16.6%*	*15.1%*	*13.6%*	*14.4%*	*13.7%*	*12.4%*	*14.4%*	*17.3%*
%H		*83.6%*	*29.6%*	*16.1%*	*45.5%*	*16.0%*	*29.6%*	*98.3%*
35 - 44	2069	1911	791	381	1032	387	645	2039
%V	*15.4%*	*15.4%*	*16.3%*	*15.3%*	*13.9%*	*13.5%*	*14.1%*	*16.1%*
%H		*92.4%*	*38.2%*	*18.4%*	*49.9%*	*18.7%*	*31.2%*	*98.6%*
45 - 54	1843	1758	763	379	1048	452	596	1799
%V	*13.7%*	*14.2%*	*15.7%*	*15.2%*	*14.1%*	*15.8%*	*13.1%*	*14.2%*
%H		*95.4%*	*41.4%*	*20.6%*	*56.9%*	*24.5%*	*32.3%*	*97.6%*
55 - 64	1388	1346	516	316	902	384	519	1297
%V	*10.4%*	*10.9%*	*10.6%*	*12.7%*	*12.1%*	*13.4%*	*11.4%*	*10.2%*
%H		*97.0%*	*37.2%*	*22.8%*	*65.0%*	*27.7%*	*37.4%*	*93.4%*
65+	1810	1779	558	273	1366	407	959	1334
%V	*13.5%*	*14.4%*	*11.5%*	*11.0%*	*18.4%*	*14.2%*	*21.0%*	*10.5%*
%H		*98.3%*	*30.8%*	*15.1%*	*75.5%*	*22.5%*	*53.0%*	*73.7%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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+)	10642	9759	3728	1951	6006	2274	3733	9940
%H		*91.7%*	*35.0%*	*18.3%*	*56.4%*	*21.4%*	*35.1%*	*93.4%*
AB	3274	3032	1116	668	1833	713	1120	3231
%V	*30.8%*	*31.1%*	*29.9%*	*34.2%*	*30.5%*	*31.4%*	*30.0%*	*32.5%*
%H		*92.6%*	*34.1%*	*20.4%*	*56.0%*	*21.8%*	*34.2%*	*98.7%*
C1	3152	2867	1098	610	1788	721	1067	2999
%V	*29.6%*	*29.4%*	*29.5%*	*31.3%*	*29.8%*	*31.7%*	*28.6%*	*30.2%*
%H		*91.0%*	*34.8%*	*19.4%*	*56.7%*	*22.9%*	*33.9%*	*95.1%*
C2	1841	1692	724	346	1051	470	581	1723
%V	*17.3%*	*17.3%*	*19.4%*	*17.7%*	*17.5%*	*20.7%*	*15.6%*	*17.3%*
%H		*91.9%*	*39.3%*	*18.8%*	*57.1%*	*25.5%*	*31.6%*	*93.6%*
D	1620	1448	564	224	824	236	587	1467
%V	*15.2%*	*14.8%*	*15.1%*	*11.5%*	*13.7%*	*10.4%*	*15.7%*	*14.8%*
%H		*89.4%*	*34.8%*	*13.8%*	*50.9%*	*14.6%*	*36.2%*	*90.6%*
E	756	720	226	104	510	133	377	520
%V	*7.1%*	*7.4%*	*6.1%*	*5.3%*	*8.5%*	*5.8%*	*10.1%*	*5.2%*
%H		*95.2%*	*29.9%*	*13.8%*	*67.5%*	*17.6%*	*49.9%*	*68.8%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV 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+)	10642	9759	3728	1951	6006	2274	3733	9940
%H		*91.7%*	*35.0%*	*18.3%*	*56.4%*	*21.4%*	*35.1%*	*93.4%*
Working full time	5857	5302	2097	1140	3026	1223	1803	5759
%V	*55.0%*	*54.3%*	*56.3%*	*58.4%*	*50.4%*	*53.8%*	*48.3%*	*57.9%*
%H		*90.5%*	*35.8%*	*19.5%*	*51.7%*	*20.9%*	*30.8%*	*98.3%*
Working part time	1015	947	374	208	587	239	348	985
%V	*9.5%*	*9.7%*	*10.0%*	*10.7%*	*9.8%*	*10.5%*	*9.3%*	*9.9%*
%H		*93.3%*	*36.8%*	*20.5%*	*57.8%*	*23.5%*	*34.3%*	*97.0%*
Not working	3770	3509	1258	603	2393	811	1582	3195
%V	*35.4%*	*36.0%*	*33.7%*	*30.9%*	*39.8%*	*35.7%*	*42.4%*	*32.1%*
%H		*93.1%*	*33.4%*	*16.0%*	*63.5%*	*21.5%*	*42.0%*	*84.7%*
Houseperson	5591	5107	1822	945	3254	1090	2164	5044
%V	*52.5%*	*52.3%*	*48.9%*	*48.4%*	*54.2%*	*47.9%*	*58.0%*	*50.7%*
%H		*91.3%*	*32.6%*	*16.9%*	*58.2%*	*19.5%*	*38.7%*	*90.2%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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+)	5245	4749	1839	949	2875	1107	1768	4934
%H		*90.5%*	*35.1%*	*18.1%*	*54.8%*	*21.1%*	*33.7%*	*94.1%*
16 - 19	267	253	106	64	145	70	75	264
%V	*5.1%*	*5.3%*	*5.8%*	*6.7%*	*5.0%*	*6.3%*	*4.2%*	*5.4%*
%H		*94.8%*	*39.7%*	*24.0%*	*54.3%*	*26.2%*	*28.1%*	*98.9%*
20 - 24	397	316	122	71	175	75	100	388
%V	*7.6%*	*6.7%*	*6.6%*	*7.5%*	*6.1%*	*6.8%*	*5.7%*	*7.9%*
%H		*79.6%*	*30.7%*	*17.9%*	*44.1%*	*18.9%*	*25.2%*	*97.7%*
25 - 34	1115	908	319	160	489	165	324	1099
%V	*21.3%*	*19.1%*	*17.3%*	*16.9%*	*17.0%*	*14.9%*	*18.3%*	*22.3%*
%H		*81.4%*	*28.6%*	*14.3%*	*43.9%*	*14.8%*	*29.1%*	*98.6%*
35 - 44	1040	940	382	183	512	189	322	1024
%V	*19.8%*	*19.8%*	*20.8%*	*19.3%*	*17.8%*	*17.1%*	*18.2%*	*20.8%*
%H		*90.4%*	*36.7%*	*17.6%*	*49.2%*	*18.2%*	*31.0%*	*98.5%*
45 - 54	928	873	387	184	510	218	292	897
%V	*17.7%*	*18.4%*	*21.0%*	*19.4%*	*17.7%*	*19.7%*	*16.5%*	*18.2%*
%H		*94.1%*	*41.7%*	*19.8%*	*55.0%*	*23.5%*	*31.5%*	*96.7%*
55 - 64	680	657	254	152	437	186	251	630
%V	*13.0%*	*13.8%*	*13.8%*	*16.0%*	*15.2%*	*16.8%*	*14.2%*	*12.8%*
%H		*96.6%*	*37.4%*	*22.4%*	*64.3%*	*27.4%*	*36.9%*	*92.6%*
65+	819	802	269	135	606	203	404	632
%V	*15.6%*	*16.9%*	*14.6%*	*14.2%*	*21.1%*	*18.3%*	*22.9%*	*12.8%*
%H		*97.9%*	*32.8%*	*16.5%*	*74.0%*	*24.8%*	*49.3%*	*77.2%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5245	4749	1839	949	2875	1107	1768	4934
%H		*90.5%*	*35.1%*	*18.1%*	*54.8%*	*21.1%*	*33.7%*	*94.1%*
AB	1656	1524	565	323	907	352	555	1636
%V	*31.6%*	*32.1%*	*30.7%*	*34.0%*	*31.5%*	*31.8%*	*31.4%*	*33.2%*
%H		*92.0%*	*34.1%*	*19.5%*	*54.8%*	*21.3%*	*33.5%*	*98.8%*
C1	1481	1338	531	288	816	341	474	1430
%V	*28.2%*	*28.2%*	*28.9%*	*30.3%*	*28.4%*	*30.8%*	*26.8%*	*29.0%*
%H		*90.3%*	*35.9%*	*19.4%*	*55.1%*	*23.0%*	*32.0%*	*96.6%*
C2	993	896	387	181	553	251	302	926
%V	*18.9%*	*18.9%*	*21.0%*	*19.1%*	*19.2%*	*22.7%*	*17.1%*	*18.8%*
%H		*90.2%*	*39.0%*	*18.2%*	*55.7%*	*25.3%*	*30.4%*	*93.3%*
D	801	700	264	115	392	107	285	734
%V	*15.3%*	*14.7%*	*14.4%*	*12.1%*	*13.6%*	*9.7%*	*16.1%*	*14.9%*
%H		*87.4%*	*33.0%*	*14.4%*	*48.9%*	*13.4%*	*35.6%*	*91.6%*
E	314	291	93	43	207	55	152	208
%V	*6.0%*	*6.1%*	*5.1%*	*4.5%*	*7.2%*	*5.0%*	*8.6%*	*4.2%*
%H		*92.7%*	*29.6%*	*13.7%*	*65.9%*	*17.5%*	*48.4%*	*66.2%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5245	4749	1839	949	2875	1107	1768	4934
%H		*90.5%*	*35.1%*	*18.1%*	*54.8%*	*21.1%*	*33.7%*	*94.1%*
Working full time	3487	3134	1272	645	1767	719	1049	3429
%V	*66.5%*	*66.0%*	*69.2%*	*68.0%*	*61.5%*	*65.0%*	*59.3%*	*69.5%*
%H		*89.9%*	*36.5%*	*18.5%*	*50.7%*	*20.6%*	*30.1%*	*98.3%*
Working part time	261	231	82	48	143	50	94	248
%V	*5.0%*	*4.9%*	*4.5%*	*5.1%*	*5.0%*	*4.5%*	*5.3%*	*5.0%*
%H		*88.5%*	*31.4%*	*18.4%*	*54.8%*	*19.2%*	*36.0%*	*95.0%*
Not working	1497	1384	484	256	964	338	626	1257
%V	*28.5%*	*29.1%*	*26.3%*	*27.0%*	*33.5%*	*30.5%*	*35.4%*	*25.5%*
%H		*92.5%*	*32.3%*	*17.1%*	*64.4%*	*22.6%*	*41.8%*	*84.0%*
Houseperson	1363	1162	363	187	780	227	553	1171
%V	*26.0%*	*24.5%*	*19.7%*	*19.7%*	*27.1%*	*20.5%*	*31.3%*	*23.7%*
%H		*85.3%*	*26.6%*	*13.7%*	*57.2%*	*16.7%*	*40.6%*	*85.9%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV London

Individual level data

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+)	5397	5010	1889	1002	3131	1167	1964	5006
%H		*92.8%*	*35.0%*	*18.6%*	*58.0%*	*21.6%*	*36.4%*	*92.8%*
16 - 19	221	200	96	42	117	59	58	218
%V	*4.1%*	*4.0%*	*5.1%*	*4.2%*	*3.7%*	*5.1%*	*3.0%*	*4.4%*
%H		*90.5%*	*43.4%*	*19.0%*	*52.9%*	*26.7%*	*26.2%*	*98.6%*
20 - 24	417	331	118	67	205	83	123	410
%V	*7.7%*	*6.6%*	*6.2%*	*6.7%*	*6.5%*	*7.1%*	*6.3%*	*8.2%*
%H		*79.4%*	*28.3%*	*16.1%*	*49.2%*	*19.9%*	*29.5%*	*98.3%*
25 - 34	1116	957	340	199	526	191	335	1093
%V	*20.7%*	*19.1%*	*18.0%*	*19.9%*	*16.8%*	*16.4%*	*17.1%*	*21.8%*
%H		*85.8%*	*30.5%*	*17.8%*	*47.1%*	*17.1%*	*30.0%*	*97.9%*
35 - 44	1029	971	408	198	520	197	322	1015
%V	*19.1%*	*19.4%*	*21.6%*	*19.8%*	*16.6%*	*16.9%*	*16.4%*	*20.3%*
%H		*94.4%*	*39.7%*	*19.2%*	*50.5%*	*19.1%*	*31.3%*	*98.6%*
45 - 54	915	885	376	195	538	234	304	901
%V	*17.0%*	*17.7%*	*19.9%*	*19.5%*	*17.2%*	*20.1%*	*15.5%*	*18.0%*
%H		*96.7%*	*41.1%*	*21.3%*	*58.8%*	*25.6%*	*33.2%*	*98.5%*
55 - 64	708	689	262	164	465	198	267	667
%V	*13.1%*	*13.8%*	*13.9%*	*16.4%*	*14.9%*	*17.0%*	*13.6%*	*13.3%*
%H		*97.3%*	*37.0%*	*23.2%*	*65.7%*	*28.0%*	*37.7%*	*94.2%*
65+	991	977	289	138	759	204	555	702
%V	*18.4%*	*19.5%*	*15.3%*	*13.8%*	*24.2%*	*17.5%*	*28.3%*	*14.0%*
%H		*98.6%*	*29.2%*	*13.9%*	*76.6%*	*20.6%*	*56.0%*	*70.8%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5397	5010	1889	1002	3131	1167	1964	5006
%H		*92.8%*	*35.0%*	*18.6%*	*58.0%*	*21.6%*	*36.4%*	*92.8%*
AB	1618	1508	551	345	926	361	565	1595
%V	*30.0%*	*30.1%*	*29.2%*	*34.4%*	*29.6%*	*30.9%*	*28.8%*	*31.9%*
%H		*93.2%*	*34.1%*	*21.3%*	*57.2%*	*22.3%*	*34.9%*	*98.6%*
C1	1671	1530	567	322	973	380	593	1569
%V	*31.0%*	*30.5%*	*30.0%*	*32.1%*	*31.1%*	*32.6%*	*30.2%*	*31.3%*
%H		*91.6%*	*33.9%*	*19.3%*	*58.2%*	*22.7%*	*35.5%*	*93.9%*
C2	848	796	337	165	498	219	279	796
%V	*15.7%*	*15.9%*	*17.8%*	*16.5%*	*15.9%*	*18.8%*	*14.2%*	*15.9%*
%H		*93.9%*	*39.7%*	*19.5%*	*58.7%*	*25.8%*	*32.9%*	*93.9%*
D	819	748	301	109	432	130	302	733
%V	*15.2%*	*14.9%*	*15.9%*	*10.9%*	*13.8%*	*11.1%*	*15.4%*	*14.6%*
%H		*91.3%*	*36.8%*	*13.3%*	*52.7%*	*15.9%*	*36.9%*	*89.5%*
E	442	429	134	61	303	78	225	313
%V	*8.2%*	*8.6%*	*7.1%*	*6.1%*	*9.7%*	*6.7%*	*11.5%*	*6.3%*
%H		*97.1%*	*30.3%*	*13.8%*	*68.6%*	*17.6%*	*50.9%*	*70.8%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5397	5010	1889	1002	3131	1167	1964	5006
%H		*92.8%*	*35.0%*	*18.6%*	*58.0%*	*21.6%*	*36.4%*	*92.8%*
Working full time	2369	2168	825	495	1259	504	754	2331
%V	*43.9%*	*43.3%*	*43.7%*	*49.4%*	*40.2%*	*43.2%*	*38.4%*	*46.6%*
%H		*91.5%*	*34.8%*	*20.9%*	*53.1%*	*21.3%*	*31.8%*	*98.4%*
Working part time	754	717	291	160	443	190	254	737
%V	*14.0%*	*14.3%*	*15.4%*	*16.0%*	*14.1%*	*16.3%*	*12.9%*	*14.7%*
%H		*95.1%*	*38.6%*	*21.2%*	*58.8%*	*25.2%*	*33.7%*	*97.7%*
Not working	2273	2125	773	347	1429	473	956	1938
%V	*42.1%*	*42.4%*	*40.9%*	*34.6%*	*45.6%*	*40.5%*	*48.7%*	*38.7%*
%H		*93.5%*	*34.0%*	*15.3%*	*62.9%*	*20.8%*	*42.1%*	*85.3%*
Houseperson	4228	3945	1459	757	2474	863	1611	3873
%V	*78.3%*	*78.7%*	*77.2%*	*75.5%*	*79.0%*	*74.0%*	*82.0%*	*77.4%*
%H		*93.3%*	*34.5%*	*17.9%*	*58.5%*	*20.4%*	*38.1%*	*91.6%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	3745	3601	1266	656	2624	1012	1612	3177
%H (All HH)		*96.2%*	*33.8%*	*17.5%*	*70.1%*	*27.0%*	*43.0%*	*84.8%*
%H (TV HH)			*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	
AB	884	859	344	158	597	259	337	854
%V	*23.6%*	*23.9%*	*27.2%*	*24.1%*	*22.8%*	*25.6%*	*20.9%*	*26.9%*
%H (All HH)		*97.2%*	*38.9%*	*17.9%*	*67.5%*	*29.3%*	*38.1%*	*96.6%*
%H (TV HH)			*40.0%*	*18.4%*	*69.5%*	*30.2%*	*39.2%*	
C1	983	942	324	199	687	283	404	891
%V	*26.2%*	*26.2%*	*25.6%*	*30.3%*	*26.2%*	*28.0%*	*25.1%*	*28.0%*
%H (All HH)		*95.8%*	*33.0%*	*20.2%*	*69.9%*	*28.8%*	*41.1%*	*90.6%*
%H (TV HH)			*34.4%*	*21.1%*	*72.9%*	*30.0%*	*42.9%*	
C2	807	784	292	144	587	248	339	688
%V	*21.5%*	*21.8%*	*23.1%*	*22.0%*	*22.4%*	*24.5%*	*21.0%*	*21.7%*
%H (All HH)		*97.1%*	*36.2%*	*17.8%*	*72.7%*	*30.7%*	*42.0%*	*85.3%*
%H (TV HH)			*37.2%*	*18.4%*	*74.9%*	*31.6%*	*43.2%*	
D	641	610	204	104	439	155	284	497
%V	*17.1%*	*16.9%*	*16.1%*	*15.9%*	*16.7%*	*15.3%*	*17.6%*	*15.6%*
%H (All HH)		*95.2%*	*31.8%*	*16.2%*	*68.5%*	*24.2%*	*44.3%*	*77.5%*
%H (TV HH)			*33.4%*	*17.0%*	*72.0%*	*25.4%*	*46.6%*	
E	430	407	103	51	315	67	248	247
%V	*11.5%*	*11.3%*	*8.1%*	*7.8%*	*12.0%*	*6.6%*	*15.4%*	*7.8%*
%H (All HH)		*94.7%*	*24.0%*	*11.9%*	*73.3%*	*15.6%*	*57.7%*	*57.4%*
%H (TV HH)			*25.3%*	*12.5%*	*77.4%*	*16.5%*	*60.9%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

Table 2.2: 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	3745	3601	1266	656	2624	1012	1612	3177
%H (All HH)		*96.2%*	*33.8%*	*17.5%*	*70.1%*	*27.0%*	*43.0%*	*84.8%*
%H (TV HH)			*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	
Under 25	177	147	39	29	91	27	65	171
%V	*4.7%*	*4.1%*	*3.1%*	*4.4%*	*3.5%*	*2.7%*	*4.0%*	*5.4%*
%H (All HH)		*83.1%*	*22.0%*	*16.4%*	*51.4%*	*15.3%*	*36.7%*	*96.6%*
%H (TV HH)			*26.5%*	*19.7%*	*61.9%*	*18.4%*	*44.2%*	
25 - 34	575	534	197	96	347	139	208	549
%V	*15.4%*	*14.8%*	*15.6%*	*14.6%*	*13.2%*	*13.7%*	*12.9%*	*17.3%*
%H (All HH)		*92.9%*	*34.3%*	*16.7%*	*60.3%*	*24.2%*	*36.2%*	*95.5%*
%H (TV HH)			*36.9%*	*18.0%*	*65.0%*	*26.0%*	*39.0%*	
35 - 44	596	568	245	115	368	177	191	572
%V	*15.9%*	*15.8%*	*19.4%*	*17.5%*	*14.0%*	*17.5%*	*11.8%*	*18.0%*
%H (All HH)		*95.3%*	*41.1%*	*19.3%*	*61.7%*	*29.7%*	*32.0%*	*96.0%*
%H (TV HH)			*43.1%*	*20.2%*	*64.8%*	*31.2%*	*33.6%*	
45 - 54	701	683	271	140	484	220	264	667
%V	*18.7%*	*19.0%*	*21.4%*	*21.3%*	*18.4%*	*21.7%*	*16.4%*	*21.0%*
%H (All HH)		*97.4%*	*38.7%*	*20.0%*	*69.0%*	*31.4%*	*37.7%*	*95.1%*
%H (TV HH)			*39.7%*	*20.5%*	*70.9%*	*32.2%*	*38.7%*	
55 - 64	637	621	223	136	470	206	265	573
%V	*17.0%*	*17.2%*	*17.6%*	*20.7%*	*17.9%*	*20.4%*	*16.4%*	*18.0%*
%H (All HH)		*97.5%*	*35.0%*	*21.4%*	*73.8%*	*32.3%*	*41.6%*	*90.0%*
%H (TV HH)			*35.9%*	*21.9%*	*75.7%*	*33.2%*	*42.7%*	
65 +	1059	1047	292	140	865	244	620	645
%V	*28.3%*	*29.1%*	*23.1%*	*21.3%*	*33.0%*	*24.1%*	*38.5%*	*20.3%*
%H (All HH)		*98.9%*	*27.6%*	*13.2%*	*81.7%*	*23.0%*	*58.5%*	*60.9%*
%H (TV HH)			*27.9%*	*13.4%*	*82.6%*	*23.3%*	*59.2%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Midlands

Household level data

Table 2.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3745	3601	1266	656	2624	1012	1612	3177
%H (All HH)		*96.2%*	*33.8%*	*17.5%*	*70.1%*	*27.0%*	*43.0%*	*84.8%*
%H (TV HH)			*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	
1	1122	1054	249	120	842	177	665	713
%V	*30.0%*	*29.3%*	*19.7%*	*18.3%*	*32.1%*	*17.5%*	*41.3%*	*22.4%*
%H (All HH)		*93.9%*	*22.2%*	*10.7%*	*75.0%*	*15.8%*	*59.3%*	*63.5%*
%H (TV HH)			*23.6%*	*11.4%*	*79.9%*	*16.8%*	*63.1%*	
2	1317	1284	472	242	932	388	545	1184
%V	*35.2%*	*35.7%*	*37.3%*	*36.9%*	*35.5%*	*38.3%*	*33.8%*	*37.3%*
%H (All HH)		*97.5%*	*35.8%*	*18.4%*	*70.8%*	*29.5%*	*41.4%*	*89.9%*
%H (TV HH)			*36.8%*	*18.8%*	*72.6%*	*30.2%*	*42.4%*	
3	567	550	233	127	373	193	180	554
%V	*15.1%*	*15.3%*	*18.4%*	*19.4%*	*14.2%*	*19.1%*	*11.2%*	*17.4%*
%H (All HH)		*97.0%*	*41.1%*	*22.4%*	*65.8%*	*34.0%*	*31.7%*	*97.7%*
%H (TV HH)			*42.4%*	*23.1%*	*67.8%*	*35.1%*	*32.7%*	
4	495	477	207	116	324	176	148	486
%V	*13.2%*	*13.2%*	*16.4%*	*17.7%*	*12.3%*	*17.4%*	*9.2%*	*15.3%*
%H (All HH)		*96.4%*	*41.8%*	*23.4%*	*65.5%*	*35.6%*	*29.9%*	*98.2%*
%H (TV HH)			*43.4%*	*24.3%*	*67.9%*	*36.9%*	*31.0%*	
5+	245	237	105	50	154	79	75	239
%V	*6.5%*	*6.6%*	*8.3%*	*7.6%*	*5.9%*	*7.8%*	*4.7%*	*7.5%*
%H (All HH)		*96.7%*	*42.9%*	*20.4%*	*62.9%*	*32.2%*	*30.6%*	*97.6%*
%H (TV HH)			*44.3%*	*21.1%*	*65.0%*	*33.3%*	*31.6%*	
Average HH size	2.35	2.36	2.61	2.64	2.27	2.64	2.04	2.52

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

Table 2.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3745	3601	1266	656	2624	1012	1612	3177
%H (All HH)		*96.2%*	*33.8%*	*17.5%*	*70.1%*	*27.0%*	*43.0%*	*84.8%*
%H (TV HH)			*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	
Without	2749	2629	849	449	1983	695	1288	2205
%V	*73.4%*	*73.0%*	*67.1%*	*68.4%*	*75.6%*	*68.7%*	*79.9%*	*69.4%*
%H (All HH)		*95.6%*	*30.9%*	*16.3%*	*72.1%*	*25.3%*	*46.9%*	*80.2%*
%H (TV HH)			*32.3%*	*17.1%*	*75.4%*	*26.4%*	*49.0%*	
With	996	972	417	207	642	318	324	972
%V	*26.6%*	*27.0%*	*32.9%*	*31.6%*	*24.5%*	*31.4%*	*20.1%*	*30.6%*
%H (All HH)		*97.6%*	*41.9%*	*20.8%*	*64.5%*	*31.9%*	*32.5%*	*97.6%*
%H (TV HH)			*42.9%*	*21.3%*	*66.0%*	*32.7%*	*33.3%*	
0 - 3	367	354	153	64	233	109	124	354
%V	*9.8%*	*9.8%*	*12.1%*	*9.8%*	*8.9%*	*10.8%*	*7.7%*	*11.1%*
%H (All HH)		*96.5%*	*41.7%*	*17.4%*	*63.5%*	*29.7%*	*33.8%*	*96.5%*
%H (TV HH)			*43.2%*	*18.1%*	*65.8%*	*30.8%*	*35.0%*	
4 - 9	527	512	225	107	326	161	164	512
%V	*14.1%*	*14.2%*	*17.8%*	*16.3%*	*12.4%*	*15.9%*	*10.2%*	*16.1%*
%H (All HH)		*97.2%*	*42.7%*	*20.3%*	*61.9%*	*30.6%*	*31.1%*	*97.2%*
%H (TV HH)			*43.9%*	*20.9%*	*63.7%*	*31.4%*	*32.0%*	
10 - 15	471	463	206	110	310	168	142	464
%V	*12.6%*	*12.9%*	*16.3%*	*16.8%*	*11.8%*	*16.6%*	*8.8%*	*14.6%*
%H (All HH)		*98.3%*	*43.7%*	*23.4%*	*65.8%*	*35.7%*	*30.1%*	*98.5%*
%H (TV HH)			*44.5%*	*23.8%*	*67.0%*	*36.3%*	*30.7%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Midlands

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3745	3601	1266	656	2624	1012	1612	3177
%H (All HH)		*96.2%*	*33.8%*	*17.5%*	*70.1%*	*27.0%*	*43.0%*	*84.8%*
%H (TV HH)			*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	
1	1495	1495	415	211	971	169	802	1142
%V	*39.9%*	*41.5%*	*32.8%*	*32.2%*	*37.0%*	*16.7%*	*49.8%*	*35.9%*
%H (All HH)		*100.0%*	*27.8%*	*14.1%*	*64.9%*	*11.3%*	*53.6%*	*76.4%*
%H (TV HH)			*27.8%*	*14.1%*	*64.9%*	*11.3%*	*53.6%*	
2	1210	1210	444	235	915	393	523	1061
%V	*32.3%*	*33.6%*	*35.1%*	*35.8%*	*34.9%*	*38.8%*	*32.4%*	*33.4%*
%H (All HH)		*100.0%*	*36.7%*	*19.4%*	*75.6%*	*32.5%*	*43.2%*	*87.7%*
%H (TV HH)			*36.7%*	*19.4%*	*75.6%*	*32.5%*	*43.2%*	
3	561	561	246	128	458	266	192	532
%V	*15.0%*	*15.6%*	*19.4%*	*19.5%*	*17.5%*	*26.3%*	*11.9%*	*16.7%*
%H (All HH)		*100.0%*	*43.9%*	*22.8%*	*81.6%*	*47.4%*	*34.2%*	*94.8%*
%H (TV HH)			*43.9%*	*22.8%*	*81.6%*	*47.4%*	*34.2%*	
4	227	227	105	55	191	124	67	220
%V	*6.1%*	*6.3%*	*8.3%*	*8.4%*	*7.3%*	*12.3%*	*4.2%*	*6.9%*
%H (All HH)		*100.0%*	*46.3%*	*24.2%*	*84.1%*	*54.6%*	*29.5%*	*96.9%*
%H (TV HH)			*46.3%*	*24.2%*	*84.1%*	*54.6%*	*29.5%*	
5+	108	108	55	27	88	60	28	107
%V	*2.9%*	*3.0%*	*4.3%*	*4.1%*	*3.4%*	*5.9%*	*1.7%*	*3.4%*
%H (All HH)		*100.0%*	*50.9%*	*25.0%*	*81.5%*	*55.6%*	*25.9%*	*99.1%*
%H (TV HH)			*50.9%*	*25.0%*	*81.5%*	*55.6%*	*25.9%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Midlands

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	3745	3601	1266	656	2624	1012	1612	3177
%H (All HH)		*96.2%*	*33.8%*	*17.5%*	*70.1%*	*27.0%*	*43.0%*	*84.8%*
%H (TV HH)			*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	
Under 20"	386	386	138	72	334	157	176	333
%V	*10.3%*	*10.7%*	*10.9%*	*11.0%*	*12.7%*	*15.5%*	*10.9%*	*10.5%*
%H (All HH)		*100.0%*	*35.8%*	*18.7%*	*86.5%*	*40.7%*	*45.6%*	*86.3%*
%H (TV HH)			*35.8%*	*18.7%*	*86.5%*	*40.7%*	*45.6%*	
20" - 29"	1024	1024	349	175	858	362	496	860
%V	*27.3%*	*28.4%*	*27.6%*	*26.7%*	*32.7%*	*35.8%*	*30.8%*	*27.1%*
%H (All HH)		*100.0%*	*34.1%*	*17.1%*	*83.8%*	*35.4%*	*48.4%*	*84.0%*
%H (TV HH)			*34.1%*	*17.1%*	*83.8%*	*35.4%*	*48.4%*	
30" - 39"	1797	1797	628	327	1387	569	817	1531
%V	*48.0%*	*49.9%*	*49.6%*	*49.8%*	*52.9%*	*56.2%*	*50.7%*	*48.2%*
%H (All HH)		*100.0%*	*34.9%*	*18.2%*	*77.2%*	*31.7%*	*45.5%*	*85.2%*
%H (TV HH)			*34.9%*	*18.2%*	*77.2%*	*31.7%*	*45.5%*	
40" - 49"	1726	1726	710	372	1211	592	619	1585
%V	*46.1%*	*47.9%*	*56.1%*	*56.7%*	*46.2%*	*58.5%*	*38.4%*	*49.9%*
%H (All HH)		*100.0%*	*41.1%*	*21.6%*	*70.2%*	*34.3%*	*35.9%*	*91.8%*
%H (TV HH)			*41.1%*	*21.6%*	*70.2%*	*34.3%*	*35.9%*	
50" - 59"	616	616	295	144	416	246	170	593
%V	*16.4%*	*17.1%*	*23.3%*	*22.0%*	*15.9%*	*24.3%*	*10.5%*	*18.7%*
%H (All HH)		*100.0%*	*47.9%*	*23.4%*	*67.5%*	*39.9%*	*27.6%*	*96.3%*
%H (TV HH)			*47.9%*	*23.4%*	*67.5%*	*39.9%*	*27.6%*	
60"+	65	65	35	15	37	23	14	64
%V	*1.7%*	*1.8%*	*2.8%*	*2.3%*	*1.4%*	*2.3%*	*0.9%*	*2.0%*
%H (All HH)		*100.0%*	*53.8%*	*23.1%*	*56.9%*	*35.4%*	*21.5%*	*98.5%*
%H (TV HH)			*53.8%*	*23.1%*	*56.9%*	*35.4%*	*21.5%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Midlands

Household level data

Table 2.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3745	3601	1266	656	2624	1012	1612	3177
%H (All HH)		*96.2%*	*33.8%*	*17.5%*	*70.1%*	*27.0%*	*43.0%*	*84.8%*
%H (TV HH)			*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	
Main living room	3566	3566	1255	655	2599	1004	1595	3033
%V	*95.2%*	*99.0%*	*99.1%*	*99.8%*	*99.0%*	*99.2%*	*98.9%*	*95.5%*
%H (All HH)		*100.0%*	*35.2%*	*18.4%*	*72.9%*	*28.2%*	*44.7%*	*85.1%*
%H (TV HH)			*35.2%*	*18.4%*	*72.9%*	*28.2%*	*44.7%*	
Kitchen	389	389	157	69	341	176	165	355
%V	*10.4%*	*10.8%*	*12.4%*	*10.5%*	*13.0%*	*17.4%*	*10.2%*	*11.2%*
%H (All HH)		*100.0%*	*40.4%*	*17.7%*	*87.7%*	*45.2%*	*42.4%*	*91.3%*
%H (TV HH)			*40.4%*	*17.7%*	*87.7%*	*45.2%*	*42.4%*	
Adult's bedroom	1609	1609	664	344	1273	672	601	1468
%V	*43.0%*	*44.7%*	*52.4%*	*52.4%*	*48.5%*	*66.4%*	*37.3%*	*46.2%*
%H (All HH)		*100.0%*	*41.3%*	*21.4%*	*79.1%*	*41.8%*	*37.4%*	*91.2%*
%H (TV HH)			*41.3%*	*21.4%*	*79.1%*	*41.8%*	*37.4%*	
Child's bedroom	325	325	135	85	246	139	107	320
%V	*8.7%*	*9.0%*	*10.7%*	*13.0%*	*9.4%*	*13.7%*	*6.6%*	*10.1%*
%H (All HH)		*100.0%*	*41.5%*	*26.2%*	*75.7%*	*42.8%*	*32.9%*	*98.5%*
%H (TV HH)			*41.5%*	*26.2%*	*75.7%*	*42.8%*	*32.9%*	
Other bedroom	181	181	82	41	145	88	57	174
%V	*4.8%*	*5.0%*	*6.5%*	*6.3%*	*5.5%*	*8.7%*	*3.5%*	*5.5%*
%H (All HH)		*100.0%*	*45.3%*	*22.7%*	*80.1%*	*48.6%*	*31.5%*	*96.1%*
%H (TV HH)			*45.3%*	*22.7%*	*80.1%*	*48.6%*	*31.5%*	
Second living/dining room	339	339	151	76	262	146	115	309
%V	*9.1%*	*9.4%*	*11.9%*	*11.6%*	*10.0%*	*14.4%*	*7.1%*	*9.7%*
%H (All HH)		*100.0%*	*44.5%*	*22.4%*	*77.3%*	*43.1%*	*33.9%*	*91.2%*
%H (TV HH)			*44.5%*	*22.4%*	*77.3%*	*43.1%*	*33.9%*	
Study/office	51	51	25	11	38	22	16	51
%V	*1.4%*	*1.4%*	*2.0%*	*1.7%*	*1.4%*	*2.2%*	*1.0%*	*1.6%*
%H (All HH)		*100.0%*	*49.0%*	*21.6%*	*74.5%*	*43.1%*	*31.4%*	*100.0%*
%H (TV HH)			*49.0%*	*21.6%*	*74.5%*	*43.1%*	*31.4%*	
TV room	22	22	15	2	16	12	5	21
%V	*0.6%*	*0.6%*	*1.2%*	*0.3%*	*0.6%*	*1.2%*	*0.3%*	*0.7%*
%H (All HH)		*100.0%*	*68.2%*	*9.1%*	*72.7%*	*54.5%*	*22.7%*	*95.5%*
%H (TV HH)			*68.2%*	*9.1%*	*72.7%*	*54.5%*	*22.7%*	
Conservatory	96	96	43	24	82	50	32	90
%V	*2.6%*	*2.7%*	*3.4%*	*3.7%*	*3.1%*	*4.9%*	*2.0%*	*2.8%*
%H (All HH)		*100.0%*	*44.8%*	*25.0%*	*85.4%*	*52.1%*	*33.3%*	*93.8%*
%H (TV HH)			*44.8%*	*25.0%*	*85.4%*	*52.1%*	*33.3%*	
Attic or loft room	9	9	3	3	7	5	3	9
%V	*0.2%*	*0.2%*	*0.2%*	*0.5%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*33.3%*	*33.3%*	*77.8%*	*55.6%*	*33.3%*	*100.0%*
%H (TV HH)			*33.3%*	*33.3%*	*77.8%*	*55.6%*	*33.3%*	
No specific location	1	1	1	1	1	1	1	1
%V	*0.0%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*
%H (TV HH)			*100.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*	
Other	30	30	18	4	24	16	8	28
%V	*0.8%*	*0.8%*	*1.4%*	*0.6%*	*0.9%*	*1.6%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*60.0%*	*13.3%*	*80.0%*	*53.3%*	*26.7%*	*93.3%*
%H (TV HH)			*60.0%*	*13.3%*	*80.0%*	*53.3%*	*26.7%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

Table 2.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3745	3601	1266	656	2624	1012	1612	3177
%H (All HH)		*96.2%*	*33.8%*	*17.5%*	*70.1%*	*27.0%*	*43.0%*	*84.8%*
%H (TV HH)			*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	
Any DSAT provider	1266	1266	1266	24	671	671	0	1168
%V	*33.8%*	*35.2%*	*100.0%*	*3.7%*	*25.6%*	*66.3%*	*0.0%*	*36.8%*
%H (All HH)			*100.0%*	*1.9%*	*53.0%*	*53.0%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*1.9%*	*53.0%*	*53.0%*	*0.0%*	
Sky with subcription	1045	1045	1045	12	553	553	0	982
%V	*27.9%*	*29.0%*	*82.5%*	*1.8%*	*21.1%*	*54.6%*	*0.0%*	*30.9%*
%H (All HH)			*100.0%*	*1.1%*	*52.9%*	*52.9%*	*0.0%*	*94.0%*
%H (TV HH)			*100.0%*	*1.1%*	*52.9%*	*52.9%*	*0.0%*	
Sky without subscription	66	66	66	3	35	35	0	53
%V	*1.8%*	*1.8%*	*5.2%*	*0.5%*	*1.3%*	*3.5%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*4.5%*	*53.0%*	*53.0%*	*0.0%*	*80.3%*
%H (TV HH)			*100.0%*	*4.5%*	*53.0%*	*53.0%*	*0.0%*	
Freesat	129	129	129	7	71	71	0	115
%V	*3.4%*	*3.6%*	*10.2%*	*1.1%*	*2.7%*	*7.0%*	*0.0%*	*3.6%*
%H (All HH)			*100.0%*	*5.4%*	*55.0%*	*55.0%*	*0.0%*	*89.1%*
%H (TV HH)			*100.0%*	*5.4%*	*55.0%*	*55.0%*	*0.0%*	
Other satellite provider	70	70	70	4	35	35	0	61
%V	*1.9%*	*1.9%*	*5.5%*	*0.6%*	*1.3%*	*3.5%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*5.7%*	*50.0%*	*50.0%*	*0.0%*	*87.1%*
%H (TV HH)			*100.0%*	*5.7%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	656	656	24	656	356	356	0	625
%V	*17.5%*	*18.2%*	*1.9%*	*100.0%*	*13.6%*	*35.2%*	*0.0%*	*19.7%*
%H (All HH)			*3.7%*	*100.0%*	*54.3%*	*54.3%*	*0.0%*	*95.3%*
%H (TV HH)			*3.7%*	*100.0%*	*54.3%*	*54.3%*	*0.0%*	
DTT	2624	2624	671	356	2624	1012	1612	2153
%V	*70.1%*	*72.9%*	*53.0%*	*54.3%*	*100.0%*	*100.0%*	*100.0%*	*67.8%*
%H (All HH)		*100.0%*	*25.6%*	*13.6%*	*100.0%*	*38.6%*	*61.4%*	*82.1%*
%H (TV HH)			*25.6%*	*13.6%*	*100.0%*	*38.6%*	*61.4%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Midlands

Household level data

Table 2.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3745	3601	1266	656	2624	1012	1612	3177
%H (All HH)		*96.2%*	*33.8%*	*17.5%*	*70.1%*	*27.0%*	*43.0%*	*84.8%*
%H (TV HH)			*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	
PVR	2246	2246	1119	626	1454	933	521	2091
%V	*60.0%*	*62.4%*	*88.4%*	*95.4%*	*55.4%*	*92.2%*	*32.3%*	*65.8%*
%H (All HH)		*100.0%*	*49.8%*	*27.9%*	*64.7%*	*41.5%*	*23.2%*	*93.1%*
%H (TV HH)			*49.8%*	*27.9%*	*64.7%*	*41.5%*	*23.2%*	
DVDR	59	59	22	12	46	21	25	50
%V	*1.6%*	*1.6%*	*1.7%*	*1.8%*	*1.8%*	*2.1%*	*1.6%*	*1.6%*
%H (All HH)		*100.0%*	*37.3%*	*20.3%*	*78.0%*	*35.6%*	*42.4%*	*84.7%*
%H (TV HH)			*37.3%*	*20.3%*	*78.0%*	*35.6%*	*42.4%*	
VCR	19	19	4	2	19	5	14	13
%V	*0.5%*	*0.5%*	*0.3%*	*0.3%*	*0.7%*	*0.5%*	*0.9%*	*0.4%*
%H (All HH)		*100.0%*	*21.1%*	*10.5%*	*100.0%*	*26.3%*	*73.7%*	*68.4%*
%H (TV HH)			*21.1%*	*10.5%*	*100.0%*	*26.3%*	*73.7%*	
Any recorder	2280	2280	1122	626	1487	936	551	2113
%V	*60.9%*	*63.3%*	*88.6%*	*95.4%*	*56.7%*	*92.5%*	*34.2%*	*66.5%*
%H (All HH)		*100.0%*	*49.2%*	*27.5%*	*65.2%*	*41.1%*	*24.2%*	*92.7%*
%H (TV HH)			*49.2%*	*27.5%*	*65.2%*	*41.1%*	*24.2%*	
Receives HDTV (via STB or built-in reception)	2584	2584	1033	600	1876	902	974	2379
%V	*69.0%*	*71.8%*	*81.6%*	*91.5%*	*71.5%*	*89.1%*	*60.4%*	*74.9%*
%H (All HH)		*100.0%*	*40.0%*	*23.2%*	*72.6%*	*34.9%*	*37.7%*	*92.1%*
%H (TV HH)			*40.0%*	*23.2%*	*72.6%*	*34.9%*	*37.7%*	
DVD/Blu-ray player or recorder	2260	2260	836	443	1670	721	949	2023
%V	*60.3%*	*62.8%*	*66.0%*	*67.5%*	*63.6%*	*71.2%*	*58.9%*	*63.7%*
%H (All HH)		*100.0%*	*37.0%*	*19.6%*	*73.9%*	*31.9%*	*42.0%*	*89.5%*
%H (TV HH)			*37.0%*	*19.6%*	*73.9%*	*31.9%*	*42.0%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

Table 2.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3745	3601	1266	656	2624	1012	1612	3177
%H (All HH)		*96.2%*	*33.8%*	*17.5%*	*70.1%*	*27.0%*	*43.0%*	*84.8%*
%H (TV HH)			*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	
Has broadband internet	3177	3061	1168	625	2153	946	1207	3177
%V	*84.8%*	*85.0%*	*92.3%*	*95.3%*	*82.1%*	*93.5%*	*74.9%*	*100.0%*
%H (All HH)		*96.3%*	*36.8%*	*19.7%*	*67.8%*	*29.8%*	*38.0%*	*100.0%*
%H (TV HH)			*38.2%*	*20.4%*	*70.3%*	*30.9%*	*39.4%*	
Number of computers (PCs and laptops)								
0	779	736	163	70	597	108	490	248
%V	*20.8%*	*20.4%*	*12.9%*	*10.7%*	*22.8%*	*10.7%*	*30.4%*	*7.8%*
%H (All HH)		*94.5%*	*20.9%*	*9.0%*	*76.6%*	*13.9%*	*62.9%*	*31.8%*
%H (TV HH)			*22.1%*	*9.5%*	*81.1%*	*14.7%*	*66.6%*	
1	1000	959	324	157	677	222	455	970
%V	*26.7%*	*26.6%*	*25.6%*	*23.9%*	*25.8%*	*21.9%*	*28.2%*	*30.5%*
%H (All HH)		*95.9%*	*32.4%*	*15.7%*	*67.7%*	*22.2%*	*45.5%*	*97.0%*
%H (TV HH)			*33.8%*	*16.4%*	*70.6%*	*23.1%*	*47.4%*	
2	842	815	311	174	590	272	318	837
%V	*22.5%*	*22.6%*	*24.6%*	*26.5%*	*22.5%*	*26.9%*	*19.7%*	*26.3%*
%H (All HH)		*96.8%*	*36.9%*	*20.7%*	*70.1%*	*32.3%*	*37.8%*	*99.4%*
%H (TV HH)			*38.2%*	*21.3%*	*72.4%*	*33.4%*	*39.0%*	
3	511	497	206	115	349	184	166	511
%V	*13.6%*	*13.8%*	*16.3%*	*17.5%*	*13.3%*	*18.2%*	*10.3%*	*16.1%*
%H (All HH)		*97.3%*	*40.3%*	*22.5%*	*68.3%*	*36.0%*	*32.5%*	*100.0%*
%H (TV HH)			*41.4%*	*23.1%*	*70.2%*	*37.0%*	*33.4%*	
4	285	277	123	66	188	103	85	284
%V	*7.6%*	*7.7%*	*9.7%*	*10.1%*	*7.2%*	*10.2%*	*5.3%*	*8.9%*
%H (All HH)		*97.2%*	*43.2%*	*23.2%*	*66.0%*	*36.1%*	*29.8%*	*99.6%*
%H (TV HH)			*44.4%*	*23.8%*	*67.9%*	*37.2%*	*30.7%*	
5+	327	317	139	75	222	124	98	327
%V	*8.7%*	*8.8%*	*11.0%*	*11.4%*	*8.5%*	*12.3%*	*6.1%*	*10.3%*
%H (All HH)		*96.9%*	*42.5%*	*22.9%*	*67.9%*	*37.9%*	*30.0%*	*100.0%*
%H (TV HH)			*43.8%*	*23.7%*	*70.0%*	*39.1%*	*30.9%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7103	2775	1439	5431	2587	2844	6331
%H		*39.1%*	*20.3%*	*76.5%*	*36.4%*	*40.0%*	*89.1%*
Under 20"	471	170	89	410	196	214	410
%V	*6.6%*	*6.1%*	*6.2%*	*7.5%*	*7.6%*	*7.5%*	*6.5%*
%H		*36.1%*	*18.9%*	*87.0%*	*41.6%*	*45.4%*	*87.0%*
20" - 29"	1296	454	236	1097	492	605	1106
%V	*18.2%*	*16.4%*	*16.4%*	*20.2%*	*19.0%*	*21.3%*	*17.5%*
%H		*35.0%*	*18.2%*	*84.6%*	*38.0%*	*46.7%*	*85.3%*
30" - 39"	2249	833	427	1755	784	971	1962
%V	*31.7%*	*30.0%*	*29.7%*	*32.3%*	*30.3%*	*34.1%*	*31.0%*
%H		*37.0%*	*19.0%*	*78.0%*	*34.9%*	*43.2%*	*87.2%*
40" - 49"	2061	868	467	1455	748	707	1914
%V	*29.0%*	*31.3%*	*32.5%*	*26.8%*	*28.9%*	*24.9%*	*30.2%*
%H		*42.1%*	*22.7%*	*70.6%*	*36.3%*	*34.3%*	*92.9%*
50" - 59"	683	334	157	466	279	187	657
%V	*9.6%*	*12.0%*	*10.9%*	*8.6%*	*10.8%*	*6.6%*	*10.4%*
%H		*48.9%*	*23.0%*	*68.2%*	*40.8%*	*27.4%*	*96.2%*
60"+	67	37	15	38	23	14	66
%V	*0.9%*	*1.3%*	*1.0%*	*0.7%*	*0.9%*	*0.5%*	*1.0%*
%H		*55.2%*	*22.4%*	*56.7%*	*34.3%*	*20.9%*	*98.5%*
Don't know	276	78	47	210	64	146	216
%V	*3.9%*	*2.8%*	*3.3%*	*3.9%*	*2.5%*	*5.1%*	*3.4%*
%H		*28.3%*	*17.0%*	*76.1%*	*23.2%*	*52.9%*	*78.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Midlands

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7103	2775	1439	5431	2587	2844	6331
%H		*39.1%*	*20.3%*	*76.5%*	*36.4%*	*40.0%*	*89.1%*
Main living room	3584	1259	660	2612	1009	1603	3049
%V	*50.5%*	*45.4%*	*45.9%*	*48.1%*	*39.0%*	*56.4%*	*48.2%*
%H		*35.1%*	*18.4%*	*72.9%*	*28.2%*	*44.7%*	*85.1%*
Kitchen	390	158	69	341	177	165	356
%V	*5.5%*	*5.7%*	*4.8%*	*6.3%*	*6.8%*	*5.8%*	*5.6%*
%H		*40.5%*	*17.7%*	*87.4%*	*45.4%*	*42.3%*	*91.3%*
Adult's bedroom	1951	826	433	1559	863	697	1801
%V	*27.5%*	*29.8%*	*30.1%*	*28.7%*	*33.4%*	*24.5%*	*28.4%*
%H		*42.3%*	*22.2%*	*79.9%*	*44.2%*	*35.7%*	*92.3%*
Child's bedroom	412	177	108	314	182	132	407
%V	*5.8%*	*6.4%*	*7.5%*	*5.8%*	*7.0%*	*4.6%*	*6.4%*
%H		*43.0%*	*26.2%*	*76.2%*	*44.2%*	*32.0%*	*98.8%*
Other bedroom	213	96	48	171	103	68	206
%V	*3.0%*	*3.5%*	*3.3%*	*3.1%*	*4.0%*	*2.4%*	*3.3%*
%H		*45.1%*	*22.5%*	*80.3%*	*48.4%*	*31.9%*	*96.7%*
Second living/dining room	340	152	76	262	147	115	310
%V	*4.8%*	*5.5%*	*5.3%*	*4.8%*	*5.7%*	*4.0%*	*4.9%*
%H		*44.7%*	*22.4%*	*77.1%*	*43.2%*	*33.8%*	*91.2%*
Study/office	52	25	11	38	23	16	51
%V	*0.7%*	*0.9%*	*0.8%*	*0.7%*	*0.9%*	*0.6%*	*0.8%*
%H		*48.1%*	*21.2%*	*73.1%*	*44.2%*	*30.8%*	*98.1%*
TV room	23	16	2	17	12	5	22
%V	*0.3%*	*0.6%*	*0.1%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H		*69.6%*	*8.7%*	*73.9%*	*52.2%*	*21.7%*	*95.7%*
Conservatory	96	43	24	82	50	32	90
%V	*1.4%*	*1.5%*	*1.7%*	*1.5%*	*1.9%*	*1.1%*	*1.4%*
%H		*44.8%*	*25.0%*	*85.4%*	*52.1%*	*33.3%*	*93.8%*
Attic or loft room	10	3	4	8	5	3	10
%V	*0.1%*	*0.1%*	*0.3%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*30.0%*	*40.0%*	*80.0%*	*50.0%*	*30.0%*	*100.0%*
No specific location	1	1	1	1	1	1	1
%V	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*
Other	30	19	4	25	17	8	29
%V	*0.4%*	*0.7%*	*0.3%*	*0.5%*	*0.7%*	*0.3%*	*0.5%*
%H		*63.3%*	*13.3%*	*83.3%*	*56.7%*	*26.7%*	*96.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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	7103	2775	1439	5431	2587	2844	6331
%H		*39.1%*	*20.3%*	*76.5%*	*36.4%*	*40.0%*	*89.1%*
PVR	3096	1658	897	1878	1292	586	2920
%V	*43.6%*	*59.7%*	*62.3%*	*34.6%*	*49.9%*	*20.6%*	*46.1%*
%H		*53.6%*	*29.0%*	*60.7%*	*41.7%*	*18.9%*	*94.3%*
DVDR	62	22	13	49	22	27	53
%V	*0.9%*	*0.8%*	*0.9%*	*0.9%*	*0.9%*	*0.9%*	*0.8%*
%H		*35.5%*	*21.0%*	*79.0%*	*35.5%*	*43.5%*	*85.5%*
VCR	20	4	2	19	5	14	13
%V	*0.3%*	*0.1%*	*0.1%*	*0.3%*	*0.2%*	*0.5%*	*0.2%*
%H		*20.0%*	*10.0%*	*95.0%*	*25.0%*	*70.0%*	*65.0%*
Any recorder	3141	1664	899	1922	1300	623	2952
%V	*44.2%*	*60.0%*	*62.5%*	*35.4%*	*50.3%*	*21.9%*	*46.6%*
%H		*53.0%*	*28.6%*	*61.2%*	*41.4%*	*19.8%*	*94.0%*

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

Set level data

Table 2.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7103	2775	1439	5431	2587	2844	6331
%H		*39.1%*	*20.3%*	*76.5%*	*36.4%*	*40.0%*	*89.1%*
Receives HDTV (via STB or built-in reception)	4101	1751	994	3014	1608	1406	3840
%V	*57.7%*	*63.1%*	*69.1%*	*55.5%*	*62.2%*	*49.4%*	*60.7%*
%H		*42.7%*	*24.2%*	*73.5%*	*39.2%*	*34.3%*	*93.6%*
DVD/Blu-ray player or recorder	3161	1258	665	2389	1169	1220	2885
%V	*44.5%*	*45.3%*	*46.2%*	*44.0%*	*45.2%*	*42.9%*	*45.6%*
%H		*39.8%*	*21.0%*	*75.6%*	*37.0%*	*38.6%*	*91.3%*

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

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3600	1266	656	2624	1012	1612	3061
%H		*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	*85.0%*
Under 20"	32	5	3	30	6	24	23
%V	*0.9%*	*0.4%*	*0.5%*	*1.1%*	*0.6%*	*1.5%*	*0.8%*
%H		*15.6%*	*9.4%*	*93.8%*	*18.8%*	*75.0%*	*71.9%*
20" - 29"	244	35	27	200	26	174	152
%V	*6.8%*	*2.8%*	*4.1%*	*7.6%*	*2.6%*	*10.8%*	*5.0%*
%H		*14.3%*	*11.1%*	*82.0%*	*10.7%*	*71.3%*	*62.3%*
30" - 39"	1071	298	157	833	241	593	832
%V	*29.8%*	*23.5%*	*23.9%*	*31.7%*	*23.8%*	*36.8%*	*27.2%*
%H		*27.8%*	*14.7%*	*77.8%*	*22.5%*	*55.4%*	*77.7%*
40" - 49"	1518	604	318	1059	490	569	1381
%V	*42.2%*	*47.7%*	*48.5%*	*40.4%*	*48.4%*	*35.3%*	*45.1%*
%H		*39.8%*	*20.9%*	*69.8%*	*32.3%*	*37.5%*	*91.0%*
50" - 59"	553	265	124	369	214	155	531
%V	*15.4%*	*20.9%*	*18.9%*	*14.1%*	*21.1%*	*9.6%*	*17.3%*
%H		*47.9%*	*22.4%*	*66.7%*	*38.7%*	*28.0%*	*96.0%*
60"+	55	28	13	31	18	14	54
%V	*1.5%*	*2.2%*	*2.0%*	*1.2%*	*1.8%*	*0.9%*	*1.8%*
%H		*50.9%*	*23.6%*	*56.4%*	*32.7%*	*25.5%*	*98.2%*
Don't know	129	30	14	102	18	84	86
%V	*3.6%*	*2.4%*	*2.1%*	*3.9%*	*1.8%*	*5.2%*	*2.8%*
%H		*23.3%*	*10.9%*	*79.1%*	*14.0%*	*65.1%*	*66.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3600	1266	656	2624	1012	1612	3061
%H		*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	*85.0%*
PVR	2206	1103	618	1418	914	504	2056
%V	*61.3%*	*87.1%*	*94.2%*	*54.0%*	*90.3%*	*31.3%*	*67.2%*
%H		*50.0%*	*28.0%*	*64.3%*	*41.4%*	*22.8%*	*93.2%*
DVDR	49	17	9	38	15	23	41
%V	*1.4%*	*1.3%*	*1.4%*	*1.4%*	*1.5%*	*1.4%*	*1.3%*
%H		*34.7%*	*18.4%*	*77.6%*	*30.6%*	*46.9%*	*83.7%*
VCR	16	2	2	16	4	12	10
%V	*0.4%*	*0.2%*	*0.3%*	*0.6%*	*0.4%*	*0.7%*	*0.3%*
%H		*12.5%*	*12.5%*	*100.0%*	*25.0%*	*75.0%*	*62.5%*
Any recorder	2240	1106	618	1452	918	534	2077
%V	*62.2%*	*87.4%*	*94.2%*	*55.3%*	*90.7%*	*33.1%*	*67.9%*
%H		*49.4%*	*27.6%*	*64.8%*	*41.0%*	*23.8%*	*92.7%*

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

Set level data

Table 2.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3600	1266	656	2624	1012	1612	3061
%H		*35.2%*	*18.2%*	*72.9%*	*28.1%*	*44.8%*	*85.0%*
Receives HDTV (via STB or built-in reception)	2524	1005	590	1824	873	951	2323
%V	*70.1%*	*79.4%*	*89.9%*	*69.5%*	*86.3%*	*59.0%*	*75.9%*
%H		*39.8%*	*23.4%*	*72.3%*	*34.6%*	*37.7%*	*92.0%*
DVD/Blu-ray player or recorder	1965	716	375	1443	600	843	1736
%V	*54.6%*	*56.6%*	*57.2%*	*55.0%*	*59.3%*	*52.3%*	*56.7%*
%H		*36.4%*	*19.1%*	*73.4%*	*30.5%*	*42.9%*	*88.3%*

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Midlands

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	3503	1509	783	2807	1575	1232	3271
%H		*43.1%*	*22.4%*	*80.1%*	*45.0%*	*35.2%*	*93.4%*
Under 20"	439	165	86	380	190	190	387
%V	*12.5%*	*10.9%*	*11.0%*	*13.5%*	*12.1%*	*15.4%*	*11.8%*
%H		*37.6%*	*19.6%*	*86.6%*	*43.3%*	*43.3%*	*88.2%*
20" - 29"	1052	419	209	898	466	431	954
%V	*30.0%*	*27.8%*	*26.7%*	*32.0%*	*29.6%*	*35.0%*	*29.2%*
%H		*39.8%*	*19.9%*	*85.4%*	*44.3%*	*41.0%*	*90.7%*
30" - 39"	1178	534	270	922	544	378	1129
%V	*33.6%*	*35.4%*	*34.5%*	*32.8%*	*34.5%*	*30.7%*	*34.5%*
%H		*45.3%*	*22.9%*	*78.3%*	*46.2%*	*32.1%*	*95.8%*
40" - 49"	543	264	149	396	258	138	533
%V	*15.5%*	*17.5%*	*19.0%*	*14.1%*	*16.4%*	*11.2%*	*16.3%*
%H		*48.6%*	*27.4%*	*72.9%*	*47.5%*	*25.4%*	*98.2%*
50" - 59"	130	69	33	97	65	32	126
%V	*3.7%*	*4.6%*	*4.2%*	*3.5%*	*4.1%*	*2.6%*	*3.9%*
%H		*53.1%*	*25.4%*	*74.6%*	*50.0%*	*24.6%*	*96.9%*
60"+	12	10	2	7	6	1	12
%V	*0.3%*	*0.7%*	*0.3%*	*0.2%*	*0.4%*	*0.1%*	*0.4%*
%H		*83.3%*	*16.7%*	*58.3%*	*50.0%*	*8.3%*	*100.0%*
Don't know	148	48	33	108	46	62	130
%V	*4.2%*	*3.2%*	*4.2%*	*3.8%*	*2.9%*	*5.0%*	*4.0%*
%H		*32.4%*	*22.3%*	*73.0%*	*31.1%*	*41.9%*	*87.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3503	1509	783	2807	1575	1232	3271
%H		*43.1%*	*22.4%*	*80.1%*	*45.0%*	*35.2%*	*93.4%*
PVR	890	555	279	460	378	82	864
%V	*25.4%*	*36.8%*	*35.6%*	*16.4%*	*24.0%*	*6.7%*	*26.4%*
%H		*62.4%*	*31.3%*	*51.7%*	*42.5%*	*9.2%*	*97.1%*
DVDR	12	5	4	12	7	4	11
%V	*0.3%*	*0.3%*	*0.5%*	*0.4%*	*0.4%*	*0.3%*	*0.3%*
%H		*41.7%*	*33.3%*	*100.0%*	*58.3%*	*33.3%*	*91.7%*
VCR	3	2	0	3	2	1	3
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*66.7%*	*0.0%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
Any recorder	901	558	281	471	382	89	874
%V	*25.7%*	*37.0%*	*35.9%*	*16.8%*	*24.3%*	*7.2%*	*26.7%*
%H		*61.9%*	*31.2%*	*52.3%*	*42.4%*	*9.9%*	*97.0%*

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

Set level data

Table 2.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3503	1509	783	2807	1575	1232	3271
%H		*43.1%*	*22.4%*	*80.1%*	*45.0%*	*35.2%*	*93.4%*
Receives HDTV (via STB or built-in reception)	1577	746	404	1190	735	455	1517
%V	*45.0%*	*49.4%*	*51.6%*	*42.4%*	*46.7%*	*36.9%*	*46.4%*
%H		*47.3%*	*25.6%*	*75.5%*	*46.6%*	*28.9%*	*96.2%*
DVD/Blu-ray player or recorder	1196	542	290	947	569	377	1149
%V	*34.1%*	*35.9%*	*37.0%*	*33.7%*	*36.1%*	*30.6%*	*35.1%*
%H		*45.3%*	*24.2%*	*79.2%*	*47.6%*	*31.5%*	*96.1%*

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

Table 2.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	8794	8491	3300	1734	5967	2670	3297	8016
%H		*96.6%*	*37.5%*	*19.7%*	*67.9%*	*30.4%*	*37.5%*	*91.2%*
Total Children	1745	1695	736	361	1101	548	554	1705
%V	*19.8%*	*20.0%*	*22.3%*	*20.8%*	*18.5%*	*20.5%*	*16.8%*	*21.3%*
%H		*97.1%*	*42.2%*	*20.7%*	*63.1%*	*31.4%*	*31.7%*	*97.7%*
0 - 3	430	412	173	75	272	123	148	415
%V	*4.9%*	*4.9%*	*5.2%*	*4.3%*	*4.6%*	*4.6%*	*4.5%*	*5.2%*
%H		*95.8%*	*40.2%*	*17.4%*	*63.3%*	*28.6%*	*34.4%*	*96.5%*
4 - 15	1316	1283	563	286	830	424	406	1290
%V	*15.0%*	*15.1%*	*17.1%*	*16.5%*	*13.9%*	*15.9%*	*12.3%*	*16.1%*
%H		*97.5%*	*42.8%*	*21.7%*	*63.1%*	*32.2%*	*30.9%*	*98.0%*
4 - 9	693	673	289	142	427	207	220	675
%V	*7.9%*	*7.9%*	*8.8%*	*8.2%*	*7.2%*	*7.8%*	*6.7%*	*8.4%*
%H		*97.1%*	*41.7%*	*20.5%*	*61.6%*	*29.9%*	*31.7%*	*97.4%*
10 - 15	623	609	274	144	403	217	185	614
%V	*7.1%*	*7.2%*	*8.3%*	*8.3%*	*6.8%*	*8.1%*	*5.6%*	*7.7%*
%H		*97.8%*	*44.0%*	*23.1%*	*64.7%*	*34.8%*	*29.7%*	*98.6%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	8794	8491	3300	1734	5967	2670	3297	8016
%H		*96.6%*	*37.5%*	*19.7%*	*67.9%*	*30.4%*	*37.5%*	*91.2%*
Total Adults (16+)	7048	6796	2563	1373	4865	2122	2743	6311
%V	*80.1%*	*80.0%*	*77.7%*	*79.2%*	*81.5%*	*79.5%*	*83.2%*	*78.7%*
%H		*96.4%*	*36.4%*	*19.5%*	*69.0%*	*30.1%*	*38.9%*	*89.5%*
16 - 19	366	352	152	78	248	130	118	360
%V	*4.2%*	*4.1%*	*4.6%*	*4.5%*	*4.2%*	*4.9%*	*3.6%*	*4.5%*
%H		*96.2%*	*41.5%*	*21.3%*	*67.8%*	*35.5%*	*32.2%*	*98.4%*
20 - 24	587	526	175	116	352	148	204	577
%V	*6.7%*	*6.2%*	*5.3%*	*6.7%*	*5.9%*	*5.5%*	*6.2%*	*7.2%*
%H		*89.6%*	*29.8%*	*19.8%*	*60.0%*	*25.2%*	*34.8%*	*98.3%*
25 - 34	1160	1086	422	226	701	315	386	1117
%V	*13.2%*	*12.8%*	*12.8%*	*13.0%*	*11.7%*	*11.8%*	*11.7%*	*13.9%*
%H		*93.6%*	*36.4%*	*19.5%*	*60.4%*	*27.2%*	*33.3%*	*96.3%*
35 - 44	1072	1031	448	215	667	333	334	1034
%V	*12.2%*	*12.1%*	*13.6%*	*12.4%*	*11.2%*	*12.5%*	*10.1%*	*12.9%*
%H		*96.2%*	*41.8%*	*20.1%*	*62.2%*	*31.1%*	*31.2%*	*96.5%*
45 - 54	1194	1169	482	262	819	403	416	1149
%V	*13.6%*	*13.8%*	*14.6%*	*15.1%*	*13.7%*	*15.1%*	*12.6%*	*14.3%*
%H		*97.9%*	*40.4%*	*21.9%*	*68.6%*	*33.8%*	*34.8%*	*96.2%*
55 - 64	1057	1034	387	241	779	366	413	974
%V	*12.0%*	*12.2%*	*11.7%*	*13.9%*	*13.1%*	*13.7%*	*12.5%*	*12.2%*
%H		*97.8%*	*36.6%*	*22.8%*	*73.7%*	*34.6%*	*39.1%*	*92.1%*
65+	1613	1598	498	236	1298	427	871	1100
%V	*18.3%*	*18.8%*	*15.1%*	*13.6%*	*21.8%*	*16.0%*	*26.4%*	*13.7%*
%H		*99.1%*	*30.9%*	*14.6%*	*80.5%*	*26.5%*	*54.0%*	*68.2%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7048	6796	2563	1373	4865	2122	2743	6311
%H		*96.4%*	*36.4%*	*19.5%*	*69.0%*	*30.1%*	*38.9%*	*89.5%*
AB	1753	1706	721	332	1166	546	620	1712
%V	*24.9%*	*25.1%*	*28.1%*	*24.2%*	*24.0%*	*25.7%*	*22.6%*	*27.1%*
%H		*97.3%*	*41.1%*	*18.9%*	*66.5%*	*31.1%*	*35.4%*	*97.7%*
C1	1916	1830	667	437	1308	607	701	1805
%V	*27.2%*	*26.9%*	*26.0%*	*31.8%*	*26.9%*	*28.6%*	*25.6%*	*28.6%*
%H		*95.5%*	*34.8%*	*22.8%*	*68.3%*	*31.7%*	*36.6%*	*94.2%*
C2	1583	1545	605	306	1155	540	615	1409
%V	*22.5%*	*22.7%*	*23.6%*	*22.3%*	*23.7%*	*25.4%*	*22.4%*	*22.3%*
%H		*97.6%*	*38.2%*	*19.3%*	*73.0%*	*34.1%*	*38.9%*	*89.0%*
D	1185	1135	411	218	790	317	473	996
%V	*16.8%*	*16.7%*	*16.0%*	*15.9%*	*16.2%*	*14.9%*	*17.2%*	*15.8%*
%H		*95.8%*	*34.7%*	*18.4%*	*66.7%*	*26.8%*	*39.9%*	*84.1%*
E	612	580	160	81	446	112	333	388
%V	*8.7%*	*8.5%*	*6.2%*	*5.9%*	*9.2%*	*5.3%*	*12.1%*	*6.1%*
%H		*94.8%*	*26.1%*	*13.2%*	*72.9%*	*18.3%*	*54.4%*	*63.4%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Midlands

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+)	7048	6796	2563	1373	4865	2122	2743	6311
%H		*96.4%*	*36.4%*	*19.5%*	*69.0%*	*30.1%*	*38.9%*	*89.5%*
Working full time	3277	3166	1289	706	2159	1057	1102	3193
%V	*46.5%*	*46.6%*	*50.3%*	*51.4%*	*44.4%*	*49.8%*	*40.2%*	*50.6%*
%H		*96.6%*	*39.3%*	*21.5%*	*65.9%*	*32.3%*	*33.6%*	*97.4%*
Working part time	680	663	264	140	473	231	242	651
%V	*9.6%*	*9.8%*	*10.3%*	*10.2%*	*9.7%*	*10.9%*	*8.8%*	*10.3%*
%H		*97.5%*	*38.8%*	*20.6%*	*69.6%*	*34.0%*	*35.6%*	*95.7%*
Not working	3091	2967	1010	528	2233	835	1399	2467
%V	*43.9%*	*43.7%*	*39.4%*	*38.5%*	*45.9%*	*39.3%*	*51.0%*	*39.1%*
%H		*96.0%*	*32.7%*	*17.1%*	*72.2%*	*27.0%*	*45.3%*	*79.8%*
Houseperson	3745	3601	1266	656	2624	1012	1612	3177
%V	*53.1%*	*53.0%*	*49.4%*	*47.8%*	*53.9%*	*47.7%*	*58.8%*	*50.3%*
%H		*96.2%*	*33.8%*	*17.5%*	*70.1%*	*27.0%*	*43.0%*	*84.8%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3453	3308	1269	692	2339	1050	1289	3114
%H		*95.8%*	*36.8%*	*20.0%*	*67.7%*	*30.4%*	*37.3%*	*90.2%*
16 - 19	193	186	80	41	126	60	66	190
%V	*5.6%*	*5.6%*	*6.3%*	*5.9%*	*5.4%*	*5.7%*	*5.1%*	*6.1%*
%H		*96.4%*	*41.5%*	*21.2%*	*65.3%*	*31.1%*	*34.2%*	*98.4%*
20 - 24	293	265	88	64	177	78	99	288
%V	*8.5%*	*8.0%*	*6.9%*	*9.2%*	*7.6%*	*7.4%*	*7.7%*	*9.2%*
%H		*90.4%*	*30.0%*	*21.8%*	*60.4%*	*26.6%*	*33.8%*	*98.3%*
25 - 34	582	533	207	116	340	156	184	558
%V	*16.9%*	*16.1%*	*16.3%*	*16.8%*	*14.5%*	*14.9%*	*14.3%*	*17.9%*
%H		*91.6%*	*35.6%*	*19.9%*	*58.4%*	*26.8%*	*31.6%*	*95.9%*
35 - 44	526	503	217	103	318	156	162	502
%V	*15.2%*	*15.2%*	*17.1%*	*14.9%*	*13.6%*	*14.9%*	*12.6%*	*16.1%*
%H		*95.6%*	*41.3%*	*19.6%*	*60.5%*	*29.7%*	*30.8%*	*95.4%*
45 - 54	587	573	234	127	400	193	207	562
%V	*17.0%*	*17.3%*	*18.4%*	*18.4%*	*17.1%*	*18.4%*	*16.1%*	*18.0%*
%H		*97.6%*	*39.9%*	*21.6%*	*68.1%*	*32.9%*	*35.3%*	*95.7%*
55 - 64	521	505	190	122	381	186	195	475
%V	*15.1%*	*15.3%*	*15.0%*	*17.6%*	*16.3%*	*17.7%*	*15.1%*	*15.3%*
%H		*96.9%*	*36.5%*	*23.4%*	*73.1%*	*35.7%*	*37.4%*	*91.2%*
65+	752	743	252	119	597	221	376	540
%V	*21.8%*	*22.5%*	*19.9%*	*17.2%*	*25.5%*	*21.0%*	*29.2%*	*17.3%*
%H		*98.8%*	*33.5%*	*15.8%*	*79.4%*	*29.4%*	*50.0%*	*71.8%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3453	3308	1269	692	2339	1050	1289	3114
%H		*95.8%*	*36.8%*	*20.0%*	*67.7%*	*30.4%*	*37.3%*	*90.2%*
AB	889	862	368	169	586	279	307	867
%V	*25.7%*	*26.1%*	*29.0%*	*24.4%*	*25.1%*	*26.6%*	*23.8%*	*27.8%*
%H		*97.0%*	*41.4%*	*19.0%*	*65.9%*	*31.4%*	*34.5%*	*97.5%*
C1	899	855	314	225	596	291	305	858
%V	*26.0%*	*25.8%*	*24.7%*	*32.5%*	*25.5%*	*27.7%*	*23.7%*	*27.6%*
%H		*95.1%*	*34.9%*	*25.0%*	*66.3%*	*32.4%*	*33.9%*	*95.4%*
C2	840	817	318	162	612	286	326	738
%V	*24.3%*	*24.7%*	*25.1%*	*23.4%*	*26.2%*	*27.2%*	*25.3%*	*23.7%*
%H		*97.3%*	*37.9%*	*19.3%*	*72.9%*	*34.0%*	*38.8%*	*87.9%*
D	560	529	201	104	356	147	209	484
%V	*16.2%*	*16.0%*	*15.8%*	*15.0%*	*15.2%*	*14.0%*	*16.2%*	*15.5%*
%H		*94.5%*	*35.9%*	*18.6%*	*63.6%*	*26.3%*	*37.3%*	*86.4%*
E	265	245	67	31	188	47	142	167
%V	*7.7%*	*7.4%*	*5.3%*	*4.5%*	*8.0%*	*4.5%*	*11.0%*	*5.4%*
%H		*92.5%*	*25.3%*	*11.7%*	*70.9%*	*17.7%*	*53.6%*	*63.0%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3453	3308	1269	692	2339	1050	1289	3114
%H		*95.8%*	*36.8%*	*20.0%*	*67.7%*	*30.4%*	*37.3%*	*90.2%*
Working full time	2003	1922	789	432	1301	646	655	1941
%V	*58.0%*	*58.1%*	*62.2%*	*62.4%*	*55.6%*	*61.5%*	*50.8%*	*62.3%*
%H		*96.0%*	*39.4%*	*21.6%*	*65.0%*	*32.3%*	*32.7%*	*96.9%*
Working part time	138	130	49	22	90	38	52	127
%V	*4.0%*	*3.9%*	*3.9%*	*3.2%*	*3.8%*	*3.6%*	*4.0%*	*4.1%*
%H		*94.2%*	*35.5%*	*15.9%*	*65.2%*	*27.5%*	*37.7%*	*92.0%*
Not working	1312	1256	430	238	948	366	582	1046
%V	*38.0%*	*38.0%*	*33.9%*	*34.4%*	*40.5%*	*34.9%*	*45.2%*	*33.6%*
%H		*95.7%*	*32.8%*	*18.1%*	*72.3%*	*27.9%*	*44.4%*	*79.7%*
Houseperson	771	707	198	114	530	159	372	575
%V	*22.3%*	*21.4%*	*15.6%*	*16.5%*	*22.7%*	*15.1%*	*28.9%*	*18.5%*
%H		*91.7%*	*25.7%*	*14.8%*	*68.7%*	*20.6%*	*48.2%*	*74.6%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3595	3488	1294	681	2526	1073	1454	3197
%H		*97.0%*	*36.0%*	*18.9%*	*70.3%*	*29.8%*	*40.4%*	*88.9%*
16 - 19	173	166	71	37	122	70	52	170
%V	*4.8%*	*4.8%*	*5.5%*	*5.4%*	*4.8%*	*6.5%*	*3.6%*	*5.3%*
%H		*96.0%*	*41.0%*	*21.4%*	*70.5%*	*40.5%*	*30.1%*	*98.3%*
20 - 24	295	261	87	52	175	70	105	290
%V	*8.2%*	*7.5%*	*6.7%*	*7.6%*	*6.9%*	*6.5%*	*7.2%*	*9.1%*
%H		*88.5%*	*29.5%*	*17.6%*	*59.3%*	*23.7%*	*35.6%*	*98.3%*
25 - 34	578	552	215	110	362	159	203	559
%V	*16.1%*	*15.8%*	*16.6%*	*16.2%*	*14.3%*	*14.8%*	*14.0%*	*17.5%*
%H		*95.5%*	*37.2%*	*19.0%*	*62.6%*	*27.5%*	*35.1%*	*96.7%*
35 - 44	546	528	231	112	349	177	173	532
%V	*15.2%*	*15.1%*	*17.9%*	*16.4%*	*13.8%*	*16.5%*	*11.9%*	*16.6%*
%H		*96.7%*	*42.3%*	*20.5%*	*63.9%*	*32.4%*	*31.7%*	*97.4%*
45 - 54	607	596	247	135	419	210	209	587
%V	*16.9%*	*17.1%*	*19.1%*	*19.8%*	*16.6%*	*19.6%*	*14.4%*	*18.4%*
%H		*98.2%*	*40.7%*	*22.2%*	*69.0%*	*34.6%*	*34.4%*	*96.7%*
55 - 64	536	529	197	119	398	180	218	499
%V	*14.9%*	*15.2%*	*15.2%*	*17.5%*	*15.8%*	*16.8%*	*15.0%*	*15.6%*
%H		*98.7%*	*36.8%*	*22.2%*	*74.3%*	*33.6%*	*40.7%*	*93.1%*
65+	860	855	247	117	701	206	495	560
%V	*23.9%*	*24.5%*	*19.1%*	*17.2%*	*27.8%*	*19.2%*	*34.0%*	*17.5%*
%H		*99.4%*	*28.7%*	*13.6%*	*81.5%*	*24.0%*	*57.6%*	*65.1%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3595	3488	1294	681	2526	1073	1454	3197
%H		*97.0%*	*36.0%*	*18.9%*	*70.3%*	*29.8%*	*40.4%*	*88.9%*
AB	864	844	352	163	580	267	313	845
%V	*24.0%*	*24.2%*	*27.2%*	*23.9%*	*23.0%*	*24.9%*	*21.5%*	*26.4%*
%H		*97.7%*	*40.7%*	*18.9%*	*67.1%*	*30.9%*	*36.2%*	*97.8%*
C1	1018	975	353	211	711	316	396	948
%V	*28.3%*	*28.0%*	*27.3%*	*31.0%*	*28.1%*	*29.5%*	*27.2%*	*29.7%*
%H		*95.8%*	*34.7%*	*20.7%*	*69.8%*	*31.0%*	*38.9%*	*93.1%*
C2	742	728	287	144	543	254	289	672
%V	*20.6%*	*20.9%*	*22.2%*	*21.1%*	*21.5%*	*23.7%*	*19.9%*	*21.0%*
%H		*98.1%*	*38.7%*	*19.4%*	*73.2%*	*34.2%*	*38.9%*	*90.6%*
D	624	606	210	114	434	170	264	512
%V	*17.4%*	*17.4%*	*16.2%*	*16.7%*	*17.2%*	*15.8%*	*18.2%*	*16.0%*
%H		*97.1%*	*33.7%*	*18.3%*	*69.6%*	*27.2%*	*42.3%*	*82.1%*
E	347	335	93	49	258	66	192	221
%V	*9.7%*	*9.6%*	*7.2%*	*7.2%*	*10.2%*	*6.2%*	*13.2%*	*6.9%*
%H		*96.5%*	*26.8%*	*14.1%*	*74.4%*	*19.0%*	*55.3%*	*63.7%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Midlands

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+)	3595	3488	1294	681	2526	1073	1454	3197
%H		*97.0%*	*36.0%*	*18.9%*	*70.3%*	*29.8%*	*40.4%*	*88.9%*
Working full time	1275	1244	500	274	859	411	447	1252
%V	*35.5%*	*35.7%*	*38.6%*	*40.2%*	*34.0%*	*38.3%*	*30.7%*	*39.2%*
%H		*97.6%*	*39.2%*	*21.5%*	*67.4%*	*32.2%*	*35.1%*	*98.2%*
Working part time	541	533	215	118	383	192	190	524
%V	*15.0%*	*15.3%*	*16.6%*	*17.3%*	*15.2%*	*17.9%*	*13.1%*	*16.4%*
%H		*98.5%*	*39.7%*	*21.8%*	*70.8%*	*35.5%*	*35.1%*	*96.9%*
Not working	1780	1711	580	290	1285	469	816	1421
%V	*49.5%*	*49.1%*	*44.8%*	*42.6%*	*50.9%*	*43.7%*	*56.1%*	*44.4%*
%H		*96.1%*	*32.6%*	*16.3%*	*72.2%*	*26.3%*	*45.8%*	*79.8%*
Houseperson	2974	2893	1068	542	2094	853	1240	2603
%V	*82.7%*	*82.9%*	*82.5%*	*79.6%*	*82.9%*	*79.5%*	*85.3%*	*81.4%*
%H		*97.3%*	*35.9%*	*18.2%*	*70.4%*	*28.7%*	*41.7%*	*87.5%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 3.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3102	2981	1066	485	2076	718	1358	2612
%H (All HH)		*96.1%*	*34.4%*	*15.6%*	*66.9%*	*23.1%*	*43.8%*	*84.2%*
%H (TV HH)			*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	
AB	572	560	240	81	388	163	226	553
%V	*18.4%*	*18.8%*	*22.5%*	*16.7%*	*18.7%*	*22.7%*	*16.6%*	*21.2%*
%H (All HH)		*97.9%*	*42.0%*	*14.2%*	*67.8%*	*28.5%*	*39.5%*	*96.7%*
%H (TV HH)			*42.9%*	*14.5%*	*69.3%*	*29.1%*	*40.4%*	
C1	850	815	314	144	560	221	339	779
%V	*27.4%*	*27.3%*	*29.5%*	*29.7%*	*27.0%*	*30.8%*	*25.0%*	*29.8%*
%H (All HH)		*95.9%*	*36.9%*	*16.9%*	*65.9%*	*26.0%*	*39.9%*	*91.6%*
%H (TV HH)			*38.5%*	*17.7%*	*68.7%*	*27.1%*	*41.6%*	
C2	615	601	219	107	417	157	260	538
%V	*19.8%*	*20.2%*	*20.5%*	*22.1%*	*20.1%*	*21.9%*	*19.1%*	*20.6%*
%H (All HH)		*97.7%*	*35.6%*	*17.4%*	*67.8%*	*25.5%*	*42.3%*	*87.5%*
%H (TV HH)			*36.4%*	*17.8%*	*69.4%*	*26.1%*	*43.3%*	
D	525	491	169	82	335	110	225	422
%V	*16.9%*	*16.5%*	*15.9%*	*16.9%*	*16.1%*	*15.3%*	*16.6%*	*16.2%*
%H (All HH)		*93.5%*	*32.2%*	*15.6%*	*63.8%*	*21.0%*	*42.9%*	*80.4%*
%H (TV HH)			*34.4%*	*16.7%*	*68.2%*	*22.4%*	*45.8%*	
E	540	514	124	71	376	66	310	320
%V	*17.4%*	*17.2%*	*11.6%*	*14.6%*	*18.1%*	*9.2%*	*22.8%*	*12.3%*
%H (All HH)		*95.2%*	*23.0%*	*13.1%*	*69.6%*	*12.2%*	*57.4%*	*59.3%*
%H (TV HH)			*24.1%*	*13.8%*	*73.2%*	*12.8%*	*60.3%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North West

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	3102	2981	1066	485	2076	718	1358	2612
%H (All HH)		*96.1%*	*34.4%*	*15.6%*	*66.9%*	*23.1%*	*43.8%*	*84.2%*
%H (TV HH)			*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	
Under 25	129	107	22	14	72	15	57	120
%V	*4.2%*	*3.6%*	*2.1%*	*2.9%*	*3.5%*	*2.1%*	*4.2%*	*4.6%*
%H (All HH)		*82.9%*	*17.1%*	*10.9%*	*55.8%*	*11.6%*	*44.2%*	*93.0%*
%H (TV HH)			*20.6%*	*13.1%*	*67.3%*	*14.0%*	*53.3%*	
25 - 34	476	439	172	64	255	88	167	450
%V	*15.3%*	*14.7%*	*16.1%*	*13.2%*	*12.3%*	*12.3%*	*12.3%*	*17.2%*
%H (All HH)		*92.2%*	*36.1%*	*13.4%*	*53.6%*	*18.5%*	*35.1%*	*94.5%*
%H (TV HH)			*39.2%*	*14.6%*	*58.1%*	*20.0%*	*38.0%*	
35 - 44	484	457	203	80	275	115	160	462
%V	*15.6%*	*15.3%*	*19.0%*	*16.5%*	*13.2%*	*16.0%*	*11.8%*	*17.7%*
%H (All HH)		*94.4%*	*41.9%*	*16.5%*	*56.8%*	*23.8%*	*33.1%*	*95.5%*
%H (TV HH)			*44.4%*	*17.5%*	*60.2%*	*25.2%*	*35.0%*	
45 - 54	600	584	235	112	416	180	235	560
%V	*19.3%*	*19.6%*	*22.0%*	*23.1%*	*20.0%*	*25.1%*	*17.3%*	*21.4%*
%H (All HH)		*97.3%*	*39.2%*	*18.7%*	*69.3%*	*30.0%*	*39.2%*	*93.3%*
%H (TV HH)			*40.2%*	*19.2%*	*71.2%*	*30.8%*	*40.2%*	
55 - 64	539	530	194	97	376	142	234	479
%V	*17.4%*	*17.8%*	*18.2%*	*20.0%*	*18.1%*	*19.8%*	*17.2%*	*18.3%*
%H (All HH)		*98.3%*	*36.0%*	*18.0%*	*69.8%*	*26.3%*	*43.4%*	*88.9%*
%H (TV HH)			*36.6%*	*18.3%*	*70.9%*	*26.8%*	*44.2%*	
65 +	874	864	240	118	682	177	506	542
%V	*28.2%*	*29.0%*	*22.5%*	*24.3%*	*32.9%*	*24.7%*	*37.3%*	*20.8%*
%H (All HH)		*98.9%*	*27.5%*	*13.5%*	*78.0%*	*20.3%*	*57.9%*	*62.0%*
%H (TV HH)			*27.8%*	*13.7%*	*78.9%*	*20.5%*	*58.6%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

Table 3.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3102	2981	1066	485	2076	718	1358	2612
%H (All HH)		*96.1%*	*34.4%*	*15.6%*	*66.9%*	*23.1%*	*43.8%*	*84.2%*
%H (TV HH)			*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	
1	997	937	224	112	723	143	580	646
%V	*32.1%*	*31.4%*	*21.0%*	*23.1%*	*34.8%*	*19.9%*	*42.7%*	*24.7%*
%H (All HH)		*94.0%*	*22.5%*	*11.2%*	*72.5%*	*14.3%*	*58.2%*	*64.8%*
%H (TV HH)			*23.9%*	*12.0%*	*77.2%*	*15.3%*	*61.9%*	
2	1078	1046	385	174	734	272	462	961
%V	*34.8%*	*35.1%*	*36.1%*	*35.9%*	*35.4%*	*37.9%*	*34.0%*	*36.8%*
%H (All HH)		*97.0%*	*35.7%*	*16.1%*	*68.1%*	*25.2%*	*42.9%*	*89.1%*
%H (TV HH)			*36.8%*	*16.6%*	*70.2%*	*26.0%*	*44.2%*	
3	465	455	197	91	291	137	154	451
%V	*15.0%*	*15.3%*	*18.5%*	*18.8%*	*14.0%*	*19.1%*	*11.3%*	*17.3%*
%H (All HH)		*97.8%*	*42.4%*	*19.6%*	*62.6%*	*29.5%*	*33.1%*	*97.0%*
%H (TV HH)			*43.3%*	*20.0%*	*64.0%*	*30.1%*	*33.8%*	
4	369	358	167	69	225	111	114	362
%V	*11.9%*	*12.0%*	*15.7%*	*14.2%*	*10.8%*	*15.5%*	*8.4%*	*13.9%*
%H (All HH)		*97.0%*	*45.3%*	*18.7%*	*61.0%*	*30.1%*	*30.9%*	*98.1%*
%H (TV HH)			*46.6%*	*19.3%*	*62.8%*	*31.0%*	*31.8%*	
5+	195	186	94	37	103	55	48	192
%V	*6.3%*	*6.2%*	*8.8%*	*7.6%*	*5.0%*	*7.7%*	*3.5%*	*7.4%*
%H (All HH)		*95.4%*	*48.2%*	*19.0%*	*52.8%*	*28.2%*	*24.6%*	*98.5%*
%H (TV HH)			*50.5%*	*19.9%*	*55.4%*	*29.6%*	*25.8%*	
Average HH size	2.28	2.29	2.58	2.51	2.18	2.57	1.98	2.46

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3102	2981	1066	485	2076	718	1358	2612
%H (All HH)		*96.1%*	*34.4%*	*15.6%*	*66.9%*	*23.1%*	*43.8%*	*84.2%*
%H (TV HH)			*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	
Without	2335	2233	727	345	1633	518	1115	1869
%V	*75.3%*	*74.9%*	*68.2%*	*71.1%*	*78.7%*	*72.1%*	*82.1%*	*71.6%*
%H (All HH)		*95.6%*	*31.1%*	*14.8%*	*69.9%*	*22.2%*	*47.8%*	*80.0%*
%H (TV HH)			*32.6%*	*15.5%*	*73.1%*	*23.2%*	*49.9%*	
With	767	748	339	140	443	199	243	743
%V	*24.7%*	*25.1%*	*31.8%*	*28.9%*	*21.3%*	*27.7%*	*17.9%*	*28.4%*
%H (All HH)		*97.5%*	*44.2%*	*18.3%*	*57.8%*	*25.9%*	*31.7%*	*96.9%*
%H (TV HH)			*45.3%*	*18.7%*	*59.2%*	*26.6%*	*32.5%*	
0 - 3	294	286	132	46	159	66	93	282
%V	*9.5%*	*9.6%*	*12.4%*	*9.5%*	*7.7%*	*9.2%*	*6.8%*	*10.8%*
%H (All HH)		*97.3%*	*44.9%*	*15.6%*	*54.1%*	*22.4%*	*31.6%*	*95.9%*
%H (TV HH)			*46.2%*	*16.1%*	*55.6%*	*23.1%*	*32.5%*	
4 - 9	404	394	180	71	228	102	126	392
%V	*13.0%*	*13.2%*	*16.9%*	*14.6%*	*11.0%*	*14.2%*	*9.3%*	*15.0%*
%H (All HH)		*97.5%*	*44.6%*	*17.6%*	*56.4%*	*25.2%*	*31.2%*	*97.0%*
%H (TV HH)			*45.7%*	*18.0%*	*57.9%*	*25.9%*	*32.0%*	
10 - 15	366	357	167	72	215	105	110	357
%V	*11.8%*	*12.0%*	*15.7%*	*14.8%*	*10.4%*	*14.6%*	*8.1%*	*13.7%*
%H (All HH)		*97.5%*	*45.6%*	*19.7%*	*58.7%*	*28.7%*	*30.1%*	*97.5%*
%H (TV HH)			*46.8%*	*20.2%*	*60.2%*	*29.4%*	*30.8%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North West

Household level data

Table 3.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3102	2981	1066	485	2076	718	1358	2612
%H (All HH)		*96.1%*	*34.4%*	*15.6%*	*66.9%*	*23.1%*	*43.8%*	*84.2%*
%H (TV HH)			*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	
1	1196	1196	326	139	772	96	676	908
%V	*38.6%*	*40.1%*	*30.6%*	*28.7%*	*37.2%*	*13.4%*	*49.8%*	*34.8%*
%H (All HH)		*100.0%*	*27.3%*	*11.6%*	*64.5%*	*8.0%*	*56.5%*	*75.9%*
%H (TV HH)			*27.3%*	*11.6%*	*64.5%*	*8.0%*	*56.5%*	
2	987	987	366	176	695	265	429	855
%V	*31.8%*	*33.1%*	*34.3%*	*36.3%*	*33.5%*	*36.9%*	*31.6%*	*32.7%*
%H (All HH)		*100.0%*	*37.1%*	*17.8%*	*70.4%*	*26.8%*	*43.5%*	*86.6%*
%H (TV HH)			*37.1%*	*17.8%*	*70.4%*	*26.8%*	*43.5%*	
3	489	489	220	104	370	206	165	460
%V	*15.8%*	*16.4%*	*20.6%*	*21.4%*	*17.8%*	*28.7%*	*12.2%*	*17.6%*
%H (All HH)		*100.0%*	*45.0%*	*21.3%*	*75.7%*	*42.1%*	*33.7%*	*94.1%*
%H (TV HH)			*45.0%*	*21.3%*	*75.7%*	*42.1%*	*33.7%*	
4	203	203	98	47	154	96	58	196
%V	*6.5%*	*6.8%*	*9.2%*	*9.7%*	*7.4%*	*13.4%*	*4.3%*	*7.5%*
%H (All HH)		*100.0%*	*48.3%*	*23.2%*	*75.9%*	*47.3%*	*28.6%*	*96.6%*
%H (TV HH)			*48.3%*	*23.2%*	*75.9%*	*47.3%*	*28.6%*	
5+	107	107	56	18	85	55	31	105
%V	*3.4%*	*3.6%*	*5.3%*	*3.7%*	*4.1%*	*7.7%*	*2.3%*	*4.0%*
%H (All HH)		*100.0%*	*52.3%*	*16.8%*	*79.4%*	*51.4%*	*29.0%*	*98.1%*
%H (TV HH)			*52.3%*	*16.8%*	*79.4%*	*51.4%*	*29.0%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

Table 3.6: 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	3102	2981	1066	485	2076	718	1358	2612
%H (All HH)		*96.1%*	*34.4%*	*15.6%*	*66.9%*	*23.1%*	*43.8%*	*84.2%*
%H (TV HH)			*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	
Under 20"	263	263	81	41	223	87	136	221
%V	*8.5%*	*8.8%*	*7.6%*	*8.5%*	*10.7%*	*12.1%*	*10.0%*	*8.5%*
%H (All HH)		*100.0%*	*30.8%*	*15.6%*	*84.8%*	*33.1%*	*51.7%*	*84.0%*
%H (TV HH)			*30.8%*	*15.6%*	*84.8%*	*33.1%*	*51.7%*	
20" - 29"	780	780	273	123	635	261	374	654
%V	*25.1%*	*26.2%*	*25.6%*	*25.4%*	*30.6%*	*36.4%*	*27.5%*	*25.0%*
%H (All HH)		*100.0%*	*35.0%*	*15.8%*	*81.4%*	*33.5%*	*47.9%*	*83.8%*
%H (TV HH)			*35.0%*	*15.8%*	*81.4%*	*33.5%*	*47.9%*	
30" - 39"	1518	1518	540	254	1111	409	702	1298
%V	*48.9%*	*50.9%*	*50.7%*	*52.4%*	*53.5%*	*57.0%*	*51.7%*	*49.7%*
%H (All HH)		*100.0%*	*35.6%*	*16.7%*	*73.2%*	*26.9%*	*46.2%*	*85.5%*
%H (TV HH)			*35.6%*	*16.7%*	*73.2%*	*26.9%*	*46.2%*	
40" - 49"	1484	1484	616	280	998	441	557	1357
%V	*47.8%*	*49.8%*	*57.8%*	*57.7%*	*48.1%*	*61.4%*	*41.0%*	*52.0%*
%H (All HH)		*100.0%*	*41.5%*	*18.9%*	*67.3%*	*29.7%*	*37.5%*	*91.4%*
%H (TV HH)			*41.5%*	*18.9%*	*67.3%*	*29.7%*	*37.5%*	
50" - 59"	512	512	251	102	324	175	149	484
%V	*16.5%*	*17.2%*	*23.5%*	*21.0%*	*15.6%*	*24.4%*	*11.0%*	*18.5%*
%H (All HH)		*100.0%*	*49.0%*	*19.9%*	*63.3%*	*34.2%*	*29.1%*	*94.5%*
%H (TV HH)			*49.0%*	*19.9%*	*63.3%*	*34.2%*	*29.1%*	
60"+	58	58	32	9	36	22	14	55
%V	*1.9%*	*1.9%*	*3.0%*	*1.9%*	*1.7%*	*3.1%*	*1.0%*	*2.1%*
%H (All HH)		*100.0%*	*55.2%*	*15.5%*	*62.1%*	*37.9%*	*24.1%*	*94.8%*
%H (TV HH)			*55.2%*	*15.5%*	*62.1%*	*37.9%*	*24.1%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North West

Household level data

Table 3.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3102	2981	1066	485	2076	718	1358	2612
%H (All HH)		*96.1%*	*34.4%*	*15.6%*	*66.9%*	*23.1%*	*43.8%*	*84.2%*
%H (TV HH)			*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	
Main living room	2961	2961	1060	482	2062	715	1347	2506
%V	*95.5%*	*99.3%*	*99.4%*	*99.4%*	*99.3%*	*99.6%*	*99.2%*	*95.9%*
%H (All HH)		*100.0%*	*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.5%*	*84.6%*
%H (TV HH)			*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.5%*	
Kitchen	267	267	116	44	217	110	107	243
%V	*8.6%*	*9.0%*	*10.9%*	*9.1%*	*10.5%*	*15.3%*	*7.9%*	*9.3%*
%H (All HH)		*100.0%*	*43.4%*	*16.5%*	*81.3%*	*41.2%*	*40.1%*	*91.0%*
%H (TV HH)			*43.4%*	*16.5%*	*81.3%*	*41.2%*	*40.1%*	
Adult's bedroom	1362	1362	565	269	1008	493	515	1234
%V	*43.9%*	*45.7%*	*53.0%*	*55.5%*	*48.6%*	*68.7%*	*37.9%*	*47.2%*
%H (All HH)		*100.0%*	*41.5%*	*19.8%*	*74.0%*	*36.2%*	*37.8%*	*90.6%*
%H (TV HH)			*41.5%*	*19.8%*	*74.0%*	*36.2%*	*37.8%*	
Child's bedroom	251	251	120	50	174	97	77	248
%V	*8.1%*	*8.4%*	*11.3%*	*10.3%*	*8.4%*	*13.5%*	*5.7%*	*9.5%*
%H (All HH)		*100.0%*	*47.8%*	*19.9%*	*69.3%*	*38.6%*	*30.7%*	*98.8%*
%H (TV HH)			*47.8%*	*19.9%*	*69.3%*	*38.6%*	*30.7%*	
Other bedroom	270	270	122	64	189	106	83	258
%V	*8.7%*	*9.1%*	*11.4%*	*13.2%*	*9.1%*	*14.8%*	*6.1%*	*9.9%*
%H (All HH)		*100.0%*	*45.2%*	*23.7%*	*70.0%*	*39.3%*	*30.7%*	*95.6%*
%H (TV HH)			*45.2%*	*23.7%*	*70.0%*	*39.3%*	*30.7%*	
Second living/dining room	384	384	172	76	294	160	134	352
%V	*12.4%*	*12.9%*	*16.1%*	*15.7%*	*14.2%*	*22.3%*	*9.9%*	*13.5%*
%H (All HH)		*100.0%*	*44.8%*	*19.8%*	*76.6%*	*41.7%*	*34.9%*	*91.7%*
%H (TV HH)			*44.8%*	*19.8%*	*76.6%*	*41.7%*	*34.9%*	
Study/office	33	33	19	6	25	15	10	32
%V	*1.1%*	*1.1%*	*1.8%*	*1.2%*	*1.2%*	*2.1%*	*0.7%*	*1.2%*
%H (All HH)		*100.0%*	*57.6%*	*18.2%*	*75.8%*	*45.5%*	*30.3%*	*97.0%*
%H (TV HH)			*57.6%*	*18.2%*	*75.8%*	*45.5%*	*30.3%*	
TV room	21	21	9	4	17	10	7	21
%V	*0.7%*	*0.7%*	*0.8%*	*0.8%*	*0.8%*	*1.4%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*42.9%*	*19.0%*	*81.0%*	*47.6%*	*33.3%*	*100.0%*
%H (TV HH)			*42.9%*	*19.0%*	*81.0%*	*47.6%*	*33.3%*	
Conservatory	69	69	32	13	53	29	24	64
%V	*2.2%*	*2.3%*	*3.0%*	*2.7%*	*2.6%*	*4.0%*	*1.8%*	*2.5%*
%H (All HH)		*100.0%*	*46.4%*	*18.8%*	*76.8%*	*42.0%*	*34.8%*	*92.8%*
%H (TV HH)			*46.4%*	*18.8%*	*76.8%*	*42.0%*	*34.8%*	
Attic or loft room	8	8	6	0	7	5	2	8
%V	*0.3%*	*0.3%*	*0.6%*	*0.0%*	*0.3%*	*0.7%*	*0.1%*	*0.3%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*87.5%*	*62.5%*	*25.0%*	
No specific location	1	1	1	0	1	1	0	1
%V	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%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	19	19	9	2	13	6	6	17
%V	*0.6%*	*0.6%*	*0.8%*	*0.4%*	*0.6%*	*0.8%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*47.4%*	*10.5%*	*68.4%*	*31.6%*	*31.6%*	*89.5%*
%H (TV HH)			*47.4%*	*10.5%*	*68.4%*	*31.6%*	*31.6%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North West

Household level data

Table 3.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3102	2981	1066	485	2076	718	1358	2612
%H (All HH)		*96.1%*	*34.4%*	*15.6%*	*66.9%*	*23.1%*	*43.8%*	*84.2%*
%H (TV HH)			*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	
Any DSAT provider	1066	1066	1066	12	485	485	0	995
%V	*34.4%*	*35.8%*	*100.0%*	*2.5%*	*23.4%*	*67.5%*	*0.0%*	*38.1%*
%H (All HH)			*100.0%*	*1.1%*	*45.5%*	*45.5%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*1.1%*	*45.5%*	*45.5%*	*0.0%*	
Sky with subcription	919	919	919	5	416	416	0	866
%V	*29.6%*	*30.8%*	*86.2%*	*1.0%*	*20.0%*	*57.9%*	*0.0%*	*33.2%*
%H (All HH)			*100.0%*	*0.5%*	*45.3%*	*45.3%*	*0.0%*	*94.2%*
%H (TV HH)			*100.0%*	*0.5%*	*45.3%*	*45.3%*	*0.0%*	
Sky without subscription	56	56	56	3	18	18	0	45
%V	*1.8%*	*1.9%*	*5.3%*	*0.6%*	*0.9%*	*2.5%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*5.4%*	*32.1%*	*32.1%*	*0.0%*	*80.4%*
%H (TV HH)			*100.0%*	*5.4%*	*32.1%*	*32.1%*	*0.0%*	
Freesat	71	71	71	3	40	40	0	69
%V	*2.3%*	*2.4%*	*6.7%*	*0.6%*	*1.9%*	*5.6%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*4.2%*	*56.3%*	*56.3%*	*0.0%*	*97.2%*
%H (TV HH)			*100.0%*	*4.2%*	*56.3%*	*56.3%*	*0.0%*	
Other satellite provider	51	51	51	1	29	29	0	45
%V	*1.6%*	*1.7%*	*4.8%*	*0.2%*	*1.4%*	*4.0%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*2.0%*	*56.9%*	*56.9%*	*0.0%*	*88.2%*
%H (TV HH)			*100.0%*	*2.0%*	*56.9%*	*56.9%*	*0.0%*	
DCAB	485	485	12	485	239	239	0	455
%V	*15.6%*	*16.3%*	*1.1%*	*100.0%*	*11.5%*	*33.3%*	*0.0%*	*17.4%*
%H (All HH)			*2.5%*	*100.0%*	*49.3%*	*49.3%*	*0.0%*	*93.8%*
%H (TV HH)			*2.5%*	*100.0%*	*49.3%*	*49.3%*	*0.0%*	
DTT	2076	2076	485	239	2076	718	1358	1684
%V	*66.9%*	*69.6%*	*45.5%*	*49.3%*	*100.0%*	*100.0%*	*100.0%*	*64.5%*
%H (All HH)		*100.0%*	*23.4%*	*11.5%*	*100.0%*	*34.6%*	*65.4%*	*81.1%*
%H (TV HH)			*23.4%*	*11.5%*	*100.0%*	*34.6%*	*65.4%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

Table 3.9: 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	3102	2981	1066	485	2076	718	1358	2612
%H (All HH)		*96.1%*	*34.4%*	*15.6%*	*66.9%*	*23.1%*	*43.8%*	*84.2%*
%H (TV HH)			*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	
PVR	1831	1831	980	464	1068	669	399	1698
%V	*59.0%*	*61.4%*	*91.9%*	*95.7%*	*51.4%*	*93.2%*	*29.4%*	*65.0%*
%H (All HH)		*100.0%*	*53.5%*	*25.3%*	*58.3%*	*36.5%*	*21.8%*	*92.7%*
%H (TV HH)			*53.5%*	*25.3%*	*58.3%*	*36.5%*	*21.8%*	
DVDR	29	29	10	4	27	11	16	24
%V	*0.9%*	*1.0%*	*0.9%*	*0.8%*	*1.3%*	*1.5%*	*1.2%*	*0.9%*
%H (All HH)		*100.0%*	*34.5%*	*13.8%*	*93.1%*	*37.9%*	*55.2%*	*82.8%*
%H (TV HH)			*34.5%*	*13.8%*	*93.1%*	*37.9%*	*55.2%*	
VCR	25	25	8	2	21	7	14	14
%V	*0.8%*	*0.8%*	*0.8%*	*0.4%*	*1.0%*	*1.0%*	*1.0%*	*0.5%*
%H (All HH)		*100.0%*	*32.0%*	*8.0%*	*84.0%*	*28.0%*	*56.0%*	*56.0%*
%H (TV HH)			*32.0%*	*8.0%*	*84.0%*	*28.0%*	*56.0%*	
Any recorder	1856	1856	983	465	1092	672	419	1714
%V	*59.8%*	*62.3%*	*92.2%*	*95.9%*	*52.6%*	*93.6%*	*30.9%*	*65.6%*
%H (All HH)		*100.0%*	*53.0%*	*25.1%*	*58.8%*	*36.2%*	*22.6%*	*92.3%*
%H (TV HH)			*53.0%*	*25.1%*	*58.8%*	*36.2%*	*22.6%*	
Receives HDTV (via STB or built-in reception)	2080	2080	928	394	1410	641	769	1887
%V	*67.1%*	*69.8%*	*87.1%*	*81.2%*	*67.9%*	*89.3%*	*56.6%*	*72.2%*
%H (All HH)		*100.0%*	*44.6%*	*18.9%*	*67.8%*	*30.8%*	*37.0%*	*90.7%*
%H (TV HH)			*44.6%*	*18.9%*	*67.8%*	*30.8%*	*37.0%*	
DVD/Blu-ray player or recorder	1630	1630	629	277	1164	475	689	1456
%V	*52.5%*	*54.7%*	*59.0%*	*57.1%*	*56.1%*	*66.2%*	*50.7%*	*55.7%*
%H (All HH)		*100.0%*	*38.6%*	*17.0%*	*71.4%*	*29.1%*	*42.3%*	*89.3%*
%H (TV HH)			*38.6%*	*17.0%*	*71.4%*	*29.1%*	*42.3%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

Table 3.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3102	2981	1066	485	2076	718	1358	2612
%H (All HH)		*96.1%*	*34.4%*	*15.6%*	*66.9%*	*23.1%*	*43.8%*	*84.2%*
%H (TV HH)			*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	
Has broadband internet	2612	2524	995	455	1684	679	1005	2612
%V	*84.2%*	*84.7%*	*93.3%*	*93.8%*	*81.1%*	*94.6%*	*74.0%*	*100.0%*
%H (All HH)		*96.6%*	*38.1%*	*17.4%*	*64.5%*	*26.0%*	*38.5%*	*100.0%*
%H (TV HH)			*39.4%*	*18.0%*	*66.7%*	*26.9%*	*39.8%*	
Number of computers (PCs and laptops)								
0	707	663	150	65	515	81	434	245
%V	*22.8%*	*22.2%*	*14.1%*	*13.4%*	*24.8%*	*11.3%*	*32.0%*	*9.4%*
%H (All HH)		*93.8%*	*21.2%*	*9.2%*	*72.8%*	*11.5%*	*61.4%*	*34.7%*
%H (TV HH)			*22.6%*	*9.8%*	*77.7%*	*12.2%*	*65.5%*	
1	843	811	268	135	547	162	386	822
%V	*27.2%*	*27.2%*	*25.1%*	*27.8%*	*26.3%*	*22.6%*	*28.4%*	*31.5%*
%H (All HH)		*96.2%*	*31.8%*	*16.0%*	*64.9%*	*19.2%*	*45.8%*	*97.5%*
%H (TV HH)			*33.0%*	*16.6%*	*67.4%*	*20.0%*	*47.6%*	
2	673	652	254	113	439	167	272	668
%V	*21.7%*	*21.9%*	*23.8%*	*23.3%*	*21.1%*	*23.3%*	*20.0%*	*25.6%*
%H (All HH)		*96.9%*	*37.7%*	*16.8%*	*65.2%*	*24.8%*	*40.4%*	*99.3%*
%H (TV HH)			*39.0%*	*17.3%*	*67.3%*	*25.6%*	*41.7%*	
3	408	397	184	78	265	140	125	407
%V	*13.2%*	*13.3%*	*17.3%*	*16.1%*	*12.8%*	*19.5%*	*9.2%*	*15.6%*
%H (All HH)		*97.3%*	*45.1%*	*19.1%*	*65.0%*	*34.3%*	*30.6%*	*99.8%*
%H (TV HH)			*46.3%*	*19.6%*	*66.8%*	*35.3%*	*31.5%*	
4	224	216	99	41	142	72	70	224
%V	*7.2%*	*7.2%*	*9.3%*	*8.5%*	*6.8%*	*10.0%*	*5.2%*	*8.6%*
%H (All HH)		*96.4%*	*44.2%*	*18.3%*	*63.4%*	*32.1%*	*31.3%*	*100.0%*
%H (TV HH)			*45.8%*	*19.0%*	*65.7%*	*33.3%*	*32.4%*	
5+	246	242	112	52	167	96	71	246
%V	*7.9%*	*8.1%*	*10.5%*	*10.7%*	*8.0%*	*13.4%*	*5.2%*	*9.4%*
%H (All HH)		*98.4%*	*45.5%*	*21.1%*	*67.9%*	*39.0%*	*28.9%*	*100.0%*
%H (TV HH)			*46.3%*	*21.5%*	*69.0%*	*39.7%*	*29.3%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

Table 3.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6030	2417	1088	4353	1926	2427	5352
%H		*40.1%*	*18.0%*	*72.2%*	*31.9%*	*40.2%*	*88.8%*
Under 20"	326	100	53	276	110	166	279
%V	*5.4%*	*4.1%*	*4.9%*	*6.3%*	*5.7%*	*6.8%*	*5.2%*
%H		*30.7%*	*16.3%*	*84.7%*	*33.7%*	*50.9%*	*85.6%*
20" - 29"	1002	375	161	822	364	458	851
%V	*16.6%*	*15.5%*	*14.8%*	*18.9%*	*18.9%*	*18.9%*	*15.9%*
%H		*37.4%*	*16.1%*	*82.0%*	*36.3%*	*45.7%*	*84.9%*
30" - 39"	1989	743	355	1449	587	862	1737
%V	*33.0%*	*30.7%*	*32.6%*	*33.3%*	*30.5%*	*35.5%*	*32.5%*
%H		*37.4%*	*17.8%*	*72.9%*	*29.5%*	*43.3%*	*87.3%*
40" - 49"	1848	797	362	1253	599	653	1711
%V	*30.6%*	*33.0%*	*33.3%*	*28.8%*	*31.1%*	*26.9%*	*32.0%*
%H		*43.1%*	*19.6%*	*67.8%*	*32.4%*	*35.3%*	*92.6%*
50" - 59"	573	288	114	357	196	161	545
%V	*9.5%*	*11.9%*	*10.5%*	*8.2%*	*10.2%*	*6.6%*	*10.2%*
%H		*50.3%*	*19.9%*	*62.3%*	*34.2%*	*28.1%*	*95.1%*
60"+	59	33	9	37	23	14	57
%V	*1.0%*	*1.4%*	*0.8%*	*0.8%*	*1.2%*	*0.6%*	*1.1%*
%H		*55.9%*	*15.3%*	*62.7%*	*39.0%*	*23.7%*	*96.6%*
Don't know	232	81	34	159	47	112	173
%V	*3.8%*	*3.4%*	*3.1%*	*3.7%*	*2.4%*	*4.6%*	*3.2%*
%H		*34.9%*	*14.7%*	*68.5%*	*20.3%*	*48.3%*	*74.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North West

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	6030	2417	1088	4353	1926	2427	5352
%H		*40.1%*	*18.0%*	*72.2%*	*31.9%*	*40.2%*	*88.8%*
Main living room	2977	1066	485	2072	718	1354	2518
%V	*49.4%*	*44.1%*	*44.6%*	*47.6%*	*37.3%*	*55.8%*	*47.0%*
%H		*35.8%*	*16.3%*	*69.6%*	*24.1%*	*45.5%*	*84.6%*
Kitchen	267	116	44	218	110	107	244
%V	*4.4%*	*4.8%*	*4.0%*	*5.0%*	*5.7%*	*4.4%*	*4.6%*
%H		*43.4%*	*16.5%*	*81.6%*	*41.2%*	*40.1%*	*91.4%*
Adult's bedroom	1589	670	318	1195	605	589	1451
%V	*26.4%*	*27.7%*	*29.2%*	*27.5%*	*31.4%*	*24.3%*	*27.1%*
%H		*42.2%*	*20.0%*	*75.2%*	*38.1%*	*37.1%*	*91.3%*
Child's bedroom	321	158	62	223	127	95	317
%V	*5.3%*	*6.5%*	*5.7%*	*5.1%*	*6.6%*	*3.9%*	*5.9%*
%H		*49.2%*	*19.3%*	*69.5%*	*39.6%*	*29.6%*	*98.8%*
Other bedroom	329	154	76	229	134	95	315
%V	*5.5%*	*6.4%*	*7.0%*	*5.3%*	*7.0%*	*3.9%*	*5.9%*
%H		*46.8%*	*23.1%*	*69.6%*	*40.7%*	*28.9%*	*95.7%*
Second living/dining room	390	176	79	299	164	134	358
%V	*6.5%*	*7.3%*	*7.3%*	*6.9%*	*8.5%*	*5.5%*	*6.7%*
%H		*45.1%*	*20.3%*	*76.7%*	*42.1%*	*34.4%*	*91.8%*
Study/office	35	20	6	25	15	10	34
%V	*0.6%*	*0.8%*	*0.6%*	*0.6%*	*0.8%*	*0.4%*	*0.6%*
%H		*57.1%*	*17.1%*	*71.4%*	*42.9%*	*28.6%*	*97.1%*
TV room	21	9	4	17	10	7	21
%V	*0.3%*	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.4%*
%H		*42.9%*	*19.0%*	*81.0%*	*47.6%*	*33.3%*	*100.0%*
Conservatory	69	32	13	53	29	24	64
%V	*1.1%*	*1.3%*	*1.2%*	*1.2%*	*1.5%*	*1.0%*	*1.2%*
%H		*46.4%*	*18.8%*	*76.8%*	*42.0%*	*34.8%*	*92.8%*
Attic or loft room	8	6	1	7	5	2	8
%V	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.3%*	*0.1%*	*0.1%*
%H		*75.0%*	*12.5%*	*87.5%*	*62.5%*	*25.0%*	*100.0%*
No specific location	1	1	0	1	1	0	1
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Other	22	9	2	15	7	9	20
%V	*0.4%*	*0.4%*	*0.2%*	*0.3%*	*0.4%*	*0.4%*	*0.4%*
%H		*40.9%*	*9.1%*	*68.2%*	*31.8%*	*40.9%*	*90.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North West

Set level data

Table 3.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6030	2417	1088	4353	1926	2427	5352
%H		*40.1%*	*18.0%*	*72.2%*	*31.9%*	*40.2%*	*88.8%*
PVR	2695	1537	718	1429	966	462	2534
%V	*44.7%*	*63.6%*	*66.0%*	*32.8%*	*50.2%*	*19.0%*	*47.3%*
%H		*57.0%*	*26.6%*	*53.0%*	*35.8%*	*17.1%*	*94.0%*
DVDR	30	11	4	27	11	16	24
%V	*0.5%*	*0.5%*	*0.4%*	*0.6%*	*0.6%*	*0.7%*	*0.4%*
%H		*36.7%*	*13.3%*	*90.0%*	*36.7%*	*53.3%*	*80.0%*
VCR	27	9	3	24	8	16	16
%V	*0.4%*	*0.4%*	*0.3%*	*0.6%*	*0.4%*	*0.7%*	*0.3%*
%H		*33.3%*	*11.1%*	*88.9%*	*29.6%*	*59.3%*	*59.3%*
Any recorder	2730	1544	722	1461	975	487	2556
%V	*45.3%*	*63.9%*	*66.4%*	*33.6%*	*50.6%*	*20.1%*	*47.8%*
%H		*56.6%*	*26.4%*	*53.5%*	*35.7%*	*17.8%*	*93.6%*

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

Set level data

Table 3.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6030	2417	1088	4353	1926	2427	5352
%H		*40.1%*	*18.0%*	*72.2%*	*31.9%*	*40.2%*	*88.8%*
Receives HDTV (via STB or built-in reception)	3353	1578	682	2259	1147	1112	3105
%V	*55.6%*	*65.3%*	*62.7%*	*51.9%*	*59.6%*	*45.8%*	*58.0%*
%H		*47.1%*	*20.3%*	*67.4%*	*34.2%*	*33.2%*	*92.6%*
DVD/Blu-ray player or recorder	2270	942	392	1636	747	889	2071
%V	*37.6%*	*39.0%*	*36.0%*	*37.6%*	*38.8%*	*36.6%*	*38.7%*
%H		*41.5%*	*17.3%*	*72.1%*	*32.9%*	*39.2%*	*91.2%*

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

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2981	1065	485	2076	717	1358	2523
%H		*35.7%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	*84.6%*
Under 20"	22	3	0	17	1	16	15
%V	*0.7%*	*0.3%*	*0.0%*	*0.8%*	*0.1%*	*1.2%*	*0.6%*
%H		*13.6%*	*0.0%*	*77.3%*	*4.5%*	*72.7%*	*68.2%*
20" - 29"	176	25	15	146	16	130	105
%V	*5.9%*	*2.3%*	*3.1%*	*7.0%*	*2.2%*	*9.6%*	*4.2%*
%H		*14.2%*	*8.5%*	*83.0%*	*9.1%*	*73.9%*	*59.7%*
30" - 39"	889	250	119	659	159	500	699
%V	*29.8%*	*23.5%*	*24.5%*	*31.7%*	*22.2%*	*36.8%*	*27.7%*
%H		*28.1%*	*13.4%*	*74.1%*	*17.9%*	*56.2%*	*78.6%*
40" - 49"	1276	506	238	857	354	503	1154
%V	*42.8%*	*47.5%*	*49.1%*	*41.3%*	*49.4%*	*37.0%*	*45.7%*
%H		*39.7%*	*18.7%*	*67.2%*	*27.7%*	*39.4%*	*90.4%*
50" - 59"	457	223	92	288	155	133	431
%V	*15.3%*	*20.9%*	*19.0%*	*13.9%*	*21.6%*	*9.8%*	*17.1%*
%H		*48.8%*	*20.1%*	*63.0%*	*33.9%*	*29.1%*	*94.3%*
60"+	51	27	9	31	19	12	49
%V	*1.7%*	*2.5%*	*1.9%*	*1.5%*	*2.6%*	*0.9%*	*1.9%*
%H		*52.9%*	*17.6%*	*60.8%*	*37.3%*	*23.5%*	*96.1%*
Don't know	110	29	12	78	13	66	70
%V	*3.7%*	*2.7%*	*2.5%*	*3.8%*	*1.8%*	*4.9%*	*2.8%*
%H		*26.4%*	*10.9%*	*70.9%*	*11.8%*	*60.0%*	*63.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.16: 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	2981	1065	485	2076	717	1358	2523
%H		*35.7%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	*84.6%*
PVR	1800	969	459	1039	655	384	1668
%V	*60.4%*	*91.0%*	*94.6%*	*50.0%*	*91.4%*	*28.3%*	*66.1%*
%H		*53.8%*	*25.5%*	*57.7%*	*36.4%*	*21.3%*	*92.7%*
DVDR	25	9	3	23	10	13	20
%V	*0.8%*	*0.8%*	*0.6%*	*1.1%*	*1.4%*	*1.0%*	*0.8%*
%H		*36.0%*	*12.0%*	*92.0%*	*40.0%*	*52.0%*	*80.0%*
VCR	20	6	1	17	5	12	11
%V	*0.7%*	*0.6%*	*0.2%*	*0.8%*	*0.7%*	*0.9%*	*0.4%*
%H		*30.0%*	*5.0%*	*85.0%*	*25.0%*	*60.0%*	*55.0%*
Any recorder	1824	973	459	1062	659	403	1683
%V	*61.2%*	*91.4%*	*94.6%*	*51.2%*	*91.9%*	*29.7%*	*66.7%*
%H		*53.3%*	*25.2%*	*58.2%*	*36.1%*	*22.1%*	*92.3%*

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

Set level data

Table 3.17: Main Set - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2981	1065	485	2076	717	1358	2523
%H		*35.7%*	*16.3%*	*69.6%*	*24.1%*	*45.6%*	*84.6%*
Receives HDTV (via STB or built-in reception)	2034	907	388	1369	620	750	1843
%V	*68.2%*	*85.2%*	*80.0%*	*65.9%*	*86.5%*	*55.2%*	*73.0%*
%H		*44.6%*	*19.1%*	*67.3%*	*30.5%*	*36.9%*	*90.6%*
DVD/Blu-ray player or recorder	1379	515	232	979	382	597	1218
%V	*46.3%*	*48.4%*	*47.8%*	*47.2%*	*53.3%*	*44.0%*	*48.3%*
%H		*37.3%*	*16.8%*	*71.0%*	*27.7%*	*43.3%*	*88.3%*

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

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3049	1352	604	2278	1209	1069	2829
%H		*44.3%*	*19.8%*	*74.7%*	*39.7%*	*35.1%*	*92.8%*
Under 20"	305	97	53	260	109	150	263
%V	*10.0%*	*7.2%*	*8.8%*	*11.4%*	*9.0%*	*14.0%*	*9.3%*
%H		*31.8%*	*17.4%*	*85.2%*	*35.7%*	*49.2%*	*86.2%*
20" - 29"	825	350	146	676	348	328	746
%V	*27.1%*	*25.9%*	*24.2%*	*29.7%*	*28.8%*	*30.7%*	*26.4%*
%H		*42.4%*	*17.7%*	*81.9%*	*42.2%*	*39.8%*	*90.4%*
30" - 39"	1100	493	236	790	427	363	1038
%V	*36.1%*	*36.5%*	*39.1%*	*34.7%*	*35.3%*	*34.0%*	*36.7%*
%H		*44.8%*	*21.5%*	*71.8%*	*38.8%*	*33.0%*	*94.4%*
40" - 49"	572	290	124	396	245	150	556
%V	*18.8%*	*21.4%*	*20.5%*	*17.4%*	*20.3%*	*14.0%*	*19.7%*
%H		*50.7%*	*21.7%*	*69.2%*	*42.8%*	*26.2%*	*97.2%*
50" - 59"	116	65	22	69	41	28	114
%V	*3.8%*	*4.8%*	*3.6%*	*3.0%*	*3.4%*	*2.6%*	*4.0%*
%H		*56.0%*	*19.0%*	*59.5%*	*35.3%*	*24.1%*	*98.3%*
60"+	8	6	0	6	4	2	8
%V	*0.3%*	*0.4%*	*0.0%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
Don't know	123	51	23	81	34	46	103
%V	*4.0%*	*3.8%*	*3.8%*	*3.6%*	*2.8%*	*4.3%*	*3.6%*
%H		*41.5%*	*18.7%*	*65.9%*	*27.6%*	*37.4%*	*83.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.19: 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	3049	1352	604	2278	1209	1069	2829
%H		*44.3%*	*19.8%*	*74.7%*	*39.7%*	*35.1%*	*92.8%*
PVR	895	568	259	390	311	79	865
%V	*29.4%*	*42.0%*	*42.9%*	*17.1%*	*25.7%*	*7.4%*	*30.6%*
%H		*63.5%*	*28.9%*	*43.6%*	*34.7%*	*8.8%*	*96.6%*
DVDR	4	2	0	4	2	2	4
%V	*0.1%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
VCR	7	3	2	7	3	3	4
%V	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.1%*
%H		*42.9%*	*28.6%*	*100.0%*	*42.9%*	*42.9%*	*57.1%*
Any recorder	906	571	263	399	316	84	874
%V	*29.7%*	*42.2%*	*43.5%*	*17.5%*	*26.1%*	*7.9%*	*30.9%*
%H		*63.0%*	*29.0%*	*44.0%*	*34.9%*	*9.3%*	*96.5%*

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

Set level data

Table 3.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3049	1352	604	2278	1209	1069	2829
%H		*44.3%*	*19.8%*	*74.7%*	*39.7%*	*35.1%*	*92.8%*
Receives HDTV (via STB or built-in reception)	1319	671	294	890	527	363	1262
%V	*43.3%*	*49.6%*	*48.7%*	*39.1%*	*43.6%*	*34.0%*	*44.6%*
%H		*50.9%*	*22.3%*	*67.5%*	*40.0%*	*27.5%*	*95.7%*
DVD/Blu-ray player or recorder	892	426	160	656	365	291	853
%V	*29.3%*	*31.5%*	*26.5%*	*28.8%*	*30.2%*	*27.2%*	*30.2%*
%H		*47.8%*	*17.9%*	*73.5%*	*40.9%*	*32.6%*	*95.6%*

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

Table 3.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7078	6832	2753	1214	4529	1841	2688	6415
%H		*96.5%*	*38.9%*	*17.2%*	*64.0%*	*26.0%*	*38.0%*	*90.6%*
Total Children	1367	1329	618	238	777	351	426	1330
%V	*19.3%*	*19.5%*	*22.4%*	*19.6%*	*17.2%*	*19.1%*	*15.8%*	*20.7%*
%H		*97.2%*	*45.2%*	*17.4%*	*56.8%*	*25.7%*	*31.2%*	*97.3%*
0 - 3	343	332	151	55	183	75	108	330
%V	*4.8%*	*4.9%*	*5.5%*	*4.5%*	*4.0%*	*4.1%*	*4.0%*	*5.1%*
%H		*96.8%*	*44.0%*	*16.0%*	*53.4%*	*21.9%*	*31.5%*	*96.2%*
4 - 15	1024	998	466	182	594	276	318	1000
%V	*14.5%*	*14.6%*	*16.9%*	*15.0%*	*13.1%*	*15.0%*	*11.8%*	*15.6%*
%H		*97.5%*	*45.5%*	*17.8%*	*58.0%*	*27.0%*	*31.1%*	*97.7%*
4 - 9	534	519	240	89	306	137	169	520
%V	*7.5%*	*7.6%*	*8.7%*	*7.3%*	*6.8%*	*7.4%*	*6.3%*	*8.1%*
%H		*97.2%*	*44.9%*	*16.7%*	*57.3%*	*25.7%*	*31.6%*	*97.4%*
10 - 15	491	479	226	93	288	139	149	481
%V	*6.9%*	*7.0%*	*8.2%*	*7.7%*	*6.4%*	*7.6%*	*5.5%*	*7.5%*
%H		*97.6%*	*46.0%*	*18.9%*	*58.7%*	*28.3%*	*30.3%*	*98.0%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7078	6832	2753	1214	4529	1841	2688	6415
%H		*96.5%*	*38.9%*	*17.2%*	*64.0%*	*26.0%*	*38.0%*	*90.6%*
Total Adults (16+)	5711	5503	2135	977	3752	1490	2262	5085
%V	*80.7%*	*80.5%*	*77.6%*	*80.5%*	*82.8%*	*80.9%*	*84.2%*	*79.3%*
%H		*96.4%*	*37.4%*	*17.1%*	*65.7%*	*26.1%*	*39.6%*	*89.0%*
16 - 19	280	268	122	57	185	97	88	276
%V	*4.0%*	*3.9%*	*4.4%*	*4.7%*	*4.1%*	*5.3%*	*3.3%*	*4.3%*
%H		*95.7%*	*43.6%*	*20.4%*	*66.1%*	*34.6%*	*31.4%*	*98.6%*
20 - 24	455	404	132	89	263	111	152	442
%V	*6.4%*	*5.9%*	*4.8%*	*7.3%*	*5.8%*	*6.0%*	*5.7%*	*6.9%*
%H		*88.8%*	*29.0%*	*19.6%*	*57.8%*	*24.4%*	*33.4%*	*97.1%*
25 - 34	958	897	371	142	527	207	320	914
%V	*13.5%*	*13.1%*	*13.5%*	*11.7%*	*11.6%*	*11.2%*	*11.9%*	*14.2%*
%H		*93.6%*	*38.7%*	*14.8%*	*55.0%*	*21.6%*	*33.4%*	*95.4%*
35 - 44	857	819	367	146	492	213	279	823
%V	*12.1%*	*12.0%*	*13.3%*	*12.0%*	*10.9%*	*11.6%*	*10.4%*	*12.8%*
%H		*95.6%*	*42.8%*	*17.0%*	*57.4%*	*24.9%*	*32.6%*	*96.0%*
45 - 54	996	975	416	188	681	312	369	941
%V	*14.1%*	*14.3%*	*15.1%*	*15.5%*	*15.0%*	*16.9%*	*13.7%*	*14.7%*
%H		*97.9%*	*41.8%*	*18.9%*	*68.4%*	*31.3%*	*37.0%*	*94.5%*
55 - 64	879	867	340	168	614	260	354	805
%V	*12.4%*	*12.7%*	*12.4%*	*13.8%*	*13.6%*	*14.1%*	*13.2%*	*12.5%*
%H		*98.6%*	*38.7%*	*19.1%*	*69.9%*	*29.6%*	*40.3%*	*91.6%*
65+	1286	1274	388	187	991	292	699	884
%V	*18.2%*	*18.6%*	*14.1%*	*15.4%*	*21.9%*	*15.9%*	*26.0%*	*13.8%*
%H		*99.1%*	*30.2%*	*14.5%*	*77.1%*	*22.7%*	*54.4%*	*68.7%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5711	5503	2135	977	3752	1490	2262	5085
%H		*96.4%*	*37.4%*	*17.1%*	*65.7%*	*26.1%*	*39.6%*	*89.0%*
AB	1132	1110	516	165	764	357	407	1107
%V	*19.8%*	*20.2%*	*24.2%*	*16.9%*	*20.4%*	*24.0%*	*18.0%*	*21.8%*
%H		*98.1%*	*45.6%*	*14.6%*	*67.5%*	*31.5%*	*36.0%*	*97.8%*
C1	1653	1578	622	313	1071	465	606	1562
%V	*28.9%*	*28.7%*	*29.1%*	*32.0%*	*28.5%*	*31.2%*	*26.8%*	*30.7%*
%H		*95.5%*	*37.6%*	*18.9%*	*64.8%*	*28.1%*	*36.7%*	*94.5%*
C2	1203	1182	467	221	804	341	463	1096
%V	*21.1%*	*21.5%*	*21.9%*	*22.6%*	*21.4%*	*22.9%*	*20.5%*	*21.6%*
%H		*98.3%*	*38.8%*	*18.4%*	*66.8%*	*28.3%*	*38.5%*	*91.1%*
D	950	892	334	166	591	225	366	817
%V	*16.6%*	*16.2%*	*15.6%*	*17.0%*	*15.8%*	*15.1%*	*16.2%*	*16.1%*
%H		*93.9%*	*35.2%*	*17.5%*	*62.2%*	*23.7%*	*38.5%*	*86.0%*
E	773	741	197	112	522	103	419	503
%V	*13.5%*	*13.5%*	*9.2%*	*11.5%*	*13.9%*	*6.9%*	*18.5%*	*9.9%*
%H		*95.9%*	*25.5%*	*14.5%*	*67.5%*	*13.3%*	*54.2%*	*65.1%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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+)	5711	5503	2135	977	3752	1490	2262	5085
%H		*96.4%*	*37.4%*	*17.1%*	*65.7%*	*26.1%*	*39.6%*	*89.0%*
Working full time	2751	2672	1145	513	1690	761	929	2655
%V	*48.2%*	*48.6%*	*53.6%*	*52.5%*	*45.0%*	*51.1%*	*41.1%*	*52.2%*
%H		*97.1%*	*41.6%*	*18.6%*	*61.4%*	*27.7%*	*33.8%*	*96.5%*
Working part time	479	463	198	77	327	145	182	462
%V	*8.4%*	*8.4%*	*9.3%*	*7.9%*	*8.7%*	*9.7%*	*8.0%*	*9.1%*
%H		*96.7%*	*41.3%*	*16.1%*	*68.3%*	*30.3%*	*38.0%*	*96.5%*
Not working	2481	2368	792	387	1736	585	1150	1968
%V	*43.4%*	*43.0%*	*37.1%*	*39.6%*	*46.3%*	*39.3%*	*50.8%*	*38.7%*
%H		*95.4%*	*31.9%*	*15.6%*	*70.0%*	*23.6%*	*46.4%*	*79.3%*
Houseperson	3102	2981	1066	485	2076	718	1358	2612
%V	*54.3%*	*54.2%*	*49.9%*	*49.6%*	*55.3%*	*48.2%*	*60.0%*	*51.4%*
%H		*96.1%*	*34.4%*	*15.6%*	*66.9%*	*23.1%*	*43.8%*	*84.2%*

Base: ITV North West - 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+)	2794	2673	1038	479	1811	728	1084	2502
%H		*95.7%*	*37.2%*	*17.1%*	*64.8%*	*26.1%*	*38.8%*	*89.5%*
16 - 19	153	143	62	32	100	51	48	151
%V	*5.5%*	*5.3%*	*6.0%*	*6.7%*	*5.5%*	*7.0%*	*4.4%*	*6.0%*
%H		*93.5%*	*40.5%*	*20.9%*	*65.4%*	*33.3%*	*31.4%*	*98.7%*
20 - 24	219	196	67	51	120	56	63	215
%V	*7.8%*	*7.3%*	*6.5%*	*10.6%*	*6.6%*	*7.7%*	*5.8%*	*8.6%*
%H		*89.5%*	*30.6%*	*23.3%*	*54.8%*	*25.6%*	*28.8%*	*98.2%*
25 - 34	483	447	178	70	266	101	165	457
%V	*17.3%*	*16.7%*	*17.1%*	*14.6%*	*14.7%*	*13.9%*	*15.2%*	*18.3%*
%H		*92.5%*	*36.9%*	*14.5%*	*55.1%*	*20.9%*	*34.2%*	*94.6%*
35 - 44	424	403	175	69	245	103	143	406
%V	*15.2%*	*15.1%*	*16.9%*	*14.4%*	*13.5%*	*14.1%*	*13.2%*	*16.2%*
%H		*95.0%*	*41.3%*	*16.3%*	*57.8%*	*24.3%*	*33.7%*	*95.8%*
45 - 54	488	474	203	86	325	141	183	455
%V	*17.5%*	*17.7%*	*19.6%*	*18.0%*	*17.9%*	*19.4%*	*16.9%*	*18.2%*
%H		*97.1%*	*41.6%*	*17.6%*	*66.6%*	*28.9%*	*37.5%*	*93.2%*
55 - 64	428	419	164	81	303	130	172	387
%V	*15.3%*	*15.7%*	*15.8%*	*16.9%*	*16.7%*	*17.9%*	*15.9%*	*15.5%*
%H		*97.9%*	*38.3%*	*18.9%*	*70.8%*	*30.4%*	*40.2%*	*90.4%*
65+	599	590	190	91	453	144	309	430
%V	*21.4%*	*22.1%*	*18.3%*	*19.0%*	*25.0%*	*19.8%*	*28.5%*	*17.2%*
%H		*98.5%*	*31.7%*	*15.2%*	*75.6%*	*24.0%*	*51.6%*	*71.8%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2794	2673	1038	479	1811	728	1084	2502
%H		*95.7%*	*37.2%*	*17.1%*	*64.8%*	*26.1%*	*38.8%*	*89.5%*
AB	570	558	255	82	386	178	208	558
%V	*20.4%*	*20.9%*	*24.6%*	*17.1%*	*21.3%*	*24.5%*	*19.2%*	*22.3%*
%H		*97.9%*	*44.7%*	*14.4%*	*67.7%*	*31.2%*	*36.5%*	*97.9%*
C1	767	728	291	153	478	214	264	732
%V	*27.5%*	*27.2%*	*28.0%*	*31.9%*	*26.4%*	*29.4%*	*24.4%*	*29.3%*
%H		*94.9%*	*37.9%*	*19.9%*	*62.3%*	*27.9%*	*34.4%*	*95.4%*
C2	651	638	243	120	436	183	253	587
%V	*23.3%*	*23.9%*	*23.4%*	*25.1%*	*24.1%*	*25.1%*	*23.3%*	*23.5%*
%H		*98.0%*	*37.3%*	*18.4%*	*67.0%*	*28.1%*	*38.9%*	*90.2%*
D	462	426	167	74	279	108	171	401
%V	*16.5%*	*15.9%*	*16.1%*	*15.4%*	*15.4%*	*14.8%*	*15.8%*	*16.0%*
%H		*92.2%*	*36.1%*	*16.0%*	*60.4%*	*23.4%*	*37.0%*	*86.8%*
E	344	324	82	49	232	45	187	224
%V	*12.3%*	*12.1%*	*7.9%*	*10.2%*	*12.8%*	*6.2%*	*17.3%*	*9.0%*
%H		*94.2%*	*23.8%*	*14.2%*	*67.4%*	*13.1%*	*54.4%*	*65.1%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2794	2673	1038	479	1811	728	1084	2502
%H		*95.7%*	*37.2%*	*17.1%*	*64.8%*	*26.1%*	*38.8%*	*89.5%*
Working full time	1608	1554	662	291	982	434	548	1552
%V	*57.6%*	*58.1%*	*63.8%*	*60.8%*	*54.2%*	*59.6%*	*50.6%*	*62.0%*
%H		*96.6%*	*41.2%*	*18.1%*	*61.1%*	*27.0%*	*34.1%*	*96.5%*
Working part time	106	99	44	14	71	29	41	99
%V	*3.8%*	*3.7%*	*4.2%*	*2.9%*	*3.9%*	*4.0%*	*3.8%*	*4.0%*
%H		*93.4%*	*41.5%*	*13.2%*	*67.0%*	*27.4%*	*38.7%*	*93.4%*
Not working	1080	1020	332	174	759	264	494	851
%V	*38.7%*	*38.2%*	*32.0%*	*36.3%*	*41.9%*	*36.3%*	*45.6%*	*34.0%*
%H		*94.4%*	*30.7%*	*16.1%*	*70.3%*	*24.4%*	*45.7%*	*78.8%*
Houseperson	831	768	235	104	542	140	402	640
%V	*29.7%*	*28.7%*	*22.6%*	*21.7%*	*29.9%*	*19.2%*	*37.1%*	*25.6%*
%H		*92.4%*	*28.3%*	*12.5%*	*65.2%*	*16.8%*	*48.4%*	*77.0%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2917	2830	1097	498	1941	763	1179	2583
%H		*97.0%*	*37.6%*	*17.1%*	*66.5%*	*26.2%*	*40.4%*	*88.5%*
16 - 19	127	125	60	25	85	45	40	125
%V	*4.4%*	*4.4%*	*5.5%*	*5.0%*	*4.4%*	*5.9%*	*3.4%*	*4.8%*
%H		*98.4%*	*47.2%*	*19.7%*	*66.9%*	*35.4%*	*31.5%*	*98.4%*
20 - 24	236	207	65	39	143	54	88	227
%V	*8.1%*	*7.3%*	*5.9%*	*7.8%*	*7.4%*	*7.1%*	*7.5%*	*8.8%*
%H		*87.7%*	*27.5%*	*16.5%*	*60.6%*	*22.9%*	*37.3%*	*96.2%*
25 - 34	474	449	193	73	261	106	156	456
%V	*16.2%*	*15.9%*	*17.6%*	*14.7%*	*13.4%*	*13.9%*	*13.2%*	*17.7%*
%H		*94.7%*	*40.7%*	*15.4%*	*55.1%*	*22.4%*	*32.9%*	*96.2%*
35 - 44	433	416	192	78	247	110	136	417
%V	*14.8%*	*14.7%*	*17.5%*	*15.7%*	*12.7%*	*14.4%*	*11.5%*	*16.1%*
%H		*96.1%*	*44.3%*	*18.0%*	*57.0%*	*25.4%*	*31.4%*	*96.3%*
45 - 54	508	501	213	102	356	170	186	486
%V	*17.4%*	*17.7%*	*19.4%*	*20.5%*	*18.3%*	*22.3%*	*15.8%*	*18.8%*
%H		*98.6%*	*41.9%*	*20.1%*	*70.1%*	*33.5%*	*36.6%*	*95.7%*
55 - 64	451	447	176	86	311	129	182	418
%V	*15.5%*	*15.8%*	*16.0%*	*17.3%*	*16.0%*	*16.9%*	*15.4%*	*16.2%*
%H		*99.1%*	*39.0%*	*19.1%*	*69.0%*	*28.6%*	*40.4%*	*92.7%*
65+	687	684	198	95	538	148	390	454
%V	*23.6%*	*24.2%*	*18.0%*	*19.1%*	*27.7%*	*19.4%*	*33.1%*	*17.6%*
%H		*99.6%*	*28.8%*	*13.8%*	*78.3%*	*21.5%*	*56.8%*	*66.1%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2917	2830	1097	498	1941	763	1179	2583
%H		*97.0%*	*37.6%*	*17.1%*	*66.5%*	*26.2%*	*40.4%*	*88.5%*
AB	562	552	262	83	378	180	198	549
%V	*19.3%*	*19.5%*	*23.9%*	*16.7%*	*19.5%*	*23.6%*	*16.8%*	*21.3%*
%H		*98.2%*	*46.6%*	*14.8%*	*67.3%*	*32.0%*	*35.2%*	*97.7%*
C1	886	850	331	160	593	251	342	829
%V	*30.4%*	*30.0%*	*30.2%*	*32.1%*	*30.6%*	*32.9%*	*29.0%*	*32.1%*
%H		*95.9%*	*37.4%*	*18.1%*	*66.9%*	*28.3%*	*38.6%*	*93.6%*
C2	552	544	224	101	368	158	210	510
%V	*18.9%*	*19.2%*	*20.4%*	*20.3%*	*19.0%*	*20.7%*	*17.8%*	*19.7%*
%H		*98.6%*	*40.6%*	*18.3%*	*66.7%*	*28.6%*	*38.0%*	*92.4%*
D	488	467	167	92	312	116	196	415
%V	*16.7%*	*16.5%*	*15.2%*	*18.5%*	*16.1%*	*15.2%*	*16.6%*	*16.1%*
%H		*95.7%*	*34.2%*	*18.9%*	*63.9%*	*23.8%*	*40.2%*	*85.0%*
E	429	416	114	63	290	58	233	280
%V	*14.7%*	*14.7%*	*10.4%*	*12.7%*	*14.9%*	*7.6%*	*19.8%*	*10.8%*
%H		*97.0%*	*26.6%*	*14.7%*	*67.6%*	*13.5%*	*54.3%*	*65.3%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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+)	2917	2830	1097	498	1941	763	1179	2583
%H		*97.0%*	*37.6%*	*17.1%*	*66.5%*	*26.2%*	*40.4%*	*88.5%*
Working full time	1143	1118	483	222	708	326	382	1103
%V	*39.2%*	*39.5%*	*44.0%*	*44.6%*	*36.5%*	*42.7%*	*32.4%*	*42.7%*
%H		*97.8%*	*42.3%*	*19.4%*	*61.9%*	*28.5%*	*33.4%*	*96.5%*
Working part time	374	364	154	63	256	116	141	363
%V	*12.8%*	*12.9%*	*14.0%*	*12.7%*	*13.2%*	*15.2%*	*12.0%*	*14.1%*
%H		*97.3%*	*41.2%*	*16.8%*	*68.4%*	*31.0%*	*37.7%*	*97.1%*
Not working	1400	1348	459	213	977	321	656	1117
%V	*48.0%*	*47.6%*	*41.8%*	*42.8%*	*50.3%*	*42.1%*	*55.6%*	*43.2%*
%H		*96.3%*	*32.8%*	*15.2%*	*69.8%*	*22.9%*	*46.9%*	*79.8%*
Houseperson	2272	2213	831	381	1534	578	956	1973
%V	*77.9%*	*78.2%*	*75.8%*	*76.5%*	*79.0%*	*75.8%*	*81.1%*	*76.4%*
%H		*97.4%*	*36.6%*	*16.8%*	*67.5%*	*25.4%*	*42.1%*	*86.8%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

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Household level data

Table 4.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2801	2705	1030	326	2081	791	1290	2343
%H (All HH)		*96.6%*	*36.8%*	*11.6%*	*74.3%*	*28.2%*	*46.1%*	*83.6%*
%H (TV HH)			*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	
AB	614	599	270	70	448	196	252	592
%V	*21.9%*	*22.1%*	*26.2%*	*21.5%*	*21.5%*	*24.8%*	*19.5%*	*25.3%*
%H (All HH)		*97.6%*	*44.0%*	*11.4%*	*73.0%*	*31.9%*	*41.0%*	*96.4%*
%H (TV HH)			*45.1%*	*11.7%*	*74.8%*	*32.7%*	*42.1%*	
C1	729	694	254	91	542	210	333	648
%V	*26.0%*	*25.7%*	*24.7%*	*27.9%*	*26.0%*	*26.5%*	*25.8%*	*27.7%*
%H (All HH)		*95.2%*	*34.8%*	*12.5%*	*74.3%*	*28.8%*	*45.7%*	*88.9%*
%H (TV HH)			*36.6%*	*13.1%*	*78.1%*	*30.3%*	*48.0%*	
C2	648	637	264	87	496	212	284	538
%V	*23.1%*	*23.5%*	*25.6%*	*26.7%*	*23.8%*	*26.8%*	*22.0%*	*23.0%*
%H (All HH)		*98.3%*	*40.7%*	*13.4%*	*76.5%*	*32.7%*	*43.8%*	*83.0%*
%H (TV HH)			*41.4%*	*13.7%*	*77.9%*	*33.3%*	*44.6%*	
D	469	455	163	48	333	110	223	362
%V	*16.7%*	*16.8%*	*15.8%*	*14.7%*	*16.0%*	*13.9%*	*17.3%*	*15.5%*
%H (All HH)		*97.0%*	*34.8%*	*10.2%*	*71.0%*	*23.5%*	*47.5%*	*77.2%*
%H (TV HH)			*35.8%*	*10.5%*	*73.2%*	*24.2%*	*49.0%*	
E	341	320	79	31	262	63	199	203
%V	*12.2%*	*11.8%*	*7.7%*	*9.5%*	*12.6%*	*8.0%*	*15.4%*	*8.7%*
%H (All HH)		*93.8%*	*23.2%*	*9.1%*	*76.8%*	*18.5%*	*58.4%*	*59.5%*
%H (TV HH)			*24.7%*	*9.7%*	*81.9%*	*19.7%*	*62.2%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

Table 4.2: 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	2801	2705	1030	326	2081	791	1290	2343
%H (All HH)		*96.6%*	*36.8%*	*11.6%*	*74.3%*	*28.2%*	*46.1%*	*83.6%*
%H (TV HH)			*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	
Under 25	126	111	22	7	84	16	67	120
%V	*4.5%*	*4.1%*	*2.1%*	*2.1%*	*4.0%*	*2.0%*	*5.2%*	*5.1%*
%H (All HH)		*88.1%*	*17.5%*	*5.6%*	*66.7%*	*12.7%*	*53.2%*	*95.2%*
%H (TV HH)			*19.8%*	*6.3%*	*75.7%*	*14.4%*	*60.4%*	
25 - 34	427	396	177	52	246	109	136	420
%V	*15.2%*	*14.6%*	*17.2%*	*16.0%*	*11.8%*	*13.8%*	*10.5%*	*17.9%*
%H (All HH)		*92.7%*	*41.5%*	*12.2%*	*57.6%*	*25.5%*	*31.9%*	*98.4%*
%H (TV HH)			*44.7%*	*13.1%*	*62.1%*	*27.5%*	*34.3%*	
35 - 44	426	409	187	66	277	137	140	416
%V	*15.2%*	*15.1%*	*18.2%*	*20.2%*	*13.3%*	*17.3%*	*10.9%*	*17.8%*
%H (All HH)		*96.0%*	*43.9%*	*15.5%*	*65.0%*	*32.2%*	*32.9%*	*97.7%*
%H (TV HH)			*45.7%*	*16.1%*	*67.7%*	*33.5%*	*34.2%*	
45 - 54	527	508	233	64	386	177	209	492
%V	*18.8%*	*18.8%*	*22.6%*	*19.6%*	*18.5%*	*22.4%*	*16.2%*	*21.0%*
%H (All HH)		*96.4%*	*44.2%*	*12.1%*	*73.2%*	*33.6%*	*39.7%*	*93.4%*
%H (TV HH)			*45.9%*	*12.6%*	*76.0%*	*34.8%*	*41.1%*	
55 - 64	491	483	189	72	384	158	225	431
%V	*17.5%*	*17.9%*	*18.3%*	*22.1%*	*18.5%*	*20.0%*	*17.4%*	*18.4%*
%H (All HH)		*98.4%*	*38.5%*	*14.7%*	*78.2%*	*32.2%*	*45.8%*	*87.8%*
%H (TV HH)			*39.1%*	*14.9%*	*79.5%*	*32.7%*	*46.6%*	
65 +	803	798	222	65	705	193	512	463
%V	*28.7%*	*29.5%*	*21.6%*	*19.9%*	*33.9%*	*24.4%*	*39.7%*	*19.8%*
%H (All HH)		*99.4%*	*27.6%*	*8.1%*	*87.8%*	*24.0%*	*63.8%*	*57.7%*
%H (TV HH)			*27.8%*	*8.1%*	*88.3%*	*24.2%*	*64.2%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

Table 4.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2801	2705	1030	326	2081	791	1290	2343
%H (All HH)		*96.6%*	*36.8%*	*11.6%*	*74.3%*	*28.2%*	*46.1%*	*83.6%*
%H (TV HH)			*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	
1	870	819	204	73	670	148	522	535
%V	*31.1%*	*30.3%*	*19.8%*	*22.4%*	*32.2%*	*18.7%*	*40.5%*	*22.8%*
%H (All HH)		*94.1%*	*23.4%*	*8.4%*	*77.0%*	*17.0%*	*60.0%*	*61.5%*
%H (TV HH)			*24.9%*	*8.9%*	*81.8%*	*18.1%*	*63.7%*	
2	1034	1014	399	136	795	332	462	925
%V	*36.9%*	*37.5%*	*38.7%*	*41.7%*	*38.2%*	*42.0%*	*35.8%*	*39.5%*
%H (All HH)		*98.1%*	*38.6%*	*13.2%*	*76.9%*	*32.1%*	*44.7%*	*89.5%*
%H (TV HH)			*39.3%*	*13.4%*	*78.4%*	*32.7%*	*45.6%*	
3	395	386	164	53	283	127	156	385
%V	*14.1%*	*14.3%*	*15.9%*	*16.3%*	*13.6%*	*16.1%*	*12.1%*	*16.4%*
%H (All HH)		*97.7%*	*41.5%*	*13.4%*	*71.6%*	*32.2%*	*39.5%*	*97.5%*
%H (TV HH)			*42.5%*	*13.7%*	*73.3%*	*32.9%*	*40.4%*	
4	343	336	182	42	239	134	105	340
%V	*12.2%*	*12.4%*	*17.7%*	*12.9%*	*11.5%*	*16.9%*	*8.1%*	*14.5%*
%H (All HH)		*98.0%*	*53.1%*	*12.2%*	*69.7%*	*39.1%*	*30.6%*	*99.1%*
%H (TV HH)			*54.2%*	*12.5%*	*71.1%*	*39.9%*	*31.3%*	
5+	160	150	80	22	94	50	45	158
%V	*5.7%*	*5.5%*	*7.8%*	*6.7%*	*4.5%*	*6.3%*	*3.5%*	*6.7%*
%H (All HH)		*93.8%*	*50.0%*	*13.8%*	*58.8%*	*31.3%*	*28.1%*	*98.8%*
%H (TV HH)			*53.3%*	*14.7%*	*62.7%*	*33.3%*	*30.0%*	
Average HH size	2.27	2.28	2.58	2.42	2.20	2.52	2.01	2.46

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

Table 4.4: 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	2801	2705	1030	326	2081	791	1290	2343
%H (All HH)		*96.6%*	*36.8%*	*11.6%*	*74.3%*	*28.2%*	*46.1%*	*83.6%*
%H (TV HH)			*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	
Without	2109	2029	705	242	1602	558	1044	1663
%V	*75.3%*	*75.0%*	*68.4%*	*74.2%*	*77.0%*	*70.5%*	*80.9%*	*71.0%*
%H (All HH)		*96.2%*	*33.4%*	*11.5%*	*76.0%*	*26.5%*	*49.5%*	*78.9%*
%H (TV HH)			*34.7%*	*11.9%*	*79.0%*	*27.5%*	*51.5%*	
With	692	677	325	85	479	233	247	680
%V	*24.7%*	*25.0%*	*31.6%*	*26.1%*	*23.0%*	*29.5%*	*19.1%*	*29.0%*
%H (All HH)		*97.8%*	*47.0%*	*12.3%*	*69.2%*	*33.7%*	*35.7%*	*98.3%*
%H (TV HH)			*48.0%*	*12.6%*	*70.8%*	*34.4%*	*36.5%*	
0 - 3	258	247	109	26	170	69	101	250
%V	*9.2%*	*9.1%*	*10.6%*	*8.0%*	*8.2%*	*8.7%*	*7.8%*	*10.7%*
%H (All HH)		*95.7%*	*42.2%*	*10.1%*	*65.9%*	*26.7%*	*39.1%*	*96.9%*
%H (TV HH)			*44.1%*	*10.5%*	*68.8%*	*27.9%*	*40.9%*	
4 - 9	365	357	184	38	242	119	123	361
%V	*13.0%*	*13.2%*	*17.9%*	*11.7%*	*11.6%*	*15.0%*	*9.5%*	*15.4%*
%H (All HH)		*97.8%*	*50.4%*	*10.4%*	*66.3%*	*32.6%*	*33.7%*	*98.9%*
%H (TV HH)			*51.5%*	*10.6%*	*67.8%*	*33.3%*	*34.5%*	
10 - 15	330	327	165	50	232	127	105	325
%V	*11.8%*	*12.1%*	*16.0%*	*15.3%*	*11.1%*	*16.1%*	*8.1%*	*13.9%*
%H (All HH)		*99.1%*	*50.0%*	*15.2%*	*70.3%*	*38.5%*	*31.8%*	*98.5%*
%H (TV HH)			*50.5%*	*15.3%*	*70.9%*	*38.8%*	*32.1%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

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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	2801	2705	1030	326	2081	791	1290	2343
%H (All HH)		*96.6%*	*36.8%*	*11.6%*	*74.3%*	*28.2%*	*46.1%*	*83.6%*
%H (TV HH)			*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	
1	1126	1126	314	104	800	146	655	845
%V	*40.2%*	*41.6%*	*30.5%*	*31.9%*	*38.4%*	*18.5%*	*50.8%*	*36.1%*
%H (All HH)		*100.0%*	*27.9%*	*9.2%*	*71.0%*	*13.0%*	*58.2%*	*75.0%*
%H (TV HH)			*27.9%*	*9.2%*	*71.0%*	*13.0%*	*58.2%*	
2	883	883	360	121	690	297	393	748
%V	*31.5%*	*32.6%*	*35.0%*	*37.1%*	*33.2%*	*37.5%*	*30.5%*	*31.9%*
%H (All HH)		*100.0%*	*40.8%*	*13.7%*	*78.1%*	*33.6%*	*44.5%*	*84.7%*
%H (TV HH)			*40.8%*	*13.7%*	*78.1%*	*33.6%*	*44.5%*	
3	410	410	189	62	350	189	160	385
%V	*14.6%*	*15.2%*	*18.3%*	*19.0%*	*16.8%*	*23.9%*	*12.4%*	*16.4%*
%H (All HH)		*100.0%*	*46.1%*	*15.1%*	*85.4%*	*46.1%*	*39.0%*	*93.9%*
%H (TV HH)			*46.1%*	*15.1%*	*85.4%*	*46.1%*	*39.0%*	
4	206	206	117	28	174	113	61	202
%V	*7.4%*	*7.6%*	*11.4%*	*8.6%*	*8.4%*	*14.3%*	*4.7%*	*8.6%*
%H (All HH)		*100.0%*	*56.8%*	*13.6%*	*84.5%*	*54.9%*	*29.6%*	*98.1%*
%H (TV HH)			*56.8%*	*13.6%*	*84.5%*	*54.9%*	*29.6%*	
5+	81	81	50	11	67	46	21	81
%V	*2.9%*	*3.0%*	*4.9%*	*3.4%*	*3.2%*	*5.8%*	*1.6%*	*3.5%*
%H (All HH)		*100.0%*	*61.7%*	*13.6%*	*82.7%*	*56.8%*	*25.9%*	*100.0%*
%H (TV HH)			*61.7%*	*13.6%*	*82.7%*	*56.8%*	*25.9%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

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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	2801	2705	1030	326	2081	791	1290	2343
%H (All HH)		*96.6%*	*36.8%*	*11.6%*	*74.3%*	*28.2%*	*46.1%*	*83.6%*
%H (TV HH)			*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	
Under 20"	306	306	114	30	265	106	160	267
%V	*10.9%*	*11.3%*	*11.1%*	*9.2%*	*12.7%*	*13.4%*	*12.4%*	*11.4%*
%H (All HH)		*100.0%*	*37.3%*	*9.8%*	*86.6%*	*34.6%*	*52.3%*	*87.3%*
%H (TV HH)			*37.3%*	*9.8%*	*86.6%*	*34.6%*	*52.3%*	
20" - 29"	668	668	264	91	563	256	307	572
%V	*23.8%*	*24.7%*	*25.6%*	*27.9%*	*27.1%*	*32.4%*	*23.8%*	*24.4%*
%H (All HH)		*100.0%*	*39.5%*	*13.6%*	*84.3%*	*38.3%*	*46.0%*	*85.6%*
%H (TV HH)			*39.5%*	*13.6%*	*84.3%*	*38.3%*	*46.0%*	
30" - 39"	1147	1147	449	171	902	384	517	983
%V	*40.9%*	*42.4%*	*43.6%*	*52.5%*	*43.3%*	*48.5%*	*40.1%*	*42.0%*
%H (All HH)		*100.0%*	*39.1%*	*14.9%*	*78.6%*	*33.5%*	*45.1%*	*85.7%*
%H (TV HH)			*39.1%*	*14.9%*	*78.6%*	*33.5%*	*45.1%*	
40" - 49"	1372	1372	620	194	1019	482	538	1233
%V	*49.0%*	*50.7%*	*60.2%*	*59.5%*	*49.0%*	*60.9%*	*41.7%*	*52.6%*
%H (All HH)		*100.0%*	*45.2%*	*14.1%*	*74.3%*	*35.1%*	*39.2%*	*89.9%*
%H (TV HH)			*45.2%*	*14.1%*	*74.3%*	*35.1%*	*39.2%*	
50" - 59"	480	480	240	61	349	181	168	459
%V	*17.1%*	*17.7%*	*23.3%*	*18.7%*	*16.8%*	*22.9%*	*13.0%*	*19.6%*
%H (All HH)		*100.0%*	*50.0%*	*12.7%*	*72.7%*	*37.7%*	*35.0%*	*95.6%*
%H (TV HH)			*50.0%*	*12.7%*	*72.7%*	*37.7%*	*35.0%*	
60"+	55	55	38	5	31	20	11	53
%V	*2.0%*	*2.0%*	*3.7%*	*1.5%*	*1.5%*	*2.5%*	*0.9%*	*2.3%*
%H (All HH)		*100.0%*	*69.1%*	*9.1%*	*56.4%*	*36.4%*	*20.0%*	*96.4%*
%H (TV HH)			*69.1%*	*9.1%*	*56.4%*	*36.4%*	*20.0%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

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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	2801	2705	1030	326	2081	791	1290	2343
%H (All HH)		*96.6%*	*36.8%*	*11.6%*	*74.3%*	*28.2%*	*46.1%*	*83.6%*
%H (TV HH)			*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	
Main living room	2674	2674	1021	324	2056	783	1273	2237
%V	*95.5%*	*98.9%*	*99.1%*	*99.4%*	*98.8%*	*99.0%*	*98.7%*	*95.5%*
%H (All HH)		*100.0%*	*38.2%*	*12.1%*	*76.9%*	*29.3%*	*47.6%*	*83.7%*
%H (TV HH)			*38.2%*	*12.1%*	*76.9%*	*29.3%*	*47.6%*	
Kitchen	299	299	143	31	265	138	127	266
%V	*10.7%*	*11.1%*	*13.9%*	*9.5%*	*12.7%*	*17.4%*	*9.8%*	*11.4%*
%H (All HH)		*100.0%*	*47.8%*	*10.4%*	*88.6%*	*46.2%*	*42.5%*	*89.0%*
%H (TV HH)			*47.8%*	*10.4%*	*88.6%*	*46.2%*	*42.5%*	
Adult's bedroom	1190	1190	532	176	973	495	478	1069
%V	*42.5%*	*44.0%*	*51.7%*	*54.0%*	*46.8%*	*62.6%*	*37.1%*	*45.6%*
%H (All HH)		*100.0%*	*44.7%*	*14.8%*	*81.8%*	*41.6%*	*40.2%*	*89.8%*
%H (TV HH)			*44.7%*	*14.8%*	*81.8%*	*41.6%*	*40.2%*	
Child's bedroom	245	245	130	42	187	116	70	242
%V	*8.7%*	*9.1%*	*12.6%*	*12.9%*	*9.0%*	*14.7%*	*5.4%*	*10.3%*
%H (All HH)		*100.0%*	*53.1%*	*17.1%*	*76.3%*	*47.3%*	*28.6%*	*98.8%*
%H (TV HH)			*53.1%*	*17.1%*	*76.3%*	*47.3%*	*28.6%*	
Other bedroom	147	147	78	14	128	74	54	143
%V	*5.2%*	*5.4%*	*7.6%*	*4.3%*	*6.2%*	*9.4%*	*4.2%*	*6.1%*
%H (All HH)		*100.0%*	*53.1%*	*9.5%*	*87.1%*	*50.3%*	*36.7%*	*97.3%*
%H (TV HH)			*53.1%*	*9.5%*	*87.1%*	*50.3%*	*36.7%*	
Second living/dining room	298	298	151	43	249	143	105	269
%V	*10.6%*	*11.0%*	*14.7%*	*13.2%*	*12.0%*	*18.1%*	*8.1%*	*11.5%*
%H (All HH)		*100.0%*	*50.7%*	*14.4%*	*83.6%*	*48.0%*	*35.2%*	*90.3%*
%H (TV HH)			*50.7%*	*14.4%*	*83.6%*	*48.0%*	*35.2%*	
Study/office	39	39	17	6	33	17	16	39
%V	*1.4%*	*1.4%*	*1.7%*	*1.8%*	*1.6%*	*2.1%*	*1.2%*	*1.7%*
%H (All HH)		*100.0%*	*43.6%*	*15.4%*	*84.6%*	*43.6%*	*41.0%*	*100.0%*
%H (TV HH)			*43.6%*	*15.4%*	*84.6%*	*43.6%*	*41.0%*	
TV room	13	13	8	0	9	5	4	13
%V	*0.5%*	*0.5%*	*0.8%*	*0.0%*	*0.4%*	*0.6%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*61.5%*	*0.0%*	*69.2%*	*38.5%*	*30.8%*	*100.0%*
%H (TV HH)			*61.5%*	*0.0%*	*69.2%*	*38.5%*	*30.8%*	
Conservatory	80	80	44	8	60	31	28	74
%V	*2.9%*	*3.0%*	*4.3%*	*2.5%*	*2.9%*	*3.9%*	*2.2%*	*3.2%*
%H (All HH)		*100.0%*	*55.0%*	*10.0%*	*75.0%*	*38.8%*	*35.0%*	*92.5%*
%H (TV HH)			*55.0%*	*10.0%*	*75.0%*	*38.8%*	*35.0%*	
Attic or loft room	12	12	5	1	11	4	7	12
%V	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*	*0.5%*	*0.5%*	*0.5%*
%H (All HH)		*100.0%*	*41.7%*	*8.3%*	*91.7%*	*33.3%*	*58.3%*	*100.0%*
%H (TV HH)			*41.7%*	*8.3%*	*91.7%*	*33.3%*	*58.3%*	
No specific location	5	5	1	2	5	3	2	4
%V	*0.2%*	*0.2%*	*0.1%*	*0.6%*	*0.2%*	*0.4%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*20.0%*	*40.0%*	*100.0%*	*60.0%*	*40.0%*	*80.0%*
%H (TV HH)			*20.0%*	*40.0%*	*100.0%*	*60.0%*	*40.0%*	
Other	27	27	17	1	23	14	9	26
%V	*1.0%*	*1.0%*	*1.7%*	*0.3%*	*1.1%*	*1.8%*	*0.7%*	*1.1%*
%H (All HH)		*100.0%*	*63.0%*	*3.7%*	*85.2%*	*51.9%*	*33.3%*	*96.3%*
%H (TV HH)			*63.0%*	*3.7%*	*85.2%*	*51.9%*	*33.3%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Yorkshire

Household level data

Table 4.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2801	2705	1030	326	2081	791	1290	2343
%H (All HH)		*96.6%*	*36.8%*	*11.6%*	*74.3%*	*28.2%*	*46.1%*	*83.6%*
%H (TV HH)			*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	
Any DSAT provider	1030	1030	1030	16	622	622	0	961
%V	*36.8%*	*38.1%*	*100.0%*	*4.9%*	*29.9%*	*78.6%*	*0.0%*	*41.0%*
%H (All HH)			*100.0%*	*1.6%*	*60.4%*	*60.4%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*1.6%*	*60.4%*	*60.4%*	*0.0%*	
Sky with subcription	841	841	841	5	523	523	0	790
%V	*30.0%*	*31.1%*	*81.7%*	*1.5%*	*25.1%*	*66.1%*	*0.0%*	*33.7%*
%H (All HH)			*100.0%*	*0.6%*	*62.2%*	*62.2%*	*0.0%*	*93.9%*
%H (TV HH)			*100.0%*	*0.6%*	*62.2%*	*62.2%*	*0.0%*	
Sky without subscription	51	51	51	2	32	32	0	46
%V	*1.8%*	*1.9%*	*5.0%*	*0.6%*	*1.5%*	*4.0%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*3.9%*	*62.7%*	*62.7%*	*0.0%*	*90.2%*
%H (TV HH)			*100.0%*	*3.9%*	*62.7%*	*62.7%*	*0.0%*	
Freesat	128	128	128	6	75	75	0	118
%V	*4.6%*	*4.7%*	*12.4%*	*1.8%*	*3.6%*	*9.5%*	*0.0%*	*5.0%*
%H (All HH)			*100.0%*	*4.7%*	*58.6%*	*58.6%*	*0.0%*	*92.2%*
%H (TV HH)			*100.0%*	*4.7%*	*58.6%*	*58.6%*	*0.0%*	
Other satellite provider	75	75	75	4	37	37	0	71
%V	*2.7%*	*2.8%*	*7.3%*	*1.2%*	*1.8%*	*4.7%*	*0.0%*	*3.0%*
%H (All HH)			*100.0%*	*5.3%*	*49.3%*	*49.3%*	*0.0%*	*94.7%*
%H (TV HH)			*100.0%*	*5.3%*	*49.3%*	*49.3%*	*0.0%*	
DCAB	326	326	16	326	177	177	0	311
%V	*11.6%*	*12.1%*	*1.6%*	*100.0%*	*8.5%*	*22.4%*	*0.0%*	*13.3%*
%H (All HH)			*4.9%*	*100.0%*	*54.3%*	*54.3%*	*0.0%*	*95.4%*
%H (TV HH)			*4.9%*	*100.0%*	*54.3%*	*54.3%*	*0.0%*	
DTT	2081	2081	622	177	2081	791	1290	1671
%V	*74.3%*	*76.9%*	*60.4%*	*54.3%*	*100.0%*	*100.0%*	*100.0%*	*71.3%*
%H (All HH)		*100.0%*	*29.9%*	*8.5%*	*100.0%*	*38.0%*	*62.0%*	*80.3%*
%H (TV HH)			*29.9%*	*8.5%*	*100.0%*	*38.0%*	*62.0%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Yorkshire

Household level data

Table 4.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2801	2705	1030	326	2081	791	1290	2343
%H (All HH)		*96.6%*	*36.8%*	*11.6%*	*74.3%*	*28.2%*	*46.1%*	*83.6%*
%H (TV HH)			*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	
PVR	1583	1583	903	305	1100	711	389	1466
%V	*56.5%*	*58.5%*	*87.7%*	*93.6%*	*52.9%*	*89.9%*	*30.2%*	*62.6%*
%H (All HH)		*100.0%*	*57.0%*	*19.3%*	*69.5%*	*44.9%*	*24.6%*	*92.6%*
%H (TV HH)			*57.0%*	*19.3%*	*69.5%*	*44.9%*	*24.6%*	
DVDR	29	29	9	3	24	8	16	28
%V	*1.0%*	*1.1%*	*0.9%*	*0.9%*	*1.2%*	*1.0%*	*1.2%*	*1.2%*
%H (All HH)		*100.0%*	*31.0%*	*10.3%*	*82.8%*	*27.6%*	*55.2%*	*96.6%*
%H (TV HH)			*31.0%*	*10.3%*	*82.8%*	*27.6%*	*55.2%*	
VCR	39	39	9	7	32	8	24	28
%V	*1.4%*	*1.4%*	*0.9%*	*2.1%*	*1.5%*	*1.0%*	*1.9%*	*1.2%*
%H (All HH)		*100.0%*	*23.1%*	*17.9%*	*82.1%*	*20.5%*	*61.5%*	*71.8%*
%H (TV HH)			*23.1%*	*17.9%*	*82.1%*	*20.5%*	*61.5%*	
Any recorder	1611	1611	903	306	1126	711	415	1485
%V	*57.5%*	*59.6%*	*87.7%*	*93.9%*	*54.1%*	*89.9%*	*32.2%*	*63.4%*
%H (All HH)		*100.0%*	*56.1%*	*19.0%*	*69.9%*	*44.1%*	*25.8%*	*92.2%*
%H (TV HH)			*56.1%*	*19.0%*	*69.9%*	*44.1%*	*25.8%*	
Receives HDTV (via STB or built-in reception)	1790	1790	841	284	1351	671	680	1647
%V	*63.9%*	*66.2%*	*81.7%*	*87.1%*	*64.9%*	*84.8%*	*52.7%*	*70.3%*
%H (All HH)		*100.0%*	*47.0%*	*15.9%*	*75.5%*	*37.5%*	*38.0%*	*92.0%*
%H (TV HH)			*47.0%*	*15.9%*	*75.5%*	*37.5%*	*38.0%*	
DVD/Blu-ray player or recorder	1760	1760	709	228	1391	596	795	1550
%V	*62.8%*	*65.1%*	*68.8%*	*69.9%*	*66.8%*	*75.3%*	*61.6%*	*66.2%*
%H (All HH)		*100.0%*	*40.3%*	*13.0%*	*79.0%*	*33.9%*	*45.2%*	*88.1%*
%H (TV HH)			*40.3%*	*13.0%*	*79.0%*	*33.9%*	*45.2%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

Table 4.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2801	2705	1030	326	2081	791	1290	2343
%H (All HH)		*96.6%*	*36.8%*	*11.6%*	*74.3%*	*28.2%*	*46.1%*	*83.6%*
%H (TV HH)			*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	
Has broadband internet	2343	2261	961	311	1671	736	935	2343
%V	*83.6%*	*83.6%*	*93.3%*	*95.4%*	*80.3%*	*93.0%*	*72.5%*	*100.0%*
%H (All HH)		*96.5%*	*41.0%*	*13.3%*	*71.3%*	*31.4%*	*39.9%*	*100.0%*
%H (TV HH)			*42.5%*	*13.8%*	*73.9%*	*32.6%*	*41.4%*	
Number of computers (PCs and laptops)								
0	622	591	118	28	517	83	434	183
%V	*22.2%*	*21.8%*	*11.5%*	*8.6%*	*24.8%*	*10.5%*	*33.6%*	*7.8%*
%H (All HH)		*95.0%*	*19.0%*	*4.5%*	*83.1%*	*13.3%*	*69.8%*	*29.4%*
%H (TV HH)			*20.0%*	*4.7%*	*87.5%*	*14.0%*	*73.4%*	
1	746	713	270	96	521	197	324	734
%V	*26.6%*	*26.4%*	*26.2%*	*29.4%*	*25.0%*	*24.9%*	*25.1%*	*31.3%*
%H (All HH)		*95.6%*	*36.2%*	*12.9%*	*69.8%*	*26.4%*	*43.4%*	*98.4%*
%H (TV HH)			*37.9%*	*13.5%*	*73.1%*	*27.6%*	*45.4%*	
2	654	634	267	86	478	209	269	651
%V	*23.3%*	*23.4%*	*25.9%*	*26.4%*	*23.0%*	*26.4%*	*20.9%*	*27.8%*
%H (All HH)		*96.9%*	*40.8%*	*13.1%*	*73.1%*	*32.0%*	*41.1%*	*99.5%*
%H (TV HH)			*42.1%*	*13.6%*	*75.4%*	*33.0%*	*42.4%*	
3	368	366	162	52	283	139	144	367
%V	*13.1%*	*13.5%*	*15.7%*	*16.0%*	*13.6%*	*17.6%*	*11.2%*	*15.7%*
%H (All HH)		*99.5%*	*44.0%*	*14.1%*	*76.9%*	*37.8%*	*39.1%*	*99.7%*
%H (TV HH)			*44.3%*	*14.2%*	*77.3%*	*38.0%*	*39.3%*	
4	185	181	98	30	123	73	50	185
%V	*6.6%*	*6.7%*	*9.5%*	*9.2%*	*5.9%*	*9.2%*	*3.9%*	*7.9%*
%H (All HH)		*97.8%*	*53.0%*	*16.2%*	*66.5%*	*39.5%*	*27.0%*	*100.0%*
%H (TV HH)			*54.1%*	*16.6%*	*68.0%*	*40.3%*	*27.6%*	
5+	226	220	114	33	158	89	69	223
%V	*8.1%*	*8.1%*	*11.1%*	*10.1%*	*7.6%*	*11.3%*	*5.3%*	*9.5%*
%H (All HH)		*97.3%*	*50.4%*	*14.6%*	*69.9%*	*39.4%*	*30.5%*	*98.7%*
%H (TV HH)			*51.8%*	*15.0%*	*71.8%*	*40.5%*	*31.4%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5388	2344	705	4293	2012	2281	4747
%H		*43.5%*	*13.1%*	*79.7%*	*37.3%*	*42.3%*	*88.1%*
Under 20"	371	137	38	322	128	193	329
%V	*6.9%*	*5.8%*	*5.4%*	*7.5%*	*6.4%*	*8.5%*	*6.9%*
%H		*36.9%*	*10.2%*	*86.8%*	*34.5%*	*52.0%*	*88.7%*
20" - 29"	873	370	115	745	360	385	758
%V	*16.2%*	*15.8%*	*16.3%*	*17.4%*	*17.9%*	*16.9%*	*16.0%*
%H		*42.4%*	*13.2%*	*85.3%*	*41.2%*	*44.1%*	*86.8%*
30" - 39"	1440	597	209	1144	520	624	1257
%V	*26.7%*	*25.5%*	*29.6%*	*26.6%*	*25.8%*	*27.4%*	*26.5%*
%H		*41.5%*	*14.5%*	*79.4%*	*36.1%*	*43.3%*	*87.3%*
40" - 49"	1631	775	239	1205	609	596	1486
%V	*30.3%*	*33.1%*	*33.9%*	*28.1%*	*30.3%*	*26.1%*	*31.3%*
%H		*47.5%*	*14.7%*	*73.9%*	*37.3%*	*36.5%*	*91.1%*
50" - 59"	530	268	68	385	202	183	509
%V	*9.8%*	*11.4%*	*9.6%*	*9.0%*	*10.0%*	*8.0%*	*10.7%*
%H		*50.6%*	*12.8%*	*72.6%*	*38.1%*	*34.5%*	*96.0%*
60"+	63	44	6	33	22	11	60
%V	*1.2%*	*1.9%*	*0.9%*	*0.8%*	*1.1%*	*0.5%*	*1.3%*
%H		*69.8%*	*9.5%*	*52.4%*	*34.9%*	*17.5%*	*95.2%*
Don't know	480	153	29	459	171	289	349
%V	*8.9%*	*6.5%*	*4.1%*	*10.7%*	*8.5%*	*12.7%*	*7.4%*
%H		*31.9%*	*6.0%*	*95.6%*	*35.6%*	*60.2%*	*72.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5388	2344	705	4293	2012	2281	4747
%H		*43.5%*	*13.1%*	*79.7%*	*37.3%*	*42.3%*	*88.1%*
Main living room	2688	1024	326	2069	786	1283	2250
%V	*49.9%*	*43.7%*	*46.2%*	*48.2%*	*39.1%*	*56.2%*	*47.4%*
%H		*38.1%*	*12.1%*	*77.0%*	*29.2%*	*47.7%*	*83.7%*
Kitchen	300	143	32	265	138	127	267
%V	*5.6%*	*6.1%*	*4.5%*	*6.2%*	*6.9%*	*5.6%*	*5.6%*
%H		*47.7%*	*10.7%*	*88.3%*	*46.0%*	*42.3%*	*89.0%*
Adult's bedroom	1421	651	224	1166	619	546	1295
%V	*26.4%*	*27.8%*	*31.8%*	*27.2%*	*30.8%*	*23.9%*	*27.3%*
%H		*45.8%*	*15.8%*	*82.1%*	*43.6%*	*38.4%*	*91.1%*
Child's bedroom	310	172	49	236	149	87	307
%V	*5.8%*	*7.3%*	*7.0%*	*5.5%*	*7.4%*	*3.8%*	*6.5%*
%H		*55.5%*	*15.8%*	*76.1%*	*48.1%*	*28.1%*	*99.0%*
Other bedroom	184	103	16	158	94	64	180
%V	*3.4%*	*4.4%*	*2.3%*	*3.7%*	*4.7%*	*2.8%*	*3.8%*
%H		*56.0%*	*8.7%*	*85.9%*	*51.1%*	*34.8%*	*97.8%*
Second living/dining room	305	155	43	256	147	108	277
%V	*5.7%*	*6.6%*	*6.1%*	*6.0%*	*7.3%*	*4.7%*	*5.8%*
%H		*50.8%*	*14.1%*	*83.9%*	*48.2%*	*35.4%*	*90.8%*
Study/office	40	18	6	34	18	16	40
%V	*0.7%*	*0.8%*	*0.9%*	*0.8%*	*0.9%*	*0.7%*	*0.8%*
%H		*45.0%*	*15.0%*	*85.0%*	*45.0%*	*40.0%*	*100.0%*
TV room	13	8	0	9	5	4	13
%V	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*
%H		*61.5%*	*0.0%*	*69.2%*	*38.5%*	*30.8%*	*100.0%*
Conservatory	80	44	8	60	31	28	74
%V	*1.5%*	*1.9%*	*1.1%*	*1.4%*	*1.5%*	*1.2%*	*1.6%*
%H		*55.0%*	*10.0%*	*75.0%*	*38.8%*	*35.0%*	*92.5%*
Attic or loft room	12	5	1	11	4	7	12
%V	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*
%H		*41.7%*	*8.3%*	*91.7%*	*33.3%*	*58.3%*	*100.0%*
No specific location	5	1	2	5	3	2	4
%V	*0.1%*	*0.0%*	*0.3%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*20.0%*	*40.0%*	*100.0%*	*60.0%*	*40.0%*	*80.0%*
Other	30	20	1	25	16	9	28
%V	*0.6%*	*0.9%*	*0.1%*	*0.6%*	*0.8%*	*0.4%*	*0.6%*
%H		*66.7%*	*3.3%*	*83.3%*	*53.3%*	*30.0%*	*93.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5388	2344	705	4293	2012	2281	4747
%H		*43.5%*	*13.1%*	*79.7%*	*37.3%*	*42.3%*	*88.1%*
PVR	2187	1345	424	1433	995	438	2058
%V	*40.6%*	*57.4%*	*60.1%*	*33.4%*	*49.5%*	*19.2%*	*43.4%*
%H		*61.5%*	*19.4%*	*65.5%*	*45.5%*	*20.0%*	*94.1%*
DVDR	33	9	3	27	9	18	32
%V	*0.6%*	*0.4%*	*0.4%*	*0.6%*	*0.4%*	*0.8%*	*0.7%*
%H		*27.3%*	*9.1%*	*81.8%*	*27.3%*	*54.5%*	*97.0%*
VCR	43	10	8	35	10	25	31
%V	*0.8%*	*0.4%*	*1.1%*	*0.8%*	*0.5%*	*1.1%*	*0.7%*
%H		*23.3%*	*18.6%*	*81.4%*	*23.3%*	*58.1%*	*72.1%*
Any recorder	2229	1352	426	1472	1002	470	2088
%V	*41.4%*	*57.7%*	*60.4%*	*34.3%*	*49.8%*	*20.6%*	*44.0%*
%H		*60.7%*	*19.1%*	*66.0%*	*45.0%*	*21.1%*	*93.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5388	2344	705	4293	2012	2281	4747
%H		*43.5%*	*13.1%*	*79.7%*	*37.3%*	*42.3%*	*88.1%*
Receives HDTV (via STB or built-in reception)	2866	1457	459	2177	1204	974	2692
%V	*53.2%*	*62.2%*	*65.1%*	*50.7%*	*59.8%*	*42.7%*	*56.7%*
%H		*50.8%*	*16.0%*	*76.0%*	*42.0%*	*34.0%*	*93.9%*
DVD/Blu-ray player or recorder	2456	1071	323	1947	920	1027	2213
%V	*45.6%*	*45.7%*	*45.8%*	*45.4%*	*45.7%*	*45.0%*	*46.6%*
%H		*43.6%*	*13.2%*	*79.3%*	*37.5%*	*41.8%*	*90.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Yorkshire

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	2705	1030	326	2081	791	1290	2261
%H		*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	*83.6%*
Under 20"	22	4	0	16	1	15	13
%V	*0.8%*	*0.4%*	*0.0%*	*0.8%*	*0.1%*	*1.2%*	*0.6%*
%H		*18.2%*	*0.0%*	*72.7%*	*4.5%*	*68.2%*	*59.1%*
20" - 29"	149	27	11	123	15	109	97
%V	*5.5%*	*2.6%*	*3.4%*	*5.9%*	*1.9%*	*8.4%*	*4.3%*
%H		*18.1%*	*7.4%*	*82.6%*	*10.1%*	*73.2%*	*65.1%*
30" - 39"	646	189	84	510	147	363	507
%V	*23.9%*	*18.3%*	*25.8%*	*24.5%*	*18.6%*	*28.1%*	*22.4%*
%H		*29.3%*	*13.0%*	*78.9%*	*22.8%*	*56.2%*	*78.5%*
40" - 49"	1179	517	164	876	401	476	1046
%V	*43.6%*	*50.2%*	*50.3%*	*42.1%*	*50.7%*	*36.9%*	*46.3%*
%H		*43.9%*	*13.9%*	*74.3%*	*34.0%*	*40.4%*	*88.7%*
50" - 59"	427	208	57	313	159	153	407
%V	*15.8%*	*20.2%*	*17.5%*	*15.0%*	*20.1%*	*11.9%*	*18.0%*
%H		*48.7%*	*13.3%*	*73.3%*	*37.2%*	*35.8%*	*95.3%*
60"+	49	33	5	25	16	9	47
%V	*1.8%*	*3.2%*	*1.5%*	*1.2%*	*2.0%*	*0.7%*	*2.1%*
%H		*67.3%*	*10.2%*	*51.0%*	*32.7%*	*18.4%*	*95.9%*
Don't know	233	52	6	217	52	166	144
%V	*8.6%*	*5.0%*	*1.8%*	*10.4%*	*6.6%*	*12.9%*	*6.4%*
%H		*22.3%*	*2.6%*	*93.1%*	*22.3%*	*71.2%*	*61.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2705	1030	326	2081	791	1290	2261
%H		*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	*83.6%*
PVR	1536	882	297	1059	688	371	1423
%V	*56.8%*	*85.6%*	*91.1%*	*50.9%*	*87.0%*	*28.8%*	*62.9%*
%H		*57.4%*	*19.3%*	*68.9%*	*44.8%*	*24.2%*	*92.6%*
DVDR	23	7	3	18	7	11	23
%V	*0.9%*	*0.7%*	*0.9%*	*0.9%*	*0.9%*	*0.9%*	*1.0%*
%H		*30.4%*	*13.0%*	*78.3%*	*30.4%*	*47.8%*	*100.0%*
VCR	32	6	7	26	6	20	22
%V	*1.2%*	*0.6%*	*2.1%*	*1.2%*	*0.8%*	*1.6%*	*1.0%*
%H		*18.8%*	*21.9%*	*81.3%*	*18.8%*	*62.5%*	*68.8%*
Any recorder	1563	883	299	1083	689	394	1441
%V	*57.8%*	*85.7%*	*91.7%*	*52.0%*	*87.1%*	*30.5%*	*63.7%*
%H		*56.5%*	*19.1%*	*69.3%*	*44.1%*	*25.2%*	*92.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2705	1030	326	2081	791	1290	2261
%H		*38.1%*	*12.1%*	*76.9%*	*29.2%*	*47.7%*	*83.6%*
Receives HDTV (via STB or built-in reception)	1751	821	281	1316	653	663	1613
%V	*64.7%*	*79.7%*	*86.2%*	*63.2%*	*82.6%*	*51.4%*	*71.3%*
%H		*46.9%*	*16.0%*	*75.2%*	*37.3%*	*37.9%*	*92.1%*
DVD/Blu-ray player or recorder	1541	596	193	1219	499	721	1348
%V	*57.0%*	*57.9%*	*59.2%*	*58.6%*	*63.1%*	*55.9%*	*59.6%*
%H		*38.7%*	*12.5%*	*79.1%*	*32.4%*	*46.8%*	*87.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2683	1314	378	2212	1221	991	2486
%H		*49.0%*	*14.1%*	*82.4%*	*45.5%*	*36.9%*	*92.7%*
Under 20"	348	133	38	305	127	178	316
%V	*13.0%*	*10.1%*	*10.1%*	*13.8%*	*10.4%*	*18.0%*	*12.7%*
%H		*38.2%*	*10.9%*	*87.6%*	*36.5%*	*51.1%*	*90.8%*
20" - 29"	725	343	105	621	345	276	661
%V	*27.0%*	*26.1%*	*27.8%*	*28.1%*	*28.3%*	*27.9%*	*26.6%*
%H		*47.3%*	*14.5%*	*85.7%*	*47.6%*	*38.1%*	*91.2%*
30" - 39"	794	408	126	634	373	261	750
%V	*29.6%*	*31.1%*	*33.3%*	*28.7%*	*30.5%*	*26.3%*	*30.2%*
%H		*51.4%*	*15.9%*	*79.8%*	*47.0%*	*32.9%*	*94.5%*
40" - 49"	451	258	75	329	208	121	440
%V	*16.8%*	*19.6%*	*19.8%*	*14.9%*	*17.0%*	*12.2%*	*17.7%*
%H		*57.2%*	*16.6%*	*72.9%*	*46.1%*	*26.8%*	*97.6%*
50" - 59"	103	61	11	72	43	30	102
%V	*3.8%*	*4.6%*	*2.9%*	*3.3%*	*3.5%*	*3.0%*	*4.1%*
%H		*59.2%*	*10.7%*	*69.9%*	*41.7%*	*29.1%*	*99.0%*
60"+	14	10	1	8	6	2	14
%V	*0.5%*	*0.8%*	*0.3%*	*0.4%*	*0.5%*	*0.2%*	*0.6%*
%H		*71.4%*	*7.1%*	*57.1%*	*42.9%*	*14.3%*	*100.0%*
Don't know	248	101	23	242	119	123	205
%V	*9.2%*	*7.7%*	*6.1%*	*10.9%*	*9.7%*	*12.4%*	*8.2%*
%H		*40.7%*	*9.3%*	*97.6%*	*48.0%*	*49.6%*	*82.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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	2683	1314	378	2212	1221	991	2486
%H		*49.0%*	*14.1%*	*82.4%*	*45.5%*	*36.9%*	*92.7%*
PVR	651	463	127	374	308	67	634
%V	*24.3%*	*35.2%*	*33.6%*	*16.9%*	*25.2%*	*6.8%*	*25.5%*
%H		*71.1%*	*19.5%*	*57.5%*	*47.3%*	*10.3%*	*97.4%*
DVDR	10	3	0	8	2	6	10
%V	*0.4%*	*0.2%*	*0.0%*	*0.4%*	*0.2%*	*0.6%*	*0.4%*
%H		*30.0%*	*0.0%*	*80.0%*	*20.0%*	*60.0%*	*100.0%*
VCR	11	4	1	9	4	5	8
%V	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.5%*	*0.3%*
%H		*36.4%*	*9.1%*	*81.8%*	*36.4%*	*45.5%*	*72.7%*
Any recorder	667	468	128	389	313	76	647
%V	*24.9%*	*35.6%*	*33.9%*	*17.6%*	*25.6%*	*7.7%*	*26.0%*
%H		*70.2%*	*19.2%*	*58.3%*	*46.9%*	*11.4%*	*97.0%*

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

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2683	1314	378	2212	1221	991	2486
%H		*49.0%*	*14.1%*	*82.4%*	*45.5%*	*36.9%*	*92.7%*
Receives HDTV (via STB or built-in reception)	1115	636	177	861	551	310	1079
%V	*41.6%*	*48.4%*	*46.8%*	*38.9%*	*45.1%*	*31.3%*	*43.4%*
%H		*57.0%*	*15.9%*	*77.2%*	*49.4%*	*27.8%*	*96.8%*
DVD/Blu-ray player or recorder	915	475	130	728	421	306	865
%V	*34.1%*	*36.1%*	*34.4%*	*32.9%*	*34.5%*	*30.9%*	*34.8%*
%H		*51.9%*	*14.2%*	*79.6%*	*46.0%*	*33.4%*	*94.5%*

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

Table 4.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	6369	6172	2659	790	4582	1994	2588	5764
%H		*96.9%*	*41.7%*	*12.4%*	*71.9%*	*31.3%*	*40.6%*	*90.5%*
Total Children	1212	1180	599	140	809	399	410	1189
%V	*19.0%*	*19.1%*	*22.5%*	*17.7%*	*17.7%*	*20.0%*	*15.8%*	*20.6%*
%H		*97.4%*	*49.4%*	*11.6%*	*66.7%*	*32.9%*	*33.8%*	*98.1%*
0 - 3	294	282	128	28	192	79	113	284
%V	*4.6%*	*4.6%*	*4.8%*	*3.5%*	*4.2%*	*4.0%*	*4.4%*	*4.9%*
%H		*95.9%*	*43.5%*	*9.5%*	*65.3%*	*26.9%*	*38.4%*	*96.6%*
4 - 15	917	899	471	112	617	320	297	904
%V	*14.4%*	*14.6%*	*17.7%*	*14.2%*	*13.5%*	*16.0%*	*11.5%*	*15.7%*
%H		*98.0%*	*51.4%*	*12.2%*	*67.3%*	*34.9%*	*32.4%*	*98.6%*
4 - 9	485	470	246	50	316	154	162	480
%V	*7.6%*	*7.6%*	*9.3%*	*6.3%*	*6.9%*	*7.7%*	*6.3%*	*8.3%*
%H		*96.9%*	*50.7%*	*10.3%*	*65.2%*	*31.8%*	*33.4%*	*99.0%*
10 - 15	432	429	225	62	301	166	135	424
%V	*6.8%*	*7.0%*	*8.5%*	*7.8%*	*6.6%*	*8.3%*	*5.2%*	*7.4%*
%H		*99.3%*	*52.1%*	*14.4%*	*69.7%*	*38.4%*	*31.3%*	*98.1%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	6369	6172	2659	790	4582	1994	2588	5764
%H		*96.9%*	*41.7%*	*12.4%*	*71.9%*	*31.3%*	*40.6%*	*90.5%*
Total Adults (16+)	5157	4991	2060	650	3773	1595	2178	4576
%V	*81.0%*	*80.9%*	*77.5%*	*82.3%*	*82.3%*	*80.0%*	*84.2%*	*79.4%*
%H		*96.8%*	*39.9%*	*12.6%*	*73.2%*	*30.9%*	*42.2%*	*88.7%*
16 - 19	230	226	96	46	160	83	77	226
%V	*3.6%*	*3.7%*	*3.6%*	*5.8%*	*3.5%*	*4.2%*	*3.0%*	*3.9%*
%H		*98.3%*	*41.7%*	*20.0%*	*69.6%*	*36.1%*	*33.5%*	*98.3%*
20 - 24	433	388	126	45	292	102	190	427
%V	*6.8%*	*6.3%*	*4.7%*	*5.7%*	*6.4%*	*5.1%*	*7.3%*	*7.4%*
%H		*89.6%*	*29.1%*	*10.4%*	*67.4%*	*23.6%*	*43.9%*	*98.6%*
25 - 34	815	767	352	97	491	226	265	805
%V	*12.8%*	*12.4%*	*13.2%*	*12.3%*	*10.7%*	*11.3%*	*10.2%*	*14.0%*
%H		*94.1%*	*43.2%*	*11.9%*	*60.2%*	*27.7%*	*32.5%*	*98.8%*
35 - 44	755	731	355	119	490	257	233	740
%V	*11.9%*	*11.8%*	*13.4%*	*15.1%*	*10.7%*	*12.9%*	*9.0%*	*12.8%*
%H		*96.8%*	*47.0%*	*15.8%*	*64.9%*	*34.0%*	*30.9%*	*98.0%*
45 - 54	906	883	420	122	667	326	341	857
%V	*14.2%*	*14.3%*	*15.8%*	*15.4%*	*14.6%*	*16.3%*	*13.2%*	*14.9%*
%H		*97.5%*	*46.4%*	*13.5%*	*73.6%*	*36.0%*	*37.6%*	*94.6%*
55 - 64	820	805	334	108	632	266	366	738
%V	*12.9%*	*13.0%*	*12.6%*	*13.7%*	*13.8%*	*13.3%*	*14.1%*	*12.8%*
%H		*98.2%*	*40.7%*	*13.2%*	*77.1%*	*32.4%*	*44.6%*	*90.0%*
65+	1198	1192	375	113	1041	334	707	782
%V	*18.8%*	*19.3%*	*14.1%*	*14.3%*	*22.7%*	*16.8%*	*27.3%*	*13.6%*
%H		*99.5%*	*31.3%*	*9.4%*	*86.9%*	*27.9%*	*59.0%*	*65.3%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5157	4991	2060	650	3773	1595	2178	4576
%H		*96.8%*	*39.9%*	*12.6%*	*73.2%*	*30.9%*	*42.2%*	*88.7%*
AB	1243	1213	563	151	899	411	488	1217
%V	*24.1%*	*24.3%*	*27.3%*	*23.2%*	*23.8%*	*25.8%*	*22.4%*	*26.6%*
%H		*97.6%*	*45.3%*	*12.1%*	*72.3%*	*33.1%*	*39.3%*	*97.9%*
C1	1385	1316	509	181	1009	421	588	1288
%V	*26.9%*	*26.4%*	*24.7%*	*27.8%*	*26.7%*	*26.4%*	*27.0%*	*28.1%*
%H		*95.0%*	*36.8%*	*13.1%*	*72.9%*	*30.4%*	*42.5%*	*93.0%*
C2	1221	1205	530	176	930	437	492	1067
%V	*23.7%*	*24.1%*	*25.7%*	*27.1%*	*24.6%*	*27.4%*	*22.6%*	*23.3%*
%H		*98.7%*	*43.4%*	*14.4%*	*76.2%*	*35.8%*	*40.3%*	*87.4%*
D	853	826	336	95	593	231	362	711
%V	*16.5%*	*16.5%*	*16.3%*	*14.6%*	*15.7%*	*14.5%*	*16.6%*	*15.5%*
%H		*96.8%*	*39.4%*	*11.1%*	*69.5%*	*27.1%*	*42.4%*	*83.4%*
E	455	430	122	48	343	95	248	294
%V	*8.8%*	*8.6%*	*5.9%*	*7.4%*	*9.1%*	*6.0%*	*11.4%*	*6.4%*
%H		*94.5%*	*26.8%*	*10.5%*	*75.4%*	*20.9%*	*54.5%*	*64.6%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5157	4991	2060	650	3773	1595	2178	4576
%H		*96.8%*	*39.9%*	*12.6%*	*73.2%*	*30.9%*	*42.2%*	*88.7%*
Working full time	2383	2300	1082	339	1611	790	821	2319
%V	*46.2%*	*46.1%*	*52.5%*	*52.2%*	*42.7%*	*49.5%*	*37.7%*	*50.7%*
%H		*96.5%*	*45.4%*	*14.2%*	*67.6%*	*33.2%*	*34.5%*	*97.3%*
Working part time	516	508	233	62	402	192	210	494
%V	*10.0%*	*10.2%*	*11.3%*	*9.5%*	*10.7%*	*12.0%*	*9.6%*	*10.8%*
%H		*98.4%*	*45.2%*	*12.0%*	*77.9%*	*37.2%*	*40.7%*	*95.7%*
Not working	2258	2183	745	249	1760	613	1148	1763
%V	*43.8%*	*43.7%*	*36.2%*	*38.3%*	*46.6%*	*38.4%*	*52.7%*	*38.5%*
%H		*96.7%*	*33.0%*	*11.0%*	*77.9%*	*27.1%*	*50.8%*	*78.1%*
Houseperson	2801	2705	1030	326	2081	791	1290	2343
%V	*54.3%*	*54.2%*	*50.0%*	*50.2%*	*55.2%*	*49.6%*	*59.2%*	*51.2%*
%H		*96.6%*	*36.8%*	*11.6%*	*74.3%*	*28.2%*	*46.1%*	*83.6%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2532	2428	1037	316	1818	798	1020	2263
%H		*95.9%*	*41.0%*	*12.5%*	*71.8%*	*31.5%*	*40.3%*	*89.4%*
16 - 19	118	115	46	25	88	47	40	115
%V	*4.7%*	*4.7%*	*4.4%*	*7.9%*	*4.8%*	*5.9%*	*3.9%*	*5.1%*
%H		*97.5%*	*39.0%*	*21.2%*	*74.6%*	*39.8%*	*33.9%*	*97.5%*
20 - 24	218	189	74	25	136	58	78	215
%V	*8.6%*	*7.8%*	*7.1%*	*7.9%*	*7.5%*	*7.3%*	*7.6%*	*9.5%*
%H		*86.7%*	*33.9%*	*11.5%*	*62.4%*	*26.6%*	*35.8%*	*98.6%*
25 - 34	405	375	169	48	235	109	126	400
%V	*16.0%*	*15.4%*	*16.3%*	*15.2%*	*12.9%*	*13.7%*	*12.4%*	*17.7%*
%H		*92.6%*	*41.7%*	*11.9%*	*58.0%*	*26.9%*	*31.1%*	*98.8%*
35 - 44	380	363	185	60	236	130	106	373
%V	*15.0%*	*15.0%*	*17.8%*	*19.0%*	*13.0%*	*16.3%*	*10.4%*	*16.5%*
%H		*95.5%*	*48.7%*	*15.8%*	*62.1%*	*34.2%*	*27.9%*	*98.2%*
45 - 54	447	436	211	60	332	165	167	418
%V	*17.7%*	*18.0%*	*20.3%*	*19.0%*	*18.3%*	*20.7%*	*16.4%*	*18.5%*
%H		*97.5%*	*47.2%*	*13.4%*	*74.3%*	*36.9%*	*37.4%*	*93.5%*
55 - 64	405	393	163	45	307	121	186	358
%V	*16.0%*	*16.2%*	*15.7%*	*14.2%*	*16.9%*	*15.2%*	*18.2%*	*15.8%*
%H		*97.0%*	*40.2%*	*11.1%*	*75.8%*	*29.9%*	*45.9%*	*88.4%*
65+	560	556	190	52	484	167	317	384
%V	*22.1%*	*22.9%*	*18.3%*	*16.5%*	*26.6%*	*20.9%*	*31.1%*	*17.0%*
%H		*99.3%*	*33.9%*	*9.3%*	*86.4%*	*29.8%*	*56.6%*	*68.6%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2532	2428	1037	316	1818	798	1020	2263
%H		*95.9%*	*41.0%*	*12.5%*	*71.8%*	*31.5%*	*40.3%*	*89.4%*
AB	639	617	294	78	447	209	238	628
%V	*25.2%*	*25.4%*	*28.4%*	*24.7%*	*24.6%*	*26.2%*	*23.3%*	*27.8%*
%H		*96.6%*	*46.0%*	*12.2%*	*70.0%*	*32.7%*	*37.2%*	*98.3%*
C1	639	600	253	84	452	205	247	608
%V	*25.2%*	*24.7%*	*24.4%*	*26.6%*	*24.9%*	*25.7%*	*24.2%*	*26.9%*
%H		*93.9%*	*39.6%*	*13.1%*	*70.7%*	*32.1%*	*38.7%*	*95.1%*
C2	663	653	281	96	510	237	273	571
%V	*26.2%*	*26.9%*	*27.1%*	*30.4%*	*28.1%*	*29.7%*	*26.8%*	*25.2%*
%H		*98.5%*	*42.4%*	*14.5%*	*76.9%*	*35.7%*	*41.2%*	*86.1%*
D	401	385	157	41	272	108	164	340
%V	*15.8%*	*15.9%*	*15.1%*	*13.0%*	*15.0%*	*13.5%*	*16.1%*	*15.0%*
%H		*96.0%*	*39.2%*	*10.2%*	*67.8%*	*26.9%*	*40.9%*	*84.8%*
E	189	173	52	18	136	39	98	116
%V	*7.5%*	*7.1%*	*5.0%*	*5.7%*	*7.5%*	*4.9%*	*9.6%*	*5.1%*
%H		*91.5%*	*27.5%*	*9.5%*	*72.0%*	*20.6%*	*51.9%*	*61.4%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2532	2428	1037	316	1818	798	1020	2263
%H		*95.9%*	*41.0%*	*12.5%*	*71.8%*	*31.5%*	*40.3%*	*89.4%*
Working full time	1477	1419	681	199	984	486	497	1430
%V	*58.3%*	*58.4%*	*65.7%*	*63.0%*	*54.1%*	*60.9%*	*48.7%*	*63.2%*
%H		*96.1%*	*46.1%*	*13.5%*	*66.6%*	*32.9%*	*33.6%*	*96.8%*
Working part time	95	93	40	11	78	37	41	87
%V	*3.8%*	*3.8%*	*3.9%*	*3.5%*	*4.3%*	*4.6%*	*4.0%*	*3.8%*
%H		*97.9%*	*42.1%*	*11.6%*	*82.1%*	*38.9%*	*43.2%*	*91.6%*
Not working	961	916	316	106	756	275	482	746
%V	*38.0%*	*37.7%*	*30.5%*	*33.5%*	*41.6%*	*34.5%*	*47.3%*	*33.0%*
%H		*95.3%*	*32.9%*	*11.0%*	*78.7%*	*28.6%*	*50.2%*	*77.6%*
Houseperson	630	581	189	59	454	145	309	460
%V	*24.9%*	*23.9%*	*18.2%*	*18.7%*	*25.0%*	*18.2%*	*30.3%*	*20.3%*
%H		*92.2%*	*30.0%*	*9.4%*	*72.1%*	*23.0%*	*49.0%*	*73.0%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2624	2563	1023	334	1955	797	1158	2313
%H		*97.7%*	*39.0%*	*12.7%*	*74.5%*	*30.4%*	*44.1%*	*88.1%*
16 - 19	112	111	50	21	72	36	36	111
%V	*4.3%*	*4.3%*	*4.9%*	*6.3%*	*3.7%*	*4.5%*	*3.1%*	*4.8%*
%H		*99.1%*	*44.6%*	*18.8%*	*64.3%*	*32.1%*	*32.1%*	*99.1%*
20 - 24	215	199	52	20	156	44	112	212
%V	*8.2%*	*7.8%*	*5.1%*	*6.0%*	*8.0%*	*5.5%*	*9.7%*	*9.2%*
%H		*92.6%*	*24.2%*	*9.3%*	*72.6%*	*20.5%*	*52.1%*	*98.6%*
25 - 34	410	391	184	48	256	118	139	405
%V	*15.6%*	*15.3%*	*18.0%*	*14.4%*	*13.1%*	*14.8%*	*12.0%*	*17.5%*
%H		*95.4%*	*44.9%*	*11.7%*	*62.4%*	*28.8%*	*33.9%*	*98.8%*
35 - 44	375	368	170	59	254	127	127	367
%V	*14.3%*	*14.4%*	*16.6%*	*17.7%*	*13.0%*	*15.9%*	*11.0%*	*15.9%*
%H		*98.1%*	*45.3%*	*15.7%*	*67.7%*	*33.9%*	*33.9%*	*97.9%*
45 - 54	459	447	210	62	335	161	174	439
%V	*17.5%*	*17.4%*	*20.5%*	*18.6%*	*17.1%*	*20.2%*	*15.0%*	*19.0%*
%H		*97.4%*	*45.8%*	*13.5%*	*73.0%*	*35.1%*	*37.9%*	*95.6%*
55 - 64	415	411	171	63	325	145	180	381
%V	*15.8%*	*16.0%*	*16.7%*	*18.9%*	*16.6%*	*18.2%*	*15.5%*	*16.5%*
%H		*99.0%*	*41.2%*	*15.2%*	*78.3%*	*34.9%*	*43.4%*	*91.8%*
65+	638	636	186	61	557	167	390	398
%V	*24.3%*	*24.8%*	*18.2%*	*18.3%*	*28.5%*	*21.0%*	*33.7%*	*17.2%*
%H		*99.7%*	*29.2%*	*9.6%*	*87.3%*	*26.2%*	*61.1%*	*62.4%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2624	2563	1023	334	1955	797	1158	2313
%H		*97.7%*	*39.0%*	*12.7%*	*74.5%*	*30.4%*	*44.1%*	*88.1%*
AB	603	596	270	73	452	202	250	589
%V	*23.0%*	*23.3%*	*26.4%*	*21.9%*	*23.1%*	*25.3%*	*21.6%*	*25.5%*
%H		*98.8%*	*44.8%*	*12.1%*	*75.0%*	*33.5%*	*41.5%*	*97.7%*
C1	746	717	255	97	557	216	341	680
%V	*28.4%*	*28.0%*	*24.9%*	*29.0%*	*28.5%*	*27.1%*	*29.4%*	*29.4%*
%H		*96.1%*	*34.2%*	*13.0%*	*74.7%*	*29.0%*	*45.7%*	*91.2%*
C2	558	552	249	80	420	200	219	495
%V	*21.3%*	*21.5%*	*24.3%*	*24.0%*	*21.5%*	*25.1%*	*18.9%*	*21.4%*
%H		*98.9%*	*44.6%*	*14.3%*	*75.3%*	*35.8%*	*39.2%*	*88.7%*
D	452	441	179	54	320	123	197	371
%V	*17.2%*	*17.2%*	*17.5%*	*16.2%*	*16.4%*	*15.4%*	*17.0%*	*16.0%*
%H		*97.6%*	*39.6%*	*11.9%*	*70.8%*	*27.2%*	*43.6%*	*82.1%*
E	266	257	70	30	207	57	150	178
%V	*10.1%*	*10.0%*	*6.8%*	*9.0%*	*10.6%*	*7.2%*	*13.0%*	*7.7%*
%H		*96.6%*	*26.3%*	*11.3%*	*77.8%*	*21.4%*	*56.4%*	*66.9%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2624	2563	1023	334	1955	797	1158	2313
%H		*97.7%*	*39.0%*	*12.7%*	*74.5%*	*30.4%*	*44.1%*	*88.1%*
Working full time	906	881	401	140	627	304	323	888
%V	*34.5%*	*34.4%*	*39.2%*	*41.9%*	*32.1%*	*38.1%*	*27.9%*	*38.4%*
%H		*97.2%*	*44.3%*	*15.5%*	*69.2%*	*33.6%*	*35.7%*	*98.0%*
Working part time	421	415	193	51	324	156	169	408
%V	*16.0%*	*16.2%*	*18.9%*	*15.3%*	*16.6%*	*19.6%*	*14.6%*	*17.6%*
%H		*98.6%*	*45.8%*	*12.1%*	*77.0%*	*37.1%*	*40.1%*	*96.9%*
Not working	1297	1267	429	144	1004	338	666	1017
%V	*49.4%*	*49.4%*	*41.9%*	*43.1%*	*51.4%*	*42.4%*	*57.5%*	*44.0%*
%H		*97.7%*	*33.1%*	*11.1%*	*77.4%*	*26.1%*	*51.3%*	*78.4%*
Houseperson	2171	2124	841	267	1627	646	981	1883
%V	*82.7%*	*82.9%*	*82.2%*	*79.9%*	*83.2%*	*81.1%*	*84.7%*	*81.4%*
%H		*97.8%*	*38.7%*	*12.3%*	*74.9%*	*29.8%*	*45.2%*	*86.7%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North East

Household level data

Table 5.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1249	1223	460	212	869	344	525	1033
%H (All HH)		*97.9%*	*36.8%*	*17.0%*	*69.6%*	*27.5%*	*42.0%*	*82.7%*
%H (TV HH)			*37.6%*	*17.3%*	*71.1%*	*28.1%*	*42.9%*	
AB	260	254	107	49	186	89	97	250
%V	*20.8%*	*20.8%*	*23.3%*	*23.1%*	*21.4%*	*25.9%*	*18.5%*	*24.2%*
%H (All HH)		*97.7%*	*41.2%*	*18.8%*	*71.5%*	*34.2%*	*37.3%*	*96.2%*
%H (TV HH)			*42.1%*	*19.3%*	*73.2%*	*35.0%*	*38.2%*	
C1	350	343	126	56	233	88	145	306
%V	*28.0%*	*28.0%*	*27.4%*	*26.4%*	*26.8%*	*25.6%*	*27.6%*	*29.6%*
%H (All HH)		*98.0%*	*36.0%*	*16.0%*	*66.6%*	*25.1%*	*41.4%*	*87.4%*
%H (TV HH)			*36.7%*	*16.3%*	*67.9%*	*25.7%*	*42.3%*	
C2	260	256	110	51	180	84	97	227
%V	*20.8%*	*20.9%*	*23.9%*	*24.1%*	*20.7%*	*24.4%*	*18.5%*	*22.0%*
%H (All HH)		*98.5%*	*42.3%*	*19.6%*	*69.2%*	*32.3%*	*37.3%*	*87.3%*
%H (TV HH)			*43.0%*	*19.9%*	*70.3%*	*32.8%*	*37.9%*	
D	198	194	71	36	134	53	81	159
%V	*15.9%*	*15.9%*	*15.4%*	*17.0%*	*15.4%*	*15.4%*	*15.4%*	*15.4%*
%H (All HH)		*98.0%*	*35.9%*	*18.2%*	*67.7%*	*26.8%*	*40.9%*	*80.3%*
%H (TV HH)			*36.6%*	*18.6%*	*69.1%*	*27.3%*	*41.8%*	
E	181	175	47	20	136	30	106	91
%V	*14.5%*	*14.3%*	*10.2%*	*9.4%*	*15.7%*	*8.7%*	*20.2%*	*8.8%*
%H (All HH)		*96.7%*	*26.0%*	*11.0%*	*75.1%*	*16.6%*	*58.6%*	*50.3%*
%H (TV HH)			*26.9%*	*11.4%*	*77.7%*	*17.1%*	*60.6%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North East

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	1249	1223	460	212	869	344	525	1033
%H (All HH)		*97.9%*	*36.8%*	*17.0%*	*69.6%*	*27.5%*	*42.0%*	*82.7%*
%H (TV HH)			*37.6%*	*17.3%*	*71.1%*	*28.1%*	*42.9%*	
Under 25	62	57	16	6	33	10	23	60
%V	*5.0%*	*4.7%*	*3.5%*	*2.8%*	*3.8%*	*2.9%*	*4.4%*	*5.8%*
%H (All HH)		*91.9%*	*25.8%*	*9.7%*	*53.2%*	*16.1%*	*37.1%*	*96.8%*
%H (TV HH)			*28.1%*	*10.5%*	*57.9%*	*17.5%*	*40.4%*	
25 - 34	180	174	69	26	105	40	66	169
%V	*14.4%*	*14.2%*	*15.0%*	*12.3%*	*12.1%*	*11.6%*	*12.6%*	*16.4%*
%H (All HH)		*96.7%*	*38.3%*	*14.4%*	*58.3%*	*22.2%*	*36.7%*	*93.9%*
%H (TV HH)			*39.7%*	*14.9%*	*60.3%*	*23.0%*	*37.9%*	
35 - 44	174	170	89	32	105	59	46	164
%V	*13.9%*	*13.9%*	*19.3%*	*15.1%*	*12.1%*	*17.2%*	*8.8%*	*15.9%*
%H (All HH)		*97.7%*	*51.1%*	*18.4%*	*60.3%*	*33.9%*	*26.4%*	*94.3%*
%H (TV HH)			*52.4%*	*18.8%*	*61.8%*	*34.7%*	*27.1%*	
45 - 54	222	218	103	49	143	75	68	213
%V	*17.8%*	*17.8%*	*22.4%*	*23.1%*	*16.5%*	*21.8%*	*13.0%*	*20.6%*
%H (All HH)		*98.2%*	*46.4%*	*22.1%*	*64.4%*	*33.8%*	*30.6%*	*95.9%*
%H (TV HH)			*47.2%*	*22.5%*	*65.6%*	*34.4%*	*31.2%*	
55 - 64	231	228	90	40	171	72	100	209
%V	*18.5%*	*18.6%*	*19.6%*	*18.9%*	*19.7%*	*20.9%*	*19.0%*	*20.2%*
%H (All HH)		*98.7%*	*39.0%*	*17.3%*	*74.0%*	*31.2%*	*43.3%*	*90.5%*
%H (TV HH)			*39.5%*	*17.5%*	*75.0%*	*31.6%*	*43.9%*	
65 +	379	376	94	60	311	89	223	218
%V	*30.3%*	*30.7%*	*20.4%*	*28.3%*	*35.8%*	*25.9%*	*42.5%*	*21.1%*
%H (All HH)		*99.2%*	*24.8%*	*15.8%*	*82.1%*	*23.5%*	*58.8%*	*57.5%*
%H (TV HH)			*25.0%*	*16.0%*	*82.7%*	*23.7%*	*59.3%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

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	1249	1223	460	212	869	344	525	1033
%H (All HH)		*97.9%*	*36.8%*	*17.0%*	*69.6%*	*27.5%*	*42.0%*	*82.7%*
%H (TV HH)			*37.6%*	*17.3%*	*71.1%*	*28.1%*	*42.9%*	
1	407	396	101	47	301	67	234	245
%V	*32.6%*	*32.4%*	*22.0%*	*22.2%*	*34.6%*	*19.5%*	*44.6%*	*23.7%*
%H (All HH)		*97.3%*	*24.8%*	*11.5%*	*74.0%*	*16.5%*	*57.5%*	*60.2%*
%H (TV HH)			*25.5%*	*11.9%*	*76.0%*	*16.9%*	*59.1%*	
2	473	465	186	86	337	154	183	427
%V	*37.9%*	*38.0%*	*40.4%*	*40.6%*	*38.8%*	*44.8%*	*34.9%*	*41.3%*
%H (All HH)		*98.3%*	*39.3%*	*18.2%*	*71.2%*	*32.6%*	*38.7%*	*90.3%*
%H (TV HH)			*40.0%*	*18.5%*	*72.5%*	*33.1%*	*39.4%*	
3	166	163	84	30	102	53	49	161
%V	*13.3%*	*13.3%*	*18.3%*	*14.2%*	*11.7%*	*15.4%*	*9.3%*	*15.6%*
%H (All HH)		*98.2%*	*50.6%*	*18.1%*	*61.4%*	*31.9%*	*29.5%*	*97.0%*
%H (TV HH)			*51.5%*	*18.4%*	*62.6%*	*32.5%*	*30.1%*	
4	141	140	63	33	92	50	42	139
%V	*11.3%*	*11.4%*	*13.7%*	*15.6%*	*10.6%*	*14.5%*	*8.0%*	*13.5%*
%H (All HH)		*99.3%*	*44.7%*	*23.4%*	*65.2%*	*35.5%*	*29.8%*	*98.6%*
%H (TV HH)			*45.0%*	*23.6%*	*65.7%*	*35.7%*	*30.0%*	
5+	61	59	26	16	37	20	17	61
%V	*4.9%*	*4.8%*	*5.7%*	*7.5%*	*4.3%*	*5.8%*	*3.2%*	*5.9%*
%H (All HH)		*96.7%*	*42.6%*	*26.2%*	*60.7%*	*32.8%*	*27.9%*	*100.0%*
%H (TV HH)			*44.1%*	*27.1%*	*62.7%*	*33.9%*	*28.8%*	
Average HH size	2.20	2.20	2.43	2.48	2.13	2.45	1.92	2.38

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1249	1223	460	212	869	344	525	1033
%H (All HH)		*97.9%*	*36.8%*	*17.0%*	*69.6%*	*27.5%*	*42.0%*	*82.7%*
%H (TV HH)			*37.6%*	*17.3%*	*71.1%*	*28.1%*	*42.9%*	
Without	961	938	322	155	695	253	442	755
%V	*76.9%*	*76.7%*	*70.0%*	*73.1%*	*80.0%*	*73.5%*	*84.2%*	*73.1%*
%H (All HH)		*97.6%*	*33.5%*	*16.1%*	*72.3%*	*26.3%*	*46.0%*	*78.6%*
%H (TV HH)			*34.3%*	*16.5%*	*74.1%*	*27.0%*	*47.1%*	
With	287	284	138	57	174	91	84	278
%V	*23.0%*	*23.2%*	*30.0%*	*26.9%*	*20.0%*	*26.5%*	*16.0%*	*26.9%*
%H (All HH)		*99.0%*	*48.1%*	*19.9%*	*60.6%*	*31.7%*	*29.3%*	*96.9%*
%H (TV HH)			*48.6%*	*20.1%*	*61.3%*	*32.0%*	*29.6%*	
0 - 3	96	96	39	20	56	24	32	93
%V	*7.7%*	*7.8%*	*8.5%*	*9.4%*	*6.4%*	*7.0%*	*6.1%*	*9.0%*
%H (All HH)		*100.0%*	*40.6%*	*20.8%*	*58.3%*	*25.0%*	*33.3%*	*96.9%*
%H (TV HH)			*40.6%*	*20.8%*	*58.3%*	*25.0%*	*33.3%*	
4 - 9	154	153	78	27	95	50	45	151
%V	*12.3%*	*12.5%*	*17.0%*	*12.7%*	*10.9%*	*14.5%*	*8.6%*	*14.6%*
%H (All HH)		*99.4%*	*50.6%*	*17.5%*	*61.7%*	*32.5%*	*29.2%*	*98.1%*
%H (TV HH)			*51.0%*	*17.6%*	*62.1%*	*32.7%*	*29.4%*	
10 - 15	135	134	70	30	81	48	33	131
%V	*10.8%*	*11.0%*	*15.2%*	*14.2%*	*9.3%*	*14.0%*	*6.3%*	*12.7%*
%H (All HH)		*99.3%*	*51.9%*	*22.2%*	*60.0%*	*35.6%*	*24.4%*	*97.0%*
%H (TV HH)			*52.2%*	*22.4%*	*60.4%*	*35.8%*	*24.6%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

Table 5.5: 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	1249	1223	460	212	869	344	525	1033
%H (All HH)		*97.9%*	*36.8%*	*17.0%*	*69.6%*	*27.5%*	*42.0%*	*82.7%*
%H (TV HH)			*37.6%*	*17.3%*	*71.1%*	*28.1%*	*42.9%*	
1	433	433	123	59	274	48	226	315
%V	*34.7%*	*35.4%*	*26.7%*	*27.8%*	*31.5%*	*14.0%*	*43.0%*	*30.5%*
%H (All HH)		*100.0%*	*28.4%*	*13.6%*	*63.3%*	*11.1%*	*52.2%*	*72.7%*
%H (TV HH)			*28.4%*	*13.6%*	*63.3%*	*11.1%*	*52.2%*	
2	415	415	164	68	306	125	181	345
%V	*33.2%*	*33.9%*	*35.7%*	*32.1%*	*35.2%*	*36.3%*	*34.5%*	*33.4%*
%H (All HH)		*100.0%*	*39.5%*	*16.4%*	*73.7%*	*30.1%*	*43.6%*	*83.1%*
%H (TV HH)			*39.5%*	*16.4%*	*73.7%*	*30.1%*	*43.6%*	
3	219	219	105	43	167	94	73	202
%V	*17.5%*	*17.9%*	*22.8%*	*20.3%*	*19.2%*	*27.3%*	*13.9%*	*19.6%*
%H (All HH)		*100.0%*	*47.9%*	*19.6%*	*76.3%*	*42.9%*	*33.3%*	*92.2%*
%H (TV HH)			*47.9%*	*19.6%*	*76.3%*	*42.9%*	*33.3%*	
4	103	103	45	29	80	50	30	98
%V	*8.2%*	*8.4%*	*9.8%*	*13.7%*	*9.2%*	*14.5%*	*5.7%*	*9.5%*
%H (All HH)		*100.0%*	*43.7%*	*28.2%*	*77.7%*	*48.5%*	*29.1%*	*95.1%*
%H (TV HH)			*43.7%*	*28.2%*	*77.7%*	*48.5%*	*29.1%*	
5+	52	52	24	13	43	28	15	52
%V	*4.2%*	*4.3%*	*5.2%*	*6.1%*	*4.9%*	*8.1%*	*2.9%*	*5.0%*
%H (All HH)		*100.0%*	*46.2%*	*25.0%*	*82.7%*	*53.8%*	*28.8%*	*100.0%*
%H (TV HH)			*46.2%*	*25.0%*	*82.7%*	*53.8%*	*28.8%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

Table 5.6: 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	1249	1223	460	212	869	344	525	1033
%H (All HH)		*97.9%*	*36.8%*	*17.0%*	*69.6%*	*27.5%*	*42.0%*	*82.7%*
%H (TV HH)			*37.6%*	*17.3%*	*71.1%*	*28.1%*	*42.9%*	
Under 20"	157	157	51	31	135	61	74	131
%V	*12.6%*	*12.8%*	*11.1%*	*14.6%*	*15.5%*	*17.7%*	*14.1%*	*12.7%*
%H (All HH)		*100.0%*	*32.5%*	*19.7%*	*86.0%*	*38.9%*	*47.1%*	*83.4%*
%H (TV HH)			*32.5%*	*19.7%*	*86.0%*	*38.9%*	*47.1%*	
20" - 29"	330	330	114	53	269	109	160	274
%V	*26.4%*	*27.0%*	*24.8%*	*25.0%*	*31.0%*	*31.7%*	*30.5%*	*26.5%*
%H (All HH)		*100.0%*	*34.5%*	*16.1%*	*81.5%*	*33.0%*	*48.5%*	*83.0%*
%H (TV HH)			*34.5%*	*16.1%*	*81.5%*	*33.0%*	*48.5%*	
30" - 39"	556	556	203	98	425	177	248	457
%V	*44.5%*	*45.5%*	*44.1%*	*46.2%*	*48.9%*	*51.5%*	*47.2%*	*44.2%*
%H (All HH)		*100.0%*	*36.5%*	*17.6%*	*76.4%*	*31.8%*	*44.6%*	*82.2%*
%H (TV HH)			*36.5%*	*17.6%*	*76.4%*	*31.8%*	*44.6%*	
40" - 49"	698	698	292	133	489	223	266	607
%V	*55.9%*	*57.1%*	*63.5%*	*62.7%*	*56.3%*	*64.8%*	*50.7%*	*58.8%*
%H (All HH)		*100.0%*	*41.8%*	*19.1%*	*70.1%*	*31.9%*	*38.1%*	*87.0%*
%H (TV HH)			*41.8%*	*19.1%*	*70.1%*	*31.9%*	*38.1%*	
50" - 59"	267	267	144	55	168	101	67	251
%V	*21.4%*	*21.8%*	*31.3%*	*25.9%*	*19.3%*	*29.4%*	*12.8%*	*24.3%*
%H (All HH)		*100.0%*	*53.9%*	*20.6%*	*62.9%*	*37.8%*	*25.1%*	*94.0%*
%H (TV HH)			*53.9%*	*20.6%*	*62.9%*	*37.8%*	*25.1%*	
60"+	36	36	25	6	23	17	6	36
%V	*2.9%*	*2.9%*	*5.4%*	*2.8%*	*2.6%*	*4.9%*	*1.1%*	*3.5%*
%H (All HH)		*100.0%*	*69.4%*	*16.7%*	*63.9%*	*47.2%*	*16.7%*	*100.0%*
%H (TV HH)			*69.4%*	*16.7%*	*63.9%*	*47.2%*	*16.7%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

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	1249	1223	460	212	869	344	525	1033
%H (All HH)		*97.9%*	*36.8%*	*17.0%*	*69.6%*	*27.5%*	*42.0%*	*82.7%*
%H (TV HH)			*37.6%*	*17.3%*	*71.1%*	*28.1%*	*42.9%*	
Main living room	1214	1214	458	212	864	342	521	1005
%V	*97.2%*	*99.3%*	*99.6%*	*100.0%*	*99.4%*	*99.4%*	*99.2%*	*97.3%*
%H (All HH)		*100.0%*	*37.7%*	*17.5%*	*71.2%*	*28.2%*	*42.9%*	*82.8%*
%H (TV HH)			*37.7%*	*17.5%*	*71.2%*	*28.2%*	*42.9%*	
Kitchen	139	139	50	29	128	67	62	125
%V	*11.1%*	*11.4%*	*10.9%*	*13.7%*	*14.7%*	*19.5%*	*11.8%*	*12.1%*
%H (All HH)		*100.0%*	*36.0%*	*20.9%*	*92.1%*	*48.2%*	*44.6%*	*89.9%*
%H (TV HH)			*36.0%*	*20.9%*	*92.1%*	*48.2%*	*44.6%*	
Adult's bedroom	606	606	258	122	463	237	226	532
%V	*48.5%*	*49.6%*	*56.1%*	*57.5%*	*53.3%*	*68.9%*	*43.0%*	*51.5%*
%H (All HH)		*100.0%*	*42.6%*	*20.1%*	*76.4%*	*39.1%*	*37.3%*	*87.8%*
%H (TV HH)			*42.6%*	*20.1%*	*76.4%*	*39.1%*	*37.3%*	
Child's bedroom	147	147	74	32	96	55	41	142
%V	*11.8%*	*12.0%*	*16.1%*	*15.1%*	*11.0%*	*16.0%*	*7.8%*	*13.7%*
%H (All HH)		*100.0%*	*50.3%*	*21.8%*	*65.3%*	*37.4%*	*27.9%*	*96.6%*
%H (TV HH)			*50.3%*	*21.8%*	*65.3%*	*37.4%*	*27.9%*	
Other bedroom	121	121	51	29	95	54	41	111
%V	*9.7%*	*9.9%*	*11.1%*	*13.7%*	*10.9%*	*15.7%*	*7.8%*	*10.7%*
%H (All HH)		*100.0%*	*42.1%*	*24.0%*	*78.5%*	*44.6%*	*33.9%*	*91.7%*
%H (TV HH)			*42.1%*	*24.0%*	*78.5%*	*44.6%*	*33.9%*	
Second living/dining room	113	113	52	25	83	47	36	103
%V	*9.0%*	*9.2%*	*11.3%*	*11.8%*	*9.6%*	*13.7%*	*6.9%*	*10.0%*
%H (All HH)		*100.0%*	*46.0%*	*22.1%*	*73.5%*	*41.6%*	*31.9%*	*91.2%*
%H (TV HH)			*46.0%*	*22.1%*	*73.5%*	*41.6%*	*31.9%*	
Study/office	22	22	11	5	18	12	6	20
%V	*1.8%*	*1.8%*	*2.4%*	*2.4%*	*2.1%*	*3.5%*	*1.1%*	*1.9%*
%H (All HH)		*100.0%*	*50.0%*	*22.7%*	*81.8%*	*54.5%*	*27.3%*	*90.9%*
%H (TV HH)			*50.0%*	*22.7%*	*81.8%*	*54.5%*	*27.3%*	
TV room	2	2	1	0	2	1	1	2
%V	*0.2%*	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	
Conservatory	43	43	22	8	33	20	13	39
%V	*3.4%*	*3.5%*	*4.8%*	*3.8%*	*3.8%*	*5.8%*	*2.5%*	*3.8%*
%H (All HH)		*100.0%*	*51.2%*	*18.6%*	*76.7%*	*46.5%*	*30.2%*	*90.7%*
%H (TV HH)			*51.2%*	*18.6%*	*76.7%*	*46.5%*	*30.2%*	
Attic or loft room	5	5	2	2	4	2	2	5
%V	*0.4%*	*0.4%*	*0.4%*	*0.9%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H (All HH)		*100.0%*	*40.0%*	*40.0%*	*80.0%*	*40.0%*	*40.0%*	*100.0%*
%H (TV HH)			*40.0%*	*40.0%*	*80.0%*	*40.0%*	*40.0%*	
No specific location	2	2	1	1	2	2	1	2
%V	*0.2%*	*0.2%*	*0.2%*	*0.5%*	*0.2%*	*0.6%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*50.0%*	*100.0%*	*100.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*50.0%*	*100.0%*	*100.0%*	*50.0%*	
Other	12	12	7	1	11	7	4	12
%V	*1.0%*	*1.0%*	*1.5%*	*0.5%*	*1.3%*	*2.0%*	*0.8%*	*1.2%*
%H (All HH)		*100.0%*	*58.3%*	*8.3%*	*91.7%*	*58.3%*	*33.3%*	*100.0%*
%H (TV HH)			*58.3%*	*8.3%*	*91.7%*	*58.3%*	*33.3%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

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	1249	1223	460	212	869	344	525	1033
%H (All HH)		*97.9%*	*36.8%*	*17.0%*	*69.6%*	*27.5%*	*42.0%*	*82.7%*
%H (TV HH)			*37.6%*	*17.3%*	*71.1%*	*28.1%*	*42.9%*	
Any DSAT provider	460	460	460	11	234	234	0	427
%V	*36.8%*	*37.6%*	*100.0%*	*5.2%*	*26.9%*	*68.0%*	*0.0%*	*41.3%*
%H (All HH)			*100.0%*	*2.4%*	*50.9%*	*50.9%*	*0.0%*	*92.8%*
%H (TV HH)			*100.0%*	*2.4%*	*50.9%*	*50.9%*	*0.0%*	
Sky with subcription	380	380	380	5	192	192	0	360
%V	*30.4%*	*31.1%*	*82.6%*	*2.4%*	*22.1%*	*55.8%*	*0.0%*	*34.8%*
%H (All HH)			*100.0%*	*1.3%*	*50.5%*	*50.5%*	*0.0%*	*94.7%*
%H (TV HH)			*100.0%*	*1.3%*	*50.5%*	*50.5%*	*0.0%*	
Sky without subscription	31	31	31	4	17	17	0	27
%V	*2.5%*	*2.5%*	*6.7%*	*1.9%*	*2.0%*	*4.9%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*12.9%*	*54.8%*	*54.8%*	*0.0%*	*87.1%*
%H (TV HH)			*100.0%*	*12.9%*	*54.8%*	*54.8%*	*0.0%*	
Freesat	45	45	45	1	23	23	0	39
%V	*3.6%*	*3.7%*	*9.8%*	*0.5%*	*2.6%*	*6.7%*	*0.0%*	*3.8%*
%H (All HH)			*100.0%*	*2.2%*	*51.1%*	*51.1%*	*0.0%*	*86.7%*
%H (TV HH)			*100.0%*	*2.2%*	*51.1%*	*51.1%*	*0.0%*	
Other satellite provider	24	24	24	2	11	11	0	19
%V	*1.9%*	*2.0%*	*5.2%*	*0.9%*	*1.3%*	*3.2%*	*0.0%*	*1.8%*
%H (All HH)			*100.0%*	*8.3%*	*45.8%*	*45.8%*	*0.0%*	*79.2%*
%H (TV HH)			*100.0%*	*8.3%*	*45.8%*	*45.8%*	*0.0%*	
DCAB	212	212	11	212	114	114	0	198
%V	*17.0%*	*17.3%*	*2.4%*	*100.0%*	*13.1%*	*33.1%*	*0.0%*	*19.2%*
%H (All HH)			*5.2%*	*100.0%*	*53.8%*	*53.8%*	*0.0%*	*93.4%*
%H (TV HH)			*5.2%*	*100.0%*	*53.8%*	*53.8%*	*0.0%*	
DTT	869	869	234	114	869	344	525	684
%V	*69.6%*	*71.1%*	*50.9%*	*53.8%*	*100.0%*	*100.0%*	*100.0%*	*66.2%*
%H (All HH)		*100.0%*	*26.9%*	*13.1%*	*100.0%*	*39.6%*	*60.4%*	*78.7%*
%H (TV HH)			*26.9%*	*13.1%*	*100.0%*	*39.6%*	*60.4%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North East

Household level data

Table 5.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1249	1223	460	212	869	344	525	1033
%H (All HH)		*97.9%*	*36.8%*	*17.0%*	*69.6%*	*27.5%*	*42.0%*	*82.7%*
%H (TV HH)			*37.6%*	*17.3%*	*71.1%*	*28.1%*	*42.9%*	
PVR	783	783	428	208	486	327	158	708
%V	*62.7%*	*64.0%*	*93.0%*	*98.1%*	*55.9%*	*95.1%*	*30.1%*	*68.5%*
%H (All HH)		*100.0%*	*54.7%*	*26.6%*	*62.1%*	*41.8%*	*20.2%*	*90.4%*
%H (TV HH)			*54.7%*	*26.6%*	*62.1%*	*41.8%*	*20.2%*	
DVDR	15	15	5	2	13	5	8	12
%V	*1.2%*	*1.2%*	*1.1%*	*0.9%*	*1.5%*	*1.5%*	*1.5%*	*1.2%*
%H (All HH)		*100.0%*	*33.3%*	*13.3%*	*86.7%*	*33.3%*	*53.3%*	*80.0%*
%H (TV HH)			*33.3%*	*13.3%*	*86.7%*	*33.3%*	*53.3%*	
VCR	10	10	3	0	9	2	7	4
%V	*0.8%*	*0.8%*	*0.7%*	*0.0%*	*1.0%*	*0.6%*	*1.3%*	*0.4%*
%H (All HH)		*100.0%*	*30.0%*	*0.0%*	*90.0%*	*20.0%*	*70.0%*	*40.0%*
%H (TV HH)			*30.0%*	*0.0%*	*90.0%*	*20.0%*	*70.0%*	
Any recorder	793	793	428	208	495	327	168	711
%V	*63.5%*	*64.8%*	*93.0%*	*98.1%*	*57.0%*	*95.1%*	*32.0%*	*68.8%*
%H (All HH)		*100.0%*	*54.0%*	*26.2%*	*62.4%*	*41.2%*	*21.2%*	*89.7%*
%H (TV HH)			*54.0%*	*26.2%*	*62.4%*	*41.2%*	*21.2%*	
Receives HDTV (via STB or built-in reception)	850	850	368	196	604	307	297	768
%V	*68.1%*	*69.5%*	*80.0%*	*92.5%*	*69.5%*	*89.2%*	*56.6%*	*74.3%*
%H (All HH)		*100.0%*	*43.3%*	*23.1%*	*71.1%*	*36.1%*	*34.9%*	*90.4%*
%H (TV HH)			*43.3%*	*23.1%*	*71.1%*	*36.1%*	*34.9%*	
DVD/Blu-ray player or recorder	821	821	325	145	604	261	343	701
%V	*65.7%*	*67.1%*	*70.7%*	*68.4%*	*69.5%*	*75.9%*	*65.3%*	*67.9%*
%H (All HH)		*100.0%*	*39.6%*	*17.7%*	*73.6%*	*31.8%*	*41.8%*	*85.4%*
%H (TV HH)			*39.6%*	*17.7%*	*73.6%*	*31.8%*	*41.8%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

Table 5.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1249	1223	460	212	869	344	525	1033
%H (All HH)		*97.9%*	*36.8%*	*17.0%*	*69.6%*	*27.5%*	*42.0%*	*82.7%*
%H (TV HH)			*37.6%*	*17.3%*	*71.1%*	*28.1%*	*42.9%*	
Has broadband internet	1033	1012	427	198	684	322	362	1033
%V	*82.7%*	*82.7%*	*92.8%*	*93.4%*	*78.7%*	*93.6%*	*69.0%*	*100.0%*
%H (All HH)		*98.0%*	*41.3%*	*19.2%*	*66.2%*	*31.2%*	*35.0%*	*100.0%*
%H (TV HH)			*42.2%*	*19.6%*	*67.6%*	*31.8%*	*35.8%*	
Number of computers (PCs and laptops)								
0	278	270	59	23	214	34	180	73
%V	*22.3%*	*22.1%*	*12.8%*	*10.8%*	*24.6%*	*9.9%*	*34.3%*	*7.1%*
%H (All HH)		*97.1%*	*21.2%*	*8.3%*	*77.0%*	*12.2%*	*64.7%*	*26.3%*
%H (TV HH)			*21.9%*	*8.5%*	*79.3%*	*12.6%*	*66.7%*	
1	331	321	111	56	224	79	145	322
%V	*26.5%*	*26.2%*	*24.1%*	*26.4%*	*25.8%*	*23.0%*	*27.6%*	*31.2%*
%H (All HH)		*97.0%*	*33.5%*	*16.9%*	*67.7%*	*23.9%*	*43.8%*	*97.3%*
%H (TV HH)			*34.6%*	*17.4%*	*69.8%*	*24.6%*	*45.2%*	
2	280	277	129	54	182	91	91	278
%V	*22.4%*	*22.6%*	*28.0%*	*25.5%*	*20.9%*	*26.5%*	*17.3%*	*26.9%*
%H (All HH)		*98.9%*	*46.1%*	*19.3%*	*65.0%*	*32.5%*	*32.5%*	*99.3%*
%H (TV HH)			*46.6%*	*19.5%*	*65.7%*	*32.9%*	*32.9%*	
3	166	164	77	33	118	67	51	166
%V	*13.3%*	*13.4%*	*16.7%*	*15.6%*	*13.6%*	*19.5%*	*9.7%*	*16.1%*
%H (All HH)		*98.8%*	*46.4%*	*19.9%*	*71.1%*	*40.4%*	*30.7%*	*100.0%*
%H (TV HH)			*47.0%*	*20.1%*	*72.0%*	*40.9%*	*31.1%*	
4	102	102	45	27	70	42	28	102
%V	*8.2%*	*8.3%*	*9.8%*	*12.7%*	*8.1%*	*12.2%*	*5.3%*	*9.9%*
%H (All HH)		*100.0%*	*44.1%*	*26.5%*	*68.6%*	*41.2%*	*27.5%*	*100.0%*
%H (TV HH)			*44.1%*	*26.5%*	*68.6%*	*41.2%*	*27.5%*	
5+	93	90	40	20	61	32	29	93
%V	*7.4%*	*7.4%*	*8.7%*	*9.4%*	*7.0%*	*9.3%*	*5.5%*	*9.0%*
%H (All HH)		*96.8%*	*43.0%*	*21.5%*	*65.6%*	*34.4%*	*31.2%*	*100.0%*
%H (TV HH)			*44.4%*	*22.2%*	*67.8%*	*35.6%*	*32.2%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North East

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2605	1068	508	1934	924	1010	2275
%H		*41.0%*	*19.5%*	*74.2%*	*35.5%*	*38.8%*	*87.3%*
Under 20"	192	61	39	167	77	90	160
%V	*7.4%*	*5.7%*	*7.7%*	*8.6%*	*8.3%*	*8.9%*	*7.0%*
%H		*31.8%*	*20.3%*	*87.0%*	*40.1%*	*46.9%*	*83.3%*
20" - 29"	435	157	78	351	154	198	367
%V	*16.7%*	*14.7%*	*15.4%*	*18.1%*	*16.7%*	*19.6%*	*16.1%*
%H		*36.1%*	*17.9%*	*80.7%*	*35.4%*	*45.5%*	*84.4%*
30" - 39"	703	261	133	537	237	300	594
%V	*27.0%*	*24.4%*	*26.2%*	*27.8%*	*25.6%*	*29.7%*	*26.1%*
%H		*37.1%*	*18.9%*	*76.4%*	*33.7%*	*42.7%*	*84.5%*
40" - 49"	871	377	174	612	300	313	774
%V	*33.4%*	*35.3%*	*34.3%*	*31.6%*	*32.5%*	*31.0%*	*34.0%*
%H		*43.3%*	*20.0%*	*70.3%*	*34.4%*	*35.9%*	*88.9%*
50" - 59"	297	163	62	189	117	72	282
%V	*11.4%*	*15.3%*	*12.2%*	*9.8%*	*12.7%*	*7.1%*	*12.4%*
%H		*54.9%*	*20.9%*	*63.6%*	*39.4%*	*24.2%*	*94.9%*
60"+	42	29	6	28	20	8	42
%V	*1.6%*	*2.7%*	*1.2%*	*1.4%*	*2.2%*	*0.8%*	*1.8%*
%H		*69.0%*	*14.3%*	*66.7%*	*47.6%*	*19.0%*	*100.0%*
Don't know	65	21	15	48	19	29	56
%V	*2.5%*	*2.0%*	*3.0%*	*2.5%*	*2.1%*	*2.9%*	*2.5%*
%H		*32.3%*	*23.1%*	*73.8%*	*29.2%*	*44.6%*	*86.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North East

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2605	1068	508	1934	924	1010	2275
%H		*41.0%*	*19.5%*	*74.2%*	*35.5%*	*38.8%*	*87.3%*
Main living room	1217	460	213	867	344	523	1008
%V	*46.7%*	*43.1%*	*41.9%*	*44.8%*	*37.2%*	*51.8%*	*44.3%*
%H		*37.8%*	*17.5%*	*71.2%*	*28.3%*	*43.0%*	*82.8%*
Kitchen	139	50	29	128	67	62	125
%V	*5.3%*	*4.7%*	*5.7%*	*6.6%*	*7.3%*	*6.1%*	*5.5%*
%H		*36.0%*	*20.9%*	*92.1%*	*48.2%*	*44.6%*	*89.9%*
Adult's bedroom	699	296	142	539	280	259	623
%V	*26.8%*	*27.7%*	*28.0%*	*27.9%*	*30.3%*	*25.6%*	*27.4%*
%H		*42.3%*	*20.3%*	*77.1%*	*40.1%*	*37.1%*	*89.1%*
Child's bedroom	208	107	47	133	77	56	202
%V	*8.0%*	*10.0%*	*9.3%*	*6.9%*	*8.3%*	*5.5%*	*8.9%*
%H		*51.4%*	*22.6%*	*63.9%*	*37.0%*	*26.9%*	*97.1%*
Other bedroom	141	60	35	109	62	47	131
%V	*5.4%*	*5.6%*	*6.9%*	*5.6%*	*6.7%*	*4.7%*	*5.8%*
%H		*42.6%*	*24.8%*	*77.3%*	*44.0%*	*33.3%*	*92.9%*
Second living/dining room	116	53	26	86	49	37	106
%V	*4.5%*	*5.0%*	*5.1%*	*4.4%*	*5.3%*	*3.7%*	*4.7%*
%H		*45.7%*	*22.4%*	*74.1%*	*42.2%*	*31.9%*	*91.4%*
Study/office	22	11	5	18	12	6	20
%V	*0.8%*	*1.0%*	*1.0%*	*0.9%*	*1.3%*	*0.6%*	*0.9%*
%H		*50.0%*	*22.7%*	*81.8%*	*54.5%*	*27.3%*	*90.9%*
TV room	2	1	0	2	1	1	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Conservatory	43	22	8	33	20	13	39
%V	*1.7%*	*2.1%*	*1.6%*	*1.7%*	*2.2%*	*1.3%*	*1.7%*
%H		*51.2%*	*18.6%*	*76.7%*	*46.5%*	*30.2%*	*90.7%*
Attic or loft room	5	2	2	4	2	2	5
%V	*0.2%*	*0.2%*	*0.4%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*40.0%*	*40.0%*	*80.0%*	*40.0%*	*40.0%*	*100.0%*
No specific location	2	1	1	2	2	1	2
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*50.0%*	*50.0%*	*100.0%*	*100.0%*	*50.0%*	*100.0%*
Other	13	7	1	12	7	5	13
%V	*0.5%*	*0.7%*	*0.2%*	*0.6%*	*0.8%*	*0.5%*	*0.6%*
%H		*53.8%*	*7.7%*	*92.3%*	*53.8%*	*38.5%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North East

Set level data

Table 5.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2605	1068	508	1934	924	1010	2275
%H		*41.0%*	*19.5%*	*74.2%*	*35.5%*	*38.8%*	*87.3%*
PVR	1098	637	305	635	462	172	1015
%V	*42.1%*	*59.6%*	*60.0%*	*32.8%*	*50.0%*	*17.0%*	*44.6%*
%H		*58.0%*	*27.8%*	*57.8%*	*42.1%*	*15.7%*	*92.4%*
DVDR	15	5	2	13	5	8	12
%V	*0.6%*	*0.5%*	*0.4%*	*0.7%*	*0.5%*	*0.8%*	*0.5%*
%H		*33.3%*	*13.3%*	*86.7%*	*33.3%*	*53.3%*	*80.0%*
VCR	10	3	0	9	2	7	4
%V	*0.4%*	*0.3%*	*0.0%*	*0.5%*	*0.2%*	*0.7%*	*0.2%*
%H		*30.0%*	*0.0%*	*90.0%*	*20.0%*	*70.0%*	*40.0%*
Any recorder	1110	638	306	646	463	183	1020
%V	*42.6%*	*59.7%*	*60.2%*	*33.4%*	*50.1%*	*18.1%*	*44.8%*
%H		*57.5%*	*27.6%*	*58.2%*	*41.7%*	*16.5%*	*91.9%*

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

Set level data

Table 5.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2605	1068	508	1934	924	1010	2275
%H		*41.0%*	*19.5%*	*74.2%*	*35.5%*	*38.8%*	*87.3%*
Receives HDTV (via STB or built-in reception)	1337	606	317	962	530	432	1230
%V	*51.3%*	*56.7%*	*62.4%*	*49.7%*	*57.4%*	*42.8%*	*54.1%*
%H		*45.3%*	*23.7%*	*72.0%*	*39.6%*	*32.3%*	*92.0%*
DVD/Blu-ray player or recorder	1213	504	231	906	433	473	1063
%V	*46.6%*	*47.2%*	*45.5%*	*46.8%*	*46.9%*	*46.8%*	*46.7%*
%H		*41.5%*	*19.0%*	*74.7%*	*35.7%*	*39.0%*	*87.6%*

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

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1222	460	212	869	344	525	1011
%H		*37.6%*	*17.3%*	*71.1%*	*28.2%*	*43.0%*	*82.7%*
Under 20"	7	1	0	6	1	5	6
%V	*0.6%*	*0.2%*	*0.0%*	*0.7%*	*0.3%*	*1.0%*	*0.6%*
%H		*14.3%*	*0.0%*	*85.7%*	*14.3%*	*71.4%*	*85.7%*
20" - 29"	70	9	7	55	7	48	42
%V	*5.7%*	*2.0%*	*3.3%*	*6.3%*	*2.0%*	*9.1%*	*4.2%*
%H		*12.9%*	*10.0%*	*78.6%*	*10.0%*	*68.6%*	*60.0%*
30" - 39"	265	69	34	206	53	153	188
%V	*21.7%*	*15.0%*	*16.0%*	*23.7%*	*15.4%*	*29.1%*	*18.6%*
%H		*26.0%*	*12.8%*	*77.7%*	*20.0%*	*57.7%*	*70.9%*
40" - 49"	588	228	113	416	176	240	502
%V	*48.1%*	*49.6%*	*53.3%*	*47.9%*	*51.2%*	*45.7%*	*49.7%*
%H		*38.8%*	*19.2%*	*70.7%*	*29.9%*	*40.8%*	*85.4%*
50" - 59"	234	123	47	147	86	61	220
%V	*19.1%*	*26.7%*	*22.2%*	*16.9%*	*25.0%*	*11.6%*	*21.8%*
%H		*52.6%*	*20.1%*	*62.8%*	*36.8%*	*26.1%*	*94.0%*
60"+	34	23	6	22	16	5	34
%V	*2.8%*	*5.0%*	*2.8%*	*2.5%*	*4.7%*	*1.0%*	*3.4%*
%H		*67.6%*	*17.6%*	*64.7%*	*47.1%*	*14.7%*	*100.0%*
Don't know	25	6	5	17	5	12	20
%V	*2.0%*	*1.3%*	*2.4%*	*2.0%*	*1.5%*	*2.3%*	*2.0%*
%H		*24.0%*	*20.0%*	*68.0%*	*20.0%*	*48.0%*	*80.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.16: 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	1222	460	212	869	344	525	1011
%H		*37.6%*	*17.3%*	*71.1%*	*28.2%*	*43.0%*	*82.7%*
PVR	764	419	203	469	319	150	691
%V	*62.5%*	*91.1%*	*95.8%*	*54.0%*	*92.7%*	*28.6%*	*68.3%*
%H		*54.8%*	*26.6%*	*61.4%*	*41.8%*	*19.6%*	*90.4%*
DVDR	12	3	1	11	3	8	9
%V	*1.0%*	*0.7%*	*0.5%*	*1.3%*	*0.9%*	*1.5%*	*0.9%*
%H		*25.0%*	*8.3%*	*91.7%*	*25.0%*	*66.7%*	*75.0%*
VCR	5	0	0	5	0	5	1
%V	*0.4%*	*0.0%*	*0.0%*	*0.6%*	*0.0%*	*1.0%*	*0.1%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*20.0%*
Any recorder	773	419	203	478	319	159	694
%V	*63.3%*	*91.1%*	*95.8%*	*55.0%*	*92.7%*	*30.3%*	*68.6%*
%H		*54.2%*	*26.3%*	*61.8%*	*41.3%*	*20.6%*	*89.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: 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	1222	460	212	869	344	525	1011
%H		*37.6%*	*17.3%*	*71.1%*	*28.2%*	*43.0%*	*82.7%*
Receives HDTV (via STB or built-in reception)	814	354	191	573	295	278	737
%V	*66.6%*	*77.0%*	*90.1%*	*65.9%*	*85.8%*	*53.0%*	*72.9%*
%H		*43.5%*	*23.5%*	*70.4%*	*36.2%*	*34.2%*	*90.5%*
DVD/Blu-ray player or recorder	665	257	106	489	195	294	551
%V	*54.4%*	*55.9%*	*50.0%*	*56.3%*	*56.7%*	*56.0%*	*54.5%*
%H		*38.6%*	*15.9%*	*73.5%*	*29.3%*	*44.2%*	*82.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1383	608	296	1064	580	485	1264
%H		*44.0%*	*21.4%*	*76.9%*	*41.9%*	*35.1%*	*91.4%*
Under 20"	185	60	39	162	76	85	154
%V	*13.4%*	*9.9%*	*13.2%*	*15.2%*	*13.1%*	*17.5%*	*12.2%*
%H		*32.4%*	*21.1%*	*87.6%*	*41.1%*	*45.9%*	*83.2%*
20" - 29"	364	147	71	297	147	150	325
%V	*26.3%*	*24.2%*	*24.0%*	*27.9%*	*25.3%*	*30.9%*	*25.7%*
%H		*40.4%*	*19.5%*	*81.6%*	*40.4%*	*41.2%*	*89.3%*
30" - 39"	439	192	99	331	184	147	406
%V	*31.7%*	*31.6%*	*33.4%*	*31.1%*	*31.7%*	*30.3%*	*32.1%*
%H		*43.7%*	*22.6%*	*75.4%*	*41.9%*	*33.5%*	*92.5%*
40" - 49"	283	148	61	196	124	72	272
%V	*20.5%*	*24.3%*	*20.6%*	*18.4%*	*21.4%*	*14.8%*	*21.5%*
%H		*52.3%*	*21.6%*	*69.3%*	*43.8%*	*25.4%*	*96.1%*
50" - 59"	63	39	15	42	31	11	62
%V	*4.6%*	*6.4%*	*5.1%*	*3.9%*	*5.3%*	*2.3%*	*4.9%*
%H		*61.9%*	*23.8%*	*66.7%*	*49.2%*	*17.5%*	*98.4%*
60"+	8	6	0	7	4	2	8
%V	*0.6%*	*1.0%*	*0.0%*	*0.7%*	*0.7%*	*0.4%*	*0.6%*
%H		*75.0%*	*0.0%*	*87.5%*	*50.0%*	*25.0%*	*100.0%*
Don't know	40	15	10	31	13	17	36
%V	*2.9%*	*2.5%*	*3.4%*	*2.9%*	*2.2%*	*3.5%*	*2.8%*
%H		*37.5%*	*25.0%*	*77.5%*	*32.5%*	*42.5%*	*90.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North East

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1383	608	296	1064	580	485	1264
%H		*44.0%*	*21.4%*	*76.9%*	*41.9%*	*35.1%*	*91.4%*
PVR	334	218	102	165	143	22	325
%V	*24.2%*	*35.9%*	*34.5%*	*15.5%*	*24.7%*	*4.5%*	*25.7%*
%H		*65.3%*	*30.5%*	*49.4%*	*42.8%*	*6.6%*	*97.3%*
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	5	3	0	4	2	2	2
%V	*0.4%*	*0.5%*	*0.0%*	*0.4%*	*0.3%*	*0.4%*	*0.2%*
%H		*60.0%*	*0.0%*	*80.0%*	*40.0%*	*40.0%*	*40.0%*
Any recorder	338	219	102	168	144	24	326
%V	*24.4%*	*36.0%*	*34.5%*	*15.8%*	*24.8%*	*4.9%*	*25.8%*
%H		*64.8%*	*30.2%*	*49.7%*	*42.6%*	*7.1%*	*96.4%*

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

Set level data

Table 5.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1383	608	296	1064	580	485	1264
%H		*44.0%*	*21.4%*	*76.9%*	*41.9%*	*35.1%*	*91.4%*
Receives HDTV (via STB or built-in reception)	523	252	126	389	236	153	492
%V	*37.8%*	*41.4%*	*42.6%*	*36.6%*	*40.7%*	*31.5%*	*38.9%*
%H		*48.2%*	*24.1%*	*74.4%*	*45.1%*	*29.3%*	*94.1%*
DVD/Blu-ray player or recorder	548	247	124	418	238	179	512
%V	*39.6%*	*40.6%*	*41.9%*	*39.3%*	*41.0%*	*36.9%*	*40.5%*
%H		*45.1%*	*22.6%*	*76.3%*	*43.4%*	*32.7%*	*93.4%*

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

Table 5.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2742	2689	1118	527	1849	842	1007	2462
%H		*98.1%*	*40.8%*	*19.2%*	*67.4%*	*30.7%*	*36.7%*	*89.8%*
Total Children	492	488	237	102	300	159	141	480
%V	*17.9%*	*18.1%*	*21.2%*	*19.4%*	*16.2%*	*18.9%*	*14.0%*	*19.5%*
%H		*99.2%*	*48.2%*	*20.7%*	*61.0%*	*32.3%*	*28.7%*	*97.6%*
0 - 3	112	112	44	24	67	28	38	107
%V	*4.1%*	*4.2%*	*3.9%*	*4.6%*	*3.6%*	*3.3%*	*3.8%*	*4.3%*
%H		*100.0%*	*39.3%*	*21.4%*	*59.8%*	*25.0%*	*33.9%*	*95.5%*
4 - 15	380	376	193	78	234	131	103	373
%V	*13.9%*	*14.0%*	*17.3%*	*14.8%*	*12.7%*	*15.6%*	*10.2%*	*15.2%*
%H		*98.9%*	*50.8%*	*20.5%*	*61.6%*	*34.5%*	*27.1%*	*98.2%*
4 - 9	200	197	98	36	124	63	61	196
%V	*7.3%*	*7.3%*	*8.8%*	*6.8%*	*6.7%*	*7.5%*	*6.1%*	*8.0%*
%H		*98.5%*	*49.0%*	*18.0%*	*62.0%*	*31.5%*	*30.5%*	*98.0%*
10 - 15	180	179	95	42	110	68	42	176
%V	*6.6%*	*6.7%*	*8.5%*	*8.0%*	*5.9%*	*8.1%*	*4.2%*	*7.1%*
%H		*99.4%*	*52.8%*	*23.3%*	*61.1%*	*37.8%*	*23.3%*	*97.8%*

Base: ITV North East - 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	2742	2689	1118	527	1849	842	1007	2462
%H		*98.1%*	*40.8%*	*19.2%*	*67.4%*	*30.7%*	*36.7%*	*89.8%*
Total Adults (16+)	2250	2202	881	425	1549	683	866	1982
%V	*82.1%*	*81.9%*	*78.8%*	*80.6%*	*83.8%*	*81.1%*	*86.0%*	*80.5%*
%H		*97.9%*	*39.2%*	*18.9%*	*68.8%*	*30.4%*	*38.5%*	*88.1%*
16 - 19	121	117	46	23	86	39	47	120
%V	*4.4%*	*4.4%*	*4.1%*	*4.4%*	*4.7%*	*4.6%*	*4.7%*	*4.9%*
%H		*96.7%*	*38.0%*	*19.0%*	*71.1%*	*32.2%*	*38.8%*	*99.2%*
20 - 24	166	157	56	32	98	47	51	163
%V	*6.1%*	*5.8%*	*5.0%*	*6.1%*	*5.3%*	*5.6%*	*5.1%*	*6.6%*
%H		*94.6%*	*33.7%*	*19.3%*	*59.0%*	*28.3%*	*30.7%*	*98.2%*
25 - 34	353	340	138	61	207	83	124	337
%V	*12.9%*	*12.6%*	*12.3%*	*11.6%*	*11.2%*	*9.9%*	*12.3%*	*13.7%*
%H		*96.3%*	*39.1%*	*17.3%*	*58.6%*	*23.5%*	*35.1%*	*95.5%*
35 - 44	310	302	159	62	186	107	79	295
%V	*11.3%*	*11.2%*	*14.2%*	*11.8%*	*10.1%*	*12.7%*	*7.8%*	*12.0%*
%H		*97.4%*	*51.3%*	*20.0%*	*60.0%*	*34.5%*	*25.5%*	*95.2%*
45 - 54	382	376	183	84	251	137	113	369
%V	*13.9%*	*14.0%*	*16.4%*	*15.9%*	*13.6%*	*16.3%*	*11.2%*	*15.0%*
%H		*98.4%*	*47.9%*	*22.0%*	*65.7%*	*35.9%*	*29.6%*	*96.6%*
55 - 64	370	366	142	74	274	122	153	339
%V	*13.5%*	*13.6%*	*12.7%*	*14.0%*	*14.8%*	*14.5%*	*15.2%*	*13.8%*
%H		*98.9%*	*38.4%*	*20.0%*	*74.1%*	*33.0%*	*41.4%*	*91.6%*
65+	548	543	157	89	446	148	298	359
%V	*20.0%*	*20.2%*	*14.0%*	*16.9%*	*24.1%*	*17.6%*	*29.6%*	*14.6%*
%H		*99.1%*	*28.6%*	*16.2%*	*81.4%*	*27.0%*	*54.4%*	*65.5%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2250	2202	881	425	1549	683	866	1982
%H		*97.9%*	*39.2%*	*18.9%*	*68.8%*	*30.4%*	*38.5%*	*88.1%*
AB	510	502	224	108	360	187	173	496
%V	*22.7%*	*22.8%*	*25.4%*	*25.4%*	*23.2%*	*27.4%*	*20.0%*	*25.0%*
%H		*98.4%*	*43.9%*	*21.2%*	*70.6%*	*36.7%*	*33.9%*	*97.3%*
C1	636	620	240	109	423	176	247	586
%V	*28.3%*	*28.2%*	*27.2%*	*25.6%*	*27.3%*	*25.8%*	*28.5%*	*29.6%*
%H		*97.5%*	*37.7%*	*17.1%*	*66.5%*	*27.7%*	*38.8%*	*92.1%*
C2	515	507	223	110	352	174	178	468
%V	*22.9%*	*23.0%*	*25.3%*	*25.9%*	*22.7%*	*25.5%*	*20.6%*	*23.6%*
%H		*98.4%*	*43.3%*	*21.4%*	*68.3%*	*33.8%*	*34.6%*	*90.9%*
D	336	330	126	67	227	100	127	286
%V	*14.9%*	*15.0%*	*14.3%*	*15.8%*	*14.7%*	*14.6%*	*14.7%*	*14.4%*
%H		*98.2%*	*37.5%*	*19.9%*	*67.6%*	*29.8%*	*37.8%*	*85.1%*
E	253	243	68	30	187	46	140	146
%V	*11.2%*	*11.0%*	*7.7%*	*7.1%*	*12.1%*	*6.7%*	*16.2%*	*7.4%*
%H		*96.0%*	*26.9%*	*11.9%*	*73.9%*	*18.2%*	*55.3%*	*57.7%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2250	2202	881	425	1549	683	866	1982
%H		*97.9%*	*39.2%*	*18.9%*	*68.8%*	*30.4%*	*38.5%*	*88.1%*
Working full time	990	973	477	208	626	343	283	965
%V	*44.0%*	*44.2%*	*54.1%*	*48.9%*	*40.4%*	*50.2%*	*32.7%*	*48.7%*
%H		*98.3%*	*48.2%*	*21.0%*	*63.2%*	*34.6%*	*28.6%*	*97.5%*
Working part time	218	218	92	43	157	78	79	209
%V	*9.7%*	*9.9%*	*10.4%*	*10.1%*	*10.1%*	*11.4%*	*9.1%*	*10.5%*
%H		*100.0%*	*42.2%*	*19.7%*	*72.0%*	*35.8%*	*36.2%*	*95.9%*
Not working	1042	1010	312	173	765	262	504	808
%V	*46.3%*	*45.9%*	*35.4%*	*40.7%*	*49.4%*	*38.4%*	*58.2%*	*40.8%*
%H		*96.9%*	*29.9%*	*16.6%*	*73.4%*	*25.1%*	*48.4%*	*77.5%*
Houseperson	1249	1223	460	212	869	344	525	1033
%V	*55.5%*	*55.5%*	*52.2%*	*49.9%*	*56.1%*	*50.4%*	*60.6%*	*52.1%*
%H		*97.9%*	*36.8%*	*17.0%*	*69.6%*	*27.5%*	*42.0%*	*82.7%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1095	1071	434	208	746	336	410	977
%H		*97.8%*	*39.6%*	*19.0%*	*68.1%*	*30.7%*	*37.4%*	*89.2%*
16 - 19	63	62	26	11	44	21	23	62
%V	*5.8%*	*5.8%*	*6.0%*	*5.3%*	*5.9%*	*6.3%*	*5.6%*	*6.3%*
%H		*98.4%*	*41.3%*	*17.5%*	*69.8%*	*33.3%*	*36.5%*	*98.4%*
20 - 24	86	83	26	20	51	26	25	84
%V	*7.9%*	*7.7%*	*6.0%*	*9.6%*	*6.8%*	*7.7%*	*6.1%*	*8.6%*
%H		*96.5%*	*30.2%*	*23.3%*	*59.3%*	*30.2%*	*29.1%*	*97.7%*
25 - 34	176	171	68	29	105	40	65	166
%V	*16.1%*	*16.0%*	*15.7%*	*13.9%*	*14.1%*	*11.9%*	*15.9%*	*17.0%*
%H		*97.2%*	*38.6%*	*16.5%*	*59.7%*	*22.7%*	*36.9%*	*94.3%*
35 - 44	151	146	75	32	90	52	38	141
%V	*13.8%*	*13.6%*	*17.3%*	*15.4%*	*12.1%*	*15.5%*	*9.3%*	*14.4%*
%H		*96.7%*	*49.7%*	*21.2%*	*59.6%*	*34.4%*	*25.2%*	*93.4%*
45 - 54	187	184	89	39	121	64	56	182
%V	*17.1%*	*17.2%*	*20.5%*	*18.8%*	*16.2%*	*19.0%*	*13.7%*	*18.6%*
%H		*98.4%*	*47.6%*	*20.9%*	*64.7%*	*34.2%*	*29.9%*	*97.3%*
55 - 64	180	176	64	36	132	54	78	164
%V	*16.4%*	*16.4%*	*14.7%*	*17.3%*	*17.7%*	*16.1%*	*19.0%*	*16.8%*
%H		*97.8%*	*35.6%*	*20.0%*	*73.3%*	*30.0%*	*43.3%*	*91.1%*
65+	251	249	86	40	203	79	124	177
%V	*22.9%*	*23.2%*	*19.8%*	*19.2%*	*27.2%*	*23.5%*	*30.2%*	*18.1%*
%H		*99.2%*	*34.3%*	*15.9%*	*80.9%*	*31.5%*	*49.4%*	*70.5%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1095	1071	434	208	746	336	410	977
%H		*97.8%*	*39.6%*	*19.0%*	*68.1%*	*30.7%*	*37.4%*	*89.2%*
AB	263	257	115	55	185	94	91	258
%V	*24.0%*	*24.0%*	*26.5%*	*26.4%*	*24.8%*	*28.0%*	*22.2%*	*26.4%*
%H		*97.7%*	*43.7%*	*20.9%*	*70.3%*	*35.7%*	*34.6%*	*98.1%*
C1	298	290	111	51	194	83	111	277
%V	*27.2%*	*27.1%*	*25.6%*	*24.5%*	*26.0%*	*24.7%*	*27.1%*	*28.4%*
%H		*97.3%*	*37.2%*	*17.1%*	*65.1%*	*27.9%*	*37.2%*	*93.0%*
C2	272	267	117	56	187	91	96	244
%V	*24.8%*	*24.9%*	*27.0%*	*26.9%*	*25.1%*	*27.1%*	*23.4%*	*25.0%*
%H		*98.2%*	*43.0%*	*20.6%*	*68.8%*	*33.5%*	*35.3%*	*89.7%*
D	160	157	61	33	105	46	59	136
%V	*14.6%*	*14.7%*	*14.1%*	*15.9%*	*14.1%*	*13.7%*	*14.4%*	*13.9%*
%H		*98.1%*	*38.1%*	*20.6%*	*65.6%*	*28.8%*	*36.9%*	*85.0%*
E	102	99	30	13	75	22	54	61
%V	*9.3%*	*9.2%*	*6.9%*	*6.3%*	*10.1%*	*6.5%*	*13.2%*	*6.2%*
%H		*97.1%*	*29.4%*	*12.7%*	*73.5%*	*21.6%*	*52.9%*	*59.8%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1095	1071	434	208	746	336	410	977
%H		*97.8%*	*39.6%*	*19.0%*	*68.1%*	*30.7%*	*37.4%*	*89.2%*
Working full time	573	562	268	122	362	193	169	557
%V	*52.3%*	*52.5%*	*61.8%*	*58.7%*	*48.5%*	*57.4%*	*41.2%*	*57.0%*
%H		*98.1%*	*46.8%*	*21.3%*	*63.2%*	*33.7%*	*29.5%*	*97.2%*
Working part time	48	48	19	7	35	15	20	46
%V	*4.4%*	*4.5%*	*4.4%*	*3.4%*	*4.7%*	*4.5%*	*4.9%*	*4.7%*
%H		*100.0%*	*39.6%*	*14.6%*	*72.9%*	*31.3%*	*41.7%*	*95.8%*
Not working	474	461	147	79	348	128	220	374
%V	*43.3%*	*43.0%*	*33.9%*	*38.0%*	*46.6%*	*38.1%*	*53.7%*	*38.3%*
%H		*97.3%*	*31.0%*	*16.7%*	*73.4%*	*27.0%*	*46.4%*	*78.9%*
Houseperson	283	272	90	36	196	64	132	210
%V	*25.8%*	*25.4%*	*20.7%*	*17.3%*	*26.3%*	*19.0%*	*32.2%*	*21.5%*
%H		*96.1%*	*31.8%*	*12.7%*	*69.3%*	*22.6%*	*46.6%*	*74.2%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1155	1131	447	217	803	347	456	1005
%H		*97.9%*	*38.7%*	*18.8%*	*69.5%*	*30.0%*	*39.5%*	*87.0%*
16 - 19	58	55	20	12	42	18	24	58
%V	*5.0%*	*4.9%*	*4.5%*	*5.5%*	*5.2%*	*5.2%*	*5.3%*	*5.8%*
%H		*94.8%*	*34.5%*	*20.7%*	*72.4%*	*31.0%*	*41.4%*	*100.0%*
20 - 24	80	75	30	11	47	21	26	78
%V	*6.9%*	*6.6%*	*6.7%*	*5.1%*	*5.9%*	*6.1%*	*5.7%*	*7.8%*
%H		*93.8%*	*37.5%*	*13.8%*	*58.8%*	*26.3%*	*32.5%*	*97.5%*
25 - 34	177	169	70	32	102	43	59	171
%V	*15.3%*	*14.9%*	*15.7%*	*14.7%*	*12.7%*	*12.4%*	*12.9%*	*17.0%*
%H		*95.5%*	*39.5%*	*18.1%*	*57.6%*	*24.3%*	*33.3%*	*96.6%*
35 - 44	159	156	85	30	96	56	41	154
%V	*13.8%*	*13.8%*	*19.0%*	*13.8%*	*12.0%*	*16.1%*	*9.0%*	*15.3%*
%H		*98.1%*	*53.5%*	*18.9%*	*60.4%*	*35.2%*	*25.8%*	*96.9%*
45 - 54	195	192	95	44	130	73	57	187
%V	*16.9%*	*17.0%*	*21.3%*	*20.3%*	*16.2%*	*21.0%*	*12.5%*	*18.6%*
%H		*98.5%*	*48.7%*	*22.6%*	*66.7%*	*37.4%*	*29.2%*	*95.9%*
55 - 64	190	189	77	38	143	68	74	175
%V	*16.5%*	*16.7%*	*17.2%*	*17.5%*	*17.8%*	*19.6%*	*16.2%*	*17.4%*
%H		*99.5%*	*40.5%*	*20.0%*	*75.3%*	*35.8%*	*38.9%*	*92.1%*
65+	296	294	71	49	243	68	175	182
%V	*25.6%*	*26.0%*	*15.9%*	*22.6%*	*30.3%*	*19.6%*	*38.4%*	*18.1%*
%H		*99.3%*	*24.0%*	*16.6%*	*82.1%*	*23.0%*	*59.1%*	*61.5%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1155	1131	447	217	803	347	456	1005
%H		*97.9%*	*38.7%*	*18.8%*	*69.5%*	*30.0%*	*39.5%*	*87.0%*
AB	247	245	109	53	175	93	82	238
%V	*21.4%*	*21.7%*	*24.4%*	*24.4%*	*21.8%*	*26.8%*	*18.0%*	*23.7%*
%H		*99.2%*	*44.1%*	*21.5%*	*70.9%*	*37.7%*	*33.2%*	*96.4%*
C1	338	330	129	59	229	93	136	309
%V	*29.3%*	*29.2%*	*28.9%*	*27.2%*	*28.5%*	*26.8%*	*29.8%*	*30.7%*
%H		*97.6%*	*38.2%*	*17.5%*	*67.8%*	*27.5%*	*40.2%*	*91.4%*
C2	243	241	106	54	165	82	83	224
%V	*21.0%*	*21.3%*	*23.7%*	*24.9%*	*20.5%*	*23.6%*	*18.2%*	*22.3%*
%H		*99.2%*	*43.6%*	*22.2%*	*67.9%*	*33.7%*	*34.2%*	*92.2%*
D	176	173	66	34	122	54	68	150
%V	*15.2%*	*15.3%*	*14.8%*	*15.7%*	*15.2%*	*15.6%*	*14.9%*	*14.9%*
%H		*98.3%*	*37.5%*	*19.3%*	*69.3%*	*30.7%*	*38.6%*	*85.2%*
E	151	144	38	17	111	25	87	85
%V	*13.1%*	*12.7%*	*8.5%*	*7.8%*	*13.8%*	*7.2%*	*19.1%*	*8.5%*
%H		*95.4%*	*25.2%*	*11.3%*	*73.5%*	*16.6%*	*57.6%*	*56.3%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1155	1131	447	217	803	347	456	1005
%H		*97.9%*	*38.7%*	*18.8%*	*69.5%*	*30.0%*	*39.5%*	*87.0%*
Working full time	417	411	209	86	264	150	113	408
%V	*36.1%*	*36.3%*	*46.8%*	*39.6%*	*32.9%*	*43.2%*	*24.8%*	*40.6%*
%H		*98.6%*	*50.1%*	*20.6%*	*63.3%*	*36.0%*	*27.1%*	*97.8%*
Working part time	170	170	73	36	122	63	59	164
%V	*14.7%*	*15.0%*	*16.3%*	*16.6%*	*15.2%*	*18.2%*	*12.9%*	*16.3%*
%H		*100.0%*	*42.9%*	*21.2%*	*71.8%*	*37.1%*	*34.7%*	*96.5%*
Not working	568	550	165	95	417	133	284	433
%V	*49.2%*	*48.6%*	*36.9%*	*43.8%*	*51.9%*	*38.3%*	*62.3%*	*43.1%*
%H		*96.8%*	*29.0%*	*16.7%*	*73.4%*	*23.4%*	*50.0%*	*76.2%*
Houseperson	966	951	370	176	673	280	393	824
%V	*83.6%*	*84.1%*	*82.8%*	*81.1%*	*83.8%*	*80.7%*	*86.2%*	*82.0%*
%H		*98.4%*	*38.3%*	*18.2%*	*69.7%*	*29.0%*	*40.7%*	*85.3%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Central Scotland

Household level data

Table 6.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1763	1683	616	381	1072	456	616	1487
%H (All HH)		*95.5%*	*34.9%*	*21.6%*	*60.8%*	*25.9%*	*34.9%*	*84.3%*
%H (TV HH)			*36.6%*	*22.6%*	*63.7%*	*27.1%*	*36.6%*	
AB	440	419	157	102	260	116	143	419
%V	*25.0%*	*24.9%*	*25.5%*	*26.8%*	*24.3%*	*25.4%*	*23.2%*	*28.2%*
%H (All HH)		*95.2%*	*35.7%*	*23.2%*	*59.1%*	*26.4%*	*32.5%*	*95.2%*
%H (TV HH)			*37.5%*	*24.3%*	*62.1%*	*27.7%*	*34.1%*	
C1	465	443	178	104	272	132	140	426
%V	*26.4%*	*26.3%*	*28.9%*	*27.3%*	*25.4%*	*28.9%*	*22.7%*	*28.6%*
%H (All HH)		*95.3%*	*38.3%*	*22.4%*	*58.5%*	*28.4%*	*30.1%*	*91.6%*
%H (TV HH)			*40.2%*	*23.5%*	*61.4%*	*29.8%*	*31.6%*	
C2	315	304	127	65	186	89	97	273
%V	*17.9%*	*18.1%*	*20.6%*	*17.1%*	*17.4%*	*19.5%*	*15.7%*	*18.4%*
%H (All HH)		*96.5%*	*40.3%*	*20.6%*	*59.0%*	*28.3%*	*30.8%*	*86.7%*
%H (TV HH)			*41.8%*	*21.4%*	*61.2%*	*29.3%*	*31.9%*	
D	306	291	92	68	194	76	118	233
%V	*17.4%*	*17.3%*	*14.9%*	*17.8%*	*18.1%*	*16.7%*	*19.2%*	*15.7%*
%H (All HH)		*95.1%*	*30.1%*	*22.2%*	*63.4%*	*24.8%*	*38.6%*	*76.1%*
%H (TV HH)			*31.6%*	*23.4%*	*66.7%*	*26.1%*	*40.5%*	
E	237	226	61	42	160	43	117	136
%V	*13.4%*	*13.4%*	*9.9%*	*11.0%*	*14.9%*	*9.4%*	*19.0%*	*9.1%*
%H (All HH)		*95.4%*	*25.7%*	*17.7%*	*67.5%*	*18.1%*	*49.4%*	*57.4%*
%H (TV HH)			*27.0%*	*18.6%*	*70.8%*	*19.0%*	*51.8%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 6.2: 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	1763	1683	616	381	1072	456	616	1487
%H (All HH)		*95.5%*	*34.9%*	*21.6%*	*60.8%*	*25.9%*	*34.9%*	*84.3%*
%H (TV HH)			*36.6%*	*22.6%*	*63.7%*	*27.1%*	*36.6%*	
Under 25	70	59	15	6	29	6	23	66
%V	*4.0%*	*3.5%*	*2.4%*	*1.6%*	*2.7%*	*1.3%*	*3.7%*	*4.4%*
%H (All HH)		*84.3%*	*21.4%*	*8.6%*	*41.4%*	*8.6%*	*32.9%*	*94.3%*
%H (TV HH)			*25.4%*	*10.2%*	*49.2%*	*10.2%*	*39.0%*	
25 - 34	274	249	96	55	117	49	68	261
%V	*15.5%*	*14.8%*	*15.6%*	*14.4%*	*10.9%*	*10.7%*	*11.0%*	*17.6%*
%H (All HH)		*90.9%*	*35.0%*	*20.1%*	*42.7%*	*17.9%*	*24.8%*	*95.3%*
%H (TV HH)			*38.6%*	*22.1%*	*47.0%*	*19.7%*	*27.3%*	
35 - 44	276	257	115	57	142	71	71	263
%V	*15.7%*	*15.3%*	*18.7%*	*15.0%*	*13.2%*	*15.6%*	*11.5%*	*17.7%*
%H (All HH)		*93.1%*	*41.7%*	*20.7%*	*51.4%*	*25.7%*	*25.7%*	*95.3%*
%H (TV HH)			*44.7%*	*22.2%*	*55.3%*	*27.6%*	*27.6%*	
45 - 54	334	324	136	84	201	105	96	311
%V	*18.9%*	*19.3%*	*22.1%*	*22.0%*	*18.8%*	*23.0%*	*15.6%*	*20.9%*
%H (All HH)		*97.0%*	*40.7%*	*25.1%*	*60.2%*	*31.4%*	*28.7%*	*93.1%*
%H (TV HH)			*42.0%*	*25.9%*	*62.0%*	*32.4%*	*29.6%*	
55 - 64	325	318	118	76	219	98	121	289
%V	*18.4%*	*18.9%*	*19.2%*	*19.9%*	*20.4%*	*21.5%*	*19.6%*	*19.4%*
%H (All HH)		*97.8%*	*36.3%*	*23.4%*	*67.4%*	*30.2%*	*37.2%*	*88.9%*
%H (TV HH)			*37.1%*	*23.9%*	*68.9%*	*30.8%*	*38.1%*	
65 +	485	476	136	104	364	127	237	298
%V	*27.5%*	*28.3%*	*22.1%*	*27.3%*	*34.0%*	*27.9%*	*38.5%*	*20.0%*
%H (All HH)		*98.1%*	*28.0%*	*21.4%*	*75.1%*	*26.2%*	*48.9%*	*61.4%*
%H (TV HH)			*28.6%*	*21.8%*	*76.5%*	*26.7%*	*49.8%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 6.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1763	1683	616	381	1072	456	616	1487
%H (All HH)		*95.5%*	*34.9%*	*21.6%*	*60.8%*	*25.9%*	*34.9%*	*84.3%*
%H (TV HH)			*36.6%*	*22.6%*	*63.7%*	*27.1%*	*36.6%*	
1	658	611	159	119	431	121	311	436
%V	*37.3%*	*36.3%*	*25.8%*	*31.2%*	*40.2%*	*26.5%*	*50.5%*	*29.3%*
%H (All HH)		*92.9%*	*24.2%*	*18.1%*	*65.5%*	*18.4%*	*47.3%*	*66.3%*
%H (TV HH)			*26.0%*	*19.5%*	*70.5%*	*19.8%*	*50.9%*	
2	579	563	206	144	343	160	183	535
%V	*32.8%*	*33.5%*	*33.4%*	*37.8%*	*32.0%*	*35.1%*	*29.7%*	*36.0%*
%H (All HH)		*97.2%*	*35.6%*	*24.9%*	*59.2%*	*27.6%*	*31.6%*	*92.4%*
%H (TV HH)			*36.6%*	*25.6%*	*60.9%*	*28.4%*	*32.5%*	
3	248	239	114	60	137	78	58	241
%V	*14.1%*	*14.2%*	*18.5%*	*15.7%*	*12.8%*	*17.1%*	*9.4%*	*16.2%*
%H (All HH)		*96.4%*	*46.0%*	*24.2%*	*55.2%*	*31.5%*	*23.4%*	*97.2%*
%H (TV HH)			*47.7%*	*25.1%*	*57.3%*	*32.6%*	*24.3%*	
4	201	196	100	41	119	72	47	198
%V	*11.4%*	*11.6%*	*16.2%*	*10.8%*	*11.1%*	*15.8%*	*7.6%*	*13.3%*
%H (All HH)		*97.5%*	*49.8%*	*20.4%*	*59.2%*	*35.8%*	*23.4%*	*98.5%*
%H (TV HH)			*51.0%*	*20.9%*	*60.7%*	*36.7%*	*24.0%*	
5+	77	76	37	16	41	24	17	76
%V	*4.4%*	*4.5%*	*6.0%*	*4.2%*	*3.8%*	*5.3%*	*2.8%*	*5.1%*
%H (All HH)		*98.7%*	*48.1%*	*20.8%*	*53.2%*	*31.2%*	*22.1%*	*98.7%*
%H (TV HH)			*48.7%*	*21.1%*	*53.9%*	*31.6%*	*22.4%*	
Average HH size	2.15	2.17	2.45	2.21	2.08	2.40	1.85	2.31

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 6.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1763	1683	616	381	1072	456	616	1487
%H (All HH)		*95.5%*	*34.9%*	*21.6%*	*60.8%*	*25.9%*	*34.9%*	*84.3%*
%H (TV HH)			*36.6%*	*22.6%*	*63.7%*	*27.1%*	*36.6%*	
Without	1368	1297	429	295	857	335	523	1102
%V	*77.6%*	*77.1%*	*69.6%*	*77.4%*	*79.9%*	*73.5%*	*84.9%*	*74.1%*
%H (All HH)		*94.8%*	*31.4%*	*21.6%*	*62.6%*	*24.5%*	*38.2%*	*80.6%*
%H (TV HH)			*33.1%*	*22.7%*	*66.1%*	*25.8%*	*40.3%*	
With	395	386	187	86	214	121	93	385
%V	*22.4%*	*22.9%*	*30.4%*	*22.6%*	*20.0%*	*26.5%*	*15.1%*	*25.9%*
%H (All HH)		*97.7%*	*47.3%*	*21.8%*	*54.2%*	*30.6%*	*23.5%*	*97.5%*
%H (TV HH)			*48.4%*	*22.3%*	*55.4%*	*31.3%*	*24.1%*	
0 - 3	134	130	64	24	68	35	33	130
%V	*7.6%*	*7.7%*	*10.4%*	*6.3%*	*6.3%*	*7.7%*	*5.4%*	*8.7%*
%H (All HH)		*97.0%*	*47.8%*	*17.9%*	*50.7%*	*26.1%*	*24.6%*	*97.0%*
%H (TV HH)			*49.2%*	*18.5%*	*52.3%*	*26.9%*	*25.4%*	
4 - 9	203	200	97	39	113	61	52	197
%V	*11.5%*	*11.9%*	*15.7%*	*10.2%*	*10.5%*	*13.4%*	*8.4%*	*13.2%*
%H (All HH)		*98.5%*	*47.8%*	*19.2%*	*55.7%*	*30.0%*	*25.6%*	*97.0%*
%H (TV HH)			*48.5%*	*19.5%*	*56.5%*	*30.5%*	*26.0%*	
10 - 15	181	178	90	43	104	64	40	178
%V	*10.3%*	*10.6%*	*14.6%*	*11.3%*	*9.7%*	*14.0%*	*6.5%*	*12.0%*
%H (All HH)		*98.3%*	*49.7%*	*23.8%*	*57.5%*	*35.4%*	*22.1%*	*98.3%*
%H (TV HH)			*50.6%*	*24.2%*	*58.4%*	*36.0%*	*22.5%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1763	1683	616	381	1072	456	616	1487
%H (All HH)		*95.5%*	*34.9%*	*21.6%*	*60.8%*	*25.9%*	*34.9%*	*84.3%*
%H (TV HH)			*36.6%*	*22.6%*	*63.7%*	*27.1%*	*36.6%*	
1	669	669	176	126	379	69	310	501
%V	*37.9%*	*39.8%*	*28.6%*	*33.1%*	*35.4%*	*15.1%*	*50.3%*	*33.7%*
%H (All HH)		*100.0%*	*26.3%*	*18.8%*	*56.7%*	*10.3%*	*46.3%*	*74.9%*
%H (TV HH)			*26.3%*	*18.8%*	*56.7%*	*10.3%*	*46.3%*	
2	548	548	206	137	359	167	192	479
%V	*31.1%*	*32.6%*	*33.4%*	*36.0%*	*33.5%*	*36.6%*	*31.2%*	*32.2%*
%H (All HH)		*100.0%*	*37.6%*	*25.0%*	*65.5%*	*30.5%*	*35.0%*	*87.4%*
%H (TV HH)			*37.6%*	*25.0%*	*65.5%*	*30.5%*	*35.0%*	
3	294	294	143	69	208	127	81	279
%V	*16.7%*	*17.5%*	*23.2%*	*18.1%*	*19.4%*	*27.9%*	*13.1%*	*18.8%*
%H (All HH)		*100.0%*	*48.6%*	*23.5%*	*70.7%*	*43.2%*	*27.6%*	*94.9%*
%H (TV HH)			*48.6%*	*23.5%*	*70.7%*	*43.2%*	*27.6%*	
4	118	118	61	35	87	63	24	117
%V	*6.7%*	*7.0%*	*9.9%*	*9.2%*	*8.1%*	*13.8%*	*3.9%*	*7.9%*
%H (All HH)		*100.0%*	*51.7%*	*29.7%*	*73.7%*	*53.4%*	*20.3%*	*99.2%*
%H (TV HH)			*51.7%*	*29.7%*	*73.7%*	*53.4%*	*20.3%*	
5+	53	53	30	14	39	29	10	53
%V	*3.0%*	*3.1%*	*4.9%*	*3.7%*	*3.6%*	*6.4%*	*1.6%*	*3.6%*
%H (All HH)		*100.0%*	*56.6%*	*26.4%*	*73.6%*	*54.7%*	*18.9%*	*100.0%*
%H (TV HH)			*56.6%*	*26.4%*	*73.6%*	*54.7%*	*18.9%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 6.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1763	1683	616	381	1072	456	616	1487
%H (All HH)		*95.5%*	*34.9%*	*21.6%*	*60.8%*	*25.9%*	*34.9%*	*84.3%*
%H (TV HH)			*36.6%*	*22.6%*	*63.7%*	*27.1%*	*36.6%*	
Under 20"	163	163	58	37	125	60	66	139
%V	*9.2%*	*9.7%*	*9.4%*	*9.7%*	*11.7%*	*13.2%*	*10.7%*	*9.3%*
%H (All HH)		*100.0%*	*35.6%*	*22.7%*	*76.7%*	*36.8%*	*40.5%*	*85.3%*
%H (TV HH)			*35.6%*	*22.7%*	*76.7%*	*36.8%*	*40.5%*	
20" - 29"	407	407	147	93	306	147	159	344
%V	*23.1%*	*24.2%*	*23.9%*	*24.4%*	*28.5%*	*32.2%*	*25.8%*	*23.1%*
%H (All HH)		*100.0%*	*36.1%*	*22.9%*	*75.2%*	*36.1%*	*39.1%*	*84.5%*
%H (TV HH)			*36.1%*	*22.9%*	*75.2%*	*36.1%*	*39.1%*	
30" - 39"	806	806	294	186	549	242	307	683
%V	*45.7%*	*47.9%*	*47.7%*	*48.8%*	*51.2%*	*53.1%*	*49.8%*	*45.9%*
%H (All HH)		*100.0%*	*36.5%*	*23.1%*	*68.1%*	*30.0%*	*38.1%*	*84.7%*
%H (TV HH)			*36.5%*	*23.1%*	*68.1%*	*30.0%*	*38.1%*	
40" - 49"	870	870	373	216	538	289	249	787
%V	*49.3%*	*51.7%*	*60.6%*	*56.7%*	*50.2%*	*63.4%*	*40.4%*	*52.9%*
%H (All HH)		*100.0%*	*42.9%*	*24.8%*	*61.8%*	*33.2%*	*28.6%*	*90.5%*
%H (TV HH)			*42.9%*	*24.8%*	*61.8%*	*33.2%*	*28.6%*	
50" - 59"	358	358	171	88	217	128	89	341
%V	*20.3%*	*21.3%*	*27.8%*	*23.1%*	*20.2%*	*28.1%*	*14.4%*	*22.9%*
%H (All HH)		*100.0%*	*47.8%*	*24.6%*	*60.6%*	*35.8%*	*24.9%*	*95.3%*
%H (TV HH)			*47.8%*	*24.6%*	*60.6%*	*35.8%*	*24.9%*	
60"+	37	37	21	8	20	12	8	36
%V	*2.1%*	*2.2%*	*3.4%*	*2.1%*	*1.9%*	*2.6%*	*1.3%*	*2.4%*
%H (All HH)		*100.0%*	*56.8%*	*21.6%*	*54.1%*	*32.4%*	*21.6%*	*97.3%*
%H (TV HH)			*56.8%*	*21.6%*	*54.1%*	*32.4%*	*21.6%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Central Scotland

Household level data

Table 6.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1763	1683	616	381	1072	456	616	1487
%H (All HH)		*95.5%*	*34.9%*	*21.6%*	*60.8%*	*25.9%*	*34.9%*	*84.3%*
%H (TV HH)			*36.6%*	*22.6%*	*63.7%*	*27.1%*	*36.6%*	
Main living room	1657	1657	608	378	1057	451	606	1406
%V	*94.0%*	*98.5%*	*98.7%*	*99.2%*	*98.6%*	*98.9%*	*98.4%*	*94.6%*
%H (All HH)		*100.0%*	*36.7%*	*22.8%*	*63.8%*	*27.2%*	*36.6%*	*84.9%*
%H (TV HH)			*36.7%*	*22.8%*	*63.8%*	*27.2%*	*36.6%*	
Kitchen	150	150	69	34	123	75	49	139
%V	*8.5%*	*8.9%*	*11.2%*	*8.9%*	*11.5%*	*16.4%*	*8.0%*	*9.3%*
%H (All HH)		*100.0%*	*46.0%*	*22.7%*	*82.0%*	*50.0%*	*32.7%*	*92.7%*
%H (TV HH)			*46.0%*	*22.7%*	*82.0%*	*50.0%*	*32.7%*	
Adult's bedroom	812	812	357	204	561	321	240	736
%V	*46.1%*	*48.2%*	*58.0%*	*53.5%*	*52.3%*	*70.4%*	*39.0%*	*49.5%*
%H (All HH)		*100.0%*	*44.0%*	*25.1%*	*69.1%*	*39.5%*	*29.6%*	*90.6%*
%H (TV HH)			*44.0%*	*25.1%*	*69.1%*	*39.5%*	*29.6%*	
Child's bedroom	198	198	108	47	119	80	39	195
%V	*11.2%*	*11.8%*	*17.5%*	*12.3%*	*11.1%*	*17.5%*	*6.3%*	*13.1%*
%H (All HH)		*100.0%*	*54.5%*	*23.7%*	*60.1%*	*40.4%*	*19.7%*	*98.5%*
%H (TV HH)			*54.5%*	*23.7%*	*60.1%*	*40.4%*	*19.7%*	
Other bedroom	73	73	31	21	53	32	21	70
%V	*4.1%*	*4.3%*	*5.0%*	*5.5%*	*4.9%*	*7.0%*	*3.4%*	*4.7%*
%H (All HH)		*100.0%*	*42.5%*	*28.8%*	*72.6%*	*43.8%*	*28.8%*	*95.9%*
%H (TV HH)			*42.5%*	*28.8%*	*72.6%*	*43.8%*	*28.8%*	
Second living/dining room	128	128	60	35	89	54	35	123
%V	*7.3%*	*7.6%*	*9.7%*	*9.2%*	*8.3%*	*11.8%*	*5.7%*	*8.3%*
%H (All HH)		*100.0%*	*46.9%*	*27.3%*	*69.5%*	*42.2%*	*27.3%*	*96.1%*
%H (TV HH)			*46.9%*	*27.3%*	*69.5%*	*42.2%*	*27.3%*	
Study/office	26	26	10	7	19	9	10	26
%V	*1.5%*	*1.5%*	*1.6%*	*1.8%*	*1.8%*	*2.0%*	*1.6%*	*1.7%*
%H (All HH)		*100.0%*	*38.5%*	*26.9%*	*73.1%*	*34.6%*	*38.5%*	*100.0%*
%H (TV HH)			*38.5%*	*26.9%*	*73.1%*	*34.6%*	*38.5%*	
TV room	28	28	14	7	19	12	7	28
%V	*1.6%*	*1.7%*	*2.3%*	*1.8%*	*1.8%*	*2.6%*	*1.1%*	*1.9%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*67.9%*	*42.9%*	*25.0%*	*100.0%*
%H (TV HH)			*50.0%*	*25.0%*	*67.9%*	*42.9%*	*25.0%*	
Conservatory	24	24	11	6	19	12	7	23
%V	*1.4%*	*1.4%*	*1.8%*	*1.6%*	*1.8%*	*2.6%*	*1.1%*	*1.5%*
%H (All HH)		*100.0%*	*45.8%*	*25.0%*	*79.2%*	*50.0%*	*29.2%*	*95.8%*
%H (TV HH)			*45.8%*	*25.0%*	*79.2%*	*50.0%*	*29.2%*	
Attic or loft room	5	5	3	2	2	2	0	5
%V	*0.3%*	*0.3%*	*0.5%*	*0.5%*	*0.2%*	*0.4%*	*0.0%*	*0.3%*
%H (All HH)		*100.0%*	*60.0%*	*40.0%*	*40.0%*	*40.0%*	*0.0%*	*100.0%*
%H (TV HH)			*60.0%*	*40.0%*	*40.0%*	*40.0%*	*0.0%*	
No specific location	1	1	0	0	0	0	0	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	
Other	19	19	9	2	11	5	6	18
%V	*1.1%*	*1.1%*	*1.5%*	*0.5%*	*1.0%*	*1.1%*	*1.0%*	*1.2%*
%H (All HH)		*100.0%*	*47.4%*	*10.5%*	*57.9%*	*26.3%*	*31.6%*	*94.7%*
%H (TV HH)			*47.4%*	*10.5%*	*57.9%*	*26.3%*	*31.6%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

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	1763	1683	616	381	1072	456	616	1487
%H (All HH)		*95.5%*	*34.9%*	*21.6%*	*60.8%*	*25.9%*	*34.9%*	*84.3%*
%H (TV HH)			*36.6%*	*22.6%*	*63.7%*	*27.1%*	*36.6%*	
Any DSAT provider	616	616	616	11	299	299	0	577
%V	*34.9%*	*36.6%*	*100.0%*	*2.9%*	*27.9%*	*65.6%*	*0.0%*	*38.8%*
%H (All HH)			*100.0%*	*1.8%*	*48.5%*	*48.5%*	*0.0%*	*93.7%*
%H (TV HH)			*100.0%*	*1.8%*	*48.5%*	*48.5%*	*0.0%*	
Sky with subcription	526	526	526	6	253	253	0	498
%V	*29.8%*	*31.3%*	*85.4%*	*1.6%*	*23.6%*	*55.5%*	*0.0%*	*33.5%*
%H (All HH)			*100.0%*	*1.1%*	*48.1%*	*48.1%*	*0.0%*	*94.7%*
%H (TV HH)			*100.0%*	*1.1%*	*48.1%*	*48.1%*	*0.0%*	
Sky without subscription	36	36	36	3	17	17	0	32
%V	*2.0%*	*2.1%*	*5.8%*	*0.8%*	*1.6%*	*3.7%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*8.3%*	*47.2%*	*47.2%*	*0.0%*	*88.9%*
%H (TV HH)			*100.0%*	*8.3%*	*47.2%*	*47.2%*	*0.0%*	
Freesat	47	47	47	2	25	25	0	42
%V	*2.7%*	*2.8%*	*7.6%*	*0.5%*	*2.3%*	*5.5%*	*0.0%*	*2.8%*
%H (All HH)			*100.0%*	*4.3%*	*53.2%*	*53.2%*	*0.0%*	*89.4%*
%H (TV HH)			*100.0%*	*4.3%*	*53.2%*	*53.2%*	*0.0%*	
Other satellite provider	42	42	42	1	23	23	0	39
%V	*2.4%*	*2.5%*	*6.8%*	*0.3%*	*2.1%*	*5.0%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*2.4%*	*54.8%*	*54.8%*	*0.0%*	*92.9%*
%H (TV HH)			*100.0%*	*2.4%*	*54.8%*	*54.8%*	*0.0%*	
DCAB	381	381	11	381	162	162	0	345
%V	*21.6%*	*22.6%*	*1.8%*	*100.0%*	*15.1%*	*35.5%*	*0.0%*	*23.2%*
%H (All HH)			*2.9%*	*100.0%*	*42.5%*	*42.5%*	*0.0%*	*90.6%*
%H (TV HH)			*2.9%*	*100.0%*	*42.5%*	*42.5%*	*0.0%*	
DTT	1072	1072	299	162	1072	456	616	866
%V	*60.8%*	*63.7%*	*48.5%*	*42.5%*	*100.0%*	*100.0%*	*100.0%*	*58.2%*
%H (All HH)		*100.0%*	*27.9%*	*15.1%*	*100.0%*	*42.5%*	*57.5%*	*80.8%*
%H (TV HH)			*27.9%*	*15.1%*	*100.0%*	*42.5%*	*57.5%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Central Scotland

Household level data

Table 6.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1763	1683	616	381	1072	456	616	1487
%H (All HH)		*95.5%*	*34.9%*	*21.6%*	*60.8%*	*25.9%*	*34.9%*	*84.3%*
%H (TV HH)			*36.6%*	*22.6%*	*63.7%*	*27.1%*	*36.6%*	
PVR	1088	1088	550	355	610	419	191	1010
%V	*61.7%*	*64.6%*	*89.3%*	*93.2%*	*56.9%*	*91.9%*	*31.0%*	*67.9%*
%H (All HH)		*100.0%*	*50.6%*	*32.6%*	*56.1%*	*38.5%*	*17.6%*	*92.8%*
%H (TV HH)			*50.6%*	*32.6%*	*56.1%*	*38.5%*	*17.6%*	
DVDR	18	18	7	6	11	6	5	16
%V	*1.0%*	*1.1%*	*1.1%*	*1.6%*	*1.0%*	*1.3%*	*0.8%*	*1.1%*
%H (All HH)		*100.0%*	*38.9%*	*33.3%*	*61.1%*	*33.3%*	*27.8%*	*88.9%*
%H (TV HH)			*38.9%*	*33.3%*	*61.1%*	*33.3%*	*27.8%*	
VCR	6	6	3	1	5	2	4	4
%V	*0.3%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*	*0.4%*	*0.6%*	*0.3%*
%H (All HH)		*100.0%*	*50.0%*	*16.7%*	*83.3%*	*33.3%*	*66.7%*	*66.7%*
%H (TV HH)			*50.0%*	*16.7%*	*83.3%*	*33.3%*	*66.7%*	
Any recorder	1097	1097	552	355	619	420	199	1015
%V	*62.2%*	*65.2%*	*89.6%*	*93.2%*	*57.7%*	*92.1%*	*32.3%*	*68.3%*
%H (All HH)		*100.0%*	*50.3%*	*32.4%*	*56.4%*	*38.3%*	*18.1%*	*92.5%*
%H (TV HH)			*50.3%*	*32.4%*	*56.4%*	*38.3%*	*18.1%*	
Receives HDTV (via STB or built-in reception)	1213	1213	532	327	787	422	365	1088
%V	*68.8%*	*72.1%*	*86.4%*	*85.8%*	*73.4%*	*92.5%*	*59.3%*	*73.2%*
%H (All HH)		*100.0%*	*43.9%*	*27.0%*	*64.9%*	*34.8%*	*30.1%*	*89.7%*
%H (TV HH)			*43.9%*	*27.0%*	*64.9%*	*34.8%*	*30.1%*	
DVD/Blu-ray player or recorder	1099	1099	418	262	710	331	379	962
%V	*62.3%*	*65.3%*	*67.9%*	*68.8%*	*66.2%*	*72.6%*	*61.5%*	*64.7%*
%H (All HH)		*100.0%*	*38.0%*	*23.8%*	*64.6%*	*30.1%*	*34.5%*	*87.5%*
%H (TV HH)			*38.0%*	*23.8%*	*64.6%*	*30.1%*	*34.5%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 6.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1763	1683	616	381	1072	456	616	1487
%H (All HH)		*95.5%*	*34.9%*	*21.6%*	*60.8%*	*25.9%*	*34.9%*	*84.3%*
%H (TV HH)			*36.6%*	*22.6%*	*63.7%*	*27.1%*	*36.6%*	
Has broadband internet	1487	1428	577	345	866	424	442	1487
%V	*84.3%*	*84.8%*	*93.7%*	*90.6%*	*80.8%*	*93.0%*	*71.8%*	*100.0%*
%H (All HH)		*96.0%*	*38.8%*	*23.2%*	*58.2%*	*28.5%*	*29.7%*	*100.0%*
%H (TV HH)			*40.4%*	*24.2%*	*60.6%*	*29.7%*	*31.0%*	
Number of computers (PCs and laptops)								
0	388	366	79	64	271	61	210	133
%V	*22.0%*	*21.7%*	*12.8%*	*16.8%*	*25.3%*	*13.4%*	*34.1%*	*8.9%*
%H (All HH)		*94.3%*	*20.4%*	*16.5%*	*69.8%*	*15.7%*	*54.1%*	*34.3%*
%H (TV HH)			*21.6%*	*17.5%*	*74.0%*	*16.7%*	*57.4%*	
1	468	447	157	108	287	122	165	451
%V	*26.5%*	*26.6%*	*25.5%*	*28.3%*	*26.8%*	*26.8%*	*26.8%*	*30.3%*
%H (All HH)		*95.5%*	*33.5%*	*23.1%*	*61.3%*	*26.1%*	*35.3%*	*96.4%*
%H (TV HH)			*35.1%*	*24.2%*	*64.2%*	*27.3%*	*36.9%*	
2	413	394	167	91	233	118	115	410
%V	*23.4%*	*23.4%*	*27.1%*	*23.9%*	*21.7%*	*25.9%*	*18.7%*	*27.6%*
%H (All HH)		*95.4%*	*40.4%*	*22.0%*	*56.4%*	*28.6%*	*27.8%*	*99.3%*
%H (TV HH)			*42.4%*	*23.1%*	*59.1%*	*29.9%*	*29.2%*	
3	233	225	99	57	136	73	63	233
%V	*13.2%*	*13.4%*	*16.1%*	*15.0%*	*12.7%*	*16.0%*	*10.2%*	*15.7%*
%H (All HH)		*96.6%*	*42.5%*	*24.5%*	*58.4%*	*31.3%*	*27.0%*	*100.0%*
%H (TV HH)			*44.0%*	*25.3%*	*60.4%*	*32.4%*	*28.0%*	
4	123	118	50	29	71	38	33	123
%V	*7.0%*	*7.0%*	*8.1%*	*7.6%*	*6.6%*	*8.3%*	*5.4%*	*8.3%*
%H (All HH)		*95.9%*	*40.7%*	*23.6%*	*57.7%*	*30.9%*	*26.8%*	*100.0%*
%H (TV HH)			*42.4%*	*24.6%*	*60.2%*	*32.2%*	*28.0%*	
5+	137	132	63	32	75	45	30	137
%V	*7.8%*	*7.8%*	*10.2%*	*8.4%*	*7.0%*	*9.9%*	*4.9%*	*9.2%*
%H (All HH)		*96.4%*	*46.0%*	*23.4%*	*54.7%*	*32.8%*	*21.9%*	*100.0%*
%H (TV HH)			*47.7%*	*24.2%*	*56.8%*	*34.1%*	*22.7%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

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	3410	1429	822	2276	1194	1082	3049
%H		*41.9%*	*24.1%*	*66.7%*	*35.0%*	*31.7%*	*89.4%*
Under 20"	189	64	43	148	69	80	162
%V	*5.5%*	*4.5%*	*5.2%*	*6.5%*	*5.8%*	*7.4%*	*5.3%*
%H		*33.9%*	*22.8%*	*78.3%*	*36.5%*	*42.3%*	*85.7%*
20" - 29"	509	191	121	386	196	189	436
%V	*14.9%*	*13.4%*	*14.7%*	*17.0%*	*16.4%*	*17.5%*	*14.3%*
%H		*37.5%*	*23.8%*	*75.8%*	*38.5%*	*37.1%*	*85.7%*
30" - 39"	1040	410	244	706	340	366	902
%V	*30.5%*	*28.7%*	*29.7%*	*31.0%*	*28.5%*	*33.8%*	*29.6%*
%H		*39.4%*	*23.5%*	*67.9%*	*32.7%*	*35.2%*	*86.7%*
40" - 49"	1084	486	269	682	385	296	996
%V	*31.8%*	*34.0%*	*32.7%*	*30.0%*	*32.2%*	*27.4%*	*32.7%*
%H		*44.8%*	*24.8%*	*62.9%*	*35.5%*	*27.3%*	*91.9%*
50" - 59"	411	205	100	248	151	96	393
%V	*12.1%*	*14.3%*	*12.2%*	*10.9%*	*12.6%*	*8.9%*	*12.9%*
%H		*49.9%*	*24.3%*	*60.3%*	*36.7%*	*23.4%*	*95.6%*
60"+	41	23	9	21	12	9	39
%V	*1.2%*	*1.6%*	*1.1%*	*0.9%*	*1.0%*	*0.8%*	*1.3%*
%H		*56.1%*	*22.0%*	*51.2%*	*29.3%*	*22.0%*	*95.1%*
Don't know	137	49	36	86	39	46	120
%V	*4.0%*	*3.4%*	*4.4%*	*3.8%*	*3.3%*	*4.3%*	*3.9%*
%H		*35.8%*	*26.3%*	*62.8%*	*28.5%*	*33.6%*	*87.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3410	1429	822	2276	1194	1082	3049
%H		*41.9%*	*24.1%*	*66.7%*	*35.0%*	*31.7%*	*89.4%*
Main living room	1672	615	382	1065	455	610	1421
%V	*49.0%*	*43.0%*	*46.5%*	*46.8%*	*38.1%*	*56.4%*	*46.6%*
%H		*36.8%*	*22.8%*	*63.7%*	*27.2%*	*36.5%*	*85.0%*
Kitchen	151	69	34	124	75	49	140
%V	*4.4%*	*4.8%*	*4.1%*	*5.4%*	*6.3%*	*4.5%*	*4.6%*
%H		*45.7%*	*22.5%*	*82.1%*	*49.7%*	*32.5%*	*92.7%*
Adult's bedroom	1013	455	260	710	422	288	928
%V	*29.7%*	*31.8%*	*31.6%*	*31.2%*	*35.3%*	*26.6%*	*30.4%*
%H		*44.9%*	*25.7%*	*70.1%*	*41.7%*	*28.4%*	*91.6%*
Child's bedroom	254	143	59	152	106	47	250
%V	*7.4%*	*10.0%*	*7.2%*	*6.7%*	*8.9%*	*4.3%*	*8.2%*
%H		*56.3%*	*23.2%*	*59.8%*	*41.7%*	*18.5%*	*98.4%*
Other bedroom	85	36	26	62	39	24	82
%V	*2.5%*	*2.5%*	*3.2%*	*2.7%*	*3.3%*	*2.2%*	*2.7%*
%H		*42.4%*	*30.6%*	*72.9%*	*45.9%*	*28.2%*	*96.5%*
Second living/dining room	132	63	36	92	57	35	126
%V	*3.9%*	*4.4%*	*4.4%*	*4.0%*	*4.8%*	*3.2%*	*4.1%*
%H		*47.7%*	*27.3%*	*69.7%*	*43.2%*	*26.5%*	*95.5%*
Study/office	26	10	7	19	9	10	26
%V	*0.8%*	*0.7%*	*0.9%*	*0.8%*	*0.8%*	*0.9%*	*0.9%*
%H		*38.5%*	*26.9%*	*73.1%*	*34.6%*	*38.5%*	*100.0%*
TV room	29	15	7	20	12	7	29
%V	*0.9%*	*1.0%*	*0.9%*	*0.9%*	*1.0%*	*0.6%*	*1.0%*
%H		*51.7%*	*24.1%*	*69.0%*	*41.4%*	*24.1%*	*100.0%*
Conservatory	24	11	6	19	12	7	23
%V	*0.7%*	*0.8%*	*0.7%*	*0.8%*	*1.0%*	*0.6%*	*0.8%*
%H		*45.8%*	*25.0%*	*79.2%*	*50.0%*	*29.2%*	*95.8%*
Attic or loft room	5	3	2	3	3	0	5
%V	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.0%*	*0.2%*
%H		*60.0%*	*40.0%*	*60.0%*	*60.0%*	*0.0%*	*100.0%*
No specific location	1	0	0	0	0	0	1
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Other	19	9	2	11	5	6	18
%V	*0.6%*	*0.6%*	*0.2%*	*0.5%*	*0.4%*	*0.6%*	*0.6%*
%H		*47.4%*	*10.5%*	*57.9%*	*26.3%*	*31.6%*	*94.7%*

Base: ITV Central Scotland - 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	3410	1429	822	2276	1194	1082	3049
%H		*41.9%*	*24.1%*	*66.7%*	*35.0%*	*31.7%*	*89.4%*
PVR	1575	860	510	835	616	219	1482
%V	*46.2%*	*60.2%*	*62.0%*	*36.7%*	*51.6%*	*20.2%*	*48.6%*
%H		*54.6%*	*32.4%*	*53.0%*	*39.1%*	*13.9%*	*94.1%*
DVDR	19	8	6	12	7	5	17
%V	*0.6%*	*0.6%*	*0.7%*	*0.5%*	*0.6%*	*0.5%*	*0.6%*
%H		*42.1%*	*31.6%*	*63.2%*	*36.8%*	*26.3%*	*89.5%*
VCR	7	3	1	6	2	4	4
%V	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*	*0.4%*	*0.1%*
%H		*42.9%*	*14.3%*	*85.7%*	*28.6%*	*57.1%*	*57.1%*
Any recorder	1589	864	512	846	619	228	1492
%V	*46.6%*	*60.5%*	*62.3%*	*37.2%*	*51.8%*	*21.1%*	*48.9%*
%H		*54.4%*	*32.2%*	*53.2%*	*39.0%*	*14.3%*	*93.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3410	1429	822	2276	1194	1082	3049
%H		*41.9%*	*24.1%*	*66.7%*	*35.0%*	*31.7%*	*89.4%*
Receives HDTV (via STB or built-in reception)	1961	926	527	1300	773	527	1797
%V	*57.5%*	*64.8%*	*64.1%*	*57.1%*	*64.7%*	*48.7%*	*58.9%*
%H		*47.2%*	*26.9%*	*66.3%*	*39.4%*	*26.9%*	*91.6%*
DVD/Blu-ray player or recorder	1617	663	409	1048	547	502	1455
%V	*47.4%*	*46.4%*	*49.8%*	*46.0%*	*45.8%*	*46.4%*	*47.7%*
%H		*41.0%*	*25.3%*	*64.8%*	*33.8%*	*31.0%*	*90.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1683	616	381	1071	456	616	1428
%H		*36.6%*	*22.6%*	*63.6%*	*27.1%*	*36.6%*	*84.8%*
Under 20"	14	2	2	9	1	9	9
%V	*0.8%*	*0.3%*	*0.5%*	*0.8%*	*0.2%*	*1.5%*	*0.6%*
%H		*14.3%*	*14.3%*	*64.3%*	*7.1%*	*64.3%*	*64.3%*
20" - 29"	88	12	13	64	7	57	55
%V	*5.2%*	*1.9%*	*3.4%*	*6.0%*	*1.5%*	*9.3%*	*3.9%*
%H		*13.6%*	*14.8%*	*72.7%*	*8.0%*	*64.8%*	*62.5%*
30" - 39"	428	111	84	297	82	215	321
%V	*25.4%*	*18.0%*	*22.0%*	*27.7%*	*18.0%*	*34.9%*	*22.5%*
%H		*25.9%*	*19.6%*	*69.4%*	*19.2%*	*50.2%*	*75.0%*
40" - 49"	729	296	181	449	228	222	650
%V	*43.3%*	*48.1%*	*47.5%*	*41.9%*	*50.0%*	*36.0%*	*45.5%*
%H		*40.6%*	*24.8%*	*61.6%*	*31.3%*	*30.5%*	*89.2%*
50" - 59"	326	156	80	198	118	80	309
%V	*19.4%*	*25.3%*	*21.0%*	*18.5%*	*25.9%*	*13.0%*	*21.6%*
%H		*47.9%*	*24.5%*	*60.7%*	*36.2%*	*24.5%*	*94.8%*
60"+	33	18	7	16	9	7	31
%V	*2.0%*	*2.9%*	*1.8%*	*1.5%*	*2.0%*	*1.1%*	*2.2%*
%H		*54.5%*	*21.2%*	*48.5%*	*27.3%*	*21.2%*	*93.9%*
Don't know	65	20	14	37	11	26	53
%V	*3.9%*	*3.2%*	*3.7%*	*3.5%*	*2.4%*	*4.2%*	*3.7%*
%H		*30.8%*	*21.5%*	*56.9%*	*16.9%*	*40.0%*	*81.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.16: 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	1683	616	381	1071	456	616	1428
%H		*36.6%*	*22.6%*	*63.6%*	*27.1%*	*36.6%*	*84.8%*
PVR	1069	544	350	594	411	183	992
%V	*63.5%*	*88.3%*	*91.9%*	*55.5%*	*90.1%*	*29.7%*	*69.5%*
%H		*50.9%*	*32.7%*	*55.6%*	*38.4%*	*17.1%*	*92.8%*
DVDR	12	5	3	8	4	4	10
%V	*0.7%*	*0.8%*	*0.8%*	*0.7%*	*0.9%*	*0.6%*	*0.7%*
%H		*41.7%*	*25.0%*	*66.7%*	*33.3%*	*33.3%*	*83.3%*
VCR	5	2	1	4	1	3	3
%V	*0.3%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.5%*	*0.2%*
%H		*40.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	*60.0%*
Any recorder	1077	546	350	601	412	189	995
%V	*64.0%*	*88.6%*	*91.9%*	*56.1%*	*90.4%*	*30.7%*	*69.7%*
%H		*50.7%*	*32.5%*	*55.8%*	*38.3%*	*17.5%*	*92.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: 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	1683	616	381	1071	456	616	1428
%H		*36.6%*	*22.6%*	*63.6%*	*27.1%*	*36.6%*	*84.8%*
Receives HDTV (via STB or built-in reception)	1185	520	323	763	410	353	1063
%V	*70.4%*	*84.4%*	*84.8%*	*71.2%*	*89.9%*	*57.3%*	*74.4%*
%H		*43.9%*	*27.3%*	*64.4%*	*34.6%*	*29.8%*	*89.7%*
DVD/Blu-ray player or recorder	917	338	220	584	261	323	790
%V	*54.5%*	*54.9%*	*57.7%*	*54.5%*	*57.2%*	*52.4%*	*55.3%*
%H		*36.9%*	*24.0%*	*63.7%*	*28.5%*	*35.2%*	*86.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1727	813	441	1205	738	467	1621
%H		*47.1%*	*25.5%*	*69.8%*	*42.7%*	*27.0%*	*93.9%*
Under 20"	175	62	41	139	68	71	153
%V	*10.1%*	*7.6%*	*9.3%*	*11.5%*	*9.2%*	*15.2%*	*9.4%*
%H		*35.4%*	*23.4%*	*79.4%*	*38.9%*	*40.6%*	*87.4%*
20" - 29"	421	179	108	321	189	132	381
%V	*24.4%*	*22.0%*	*24.5%*	*26.6%*	*25.6%*	*28.3%*	*23.5%*
%H		*42.5%*	*25.7%*	*76.2%*	*44.9%*	*31.4%*	*90.5%*
30" - 39"	612	299	160	409	258	151	581
%V	*35.4%*	*36.8%*	*36.3%*	*33.9%*	*35.0%*	*32.3%*	*35.8%*
%H		*48.9%*	*26.1%*	*66.8%*	*42.2%*	*24.7%*	*94.9%*
40" - 49"	354	191	88	232	158	75	346
%V	*20.5%*	*23.5%*	*20.0%*	*19.3%*	*21.4%*	*16.1%*	*21.3%*
%H		*54.0%*	*24.9%*	*65.5%*	*44.6%*	*21.2%*	*97.7%*
50" - 59"	85	49	20	50	34	16	84
%V	*4.9%*	*6.0%*	*4.5%*	*4.1%*	*4.6%*	*3.4%*	*5.2%*
%H		*57.6%*	*23.5%*	*58.8%*	*40.0%*	*18.8%*	*98.8%*
60"+	8	5	1	6	3	2	8
%V	*0.5%*	*0.6%*	*0.2%*	*0.5%*	*0.4%*	*0.4%*	*0.5%*
%H		*62.5%*	*12.5%*	*75.0%*	*37.5%*	*25.0%*	*100.0%*
Don't know	72	29	23	48	28	20	67
%V	*4.2%*	*3.6%*	*5.2%*	*4.0%*	*3.8%*	*4.3%*	*4.1%*
%H		*40.3%*	*31.9%*	*66.7%*	*38.9%*	*27.8%*	*93.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1727	813	441	1205	738	467	1621
%H		*47.1%*	*25.5%*	*69.8%*	*42.7%*	*27.0%*	*93.9%*
PVR	506	316	160	241	205	36	490
%V	*29.3%*	*38.9%*	*36.3%*	*20.0%*	*27.8%*	*7.7%*	*30.2%*
%H		*62.5%*	*31.6%*	*47.6%*	*40.5%*	*7.1%*	*96.8%*
DVDR	7	3	3	4	3	1	7
%V	*0.4%*	*0.4%*	*0.7%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H		*42.9%*	*42.9%*	*57.1%*	*42.9%*	*14.3%*	*100.0%*
VCR	2	1	0	2	1	1	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Any recorder	512	318	162	245	206	39	497
%V	*29.6%*	*39.1%*	*36.7%*	*20.3%*	*27.9%*	*8.4%*	*30.7%*
%H		*62.1%*	*31.6%*	*47.9%*	*40.2%*	*7.6%*	*97.1%*

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

Set level data

Table 6.20: 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	1727	813	441	1205	738	467	1621
%H		*47.1%*	*25.5%*	*69.8%*	*42.7%*	*27.0%*	*93.9%*
Receives HDTV (via STB or built-in reception)	776	406	204	537	364	174	734
%V	*44.9%*	*49.9%*	*46.3%*	*44.6%*	*49.3%*	*37.3%*	*45.3%*
%H		*52.3%*	*26.3%*	*69.2%*	*46.9%*	*22.4%*	*94.6%*
DVD/Blu-ray player or recorder	699	325	189	464	285	179	665
%V	*40.5%*	*40.0%*	*42.9%*	*38.5%*	*38.6%*	*38.3%*	*41.0%*
%H		*46.5%*	*27.0%*	*66.4%*	*40.8%*	*25.6%*	*95.1%*

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

Table 6.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	3783	3646	1511	842	2229	1093	1137	3434
%H		*96.4%*	*39.9%*	*22.3%*	*58.9%*	*28.9%*	*30.1%*	*90.8%*
Total Children	656	643	317	137	352	197	155	640
%V	*17.3%*	*17.6%*	*21.0%*	*16.3%*	*15.8%*	*18.0%*	*13.6%*	*18.6%*
%H		*98.0%*	*48.3%*	*20.9%*	*53.7%*	*30.0%*	*23.6%*	*97.6%*
0 - 3	151	147	73	27	73	37	36	147
%V	*4.0%*	*4.0%*	*4.8%*	*3.2%*	*3.3%*	*3.4%*	*3.2%*	*4.3%*
%H		*97.4%*	*48.3%*	*17.9%*	*48.3%*	*24.5%*	*23.8%*	*97.4%*
4 - 15	505	496	244	110	278	160	119	493
%V	*13.3%*	*13.6%*	*16.1%*	*13.1%*	*12.5%*	*14.6%*	*10.5%*	*14.4%*
%H		*98.2%*	*48.3%*	*21.8%*	*55.0%*	*31.7%*	*23.6%*	*97.6%*
4 - 9	265	261	125	51	142	75	67	257
%V	*7.0%*	*7.2%*	*8.3%*	*6.1%*	*6.4%*	*6.9%*	*5.9%*	*7.5%*
%H		*98.5%*	*47.2%*	*19.2%*	*53.6%*	*28.3%*	*25.3%*	*97.0%*
10 - 15	240	235	119	59	136	84	52	236
%V	*6.3%*	*6.4%*	*7.9%*	*7.0%*	*6.1%*	*7.7%*	*4.6%*	*6.9%*
%H		*97.9%*	*49.6%*	*24.6%*	*56.7%*	*35.0%*	*21.7%*	*98.3%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	3783	3646	1511	842	2229	1093	1137	3434
%H		*96.4%*	*39.9%*	*22.3%*	*58.9%*	*28.9%*	*30.1%*	*90.8%*
Total Adults (16+)	3127	3002	1193	705	1877	896	981	2795
%V	*82.7%*	*82.3%*	*79.0%*	*83.7%*	*84.2%*	*82.0%*	*86.3%*	*81.4%*
%H		*96.0%*	*38.2%*	*22.5%*	*60.0%*	*28.7%*	*31.4%*	*89.4%*
16 - 19	166	158	68	39	93	46	46	162
%V	*4.4%*	*4.3%*	*4.5%*	*4.6%*	*4.2%*	*4.2%*	*4.0%*	*4.7%*
%H		*95.2%*	*41.0%*	*23.5%*	*56.0%*	*27.7%*	*27.7%*	*97.6%*
20 - 24	221	196	71	33	118	51	67	213
%V	*5.8%*	*5.4%*	*4.7%*	*3.9%*	*5.3%*	*4.7%*	*5.9%*	*6.2%*
%H		*88.7%*	*32.1%*	*14.9%*	*53.4%*	*23.1%*	*30.3%*	*96.4%*
25 - 34	525	489	201	106	238	113	125	508
%V	*13.9%*	*13.4%*	*13.3%*	*12.6%*	*10.7%*	*10.3%*	*11.0%*	*14.8%*
%H		*93.1%*	*38.3%*	*20.2%*	*45.3%*	*21.5%*	*23.8%*	*96.8%*
35 - 44	472	448	207	102	243	131	112	453
%V	*12.5%*	*12.3%*	*13.7%*	*12.1%*	*10.9%*	*12.0%*	*9.9%*	*13.2%*
%H		*94.9%*	*43.9%*	*21.6%*	*51.5%*	*27.8%*	*23.7%*	*96.0%*
45 - 54	549	535	233	145	337	189	149	521
%V	*14.5%*	*14.7%*	*15.4%*	*17.2%*	*15.1%*	*17.3%*	*13.1%*	*15.2%*
%H		*97.4%*	*42.4%*	*26.4%*	*61.4%*	*34.4%*	*27.1%*	*94.9%*
55 - 64	508	500	199	127	342	171	171	467
%V	*13.4%*	*13.7%*	*13.2%*	*15.1%*	*15.3%*	*15.6%*	*15.0%*	*13.6%*
%H		*98.4%*	*39.2%*	*25.0%*	*67.3%*	*33.7%*	*33.7%*	*91.9%*
65+	685	676	213	152	507	195	312	471
%V	*18.1%*	*18.5%*	*14.1%*	*18.1%*	*22.7%*	*17.8%*	*27.4%*	*13.7%*
%H		*98.7%*	*31.1%*	*22.2%*	*74.0%*	*28.5%*	*45.5%*	*68.8%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3127	3002	1193	705	1877	896	981	2795
%H		*96.0%*	*38.2%*	*22.5%*	*60.0%*	*28.7%*	*31.4%*	*89.4%*
AB	860	828	330	203	501	245	256	833
%V	*27.5%*	*27.6%*	*27.7%*	*28.8%*	*26.7%*	*27.3%*	*26.1%*	*29.8%*
%H		*96.3%*	*38.4%*	*23.6%*	*58.3%*	*28.5%*	*29.8%*	*96.9%*
C1	858	818	352	192	498	264	234	811
%V	*27.4%*	*27.2%*	*29.5%*	*27.2%*	*26.5%*	*29.5%*	*23.9%*	*29.0%*
%H		*95.3%*	*41.0%*	*22.4%*	*58.0%*	*30.8%*	*27.3%*	*94.5%*
C2	589	573	255	127	355	183	172	537
%V	*18.8%*	*19.1%*	*21.4%*	*18.0%*	*18.9%*	*20.4%*	*17.5%*	*19.2%*
%H		*97.3%*	*43.3%*	*21.6%*	*60.3%*	*31.1%*	*29.2%*	*91.2%*
D	515	494	170	127	322	143	179	426
%V	*16.5%*	*16.5%*	*14.2%*	*18.0%*	*17.2%*	*16.0%*	*18.2%*	*15.2%*
%H		*95.9%*	*33.0%*	*24.7%*	*62.5%*	*27.8%*	*34.8%*	*82.7%*
E	305	289	86	55	201	60	141	188
%V	*9.8%*	*9.6%*	*7.2%*	*7.8%*	*10.7%*	*6.7%*	*14.4%*	*6.7%*
%H		*94.8%*	*28.2%*	*18.0%*	*65.9%*	*19.7%*	*46.2%*	*61.6%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3127	3002	1193	705	1877	896	981	2795
%H		*96.0%*	*38.2%*	*22.5%*	*60.0%*	*28.7%*	*31.4%*	*89.4%*
Working full time	1453	1401	638	342	792	448	344	1413
%V	*46.5%*	*46.7%*	*53.5%*	*48.5%*	*42.2%*	*50.0%*	*35.1%*	*50.6%*
%H		*96.4%*	*43.9%*	*23.5%*	*54.5%*	*30.8%*	*23.7%*	*97.2%*
Working part time	310	297	128	68	185	97	88	300
%V	*9.9%*	*9.9%*	*10.7%*	*9.6%*	*9.9%*	*10.8%*	*9.0%*	*10.7%*
%H		*95.8%*	*41.3%*	*21.9%*	*59.7%*	*31.3%*	*28.4%*	*96.8%*
Not working	1364	1305	427	294	900	351	549	1081
%V	*43.6%*	*43.5%*	*35.8%*	*41.7%*	*47.9%*	*39.2%*	*56.0%*	*38.7%*
%H		*95.7%*	*31.3%*	*21.6%*	*66.0%*	*25.7%*	*40.2%*	*79.3%*
Houseperson	1763	1683	616	381	1072	456	616	1487
%V	*56.4%*	*56.1%*	*51.6%*	*54.0%*	*57.1%*	*50.9%*	*62.8%*	*53.2%*
%H		*95.5%*	*34.9%*	*21.6%*	*60.8%*	*25.9%*	*34.9%*	*84.3%*

Base: ITV Central Scotland - 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+)	1497	1429	574	340	881	435	446	1343
%H		*95.5%*	*38.3%*	*22.7%*	*58.9%*	*29.1%*	*29.8%*	*89.7%*
16 - 19	88	85	37	23	48	27	21	85
%V	*5.9%*	*5.9%*	*6.4%*	*6.8%*	*5.4%*	*6.2%*	*4.7%*	*6.3%*
%H		*96.6%*	*42.0%*	*26.1%*	*54.5%*	*30.7%*	*23.9%*	*96.6%*
20 - 24	102	92	37	16	55	30	26	97
%V	*6.8%*	*6.4%*	*6.4%*	*4.7%*	*6.2%*	*6.9%*	*5.8%*	*7.2%*
%H		*90.2%*	*36.3%*	*15.7%*	*53.9%*	*29.4%*	*25.5%*	*95.1%*
25 - 34	257	236	90	51	115	52	63	251
%V	*17.2%*	*16.5%*	*15.7%*	*15.0%*	*13.1%*	*12.0%*	*14.1%*	*18.7%*
%H		*91.8%*	*35.0%*	*19.8%*	*44.7%*	*20.2%*	*24.5%*	*97.7%*
35 - 44	229	215	95	52	115	63	52	218
%V	*15.3%*	*15.0%*	*16.6%*	*15.3%*	*13.1%*	*14.5%*	*11.7%*	*16.2%*
%H		*93.9%*	*41.5%*	*22.7%*	*50.2%*	*27.5%*	*22.7%*	*95.2%*
45 - 54	268	261	115	66	163	89	73	249
%V	*17.9%*	*18.3%*	*20.0%*	*19.4%*	*18.5%*	*20.5%*	*16.4%*	*18.5%*
%H		*97.4%*	*42.9%*	*24.6%*	*60.8%*	*33.2%*	*27.2%*	*92.9%*
55 - 64	244	240	97	60	163	81	81	220
%V	*16.3%*	*16.8%*	*16.9%*	*17.6%*	*18.5%*	*18.6%*	*18.2%*	*16.4%*
%H		*98.4%*	*39.8%*	*24.6%*	*66.8%*	*33.2%*	*33.2%*	*90.2%*
65+	308	301	101	71	221	92	129	222
%V	*20.6%*	*21.1%*	*17.6%*	*20.9%*	*25.1%*	*21.1%*	*28.9%*	*16.5%*
%H		*97.7%*	*32.8%*	*23.1%*	*71.8%*	*29.9%*	*41.9%*	*72.1%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1497	1429	574	340	881	435	446	1343
%H		*95.5%*	*38.3%*	*22.7%*	*58.9%*	*29.1%*	*29.8%*	*89.7%*
AB	424	410	166	97	249	122	127	412
%V	*28.3%*	*28.7%*	*28.9%*	*28.5%*	*28.3%*	*28.0%*	*28.5%*	*30.7%*
%H		*96.7%*	*39.2%*	*22.9%*	*58.7%*	*28.8%*	*30.0%*	*97.2%*
C1	375	354	162	86	205	123	82	360
%V	*25.1%*	*24.8%*	*28.2%*	*25.3%*	*23.3%*	*28.3%*	*18.4%*	*26.8%*
%H		*94.4%*	*43.2%*	*22.9%*	*54.7%*	*32.8%*	*21.9%*	*96.0%*
C2	319	307	131	71	191	96	95	285
%V	*21.3%*	*21.5%*	*22.8%*	*20.9%*	*21.7%*	*22.1%*	*21.3%*	*21.2%*
%H		*96.2%*	*41.1%*	*22.3%*	*59.9%*	*30.1%*	*29.8%*	*89.3%*
D	248	235	80	67	148	70	78	206
%V	*16.6%*	*16.4%*	*13.9%*	*19.7%*	*16.8%*	*16.1%*	*17.5%*	*15.3%*
%H		*94.8%*	*32.3%*	*27.0%*	*59.7%*	*28.2%*	*31.5%*	*83.1%*
E	131	122	36	20	87	24	64	80
%V	*8.8%*	*8.5%*	*6.3%*	*5.9%*	*9.9%*	*5.5%*	*14.3%*	*6.0%*
%H		*93.1%*	*27.5%*	*15.3%*	*66.4%*	*18.3%*	*48.9%*	*61.1%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1497	1429	574	340	881	435	446	1343
%H		*95.5%*	*38.3%*	*22.7%*	*58.9%*	*29.1%*	*29.8%*	*89.7%*
Working full time	854	823	367	197	471	262	208	828
%V	*57.0%*	*57.6%*	*63.9%*	*57.9%*	*53.5%*	*60.2%*	*46.6%*	*61.7%*
%H		*96.4%*	*43.0%*	*23.1%*	*55.2%*	*30.7%*	*24.4%*	*97.0%*
Working part time	58	53	21	14	32	15	17	55
%V	*3.9%*	*3.7%*	*3.7%*	*4.1%*	*3.6%*	*3.4%*	*3.8%*	*4.1%*
%H		*91.4%*	*36.2%*	*24.1%*	*55.2%*	*25.9%*	*29.3%*	*94.8%*
Not working	585	553	186	129	379	157	221	461
%V	*39.1%*	*38.7%*	*32.4%*	*37.9%*	*43.0%*	*36.1%*	*49.6%*	*34.3%*
%H		*94.5%*	*31.8%*	*22.1%*	*64.8%*	*26.8%*	*37.8%*	*78.8%*
Houseperson	427	389	121	83	251	88	162	319
%V	*28.5%*	*27.2%*	*21.1%*	*24.4%*	*28.5%*	*20.2%*	*36.3%*	*23.8%*
%H		*91.1%*	*28.3%*	*19.4%*	*58.8%*	*20.6%*	*37.9%*	*74.7%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1630	1574	619	365	997	461	535	1452
%H		*96.6%*	*38.0%*	*22.4%*	*61.2%*	*28.3%*	*32.8%*	*89.1%*
16 - 19	78	74	31	16	44	19	25	77
%V	*4.8%*	*4.7%*	*5.0%*	*4.4%*	*4.4%*	*4.1%*	*4.7%*	*5.3%*
%H		*94.9%*	*39.7%*	*20.5%*	*56.4%*	*24.4%*	*32.1%*	*98.7%*
20 - 24	119	104	34	17	62	21	41	115
%V	*7.3%*	*6.6%*	*5.5%*	*4.7%*	*6.2%*	*4.6%*	*7.7%*	*7.9%*
%H		*87.4%*	*28.6%*	*14.3%*	*52.1%*	*17.6%*	*34.5%*	*96.6%*
25 - 34	267	253	111	55	123	61	61	257
%V	*16.4%*	*16.1%*	*17.9%*	*15.1%*	*12.3%*	*13.2%*	*11.4%*	*17.7%*
%H		*94.8%*	*41.6%*	*20.6%*	*46.1%*	*22.8%*	*22.8%*	*96.3%*
35 - 44	243	233	113	50	128	68	60	235
%V	*14.9%*	*14.8%*	*18.3%*	*13.7%*	*12.8%*	*14.8%*	*11.2%*	*16.2%*
%H		*95.9%*	*46.5%*	*20.6%*	*52.7%*	*28.0%*	*24.7%*	*96.7%*
45 - 54	281	275	118	79	175	99	75	271
%V	*17.2%*	*17.5%*	*19.1%*	*21.6%*	*17.6%*	*21.5%*	*14.0%*	*18.7%*
%H		*97.9%*	*42.0%*	*28.1%*	*62.3%*	*35.2%*	*26.7%*	*96.4%*
55 - 64	264	261	102	68	179	89	90	247
%V	*16.2%*	*16.6%*	*16.5%*	*18.6%*	*18.0%*	*19.3%*	*16.8%*	*17.0%*
%H		*98.9%*	*38.6%*	*25.8%*	*67.8%*	*33.7%*	*34.1%*	*93.6%*
65+	377	374	112	81	286	103	183	249
%V	*23.1%*	*23.8%*	*18.1%*	*22.2%*	*28.7%*	*22.3%*	*34.2%*	*17.1%*
%H		*99.2%*	*29.7%*	*21.5%*	*75.9%*	*27.3%*	*48.5%*	*66.0%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1630	1574	619	365	997	461	535	1452
%H		*96.6%*	*38.0%*	*22.4%*	*61.2%*	*28.3%*	*32.8%*	*89.1%*
AB	435	418	165	106	252	123	129	421
%V	*26.7%*	*26.6%*	*26.7%*	*29.0%*	*25.3%*	*26.7%*	*24.1%*	*29.0%*
%H		*96.1%*	*37.9%*	*24.4%*	*57.9%*	*28.3%*	*29.7%*	*96.8%*
C1	483	464	190	106	293	141	152	451
%V	*29.6%*	*29.5%*	*30.7%*	*29.0%*	*29.4%*	*30.6%*	*28.4%*	*31.1%*
%H		*96.1%*	*39.3%*	*21.9%*	*60.7%*	*29.2%*	*31.5%*	*93.4%*
C2	271	265	124	57	164	87	76	252
%V	*16.6%*	*16.8%*	*20.0%*	*15.6%*	*16.4%*	*18.9%*	*14.2%*	*17.4%*
%H		*97.8%*	*45.8%*	*21.0%*	*60.5%*	*32.1%*	*28.0%*	*93.0%*
D	267	259	90	61	174	74	100	219
%V	*16.4%*	*16.5%*	*14.5%*	*16.7%*	*17.5%*	*16.1%*	*18.7%*	*15.1%*
%H		*97.0%*	*33.7%*	*22.8%*	*65.2%*	*27.7%*	*37.5%*	*82.0%*
E	174	167	50	35	114	36	78	108
%V	*10.7%*	*10.6%*	*8.1%*	*9.6%*	*11.4%*	*7.8%*	*14.6%*	*7.4%*
%H		*96.0%*	*28.7%*	*20.1%*	*65.5%*	*20.7%*	*44.8%*	*62.1%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1630	1574	619	365	997	461	535	1452
%H		*96.6%*	*38.0%*	*22.4%*	*61.2%*	*28.3%*	*32.8%*	*89.1%*
Working full time	600	578	271	145	322	186	135	586
%V	*36.8%*	*36.7%*	*43.8%*	*39.7%*	*32.3%*	*40.3%*	*25.2%*	*40.4%*
%H		*96.3%*	*45.2%*	*24.2%*	*53.7%*	*31.0%*	*22.5%*	*97.7%*
Working part time	252	243	107	54	154	82	72	245
%V	*15.5%*	*15.4%*	*17.3%*	*14.8%*	*15.4%*	*17.8%*	*13.5%*	*16.9%*
%H		*96.4%*	*42.5%*	*21.4%*	*61.1%*	*32.5%*	*28.6%*	*97.2%*
Not working	779	752	241	166	522	193	328	620
%V	*47.8%*	*47.8%*	*38.9%*	*45.5%*	*52.4%*	*41.9%*	*61.3%*	*42.7%*
%H		*96.5%*	*30.9%*	*21.3%*	*67.0%*	*24.8%*	*42.1%*	*79.6%*
Houseperson	1336	1295	494	299	821	367	454	1168
%V	*82.0%*	*82.3%*	*79.8%*	*81.9%*	*82.3%*	*79.6%*	*84.9%*	*80.4%*
%H		*96.9%*	*37.0%*	*22.4%*	*61.5%*	*27.5%*	*34.0%*	*87.4%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North Scotland

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	614	586	291	35	398	166	231	536
%H (All HH)		*95.4%*	*47.4%*	*5.7%*	*64.8%*	*27.0%*	*37.6%*	*87.3%*
%H (TV HH)			*49.7%*	*6.0%*	*67.9%*	*28.3%*	*39.4%*	
AB	146	139	76	7	100	50	50	138
%V	*23.8%*	*23.7%*	*26.1%*	*20.0%*	*25.1%*	*30.1%*	*21.6%*	*25.7%*
%H (All HH)		*95.2%*	*52.1%*	*4.8%*	*68.5%*	*34.2%*	*34.2%*	*94.5%*
%H (TV HH)			*54.7%*	*5.0%*	*71.9%*	*36.0%*	*36.0%*	
C1	161	153	77	12	100	43	57	149
%V	*26.2%*	*26.1%*	*26.5%*	*34.3%*	*25.1%*	*25.9%*	*24.7%*	*27.8%*
%H (All HH)		*95.0%*	*47.8%*	*7.5%*	*62.1%*	*26.7%*	*35.4%*	*92.5%*
%H (TV HH)			*50.3%*	*7.8%*	*65.4%*	*28.1%*	*37.3%*	
C2	148	143	77	8	95	41	54	129
%V	*24.1%*	*24.4%*	*26.5%*	*22.9%*	*23.9%*	*24.7%*	*23.4%*	*24.1%*
%H (All HH)		*96.6%*	*52.0%*	*5.4%*	*64.2%*	*27.7%*	*36.5%*	*87.2%*
%H (TV HH)			*53.8%*	*5.6%*	*66.4%*	*28.7%*	*37.8%*	
D	102	97	43	5	65	24	42	84
%V	*16.6%*	*16.6%*	*14.8%*	*14.3%*	*16.3%*	*14.5%*	*18.2%*	*15.7%*
%H (All HH)		*95.1%*	*42.2%*	*4.9%*	*63.7%*	*23.5%*	*41.2%*	*82.4%*
%H (TV HH)			*44.3%*	*5.2%*	*67.0%*	*24.7%*	*43.3%*	
E	57	54	19	4	37	9	29	36
%V	*9.3%*	*9.2%*	*6.5%*	*11.4%*	*9.3%*	*5.4%*	*12.6%*	*6.7%*
%H (All HH)		*94.7%*	*33.3%*	*7.0%*	*64.9%*	*15.8%*	*50.9%*	*63.2%*
%H (TV HH)			*35.2%*	*7.4%*	*68.5%*	*16.7%*	*53.7%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

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	614	586	291	35	398	166	231	536
%H (All HH)		*95.4%*	*47.4%*	*5.7%*	*64.8%*	*27.0%*	*37.6%*	*87.3%*
%H (TV HH)			*49.7%*	*6.0%*	*67.9%*	*28.3%*	*39.4%*	
Under 25	32	27	6	0	15	1	14	32
%V	*5.2%*	*4.6%*	*2.1%*	*0.0%*	*3.8%*	*0.6%*	*6.1%*	*6.0%*
%H (All HH)		*84.4%*	*18.8%*	*0.0%*	*46.9%*	*3.1%*	*43.8%*	*100.0%*
%H (TV HH)			*22.2%*	*0.0%*	*55.6%*	*3.7%*	*51.9%*	
25 - 34	102	92	45	9	48	21	28	101
%V	*16.6%*	*15.7%*	*15.5%*	*25.7%*	*12.1%*	*12.7%*	*12.1%*	*18.8%*
%H (All HH)		*90.2%*	*44.1%*	*8.8%*	*47.1%*	*20.6%*	*27.5%*	*99.0%*
%H (TV HH)			*48.9%*	*9.8%*	*52.2%*	*22.8%*	*30.4%*	
35 - 44	97	93	51	6	61	30	31	95
%V	*15.8%*	*15.9%*	*17.5%*	*17.1%*	*15.3%*	*18.1%*	*13.4%*	*17.7%*
%H (All HH)		*95.9%*	*52.6%*	*6.2%*	*62.9%*	*30.9%*	*32.0%*	*97.9%*
%H (TV HH)			*54.8%*	*6.5%*	*65.6%*	*32.3%*	*33.3%*	
45 - 54	114	111	64	5	76	38	38	110
%V	*18.6%*	*18.9%*	*22.0%*	*14.3%*	*19.1%*	*22.9%*	*16.5%*	*20.5%*
%H (All HH)		*97.4%*	*56.1%*	*4.4%*	*66.7%*	*33.3%*	*33.3%*	*96.5%*
%H (TV HH)			*57.7%*	*4.5%*	*68.5%*	*34.2%*	*34.2%*	
55 - 64	102	100	54	6	69	31	38	89
%V	*16.6%*	*17.1%*	*18.6%*	*17.1%*	*17.3%*	*18.7%*	*16.5%*	*16.6%*
%H (All HH)		*98.0%*	*52.9%*	*5.9%*	*67.6%*	*30.4%*	*37.3%*	*87.3%*
%H (TV HH)			*54.0%*	*6.0%*	*69.0%*	*31.0%*	*38.0%*	
65 +	167	163	70	9	130	46	84	109
%V	*27.2%*	*27.8%*	*24.1%*	*25.7%*	*32.7%*	*27.7%*	*36.4%*	*20.3%*
%H (All HH)		*97.6%*	*41.9%*	*5.4%*	*77.8%*	*27.5%*	*50.3%*	*65.3%*
%H (TV HH)			*42.9%*	*5.5%*	*79.8%*	*28.2%*	*51.5%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 7.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	614	586	291	35	398	166	231	536
%H (All HH)		*95.4%*	*47.4%*	*5.7%*	*64.8%*	*27.0%*	*37.6%*	*87.3%*
%H (TV HH)			*49.7%*	*6.0%*	*67.9%*	*28.3%*	*39.4%*	
1	212	194	69	11	136	31	104	147
%V	*34.5%*	*33.1%*	*23.7%*	*31.4%*	*34.2%*	*18.7%*	*45.0%*	*27.4%*
%H (All HH)		*91.5%*	*32.5%*	*5.2%*	*64.2%*	*14.6%*	*49.1%*	*69.3%*
%H (TV HH)			*35.6%*	*5.7%*	*70.1%*	*16.0%*	*53.6%*	
2	220	214	119	13	141	68	73	209
%V	*35.8%*	*36.5%*	*40.9%*	*37.1%*	*35.4%*	*41.0%*	*31.6%*	*39.0%*
%H (All HH)		*97.3%*	*54.1%*	*5.9%*	*64.1%*	*30.9%*	*33.2%*	*95.0%*
%H (TV HH)			*55.6%*	*6.1%*	*65.9%*	*31.8%*	*34.1%*	
3	88	85	48	5	57	29	27	86
%V	*14.3%*	*14.5%*	*16.5%*	*14.3%*	*14.3%*	*17.5%*	*11.7%*	*16.0%*
%H (All HH)		*96.6%*	*54.5%*	*5.7%*	*64.8%*	*33.0%*	*30.7%*	*97.7%*
%H (TV HH)			*56.5%*	*5.9%*	*67.1%*	*34.1%*	*31.8%*	
4	68	67	39	2	47	26	21	67
%V	*11.1%*	*11.4%*	*13.4%*	*5.7%*	*11.8%*	*15.7%*	*9.1%*	*12.5%*
%H (All HH)		*98.5%*	*57.4%*	*2.9%*	*69.1%*	*38.2%*	*30.9%*	*98.5%*
%H (TV HH)			*58.2%*	*3.0%*	*70.1%*	*38.8%*	*31.3%*	
5+	26	26	16	4	18	12	5	26
%V	*4.2%*	*4.4%*	*5.5%*	*11.4%*	*4.5%*	*7.2%*	*2.2%*	*4.9%*
%H (All HH)		*100.0%*	*61.5%*	*15.4%*	*69.2%*	*46.2%*	*19.2%*	*100.0%*
%H (TV HH)			*61.5%*	*15.4%*	*69.2%*	*46.2%*	*19.2%*	
Average HH size	2.15	2.18	2.38	2.30	2.18	2.53	1.92	2.29

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	614	586	291	35	398	166	231	536
%H (All HH)		*95.4%*	*47.4%*	*5.7%*	*64.8%*	*27.0%*	*37.6%*	*87.3%*
%H (TV HH)			*49.7%*	*6.0%*	*67.9%*	*28.3%*	*39.4%*	
Without	480	454	216	27	311	120	191	402
%V	*78.2%*	*77.5%*	*74.2%*	*77.1%*	*78.1%*	*72.3%*	*82.7%*	*75.0%*
%H (All HH)		*94.6%*	*45.0%*	*5.6%*	*64.8%*	*25.0%*	*39.8%*	*83.8%*
%H (TV HH)			*47.6%*	*5.9%*	*68.5%*	*26.4%*	*42.1%*	
With	134	132	76	8	87	46	40	134
%V	*21.8%*	*22.5%*	*26.1%*	*22.9%*	*21.9%*	*27.7%*	*17.3%*	*25.0%*
%H (All HH)		*98.5%*	*56.7%*	*6.0%*	*64.9%*	*34.3%*	*29.9%*	*100.0%*
%H (TV HH)			*57.6%*	*6.1%*	*65.9%*	*34.8%*	*30.3%*	
0 - 3	45	44	26	2	31	17	14	45
%V	*7.3%*	*7.5%*	*8.9%*	*5.7%*	*7.8%*	*10.2%*	*6.1%*	*8.4%*
%H (All HH)		*97.8%*	*57.8%*	*4.4%*	*68.9%*	*37.8%*	*31.1%*	*100.0%*
%H (TV HH)			*59.1%*	*4.5%*	*70.5%*	*38.6%*	*31.8%*	
4 - 9	72	71	41	6	44	24	20	72
%V	*11.7%*	*12.1%*	*14.1%*	*17.1%*	*11.1%*	*14.5%*	*8.7%*	*13.4%*
%H (All HH)		*98.6%*	*56.9%*	*8.3%*	*61.1%*	*33.3%*	*27.8%*	*100.0%*
%H (TV HH)			*57.7%*	*8.5%*	*62.0%*	*33.8%*	*28.2%*	
10 - 15	64	64	40	3	44	25	18	64
%V	*10.4%*	*10.9%*	*13.7%*	*8.6%*	*11.1%*	*15.1%*	*7.8%*	*11.9%*
%H (All HH)		*100.0%*	*62.5%*	*4.7%*	*68.8%*	*39.1%*	*28.1%*	*100.0%*
%H (TV HH)			*62.5%*	*4.7%*	*68.8%*	*39.1%*	*28.1%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

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	614	586	291	35	398	166	231	536
%H (All HH)		*95.4%*	*47.4%*	*5.7%*	*64.8%*	*27.0%*	*37.6%*	*87.3%*
%H (TV HH)			*49.7%*	*6.0%*	*67.9%*	*28.3%*	*39.4%*	
1	223	223	79	9	132	23	109	178
%V	*36.3%*	*38.1%*	*27.1%*	*25.7%*	*33.2%*	*13.9%*	*47.2%*	*33.2%*
%H (All HH)		*100.0%*	*35.4%*	*4.0%*	*59.2%*	*10.3%*	*48.9%*	*79.8%*
%H (TV HH)			*35.4%*	*4.0%*	*59.2%*	*10.3%*	*48.9%*	
2	205	205	111	15	139	61	77	181
%V	*33.4%*	*35.0%*	*38.1%*	*42.9%*	*34.9%*	*36.7%*	*33.3%*	*33.8%*
%H (All HH)		*100.0%*	*54.1%*	*7.3%*	*67.8%*	*29.8%*	*37.6%*	*88.3%*
%H (TV HH)			*54.1%*	*7.3%*	*67.8%*	*29.8%*	*37.6%*	
3	100	100	61	7	78	46	31	96
%V	*16.3%*	*17.1%*	*21.0%*	*20.0%*	*19.6%*	*27.7%*	*13.4%*	*17.9%*
%H (All HH)		*100.0%*	*61.0%*	*7.0%*	*78.0%*	*46.0%*	*31.0%*	*96.0%*
%H (TV HH)			*61.0%*	*7.0%*	*78.0%*	*46.0%*	*31.0%*	
4	40	40	28	4	33	25	9	39
%V	*6.5%*	*6.8%*	*9.6%*	*11.4%*	*8.3%*	*15.1%*	*3.9%*	*7.3%*
%H (All HH)		*100.0%*	*70.0%*	*10.0%*	*82.5%*	*62.5%*	*22.5%*	*97.5%*
%H (TV HH)			*70.0%*	*10.0%*	*82.5%*	*62.5%*	*22.5%*	
5+	18	18	13	1	16	11	5	18
%V	*2.9%*	*3.1%*	*4.5%*	*2.9%*	*4.0%*	*6.6%*	*2.2%*	*3.4%*
%H (All HH)		*100.0%*	*72.2%*	*5.6%*	*88.9%*	*61.1%*	*27.8%*	*100.0%*
%H (TV HH)			*72.2%*	*5.6%*	*88.9%*	*61.1%*	*27.8%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	614	586	291	35	398	166	231	536
%H (All HH)		*95.4%*	*47.4%*	*5.7%*	*64.8%*	*27.0%*	*37.6%*	*87.3%*
%H (TV HH)			*49.7%*	*6.0%*	*67.9%*	*28.3%*	*39.4%*	
Under 20"	64	64	35	3	50	24	26	56
%V	*10.4%*	*10.9%*	*12.0%*	*8.6%*	*12.6%*	*14.5%*	*11.3%*	*10.4%*
%H (All HH)		*100.0%*	*54.7%*	*4.7%*	*78.1%*	*37.5%*	*40.6%*	*87.5%*
%H (TV HH)			*54.7%*	*4.7%*	*78.1%*	*37.5%*	*40.6%*	
20" - 29"	148	148	76	9	118	58	60	129
%V	*24.1%*	*25.3%*	*26.1%*	*25.7%*	*29.6%*	*34.9%*	*26.0%*	*24.1%*
%H (All HH)		*100.0%*	*51.4%*	*6.1%*	*79.7%*	*39.2%*	*40.5%*	*87.2%*
%H (TV HH)			*51.4%*	*6.1%*	*79.7%*	*39.2%*	*40.5%*	
30" - 39"	292	292	148	16	214	96	118	252
%V	*47.6%*	*49.8%*	*50.9%*	*45.7%*	*53.8%*	*57.8%*	*51.1%*	*47.0%*
%H (All HH)		*100.0%*	*50.7%*	*5.5%*	*73.3%*	*32.9%*	*40.4%*	*86.3%*
%H (TV HH)			*50.7%*	*5.5%*	*73.3%*	*32.9%*	*40.4%*	
40" - 49"	291	291	165	21	196	98	98	274
%V	*47.4%*	*49.7%*	*56.7%*	*60.0%*	*49.2%*	*59.0%*	*42.4%*	*51.1%*
%H (All HH)		*100.0%*	*56.7%*	*7.2%*	*67.4%*	*33.7%*	*33.7%*	*94.2%*
%H (TV HH)			*56.7%*	*7.2%*	*67.4%*	*33.7%*	*33.7%*	
50" - 59"	115	115	76	8	79	50	29	108
%V	*18.7%*	*19.6%*	*26.1%*	*22.9%*	*19.8%*	*30.1%*	*12.6%*	*20.1%*
%H (All HH)		*100.0%*	*66.1%*	*7.0%*	*68.7%*	*43.5%*	*25.2%*	*93.9%*
%H (TV HH)			*66.1%*	*7.0%*	*68.7%*	*43.5%*	*25.2%*	
60"+	14	14	9	0	10	6	3	13
%V	*2.3%*	*2.4%*	*3.1%*	*0.0%*	*2.5%*	*3.6%*	*1.3%*	*2.4%*
%H (All HH)		*100.0%*	*64.3%*	*0.0%*	*71.4%*	*42.9%*	*21.4%*	*92.9%*
%H (TV HH)			*64.3%*	*0.0%*	*71.4%*	*42.9%*	*21.4%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North Scotland

Household level data

Table 7.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	614	586	291	35	398	166	231	536
%H (All HH)		*95.4%*	*47.4%*	*5.7%*	*64.8%*	*27.0%*	*37.6%*	*87.3%*
%H (TV HH)			*49.7%*	*6.0%*	*67.9%*	*28.3%*	*39.4%*	
Main living room	576	576	287	35	390	163	227	504
%V	*93.8%*	*98.3%*	*98.6%*	*100.0%*	*98.0%*	*98.2%*	*98.3%*	*94.0%*
%H (All HH)		*100.0%*	*49.8%*	*6.1%*	*67.7%*	*28.3%*	*39.4%*	*87.5%*
%H (TV HH)			*49.8%*	*6.1%*	*67.7%*	*28.3%*	*39.4%*	
Kitchen	97	97	62	3	80	47	33	89
%V	*15.8%*	*16.6%*	*21.3%*	*8.6%*	*20.1%*	*28.3%*	*14.3%*	*16.6%*
%H (All HH)		*100.0%*	*63.9%*	*3.1%*	*82.5%*	*48.5%*	*34.0%*	*91.8%*
%H (TV HH)			*63.9%*	*3.1%*	*82.5%*	*48.5%*	*34.0%*	
Adult's bedroom	255	255	147	21	187	103	84	236
%V	*41.5%*	*43.5%*	*50.5%*	*60.0%*	*47.0%*	*62.0%*	*36.4%*	*44.0%*
%H (All HH)		*100.0%*	*57.6%*	*8.2%*	*73.3%*	*40.4%*	*32.9%*	*92.5%*
%H (TV HH)			*57.6%*	*8.2%*	*73.3%*	*40.4%*	*32.9%*	
Child's bedroom	55	55	34	5	39	25	14	55
%V	*9.0%*	*9.4%*	*11.7%*	*14.3%*	*9.8%*	*15.1%*	*6.1%*	*10.3%*
%H (All HH)		*100.0%*	*61.8%*	*9.1%*	*70.9%*	*45.5%*	*25.5%*	*100.0%*
%H (TV HH)			*61.8%*	*9.1%*	*70.9%*	*45.5%*	*25.5%*	
Other bedroom	41	41	27	3	32	21	11	38
%V	*6.7%*	*7.0%*	*9.3%*	*8.6%*	*8.0%*	*12.7%*	*4.8%*	*7.1%*
%H (All HH)		*100.0%*	*65.9%*	*7.3%*	*78.0%*	*51.2%*	*26.8%*	*92.7%*
%H (TV HH)			*65.9%*	*7.3%*	*78.0%*	*51.2%*	*26.8%*	
Second living/dining room	53	53	34	3	42	25	17	51
%V	*8.6%*	*9.0%*	*11.7%*	*8.6%*	*10.6%*	*15.1%*	*7.4%*	*9.5%*
%H (All HH)		*100.0%*	*64.2%*	*5.7%*	*79.2%*	*47.2%*	*32.1%*	*96.2%*
%H (TV HH)			*64.2%*	*5.7%*	*79.2%*	*47.2%*	*32.1%*	
Study/office	10	10	9	0	7	5	1	10
%V	*1.6%*	*1.7%*	*3.1%*	*0.0%*	*1.8%*	*3.0%*	*0.4%*	*1.9%*
%H (All HH)		*100.0%*	*90.0%*	*0.0%*	*70.0%*	*50.0%*	*10.0%*	*100.0%*
%H (TV HH)			*90.0%*	*0.0%*	*70.0%*	*50.0%*	*10.0%*	
TV room	13	13	10	1	11	8	3	13
%V	*2.1%*	*2.2%*	*3.4%*	*2.9%*	*2.8%*	*4.8%*	*1.3%*	*2.4%*
%H (All HH)		*100.0%*	*76.9%*	*7.7%*	*84.6%*	*61.5%*	*23.1%*	*100.0%*
%H (TV HH)			*76.9%*	*7.7%*	*84.6%*	*61.5%*	*23.1%*	
Conservatory	15	15	10	0	13	8	5	13
%V	*2.4%*	*2.6%*	*3.4%*	*0.0%*	*3.3%*	*4.8%*	*2.2%*	*2.4%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*86.7%*	*53.3%*	*33.3%*	*86.7%*
%H (TV HH)			*66.7%*	*0.0%*	*86.7%*	*53.3%*	*33.3%*	
Attic or loft room	1	1	1	0	1	1	0	1
%V	*0.2%*	*0.2%*	*0.3%*	*0.0%*	*0.3%*	*0.6%*	*0.0%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
No specific location	1	1	0	0	1	0	0	1
%V	*0.2%*	*0.2%*	*0.0%*	*0.0%*	*0.3%*	*0.0%*	*0.0%*	*0.2%*
%H (All HH)		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*0.0%*	*0.0%*	*100.0%*	*0.0%*	*0.0%*	
Other	4	4	3	0	4	3	1	4
%V	*0.7%*	*0.7%*	*1.0%*	*0.0%*	*1.0%*	*1.8%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*100.0%*	*75.0%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*100.0%*	*75.0%*	*25.0%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 7.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	614	586	291	35	398	166	231	536
%H (All HH)		*95.4%*	*47.4%*	*5.7%*	*64.8%*	*27.0%*	*37.6%*	*87.3%*
%H (TV HH)			*49.7%*	*6.0%*	*67.9%*	*28.3%*	*39.4%*	
Any DSAT provider	291	291	291	3	151	151	0	271
%V	*47.4%*	*49.7%*	*100.0%*	*8.6%*	*37.9%*	*91.0%*	*0.0%*	*50.6%*
%H (All HH)			*100.0%*	*1.0%*	*51.9%*	*51.9%*	*0.0%*	*93.1%*
%H (TV HH)			*100.0%*	*1.0%*	*51.9%*	*51.9%*	*0.0%*	
Sky with subcription	234	234	234	2	122	122	0	222
%V	*38.1%*	*39.9%*	*80.4%*	*5.7%*	*30.7%*	*73.5%*	*0.0%*	*41.4%*
%H (All HH)			*100.0%*	*0.9%*	*52.1%*	*52.1%*	*0.0%*	*94.9%*
%H (TV HH)			*100.0%*	*0.9%*	*52.1%*	*52.1%*	*0.0%*	
Sky without subscription	23	23	23	0	11	11	0	17
%V	*3.7%*	*3.9%*	*7.9%*	*0.0%*	*2.8%*	*6.6%*	*0.0%*	*3.2%*
%H (All HH)			*100.0%*	*0.0%*	*47.8%*	*47.8%*	*0.0%*	*73.9%*
%H (TV HH)			*100.0%*	*0.0%*	*47.8%*	*47.8%*	*0.0%*	
Freesat	34	34	34	1	16	16	0	31
%V	*5.5%*	*5.8%*	*11.7%*	*2.9%*	*4.0%*	*9.6%*	*0.0%*	*5.8%*
%H (All HH)			*100.0%*	*2.9%*	*47.1%*	*47.1%*	*0.0%*	*91.2%*
%H (TV HH)			*100.0%*	*2.9%*	*47.1%*	*47.1%*	*0.0%*	
Other satellite provider	16	16	16	0	9	9	0	16
%V	*2.6%*	*2.7%*	*5.5%*	*0.0%*	*2.3%*	*5.4%*	*0.0%*	*3.0%*
%H (All HH)			*100.0%*	*0.0%*	*56.3%*	*56.3%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*56.3%*	*56.3%*	*0.0%*	
DCAB	35	35	3	35	17	17	0	31
%V	*5.7%*	*6.0%*	*1.0%*	*100.0%*	*4.3%*	*10.2%*	*0.0%*	*5.8%*
%H (All HH)			*8.6%*	*100.0%*	*48.6%*	*48.6%*	*0.0%*	*88.6%*
%H (TV HH)			*8.6%*	*100.0%*	*48.6%*	*48.6%*	*0.0%*	
DTT	398	398	151	17	398	166	231	338
%V	*64.8%*	*67.9%*	*51.9%*	*48.6%*	*100.0%*	*100.0%*	*100.0%*	*63.1%*
%H (All HH)		*100.0%*	*37.9%*	*4.3%*	*100.0%*	*41.7%*	*58.0%*	*84.9%*
%H (TV HH)			*37.9%*	*4.3%*	*100.0%*	*41.7%*	*58.0%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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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	614	586	291	35	398	166	231	536
%H (All HH)		*95.4%*	*47.4%*	*5.7%*	*64.8%*	*27.0%*	*37.6%*	*87.3%*
%H (TV HH)			*49.7%*	*6.0%*	*67.9%*	*28.3%*	*39.4%*	
PVR	353	353	248	35	223	152	72	328
%V	*57.5%*	*60.2%*	*85.2%*	*100.0%*	*56.0%*	*91.6%*	*31.2%*	*61.2%*
%H (All HH)		*100.0%*	*70.3%*	*9.9%*	*63.2%*	*43.1%*	*20.4%*	*92.9%*
%H (TV HH)			*70.3%*	*9.9%*	*63.2%*	*43.1%*	*20.4%*	
DVDR	11	11	6	1	9	5	4	10
%V	*1.8%*	*1.9%*	*2.1%*	*2.9%*	*2.3%*	*3.0%*	*1.7%*	*1.9%*
%H (All HH)		*100.0%*	*54.5%*	*9.1%*	*81.8%*	*45.5%*	*36.4%*	*90.9%*
%H (TV HH)			*54.5%*	*9.1%*	*81.8%*	*45.5%*	*36.4%*	
VCR	7	7	2	0	6	1	5	5
%V	*1.1%*	*1.2%*	*0.7%*	*0.0%*	*1.5%*	*0.6%*	*2.2%*	*0.9%*
%H (All HH)		*100.0%*	*28.6%*	*0.0%*	*85.7%*	*14.3%*	*71.4%*	*71.4%*
%H (TV HH)			*28.6%*	*0.0%*	*85.7%*	*14.3%*	*71.4%*	
Any recorder	361	361	249	35	230	152	77	333
%V	*58.8%*	*61.6%*	*85.6%*	*100.0%*	*57.8%*	*91.6%*	*33.3%*	*62.1%*
%H (All HH)		*100.0%*	*69.0%*	*9.7%*	*63.7%*	*42.1%*	*21.3%*	*92.2%*
%H (TV HH)			*69.0%*	*9.7%*	*63.7%*	*42.1%*	*21.3%*	
Receives HDTV (via STB or built-in reception)	380	380	232	32	264	146	119	355
%V	*61.9%*	*64.8%*	*79.7%*	*91.4%*	*66.3%*	*88.0%*	*51.5%*	*66.2%*
%H (All HH)		*100.0%*	*61.1%*	*8.4%*	*69.5%*	*38.4%*	*31.3%*	*93.4%*
%H (TV HH)			*61.1%*	*8.4%*	*69.5%*	*38.4%*	*31.3%*	
DVD/Blu-ray player or recorder	402	402	204	29	283	129	154	360
%V	*65.5%*	*68.6%*	*70.1%*	*82.9%*	*71.1%*	*77.7%*	*66.7%*	*67.2%*
%H (All HH)		*100.0%*	*50.7%*	*7.2%*	*70.4%*	*32.1%*	*38.3%*	*89.6%*
%H (TV HH)			*50.7%*	*7.2%*	*70.4%*	*32.1%*	*38.3%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 7.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	614	586	291	35	398	166	231	536
%H (All HH)		*95.4%*	*47.4%*	*5.7%*	*64.8%*	*27.0%*	*37.6%*	*87.3%*
%H (TV HH)			*49.7%*	*6.0%*	*67.9%*	*28.3%*	*39.4%*	
Has broadband internet	536	512	271	31	338	155	182	536
%V	*87.3%*	*87.4%*	*93.1%*	*88.6%*	*84.9%*	*93.4%*	*78.8%*	*100.0%*
%H (All HH)		*95.5%*	*50.6%*	*5.8%*	*63.1%*	*28.9%*	*34.0%*	*100.0%*
%H (TV HH)			*52.9%*	*6.1%*	*66.0%*	*30.3%*	*35.5%*	
Number of computers (PCs and laptops)								
0	106	100	32	5	75	15	59	33
%V	*17.3%*	*17.1%*	*11.0%*	*14.3%*	*18.8%*	*9.0%*	*25.5%*	*6.2%*
%H (All HH)		*94.3%*	*30.2%*	*4.7%*	*70.8%*	*14.2%*	*55.7%*	*31.1%*
%H (TV HH)			*32.0%*	*5.0%*	*75.0%*	*15.0%*	*59.0%*	
1	162	150	70	9	101	36	65	157
%V	*26.4%*	*25.6%*	*24.1%*	*25.7%*	*25.4%*	*21.7%*	*28.1%*	*29.3%*
%H (All HH)		*92.6%*	*43.2%*	*5.6%*	*62.3%*	*22.2%*	*40.1%*	*96.9%*
%H (TV HH)			*46.7%*	*6.0%*	*67.3%*	*24.0%*	*43.3%*	
2	153	148	81	8	93	41	52	153
%V	*24.9%*	*25.3%*	*27.8%*	*22.9%*	*23.4%*	*24.7%*	*22.5%*	*28.5%*
%H (All HH)		*96.7%*	*52.9%*	*5.2%*	*60.8%*	*26.8%*	*34.0%*	*100.0%*
%H (TV HH)			*54.7%*	*5.4%*	*62.8%*	*27.7%*	*35.1%*	
3	95	93	51	7	65	34	31	95
%V	*15.5%*	*15.9%*	*17.5%*	*20.0%*	*16.3%*	*20.5%*	*13.4%*	*17.7%*
%H (All HH)		*97.9%*	*53.7%*	*7.4%*	*68.4%*	*35.8%*	*32.6%*	*100.0%*
%H (TV HH)			*54.8%*	*7.5%*	*69.9%*	*36.6%*	*33.3%*	
4	52	50	30	4	35	21	13	52
%V	*8.5%*	*8.5%*	*10.3%*	*11.4%*	*8.8%*	*12.7%*	*5.6%*	*9.7%*
%H (All HH)		*96.2%*	*57.7%*	*7.7%*	*67.3%*	*40.4%*	*25.0%*	*100.0%*
%H (TV HH)			*60.0%*	*8.0%*	*70.0%*	*42.0%*	*26.0%*	
5+	46	44	27	2	29	18	11	46
%V	*7.5%*	*7.5%*	*9.3%*	*5.7%*	*7.3%*	*10.8%*	*4.8%*	*8.6%*
%H (All HH)		*95.7%*	*58.7%*	*4.3%*	*63.0%*	*39.1%*	*23.9%*	*100.0%*
%H (TV HH)			*61.4%*	*4.5%*	*65.9%*	*40.9%*	*25.0%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North Scotland

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1190	665	78	864	445	418	1083
%H		*55.9%*	*6.6%*	*72.6%*	*37.4%*	*35.1%*	*91.0%*
Under 20"	74	39	5	58	28	30	65
%V	*6.2%*	*5.9%*	*6.4%*	*6.7%*	*6.3%*	*7.2%*	*6.0%*
%H		*52.7%*	*6.8%*	*78.4%*	*37.8%*	*40.5%*	*87.8%*
20" - 29"	177	95	10	144	75	69	156
%V	*14.9%*	*14.3%*	*12.8%*	*16.7%*	*16.9%*	*16.5%*	*14.4%*
%H		*53.7%*	*5.6%*	*81.4%*	*42.4%*	*39.0%*	*88.1%*
30" - 39"	374	200	23	278	136	141	331
%V	*31.4%*	*30.1%*	*29.5%*	*32.2%*	*30.6%*	*33.7%*	*30.6%*
%H		*53.5%*	*6.1%*	*74.3%*	*36.4%*	*37.7%*	*88.5%*
40" - 49"	356	204	28	244	128	116	337
%V	*29.9%*	*30.7%*	*35.9%*	*28.2%*	*28.8%*	*27.8%*	*31.1%*
%H		*57.3%*	*7.9%*	*68.5%*	*36.0%*	*32.6%*	*94.7%*
50" - 59"	133	89	8	92	60	32	126
%V	*11.2%*	*13.4%*	*10.3%*	*10.6%*	*13.5%*	*7.7%*	*11.6%*
%H		*66.9%*	*6.0%*	*69.2%*	*45.1%*	*24.1%*	*94.7%*
60"+	14	9	0	10	6	3	13
%V	*1.2%*	*1.4%*	*0.0%*	*1.2%*	*1.3%*	*0.7%*	*1.2%*
%H		*64.3%*	*0.0%*	*71.4%*	*42.9%*	*21.4%*	*92.9%*
Don't know	61	28	5	38	12	27	55
%V	*5.1%*	*4.2%*	*6.4%*	*4.4%*	*2.7%*	*6.5%*	*5.1%*
%H		*45.9%*	*8.2%*	*62.3%*	*19.7%*	*44.3%*	*90.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North Scotland

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	1190	665	78	864	445	418	1083
%H		*55.9%*	*6.6%*	*72.6%*	*37.4%*	*35.1%*	*91.0%*
Main living room	580	289	35	394	165	229	508
%V	*48.7%*	*43.5%*	*44.9%*	*45.6%*	*37.1%*	*54.8%*	*46.9%*
%H		*49.8%*	*6.0%*	*67.9%*	*28.4%*	*39.5%*	*87.6%*
Kitchen	98	62	3	81	47	33	90
%V	*8.2%*	*9.3%*	*3.8%*	*9.4%*	*10.6%*	*7.9%*	*8.3%*
%H		*63.3%*	*3.1%*	*82.7%*	*48.0%*	*33.7%*	*91.8%*
Adult's bedroom	295	169	26	221	123	98	274
%V	*24.8%*	*25.4%*	*33.3%*	*25.6%*	*27.6%*	*23.4%*	*25.3%*
%H		*57.3%*	*8.8%*	*74.9%*	*41.7%*	*33.2%*	*92.9%*
Child's bedroom	73	45	8	51	33	19	73
%V	*6.1%*	*6.8%*	*10.3%*	*5.9%*	*7.4%*	*4.5%*	*6.7%*
%H		*61.6%*	*11.0%*	*69.9%*	*45.2%*	*26.0%*	*100.0%*
Other bedroom	47	33	3	38	26	13	45
%V	*3.9%*	*5.0%*	*3.8%*	*4.4%*	*5.8%*	*3.1%*	*4.2%*
%H		*70.2%*	*6.4%*	*80.9%*	*55.3%*	*27.7%*	*95.7%*
Second living/dining room	53	34	3	42	25	17	51
%V	*4.5%*	*5.1%*	*3.8%*	*4.9%*	*5.6%*	*4.1%*	*4.7%*
%H		*64.2%*	*5.7%*	*79.2%*	*47.2%*	*32.1%*	*96.2%*
Study/office	10	9	0	7	5	1	10
%V	*0.8%*	*1.4%*	*0.0%*	*0.8%*	*1.1%*	*0.2%*	*0.9%*
%H		*90.0%*	*0.0%*	*70.0%*	*50.0%*	*10.0%*	*100.0%*
TV room	13	10	1	11	8	3	13
%V	*1.1%*	*1.5%*	*1.3%*	*1.3%*	*1.8%*	*0.7%*	*1.2%*
%H		*76.9%*	*7.7%*	*84.6%*	*61.5%*	*23.1%*	*100.0%*
Conservatory	15	10	0	13	8	5	13
%V	*1.3%*	*1.5%*	*0.0%*	*1.5%*	*1.8%*	*1.2%*	*1.2%*
%H		*66.7%*	*0.0%*	*86.7%*	*53.3%*	*33.3%*	*86.7%*
Attic or loft room	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%*
No specific location	1	0	0	1	0	0	1
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*0.0%*	*100.0%*
Other	4	3	0	4	3	1	4
%V	*0.3%*	*0.5%*	*0.0%*	*0.5%*	*0.7%*	*0.2%*	*0.4%*
%H		*75.0%*	*0.0%*	*100.0%*	*75.0%*	*25.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North Scotland

Set level data

Table 7.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1190	665	78	864	445	418	1083
%H		*55.9%*	*6.6%*	*72.6%*	*37.4%*	*35.1%*	*91.0%*
PVR	525	393	55	318	236	82	492
%V	*44.1%*	*59.1%*	*70.5%*	*36.8%*	*53.0%*	*19.6%*	*45.4%*
%H		*74.9%*	*10.5%*	*60.6%*	*45.0%*	*15.6%*	*93.7%*
DVDR	12	6	1	10	5	5	11
%V	*1.0%*	*0.9%*	*1.3%*	*1.2%*	*1.1%*	*1.2%*	*1.0%*
%H		*50.0%*	*8.3%*	*83.3%*	*41.7%*	*41.7%*	*91.7%*
VCR	8	3	1	6	2	5	5
%V	*0.7%*	*0.5%*	*1.3%*	*0.7%*	*0.4%*	*1.2%*	*0.5%*
%H		*37.5%*	*12.5%*	*75.0%*	*25.0%*	*62.5%*	*62.5%*
Any recorder	536	397	55	328	238	89	501
%V	*45.0%*	*59.7%*	*70.5%*	*38.0%*	*53.5%*	*21.3%*	*46.3%*
%H		*74.1%*	*10.3%*	*61.2%*	*44.4%*	*16.6%*	*93.5%*

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

Set level data

Table 7.14: 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	1190	665	78	864	445	418	1083
%H		*55.9%*	*6.6%*	*72.6%*	*37.4%*	*35.1%*	*91.0%*
Receives HDTV (via STB or built-in reception)	628	409	55	446	274	172	595
%V	*52.8%*	*61.5%*	*70.5%*	*51.6%*	*61.6%*	*41.1%*	*54.9%*
%H		*65.1%*	*8.8%*	*71.0%*	*43.6%*	*27.4%*	*94.7%*
DVD/Blu-ray player or recorder	585	317	52	421	221	200	534
%V	*49.2%*	*47.7%*	*66.7%*	*48.7%*	*49.7%*	*47.8%*	*49.3%*
%H		*54.2%*	*8.9%*	*72.0%*	*37.8%*	*34.2%*	*91.3%*

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

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	585	291	35	397	166	231	512
%H		*49.7%*	*6.0%*	*67.9%*	*28.4%*	*39.5%*	*87.5%*
Under 20"	4	1	0	3	0	3	2
%V	*0.7%*	*0.3%*	*0.0%*	*0.8%*	*0.0%*	*1.3%*	*0.4%*
%H		*25.0%*	*0.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*
20" - 29"	33	6	0	26	3	23	25
%V	*5.6%*	*2.1%*	*0.0%*	*6.5%*	*1.8%*	*10.0%*	*4.9%*
%H		*18.2%*	*0.0%*	*78.8%*	*9.1%*	*69.7%*	*75.8%*
30" - 39"	150	60	7	106	33	73	116
%V	*25.6%*	*20.6%*	*20.0%*	*26.7%*	*19.9%*	*31.6%*	*22.7%*
%H		*40.0%*	*4.7%*	*70.7%*	*22.0%*	*48.7%*	*77.3%*
40" - 49"	251	137	18	168	79	89	233
%V	*42.9%*	*47.1%*	*51.4%*	*42.3%*	*47.6%*	*38.5%*	*45.5%*
%H		*54.6%*	*7.2%*	*66.9%*	*31.5%*	*35.5%*	*92.8%*
50" - 59"	105	68	7	70	43	27	99
%V	*17.9%*	*23.4%*	*20.0%*	*17.6%*	*25.9%*	*11.7%*	*19.3%*
%H		*64.8%*	*6.7%*	*66.7%*	*41.0%*	*25.7%*	*94.3%*
60"+	12	7	0	7	4	3	11
%V	*2.1%*	*2.4%*	*0.0%*	*1.8%*	*2.4%*	*1.3%*	*2.1%*
%H		*58.3%*	*0.0%*	*58.3%*	*33.3%*	*25.0%*	*91.7%*
Don't know	31	13	3	17	3	13	28
%V	*5.3%*	*4.5%*	*8.6%*	*4.3%*	*1.8%*	*5.6%*	*5.5%*
%H		*41.9%*	*9.7%*	*54.8%*	*9.7%*	*41.9%*	*90.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.16: 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	585	291	35	397	166	231	512
%H		*49.7%*	*6.0%*	*67.9%*	*28.4%*	*39.5%*	*87.5%*
PVR	345	245	35	216	149	67	321
%V	*59.0%*	*84.2%*	*100.0%*	*54.4%*	*89.8%*	*29.0%*	*62.7%*
%H		*71.0%*	*10.1%*	*62.6%*	*43.2%*	*19.4%*	*93.0%*
DVDR	9	5	0	8	4	4	8
%V	*1.5%*	*1.7%*	*0.0%*	*2.0%*	*2.4%*	*1.7%*	*1.6%*
%H		*55.6%*	*0.0%*	*88.9%*	*44.4%*	*44.4%*	*88.9%*
VCR	6	2	0	5	1	4	3
%V	*1.0%*	*0.7%*	*0.0%*	*1.3%*	*0.6%*	*1.7%*	*0.6%*
%H		*33.3%*	*0.0%*	*83.3%*	*16.7%*	*66.7%*	*50.0%*
Any recorder	353	246	35	223	150	72	326
%V	*60.3%*	*84.5%*	*100.0%*	*56.2%*	*90.4%*	*31.2%*	*63.7%*
%H		*69.7%*	*9.9%*	*63.2%*	*42.5%*	*20.4%*	*92.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	585	291	35	397	166	231	512
%H		*49.7%*	*6.0%*	*67.9%*	*28.4%*	*39.5%*	*87.5%*
Receives HDTV (via STB or built-in reception)	373	229	32	258	143	115	349
%V	*63.8%*	*78.7%*	*91.4%*	*65.0%*	*86.1%*	*49.8%*	*68.2%*
%H		*61.4%*	*8.6%*	*69.2%*	*38.3%*	*30.8%*	*93.6%*
DVD/Blu-ray player or recorder	355	177	25	246	109	138	316
%V	*60.7%*	*60.8%*	*71.4%*	*62.0%*	*65.7%*	*59.7%*	*61.7%*
%H		*49.9%*	*7.0%*	*69.3%*	*30.7%*	*38.9%*	*89.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	605	374	43	466	279	188	571
%H		*61.8%*	*7.1%*	*77.0%*	*46.1%*	*31.1%*	*94.4%*
Under 20"	70	38	5	55	27	27	63
%V	*11.6%*	*10.2%*	*11.6%*	*11.8%*	*9.7%*	*14.4%*	*11.0%*
%H		*54.3%*	*7.1%*	*78.6%*	*38.6%*	*38.6%*	*90.0%*
20" - 29"	144	90	10	118	71	46	131
%V	*23.8%*	*24.1%*	*23.3%*	*25.3%*	*25.4%*	*24.5%*	*22.9%*
%H		*62.5%*	*6.9%*	*81.9%*	*49.3%*	*31.9%*	*91.0%*
30" - 39"	225	140	15	171	103	68	215
%V	*37.2%*	*37.4%*	*34.9%*	*36.7%*	*36.9%*	*36.2%*	*37.7%*
%H		*62.2%*	*6.7%*	*76.0%*	*45.8%*	*30.2%*	*95.6%*
40" - 49"	105	68	10	76	49	27	104
%V	*17.4%*	*18.2%*	*23.3%*	*16.3%*	*17.6%*	*14.4%*	*18.2%*
%H		*64.8%*	*9.5%*	*72.4%*	*46.7%*	*25.7%*	*99.0%*
50" - 59"	28	22	1	22	17	5	27
%V	*4.6%*	*5.9%*	*2.3%*	*4.7%*	*6.1%*	*2.7%*	*4.7%*
%H		*78.6%*	*3.6%*	*78.6%*	*60.7%*	*17.9%*	*96.4%*
60"+	3	2	0	2	2	0	3
%V	*0.5%*	*0.5%*	*0.0%*	*0.4%*	*0.7%*	*0.0%*	*0.5%*
%H		*66.7%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
Don't know	30	15	2	22	8	13	28
%V	*5.0%*	*4.0%*	*4.7%*	*4.7%*	*2.9%*	*6.9%*	*4.9%*
%H		*50.0%*	*6.7%*	*73.3%*	*26.7%*	*43.3%*	*93.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.19: 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	605	374	43	466	279	188	571
%H		*61.8%*	*7.1%*	*77.0%*	*46.1%*	*31.1%*	*94.4%*
PVR	180	149	20	102	87	15	171
%V	*29.8%*	*39.8%*	*46.5%*	*21.9%*	*31.2%*	*8.0%*	*29.9%*
%H		*82.8%*	*11.1%*	*56.7%*	*48.3%*	*8.3%*	*95.0%*
DVDR	3	2	1	2	1	1	3
%V	*0.5%*	*0.5%*	*2.3%*	*0.4%*	*0.4%*	*0.5%*	*0.5%*
%H		*66.7%*	*33.3%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
VCR	2	1	0	1	1	1	2
%V	*0.3%*	*0.3%*	*0.0%*	*0.2%*	*0.4%*	*0.5%*	*0.4%*
%H		*50.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
Any recorder	183	150	20	105	88	17	175
%V	*30.2%*	*40.1%*	*46.5%*	*22.5%*	*31.5%*	*9.0%*	*30.6%*
%H		*82.0%*	*10.9%*	*57.4%*	*48.1%*	*9.3%*	*95.6%*

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

Set level data

Table 7.20: 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	605	374	43	466	279	188	571
%H		*61.8%*	*7.1%*	*77.0%*	*46.1%*	*31.1%*	*94.4%*
Receives HDTV (via STB or built-in reception)	255	181	23	187	130	57	246
%V	*42.1%*	*48.4%*	*53.5%*	*40.1%*	*46.6%*	*30.3%*	*43.1%*
%H		*71.0%*	*9.0%*	*73.3%*	*51.0%*	*22.4%*	*96.5%*
DVD/Blu-ray player or recorder	230	141	27	175	113	63	218
%V	*38.0%*	*37.7%*	*62.8%*	*37.6%*	*40.5%*	*33.5%*	*38.2%*
%H		*61.3%*	*11.7%*	*76.1%*	*49.1%*	*27.4%*	*94.8%*

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

Table 7.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1322	1279	693	81	867	421	445	1228
%H		*96.7%*	*52.4%*	*6.1%*	*65.6%*	*31.8%*	*33.7%*	*92.9%*
Total Children	225	223	133	17	145	84	61	225
%V	*17.0%*	*17.4%*	*19.2%*	*21.0%*	*16.7%*	*20.0%*	*13.7%*	*18.3%*
%H		*99.1%*	*59.1%*	*7.6%*	*64.4%*	*37.3%*	*27.1%*	*100.0%*
0 - 3	51	50	30	2	35	20	15	51
%V	*3.9%*	*3.9%*	*4.3%*	*2.5%*	*4.0%*	*4.8%*	*3.4%*	*4.2%*
%H		*98.0%*	*58.8%*	*3.9%*	*68.6%*	*39.2%*	*29.4%*	*100.0%*
4 - 15	174	172	103	15	110	64	46	174
%V	*13.2%*	*13.4%*	*14.9%*	*18.5%*	*12.7%*	*15.2%*	*10.3%*	*14.2%*
%H		*98.9%*	*59.2%*	*8.6%*	*63.2%*	*36.8%*	*26.4%*	*100.0%*
4 - 9	92	91	51	10	55	31	24	92
%V	*7.0%*	*7.1%*	*7.4%*	*12.3%*	*6.3%*	*7.4%*	*5.4%*	*7.5%*
%H		*98.9%*	*55.4%*	*10.9%*	*59.8%*	*33.7%*	*26.1%*	*100.0%*
10 - 15	81	81	51	4	55	33	23	81
%V	*6.1%*	*6.3%*	*7.4%*	*4.9%*	*6.3%*	*7.8%*	*5.2%*	*6.6%*
%H		*100.0%*	*63.0%*	*4.9%*	*67.9%*	*40.7%*	*28.4%*	*100.0%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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	1322	1279	693	81	867	421	445	1228
%H		*96.7%*	*52.4%*	*6.1%*	*65.6%*	*31.8%*	*33.7%*	*92.9%*
Total Adults (16+)	1097	1057	560	64	722	338	384	1003
%V	*83.0%*	*82.6%*	*80.8%*	*79.0%*	*83.3%*	*80.3%*	*86.3%*	*81.7%*
%H		*96.4%*	*51.0%*	*5.8%*	*65.8%*	*30.8%*	*35.0%*	*91.4%*
16 - 19	53	50	27	4	38	20	18	52
%V	*4.0%*	*3.9%*	*3.9%*	*4.9%*	*4.4%*	*4.8%*	*4.0%*	*4.2%*
%H		*94.3%*	*50.9%*	*7.5%*	*71.7%*	*37.7%*	*34.0%*	*98.1%*
20 - 24	90	81	27	4	50	15	35	89
%V	*6.8%*	*6.3%*	*3.9%*	*4.9%*	*5.8%*	*3.6%*	*7.9%*	*7.2%*
%H		*90.0%*	*30.0%*	*4.4%*	*55.6%*	*16.7%*	*38.9%*	*98.9%*
25 - 34	186	174	92	13	99	46	53	184
%V	*14.1%*	*13.6%*	*13.3%*	*16.0%*	*11.4%*	*10.9%*	*11.9%*	*15.0%*
%H		*93.5%*	*49.5%*	*7.0%*	*53.2%*	*24.7%*	*28.5%*	*98.9%*
35 - 44	166	160	91	10	106	57	49	163
%V	*12.6%*	*12.5%*	*13.1%*	*12.3%*	*12.2%*	*13.5%*	*11.0%*	*13.3%*
%H		*96.4%*	*54.8%*	*6.0%*	*63.9%*	*34.3%*	*29.5%*	*98.2%*
45 - 54	185	182	111	8	122	64	58	179
%V	*14.0%*	*14.2%*	*16.0%*	*9.9%*	*14.1%*	*15.2%*	*13.0%*	*14.6%*
%H		*98.4%*	*60.0%*	*4.3%*	*65.9%*	*34.6%*	*31.4%*	*96.8%*
55 - 64	174	171	99	11	120	61	59	160
%V	*13.2%*	*13.4%*	*14.3%*	*13.6%*	*13.8%*	*14.5%*	*13.3%*	*13.0%*
%H		*98.3%*	*56.9%*	*6.3%*	*69.0%*	*35.1%*	*33.9%*	*92.0%*
65+	243	239	114	14	186	73	113	175
%V	*18.4%*	*18.7%*	*16.5%*	*17.3%*	*21.5%*	*17.3%*	*25.4%*	*14.3%*
%H		*98.4%*	*46.9%*	*5.8%*	*76.5%*	*30.0%*	*46.5%*	*72.0%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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+)	1097	1057	560	64	722	338	384	1003
%H		*96.4%*	*51.0%*	*5.8%*	*65.8%*	*30.8%*	*35.0%*	*91.4%*
AB	273	262	153	13	191	105	87	264
%V	*24.9%*	*24.8%*	*27.3%*	*20.3%*	*26.5%*	*31.1%*	*22.7%*	*26.3%*
%H		*96.0%*	*56.0%*	*4.8%*	*70.0%*	*38.5%*	*31.9%*	*96.7%*
C1	304	290	149	23	194	89	104	289
%V	*27.7%*	*27.4%*	*26.6%*	*35.9%*	*26.9%*	*26.3%*	*27.1%*	*28.8%*
%H		*95.4%*	*49.0%*	*7.6%*	*63.8%*	*29.3%*	*34.2%*	*95.1%*
C2	281	275	155	15	184	87	97	253
%V	*25.6%*	*26.0%*	*27.7%*	*23.4%*	*25.5%*	*25.7%*	*25.3%*	*25.2%*
%H		*97.9%*	*55.2%*	*5.3%*	*65.5%*	*31.0%*	*34.5%*	*90.0%*
D	167	161	76	9	106	44	62	147
%V	*15.2%*	*15.2%*	*13.6%*	*14.1%*	*14.7%*	*13.0%*	*16.1%*	*14.7%*
%H		*96.4%*	*45.5%*	*5.4%*	*63.5%*	*26.3%*	*37.1%*	*88.0%*
E	72	68	27	5	47	13	34	50
%V	*6.6%*	*6.4%*	*4.8%*	*7.8%*	*6.5%*	*3.8%*	*8.9%*	*5.0%*
%H		*94.4%*	*37.5%*	*6.9%*	*65.3%*	*18.1%*	*47.2%*	*69.4%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1097	1057	560	64	722	338	384	1003
%H		*96.4%*	*51.0%*	*5.8%*	*65.8%*	*30.8%*	*35.0%*	*91.4%*
Working full time	525	507	285	28	329	165	165	510
%V	*47.9%*	*48.0%*	*50.9%*	*43.8%*	*45.6%*	*48.8%*	*43.0%*	*50.8%*
%H		*96.6%*	*54.3%*	*5.3%*	*62.7%*	*31.4%*	*31.4%*	*97.1%*
Working part time	125	122	73	5	77	40	37	120
%V	*11.4%*	*11.5%*	*13.0%*	*7.8%*	*10.7%*	*11.8%*	*9.6%*	*12.0%*
%H		*97.6%*	*58.4%*	*4.0%*	*61.6%*	*32.0%*	*29.6%*	*96.0%*
Not working	447	428	201	31	316	133	182	372
%V	*40.7%*	*40.5%*	*35.9%*	*48.4%*	*43.8%*	*39.3%*	*47.4%*	*37.1%*
%H		*95.7%*	*45.0%*	*6.9%*	*70.7%*	*29.8%*	*40.7%*	*83.2%*
Houseperson	614	586	291	35	398	166	231	536
%V	*56.0%*	*55.4%*	*52.0%*	*54.7%*	*55.1%*	*49.1%*	*60.2%*	*53.4%*
%H		*95.4%*	*47.4%*	*5.7%*	*64.8%*	*27.0%*	*37.6%*	*87.3%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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+)	541	518	276	31	349	167	181	496
%H		*95.7%*	*51.0%*	*5.7%*	*64.5%*	*30.9%*	*33.5%*	*91.7%*
16 - 19	29	27	12	3	22	11	11	29
%V	*5.4%*	*5.2%*	*4.3%*	*9.7%*	*6.3%*	*6.6%*	*6.1%*	*5.8%*
%H		*93.1%*	*41.4%*	*10.3%*	*75.9%*	*37.9%*	*37.9%*	*100.0%*
20 - 24	47	42	15	2	25	10	15	47
%V	*8.7%*	*8.1%*	*5.4%*	*6.5%*	*7.2%*	*6.0%*	*8.3%*	*9.5%*
%H		*89.4%*	*31.9%*	*4.3%*	*53.2%*	*21.3%*	*31.9%*	*100.0%*
25 - 34	92	85	44	6	47	21	26	91
%V	*17.0%*	*16.4%*	*15.9%*	*19.4%*	*13.5%*	*12.6%*	*14.4%*	*18.3%*
%H		*92.4%*	*47.8%*	*6.5%*	*51.1%*	*22.8%*	*28.3%*	*98.9%*
35 - 44	84	79	44	5	53	28	25	81
%V	*15.5%*	*15.3%*	*15.9%*	*16.1%*	*15.2%*	*16.8%*	*13.8%*	*16.3%*
%H		*94.0%*	*52.4%*	*6.0%*	*63.1%*	*33.3%*	*29.8%*	*96.4%*
45 - 54	87	86	51	4	56	28	27	84
%V	*16.1%*	*16.6%*	*18.5%*	*12.9%*	*16.0%*	*16.8%*	*14.9%*	*16.9%*
%H		*98.9%*	*58.6%*	*4.6%*	*64.4%*	*32.2%*	*31.0%*	*96.6%*
55 - 64	90	88	53	5	63	34	28	81
%V	*16.6%*	*17.0%*	*19.2%*	*16.1%*	*18.1%*	*20.4%*	*15.5%*	*16.3%*
%H		*97.8%*	*58.9%*	*5.6%*	*70.0%*	*37.8%*	*31.1%*	*90.0%*
65+	113	111	56	7	83	34	49	83
%V	*20.9%*	*21.4%*	*20.3%*	*22.6%*	*23.8%*	*20.4%*	*27.1%*	*16.7%*
%H		*98.2%*	*49.6%*	*6.2%*	*73.5%*	*30.1%*	*43.4%*	*73.5%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	541	518	276	31	349	167	181	496
%H		*95.7%*	*51.0%*	*5.7%*	*64.5%*	*30.9%*	*33.5%*	*91.7%*
AB	131	126	73	7	92	52	41	127
%V	*24.2%*	*24.3%*	*26.4%*	*22.6%*	*26.4%*	*31.1%*	*22.7%*	*25.6%*
%H		*96.2%*	*55.7%*	*5.3%*	*70.2%*	*39.7%*	*31.3%*	*96.9%*
C1	138	130	71	10	85	43	41	135
%V	*25.5%*	*25.1%*	*25.7%*	*32.3%*	*24.4%*	*25.7%*	*22.7%*	*27.2%*
%H		*94.2%*	*51.4%*	*7.2%*	*61.6%*	*31.2%*	*29.7%*	*97.8%*
C2	154	149	83	8	98	46	52	136
%V	*28.5%*	*28.8%*	*30.1%*	*25.8%*	*28.1%*	*27.5%*	*28.7%*	*27.4%*
%H		*96.8%*	*53.9%*	*5.2%*	*63.6%*	*29.9%*	*33.8%*	*88.3%*
D	82	80	37	4	51	22	29	72
%V	*15.2%*	*15.4%*	*13.4%*	*12.9%*	*14.6%*	*13.2%*	*16.0%*	*14.5%*
%H		*97.6%*	*45.1%*	*4.9%*	*62.2%*	*26.8%*	*35.4%*	*87.8%*
E	36	34	12	2	23	5	18	26
%V	*6.7%*	*6.6%*	*4.3%*	*6.5%*	*6.6%*	*3.0%*	*9.9%*	*5.2%*
%H		*94.4%*	*33.3%*	*5.6%*	*63.9%*	*13.9%*	*50.0%*	*72.2%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	541	518	276	31	349	167	181	496
%H		*95.7%*	*51.0%*	*5.7%*	*64.5%*	*30.9%*	*33.5%*	*91.7%*
Working full time	320	309	177	17	200	104	96	312
%V	*59.1%*	*59.7%*	*64.1%*	*54.8%*	*57.3%*	*62.3%*	*53.0%*	*62.9%*
%H		*96.6%*	*55.3%*	*5.3%*	*62.5%*	*32.5%*	*30.0%*	*97.5%*
Working part time	24	23	11	1	13	5	8	22
%V	*4.4%*	*4.4%*	*4.0%*	*3.2%*	*3.7%*	*3.0%*	*4.4%*	*4.4%*
%H		*95.8%*	*45.8%*	*4.2%*	*54.2%*	*20.8%*	*33.3%*	*91.7%*
Not working	197	187	88	13	136	58	78	162
%V	*36.4%*	*36.1%*	*31.9%*	*41.9%*	*39.0%*	*34.7%*	*43.1%*	*32.7%*
%H		*94.9%*	*44.7%*	*6.6%*	*69.0%*	*29.4%*	*39.6%*	*82.2%*
Houseperson	139	124	49	7	80	23	58	107
%V	*25.7%*	*23.9%*	*17.8%*	*22.6%*	*22.9%*	*13.8%*	*32.0%*	*21.6%*
%H		*89.2%*	*35.3%*	*5.0%*	*57.6%*	*16.5%*	*41.7%*	*77.0%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	556	539	284	33	373	170	203	507
%H		*96.9%*	*51.1%*	*5.9%*	*67.1%*	*30.6%*	*36.5%*	*91.2%*
16 - 19	24	23	14	1	15	9	7	24
%V	*4.3%*	*4.3%*	*4.9%*	*3.0%*	*4.0%*	*5.3%*	*3.4%*	*4.7%*
%H		*95.8%*	*58.3%*	*4.2%*	*62.5%*	*37.5%*	*29.2%*	*100.0%*
20 - 24	42	38	12	2	26	5	20	42
%V	*7.6%*	*7.1%*	*4.2%*	*6.1%*	*7.0%*	*2.9%*	*9.9%*	*8.3%*
%H		*90.5%*	*28.6%*	*4.8%*	*61.9%*	*11.9%*	*47.6%*	*100.0%*
25 - 34	93	89	47	7	51	25	27	93
%V	*16.7%*	*16.5%*	*16.5%*	*21.2%*	*13.7%*	*14.7%*	*13.3%*	*18.3%*
%H		*95.7%*	*50.5%*	*7.5%*	*54.8%*	*26.9%*	*29.0%*	*100.0%*
35 - 44	83	81	47	5	54	29	24	82
%V	*14.9%*	*15.0%*	*16.5%*	*15.2%*	*14.5%*	*17.1%*	*11.8%*	*16.2%*
%H		*97.6%*	*56.6%*	*6.0%*	*65.1%*	*34.9%*	*28.9%*	*98.8%*
45 - 54	98	96	60	4	67	36	31	95
%V	*17.6%*	*17.8%*	*21.1%*	*12.1%*	*18.0%*	*21.2%*	*15.3%*	*18.7%*
%H		*98.0%*	*61.2%*	*4.1%*	*68.4%*	*36.7%*	*31.6%*	*96.9%*
55 - 64	85	83	46	6	57	27	30	79
%V	*15.3%*	*15.4%*	*16.2%*	*18.2%*	*15.3%*	*15.9%*	*14.8%*	*15.6%*
%H		*97.6%*	*54.1%*	*7.1%*	*67.1%*	*31.8%*	*35.3%*	*92.9%*
65+	130	128	58	7	103	39	64	92
%V	*23.4%*	*23.7%*	*20.4%*	*21.2%*	*27.6%*	*22.9%*	*31.5%*	*18.1%*
%H		*98.5%*	*44.6%*	*5.4%*	*79.2%*	*30.0%*	*49.2%*	*70.8%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	556	539	284	33	373	170	203	507
%H		*96.9%*	*51.1%*	*5.9%*	*67.1%*	*30.6%*	*36.5%*	*91.2%*
AB	142	137	79	6	99	53	46	136
%V	*25.5%*	*25.4%*	*27.8%*	*18.2%*	*26.5%*	*31.2%*	*22.7%*	*26.8%*
%H		*96.5%*	*55.6%*	*4.2%*	*69.7%*	*37.3%*	*32.4%*	*95.8%*
C1	166	159	78	13	109	46	63	155
%V	*29.9%*	*29.5%*	*27.5%*	*39.4%*	*29.2%*	*27.1%*	*31.0%*	*30.6%*
%H		*95.8%*	*47.0%*	*7.8%*	*65.7%*	*27.7%*	*38.0%*	*93.4%*
C2	127	126	72	7	87	42	45	118
%V	*22.8%*	*23.4%*	*25.4%*	*21.2%*	*23.3%*	*24.7%*	*22.2%*	*23.3%*
%H		*99.2%*	*56.7%*	*5.5%*	*68.5%*	*33.1%*	*35.4%*	*92.9%*
D	85	82	39	5	55	22	32	75
%V	*15.3%*	*15.2%*	*13.7%*	*15.2%*	*14.7%*	*12.9%*	*15.8%*	*14.8%*
%H		*96.5%*	*45.9%*	*5.9%*	*64.7%*	*25.9%*	*37.6%*	*88.2%*
E	36	35	15	3	24	7	16	23
%V	*6.5%*	*6.5%*	*5.3%*	*9.1%*	*6.4%*	*4.1%*	*7.9%*	*4.5%*
%H		*97.2%*	*41.7%*	*8.3%*	*66.7%*	*19.4%*	*44.4%*	*63.9%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	556	539	284	33	373	170	203	507
%H		*96.9%*	*51.1%*	*5.9%*	*67.1%*	*30.6%*	*36.5%*	*91.2%*
Working full time	204	199	108	11	129	60	69	198
%V	*36.7%*	*36.9%*	*38.0%*	*33.3%*	*34.6%*	*35.3%*	*34.0%*	*39.1%*
%H		*97.5%*	*52.9%*	*5.4%*	*63.2%*	*29.4%*	*33.8%*	*97.1%*
Working part time	101	99	62	3	64	35	29	99
%V	*18.2%*	*18.4%*	*21.8%*	*9.1%*	*17.2%*	*20.6%*	*14.3%*	*19.5%*
%H		*98.0%*	*61.4%*	*3.0%*	*63.4%*	*34.7%*	*28.7%*	*98.0%*
Not working	250	241	113	18	180	75	105	210
%V	*45.0%*	*44.7%*	*39.8%*	*54.5%*	*48.3%*	*44.1%*	*51.7%*	*41.4%*
%H		*96.4%*	*45.2%*	*7.2%*	*72.0%*	*30.0%*	*42.0%*	*84.0%*
Houseperson	475	461	243	29	318	144	174	429
%V	*85.4%*	*85.5%*	*85.6%*	*87.9%*	*85.3%*	*84.7%*	*85.7%*	*84.6%*
%H		*97.1%*	*51.2%*	*6.1%*	*66.9%*	*30.3%*	*36.6%*	*90.3%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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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	3231	3090	1252	433	2007	689	1318	2892
%H (All HH)		*95.6%*	*38.7%*	*13.4%*	*62.1%*	*21.3%*	*40.8%*	*89.5%*
%H (TV HH)			*40.5%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	
AB	954	920	393	128	595	222	374	921
%V	*29.5%*	*29.8%*	*31.4%*	*29.6%*	*29.6%*	*32.2%*	*28.4%*	*31.8%*
%H (All HH)		*96.4%*	*41.2%*	*13.4%*	*62.4%*	*23.3%*	*39.2%*	*96.5%*
%H (TV HH)			*42.7%*	*13.9%*	*64.7%*	*24.1%*	*40.7%*	
C1	1094	1036	423	141	676	228	448	993
%V	*33.9%*	*33.5%*	*33.8%*	*32.6%*	*33.7%*	*33.1%*	*34.0%*	*34.3%*
%H (All HH)		*94.7%*	*38.7%*	*12.9%*	*61.8%*	*20.8%*	*41.0%*	*90.8%*
%H (TV HH)			*40.8%*	*13.6%*	*65.3%*	*22.0%*	*43.2%*	
C2	594	577	239	105	351	134	217	536
%V	*18.4%*	*18.7%*	*19.1%*	*24.2%*	*17.5%*	*19.4%*	*16.5%*	*18.5%*
%H (All HH)		*97.1%*	*40.2%*	*17.7%*	*59.1%*	*22.6%*	*36.5%*	*90.2%*
%H (TV HH)			*41.4%*	*18.2%*	*60.8%*	*23.2%*	*37.6%*	
D	356	338	132	38	223	71	152	286
%V	*11.0%*	*10.9%*	*10.5%*	*8.8%*	*11.1%*	*10.3%*	*11.5%*	*9.9%*
%H (All HH)		*94.9%*	*37.1%*	*10.7%*	*62.6%*	*19.9%*	*42.7%*	*80.3%*
%H (TV HH)			*39.1%*	*11.2%*	*66.0%*	*21.0%*	*45.0%*	
E	233	218	66	22	161	35	126	156
%V	*7.2%*	*7.1%*	*5.3%*	*5.1%*	*8.0%*	*5.1%*	*9.6%*	*5.4%*
%H (All HH)		*93.6%*	*28.3%*	*9.4%*	*69.1%*	*15.0%*	*54.1%*	*67.0%*
%H (TV HH)			*30.3%*	*10.1%*	*73.9%*	*16.1%*	*57.8%*	

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

%V = percentage of vertical total

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

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

Table 8.2: 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	3231	3090	1252	433	2007	689	1318	2892
%H (All HH)		*95.6%*	*38.7%*	*13.4%*	*62.1%*	*21.3%*	*40.8%*	*89.5%*
%H (TV HH)			*40.5%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	
Under 25	99	77	24	9	40	10	30	97
%V	*3.1%*	*2.5%*	*1.9%*	*2.1%*	*2.0%*	*1.5%*	*2.3%*	*3.4%*
%H (All HH)		*77.8%*	*24.2%*	*9.1%*	*40.4%*	*10.1%*	*30.3%*	*98.0%*
%H (TV HH)			*31.2%*	*11.7%*	*51.9%*	*13.0%*	*39.0%*	
25 - 34	446	410	157	56	217	67	150	435
%V	*13.8%*	*13.3%*	*12.5%*	*12.9%*	*10.8%*	*9.7%*	*11.4%*	*15.0%*
%H (All HH)		*91.9%*	*35.2%*	*12.6%*	*48.7%*	*15.0%*	*33.6%*	*97.5%*
%H (TV HH)			*38.3%*	*13.7%*	*52.9%*	*16.3%*	*36.6%*	
35 - 44	519	484	220	83	275	109	166	502
%V	*16.1%*	*15.7%*	*17.6%*	*19.2%*	*13.7%*	*15.8%*	*12.6%*	*17.4%*
%H (All HH)		*93.3%*	*42.4%*	*16.0%*	*53.0%*	*21.0%*	*32.0%*	*96.7%*
%H (TV HH)			*45.5%*	*17.1%*	*56.8%*	*22.5%*	*34.3%*	
45 - 54	604	591	278	107	352	153	198	586
%V	*18.7%*	*19.1%*	*22.2%*	*24.7%*	*17.5%*	*22.2%*	*15.0%*	*20.3%*
%H (All HH)		*97.8%*	*46.0%*	*17.7%*	*58.3%*	*25.3%*	*32.8%*	*97.0%*
%H (TV HH)			*47.0%*	*18.1%*	*59.6%*	*25.9%*	*33.5%*	
55 - 64	574	560	248	84	365	140	226	541
%V	*17.8%*	*18.1%*	*19.8%*	*19.4%*	*18.2%*	*20.3%*	*17.1%*	*18.7%*
%H (All HH)		*97.6%*	*43.2%*	*14.6%*	*63.6%*	*24.4%*	*39.4%*	*94.3%*
%H (TV HH)			*44.3%*	*15.0%*	*65.2%*	*25.0%*	*40.4%*	
65 +	989	967	324	95	758	210	547	732
%V	*30.6%*	*31.3%*	*25.9%*	*21.9%*	*37.8%*	*30.5%*	*41.5%*	*25.3%*
%H (All HH)		*97.8%*	*32.8%*	*9.6%*	*76.6%*	*21.2%*	*55.3%*	*74.0%*
%H (TV HH)			*33.5%*	*9.8%*	*78.4%*	*21.7%*	*56.6%*	

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

%V = percentage of vertical total

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

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

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	3231	3090	1252	433	2007	689	1318	2892
%H (All HH)		*95.6%*	*38.7%*	*13.4%*	*62.1%*	*21.3%*	*40.8%*	*89.5%*
%H (TV HH)			*40.5%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	
1	970	906	246	99	684	139	545	708
%V	*30.0%*	*29.3%*	*19.6%*	*22.9%*	*34.1%*	*20.2%*	*41.4%*	*24.5%*
%H (All HH)		*93.4%*	*25.4%*	*10.2%*	*70.5%*	*14.3%*	*56.2%*	*73.0%*
%H (TV HH)			*27.2%*	*10.9%*	*75.5%*	*15.3%*	*60.2%*	
2	1192	1155	494	149	760	282	478	1125
%V	*36.9%*	*37.4%*	*39.5%*	*34.4%*	*37.9%*	*40.9%*	*36.3%*	*38.9%*
%H (All HH)		*96.9%*	*41.4%*	*12.5%*	*63.8%*	*23.7%*	*40.1%*	*94.4%*
%H (TV HH)			*42.8%*	*12.9%*	*65.8%*	*24.4%*	*41.4%*	
3	453	437	217	73	244	112	132	446
%V	*14.0%*	*14.1%*	*17.3%*	*16.9%*	*12.2%*	*16.3%*	*10.0%*	*15.4%*
%H (All HH)		*96.5%*	*47.9%*	*16.1%*	*53.9%*	*24.7%*	*29.1%*	*98.5%*
%H (TV HH)			*49.7%*	*16.7%*	*55.8%*	*25.6%*	*30.2%*	
4	421	407	205	73	223	106	117	420
%V	*13.0%*	*13.2%*	*16.4%*	*16.9%*	*11.1%*	*15.4%*	*8.9%*	*14.5%*
%H (All HH)		*96.7%*	*48.7%*	*17.3%*	*53.0%*	*25.2%*	*27.8%*	*99.8%*
%H (TV HH)			*50.4%*	*17.9%*	*54.8%*	*26.0%*	*28.7%*	
5+	195	185	91	39	96	50	46	194
%V	*6.0%*	*6.0%*	*7.3%*	*9.0%*	*4.8%*	*7.3%*	*3.5%*	*6.7%*
%H (All HH)		*94.9%*	*46.7%*	*20.0%*	*49.2%*	*25.6%*	*23.6%*	*99.5%*
%H (TV HH)			*49.2%*	*21.1%*	*51.9%*	*27.0%*	*24.9%*	
Average HH size	2.30	2.31	2.54	2.59	2.16	2.51	1.98	2.43

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

%V = percentage of vertical total

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

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

Table 8.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3231	3090	1252	433	2007	689	1318	2892
%H (All HH)		*95.6%*	*38.7%*	*13.4%*	*62.1%*	*21.3%*	*40.8%*	*89.5%*
%H (TV HH)			*40.5%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	
Without	2458	2331	888	302	1607	519	1088	2122
%V	*76.1%*	*75.4%*	*70.9%*	*69.7%*	*80.1%*	*75.3%*	*82.5%*	*73.4%*
%H (All HH)		*94.8%*	*36.1%*	*12.3%*	*65.4%*	*21.1%*	*44.3%*	*86.3%*
%H (TV HH)			*38.1%*	*13.0%*	*68.9%*	*22.3%*	*46.7%*	
With	773	758	364	131	400	170	230	770
%V	*23.9%*	*24.5%*	*29.1%*	*30.3%*	*19.9%*	*24.7%*	*17.5%*	*26.6%*
%H (All HH)		*98.1%*	*47.1%*	*16.9%*	*51.7%*	*22.0%*	*29.8%*	*99.6%*
%H (TV HH)			*48.0%*	*17.3%*	*52.8%*	*22.4%*	*30.3%*	
0 - 3	272	264	126	39	135	54	82	271
%V	*8.4%*	*8.5%*	*10.1%*	*9.0%*	*6.7%*	*7.8%*	*6.2%*	*9.4%*
%H (All HH)		*97.1%*	*46.3%*	*14.3%*	*49.6%*	*19.9%*	*30.1%*	*99.6%*
%H (TV HH)			*47.7%*	*14.8%*	*51.1%*	*20.5%*	*31.1%*	
4 - 9	415	406	195	69	211	88	123	413
%V	*12.8%*	*13.1%*	*15.6%*	*15.9%*	*10.5%*	*12.8%*	*9.3%*	*14.3%*
%H (All HH)		*97.8%*	*47.0%*	*16.6%*	*50.8%*	*21.2%*	*29.6%*	*99.5%*
%H (TV HH)			*48.0%*	*17.0%*	*52.0%*	*21.7%*	*30.3%*	
10 - 15	378	373	181	75	205	98	107	377
%V	*11.7%*	*12.1%*	*14.5%*	*17.3%*	*10.2%*	*14.2%*	*8.1%*	*13.0%*
%H (All HH)		*98.7%*	*47.9%*	*19.8%*	*54.2%*	*25.9%*	*28.3%*	*99.7%*
%H (TV HH)			*48.5%*	*20.1%*	*55.0%*	*26.3%*	*28.7%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South, South East and Channel Islands

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3231	3090	1252	433	2007	689	1318	2892
%H (All HH)		*95.6%*	*38.7%*	*13.4%*	*62.1%*	*21.3%*	*40.8%*	*89.5%*
%H (TV HH)			*40.5%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	
1	1359	1359	410	171	814	116	698	1154
%V	*42.1%*	*44.0%*	*32.7%*	*39.5%*	*40.6%*	*16.8%*	*53.0%*	*39.9%*
%H (All HH)		*100.0%*	*30.2%*	*12.6%*	*59.9%*	*8.5%*	*51.4%*	*84.9%*
%H (TV HH)			*30.2%*	*12.6%*	*59.9%*	*8.5%*	*51.4%*	
2	970	970	426	133	661	258	403	882
%V	*30.0%*	*31.4%*	*34.0%*	*30.7%*	*32.9%*	*37.4%*	*30.6%*	*30.5%*
%H (All HH)		*100.0%*	*43.9%*	*13.7%*	*68.1%*	*26.6%*	*41.5%*	*90.9%*
%H (TV HH)			*43.9%*	*13.7%*	*68.1%*	*26.6%*	*41.5%*	
3	464	464	240	77	314	168	146	447
%V	*14.4%*	*15.0%*	*19.2%*	*17.8%*	*15.6%*	*24.4%*	*11.1%*	*15.5%*
%H (All HH)		*100.0%*	*51.7%*	*16.6%*	*67.7%*	*36.2%*	*31.5%*	*96.3%*
%H (TV HH)			*51.7%*	*16.6%*	*67.7%*	*36.2%*	*31.5%*	
4	197	197	111	33	143	91	53	194
%V	*6.1%*	*6.4%*	*8.9%*	*7.6%*	*7.1%*	*13.2%*	*4.0%*	*6.7%*
%H (All HH)		*100.0%*	*56.3%*	*16.8%*	*72.6%*	*46.2%*	*26.9%*	*98.5%*
%H (TV HH)			*56.3%*	*16.8%*	*72.6%*	*46.2%*	*26.9%*	
5+	100	100	67	20	75	56	18	99
%V	*3.1%*	*3.2%*	*5.4%*	*4.6%*	*3.7%*	*8.1%*	*1.4%*	*3.4%*
%H (All HH)		*100.0%*	*67.0%*	*20.0%*	*75.0%*	*56.0%*	*18.0%*	*99.0%*
%H (TV HH)			*67.0%*	*20.0%*	*75.0%*	*56.0%*	*18.0%*	

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

%V = percentage of vertical total

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

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

Table 8.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3231	3090	1252	433	2007	689	1318	2892
%H (All HH)		*95.6%*	*38.7%*	*13.4%*	*62.1%*	*21.3%*	*40.8%*	*89.5%*
%H (TV HH)			*40.5%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	
Under 20"	374	374	155	47	290	119	171	326
%V	*11.6%*	*12.1%*	*12.4%*	*10.9%*	*14.4%*	*17.3%*	*13.0%*	*11.3%*
%H (All HH)		*100.0%*	*41.4%*	*12.6%*	*77.5%*	*31.8%*	*45.7%*	*87.2%*
%H (TV HH)			*41.4%*	*12.6%*	*77.5%*	*31.8%*	*45.7%*	
20" - 29"	870	870	359	120	661	271	390	762
%V	*26.9%*	*28.2%*	*28.7%*	*27.7%*	*32.9%*	*39.3%*	*29.6%*	*26.3%*
%H (All HH)		*100.0%*	*41.3%*	*13.8%*	*76.0%*	*31.1%*	*44.8%*	*87.6%*
%H (TV HH)			*41.3%*	*13.8%*	*76.0%*	*31.1%*	*44.8%*	
30" - 39"	1398	1398	573	205	952	357	595	1268
%V	*43.3%*	*45.2%*	*45.8%*	*47.3%*	*47.4%*	*51.8%*	*45.1%*	*43.8%*
%H (All HH)		*100.0%*	*41.0%*	*14.7%*	*68.1%*	*25.5%*	*42.6%*	*90.7%*
%H (TV HH)			*41.0%*	*14.7%*	*68.1%*	*25.5%*	*42.6%*	
40" - 49"	1432	1432	703	226	873	402	471	1352
%V	*44.3%*	*46.3%*	*56.2%*	*52.2%*	*43.5%*	*58.3%*	*35.7%*	*46.7%*
%H (All HH)		*100.0%*	*49.1%*	*15.8%*	*61.0%*	*28.1%*	*32.9%*	*94.4%*
%H (TV HH)			*49.1%*	*15.8%*	*61.0%*	*28.1%*	*32.9%*	
50" - 59"	462	462	254	72	273	154	119	455
%V	*14.3%*	*15.0%*	*20.3%*	*16.6%*	*13.6%*	*22.4%*	*9.0%*	*15.7%*
%H (All HH)		*100.0%*	*55.0%*	*15.6%*	*59.1%*	*33.3%*	*25.8%*	*98.5%*
%H (TV HH)			*55.0%*	*15.6%*	*59.1%*	*33.3%*	*25.8%*	
60"+	61	61	38	13	27	18	9	58
%V	*1.9%*	*2.0%*	*3.0%*	*3.0%*	*1.3%*	*2.6%*	*0.7%*	*2.0%*
%H (All HH)		*100.0%*	*62.3%*	*21.3%*	*44.3%*	*29.5%*	*14.8%*	*95.1%*
%H (TV HH)			*62.3%*	*21.3%*	*44.3%*	*29.5%*	*14.8%*	

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

%V = percentage of vertical total

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

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

Table 8.7: 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	3231	3090	1252	433	2007	689	1318	2892
%H (All HH)		*95.6%*	*38.7%*	*13.4%*	*62.1%*	*21.3%*	*40.8%*	*89.5%*
%H (TV HH)			*40.5%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	
Main living room	3055	3055	1245	430	1987	686	1301	2744
%V	*94.6%*	*98.9%*	*99.4%*	*99.3%*	*99.0%*	*99.6%*	*98.7%*	*94.9%*
%H (All HH)		*100.0%*	*40.8%*	*14.1%*	*65.0%*	*22.5%*	*42.6%*	*89.8%*
%H (TV HH)			*40.8%*	*14.1%*	*65.0%*	*22.5%*	*42.6%*	
Kitchen	312	312	141	47	251	124	126	289
%V	*9.7%*	*10.1%*	*11.3%*	*10.9%*	*12.5%*	*18.0%*	*9.6%*	*10.0%*
%H (All HH)		*100.0%*	*45.2%*	*15.1%*	*80.4%*	*39.7%*	*40.4%*	*92.6%*
%H (TV HH)			*45.2%*	*15.1%*	*80.4%*	*39.7%*	*40.4%*	
Adult's bedroom	1345	1345	660	208	934	462	471	1257
%V	*41.6%*	*43.5%*	*52.7%*	*48.0%*	*46.5%*	*67.1%*	*35.7%*	*43.5%*
%H (All HH)		*100.0%*	*49.1%*	*15.5%*	*69.4%*	*34.3%*	*35.0%*	*93.5%*
%H (TV HH)			*49.1%*	*15.5%*	*69.4%*	*34.3%*	*35.0%*	
Child's bedroom	239	239	132	45	143	84	58	239
%V	*7.4%*	*7.7%*	*10.5%*	*10.4%*	*7.1%*	*12.2%*	*4.4%*	*8.3%*
%H (All HH)		*100.0%*	*55.2%*	*18.8%*	*59.8%*	*35.1%*	*24.3%*	*100.0%*
%H (TV HH)			*55.2%*	*18.8%*	*59.8%*	*35.1%*	*24.3%*	
Other bedroom	198	198	112	37	141	91	50	190
%V	*6.1%*	*6.4%*	*8.9%*	*8.5%*	*7.0%*	*13.2%*	*3.8%*	*6.6%*
%H (All HH)		*100.0%*	*56.6%*	*18.7%*	*71.2%*	*46.0%*	*25.3%*	*96.0%*
%H (TV HH)			*56.6%*	*18.7%*	*71.2%*	*46.0%*	*25.3%*	
Second living/dining room	276	276	142	40	189	96	93	270
%V	*8.5%*	*8.9%*	*11.3%*	*9.2%*	*9.4%*	*13.9%*	*7.1%*	*9.3%*
%H (All HH)		*100.0%*	*51.4%*	*14.5%*	*68.5%*	*34.8%*	*33.7%*	*97.8%*
%H (TV HH)			*51.4%*	*14.5%*	*68.5%*	*34.8%*	*33.7%*	
Study/office	64	64	29	6	48	18	30	63
%V	*2.0%*	*2.1%*	*2.3%*	*1.4%*	*2.4%*	*2.6%*	*2.3%*	*2.2%*
%H (All HH)		*100.0%*	*45.3%*	*9.4%*	*75.0%*	*28.1%*	*46.9%*	*98.4%*
%H (TV HH)			*45.3%*	*9.4%*	*75.0%*	*28.1%*	*46.9%*	
TV room	26	26	17	2	18	10	7	26
%V	*0.8%*	*0.8%*	*1.4%*	*0.5%*	*0.9%*	*1.5%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*65.4%*	*7.7%*	*69.2%*	*38.5%*	*26.9%*	*100.0%*
%H (TV HH)			*65.4%*	*7.7%*	*69.2%*	*38.5%*	*26.9%*	
Conservatory	64	64	38	16	42	30	12	63
%V	*2.0%*	*2.1%*	*3.0%*	*3.7%*	*2.1%*	*4.4%*	*0.9%*	*2.2%*
%H (All HH)		*100.0%*	*59.4%*	*25.0%*	*65.6%*	*46.9%*	*18.8%*	*98.4%*
%H (TV HH)			*59.4%*	*25.0%*	*65.6%*	*46.9%*	*18.8%*	
Attic or loft room	7	7	4	1	7	5	2	7
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.7%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*57.1%*	*14.3%*	*100.0%*	*71.4%*	*28.6%*	*100.0%*
%H (TV HH)			*57.1%*	*14.3%*	*100.0%*	*71.4%*	*28.6%*	
No specific location	3	3	3	0	2	2	0	3
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.3%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	
Other	33	33	20	5	25	16	10	33
%V	*1.0%*	*1.1%*	*1.6%*	*1.2%*	*1.2%*	*2.3%*	*0.8%*	*1.1%*
%H (All HH)		*100.0%*	*60.6%*	*15.2%*	*75.8%*	*48.5%*	*30.3%*	*100.0%*
%H (TV HH)			*60.6%*	*15.2%*	*75.8%*	*48.5%*	*30.3%*	

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

%V = percentage of vertical total

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

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

Table 8.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3231	3090	1252	433	2007	689	1318	2892
%H (All HH)		*95.6%*	*38.7%*	*13.4%*	*62.1%*	*21.3%*	*40.8%*	*89.5%*
%H (TV HH)			*40.5%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	
Any DSAT provider	1252	1252	1252	22	537	537	0	1189
%V	*38.7%*	*40.5%*	*100.0%*	*5.1%*	*26.8%*	*77.9%*	*0.0%*	*41.1%*
%H (All HH)			*100.0%*	*1.8%*	*42.9%*	*42.9%*	*0.0%*	*95.0%*
%H (TV HH)			*100.0%*	*1.8%*	*42.9%*	*42.9%*	*0.0%*	
Sky with subcription	991	991	991	10	406	406	0	947
%V	*30.7%*	*32.1%*	*79.2%*	*2.3%*	*20.2%*	*58.9%*	*0.0%*	*32.7%*
%H (All HH)			*100.0%*	*1.0%*	*41.0%*	*41.0%*	*0.0%*	*95.6%*
%H (TV HH)			*100.0%*	*1.0%*	*41.0%*	*41.0%*	*0.0%*	
Sky without subscription	59	59	59	2	27	27	0	49
%V	*1.8%*	*1.9%*	*4.7%*	*0.5%*	*1.3%*	*3.9%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*3.4%*	*45.8%*	*45.8%*	*0.0%*	*83.1%*
%H (TV HH)			*100.0%*	*3.4%*	*45.8%*	*45.8%*	*0.0%*	
Freesat	206	206	206	9	111	111	0	196
%V	*6.4%*	*6.7%*	*16.5%*	*2.1%*	*5.5%*	*16.1%*	*0.0%*	*6.8%*
%H (All HH)			*100.0%*	*4.4%*	*53.9%*	*53.9%*	*0.0%*	*95.1%*
%H (TV HH)			*100.0%*	*4.4%*	*53.9%*	*53.9%*	*0.0%*	
Other satellite provider	75	75	75	1	36	36	0	72
%V	*2.3%*	*2.4%*	*6.0%*	*0.2%*	*1.8%*	*5.2%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*1.3%*	*48.0%*	*48.0%*	*0.0%*	*96.0%*
%H (TV HH)			*100.0%*	*1.3%*	*48.0%*	*48.0%*	*0.0%*	
DCAB	433	433	22	433	165	165	0	411
%V	*13.4%*	*14.0%*	*1.8%*	*100.0%*	*8.2%*	*23.9%*	*0.0%*	*14.2%*
%H (All HH)			*5.1%*	*100.0%*	*38.1%*	*38.1%*	*0.0%*	*94.9%*
%H (TV HH)			*5.1%*	*100.0%*	*38.1%*	*38.1%*	*0.0%*	
DTT	2007	2007	537	165	2007	689	1318	1743
%V	*62.1%*	*65.0%*	*42.9%*	*38.1%*	*100.0%*	*100.0%*	*100.0%*	*60.3%*
%H (All HH)		*100.0%*	*26.8%*	*8.2%*	*100.0%*	*34.3%*	*65.7%*	*86.8%*
%H (TV HH)			*26.8%*	*8.2%*	*100.0%*	*34.3%*	*65.7%*	

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

%V = percentage of vertical total

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

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

Table 8.9: 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	3231	3090	1252	433	2007	689	1318	2892
%H (All HH)		*95.6%*	*38.7%*	*13.4%*	*62.1%*	*21.3%*	*40.8%*	*89.5%*
%H (TV HH)			*40.5%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	
PVR	2045	2045	1126	410	1157	630	528	1943
%V	*63.3%*	*66.2%*	*89.9%*	*94.7%*	*57.6%*	*91.4%*	*40.1%*	*67.2%*
%H (All HH)		*100.0%*	*55.1%*	*20.0%*	*56.6%*	*30.8%*	*25.8%*	*95.0%*
%H (TV HH)			*55.1%*	*20.0%*	*56.6%*	*30.8%*	*25.8%*	
DVDR	57	57	23	13	43	20	23	54
%V	*1.8%*	*1.8%*	*1.8%*	*3.0%*	*2.1%*	*2.9%*	*1.7%*	*1.9%*
%H (All HH)		*100.0%*	*40.4%*	*22.8%*	*75.4%*	*35.1%*	*40.4%*	*94.7%*
%H (TV HH)			*40.4%*	*22.8%*	*75.4%*	*35.1%*	*40.4%*	
VCR	15	15	7	3	13	8	5	14
%V	*0.5%*	*0.5%*	*0.6%*	*0.7%*	*0.6%*	*1.2%*	*0.4%*	*0.5%*
%H (All HH)		*100.0%*	*46.7%*	*20.0%*	*86.7%*	*53.3%*	*33.3%*	*93.3%*
%H (TV HH)			*46.7%*	*20.0%*	*86.7%*	*53.3%*	*33.3%*	
Any recorder	2067	2067	1132	413	1179	637	542	1962
%V	*64.0%*	*66.9%*	*90.4%*	*95.4%*	*58.7%*	*92.5%*	*41.1%*	*67.8%*
%H (All HH)		*100.0%*	*54.8%*	*20.0%*	*57.0%*	*30.8%*	*26.2%*	*94.9%*
%H (TV HH)			*54.8%*	*20.0%*	*57.0%*	*30.8%*	*26.2%*	
Receives HDTV (via STB or built-in reception)	2290	2290	1073	384	1465	609	856	2169
%V	*70.9%*	*74.1%*	*85.7%*	*88.7%*	*73.0%*	*88.4%*	*64.9%*	*75.0%*
%H (All HH)		*100.0%*	*46.9%*	*16.8%*	*64.0%*	*26.6%*	*37.4%*	*94.7%*
%H (TV HH)			*46.9%*	*16.8%*	*64.0%*	*26.6%*	*37.4%*	
DVD/Blu-ray player or recorder	2157	2157	932	312	1416	541	875	2006
%V	*66.8%*	*69.8%*	*74.4%*	*72.1%*	*70.6%*	*78.5%*	*66.4%*	*69.4%*
%H (All HH)		*100.0%*	*43.2%*	*14.5%*	*65.6%*	*25.1%*	*40.6%*	*93.0%*
%H (TV HH)			*43.2%*	*14.5%*	*65.6%*	*25.1%*	*40.6%*	

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

%V = percentage of vertical total

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

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

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	3231	3090	1252	433	2007	689	1318	2892
%H (All HH)		*95.6%*	*38.7%*	*13.4%*	*62.1%*	*21.3%*	*40.8%*	*89.5%*
%H (TV HH)			*40.5%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	
Has broadband internet	2892	2776	1189	411	1743	652	1091	2892
%V	*89.5%*	*89.8%*	*95.0%*	*94.9%*	*86.8%*	*94.6%*	*82.8%*	*100.0%*
%H (All HH)		*96.0%*	*41.1%*	*14.2%*	*60.3%*	*22.5%*	*37.7%*	*100.0%*
%H (TV HH)			*42.8%*	*14.8%*	*62.8%*	*23.5%*	*39.3%*	
Number of computers (PCs and laptops)								
0	423	399	93	38	307	47	260	120
%V	*13.1%*	*12.9%*	*7.4%*	*8.8%*	*15.3%*	*6.8%*	*19.7%*	*4.1%*
%H (All HH)		*94.3%*	*22.0%*	*9.0%*	*72.6%*	*11.1%*	*61.5%*	*28.4%*
%H (TV HH)			*23.3%*	*9.5%*	*76.9%*	*11.8%*	*65.2%*	
1	802	761	262	97	519	141	379	772
%V	*24.8%*	*24.6%*	*20.9%*	*22.4%*	*25.9%*	*20.5%*	*28.8%*	*26.7%*
%H (All HH)		*94.9%*	*32.7%*	*12.1%*	*64.7%*	*17.6%*	*47.3%*	*96.3%*
%H (TV HH)			*34.4%*	*12.7%*	*68.2%*	*18.5%*	*49.8%*	
2	818	784	317	105	503	170	334	815
%V	*25.3%*	*25.4%*	*25.3%*	*24.2%*	*25.1%*	*24.7%*	*25.3%*	*28.2%*
%H (All HH)		*95.8%*	*38.8%*	*12.8%*	*61.5%*	*20.8%*	*40.8%*	*99.6%*
%H (TV HH)			*40.4%*	*13.4%*	*64.2%*	*21.7%*	*42.6%*	
3	506	490	229	81	298	128	169	504
%V	*15.7%*	*15.9%*	*18.3%*	*18.7%*	*14.8%*	*18.6%*	*12.8%*	*17.4%*
%H (All HH)		*96.8%*	*45.3%*	*16.0%*	*58.9%*	*25.3%*	*33.4%*	*99.6%*
%H (TV HH)			*46.7%*	*16.5%*	*60.8%*	*26.1%*	*34.5%*	
4	326	316	165	52	182	92	90	326
%V	*10.1%*	*10.2%*	*13.2%*	*12.0%*	*9.1%*	*13.4%*	*6.8%*	*11.3%*
%H (All HH)		*96.9%*	*50.6%*	*16.0%*	*55.8%*	*28.2%*	*27.6%*	*100.0%*
%H (TV HH)			*52.2%*	*16.5%*	*57.6%*	*29.1%*	*28.5%*	
5+	356	340	186	60	197	111	86	355
%V	*11.0%*	*11.0%*	*14.9%*	*13.9%*	*9.8%*	*16.1%*	*6.5%*	*12.3%*
%H (All HH)		*95.5%*	*52.2%*	*16.9%*	*55.3%*	*31.2%*	*24.2%*	*99.7%*
%H (TV HH)			*54.7%*	*17.6%*	*57.9%*	*32.6%*	*25.3%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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ITV South, South East and Channel Islands

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6016	2775	913	4052	1803	2249	5567
%H		*46.1%*	*15.2%*	*67.4%*	*30.0%*	*37.4%*	*92.5%*
Under 20"	447	190	58	356	157	200	394
%V	*7.4%*	*6.8%*	*6.4%*	*8.8%*	*8.7%*	*8.9%*	*7.1%*
%H		*42.5%*	*13.0%*	*79.6%*	*35.1%*	*44.7%*	*88.1%*
20" - 29"	1090	472	159	838	377	461	971
%V	*18.1%*	*17.0%*	*17.4%*	*20.7%*	*20.9%*	*20.5%*	*17.4%*
%H		*43.3%*	*14.6%*	*76.9%*	*34.6%*	*42.3%*	*89.1%*
30" - 39"	1737	742	262	1182	475	707	1597
%V	*28.9%*	*26.7%*	*28.7%*	*29.2%*	*26.3%*	*31.4%*	*28.7%*
%H		*42.7%*	*15.1%*	*68.0%*	*27.3%*	*40.7%*	*91.9%*
40" - 49"	1697	857	276	1039	508	531	1612
%V	*28.2%*	*30.9%*	*30.2%*	*25.6%*	*28.2%*	*23.6%*	*29.0%*
%H		*50.5%*	*16.3%*	*61.2%*	*29.9%*	*31.3%*	*95.0%*
50" - 59"	510	285	82	301	173	129	503
%V	*8.5%*	*10.3%*	*9.0%*	*7.4%*	*9.6%*	*5.7%*	*9.0%*
%H		*55.9%*	*16.1%*	*59.0%*	*33.9%*	*25.3%*	*98.6%*
60"+	67	44	16	29	20	9	65
%V	*1.1%*	*1.6%*	*1.8%*	*0.7%*	*1.1%*	*0.4%*	*1.2%*
%H		*65.7%*	*23.9%*	*43.3%*	*29.9%*	*13.4%*	*97.0%*
Don't know	468	186	61	307	94	213	425
%V	*7.8%*	*6.7%*	*6.7%*	*7.6%*	*5.2%*	*9.5%*	*7.6%*
%H		*39.7%*	*13.0%*	*65.6%*	*20.1%*	*45.5%*	*90.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South, South East and Channel Islands

Set level data

Table 8.12: 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	6016	2775	913	4052	1803	2249	5567
%H		*46.1%*	*15.2%*	*67.4%*	*30.0%*	*37.4%*	*92.5%*
Main living room	3069	1249	431	1998	690	1308	2752
%V	*51.0%*	*45.0%*	*47.2%*	*49.3%*	*38.3%*	*58.2%*	*49.4%*
%H		*40.7%*	*14.0%*	*65.1%*	*22.5%*	*42.6%*	*89.7%*
Kitchen	312	141	47	251	124	126	289
%V	*5.2%*	*5.1%*	*5.1%*	*6.2%*	*6.9%*	*5.6%*	*5.2%*
%H		*45.2%*	*15.1%*	*80.4%*	*39.7%*	*40.4%*	*92.6%*
Adult's bedroom	1607	826	254	1111	587	524	1515
%V	*26.7%*	*29.8%*	*27.8%*	*27.4%*	*32.6%*	*23.3%*	*27.2%*
%H		*51.4%*	*15.8%*	*69.1%*	*36.5%*	*32.6%*	*94.3%*
Child's bedroom	306	166	59	182	107	75	305
%V	*5.1%*	*6.0%*	*6.5%*	*4.5%*	*5.9%*	*3.3%*	*5.5%*
%H		*54.2%*	*19.3%*	*59.5%*	*35.0%*	*24.5%*	*99.7%*
Other bedroom	241	135	51	175	116	58	234
%V	*4.0%*	*4.9%*	*5.6%*	*4.3%*	*6.4%*	*2.6%*	*4.2%*
%H		*56.0%*	*21.2%*	*72.6%*	*48.1%*	*24.1%*	*97.1%*
Second living/dining room	279	144	40	191	97	95	273
%V	*4.6%*	*5.2%*	*4.4%*	*4.7%*	*5.4%*	*4.2%*	*4.9%*
%H		*51.6%*	*14.3%*	*68.5%*	*34.8%*	*34.1%*	*97.8%*
Study/office	64	30	6	49	19	30	63
%V	*1.1%*	*1.1%*	*0.7%*	*1.2%*	*1.1%*	*1.3%*	*1.1%*
%H		*46.9%*	*9.4%*	*76.6%*	*29.7%*	*46.9%*	*98.4%*
TV room	26	17	3	18	11	7	26
%V	*0.4%*	*0.6%*	*0.3%*	*0.4%*	*0.6%*	*0.3%*	*0.5%*
%H		*65.4%*	*11.5%*	*69.2%*	*42.3%*	*26.9%*	*100.0%*
Conservatory	64	38	16	42	30	12	63
%V	*1.1%*	*1.4%*	*1.8%*	*1.0%*	*1.7%*	*0.5%*	*1.1%*
%H		*59.4%*	*25.0%*	*65.6%*	*46.9%*	*18.8%*	*98.4%*
Attic or loft room	7	4	1	7	5	2	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.3%*	*0.1%*	*0.1%*
%H		*57.1%*	*14.3%*	*100.0%*	*71.4%*	*28.6%*	*100.0%*
No specific location	3	3	0	2	2	0	3
%V	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
Other	36	21	5	27	16	11	35
%V	*0.6%*	*0.8%*	*0.5%*	*0.7%*	*0.9%*	*0.5%*	*0.6%*
%H		*58.3%*	*13.9%*	*75.0%*	*44.4%*	*30.6%*	*97.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South, South East and Channel Islands

Set level data

Table 8.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6016	2775	913	4052	1803	2249	5567
%H		*46.1%*	*15.2%*	*67.4%*	*30.0%*	*37.4%*	*92.5%*
PVR	2904	1755	589	1532	932	600	2787
%V	*48.3%*	*63.2%*	*64.5%*	*37.8%*	*51.7%*	*26.7%*	*50.1%*
%H		*60.4%*	*20.3%*	*52.8%*	*32.1%*	*20.7%*	*96.0%*
DVDR	59	25	13	45	22	23	56
%V	*1.0%*	*0.9%*	*1.4%*	*1.1%*	*1.2%*	*1.0%*	*1.0%*
%H		*42.4%*	*22.0%*	*76.3%*	*37.3%*	*39.0%*	*94.9%*
VCR	16	9	3	14	9	5	16
%V	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H		*56.3%*	*18.8%*	*87.5%*	*56.3%*	*31.3%*	*100.0%*
Any recorder	2935	1768	592	1559	944	615	2815
%V	*48.8%*	*63.7%*	*64.8%*	*38.5%*	*52.4%*	*27.3%*	*50.6%*
%H		*60.2%*	*20.2%*	*53.1%*	*32.2%*	*21.0%*	*95.9%*

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

Set level data

Table 8.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6016	2775	913	4052	1803	2249	5567
%H		*46.1%*	*15.2%*	*67.4%*	*30.0%*	*37.4%*	*92.5%*
Receives HDTV (via STB or built-in reception)	3612	1847	609	2343	1143	1200	3463
%V	*60.0%*	*66.6%*	*66.7%*	*57.8%*	*63.4%*	*53.4%*	*62.2%*
%H		*51.1%*	*16.9%*	*64.9%*	*31.6%*	*33.2%*	*95.9%*
DVD/Blu-ray player or recorder	3044	1415	483	2012	906	1105	2872
%V	*50.6%*	*51.0%*	*52.9%*	*49.7%*	*50.2%*	*49.1%*	*51.6%*
%H		*46.5%*	*15.9%*	*66.1%*	*29.8%*	*36.3%*	*94.3%*

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

DATA PERIOD: ANNUAL
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ITV South, South East and Channel Islands

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3087	1252	433	2006	689	1317	2773
%H		*40.6%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	*89.8%*
Under 20"	35	5	1	26	1	25	22
%V	*1.1%*	*0.4%*	*0.2%*	*1.3%*	*0.1%*	*1.9%*	*0.8%*
%H		*14.3%*	*2.9%*	*74.3%*	*2.9%*	*71.4%*	*62.9%*
20" - 29"	266	57	30	204	29	175	195
%V	*8.6%*	*4.6%*	*6.9%*	*10.2%*	*4.2%*	*13.3%*	*7.0%*
%H		*21.4%*	*11.3%*	*76.7%*	*10.9%*	*65.8%*	*73.3%*
30" - 39"	833	260	117	588	152	436	718
%V	*27.0%*	*20.8%*	*27.0%*	*29.3%*	*22.1%*	*33.1%*	*25.9%*
%H		*31.2%*	*14.0%*	*70.6%*	*18.2%*	*52.3%*	*86.2%*
40" - 49"	1247	597	193	768	339	429	1170
%V	*40.4%*	*47.7%*	*44.6%*	*38.3%*	*49.2%*	*32.6%*	*42.2%*
%H		*47.9%*	*15.5%*	*61.6%*	*27.2%*	*34.4%*	*93.8%*
50" - 59"	409	223	58	241	130	112	404
%V	*13.2%*	*17.8%*	*13.4%*	*12.0%*	*18.9%*	*8.5%*	*14.6%*
%H		*54.5%*	*14.2%*	*58.9%*	*31.8%*	*27.4%*	*98.8%*
60"+	56	33	12	24	15	9	54
%V	*1.8%*	*2.6%*	*2.8%*	*1.2%*	*2.2%*	*0.7%*	*1.9%*
%H		*58.9%*	*21.4%*	*42.9%*	*26.8%*	*16.1%*	*96.4%*
Don't know	242	77	23	155	24	132	210
%V	*7.8%*	*6.2%*	*5.3%*	*7.7%*	*3.5%*	*10.0%*	*7.6%*
%H		*31.8%*	*9.5%*	*64.0%*	*9.9%*	*54.5%*	*86.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South, South East and Channel Islands

Set level data

Table 8.16: Main Set Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3087	1252	433	2006	689	1317	2773
%H		*40.6%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	*89.8%*
PVR	2009	1114	406	1124	616	508	1907
%V	*65.1%*	*89.0%*	*93.8%*	*56.0%*	*89.4%*	*38.6%*	*68.8%*
%H		*55.5%*	*20.2%*	*55.9%*	*30.7%*	*25.3%*	*94.9%*
DVDR	52	20	12	41	19	22	49
%V	*1.7%*	*1.6%*	*2.8%*	*2.0%*	*2.8%*	*1.7%*	*1.8%*
%H		*38.5%*	*23.1%*	*78.8%*	*36.5%*	*42.3%*	*94.2%*
VCR	10	3	3	8	5	4	9
%V	*0.3%*	*0.2%*	*0.7%*	*0.4%*	*0.7%*	*0.3%*	*0.3%*
%H		*30.0%*	*30.0%*	*80.0%*	*50.0%*	*40.0%*	*90.0%*
Any recorder	2030	1120	408	1145	623	522	1926
%V	*65.8%*	*89.5%*	*94.2%*	*57.1%*	*90.4%*	*39.6%*	*69.5%*
%H		*55.2%*	*20.1%*	*56.4%*	*30.7%*	*25.7%*	*94.9%*

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

Set level data

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

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3087	1252	433	2006	689	1317	2773
%H		*40.6%*	*14.0%*	*65.0%*	*22.3%*	*42.7%*	*89.8%*
Receives HDTV (via STB or built-in reception)	2247	1054	380	1428	593	835	2128
%V	*72.8%*	*84.2%*	*87.8%*	*71.2%*	*86.1%*	*63.4%*	*76.7%*
%H		*46.9%*	*16.9%*	*63.6%*	*26.4%*	*37.2%*	*94.7%*
DVD/Blu-ray player or recorder	1928	816	276	1273	472	801	1783
%V	*62.5%*	*65.2%*	*63.7%*	*63.5%*	*68.5%*	*60.8%*	*64.3%*
%H		*42.3%*	*14.3%*	*66.0%*	*24.5%*	*41.5%*	*92.5%*

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

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2929	1523	480	2046	1114	932	2794
%H		*52.0%*	*16.4%*	*69.9%*	*38.0%*	*31.8%*	*95.4%*
Under 20"	412	185	57	330	156	175	372
%V	*14.1%*	*12.1%*	*11.9%*	*16.1%*	*14.0%*	*18.8%*	*13.3%*
%H		*44.9%*	*13.8%*	*80.1%*	*37.9%*	*42.5%*	*90.3%*
20" - 29"	825	416	129	634	348	286	776
%V	*28.2%*	*27.3%*	*26.9%*	*31.0%*	*31.2%*	*30.7%*	*27.8%*
%H		*50.4%*	*15.6%*	*76.8%*	*42.2%*	*34.7%*	*94.1%*
30" - 39"	904	482	144	594	323	271	879
%V	*30.9%*	*31.6%*	*30.0%*	*29.0%*	*29.0%*	*29.1%*	*31.5%*
%H		*53.3%*	*15.9%*	*65.7%*	*35.7%*	*30.0%*	*97.2%*
40" - 49"	450	260	84	271	169	102	442
%V	*15.4%*	*17.1%*	*17.5%*	*13.2%*	*15.2%*	*10.9%*	*15.8%*
%H		*57.8%*	*18.7%*	*60.2%*	*37.6%*	*22.7%*	*98.2%*
50" - 59"	101	62	24	60	43	17	99
%V	*3.4%*	*4.1%*	*5.0%*	*2.9%*	*3.9%*	*1.8%*	*3.5%*
%H		*61.4%*	*23.8%*	*59.4%*	*42.6%*	*16.8%*	*98.0%*
60"+	11	10	4	5	5	0	10
%V	*0.4%*	*0.7%*	*0.8%*	*0.2%*	*0.4%*	*0.0%*	*0.4%*
%H		*90.9%*	*36.4%*	*45.5%*	*45.5%*	*0.0%*	*90.9%*
Don't know	226	108	38	152	70	82	215
%V	*7.7%*	*7.1%*	*7.9%*	*7.4%*	*6.3%*	*8.8%*	*7.7%*
%H		*47.8%*	*16.8%*	*67.3%*	*31.0%*	*36.3%*	*95.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2929	1523	480	2046	1114	932	2794
%H		*52.0%*	*16.4%*	*69.9%*	*38.0%*	*31.8%*	*95.4%*
PVR	896	642	183	408	316	91	879
%V	*30.6%*	*42.2%*	*38.1%*	*19.9%*	*28.4%*	*9.8%*	*31.5%*
%H		*71.7%*	*20.4%*	*45.5%*	*35.3%*	*10.2%*	*98.1%*
DVDR	7	5	1	4	3	1	7
%V	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.3%*
%H		*71.4%*	*14.3%*	*57.1%*	*42.9%*	*14.3%*	*100.0%*
VCR	7	5	0	6	4	1	7
%V	*0.2%*	*0.3%*	*0.0%*	*0.3%*	*0.4%*	*0.1%*	*0.3%*
%H		*71.4%*	*0.0%*	*85.7%*	*57.1%*	*14.3%*	*100.0%*
Any recorder	905	648	184	414	321	93	888
%V	*30.9%*	*42.5%*	*38.3%*	*20.2%*	*28.8%*	*10.0%*	*31.8%*
%H		*71.6%*	*20.3%*	*45.7%*	*35.5%*	*10.3%*	*98.1%*

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

Set level data

Table 8.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2929	1523	480	2046	1114	932	2794
%H		*52.0%*	*16.4%*	*69.9%*	*38.0%*	*31.8%*	*95.4%*
Receives HDTV (via STB or built-in reception)	1365	793	229	915	550	365	1336
%V	*46.6%*	*52.1%*	*47.7%*	*44.7%*	*49.4%*	*39.2%*	*47.8%*
%H		*58.1%*	*16.8%*	*67.0%*	*40.3%*	*26.7%*	*97.9%*
DVD/Blu-ray player or recorder	1116	599	207	739	434	305	1089
%V	*38.1%*	*39.3%*	*43.1%*	*36.1%*	*39.0%*	*32.7%*	*39.0%*
%H		*53.7%*	*18.5%*	*66.2%*	*38.9%*	*27.3%*	*97.6%*

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

Table 8.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7444	7148	3186	1123	4339	1726	2613	7014
%H		*96.0%*	*42.8%*	*15.1%*	*58.3%*	*23.2%*	*35.1%*	*94.2%*
Total Children	1370	1344	640	239	716	308	408	1363
%V	*18.4%*	*18.8%*	*20.1%*	*21.3%*	*16.5%*	*17.8%*	*15.6%*	*19.4%*
%H		*98.1%*	*46.7%*	*17.4%*	*52.3%*	*22.5%*	*29.8%*	*99.5%*
0 - 3	314	305	144	45	158	61	97	312
%V	*4.2%*	*4.3%*	*4.5%*	*4.0%*	*3.6%*	*3.5%*	*3.7%*	*4.4%*
%H		*97.1%*	*45.9%*	*14.3%*	*50.3%*	*19.4%*	*30.9%*	*99.4%*
4 - 15	1056	1039	496	194	558	247	311	1051
%V	*14.2%*	*14.5%*	*15.6%*	*17.3%*	*12.9%*	*14.3%*	*11.9%*	*15.0%*
%H		*98.4%*	*47.0%*	*18.4%*	*52.8%*	*23.4%*	*29.5%*	*99.5%*
4 - 9	554	543	266	90	281	118	163	551
%V	*7.4%*	*7.6%*	*8.3%*	*8.0%*	*6.5%*	*6.8%*	*6.2%*	*7.9%*
%H		*98.0%*	*48.0%*	*16.2%*	*50.7%*	*21.3%*	*29.4%*	*99.5%*
10 - 15	502	496	230	104	277	129	148	500
%V	*6.7%*	*6.9%*	*7.2%*	*9.3%*	*6.4%*	*7.5%*	*5.7%*	*7.1%*
%H		*98.8%*	*45.8%*	*20.7%*	*55.2%*	*25.7%*	*29.5%*	*99.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South, South East and Channel Islands

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7444	7148	3186	1123	4339	1726	2613	7014
%H		*96.0%*	*42.8%*	*15.1%*	*58.3%*	*23.2%*	*35.1%*	*94.2%*
Total Adults (16+)	6074	5804	2546	884	3623	1418	2205	5651
%V	*81.6%*	*81.2%*	*79.9%*	*78.7%*	*83.5%*	*82.2%*	*84.4%*	*80.6%*
%H		*95.6%*	*41.9%*	*14.6%*	*59.6%*	*23.3%*	*36.3%*	*93.0%*
16 - 19	286	271	140	56	145	76	69	286
%V	*3.8%*	*3.8%*	*4.4%*	*5.0%*	*3.3%*	*4.4%*	*2.6%*	*4.1%*
%H		*94.8%*	*49.0%*	*19.6%*	*50.7%*	*26.6%*	*24.1%*	*100.0%*
20 - 24	441	369	157	73	194	90	105	437
%V	*5.9%*	*5.2%*	*4.9%*	*6.5%*	*4.5%*	*5.2%*	*4.0%*	*6.2%*
%H		*83.7%*	*35.6%*	*16.6%*	*44.0%*	*20.4%*	*23.8%*	*99.1%*
25 - 34	917	846	354	131	452	170	282	902
%V	*12.3%*	*11.8%*	*11.1%*	*11.7%*	*10.4%*	*9.8%*	*10.8%*	*12.9%*
%H		*92.3%*	*38.6%*	*14.3%*	*49.3%*	*18.5%*	*30.8%*	*98.4%*
35 - 44	911	863	396	139	478	183	295	889
%V	*12.2%*	*12.1%*	*12.4%*	*12.4%*	*11.0%*	*10.6%*	*11.3%*	*12.7%*
%H		*94.7%*	*43.5%*	*15.3%*	*52.5%*	*20.1%*	*32.4%*	*97.6%*
45 - 54	1040	1021	506	190	595	285	310	1013
%V	*14.0%*	*14.3%*	*15.9%*	*16.9%*	*13.7%*	*16.5%*	*11.9%*	*14.4%*
%H		*98.2%*	*48.7%*	*18.3%*	*57.2%*	*27.4%*	*29.8%*	*97.4%*
55 - 64	951	931	435	142	606	254	352	908
%V	*12.8%*	*13.0%*	*13.7%*	*12.6%*	*14.0%*	*14.7%*	*13.5%*	*12.9%*
%H		*97.9%*	*45.7%*	*14.9%*	*63.7%*	*26.7%*	*37.0%*	*95.5%*
65+	1528	1502	557	153	1152	360	793	1216
%V	*20.5%*	*21.0%*	*17.5%*	*13.6%*	*26.5%*	*20.9%*	*30.3%*	*17.3%*
%H		*98.3%*	*36.5%*	*10.0%*	*75.4%*	*23.6%*	*51.9%*	*79.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6074	5804	2546	884	3623	1418	2205	5651
%H		*95.6%*	*41.9%*	*14.6%*	*59.6%*	*23.3%*	*36.3%*	*93.0%*
AB	1882	1819	816	276	1142	461	681	1840
%V	*31.0%*	*31.3%*	*32.1%*	*31.2%*	*31.5%*	*32.5%*	*30.9%*	*32.6%*
%H		*96.7%*	*43.4%*	*14.7%*	*60.7%*	*24.5%*	*36.2%*	*97.8%*
C1	2095	1961	865	290	1230	476	754	1969
%V	*34.5%*	*33.8%*	*34.0%*	*32.8%*	*33.9%*	*33.6%*	*34.2%*	*34.8%*
%H		*93.6%*	*41.3%*	*13.8%*	*58.7%*	*22.7%*	*36.0%*	*94.0%*
C2	1155	1129	505	213	670	294	375	1079
%V	*19.0%*	*19.5%*	*19.8%*	*24.1%*	*18.5%*	*20.7%*	*17.0%*	*19.1%*
%H		*97.7%*	*43.7%*	*18.4%*	*58.0%*	*25.5%*	*32.5%*	*93.4%*
D	636	606	262	73	380	139	242	546
%V	*10.5%*	*10.4%*	*10.3%*	*8.3%*	*10.5%*	*9.8%*	*11.0%*	*9.7%*
%H		*95.3%*	*41.2%*	*11.5%*	*59.7%*	*21.9%*	*38.1%*	*85.8%*
E	307	290	98	32	201	48	153	217
%V	*5.1%*	*5.0%*	*3.8%*	*3.6%*	*5.5%*	*3.4%*	*6.9%*	*3.8%*
%H		*94.5%*	*31.9%*	*10.4%*	*65.5%*	*15.6%*	*49.8%*	*70.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6074	5804	2546	884	3623	1418	2205	5651
%H		*95.6%*	*41.9%*	*14.6%*	*59.6%*	*23.3%*	*36.3%*	*93.0%*
Working full time	2878	2768	1308	485	1564	691	873	2823
%V	*47.4%*	*47.7%*	*51.4%*	*54.9%*	*43.2%*	*48.7%*	*39.6%*	*50.0%*
%H		*96.2%*	*45.4%*	*16.9%*	*54.3%*	*24.0%*	*30.3%*	*98.1%*
Working part time	669	654	303	103	398	162	236	658
%V	*11.0%*	*11.3%*	*11.9%*	*11.7%*	*11.0%*	*11.4%*	*10.7%*	*11.6%*
%H		*97.8%*	*45.3%*	*15.4%*	*59.5%*	*24.2%*	*35.3%*	*98.4%*
Not working	2528	2382	935	297	1661	565	1096	2170
%V	*41.6%*	*41.0%*	*36.7%*	*33.6%*	*45.8%*	*39.8%*	*49.7%*	*38.4%*
%H		*94.2%*	*37.0%*	*11.7%*	*65.7%*	*22.3%*	*43.4%*	*85.8%*
Houseperson	3231	3090	1252	433	2007	689	1318	2892
%V	*53.2%*	*53.2%*	*49.2%*	*49.0%*	*55.4%*	*48.6%*	*59.8%*	*51.2%*
%H		*95.6%*	*38.7%*	*13.4%*	*62.1%*	*21.3%*	*40.8%*	*89.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2952	2789	1248	441	1718	709	1009	2760
%H		*94.5%*	*42.3%*	*14.9%*	*58.2%*	*24.0%*	*34.2%*	*93.5%*
16 - 19	138	130	60	31	72	38	34	138
%V	*4.7%*	*4.7%*	*4.8%*	*7.0%*	*4.2%*	*5.4%*	*3.4%*	*5.0%*
%H		*94.2%*	*43.5%*	*22.5%*	*52.2%*	*27.5%*	*24.6%*	*100.0%*
20 - 24	229	185	83	37	98	49	49	227
%V	*7.8%*	*6.6%*	*6.7%*	*8.4%*	*5.7%*	*6.9%*	*4.9%*	*8.2%*
%H		*80.8%*	*36.2%*	*16.2%*	*42.8%*	*21.4%*	*21.4%*	*99.1%*
25 - 34	466	421	178	69	228	97	131	455
%V	*15.8%*	*15.1%*	*14.3%*	*15.6%*	*13.3%*	*13.7%*	*13.0%*	*16.5%*
%H		*90.3%*	*38.2%*	*14.8%*	*48.9%*	*20.8%*	*28.1%*	*97.6%*
35 - 44	444	416	185	59	227	75	152	430
%V	*15.0%*	*14.9%*	*14.8%*	*13.4%*	*13.2%*	*10.6%*	*15.1%*	*15.6%*
%H		*93.7%*	*41.7%*	*13.3%*	*51.1%*	*16.9%*	*34.2%*	*96.8%*
45 - 54	509	498	254	99	285	147	138	493
%V	*17.2%*	*17.9%*	*20.4%*	*22.4%*	*16.6%*	*20.7%*	*13.7%*	*17.9%*
%H		*97.8%*	*49.9%*	*19.4%*	*56.0%*	*28.9%*	*27.1%*	*96.9%*
55 - 64	462	452	209	74	293	126	167	434
%V	*15.7%*	*16.2%*	*16.7%*	*16.8%*	*17.1%*	*17.8%*	*16.6%*	*15.7%*
%H		*97.8%*	*45.2%*	*16.0%*	*63.4%*	*27.3%*	*36.1%*	*93.9%*
65+	703	687	279	72	514	177	338	583
%V	*23.8%*	*24.6%*	*22.4%*	*16.3%*	*29.9%*	*25.0%*	*33.5%*	*21.1%*
%H		*97.7%*	*39.7%*	*10.2%*	*73.1%*	*25.2%*	*48.1%*	*82.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2952	2789	1248	441	1718	709	1009	2760
%H		*94.5%*	*42.3%*	*14.9%*	*58.2%*	*24.0%*	*34.2%*	*93.5%*
AB	943	909	404	141	582	241	342	923
%V	*31.9%*	*32.6%*	*32.4%*	*32.0%*	*33.9%*	*34.0%*	*33.9%*	*33.4%*
%H		*96.4%*	*42.8%*	*15.0%*	*61.7%*	*25.6%*	*36.3%*	*97.9%*
C1	960	882	412	136	533	225	308	912
%V	*32.5%*	*31.6%*	*33.0%*	*30.8%*	*31.0%*	*31.7%*	*30.5%*	*33.0%*
%H		*91.9%*	*42.9%*	*14.2%*	*55.5%*	*23.4%*	*32.1%*	*95.0%*
C2	627	607	266	117	359	161	198	576
%V	*21.2%*	*21.8%*	*21.3%*	*26.5%*	*20.9%*	*22.7%*	*19.6%*	*20.9%*
%H		*96.8%*	*42.4%*	*18.7%*	*57.3%*	*25.7%*	*31.6%*	*91.9%*
D	295	279	124	37	167	64	103	258
%V	*10.0%*	*10.0%*	*9.9%*	*8.4%*	*9.7%*	*9.0%*	*10.2%*	*9.3%*
%H		*94.6%*	*42.0%*	*12.5%*	*56.6%*	*21.7%*	*34.9%*	*87.5%*
E	127	113	43	11	76	19	58	91
%V	*4.3%*	*4.1%*	*3.4%*	*2.5%*	*4.4%*	*2.7%*	*5.7%*	*3.3%*
%H		*89.0%*	*33.9%*	*8.7%*	*59.8%*	*15.0%*	*45.7%*	*71.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2952	2789	1248	441	1718	709	1009	2760
%H		*94.5%*	*42.3%*	*14.9%*	*58.2%*	*24.0%*	*34.2%*	*93.5%*
Working full time	1757	1688	802	302	964	442	522	1713
%V	*59.5%*	*60.5%*	*64.3%*	*68.5%*	*56.1%*	*62.3%*	*51.7%*	*62.1%*
%H		*96.1%*	*45.6%*	*17.2%*	*54.9%*	*25.2%*	*29.7%*	*97.5%*
Working part time	136	131	59	17	81	32	49	130
%V	*4.6%*	*4.7%*	*4.7%*	*3.9%*	*4.7%*	*4.5%*	*4.9%*	*4.7%*
%H		*96.3%*	*43.4%*	*12.5%*	*59.6%*	*23.5%*	*36.0%*	*95.6%*
Not working	1059	970	387	122	673	235	438	917
%V	*35.9%*	*34.8%*	*31.0%*	*27.7%*	*39.2%*	*33.1%*	*43.4%*	*33.2%*
%H		*91.6%*	*36.5%*	*11.5%*	*63.6%*	*22.2%*	*41.4%*	*86.6%*
Houseperson	647	582	201	74	399	113	286	527
%V	*21.9%*	*20.9%*	*16.1%*	*16.8%*	*23.2%*	*15.9%*	*28.3%*	*19.1%*
%H		*90.0%*	*31.1%*	*11.4%*	*61.7%*	*17.5%*	*44.2%*	*81.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3122	3014	1298	444	1905	709	1196	2891
%H		*96.5%*	*41.6%*	*14.2%*	*61.0%*	*22.7%*	*38.3%*	*92.6%*
16 - 19	148	142	80	25	73	38	34	148
%V	*4.7%*	*4.7%*	*6.2%*	*5.6%*	*3.8%*	*5.4%*	*2.8%*	*5.1%*
%H		*95.9%*	*54.1%*	*16.9%*	*49.3%*	*25.7%*	*23.0%*	*100.0%*
20 - 24	212	184	73	37	96	41	56	210
%V	*6.8%*	*6.1%*	*5.6%*	*8.3%*	*5.0%*	*5.8%*	*4.7%*	*7.3%*
%H		*86.8%*	*34.4%*	*17.5%*	*45.3%*	*19.3%*	*26.4%*	*99.1%*
25 - 34	451	425	176	62	224	73	151	447
%V	*14.4%*	*14.1%*	*13.6%*	*14.0%*	*11.8%*	*10.3%*	*12.6%*	*15.5%*
%H		*94.2%*	*39.0%*	*13.7%*	*49.7%*	*16.2%*	*33.5%*	*99.1%*
35 - 44	467	447	211	80	251	108	143	459
%V	*15.0%*	*14.8%*	*16.3%*	*18.0%*	*13.2%*	*15.2%*	*12.0%*	*15.9%*
%H		*95.7%*	*45.2%*	*17.1%*	*53.7%*	*23.1%*	*30.6%*	*98.3%*
45 - 54	531	522	253	91	310	138	172	520
%V	*17.0%*	*17.3%*	*19.5%*	*20.5%*	*16.3%*	*19.5%*	*14.4%*	*18.0%*
%H		*98.3%*	*47.6%*	*17.1%*	*58.4%*	*26.0%*	*32.4%*	*97.9%*
55 - 64	489	479	227	69	313	128	185	474
%V	*15.7%*	*15.9%*	*17.5%*	*15.5%*	*16.4%*	*18.1%*	*15.5%*	*16.4%*
%H		*98.0%*	*46.4%*	*14.1%*	*64.0%*	*26.2%*	*37.8%*	*96.9%*
65+	825	815	278	81	638	183	455	632
%V	*26.4%*	*27.0%*	*21.4%*	*18.2%*	*33.5%*	*25.8%*	*38.0%*	*21.9%*
%H		*98.8%*	*33.7%*	*9.8%*	*77.3%*	*22.2%*	*55.2%*	*76.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3122	3014	1298	444	1905	709	1196	2891
%H		*96.5%*	*41.6%*	*14.2%*	*61.0%*	*22.7%*	*38.3%*	*92.6%*
AB	939	909	412	136	560	221	339	917
%V	*30.1%*	*30.2%*	*31.7%*	*30.6%*	*29.4%*	*31.2%*	*28.3%*	*31.7%*
%H		*96.8%*	*43.9%*	*14.5%*	*59.6%*	*23.5%*	*36.1%*	*97.7%*
C1	1135	1079	452	154	697	251	446	1057
%V	*36.4%*	*35.8%*	*34.8%*	*34.7%*	*36.6%*	*35.4%*	*37.3%*	*36.6%*
%H		*95.1%*	*39.8%*	*13.6%*	*61.4%*	*22.1%*	*39.3%*	*93.1%*
C2	528	522	240	96	310	133	177	503
%V	*16.9%*	*17.3%*	*18.5%*	*21.6%*	*16.3%*	*18.8%*	*14.8%*	*17.4%*
%H		*98.9%*	*45.5%*	*18.2%*	*58.7%*	*25.2%*	*33.5%*	*95.3%*
D	341	327	138	36	213	74	139	288
%V	*10.9%*	*10.8%*	*10.6%*	*8.1%*	*11.2%*	*10.4%*	*11.6%*	*10.0%*
%H		*95.9%*	*40.5%*	*10.6%*	*62.5%*	*21.7%*	*40.8%*	*84.5%*
E	180	177	56	22	125	29	95	125
%V	*5.8%*	*5.9%*	*4.3%*	*5.0%*	*6.6%*	*4.1%*	*7.9%*	*4.3%*
%H		*98.3%*	*31.1%*	*12.2%*	*69.4%*	*16.1%*	*52.8%*	*69.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3122	3014	1298	444	1905	709	1196	2891
%H		*96.5%*	*41.6%*	*14.2%*	*61.0%*	*22.7%*	*38.3%*	*92.6%*
Working full time	1121	1080	506	183	600	249	351	1109
%V	*35.9%*	*35.8%*	*39.0%*	*41.2%*	*31.5%*	*35.1%*	*29.3%*	*38.4%*
%H		*96.3%*	*45.1%*	*16.3%*	*53.5%*	*22.2%*	*31.3%*	*98.9%*
Working part time	533	523	243	86	317	130	187	527
%V	*17.1%*	*17.4%*	*18.7%*	*19.4%*	*16.6%*	*18.3%*	*15.6%*	*18.2%*
%H		*98.1%*	*45.6%*	*16.1%*	*59.5%*	*24.4%*	*35.1%*	*98.9%*
Not working	1469	1411	549	175	988	330	658	1254
%V	*47.1%*	*46.8%*	*42.3%*	*39.4%*	*51.9%*	*46.5%*	*55.0%*	*43.4%*
%H		*96.1%*	*37.4%*	*11.9%*	*67.3%*	*22.5%*	*44.8%*	*85.4%*
Houseperson	2585	2508	1052	360	1608	576	1032	2365
%V	*82.8%*	*83.2%*	*81.0%*	*81.1%*	*84.4%*	*81.2%*	*86.3%*	*81.8%*
%H		*97.0%*	*40.7%*	*13.9%*	*62.2%*	*22.3%*	*39.9%*	*91.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2109	2046	864	275	1464	600	864	1882
%H (All HH)		*97.0%*	*41.0%*	*13.0%*	*69.4%*	*28.4%*	*41.0%*	*89.2%*
%H (TV HH)			*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	
AB	575	562	242	78	394	164	229	553
%V	*27.3%*	*27.5%*	*28.0%*	*28.4%*	*26.9%*	*27.3%*	*26.5%*	*29.4%*
%H (All HH)		*97.7%*	*42.1%*	*13.6%*	*68.5%*	*28.5%*	*39.8%*	*96.2%*
%H (TV HH)			*43.1%*	*13.9%*	*70.1%*	*29.2%*	*40.7%*	
C1	582	567	247	72	407	170	237	527
%V	*27.6%*	*27.7%*	*28.6%*	*26.2%*	*27.8%*	*28.3%*	*27.4%*	*28.0%*
%H (All HH)		*97.4%*	*42.4%*	*12.4%*	*69.9%*	*29.2%*	*40.7%*	*90.5%*
%H (TV HH)			*43.6%*	*12.7%*	*71.8%*	*30.0%*	*41.8%*	
C2	487	476	211	74	344	160	184	439
%V	*23.1%*	*23.3%*	*24.4%*	*26.9%*	*23.5%*	*26.7%*	*21.3%*	*23.3%*
%H (All HH)		*97.7%*	*43.3%*	*15.2%*	*70.6%*	*32.9%*	*37.8%*	*90.1%*
%H (TV HH)			*44.3%*	*15.5%*	*72.3%*	*33.6%*	*38.7%*	
D	279	262	103	37	176	63	113	239
%V	*13.2%*	*12.8%*	*11.9%*	*13.5%*	*12.0%*	*10.5%*	*13.1%*	*12.7%*
%H (All HH)		*93.9%*	*36.9%*	*13.3%*	*63.1%*	*22.6%*	*40.5%*	*85.7%*
%H (TV HH)			*39.3%*	*14.1%*	*67.2%*	*24.0%*	*43.1%*	
E	185	179	60	14	144	43	101	124
%V	*8.8%*	*8.7%*	*6.9%*	*5.1%*	*9.8%*	*7.2%*	*11.7%*	*6.6%*
%H (All HH)		*96.8%*	*32.4%*	*7.6%*	*77.8%*	*23.2%*	*54.6%*	*67.0%*
%H (TV HH)			*33.5%*	*7.8%*	*80.4%*	*24.0%*	*56.4%*	

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

%V = percentage of vertical total

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

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

Table 9.2: 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	2109	2046	864	275	1464	600	864	1882
%H (All HH)		*97.0%*	*41.0%*	*13.0%*	*69.4%*	*28.4%*	*41.0%*	*89.2%*
%H (TV HH)			*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	
Under 25	66	62	34	2	34	17	17	63
%V	*3.1%*	*3.0%*	*3.9%*	*0.7%*	*2.3%*	*2.8%*	*2.0%*	*3.3%*
%H (All HH)		*93.9%*	*51.5%*	*3.0%*	*51.5%*	*25.8%*	*25.8%*	*95.5%*
%H (TV HH)			*54.8%*	*3.2%*	*54.8%*	*27.4%*	*27.4%*	
25 - 34	291	269	105	41	164	66	98	283
%V	*13.8%*	*13.1%*	*12.2%*	*14.9%*	*11.2%*	*11.0%*	*11.3%*	*15.0%*
%H (All HH)		*92.4%*	*36.1%*	*14.1%*	*56.4%*	*22.7%*	*33.7%*	*97.3%*
%H (TV HH)			*39.0%*	*15.2%*	*61.0%*	*24.5%*	*36.4%*	
35 - 44	353	340	174	45	210	103	107	347
%V	*16.7%*	*16.6%*	*20.1%*	*16.4%*	*14.3%*	*17.2%*	*12.4%*	*18.4%*
%H (All HH)		*96.3%*	*49.3%*	*12.7%*	*59.5%*	*29.2%*	*30.3%*	*98.3%*
%H (TV HH)			*51.2%*	*13.2%*	*61.8%*	*30.3%*	*31.5%*	
45 - 54	409	400	187	72	285	141	144	395
%V	*19.4%*	*19.6%*	*21.6%*	*26.2%*	*19.5%*	*23.5%*	*16.7%*	*21.0%*
%H (All HH)		*97.8%*	*45.7%*	*17.6%*	*69.7%*	*34.5%*	*35.2%*	*96.6%*
%H (TV HH)			*46.8%*	*18.0%*	*71.3%*	*35.3%*	*36.0%*	
55 - 64	357	348	157	54	256	120	136	340
%V	*16.9%*	*17.0%*	*18.2%*	*19.6%*	*17.5%*	*20.0%*	*15.7%*	*18.1%*
%H (All HH)		*97.5%*	*44.0%*	*15.1%*	*71.7%*	*33.6%*	*38.1%*	*95.2%*
%H (TV HH)			*45.1%*	*15.5%*	*73.6%*	*34.5%*	*39.1%*	
65 +	634	627	206	61	515	153	362	455
%V	*30.1%*	*30.6%*	*23.8%*	*22.2%*	*35.2%*	*25.5%*	*41.9%*	*24.2%*
%H (All HH)		*98.9%*	*32.5%*	*9.6%*	*81.2%*	*24.1%*	*57.1%*	*71.8%*
%H (TV HH)			*32.9%*	*9.7%*	*82.1%*	*24.4%*	*57.7%*	

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

%V = percentage of vertical total

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

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

Table 9.3: 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	2109	2046	864	275	1464	600	864	1882
%H (All HH)		*97.0%*	*41.0%*	*13.0%*	*69.4%*	*28.4%*	*41.0%*	*89.2%*
%H (TV HH)			*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	
1	602	572	176	65	443	118	325	434
%V	*28.5%*	*28.0%*	*20.4%*	*23.6%*	*30.3%*	*19.7%*	*37.6%*	*23.1%*
%H (All HH)		*95.0%*	*29.2%*	*10.8%*	*73.6%*	*19.6%*	*54.0%*	*72.1%*
%H (TV HH)			*30.8%*	*11.4%*	*77.4%*	*20.6%*	*56.8%*	
2	802	784	329	105	573	241	332	751
%V	*38.0%*	*38.3%*	*38.1%*	*38.2%*	*39.1%*	*40.2%*	*38.4%*	*39.9%*
%H (All HH)		*97.8%*	*41.0%*	*13.1%*	*71.4%*	*30.0%*	*41.4%*	*93.6%*
%H (TV HH)			*42.0%*	*13.4%*	*73.1%*	*30.7%*	*42.3%*	
3	301	294	156	41	193	105	87	297
%V	*14.3%*	*14.4%*	*18.1%*	*14.9%*	*13.2%*	*17.5%*	*10.1%*	*15.8%*
%H (All HH)		*97.7%*	*51.8%*	*13.6%*	*64.1%*	*34.9%*	*28.9%*	*98.7%*
%H (TV HH)			*53.1%*	*13.9%*	*65.6%*	*35.7%*	*29.6%*	
4	279	273	144	41	177	95	83	276
%V	*13.2%*	*13.3%*	*16.7%*	*14.9%*	*12.1%*	*15.8%*	*9.6%*	*14.7%*
%H (All HH)		*97.8%*	*51.6%*	*14.7%*	*63.4%*	*34.1%*	*29.7%*	*98.9%*
%H (TV HH)			*52.7%*	*15.0%*	*64.8%*	*34.8%*	*30.4%*	
5+	125	123	58	24	78	41	36	125
%V	*5.9%*	*6.0%*	*6.7%*	*8.7%*	*5.3%*	*6.8%*	*4.2%*	*6.6%*
%H (All HH)		*98.4%*	*46.4%*	*19.2%*	*62.4%*	*32.8%*	*28.8%*	*100.0%*
%H (TV HH)			*47.2%*	*19.5%*	*63.4%*	*33.3%*	*29.3%*	
Average HH size	2.32	2.34	2.54	2.52	2.25	2.53	2.06	2.45

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

%V = percentage of vertical total

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

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

Table 9.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2109	2046	864	275	1464	600	864	1882
%H (All HH)		*97.0%*	*41.0%*	*13.0%*	*69.4%*	*28.4%*	*41.0%*	*89.2%*
%H (TV HH)			*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	
Without	1568	1516	590	199	1127	426	701	1345
%V	*74.3%*	*74.1%*	*68.3%*	*72.4%*	*77.0%*	*71.0%*	*81.1%*	*71.5%*
%H (All HH)		*96.7%*	*37.6%*	*12.7%*	*71.9%*	*27.2%*	*44.7%*	*85.8%*
%H (TV HH)			*38.9%*	*13.1%*	*74.3%*	*28.1%*	*46.2%*	
With	541	530	274	76	337	174	163	537
%V	*25.7%*	*25.9%*	*31.7%*	*27.6%*	*23.0%*	*29.0%*	*18.9%*	*28.5%*
%H (All HH)		*98.0%*	*50.6%*	*14.0%*	*62.3%*	*32.2%*	*30.1%*	*99.3%*
%H (TV HH)			*51.7%*	*14.3%*	*63.6%*	*32.8%*	*30.8%*	
0 - 3	199	195	102	29	115	63	53	197
%V	*9.4%*	*9.5%*	*11.8%*	*10.5%*	*7.9%*	*10.5%*	*6.1%*	*10.5%*
%H (All HH)		*98.0%*	*51.3%*	*14.6%*	*57.8%*	*31.7%*	*26.6%*	*99.0%*
%H (TV HH)			*52.3%*	*14.9%*	*59.0%*	*32.3%*	*27.2%*	
4 - 9	274	269	139	35	172	87	85	271
%V	*13.0%*	*13.1%*	*16.1%*	*12.7%*	*11.7%*	*14.5%*	*9.8%*	*14.4%*
%H (All HH)		*98.2%*	*50.7%*	*12.8%*	*62.8%*	*31.8%*	*31.0%*	*98.9%*
%H (TV HH)			*51.7%*	*13.0%*	*63.9%*	*32.3%*	*31.6%*	
10 - 15	273	269	139	39	178	92	86	271
%V	*12.9%*	*13.1%*	*16.1%*	*14.2%*	*12.2%*	*15.3%*	*10.0%*	*14.4%*
%H (All HH)		*98.5%*	*50.9%*	*14.3%*	*65.2%*	*33.7%*	*31.5%*	*99.3%*
%H (TV HH)			*51.7%*	*14.5%*	*66.2%*	*34.2%*	*32.0%*	

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

%V = percentage of vertical total

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

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

Table 9.5: 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	2109	2046	864	275	1464	600	864	1882
%H (All HH)		*97.0%*	*41.0%*	*13.0%*	*69.4%*	*28.4%*	*41.0%*	*89.2%*
%H (TV HH)			*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	
1	866	866	280	122	558	135	423	735
%V	*41.1%*	*42.3%*	*32.4%*	*44.4%*	*38.1%*	*22.5%*	*49.0%*	*39.1%*
%H (All HH)		*100.0%*	*32.3%*	*14.1%*	*64.4%*	*15.6%*	*48.8%*	*84.9%*
%H (TV HH)			*32.3%*	*14.1%*	*64.4%*	*15.6%*	*48.8%*	
2	659	659	288	84	496	215	281	594
%V	*31.2%*	*32.2%*	*33.3%*	*30.5%*	*33.9%*	*35.8%*	*32.5%*	*31.6%*
%H (All HH)		*100.0%*	*43.7%*	*12.7%*	*75.3%*	*32.6%*	*42.6%*	*90.1%*
%H (TV HH)			*43.7%*	*12.7%*	*75.3%*	*32.6%*	*42.6%*	
3	317	317	168	41	246	136	111	304
%V	*15.0%*	*15.5%*	*19.4%*	*14.9%*	*16.8%*	*22.7%*	*12.8%*	*16.2%*
%H (All HH)		*100.0%*	*53.0%*	*12.9%*	*77.6%*	*42.9%*	*35.0%*	*95.9%*
%H (TV HH)			*53.0%*	*12.9%*	*77.6%*	*42.9%*	*35.0%*	
4	134	134	83	16	107	72	35	131
%V	*6.4%*	*6.5%*	*9.6%*	*5.8%*	*7.3%*	*12.0%*	*4.1%*	*7.0%*
%H (All HH)		*100.0%*	*61.9%*	*11.9%*	*79.9%*	*53.7%*	*26.1%*	*97.8%*
%H (TV HH)			*61.9%*	*11.9%*	*79.9%*	*53.7%*	*26.1%*	
5+	70	70	45	13	57	41	16	70
%V	*3.3%*	*3.4%*	*5.2%*	*4.7%*	*3.9%*	*6.8%*	*1.9%*	*3.7%*
%H (All HH)		*100.0%*	*64.3%*	*18.6%*	*81.4%*	*58.6%*	*22.9%*	*100.0%*
%H (TV HH)			*64.3%*	*18.6%*	*81.4%*	*58.6%*	*22.9%*	

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

%V = percentage of vertical total

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

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

Table 9.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2109	2046	864	275	1464	600	864	1882
%H (All HH)		*97.0%*	*41.0%*	*13.0%*	*69.4%*	*28.4%*	*41.0%*	*89.2%*
%H (TV HH)			*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	
Under 20"	317	317	136	31	277	126	151	275
%V	*15.0%*	*15.5%*	*15.7%*	*11.3%*	*18.9%*	*21.0%*	*17.5%*	*14.6%*
%H (All HH)		*100.0%*	*42.9%*	*9.8%*	*87.4%*	*39.7%*	*47.6%*	*86.8%*
%H (TV HH)			*42.9%*	*9.8%*	*87.4%*	*39.7%*	*47.6%*	
20" - 29"	598	598	248	75	481	211	270	526
%V	*28.4%*	*29.2%*	*28.7%*	*27.3%*	*32.9%*	*35.2%*	*31.3%*	*27.9%*
%H (All HH)		*100.0%*	*41.5%*	*12.5%*	*80.4%*	*35.3%*	*45.2%*	*88.0%*
%H (TV HH)			*41.5%*	*12.5%*	*80.4%*	*35.3%*	*45.2%*	
30" - 39"	951	951	402	113	717	296	421	856
%V	*45.1%*	*46.5%*	*46.5%*	*41.1%*	*49.0%*	*49.3%*	*48.7%*	*45.5%*
%H (All HH)		*100.0%*	*42.3%*	*11.9%*	*75.4%*	*31.1%*	*44.3%*	*90.0%*
%H (TV HH)			*42.3%*	*11.9%*	*75.4%*	*31.1%*	*44.3%*	
40" - 49"	976	976	481	143	678	340	337	918
%V	*46.3%*	*47.7%*	*55.7%*	*52.0%*	*46.3%*	*56.7%*	*39.0%*	*48.8%*
%H (All HH)		*100.0%*	*49.3%*	*14.7%*	*69.5%*	*34.8%*	*34.5%*	*94.1%*
%H (TV HH)			*49.3%*	*14.7%*	*69.5%*	*34.8%*	*34.5%*	
50" - 59"	367	367	220	53	231	145	87	359
%V	*17.4%*	*17.9%*	*25.5%*	*19.3%*	*15.8%*	*24.2%*	*10.1%*	*19.1%*
%H (All HH)		*100.0%*	*59.9%*	*14.4%*	*62.9%*	*39.5%*	*23.7%*	*97.8%*
%H (TV HH)			*59.9%*	*14.4%*	*62.9%*	*39.5%*	*23.7%*	
60"+	47	47	28	6	28	17	11	47
%V	*2.2%*	*2.3%*	*3.2%*	*2.2%*	*1.9%*	*2.8%*	*1.3%*	*2.5%*
%H (All HH)		*100.0%*	*59.6%*	*12.8%*	*59.6%*	*36.2%*	*23.4%*	*100.0%*
%H (TV HH)			*59.6%*	*12.8%*	*59.6%*	*36.2%*	*23.4%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV East of England

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2109	2046	864	275	1464	600	864	1882
%H (All HH)		*97.0%*	*41.0%*	*13.0%*	*69.4%*	*28.4%*	*41.0%*	*89.2%*
%H (TV HH)			*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	
Main living room	2026	2026	859	272	1446	595	851	1813
%V	*96.1%*	*99.0%*	*99.4%*	*98.9%*	*98.8%*	*99.2%*	*98.5%*	*96.3%*
%H (All HH)		*100.0%*	*42.4%*	*13.4%*	*71.4%*	*29.4%*	*42.0%*	*89.5%*
%H (TV HH)			*42.4%*	*13.4%*	*71.4%*	*29.4%*	*42.0%*	
Kitchen	266	266	128	31	228	116	112	246
%V	*12.6%*	*13.0%*	*14.8%*	*11.3%*	*15.6%*	*19.3%*	*13.0%*	*13.1%*
%H (All HH)		*100.0%*	*48.1%*	*11.7%*	*85.7%*	*43.6%*	*42.1%*	*92.5%*
%H (TV HH)			*48.1%*	*11.7%*	*85.7%*	*43.6%*	*42.1%*	
Adult's bedroom	876	876	455	122	668	365	304	829
%V	*41.5%*	*42.8%*	*52.7%*	*44.4%*	*45.6%*	*60.8%*	*35.2%*	*44.0%*
%H (All HH)		*100.0%*	*51.9%*	*13.9%*	*76.3%*	*41.7%*	*34.7%*	*94.6%*
%H (TV HH)			*51.9%*	*13.9%*	*76.3%*	*41.7%*	*34.7%*	
Child's bedroom	166	166	106	21	118	79	39	165
%V	*7.9%*	*8.1%*	*12.3%*	*7.6%*	*8.1%*	*13.2%*	*4.5%*	*8.8%*
%H (All HH)		*100.0%*	*63.9%*	*12.7%*	*71.1%*	*47.6%*	*23.5%*	*99.4%*
%H (TV HH)			*63.9%*	*12.7%*	*71.1%*	*47.6%*	*23.5%*	
Other bedroom	113	113	63	16	91	58	33	108
%V	*5.4%*	*5.5%*	*7.3%*	*5.8%*	*6.2%*	*9.7%*	*3.8%*	*5.7%*
%H (All HH)		*100.0%*	*55.8%*	*14.2%*	*80.5%*	*51.3%*	*29.2%*	*95.6%*
%H (TV HH)			*55.8%*	*14.2%*	*80.5%*	*51.3%*	*29.2%*	
Second living/dining room	192	192	92	27	151	79	71	179
%V	*9.1%*	*9.4%*	*10.6%*	*9.8%*	*10.3%*	*13.2%*	*8.2%*	*9.5%*
%H (All HH)		*100.0%*	*47.9%*	*14.1%*	*78.6%*	*41.1%*	*37.0%*	*93.2%*
%H (TV HH)			*47.9%*	*14.1%*	*78.6%*	*41.1%*	*37.0%*	
Study/office	46	46	25	5	36	20	17	44
%V	*2.2%*	*2.2%*	*2.9%*	*1.8%*	*2.5%*	*3.3%*	*2.0%*	*2.3%*
%H (All HH)		*100.0%*	*54.3%*	*10.9%*	*78.3%*	*43.5%*	*37.0%*	*95.7%*
%H (TV HH)			*54.3%*	*10.9%*	*78.3%*	*43.5%*	*37.0%*	
TV room	17	17	12	0	11	7	4	17
%V	*0.8%*	*0.8%*	*1.4%*	*0.0%*	*0.8%*	*1.2%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*70.6%*	*0.0%*	*64.7%*	*41.2%*	*23.5%*	*100.0%*
%H (TV HH)			*70.6%*	*0.0%*	*64.7%*	*41.2%*	*23.5%*	
Conservatory	55	55	24	6	47	20	27	49
%V	*2.6%*	*2.7%*	*2.8%*	*2.2%*	*3.2%*	*3.3%*	*3.1%*	*2.6%*
%H (All HH)		*100.0%*	*43.6%*	*10.9%*	*85.5%*	*36.4%*	*49.1%*	*89.1%*
%H (TV HH)			*43.6%*	*10.9%*	*85.5%*	*36.4%*	*49.1%*	
Attic or loft room	3	3	1	1	3	2	1	3
%V	*0.1%*	*0.1%*	*0.1%*	*0.4%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*33.3%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
%H (TV HH)			*33.3%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	
No specific location	3	3	1	0	2	1	1	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*33.3%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*33.3%*
%H (TV HH)			*33.3%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
Other	33	33	22	4	26	18	7	33
%V	*1.6%*	*1.6%*	*2.5%*	*1.5%*	*1.8%*	*3.0%*	*0.8%*	*1.8%*
%H (All HH)		*100.0%*	*66.7%*	*12.1%*	*78.8%*	*54.5%*	*21.2%*	*100.0%*
%H (TV HH)			*66.7%*	*12.1%*	*78.8%*	*54.5%*	*21.2%*	

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

%V = percentage of vertical total

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

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

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	2109	2046	864	275	1464	600	864	1882
%H (All HH)		*97.0%*	*41.0%*	*13.0%*	*69.4%*	*28.4%*	*41.0%*	*89.2%*
%H (TV HH)			*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	
Any DSAT provider	864	864	864	19	481	481	0	824
%V	*41.0%*	*42.2%*	*100.0%*	*6.9%*	*32.9%*	*80.2%*	*0.0%*	*43.8%*
%H (All HH)			*100.0%*	*2.2%*	*55.7%*	*55.7%*	*0.0%*	*95.4%*
%H (TV HH)			*100.0%*	*2.2%*	*55.7%*	*55.7%*	*0.0%*	
Sky with subcription	686	686	686	10	384	384	0	661
%V	*32.5%*	*33.5%*	*79.4%*	*3.6%*	*26.2%*	*64.0%*	*0.0%*	*35.1%*
%H (All HH)			*100.0%*	*1.5%*	*56.0%*	*56.0%*	*0.0%*	*96.4%*
%H (TV HH)			*100.0%*	*1.5%*	*56.0%*	*56.0%*	*0.0%*	
Sky without subscription	40	40	40	2	15	15	0	33
%V	*1.9%*	*2.0%*	*4.6%*	*0.7%*	*1.0%*	*2.5%*	*0.0%*	*1.8%*
%H (All HH)			*100.0%*	*5.0%*	*37.5%*	*37.5%*	*0.0%*	*82.5%*
%H (TV HH)			*100.0%*	*5.0%*	*37.5%*	*37.5%*	*0.0%*	
Freesat	110	110	110	5	73	73	0	102
%V	*5.2%*	*5.4%*	*12.7%*	*1.8%*	*5.0%*	*12.2%*	*0.0%*	*5.4%*
%H (All HH)			*100.0%*	*4.5%*	*66.4%*	*66.4%*	*0.0%*	*92.7%*
%H (TV HH)			*100.0%*	*4.5%*	*66.4%*	*66.4%*	*0.0%*	
Other satellite provider	65	65	65	4	32	32	0	64
%V	*3.1%*	*3.2%*	*7.5%*	*1.5%*	*2.2%*	*5.3%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*6.2%*	*49.2%*	*49.2%*	*0.0%*	*98.5%*
%H (TV HH)			*100.0%*	*6.2%*	*49.2%*	*49.2%*	*0.0%*	
DCAB	275	275	19	275	128	128	0	261
%V	*13.0%*	*13.4%*	*2.2%*	*100.0%*	*8.7%*	*21.3%*	*0.0%*	*13.9%*
%H (All HH)			*6.9%*	*100.0%*	*46.5%*	*46.5%*	*0.0%*	*94.9%*
%H (TV HH)			*6.9%*	*100.0%*	*46.5%*	*46.5%*	*0.0%*	
DTT	1464	1464	481	128	1464	600	864	1279
%V	*69.4%*	*71.6%*	*55.7%*	*46.5%*	*100.0%*	*100.0%*	*100.0%*	*68.0%*
%H (All HH)		*100.0%*	*32.9%*	*8.7%*	*100.0%*	*41.0%*	*59.0%*	*87.4%*
%H (TV HH)			*32.9%*	*8.7%*	*100.0%*	*41.0%*	*59.0%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV East of England

Household level data

Table 9.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2109	2046	864	275	1464	600	864	1882
%H (All HH)		*97.0%*	*41.0%*	*13.0%*	*69.4%*	*28.4%*	*41.0%*	*89.2%*
%H (TV HH)			*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	
PVR	1279	1279	763	257	817	542	275	1216
%V	*60.6%*	*62.5%*	*88.3%*	*93.5%*	*55.8%*	*90.3%*	*31.8%*	*64.6%*
%H (All HH)		*100.0%*	*59.7%*	*20.1%*	*63.9%*	*42.4%*	*21.5%*	*95.1%*
%H (TV HH)			*59.7%*	*20.1%*	*63.9%*	*42.4%*	*21.5%*	
DVDR	25	25	10	3	16	5	11	21
%V	*1.2%*	*1.2%*	*1.2%*	*1.1%*	*1.1%*	*0.8%*	*1.3%*	*1.1%*
%H (All HH)		*100.0%*	*40.0%*	*12.0%*	*64.0%*	*20.0%*	*44.0%*	*84.0%*
%H (TV HH)			*40.0%*	*12.0%*	*64.0%*	*20.0%*	*44.0%*	
VCR	22	22	8	1	17	5	11	12
%V	*1.0%*	*1.1%*	*0.9%*	*0.4%*	*1.2%*	*0.8%*	*1.3%*	*0.6%*
%H (All HH)		*100.0%*	*36.4%*	*4.5%*	*77.3%*	*22.7%*	*50.0%*	*54.5%*
%H (TV HH)			*36.4%*	*4.5%*	*77.3%*	*22.7%*	*50.0%*	
Any recorder	1296	1296	765	257	831	544	287	1224
%V	*61.5%*	*63.3%*	*88.5%*	*93.5%*	*56.8%*	*90.7%*	*33.2%*	*65.0%*
%H (All HH)		*100.0%*	*59.0%*	*19.8%*	*64.1%*	*42.0%*	*22.1%*	*94.4%*
%H (TV HH)			*59.0%*	*19.8%*	*64.1%*	*42.0%*	*22.1%*	
Receives HDTV (via STB or built-in reception)	1562	1562	736	248	1141	547	595	1454
%V	*74.1%*	*76.3%*	*85.2%*	*90.2%*	*77.9%*	*91.2%*	*68.9%*	*77.3%*
%H (All HH)		*100.0%*	*47.1%*	*15.9%*	*73.0%*	*35.0%*	*38.1%*	*93.1%*
%H (TV HH)			*47.1%*	*15.9%*	*73.0%*	*35.0%*	*38.1%*	
DVD/Blu-ray player or recorder	1445	1445	640	193	1061	462	600	1312
%V	*68.5%*	*70.6%*	*74.1%*	*70.2%*	*72.5%*	*77.0%*	*69.4%*	*69.7%*
%H (All HH)		*100.0%*	*44.3%*	*13.4%*	*73.4%*	*32.0%*	*41.5%*	*90.8%*
%H (TV HH)			*44.3%*	*13.4%*	*73.4%*	*32.0%*	*41.5%*	

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

%V = percentage of vertical total

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

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

Table 9.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2109	2046	864	275	1464	600	864	1882
%H (All HH)		*97.0%*	*41.0%*	*13.0%*	*69.4%*	*28.4%*	*41.0%*	*89.2%*
%H (TV HH)			*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	
Has broadband internet	1882	1833	824	261	1279	572	706	1882
%V	*89.2%*	*89.6%*	*95.4%*	*94.9%*	*87.4%*	*95.3%*	*81.7%*	*100.0%*
%H (All HH)		*97.4%*	*43.8%*	*13.9%*	*68.0%*	*30.4%*	*37.5%*	*100.0%*
%H (TV HH)			*45.0%*	*14.2%*	*69.8%*	*31.2%*	*38.5%*	
Number of computers (PCs and laptops)								
0	303	286	66	27	234	47	187	96
%V	*14.4%*	*14.0%*	*7.6%*	*9.8%*	*16.0%*	*7.8%*	*21.6%*	*5.1%*
%H (All HH)		*94.4%*	*21.8%*	*8.9%*	*77.2%*	*15.5%*	*61.7%*	*31.7%*
%H (TV HH)			*23.1%*	*9.4%*	*81.8%*	*16.4%*	*65.4%*	
1	523	503	206	59	361	130	231	510
%V	*24.8%*	*24.6%*	*23.8%*	*21.5%*	*24.7%*	*21.7%*	*26.7%*	*27.1%*
%H (All HH)		*96.2%*	*39.4%*	*11.3%*	*69.0%*	*24.9%*	*44.2%*	*97.5%*
%H (TV HH)			*41.0%*	*11.7%*	*71.8%*	*25.8%*	*45.9%*	
2	512	502	209	75	356	150	206	509
%V	*24.3%*	*24.5%*	*24.2%*	*27.3%*	*24.3%*	*25.0%*	*23.8%*	*27.0%*
%H (All HH)		*98.0%*	*40.8%*	*14.6%*	*69.5%*	*29.3%*	*40.2%*	*99.4%*
%H (TV HH)			*41.6%*	*14.9%*	*70.9%*	*29.9%*	*41.0%*	
3	358	350	171	52	245	130	115	356
%V	*17.0%*	*17.1%*	*19.8%*	*18.9%*	*16.7%*	*21.7%*	*13.3%*	*18.9%*
%H (All HH)		*97.8%*	*47.8%*	*14.5%*	*68.4%*	*36.3%*	*32.1%*	*99.4%*
%H (TV HH)			*48.9%*	*14.9%*	*70.0%*	*37.1%*	*32.9%*	
4	195	191	101	27	123	63	60	193
%V	*9.2%*	*9.3%*	*11.7%*	*9.8%*	*8.4%*	*10.5%*	*6.9%*	*10.3%*
%H (All HH)		*97.9%*	*51.8%*	*13.8%*	*63.1%*	*32.3%*	*30.8%*	*99.0%*
%H (TV HH)			*52.9%*	*14.1%*	*64.4%*	*33.0%*	*31.4%*	
5+	218	214	111	34	144	80	64	218
%V	*10.3%*	*10.5%*	*12.8%*	*12.4%*	*9.8%*	*13.3%*	*7.4%*	*11.6%*
%H (All HH)		*98.2%*	*50.9%*	*15.6%*	*66.1%*	*36.7%*	*29.4%*	*100.0%*
%H (TV HH)			*51.9%*	*15.9%*	*67.3%*	*37.4%*	*29.9%*	

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

%V = percentage of vertical total

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

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

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Table 9.11: 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	4060	1942	544	3035	1495	1540	3744
%H		*47.8%*	*13.4%*	*74.8%*	*36.8%*	*37.9%*	*92.2%*
Under 20"	390	174	40	343	163	179	344
%V	*9.6%*	*9.0%*	*7.4%*	*11.3%*	*10.9%*	*11.6%*	*9.2%*
%H		*44.6%*	*10.3%*	*87.9%*	*41.8%*	*45.9%*	*88.2%*
20" - 29"	754	322	95	613	282	331	670
%V	*18.6%*	*16.6%*	*17.5%*	*20.2%*	*18.9%*	*21.5%*	*17.9%*
%H		*42.7%*	*12.6%*	*81.3%*	*37.4%*	*43.9%*	*88.9%*
30" - 39"	1176	522	145	893	400	494	1074
%V	*29.0%*	*26.9%*	*26.7%*	*29.4%*	*26.8%*	*32.1%*	*28.7%*
%H		*44.4%*	*12.3%*	*75.9%*	*34.0%*	*42.0%*	*91.3%*
40" - 49"	1183	609	177	821	435	386	1119
%V	*29.1%*	*31.4%*	*32.5%*	*27.1%*	*29.1%*	*25.1%*	*29.9%*
%H		*51.5%*	*15.0%*	*69.4%*	*36.8%*	*32.6%*	*94.6%*
50" - 59"	408	251	65	256	166	91	400
%V	*10.0%*	*12.9%*	*11.9%*	*8.4%*	*11.1%*	*5.9%*	*10.7%*
%H		*61.5%*	*15.9%*	*62.7%*	*40.7%*	*22.3%*	*98.0%*
60"+	50	29	7	30	18	12	50
%V	*1.2%*	*1.5%*	*1.3%*	*1.0%*	*1.2%*	*0.8%*	*1.3%*
%H		*58.0%*	*14.0%*	*60.0%*	*36.0%*	*24.0%*	*100.0%*
Don't know	100	35	16	79	31	48	88
%V	*2.5%*	*1.8%*	*2.9%*	*2.6%*	*2.1%*	*3.1%*	*2.4%*
%H		*35.0%*	*16.0%*	*79.0%*	*31.0%*	*48.0%*	*88.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4060	1942	544	3035	1495	1540	3744
%H		*47.8%*	*13.4%*	*74.8%*	*36.8%*	*37.9%*	*92.2%*
Main living room	2040	865	272	1459	599	860	1823
%V	*50.2%*	*44.5%*	*50.0%*	*48.1%*	*40.1%*	*55.8%*	*48.7%*
%H		*42.4%*	*13.3%*	*71.5%*	*29.4%*	*42.2%*	*89.4%*
Kitchen	266	128	31	228	116	112	246
%V	*6.6%*	*6.6%*	*5.7%*	*7.5%*	*7.8%*	*7.3%*	*6.6%*
%H		*48.1%*	*11.7%*	*85.7%*	*43.6%*	*42.1%*	*92.5%*
Adult's bedroom	1060	556	154	817	460	356	1010
%V	*26.1%*	*28.6%*	*28.3%*	*26.9%*	*30.8%*	*23.1%*	*27.0%*
%H		*52.5%*	*14.5%*	*77.1%*	*43.4%*	*33.6%*	*95.3%*
Child's bedroom	214	140	26	152	105	47	213
%V	*5.3%*	*7.2%*	*4.8%*	*5.0%*	*7.0%*	*3.1%*	*5.7%*
%H		*65.4%*	*12.1%*	*71.0%*	*49.1%*	*22.0%*	*99.5%*
Other bedroom	124	72	17	99	64	36	119
%V	*3.1%*	*3.7%*	*3.1%*	*3.3%*	*4.3%*	*2.3%*	*3.2%*
%H		*58.1%*	*13.7%*	*79.8%*	*51.6%*	*29.0%*	*96.0%*
Second living/dining room	196	95	27	153	81	72	182
%V	*4.8%*	*4.9%*	*5.0%*	*5.0%*	*5.4%*	*4.7%*	*4.9%*
%H		*48.5%*	*13.8%*	*78.1%*	*41.3%*	*36.7%*	*92.9%*
Study/office	47	26	5	37	21	17	46
%V	*1.2%*	*1.3%*	*0.9%*	*1.2%*	*1.4%*	*1.1%*	*1.2%*
%H		*55.3%*	*10.6%*	*78.7%*	*44.7%*	*36.2%*	*97.9%*
TV room	17	12	0	11	7	4	17
%V	*0.4%*	*0.6%*	*0.0%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*70.6%*	*0.0%*	*64.7%*	*41.2%*	*23.5%*	*100.0%*
Conservatory	55	24	6	47	20	27	49
%V	*1.4%*	*1.2%*	*1.1%*	*1.5%*	*1.3%*	*1.8%*	*1.3%*
%H		*43.6%*	*10.9%*	*85.5%*	*36.4%*	*49.1%*	*89.1%*
Attic or loft room	3	1	1	3	2	1	3
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*33.3%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
No specific location	3	1	0	2	1	1	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*
%H		*33.3%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*33.3%*
Other	36	22	5	27	20	7	36
%V	*0.9%*	*1.1%*	*0.9%*	*0.9%*	*1.3%*	*0.5%*	*1.0%*
%H		*61.1%*	*13.9%*	*75.0%*	*55.6%*	*19.4%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	4060	1942	544	3035	1495	1540	3744
%H		*47.8%*	*13.4%*	*74.8%*	*36.8%*	*37.9%*	*92.2%*
PVR	1799	1169	348	1089	783	306	1730
%V	*44.3%*	*60.2%*	*64.0%*	*35.9%*	*52.4%*	*19.9%*	*46.2%*
%H		*65.0%*	*19.3%*	*60.5%*	*43.5%*	*17.0%*	*96.2%*
DVDR	27	10	4	16	5	12	22
%V	*0.7%*	*0.5%*	*0.7%*	*0.5%*	*0.3%*	*0.8%*	*0.6%*
%H		*37.0%*	*14.8%*	*59.3%*	*18.5%*	*44.4%*	*81.5%*
VCR	22	8	2	17	5	11	12
%V	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.3%*	*0.7%*	*0.3%*
%H		*36.4%*	*9.1%*	*77.3%*	*22.7%*	*50.0%*	*54.5%*
Any recorder	1821	1174	348	1107	786	321	1743
%V	*44.9%*	*60.5%*	*64.0%*	*36.5%*	*52.6%*	*20.8%*	*46.6%*
%H		*64.5%*	*19.1%*	*60.8%*	*43.2%*	*17.6%*	*95.7%*

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

Set level data

Table 9.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4060	1942	544	3035	1495	1540	3744
%H		*47.8%*	*13.4%*	*74.8%*	*36.8%*	*37.9%*	*92.2%*
Receives HDTV (via STB or built-in reception)	2502	1303	374	1852	996	856	2367
%V	*61.6%*	*67.1%*	*68.8%*	*61.0%*	*66.6%*	*55.6%*	*63.2%*
%H		*52.1%*	*14.9%*	*74.0%*	*39.8%*	*34.2%*	*94.6%*
DVD/Blu-ray player or recorder	2046	978	279	1525	747	778	1885
%V	*50.4%*	*50.4%*	*51.3%*	*50.2%*	*50.0%*	*50.5%*	*50.3%*
%H		*47.8%*	*13.6%*	*74.5%*	*36.5%*	*38.0%*	*92.1%*

Base: ITV East of England - 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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2046	864	275	1464	600	864	1833
%H		*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	*89.6%*
Under 20"	28	3	3	25	4	20	20
%V	*1.4%*	*0.3%*	*1.1%*	*1.7%*	*0.7%*	*2.3%*	*1.1%*
%H		*10.7%*	*10.7%*	*89.3%*	*14.3%*	*71.4%*	*71.4%*
20" - 29"	177	33	20	145	24	121	130
%V	*8.7%*	*3.8%*	*7.3%*	*9.9%*	*4.0%*	*14.0%*	*7.1%*
%H		*18.6%*	*11.3%*	*81.9%*	*13.6%*	*68.4%*	*73.4%*
30" - 39"	570	194	69	436	142	294	486
%V	*27.9%*	*22.5%*	*25.1%*	*29.8%*	*23.7%*	*34.0%*	*26.5%*
%H		*34.0%*	*12.1%*	*76.5%*	*24.9%*	*51.6%*	*85.3%*
40" - 49"	842	393	122	586	276	310	786
%V	*41.2%*	*45.5%*	*44.4%*	*40.0%*	*46.0%*	*35.9%*	*42.9%*
%H		*46.7%*	*14.5%*	*69.6%*	*32.8%*	*36.8%*	*93.3%*
50" - 59"	332	201	46	206	127	78	324
%V	*16.2%*	*23.3%*	*16.7%*	*14.1%*	*21.2%*	*9.0%*	*17.7%*
%H		*60.5%*	*13.9%*	*62.0%*	*38.3%*	*23.5%*	*97.6%*
60"+	43	27	5	25	17	9	43
%V	*2.1%*	*3.1%*	*1.8%*	*1.7%*	*2.8%*	*1.0%*	*2.3%*
%H		*62.8%*	*11.6%*	*58.1%*	*39.5%*	*20.9%*	*100.0%*
Don't know	54	12	10	41	10	31	44
%V	*2.6%*	*1.4%*	*3.6%*	*2.8%*	*1.7%*	*3.6%*	*2.4%*
%H		*22.2%*	*18.5%*	*75.9%*	*18.5%*	*57.4%*	*81.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.16: 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	2046	864	275	1464	600	864	1833
%H		*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	*89.6%*
PVR	1259	754	255	799	533	266	1197
%V	*61.5%*	*87.3%*	*92.7%*	*54.6%*	*88.8%*	*30.8%*	*65.3%*
%H		*59.9%*	*20.3%*	*63.5%*	*42.3%*	*21.1%*	*95.1%*
DVDR	21	8	3	13	4	9	17
%V	*1.0%*	*0.9%*	*1.1%*	*0.9%*	*0.7%*	*1.0%*	*0.9%*
%H		*38.1%*	*14.3%*	*61.9%*	*19.0%*	*42.9%*	*81.0%*
VCR	20	6	1	16	4	11	11
%V	*1.0%*	*0.7%*	*0.4%*	*1.1%*	*0.7%*	*1.3%*	*0.6%*
%H		*30.0%*	*5.0%*	*80.0%*	*20.0%*	*55.0%*	*55.0%*
Any recorder	1274	756	255	812	534	278	1205
%V	*62.3%*	*87.5%*	*92.7%*	*55.5%*	*89.0%*	*32.2%*	*65.7%*
%H		*59.3%*	*20.0%*	*63.7%*	*41.9%*	*21.8%*	*94.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2046	864	275	1464	600	864	1833
%H		*42.2%*	*13.4%*	*71.6%*	*29.3%*	*42.2%*	*89.6%*
Receives HDTV (via STB or built-in reception)	1531	724	245	1112	533	579	1424
%V	*74.8%*	*83.8%*	*89.1%*	*76.0%*	*88.8%*	*67.0%*	*77.7%*
%H		*47.3%*	*16.0%*	*72.6%*	*34.8%*	*37.8%*	*93.0%*
DVD/Blu-ray player or recorder	1299	565	171	947	397	550	1171
%V	*63.5%*	*65.4%*	*62.2%*	*64.7%*	*66.2%*	*63.7%*	*63.9%*
%H		*43.5%*	*13.2%*	*72.9%*	*30.6%*	*42.3%*	*90.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2014	1078	269	1571	895	676	1911
%H		*53.5%*	*13.4%*	*78.0%*	*44.4%*	*33.6%*	*94.9%*
Under 20"	363	171	37	318	159	159	324
%V	*18.0%*	*15.9%*	*13.8%*	*20.2%*	*17.8%*	*23.5%*	*17.0%*
%H		*47.1%*	*10.2%*	*87.6%*	*43.8%*	*43.8%*	*89.3%*
20" - 29"	576	289	76	468	258	210	540
%V	*28.6%*	*26.8%*	*28.3%*	*29.8%*	*28.8%*	*31.1%*	*28.3%*
%H		*50.2%*	*13.2%*	*81.3%*	*44.8%*	*36.5%*	*93.8%*
30" - 39"	607	328	76	457	258	199	587
%V	*30.1%*	*30.4%*	*28.3%*	*29.1%*	*28.8%*	*29.4%*	*30.7%*
%H		*54.0%*	*12.5%*	*75.3%*	*42.5%*	*32.8%*	*96.7%*
40" - 49"	340	216	55	235	159	76	333
%V	*16.9%*	*20.0%*	*20.4%*	*15.0%*	*17.8%*	*11.2%*	*17.4%*
%H		*63.5%*	*16.2%*	*69.1%*	*46.8%*	*22.4%*	*97.9%*
50" - 59"	76	49	18	50	38	12	76
%V	*3.8%*	*4.5%*	*6.7%*	*3.2%*	*4.2%*	*1.8%*	*4.0%*
%H		*64.5%*	*23.7%*	*65.8%*	*50.0%*	*15.8%*	*100.0%*
60"+	7	2	1	4	2	3	7
%V	*0.3%*	*0.2%*	*0.4%*	*0.3%*	*0.2%*	*0.4%*	*0.4%*
%H		*28.6%*	*14.3%*	*57.1%*	*28.6%*	*42.9%*	*100.0%*
Don't know	45	23	6	38	21	17	44
%V	*2.2%*	*2.1%*	*2.2%*	*2.4%*	*2.3%*	*2.5%*	*2.3%*
%H		*51.1%*	*13.3%*	*84.4%*	*46.7%*	*37.8%*	*97.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.19: 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	2014	1078	269	1571	895	676	1911
%H		*53.5%*	*13.4%*	*78.0%*	*44.4%*	*33.6%*	*94.9%*
PVR	540	415	93	290	250	40	533
%V	*26.8%*	*38.5%*	*34.6%*	*18.5%*	*27.9%*	*5.9%*	*27.9%*
%H		*76.9%*	*17.2%*	*53.7%*	*46.3%*	*7.4%*	*98.7%*
DVDR	6	2	1	4	1	3	6
%V	*0.3%*	*0.2%*	*0.4%*	*0.3%*	*0.1%*	*0.4%*	*0.3%*
%H		*33.3%*	*16.7%*	*66.7%*	*16.7%*	*50.0%*	*100.0%*
VCR	2	1	1	1	1	0	1
%V	*0.1%*	*0.1%*	*0.4%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*50.0%*	*50.0%*	*50.0%*	*50.0%*	*0.0%*	*50.0%*
Any recorder	546	419	93	295	252	43	538
%V	*27.1%*	*38.9%*	*34.6%*	*18.8%*	*28.2%*	*6.4%*	*28.2%*
%H		*76.7%*	*17.0%*	*54.0%*	*46.2%*	*7.9%*	*98.5%*

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

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2014	1078	269	1571	895	676	1911
%H		*53.5%*	*13.4%*	*78.0%*	*44.4%*	*33.6%*	*94.9%*
Receives HDTV (via STB or built-in reception)	971	579	129	740	463	277	943
%V	*48.2%*	*53.7%*	*48.0%*	*47.1%*	*51.7%*	*41.0%*	*49.3%*
%H		*59.6%*	*13.3%*	*76.2%*	*47.7%*	*28.5%*	*97.1%*
DVD/Blu-ray player or recorder	747	414	108	577	349	228	714
%V	*37.1%*	*38.4%*	*40.1%*	*36.7%*	*39.0%*	*33.7%*	*37.4%*
%H		*55.4%*	*14.5%*	*77.2%*	*46.7%*	*30.5%*	*95.6%*

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

Table 9.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	4900	4779	2194	692	3294	1518	1776	4604
%H		*97.5%*	*44.8%*	*14.1%*	*67.2%*	*31.0%*	*36.2%*	*94.0%*
Total Children	945	930	473	138	586	304	283	937
%V	*19.3%*	*19.5%*	*21.6%*	*19.9%*	*17.8%*	*20.0%*	*15.9%*	*20.4%*
%H		*98.4%*	*50.1%*	*14.6%*	*62.0%*	*32.2%*	*29.9%*	*99.2%*
0 - 3	227	222	115	33	129	70	59	225
%V	*4.6%*	*4.6%*	*5.2%*	*4.8%*	*3.9%*	*4.6%*	*3.3%*	*4.9%*
%H		*97.8%*	*50.7%*	*14.5%*	*56.8%*	*30.8%*	*26.0%*	*99.1%*
4 - 15	718	707	358	105	457	233	224	712
%V	*14.7%*	*14.8%*	*16.3%*	*15.2%*	*13.9%*	*15.3%*	*12.6%*	*15.5%*
%H		*98.5%*	*49.9%*	*14.6%*	*63.6%*	*32.5%*	*31.2%*	*99.2%*
4 - 9	362	356	180	53	221	113	108	358
%V	*7.4%*	*7.4%*	*8.2%*	*7.7%*	*6.7%*	*7.4%*	*6.1%*	*7.8%*
%H		*98.3%*	*49.7%*	*14.6%*	*61.0%*	*31.2%*	*29.8%*	*98.9%*
10 - 15	357	351	178	52	236	121	116	354
%V	*7.3%*	*7.3%*	*8.1%*	*7.5%*	*7.2%*	*8.0%*	*6.5%*	*7.7%*
%H		*98.3%*	*49.9%*	*14.6%*	*66.1%*	*33.9%*	*32.5%*	*99.2%*

Base: ITV East of England - 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	4900	4779	2194	692	3294	1518	1776	4604
%H		*97.5%*	*44.8%*	*14.1%*	*67.2%*	*31.0%*	*36.2%*	*94.0%*
Total Adults (16+)	3955	3849	1720	554	2708	1214	1494	3667
%V	*80.7%*	*80.5%*	*78.4%*	*80.1%*	*82.2%*	*80.0%*	*84.1%*	*79.6%*
%H		*97.3%*	*43.5%*	*14.0%*	*68.5%*	*30.7%*	*37.8%*	*92.7%*
16 - 19	198	195	85	35	134	65	69	196
%V	*4.0%*	*4.1%*	*3.9%*	*5.1%*	*4.1%*	*4.3%*	*3.9%*	*4.3%*
%H		*98.5%*	*42.9%*	*17.7%*	*67.7%*	*32.8%*	*34.8%*	*99.0%*
20 - 24	275	263	136	44	163	95	67	270
%V	*5.6%*	*5.5%*	*6.2%*	*6.4%*	*4.9%*	*6.3%*	*3.8%*	*5.9%*
%H		*95.6%*	*49.5%*	*16.0%*	*59.3%*	*34.5%*	*24.4%*	*98.2%*
25 - 34	593	555	228	92	337	147	190	581
%V	*12.1%*	*11.6%*	*10.4%*	*13.3%*	*10.2%*	*9.7%*	*10.7%*	*12.6%*
%H		*93.6%*	*38.4%*	*15.5%*	*56.8%*	*24.8%*	*32.0%*	*98.0%*
35 - 44	610	589	309	82	357	181	176	600
%V	*12.4%*	*12.3%*	*14.1%*	*11.8%*	*10.8%*	*11.9%*	*9.9%*	*13.0%*
%H		*96.6%*	*50.7%*	*13.4%*	*58.5%*	*29.7%*	*28.9%*	*98.4%*
45 - 54	690	679	332	117	476	241	235	674
%V	*14.1%*	*14.2%*	*15.1%*	*16.9%*	*14.5%*	*15.9%*	*13.2%*	*14.6%*
%H		*98.4%*	*48.1%*	*17.0%*	*69.0%*	*34.9%*	*34.1%*	*97.7%*
55 - 64	597	587	276	83	441	213	228	574
%V	*12.2%*	*12.3%*	*12.6%*	*12.0%*	*13.4%*	*14.0%*	*12.8%*	*12.5%*
%H		*98.3%*	*46.2%*	*13.9%*	*73.9%*	*35.7%*	*38.2%*	*96.1%*
65+	991	982	355	101	800	271	529	772
%V	*20.2%*	*20.5%*	*16.2%*	*14.6%*	*24.3%*	*17.9%*	*29.8%*	*16.8%*
%H		*99.1%*	*35.8%*	*10.2%*	*80.7%*	*27.3%*	*53.4%*	*77.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3955	3849	1720	554	2708	1214	1494	3667
%H		*97.3%*	*43.5%*	*14.0%*	*68.5%*	*30.7%*	*37.8%*	*92.7%*
AB	1125	1106	495	156	769	336	434	1092
%V	*28.4%*	*28.7%*	*28.8%*	*28.2%*	*28.4%*	*27.7%*	*29.0%*	*29.8%*
%H		*98.3%*	*44.0%*	*13.9%*	*68.4%*	*29.9%*	*38.6%*	*97.1%*
C1	1097	1068	501	147	756	361	395	1031
%V	*27.7%*	*27.7%*	*29.1%*	*26.5%*	*27.9%*	*29.7%*	*26.4%*	*28.1%*
%H		*97.4%*	*45.7%*	*13.4%*	*68.9%*	*32.9%*	*36.0%*	*94.0%*
C2	961	938	431	158	668	331	337	895
%V	*24.3%*	*24.4%*	*25.1%*	*28.5%*	*24.7%*	*27.3%*	*22.6%*	*24.4%*
%H		*97.6%*	*44.8%*	*16.4%*	*69.5%*	*34.4%*	*35.1%*	*93.1%*
D	516	489	202	71	320	125	195	470
%V	*13.0%*	*12.7%*	*11.7%*	*12.8%*	*11.8%*	*10.3%*	*13.1%*	*12.8%*
%H		*94.8%*	*39.1%*	*13.8%*	*62.0%*	*24.2%*	*37.8%*	*91.1%*
E	256	248	91	21	194	62	133	179
%V	*6.5%*	*6.4%*	*5.3%*	*3.8%*	*7.2%*	*5.1%*	*8.9%*	*4.9%*
%H		*96.9%*	*35.5%*	*8.2%*	*75.8%*	*24.2%*	*52.0%*	*69.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	3955	3849	1720	554	2708	1214	1494	3667
%H		*97.3%*	*43.5%*	*14.0%*	*68.5%*	*30.7%*	*37.8%*	*92.7%*
Working full time	1872	1811	868	302	1188	602	586	1844
%V	*47.3%*	*47.1%*	*50.5%*	*54.5%*	*43.9%*	*49.6%*	*39.2%*	*50.3%*
%H		*96.7%*	*46.4%*	*16.1%*	*63.5%*	*32.2%*	*31.3%*	*98.5%*
Working part time	488	476	232	67	334	166	169	472
%V	*12.3%*	*12.4%*	*13.5%*	*12.1%*	*12.3%*	*13.7%*	*11.3%*	*12.9%*
%H		*97.5%*	*47.5%*	*13.7%*	*68.4%*	*34.0%*	*34.6%*	*96.7%*
Not working	1595	1561	620	185	1186	447	739	1352
%V	*40.3%*	*40.6%*	*36.0%*	*33.4%*	*43.8%*	*36.8%*	*49.5%*	*36.9%*
%H		*97.9%*	*38.9%*	*11.6%*	*74.4%*	*28.0%*	*46.3%*	*84.8%*
Houseperson	2109	2046	864	275	1464	600	864	1882
%V	*53.3%*	*53.2%*	*50.2%*	*49.6%*	*54.1%*	*49.4%*	*57.8%*	*51.3%*
%H		*97.0%*	*41.0%*	*13.0%*	*69.4%*	*28.4%*	*41.0%*	*89.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1941	1883	857	272	1317	617	699	1824
%H		*97.0%*	*44.2%*	*14.0%*	*67.9%*	*31.8%*	*36.0%*	*94.0%*
16 - 19	110	107	51	17	74	40	35	110
%V	*5.7%*	*5.7%*	*6.0%*	*6.3%*	*5.6%*	*6.5%*	*5.0%*	*6.0%*
%H		*97.3%*	*46.4%*	*15.5%*	*67.3%*	*36.4%*	*31.8%*	*100.0%*
20 - 24	136	128	63	26	82	53	30	135
%V	*7.0%*	*6.8%*	*7.4%*	*9.6%*	*6.2%*	*8.6%*	*4.3%*	*7.4%*
%H		*94.1%*	*46.3%*	*19.1%*	*60.3%*	*39.0%*	*22.1%*	*99.3%*
25 - 34	299	278	112	42	167	71	96	292
%V	*15.4%*	*14.8%*	*13.1%*	*15.4%*	*12.7%*	*11.5%*	*13.7%*	*16.0%*
%H		*93.0%*	*37.5%*	*14.0%*	*55.9%*	*23.7%*	*32.1%*	*97.7%*
35 - 44	300	289	151	42	173	91	82	296
%V	*15.5%*	*15.3%*	*17.6%*	*15.4%*	*13.1%*	*14.7%*	*11.7%*	*16.2%*
%H		*96.3%*	*50.3%*	*14.0%*	*57.7%*	*30.3%*	*27.3%*	*98.7%*
45 - 54	334	330	163	56	230	117	113	324
%V	*17.2%*	*17.5%*	*19.0%*	*20.6%*	*17.5%*	*19.0%*	*16.2%*	*17.8%*
%H		*98.8%*	*48.8%*	*16.8%*	*68.9%*	*35.0%*	*33.8%*	*97.0%*
55 - 64	302	295	137	41	223	109	114	290
%V	*15.6%*	*15.7%*	*16.0%*	*15.1%*	*16.9%*	*17.7%*	*16.3%*	*15.9%*
%H		*97.7%*	*45.4%*	*13.6%*	*73.8%*	*36.1%*	*37.7%*	*96.0%*
65+	459	456	179	48	367	137	230	377
%V	*23.6%*	*24.2%*	*20.9%*	*17.6%*	*27.9%*	*22.2%*	*32.9%*	*20.7%*
%H		*99.3%*	*39.0%*	*10.5%*	*80.0%*	*29.8%*	*50.1%*	*82.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1941	1883	857	272	1317	617	699	1824
%H		*97.0%*	*44.2%*	*14.0%*	*67.9%*	*31.8%*	*36.0%*	*94.0%*
AB	569	558	258	75	387	176	211	557
%V	*29.3%*	*29.6%*	*30.1%*	*27.6%*	*29.4%*	*28.5%*	*30.2%*	*30.5%*
%H		*98.1%*	*45.3%*	*13.2%*	*68.0%*	*30.9%*	*37.1%*	*97.9%*
C1	498	482	233	68	335	175	161	483
%V	*25.7%*	*25.6%*	*27.2%*	*25.0%*	*25.4%*	*28.4%*	*23.0%*	*26.5%*
%H		*96.8%*	*46.8%*	*13.7%*	*67.3%*	*35.1%*	*32.3%*	*97.0%*
C2	520	505	234	87	359	182	176	481
%V	*26.8%*	*26.8%*	*27.3%*	*32.0%*	*27.3%*	*29.5%*	*25.2%*	*26.4%*
%H		*97.1%*	*45.0%*	*16.7%*	*69.0%*	*35.0%*	*33.8%*	*92.5%*
D	257	245	97	35	158	59	99	238
%V	*13.2%*	*13.0%*	*11.3%*	*12.9%*	*12.0%*	*9.6%*	*14.2%*	*13.0%*
%H		*95.3%*	*37.7%*	*13.6%*	*61.5%*	*23.0%*	*38.5%*	*92.6%*
E	97	92	34	6	77	25	52	66
%V	*5.0%*	*4.9%*	*4.0%*	*2.2%*	*5.8%*	*4.1%*	*7.4%*	*3.6%*
%H		*94.8%*	*35.1%*	*6.2%*	*79.4%*	*25.8%*	*53.6%*	*68.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1941	1883	857	272	1317	617	699	1824
%H		*97.0%*	*44.2%*	*14.0%*	*67.9%*	*31.8%*	*36.0%*	*94.0%*
Working full time	1164	1126	549	180	742	384	358	1146
%V	*60.0%*	*59.8%*	*64.1%*	*66.2%*	*56.3%*	*62.2%*	*51.2%*	*62.8%*
%H		*96.7%*	*47.2%*	*15.5%*	*63.7%*	*33.0%*	*30.8%*	*98.5%*
Working part time	117	111	50	18	78	37	40	111
%V	*6.0%*	*5.9%*	*5.8%*	*6.6%*	*5.9%*	*6.0%*	*5.7%*	*6.1%*
%H		*94.9%*	*42.7%*	*15.4%*	*66.7%*	*31.6%*	*34.2%*	*94.9%*
Not working	661	645	258	74	497	196	301	568
%V	*34.1%*	*34.3%*	*30.1%*	*27.2%*	*37.7%*	*31.8%*	*43.1%*	*31.1%*
%H		*97.6%*	*39.0%*	*11.2%*	*75.2%*	*29.7%*	*45.5%*	*85.9%*
Houseperson	451	426	157	59	309	120	190	386
%V	*23.2%*	*22.6%*	*18.3%*	*21.7%*	*23.5%*	*19.4%*	*27.2%*	*21.2%*
%H		*94.5%*	*34.8%*	*13.1%*	*68.5%*	*26.6%*	*42.1%*	*85.6%*

Base: ITV East of England - 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+)	2013	1967	863	282	1391	597	794	1843
%H		*97.7%*	*42.9%*	*14.0%*	*69.1%*	*29.7%*	*39.4%*	*91.6%*
16 - 19	88	87	34	18	60	26	34	86
%V	*4.4%*	*4.4%*	*3.9%*	*6.4%*	*4.3%*	*4.4%*	*4.3%*	*4.7%*
%H		*98.9%*	*38.6%*	*20.5%*	*68.2%*	*29.5%*	*38.6%*	*97.7%*
20 - 24	139	135	72	18	80	43	38	134
%V	*6.9%*	*6.9%*	*8.3%*	*6.4%*	*5.8%*	*7.2%*	*4.8%*	*7.3%*
%H		*97.1%*	*51.8%*	*12.9%*	*57.6%*	*30.9%*	*27.3%*	*96.4%*
25 - 34	294	277	116	49	170	76	94	289
%V	*14.6%*	*14.1%*	*13.4%*	*17.4%*	*12.2%*	*12.7%*	*11.8%*	*15.7%*
%H		*94.2%*	*39.5%*	*16.7%*	*57.8%*	*25.9%*	*32.0%*	*98.3%*
35 - 44	309	301	157	40	184	90	94	305
%V	*15.4%*	*15.3%*	*18.2%*	*14.2%*	*13.2%*	*15.1%*	*11.8%*	*16.5%*
%H		*97.4%*	*50.8%*	*12.9%*	*59.5%*	*29.1%*	*30.4%*	*98.7%*
45 - 54	356	349	169	62	246	124	122	350
%V	*17.7%*	*17.7%*	*19.6%*	*22.0%*	*17.7%*	*20.8%*	*15.4%*	*19.0%*
%H		*98.0%*	*47.5%*	*17.4%*	*69.1%*	*34.8%*	*34.3%*	*98.3%*
55 - 64	296	292	139	42	218	105	113	284
%V	*14.7%*	*14.8%*	*16.1%*	*14.9%*	*15.7%*	*17.6%*	*14.2%*	*15.4%*
%H		*98.6%*	*47.0%*	*14.2%*	*73.6%*	*35.5%*	*38.2%*	*95.9%*
65+	532	526	176	52	433	134	299	396
%V	*26.4%*	*26.7%*	*20.4%*	*18.4%*	*31.1%*	*22.4%*	*37.7%*	*21.5%*
%H		*98.9%*	*33.1%*	*9.8%*	*81.4%*	*25.2%*	*56.2%*	*74.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2013	1967	863	282	1391	597	794	1843
%H		*97.7%*	*42.9%*	*14.0%*	*69.1%*	*29.7%*	*39.4%*	*91.6%*
AB	556	547	237	80	382	160	222	535
%V	*27.6%*	*27.8%*	*27.5%*	*28.4%*	*27.5%*	*26.8%*	*28.0%*	*29.0%*
%H		*98.4%*	*42.6%*	*14.4%*	*68.7%*	*28.8%*	*39.9%*	*96.2%*
C1	599	586	268	79	421	186	235	549
%V	*29.8%*	*29.8%*	*31.1%*	*28.0%*	*30.3%*	*31.2%*	*29.6%*	*29.8%*
%H		*97.8%*	*44.7%*	*13.2%*	*70.3%*	*31.1%*	*39.2%*	*91.7%*
C2	441	433	197	71	309	149	160	414
%V	*21.9%*	*22.0%*	*22.8%*	*25.2%*	*22.2%*	*25.0%*	*20.2%*	*22.5%*
%H		*98.2%*	*44.7%*	*16.1%*	*70.1%*	*33.8%*	*36.3%*	*93.9%*
D	259	245	105	36	162	66	96	232
%V	*12.9%*	*12.5%*	*12.2%*	*12.8%*	*11.6%*	*11.1%*	*12.1%*	*12.6%*
%H		*94.6%*	*40.5%*	*13.9%*	*62.5%*	*25.5%*	*37.1%*	*89.6%*
E	158	156	57	15	117	36	81	113
%V	*7.8%*	*7.9%*	*6.6%*	*5.3%*	*8.4%*	*6.0%*	*10.2%*	*6.1%*
%H		*98.7%*	*36.1%*	*9.5%*	*74.1%*	*22.8%*	*51.3%*	*71.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2013	1967	863	282	1391	597	794	1843
%H		*97.7%*	*42.9%*	*14.0%*	*69.1%*	*29.7%*	*39.4%*	*91.6%*
Working full time	708	685	319	122	446	218	228	698
%V	*35.2%*	*34.8%*	*37.0%*	*43.3%*	*32.1%*	*36.5%*	*28.7%*	*37.9%*
%H		*96.8%*	*45.1%*	*17.2%*	*63.0%*	*30.8%*	*32.2%*	*98.6%*
Working part time	372	365	182	49	256	128	128	361
%V	*18.5%*	*18.6%*	*21.1%*	*17.4%*	*18.4%*	*21.4%*	*16.1%*	*19.6%*
%H		*98.1%*	*48.9%*	*13.2%*	*68.8%*	*34.4%*	*34.4%*	*97.0%*
Not working	933	916	362	111	689	251	438	784
%V	*46.3%*	*46.6%*	*41.9%*	*39.4%*	*49.5%*	*42.0%*	*55.2%*	*42.5%*
%H		*98.2%*	*38.8%*	*11.9%*	*73.8%*	*26.9%*	*46.9%*	*84.0%*
Houseperson	1658	1620	706	216	1154	480	674	1496
%V	*82.4%*	*82.4%*	*81.8%*	*76.6%*	*83.0%*	*80.4%*	*84.9%*	*81.2%*
%H		*97.7%*	*42.6%*	*13.0%*	*69.6%*	*29.0%*	*40.7%*	*90.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Oct 2017 - Sep 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	823	796	309	74	591	204	387	727
%H (All HH)		*96.7%*	*37.5%*	*9.0%*	*71.8%*	*24.8%*	*47.0%*	*88.3%*
%H (TV HH)			*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	
AB	203	195	79	16	149	54	95	192
%V	*24.7%*	*24.5%*	*25.6%*	*21.6%*	*25.2%*	*26.5%*	*24.5%*	*26.4%*
%H (All HH)		*96.1%*	*38.9%*	*7.9%*	*73.4%*	*26.6%*	*46.8%*	*94.6%*
%H (TV HH)			*40.5%*	*8.2%*	*76.4%*	*27.7%*	*48.7%*	
C1	248	241	92	18	182	60	122	227
%V	*30.1%*	*30.3%*	*29.8%*	*24.3%*	*30.8%*	*29.4%*	*31.5%*	*31.2%*
%H (All HH)		*97.2%*	*37.1%*	*7.3%*	*73.4%*	*24.2%*	*49.2%*	*91.5%*
%H (TV HH)			*38.2%*	*7.5%*	*75.5%*	*24.9%*	*50.6%*	
C2	184	181	78	22	127	52	75	168
%V	*22.4%*	*22.7%*	*25.2%*	*29.7%*	*21.5%*	*25.5%*	*19.4%*	*23.1%*
%H (All HH)		*98.4%*	*42.4%*	*12.0%*	*69.0%*	*28.3%*	*40.8%*	*91.3%*
%H (TV HH)			*43.1%*	*12.2%*	*70.2%*	*28.7%*	*41.4%*	
D	115	111	40	15	79	26	53	98
%V	*14.0%*	*13.9%*	*12.9%*	*20.3%*	*13.4%*	*12.7%*	*13.7%*	*13.5%*
%H (All HH)		*96.5%*	*34.8%*	*13.0%*	*68.7%*	*22.6%*	*46.1%*	*85.2%*
%H (TV HH)			*36.0%*	*13.5%*	*71.2%*	*23.4%*	*47.7%*	
E	73	68	21	3	55	13	42	42
%V	*8.9%*	*8.5%*	*6.8%*	*4.1%*	*9.3%*	*6.4%*	*10.9%*	*5.8%*
%H (All HH)		*93.2%*	*28.8%*	*4.1%*	*75.3%*	*17.8%*	*57.5%*	*57.5%*
%H (TV HH)			*30.9%*	*4.4%*	*80.9%*	*19.1%*	*61.8%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

Table 10.2: 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	823	796	309	74	591	204	387	727
%H (All HH)		*96.7%*	*37.5%*	*9.0%*	*71.8%*	*24.8%*	*47.0%*	*88.3%*
%H (TV HH)			*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	
Under 25	34	32	6	8	19	5	14	34
%V	*4.1%*	*4.0%*	*1.9%*	*10.8%*	*3.2%*	*2.5%*	*3.6%*	*4.7%*
%H (All HH)		*94.1%*	*17.6%*	*23.5%*	*55.9%*	*14.7%*	*41.2%*	*100.0%*
%H (TV HH)			*18.8%*	*25.0%*	*59.4%*	*15.6%*	*43.8%*	
25 - 34	100	93	37	10	58	25	33	100
%V	*12.2%*	*11.7%*	*12.0%*	*13.5%*	*9.8%*	*12.3%*	*8.5%*	*13.8%*
%H (All HH)		*93.0%*	*37.0%*	*10.0%*	*58.0%*	*25.0%*	*33.0%*	*100.0%*
%H (TV HH)			*39.8%*	*10.8%*	*62.4%*	*26.9%*	*35.5%*	
35 - 44	110	103	48	15	65	26	39	108
%V	*13.4%*	*12.9%*	*15.5%*	*20.3%*	*11.0%*	*12.7%*	*10.1%*	*14.9%*
%H (All HH)		*93.6%*	*43.6%*	*13.6%*	*59.1%*	*23.6%*	*35.5%*	*98.2%*
%H (TV HH)			*46.6%*	*14.6%*	*63.1%*	*25.2%*	*37.9%*	
45 - 54	145	140	60	21	97	42	56	141
%V	*17.6%*	*17.6%*	*19.4%*	*28.4%*	*16.4%*	*20.6%*	*14.5%*	*19.4%*
%H (All HH)		*96.6%*	*41.4%*	*14.5%*	*66.9%*	*29.0%*	*38.6%*	*97.2%*
%H (TV HH)			*42.9%*	*15.0%*	*69.3%*	*30.0%*	*40.0%*	
55 - 64	146	143	67	10	110	47	63	135
%V	*17.7%*	*18.0%*	*21.7%*	*13.5%*	*18.6%*	*23.0%*	*16.3%*	*18.6%*
%H (All HH)		*97.9%*	*45.9%*	*6.8%*	*75.3%*	*32.2%*	*43.2%*	*92.5%*
%H (TV HH)			*46.9%*	*7.0%*	*76.9%*	*32.9%*	*44.1%*	
65 +	289	285	91	10	243	60	183	209
%V	*35.1%*	*35.8%*	*29.4%*	*13.5%*	*41.1%*	*29.4%*	*47.3%*	*28.7%*
%H (All HH)		*98.6%*	*31.5%*	*3.5%*	*84.1%*	*20.8%*	*63.3%*	*72.3%*
%H (TV HH)			*31.9%*	*3.5%*	*85.3%*	*21.1%*	*64.2%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

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	823	796	309	74	591	204	387	727
%H (All HH)		*96.7%*	*37.5%*	*9.0%*	*71.8%*	*24.8%*	*47.0%*	*88.3%*
%H (TV HH)			*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	
1	257	246	72	15	194	41	154	181
%V	*31.2%*	*30.9%*	*23.3%*	*20.3%*	*32.8%*	*20.1%*	*39.8%*	*24.9%*
%H (All HH)		*95.7%*	*28.0%*	*5.8%*	*75.5%*	*16.0%*	*59.9%*	*70.4%*
%H (TV HH)			*29.3%*	*6.1%*	*78.9%*	*16.7%*	*62.6%*	
2	315	306	119	28	236	86	150	296
%V	*38.3%*	*38.4%*	*38.5%*	*37.8%*	*39.9%*	*42.2%*	*38.8%*	*40.7%*
%H (All HH)		*97.1%*	*37.8%*	*8.9%*	*74.9%*	*27.3%*	*47.6%*	*94.0%*
%H (TV HH)			*38.9%*	*9.2%*	*77.1%*	*28.1%*	*49.0%*	
3	114	109	54	12	69	34	35	113
%V	*13.9%*	*13.7%*	*17.5%*	*16.2%*	*11.7%*	*16.7%*	*9.0%*	*15.5%*
%H (All HH)		*95.6%*	*47.4%*	*10.5%*	*60.5%*	*29.8%*	*30.7%*	*99.1%*
%H (TV HH)			*49.5%*	*11.0%*	*63.3%*	*31.2%*	*32.1%*	
4	97	95	46	12	62	28	34	97
%V	*11.8%*	*11.9%*	*14.9%*	*16.2%*	*10.5%*	*13.7%*	*8.8%*	*13.3%*
%H (All HH)		*97.9%*	*47.4%*	*12.4%*	*63.9%*	*28.9%*	*35.1%*	*100.0%*
%H (TV HH)			*48.4%*	*12.6%*	*65.3%*	*29.5%*	*35.8%*	
5+	40	40	18	6	30	15	15	40
%V	*4.9%*	*5.0%*	*5.8%*	*8.1%*	*5.1%*	*7.4%*	*3.9%*	*5.5%*
%H (All HH)		*100.0%*	*45.0%*	*15.0%*	*75.0%*	*37.5%*	*37.5%*	*100.0%*
%H (TV HH)			*45.0%*	*15.0%*	*75.0%*	*37.5%*	*37.5%*	
Average HH size	2.24	2.25	2.45	2.60	2.19	2.51	2.02	2.38

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

Table 10.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	823	796	309	74	591	204	387	727
%H (All HH)		*96.7%*	*37.5%*	*9.0%*	*71.8%*	*24.8%*	*47.0%*	*88.3%*
%H (TV HH)			*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	
Without	628	606	218	48	469	146	324	533
%V	*76.3%*	*76.1%*	*70.6%*	*64.9%*	*79.4%*	*71.6%*	*83.7%*	*73.3%*
%H (All HH)		*96.5%*	*34.7%*	*7.6%*	*74.7%*	*23.2%*	*51.6%*	*84.9%*
%H (TV HH)			*36.0%*	*7.9%*	*77.4%*	*24.1%*	*53.5%*	
With	194	190	91	26	122	59	63	194
%V	*23.6%*	*23.9%*	*29.4%*	*35.1%*	*20.6%*	*28.9%*	*16.3%*	*26.7%*
%H (All HH)		*97.9%*	*46.9%*	*13.4%*	*62.9%*	*30.4%*	*32.5%*	*100.0%*
%H (TV HH)			*47.9%*	*13.7%*	*64.2%*	*31.1%*	*33.2%*	
0 - 3	68	65	29	11	39	19	20	67
%V	*8.3%*	*8.2%*	*9.4%*	*14.9%*	*6.6%*	*9.3%*	*5.2%*	*9.2%*
%H (All HH)		*95.6%*	*42.6%*	*16.2%*	*57.4%*	*27.9%*	*29.4%*	*98.5%*
%H (TV HH)			*44.6%*	*16.9%*	*60.0%*	*29.2%*	*30.8%*	
4 - 9	102	99	45	12	63	29	35	102
%V	*12.4%*	*12.4%*	*14.6%*	*16.2%*	*10.7%*	*14.2%*	*9.0%*	*14.0%*
%H (All HH)		*97.1%*	*44.1%*	*11.8%*	*61.8%*	*28.4%*	*34.3%*	*100.0%*
%H (TV HH)			*45.5%*	*12.1%*	*63.6%*	*29.3%*	*35.4%*	
10 - 15	93	92	52	10	65	34	30	93
%V	*11.3%*	*11.6%*	*16.8%*	*13.5%*	*11.0%*	*16.7%*	*7.8%*	*12.8%*
%H (All HH)		*98.9%*	*55.9%*	*10.8%*	*69.9%*	*36.6%*	*32.3%*	*100.0%*
%H (TV HH)			*56.5%*	*10.9%*	*70.7%*	*37.0%*	*32.6%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South West

Household level data

Table 10.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	823	796	309	74	591	204	387	727
%H (All HH)		*96.7%*	*37.5%*	*9.0%*	*71.8%*	*24.8%*	*47.0%*	*88.3%*
%H (TV HH)			*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	
1	310	310	102	24	211	46	165	250
%V	*37.7%*	*38.9%*	*33.0%*	*32.4%*	*35.7%*	*22.5%*	*42.6%*	*34.4%*
%H (All HH)		*100.0%*	*32.9%*	*7.7%*	*68.1%*	*14.8%*	*53.2%*	*80.6%*
%H (TV HH)			*32.9%*	*7.7%*	*68.1%*	*14.8%*	*53.2%*	
2	284	284	103	27	215	67	148	259
%V	*34.5%*	*35.7%*	*33.3%*	*36.5%*	*36.4%*	*32.8%*	*38.2%*	*35.6%*
%H (All HH)		*100.0%*	*36.3%*	*9.5%*	*75.7%*	*23.6%*	*52.1%*	*91.2%*
%H (TV HH)			*36.3%*	*9.5%*	*75.7%*	*23.6%*	*52.1%*	
3	130	130	66	16	104	55	49	124
%V	*15.8%*	*16.3%*	*21.4%*	*21.6%*	*17.6%*	*27.0%*	*12.7%*	*17.1%*
%H (All HH)		*100.0%*	*50.8%*	*12.3%*	*80.0%*	*42.3%*	*37.7%*	*95.4%*
%H (TV HH)			*50.8%*	*12.3%*	*80.0%*	*42.3%*	*37.7%*	
4	45	45	26	4	39	23	16	43
%V	*5.5%*	*5.7%*	*8.4%*	*5.4%*	*6.6%*	*11.3%*	*4.1%*	*5.9%*
%H (All HH)		*100.0%*	*57.8%*	*8.9%*	*86.7%*	*51.1%*	*35.6%*	*95.6%*
%H (TV HH)			*57.8%*	*8.9%*	*86.7%*	*51.1%*	*35.6%*	
5+	26	26	13	4	22	12	10	26
%V	*3.2%*	*3.3%*	*4.2%*	*5.4%*	*3.7%*	*5.9%*	*2.6%*	*3.6%*
%H (All HH)		*100.0%*	*50.0%*	*15.4%*	*84.6%*	*46.2%*	*38.5%*	*100.0%*
%H (TV HH)			*50.0%*	*15.4%*	*84.6%*	*46.2%*	*38.5%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

Table 10.6: 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	823	796	309	74	591	204	387	727
%H (All HH)		*96.7%*	*37.5%*	*9.0%*	*71.8%*	*24.8%*	*47.0%*	*88.3%*
%H (TV HH)			*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	
Under 20"	114	114	47	5	101	39	62	103
%V	*13.9%*	*14.3%*	*15.2%*	*6.8%*	*17.1%*	*19.1%*	*16.0%*	*14.2%*
%H (All HH)		*100.0%*	*41.2%*	*4.4%*	*88.6%*	*34.2%*	*54.4%*	*90.4%*
%H (TV HH)			*41.2%*	*4.4%*	*88.6%*	*34.2%*	*54.4%*	
20" - 29"	259	259	96	21	214	77	137	228
%V	*31.5%*	*32.5%*	*31.1%*	*28.4%*	*36.2%*	*37.7%*	*35.4%*	*31.4%*
%H (All HH)		*100.0%*	*37.1%*	*8.1%*	*82.6%*	*29.7%*	*52.9%*	*88.0%*
%H (TV HH)			*37.1%*	*8.1%*	*82.6%*	*29.7%*	*52.9%*	
30" - 39"	388	388	147	38	295	100	195	341
%V	*47.1%*	*48.7%*	*47.6%*	*51.4%*	*49.9%*	*49.0%*	*50.4%*	*46.9%*
%H (All HH)		*100.0%*	*37.9%*	*9.8%*	*76.0%*	*25.8%*	*50.3%*	*87.9%*
%H (TV HH)			*37.9%*	*9.8%*	*76.0%*	*25.8%*	*50.3%*	
40" - 49"	387	387	172	45	283	125	158	361
%V	*47.0%*	*48.6%*	*55.7%*	*60.8%*	*47.9%*	*61.3%*	*40.8%*	*49.7%*
%H (All HH)		*100.0%*	*44.4%*	*11.6%*	*73.1%*	*32.3%*	*40.8%*	*93.3%*
%H (TV HH)			*44.4%*	*11.6%*	*73.1%*	*32.3%*	*40.8%*	
50" - 59"	122	122	66	15	80	43	36	119
%V	*14.8%*	*15.3%*	*21.4%*	*20.3%*	*13.5%*	*21.1%*	*9.3%*	*16.4%*
%H (All HH)		*100.0%*	*54.1%*	*12.3%*	*65.6%*	*35.2%*	*29.5%*	*97.5%*
%H (TV HH)			*54.1%*	*12.3%*	*65.6%*	*35.2%*	*29.5%*	
60"+	7	7	3	0	5	1	3	7
%V	*0.9%*	*0.9%*	*1.0%*	*0.0%*	*0.8%*	*0.5%*	*0.8%*	*1.0%*
%H (All HH)		*100.0%*	*42.9%*	*0.0%*	*71.4%*	*14.3%*	*42.9%*	*100.0%*
%H (TV HH)			*42.9%*	*0.0%*	*71.4%*	*14.3%*	*42.9%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

Table 10.7: 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	823	796	309	74	591	204	387	727
%H (All HH)		*96.7%*	*37.5%*	*9.0%*	*71.8%*	*24.8%*	*47.0%*	*88.3%*
%H (TV HH)			*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	
Main living room	791	791	309	74	587	204	383	697
%V	*96.1%*	*99.4%*	*100.0%*	*100.0%*	*99.3%*	*100.0%*	*99.0%*	*95.9%*
%H (All HH)		*100.0%*	*39.1%*	*9.4%*	*74.2%*	*25.8%*	*48.4%*	*88.1%*
%H (TV HH)			*39.1%*	*9.4%*	*74.2%*	*25.8%*	*48.4%*	
Kitchen	99	99	40	7	87	36	52	89
%V	*12.0%*	*12.4%*	*12.9%*	*9.5%*	*14.7%*	*17.6%*	*13.4%*	*12.2%*
%H (All HH)		*100.0%*	*40.4%*	*7.1%*	*87.9%*	*36.4%*	*52.5%*	*89.9%*
%H (TV HH)			*40.4%*	*7.1%*	*87.9%*	*36.4%*	*52.5%*	
Adult's bedroom	356	356	161	39	277	125	152	335
%V	*43.3%*	*44.7%*	*52.1%*	*52.7%*	*46.9%*	*61.3%*	*39.3%*	*46.1%*
%H (All HH)		*100.0%*	*45.2%*	*11.0%*	*77.8%*	*35.1%*	*42.7%*	*94.1%*
%H (TV HH)			*45.2%*	*11.0%*	*77.8%*	*35.1%*	*42.7%*	
Child's bedroom	69	69	41	9	49	29	20	69
%V	*8.4%*	*8.7%*	*13.3%*	*12.2%*	*8.3%*	*14.2%*	*5.2%*	*9.5%*
%H (All HH)		*100.0%*	*59.4%*	*13.0%*	*71.0%*	*42.0%*	*29.0%*	*100.0%*
%H (TV HH)			*59.4%*	*13.0%*	*71.0%*	*42.0%*	*29.0%*	
Other bedroom	42	42	20	6	37	20	16	40
%V	*5.1%*	*5.3%*	*6.5%*	*8.1%*	*6.3%*	*9.8%*	*4.1%*	*5.5%*
%H (All HH)		*100.0%*	*47.6%*	*14.3%*	*88.1%*	*47.6%*	*38.1%*	*95.2%*
%H (TV HH)			*47.6%*	*14.3%*	*88.1%*	*47.6%*	*38.1%*	
Second living/dining room	83	83	35	6	73	32	41	77
%V	*10.1%*	*10.4%*	*11.3%*	*8.1%*	*12.4%*	*15.7%*	*10.6%*	*10.6%*
%H (All HH)		*100.0%*	*42.2%*	*7.2%*	*88.0%*	*38.6%*	*49.4%*	*92.8%*
%H (TV HH)			*42.2%*	*7.2%*	*88.0%*	*38.6%*	*49.4%*	
Study/office	20	20	7	2	15	4	11	20
%V	*2.4%*	*2.5%*	*2.3%*	*2.7%*	*2.5%*	*2.0%*	*2.8%*	*2.8%*
%H (All HH)		*100.0%*	*35.0%*	*10.0%*	*75.0%*	*20.0%*	*55.0%*	*100.0%*
%H (TV HH)			*35.0%*	*10.0%*	*75.0%*	*20.0%*	*55.0%*	
TV room	4	4	3	1	3	2	1	4
%V	*0.5%*	*0.5%*	*1.0%*	*1.4%*	*0.5%*	*1.0%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*75.0%*	*25.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*25.0%*	*75.0%*	*50.0%*	*25.0%*	
Conservatory	12	12	6	0	8	4	4	11
%V	*1.5%*	*1.5%*	*1.9%*	*0.0%*	*1.4%*	*2.0%*	*1.0%*	*1.5%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*91.7%*
%H (TV HH)			*50.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
Attic or loft room	2	2	1	0	1	0	1	2
%V	*0.2%*	*0.3%*	*0.3%*	*0.0%*	*0.2%*	*0.0%*	*0.3%*	*0.3%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	6	6	3	1	4	2	2	5
%V	*0.7%*	*0.8%*	*1.0%*	*1.4%*	*0.7%*	*1.0%*	*0.5%*	*0.7%*
%H (All HH)		*100.0%*	*50.0%*	*16.7%*	*66.7%*	*33.3%*	*33.3%*	*83.3%*
%H (TV HH)			*50.0%*	*16.7%*	*66.7%*	*33.3%*	*33.3%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

Table 10.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	823	796	309	74	591	204	387	727
%H (All HH)		*96.7%*	*37.5%*	*9.0%*	*71.8%*	*24.8%*	*47.0%*	*88.3%*
%H (TV HH)			*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	
Any DSAT provider	309	309	309	3	162	162	0	292
%V	*37.5%*	*38.8%*	*100.0%*	*4.1%*	*27.4%*	*79.4%*	*0.0%*	*40.2%*
%H (All HH)			*100.0%*	*1.0%*	*52.4%*	*52.4%*	*0.0%*	*94.5%*
%H (TV HH)			*100.0%*	*1.0%*	*52.4%*	*52.4%*	*0.0%*	
Sky with subcription	233	233	233	1	123	123	0	221
%V	*28.3%*	*29.3%*	*75.4%*	*1.4%*	*20.8%*	*60.3%*	*0.0%*	*30.4%*
%H (All HH)			*100.0%*	*0.4%*	*52.8%*	*52.8%*	*0.0%*	*94.8%*
%H (TV HH)			*100.0%*	*0.4%*	*52.8%*	*52.8%*	*0.0%*	
Sky without subscription	13	13	13	1	8	8	0	12
%V	*1.6%*	*1.6%*	*4.2%*	*1.4%*	*1.4%*	*3.9%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*7.7%*	*61.5%*	*61.5%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*7.7%*	*61.5%*	*61.5%*	*0.0%*	
Freesat	56	56	56	1	29	29	0	53
%V	*6.8%*	*7.0%*	*18.1%*	*1.4%*	*4.9%*	*14.2%*	*0.0%*	*7.3%*
%H (All HH)			*100.0%*	*1.8%*	*51.8%*	*51.8%*	*0.0%*	*94.6%*
%H (TV HH)			*100.0%*	*1.8%*	*51.8%*	*51.8%*	*0.0%*	
Other satellite provider	26	26	26	0	11	11	0	25
%V	*3.2%*	*3.3%*	*8.4%*	*0.0%*	*1.9%*	*5.4%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*0.0%*	*42.3%*	*42.3%*	*0.0%*	*96.2%*
%H (TV HH)			*100.0%*	*0.0%*	*42.3%*	*42.3%*	*0.0%*	
DCAB	74	74	3	74	43	43	0	71
%V	*9.0%*	*9.3%*	*1.0%*	*100.0%*	*7.3%*	*21.1%*	*0.0%*	*9.8%*
%H (All HH)			*4.1%*	*100.0%*	*58.1%*	*58.1%*	*0.0%*	*95.9%*
%H (TV HH)			*4.1%*	*100.0%*	*58.1%*	*58.1%*	*0.0%*	
DTT	591	591	162	43	591	204	387	510
%V	*71.8%*	*74.2%*	*52.4%*	*58.1%*	*100.0%*	*100.0%*	*100.0%*	*70.2%*
%H (All HH)		*100.0%*	*27.4%*	*7.3%*	*100.0%*	*34.5%*	*65.5%*	*86.3%*
%H (TV HH)			*27.4%*	*7.3%*	*100.0%*	*34.5%*	*65.5%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

Table 10.9: 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	823	796	309	74	591	204	387	727
%H (All HH)		*96.7%*	*37.5%*	*9.0%*	*71.8%*	*24.8%*	*47.0%*	*88.3%*
%H (TV HH)			*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	
PVR	547	547	277	73	392	193	200	502
%V	*66.5%*	*68.7%*	*89.6%*	*98.6%*	*66.3%*	*94.6%*	*51.7%*	*69.1%*
%H (All HH)		*100.0%*	*50.6%*	*13.3%*	*71.7%*	*35.3%*	*36.6%*	*91.8%*
%H (TV HH)			*50.6%*	*13.3%*	*71.7%*	*35.3%*	*36.6%*	
DVDR	3	3	2	0	3	1	2	3
%V	*0.4%*	*0.4%*	*0.6%*	*0.0%*	*0.5%*	*0.5%*	*0.5%*	*0.4%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*	
VCR	2	2	1	0	2	1	1	2
%V	*0.2%*	*0.3%*	*0.3%*	*0.0%*	*0.3%*	*0.5%*	*0.3%*	*0.3%*
%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%*	
Any recorder	548	548	277	73	393	193	200	503
%V	*66.6%*	*68.8%*	*89.6%*	*98.6%*	*66.5%*	*94.6%*	*51.7%*	*69.2%*
%H (All HH)		*100.0%*	*50.5%*	*13.3%*	*71.7%*	*35.2%*	*36.5%*	*91.8%*
%H (TV HH)			*50.5%*	*13.3%*	*71.7%*	*35.2%*	*36.5%*	
Receives HDTV (via STB or built-in reception)	617	617	261	70	475	186	289	564
%V	*75.0%*	*77.5%*	*84.5%*	*94.6%*	*80.4%*	*91.2%*	*74.7%*	*77.6%*
%H (All HH)		*100.0%*	*42.3%*	*11.3%*	*77.0%*	*30.1%*	*46.8%*	*91.4%*
%H (TV HH)			*42.3%*	*11.3%*	*77.0%*	*30.1%*	*46.8%*	
DVD/Blu-ray player or recorder	640	640	255	60	478	173	305	583
%V	*77.8%*	*80.4%*	*82.5%*	*81.1%*	*80.9%*	*84.8%*	*78.8%*	*80.2%*
%H (All HH)		*100.0%*	*39.8%*	*9.4%*	*74.7%*	*27.0%*	*47.7%*	*91.1%*
%H (TV HH)			*39.8%*	*9.4%*	*74.7%*	*27.0%*	*47.7%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

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	823	796	309	74	591	204	387	727
%H (All HH)		*96.7%*	*37.5%*	*9.0%*	*71.8%*	*24.8%*	*47.0%*	*88.3%*
%H (TV HH)			*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	
Has broadband internet	727	703	292	71	510	196	315	727
%V	*88.3%*	*88.3%*	*94.5%*	*95.9%*	*86.3%*	*96.1%*	*81.4%*	*100.0%*
%H (All HH)		*96.7%*	*40.2%*	*9.8%*	*70.2%*	*27.0%*	*43.3%*	*100.0%*
%H (TV HH)			*41.5%*	*10.1%*	*72.5%*	*27.9%*	*44.8%*	
Number of computers (PCs and laptops)								
0	114	110	23	3	90	9	81	24
%V	*13.9%*	*13.8%*	*7.4%*	*4.1%*	*15.2%*	*4.4%*	*20.9%*	*3.3%*
%H (All HH)		*96.5%*	*20.2%*	*2.6%*	*78.9%*	*7.9%*	*71.1%*	*21.1%*
%H (TV HH)			*20.9%*	*2.7%*	*81.8%*	*8.2%*	*73.6%*	
1	213	204	76	14	154	49	105	207
%V	*25.9%*	*25.6%*	*24.6%*	*18.9%*	*26.1%*	*24.0%*	*27.1%*	*28.5%*
%H (All HH)		*95.8%*	*35.7%*	*6.6%*	*72.3%*	*23.0%*	*49.3%*	*97.2%*
%H (TV HH)			*37.3%*	*6.9%*	*75.5%*	*24.0%*	*51.5%*	
2	203	198	86	17	141	53	89	203
%V	*24.7%*	*24.9%*	*27.8%*	*23.0%*	*23.9%*	*26.0%*	*23.0%*	*27.9%*
%H (All HH)		*97.5%*	*42.4%*	*8.4%*	*69.5%*	*26.1%*	*43.8%*	*100.0%*
%H (TV HH)			*43.4%*	*8.6%*	*71.2%*	*26.8%*	*44.9%*	
3	127	123	48	19	83	34	49	127
%V	*15.4%*	*15.5%*	*15.5%*	*25.7%*	*14.0%*	*16.7%*	*12.7%*	*17.5%*
%H (All HH)		*96.9%*	*37.8%*	*15.0%*	*65.4%*	*26.8%*	*38.6%*	*100.0%*
%H (TV HH)			*39.0%*	*15.4%*	*67.5%*	*27.6%*	*39.8%*	
4	65	62	30	8	45	22	23	65
%V	*7.9%*	*7.8%*	*9.7%*	*10.8%*	*7.6%*	*10.8%*	*5.9%*	*8.9%*
%H (All HH)		*95.4%*	*46.2%*	*12.3%*	*69.2%*	*33.8%*	*35.4%*	*100.0%*
%H (TV HH)			*48.4%*	*12.9%*	*72.6%*	*35.5%*	*37.1%*	
5+	101	99	46	12	78	37	40	101
%V	*12.3%*	*12.4%*	*14.9%*	*16.2%*	*13.2%*	*18.1%*	*10.3%*	*13.9%*
%H (All HH)		*98.0%*	*45.5%*	*11.9%*	*77.2%*	*36.6%*	*39.6%*	*100.0%*
%H (TV HH)			*46.5%*	*12.1%*	*78.8%*	*37.4%*	*40.4%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South West

Set level data

Table 10.11: 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	1590	676	161	1226	503	723	1454
%H		*42.5%*	*10.1%*	*77.1%*	*31.6%*	*45.5%*	*91.4%*
Under 20"	146	57	9	131	49	81	132
%V	*9.2%*	*8.4%*	*5.6%*	*10.7%*	*9.7%*	*11.2%*	*9.1%*
%H		*39.0%*	*6.2%*	*89.7%*	*33.6%*	*55.5%*	*90.4%*
20" - 29"	331	130	27	281	111	170	296
%V	*20.8%*	*19.2%*	*16.8%*	*22.9%*	*22.1%*	*23.5%*	*20.4%*
%H		*39.3%*	*8.2%*	*84.9%*	*33.5%*	*51.4%*	*89.4%*
30" - 39"	470	186	47	362	135	227	416
%V	*29.6%*	*27.5%*	*29.2%*	*29.5%*	*26.8%*	*31.4%*	*28.6%*
%H		*39.6%*	*10.0%*	*77.0%*	*28.7%*	*48.3%*	*88.5%*
40" - 49"	463	213	56	335	152	183	436
%V	*29.1%*	*31.5%*	*34.8%*	*27.3%*	*30.2%*	*25.3%*	*30.0%*
%H		*46.0%*	*12.1%*	*72.4%*	*32.8%*	*39.5%*	*94.2%*
50" - 59"	135	75	16	88	47	41	132
%V	*8.5%*	*11.1%*	*9.9%*	*7.2%*	*9.3%*	*5.7%*	*9.1%*
%H		*55.6%*	*11.9%*	*65.2%*	*34.8%*	*30.4%*	*97.8%*
60"+	7	3	0	5	1	3	7
%V	*0.4%*	*0.4%*	*0.0%*	*0.4%*	*0.2%*	*0.4%*	*0.5%*
%H		*42.9%*	*0.0%*	*71.4%*	*14.3%*	*42.9%*	*100.0%*
Don't know	37	12	6	25	8	17	36
%V	*2.3%*	*1.8%*	*3.7%*	*2.0%*	*1.6%*	*2.4%*	*2.5%*
%H		*32.4%*	*16.2%*	*67.6%*	*21.6%*	*45.9%*	*97.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1590	676	161	1226	503	723	1454
%H		*42.5%*	*10.1%*	*77.1%*	*31.6%*	*45.5%*	*91.4%*
Main living room	793	309	75	588	205	383	700
%V	*49.9%*	*45.7%*	*46.6%*	*48.0%*	*40.8%*	*53.0%*	*48.1%*
%H		*39.0%*	*9.5%*	*74.1%*	*25.9%*	*48.3%*	*88.3%*
Kitchen	99	41	7	88	36	52	90
%V	*6.2%*	*6.1%*	*4.3%*	*7.2%*	*7.2%*	*7.2%*	*6.2%*
%H		*41.4%*	*7.1%*	*88.9%*	*36.4%*	*52.5%*	*90.9%*
Adult's bedroom	431	193	50	340	156	184	409
%V	*27.1%*	*28.6%*	*31.1%*	*27.7%*	*31.0%*	*25.4%*	*28.1%*
%H		*44.8%*	*11.6%*	*78.9%*	*36.2%*	*42.7%*	*94.9%*
Child's bedroom	92	54	13	67	40	27	92
%V	*5.8%*	*8.0%*	*8.1%*	*5.5%*	*8.0%*	*3.7%*	*6.3%*
%H		*58.7%*	*14.1%*	*72.8%*	*43.5%*	*29.3%*	*100.0%*
Other bedroom	44	21	6	39	22	17	42
%V	*2.8%*	*3.1%*	*3.7%*	*3.2%*	*4.4%*	*2.4%*	*2.9%*
%H		*47.7%*	*13.6%*	*88.6%*	*50.0%*	*38.6%*	*95.5%*
Second living/dining room	84	36	6	74	32	41	78
%V	*5.3%*	*5.3%*	*3.7%*	*6.0%*	*6.4%*	*5.7%*	*5.4%*
%H		*42.9%*	*7.1%*	*88.1%*	*38.1%*	*48.8%*	*92.9%*
Study/office	21	8	2	16	4	11	21
%V	*1.3%*	*1.2%*	*1.2%*	*1.3%*	*0.8%*	*1.5%*	*1.4%*
%H		*38.1%*	*9.5%*	*76.2%*	*19.0%*	*52.4%*	*100.0%*
TV room	4	3	1	3	2	1	4
%V	*0.3%*	*0.4%*	*0.6%*	*0.2%*	*0.4%*	*0.1%*	*0.3%*
%H		*75.0%*	*25.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
Conservatory	12	6	0	8	4	4	11
%V	*0.8%*	*0.9%*	*0.0%*	*0.7%*	*0.8%*	*0.6%*	*0.8%*
%H		*50.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*91.7%*
Attic or loft room	2	1	0	1	0	1	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	6	4	1	4	2	2	5
%V	*0.4%*	*0.6%*	*0.6%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*
%H		*66.7%*	*16.7%*	*66.7%*	*33.3%*	*33.3%*	*83.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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	1590	676	161	1226	503	723	1454
%H		*42.5%*	*10.1%*	*77.1%*	*31.6%*	*45.5%*	*91.4%*
PVR	730	410	97	494	267	227	680
%V	*45.9%*	*60.7%*	*60.2%*	*40.3%*	*53.1%*	*31.4%*	*46.8%*
%H		*56.2%*	*13.3%*	*67.7%*	*36.6%*	*31.1%*	*93.2%*
DVDR	4	2	0	3	1	2	4
%V	*0.3%*	*0.3%*	*0.0%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*
%H		*50.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*	*100.0%*
VCR	2	1	0	2	1	1	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Any recorder	733	411	97	497	268	229	683
%V	*46.1%*	*60.8%*	*60.2%*	*40.5%*	*53.3%*	*31.7%*	*47.0%*
%H		*56.1%*	*13.2%*	*67.8%*	*36.6%*	*31.2%*	*93.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1590	676	161	1226	503	723	1454
%H		*42.5%*	*10.1%*	*77.1%*	*31.6%*	*45.5%*	*91.4%*
Receives HDTV (via STB or built-in reception)	964	435	112	744	321	423	900
%V	*60.6%*	*64.3%*	*69.6%*	*60.7%*	*63.8%*	*58.5%*	*61.9%*
%H		*45.1%*	*11.6%*	*77.2%*	*33.3%*	*43.9%*	*93.4%*
DVD/Blu-ray player or recorder	954	409	107	721	304	417	885
%V	*60.0%*	*60.5%*	*66.5%*	*58.8%*	*60.4%*	*57.7%*	*60.9%*
%H		*42.9%*	*11.2%*	*75.6%*	*31.9%*	*43.7%*	*92.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	796	309	74	591	204	387	703
%H		*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	*88.3%*
Under 20"	9	1	0	8	1	8	8
%V	*1.1%*	*0.3%*	*0.0%*	*1.4%*	*0.5%*	*2.1%*	*1.1%*
%H		*11.1%*	*0.0%*	*88.9%*	*11.1%*	*88.9%*	*88.9%*
20" - 29"	67	12	2	56	7	50	48
%V	*8.4%*	*3.9%*	*2.7%*	*9.5%*	*3.4%*	*12.9%*	*6.8%*
%H		*17.9%*	*3.0%*	*83.6%*	*10.4%*	*74.6%*	*71.6%*
30" - 39"	248	81	17	192	46	145	204
%V	*31.2%*	*26.2%*	*23.0%*	*32.5%*	*22.5%*	*37.5%*	*29.0%*
%H		*32.7%*	*6.9%*	*77.4%*	*18.5%*	*58.5%*	*82.3%*
40"- 49"	336	146	39	248	107	141	310
%V	*42.2%*	*47.2%*	*52.7%*	*42.0%*	*52.5%*	*36.4%*	*44.1%*
%H		*43.5%*	*11.6%*	*73.8%*	*31.8%*	*42.0%*	*92.3%*
50" - 59"	110	61	14	70	38	32	107
%V	*13.8%*	*19.7%*	*18.9%*	*11.8%*	*18.6%*	*8.3%*	*15.2%*
%H		*55.5%*	*12.7%*	*63.6%*	*34.5%*	*29.1%*	*97.3%*
60"+	6	3	0	4	1	3	6
%V	*0.8%*	*1.0%*	*0.0%*	*0.7%*	*0.5%*	*0.8%*	*0.9%*
%H		*50.0%*	*0.0%*	*66.7%*	*16.7%*	*50.0%*	*100.0%*
Don't know	20	6	3	12	3	9	19
%V	*2.5%*	*1.9%*	*4.1%*	*2.0%*	*1.5%*	*2.3%*	*2.7%*
%H		*30.0%*	*15.0%*	*60.0%*	*15.0%*	*45.0%*	*95.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.16: 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	796	309	74	591	204	387	703
%H		*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	*88.3%*
PVR	536	274	72	382	190	193	493
%V	*67.3%*	*88.7%*	*97.3%*	*64.6%*	*93.1%*	*49.9%*	*70.1%*
%H		*51.1%*	*13.4%*	*71.3%*	*35.4%*	*36.0%*	*92.0%*
DVDR	2	2	0	2	1	1	2
%V	*0.3%*	*0.6%*	*0.0%*	*0.3%*	*0.5%*	*0.3%*	*0.3%*
%H		*100.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
VCR	1	0	0	1	0	1	1
%V	*0.1%*	*0.0%*	*0.0%*	*0.2%*	*0.0%*	*0.3%*	*0.1%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Any recorder	537	274	72	383	190	193	494
%V	*67.5%*	*88.7%*	*97.3%*	*64.8%*	*93.1%*	*49.9%*	*70.3%*
%H		*51.0%*	*13.4%*	*71.3%*	*35.4%*	*35.9%*	*92.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: 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	796	309	74	591	204	387	703
%H		*38.8%*	*9.3%*	*74.2%*	*25.6%*	*48.6%*	*88.3%*
Receives HDTV (via STB or built-in reception)	599	251	69	459	178	281	547
%V	*75.3%*	*81.2%*	*93.2%*	*77.7%*	*87.3%*	*72.6%*	*77.8%*
%H		*41.9%*	*11.5%*	*76.6%*	*29.7%*	*46.9%*	*91.3%*
DVD/Blu-ray player or recorder	587	232	55	438	157	281	534
%V	*73.7%*	*75.1%*	*74.3%*	*74.1%*	*77.0%*	*72.6%*	*76.0%*
%H		*39.5%*	*9.4%*	*74.6%*	*26.7%*	*47.9%*	*91.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	794	367	86	635	299	336	751
%H		*46.2%*	*10.8%*	*80.0%*	*37.7%*	*42.3%*	*94.6%*
Under 20"	137	56	9	122	49	74	124
%V	*17.3%*	*15.3%*	*10.5%*	*19.2%*	*16.4%*	*22.0%*	*16.5%*
%H		*40.9%*	*6.6%*	*89.1%*	*35.8%*	*54.0%*	*90.5%*
20" - 29"	264	118	26	224	104	120	248
%V	*33.2%*	*32.2%*	*30.2%*	*35.3%*	*34.8%*	*35.7%*	*33.0%*
%H		*44.7%*	*9.8%*	*84.8%*	*39.4%*	*45.5%*	*93.9%*
30" - 39"	222	105	31	171	89	82	212
%V	*28.0%*	*28.6%*	*36.0%*	*26.9%*	*29.8%*	*24.4%*	*28.2%*
%H		*47.3%*	*14.0%*	*77.0%*	*40.1%*	*36.9%*	*95.5%*
40" - 49"	126	67	17	87	44	42	126
%V	*15.9%*	*18.3%*	*19.8%*	*13.7%*	*14.7%*	*12.5%*	*16.8%*
%H		*53.2%*	*13.5%*	*69.0%*	*34.9%*	*33.3%*	*100.0%*
50" - 59"	26	14	2	18	9	9	24
%V	*3.3%*	*3.8%*	*2.3%*	*2.8%*	*3.0%*	*2.7%*	*3.2%*
%H		*53.8%*	*7.7%*	*69.2%*	*34.6%*	*34.6%*	*92.3%*
60"+	1	0	0	1	0	1	1
%V	*0.1%*	*0.0%*	*0.0%*	*0.2%*	*0.0%*	*0.3%*	*0.1%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Don't know	17	6	3	13	5	8	17
%V	*2.1%*	*1.6%*	*3.5%*	*2.0%*	*1.7%*	*2.4%*	*2.3%*
%H		*35.3%*	*17.6%*	*76.5%*	*29.4%*	*47.1%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.19: 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	794	367	86	635	299	336	751
%H		*46.2%*	*10.8%*	*80.0%*	*37.7%*	*42.3%*	*94.6%*
PVR	194	136	25	112	78	34	187
%V	*24.4%*	*37.1%*	*29.1%*	*17.6%*	*26.1%*	*10.1%*	*24.9%*
%H		*70.1%*	*12.9%*	*57.7%*	*40.2%*	*17.5%*	*96.4%*
DVDR	2	1	0	1	0	1	2
%V	*0.3%*	*0.3%*	*0.0%*	*0.2%*	*0.0%*	*0.3%*	*0.3%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
VCR	1	1	0	1	1	0	1
%V	*0.1%*	*0.3%*	*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	196	137	25	114	78	35	189
%V	*24.7%*	*37.3%*	*29.1%*	*18.0%*	*26.1%*	*10.4%*	*25.2%*
%H		*69.9%*	*12.8%*	*58.2%*	*39.8%*	*17.9%*	*96.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	794	367	86	635	299	336	751
%H		*46.2%*	*10.8%*	*80.0%*	*37.7%*	*42.3%*	*94.6%*
Receives HDTV (via STB or built-in reception)	365	183	43	285	143	142	352
%V	*46.0%*	*49.9%*	*50.0%*	*44.9%*	*47.8%*	*42.3%*	*46.9%*
%H		*50.1%*	*11.8%*	*78.1%*	*39.2%*	*38.9%*	*96.4%*
DVD/Blu-ray player or recorder	367	178	52	283	147	136	351
%V	*46.2%*	*48.5%*	*60.5%*	*44.6%*	*49.2%*	*40.5%*	*46.7%*
%H		*48.5%*	*14.2%*	*77.1%*	*40.1%*	*37.1%*	*95.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1845	1794	756	193	1293	512	782	1728
%H		*97.2%*	*41.0%*	*10.5%*	*70.1%*	*27.8%*	*42.4%*	*93.7%*
Total Children	339	332	161	44	219	107	112	338
%V	*18.4%*	*18.5%*	*21.3%*	*22.8%*	*16.9%*	*20.9%*	*14.3%*	*19.6%*
%H		*97.9%*	*47.5%*	*13.0%*	*64.6%*	*31.6%*	*33.0%*	*99.7%*
0 - 3	85	81	35	12	49	22	27	83
%V	*4.6%*	*4.5%*	*4.6%*	*6.2%*	*3.8%*	*4.3%*	*3.5%*	*4.8%*
%H		*95.3%*	*41.2%*	*14.1%*	*57.6%*	*25.9%*	*31.8%*	*97.6%*
4 - 15	254	251	126	32	170	85	86	254
%V	*13.8%*	*14.0%*	*16.7%*	*16.6%*	*13.1%*	*16.6%*	*11.0%*	*14.7%*
%H		*98.8%*	*49.6%*	*12.6%*	*66.9%*	*33.5%*	*33.9%*	*100.0%*
4 - 9	134	132	60	19	86	40	46	134
%V	*7.3%*	*7.4%*	*7.9%*	*9.8%*	*6.7%*	*7.8%*	*5.9%*	*7.8%*
%H		*98.5%*	*44.8%*	*14.2%*	*64.2%*	*29.9%*	*34.3%*	*100.0%*
10 - 15	120	119	66	13	85	45	40	120
%V	*6.5%*	*6.6%*	*8.7%*	*6.7%*	*6.6%*	*8.8%*	*5.1%*	*6.9%*
%H		*99.2%*	*55.0%*	*10.8%*	*70.8%*	*37.5%*	*33.3%*	*100.0%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1845	1794	756	193	1293	512	782	1728
%H		*97.2%*	*41.0%*	*10.5%*	*70.1%*	*27.8%*	*42.4%*	*93.7%*
Total Adults (16+)	1506	1463	595	149	1075	405	669	1391
%V	*81.6%*	*81.5%*	*78.7%*	*77.2%*	*83.1%*	*79.1%*	*85.5%*	*80.5%*
%H		*97.1%*	*39.5%*	*9.9%*	*71.4%*	*26.9%*	*44.4%*	*92.4%*
16 - 19	76	75	32	10	50	20	30	76
%V	*4.1%*	*4.2%*	*4.2%*	*5.2%*	*3.9%*	*3.9%*	*3.8%*	*4.4%*
%H		*98.7%*	*42.1%*	*13.2%*	*65.8%*	*26.3%*	*39.5%*	*100.0%*
20 - 24	104	100	32	17	66	26	40	104
%V	*5.6%*	*5.6%*	*4.2%*	*8.8%*	*5.1%*	*5.1%*	*5.1%*	*6.0%*
%H		*96.2%*	*30.8%*	*16.3%*	*63.5%*	*25.0%*	*38.5%*	*100.0%*
25 - 34	200	188	73	24	127	55	72	199
%V	*10.8%*	*10.5%*	*9.7%*	*12.4%*	*9.8%*	*10.7%*	*9.2%*	*11.5%*
%H		*94.0%*	*36.5%*	*12.0%*	*63.5%*	*27.5%*	*36.0%*	*99.5%*
35 - 44	193	183	83	26	110	43	67	191
%V	*10.5%*	*10.2%*	*11.0%*	*13.5%*	*8.5%*	*8.4%*	*8.6%*	*11.1%*
%H		*94.8%*	*43.0%*	*13.5%*	*57.0%*	*22.3%*	*34.7%*	*99.0%*
45 - 54	249	243	111	38	170	79	90	246
%V	*13.5%*	*13.5%*	*14.7%*	*19.7%*	*13.1%*	*15.4%*	*11.5%*	*14.2%*
%H		*97.6%*	*44.6%*	*15.3%*	*68.3%*	*31.7%*	*36.1%*	*98.8%*
55 - 64	240	236	109	15	183	76	107	228
%V	*13.0%*	*13.2%*	*14.4%*	*7.8%*	*14.2%*	*14.8%*	*13.7%*	*13.2%*
%H		*98.3%*	*45.4%*	*6.3%*	*76.3%*	*31.7%*	*44.6%*	*95.0%*
65+	442	438	155	19	369	106	263	347
%V	*24.0%*	*24.4%*	*20.5%*	*9.8%*	*28.5%*	*20.7%*	*33.6%*	*20.1%*
%H		*99.1%*	*35.1%*	*4.3%*	*83.5%*	*24.0%*	*59.5%*	*78.5%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1506	1463	595	149	1075	405	669	1391
%H		*97.1%*	*39.5%*	*9.9%*	*71.4%*	*26.9%*	*44.4%*	*92.4%*
AB	395	380	163	31	287	112	176	380
%V	*26.2%*	*26.0%*	*27.4%*	*20.8%*	*26.7%*	*27.7%*	*26.3%*	*27.3%*
%H		*96.2%*	*41.3%*	*7.8%*	*72.7%*	*28.4%*	*44.6%*	*96.2%*
C1	458	445	170	43	329	116	213	434
%V	*30.4%*	*30.4%*	*28.6%*	*28.9%*	*30.6%*	*28.6%*	*31.8%*	*31.2%*
%H		*97.2%*	*37.1%*	*9.4%*	*71.8%*	*25.3%*	*46.5%*	*94.8%*
C2	359	355	157	45	255	113	142	337
%V	*23.8%*	*24.3%*	*26.4%*	*30.2%*	*23.7%*	*27.9%*	*21.2%*	*24.2%*
%H		*98.9%*	*43.7%*	*12.5%*	*71.0%*	*31.5%*	*39.6%*	*93.9%*
D	198	191	76	24	133	47	86	176
%V	*13.1%*	*13.1%*	*12.8%*	*16.1%*	*12.4%*	*11.6%*	*12.9%*	*12.7%*
%H		*96.5%*	*38.4%*	*12.1%*	*67.2%*	*23.7%*	*43.4%*	*88.9%*
E	96	91	29	7	71	18	53	63
%V	*6.4%*	*6.2%*	*4.9%*	*4.7%*	*6.6%*	*4.4%*	*7.9%*	*4.5%*
%H		*94.8%*	*30.2%*	*7.3%*	*74.0%*	*18.8%*	*55.2%*	*65.6%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South West

Individual level data

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+)	1506	1463	595	149	1075	405	669	1391
%H		*97.1%*	*39.5%*	*9.9%*	*71.4%*	*26.9%*	*44.4%*	*92.4%*
Working full time	616	592	257	81	402	172	230	609
%V	*40.9%*	*40.5%*	*43.2%*	*54.4%*	*37.4%*	*42.5%*	*34.4%*	*43.8%*
%H		*96.1%*	*41.7%*	*13.1%*	*65.3%*	*27.9%*	*37.3%*	*98.9%*
Working part time	182	179	78	22	122	53	69	179
%V	*12.1%*	*12.2%*	*13.1%*	*14.8%*	*11.3%*	*13.1%*	*10.3%*	*12.9%*
%H		*98.4%*	*42.9%*	*12.1%*	*67.0%*	*29.1%*	*37.9%*	*98.4%*
Not working	708	692	260	46	551	180	371	603
%V	*47.0%*	*47.3%*	*43.7%*	*30.9%*	*51.3%*	*44.4%*	*55.5%*	*43.4%*
%H		*97.7%*	*36.7%*	*6.5%*	*77.8%*	*25.4%*	*52.4%*	*85.2%*
Houseperson	823	796	309	74	591	204	387	727
%V	*54.6%*	*54.4%*	*51.9%*	*49.7%*	*55.0%*	*50.4%*	*57.8%*	*52.3%*
%H		*96.7%*	*37.5%*	*9.0%*	*71.8%*	*24.8%*	*47.0%*	*88.3%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	723	700	286	80	512	203	309	675
%H		*96.8%*	*39.6%*	*11.1%*	*70.8%*	*28.1%*	*42.7%*	*93.4%*
16 - 19	34	33	17	3	23	9	13	34
%V	*4.7%*	*4.7%*	*5.9%*	*3.8%*	*4.5%*	*4.4%*	*4.2%*	*5.0%*
%H		*97.1%*	*50.0%*	*8.8%*	*67.6%*	*26.5%*	*38.2%*	*100.0%*
20 - 24	56	53	16	7	37	15	22	56
%V	*7.7%*	*7.6%*	*5.6%*	*8.8%*	*7.2%*	*7.4%*	*7.1%*	*8.3%*
%H		*94.6%*	*28.6%*	*12.5%*	*66.1%*	*26.8%*	*39.3%*	*100.0%*
25 - 34	96	90	31	15	62	26	37	95
%V	*13.3%*	*12.9%*	*10.8%*	*18.8%*	*12.1%*	*12.8%*	*12.0%*	*14.1%*
%H		*93.8%*	*32.3%*	*15.6%*	*64.6%*	*27.1%*	*38.5%*	*99.0%*
35 - 44	93	88	37	14	51	18	33	91
%V	*12.9%*	*12.6%*	*12.9%*	*17.5%*	*10.0%*	*8.9%*	*10.7%*	*13.5%*
%H		*94.6%*	*39.8%*	*15.1%*	*54.8%*	*19.4%*	*35.5%*	*97.8%*
45 - 54	123	119	52	22	83	38	45	120
%V	*17.0%*	*17.0%*	*18.2%*	*27.5%*	*16.2%*	*18.7%*	*14.6%*	*17.8%*
%H		*96.7%*	*42.3%*	*17.9%*	*67.5%*	*30.9%*	*36.6%*	*97.6%*
55 - 64	115	114	52	9	88	38	50	108
%V	*15.9%*	*16.3%*	*18.2%*	*11.3%*	*17.2%*	*18.7%*	*16.2%*	*16.0%*
%H		*99.1%*	*45.2%*	*7.8%*	*76.5%*	*33.0%*	*43.5%*	*93.9%*
65+	206	203	81	12	168	58	110	172
%V	*28.5%*	*29.0%*	*28.3%*	*15.0%*	*32.8%*	*28.6%*	*35.6%*	*25.5%*
%H		*98.5%*	*39.3%*	*5.8%*	*81.6%*	*28.2%*	*53.4%*	*83.5%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	723	700	286	80	512	203	309	675
%H		*96.8%*	*39.6%*	*11.1%*	*70.8%*	*28.1%*	*42.7%*	*93.4%*
AB	197	189	80	19	145	59	86	189
%V	*27.2%*	*27.0%*	*28.0%*	*23.8%*	*28.3%*	*29.1%*	*27.8%*	*28.0%*
%H		*95.9%*	*40.6%*	*9.6%*	*73.6%*	*29.9%*	*43.7%*	*95.9%*
C1	210	204	78	23	150	56	94	203
%V	*29.0%*	*29.1%*	*27.3%*	*28.8%*	*29.3%*	*27.6%*	*30.4%*	*30.1%*
%H		*97.1%*	*37.1%*	*11.0%*	*71.4%*	*26.7%*	*44.8%*	*96.7%*
C2	179	179	80	23	126	58	69	168
%V	*24.8%*	*25.6%*	*28.0%*	*28.8%*	*24.6%*	*28.6%*	*22.3%*	*24.9%*
%H		*100.0%*	*44.7%*	*12.8%*	*70.4%*	*32.4%*	*38.5%*	*93.9%*
C	92	88	36	11	59	22	37	84
%V	*12.7%*	*12.6%*	*12.6%*	*13.8%*	*11.5%*	*10.8%*	*12.0%*	*12.4%*
%H		*95.7%*	*39.1%*	*12.0%*	*64.1%*	*23.9%*	*40.2%*	*91.3%*
E	44	41	12	4	32	9	23	31
%V	*6.1%*	*5.9%*	*4.2%*	*5.0%*	*6.3%*	*4.4%*	*7.4%*	*4.6%*
%H		*93.2%*	*27.3%*	*9.1%*	*72.7%*	*20.5%*	*52.3%*	*70.5%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	723	700	286	80	512	203	309	675
%H		*96.8%*	*39.6%*	*11.1%*	*70.8%*	*28.1%*	*42.7%*	*93.4%*
Working full time	361	348	146	53	239	104	135	356
%V	*49.9%*	*49.7%*	*51.0%*	*66.3%*	*46.7%*	*51.2%*	*43.7%*	*52.7%*
%H		*96.4%*	*40.4%*	*14.7%*	*66.2%*	*28.8%*	*37.4%*	*98.6%*
Working part time	41	40	19	5	28	14	13	39
%V	*5.7%*	*5.7%*	*6.6%*	*6.3%*	*5.5%*	*6.9%*	*4.2%*	*5.8%*
%H		*97.6%*	*46.3%*	*12.2%*	*68.3%*	*34.1%*	*31.7%*	*95.1%*
Not working	321	311	120	23	245	85	160	281
%V	*44.4%*	*44.4%*	*42.0%*	*28.8%*	*47.9%*	*41.9%*	*51.8%*	*41.6%*
%H		*96.9%*	*37.4%*	*7.2%*	*76.3%*	*26.5%*	*49.8%*	*87.5%*
Houseperson	161	154	52	22	113	40	73	130
%V	*22.3%*	*22.0%*	*18.2%*	*27.5%*	*22.1%*	*19.7%*	*23.6%*	*19.3%*
%H		*95.7%*	*32.3%*	*13.7%*	*70.2%*	*24.8%*	*45.3%*	*80.7%*

Base: ITV South 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+)	784	763	309	69	563	202	361	716
%H		*97.3%*	*39.4%*	*8.8%*	*71.8%*	*25.8%*	*46.0%*	*91.3%*
16 - 19	42	42	15	7	28	11	17	42
%V	*5.4%*	*5.5%*	*4.9%*	*10.1%*	*5.0%*	*5.4%*	*4.7%*	*5.9%*
%H		*100.0%*	*35.7%*	*16.7%*	*66.7%*	*26.2%*	*40.5%*	*100.0%*
20 - 24	49	46	16	10	29	11	18	48
%V	*6.3%*	*6.0%*	*5.2%*	*14.5%*	*5.2%*	*5.4%*	*5.0%*	*6.7%*
%H		*93.9%*	*32.7%*	*20.4%*	*59.2%*	*22.4%*	*36.7%*	*98.0%*
25 - 34	105	98	42	9	65	30	36	105
%V	*13.4%*	*12.8%*	*13.6%*	*13.0%*	*11.5%*	*14.9%*	*10.0%*	*14.7%*
%H		*93.3%*	*40.0%*	*8.6%*	*61.9%*	*28.6%*	*34.3%*	*100.0%*
36 - 44	100	96	46	12	59	25	34	100
%V	*12.8%*	*12.6%*	*14.9%*	*17.4%*	*10.5%*	*12.4%*	*9.4%*	*14.0%*
%H		*96.0%*	*46.0%*	*12.0%*	*59.0%*	*25.0%*	*34.0%*	*100.0%*
45 - 54	127	124	59	17	86	41	46	125
%V	*16.2%*	*16.3%*	*19.1%*	*24.6%*	*15.3%*	*20.3%*	*12.7%*	*17.5%*
%H		*97.6%*	*46.5%*	*13.4%*	*67.7%*	*32.3%*	*36.2%*	*98.4%*
55 - 64	125	122	57	7	95	38	57	120
%V	*15.9%*	*16.0%*	*18.4%*	*10.1%*	*16.9%*	*18.8%*	*15.8%*	*16.8%*
%H		*97.6%*	*45.6%*	*5.6%*	*76.0%*	*30.4%*	*45.6%*	*96.0%*
65+	236	235	73	8	201	48	153	175
%V	*30.1%*	*30.8%*	*23.6%*	*11.6%*	*35.7%*	*23.8%*	*42.4%*	*24.4%*
%H		*99.6%*	*30.9%*	*3.4%*	*85.2%*	*20.3%*	*64.8%*	*74.2%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	784	763	309	69	563	202	361	716
%H		*97.3%*	*39.4%*	*8.8%*	*71.8%*	*25.8%*	*46.0%*	*91.3%*
AB	199	191	83	12	143	53	90	191
%V	*25.4%*	*25.0%*	*26.9%*	*17.4%*	*25.4%*	*26.2%*	*24.9%*	*26.7%*
%H		*96.0%*	*41.7%*	*6.0%*	*71.9%*	*26.6%*	*45.2%*	*96.0%*
C1	248	241	92	20	179	60	119	232
%V	*31.6%*	*31.6%*	*29.8%*	*29.0%*	*31.8%*	*29.7%*	*33.0%*	*32.4%*
%H		*97.2%*	*37.1%*	*8.1%*	*72.2%*	*24.2%*	*48.0%*	*93.5%*
C2	180	177	77	21	129	55	73	168
%V	*23.0%*	*23.2%*	*24.9%*	*30.4%*	*22.9%*	*27.2%*	*20.2%*	*23.5%*
%H		*98.3%*	*42.8%*	*11.7%*	*71.7%*	*30.6%*	*40.6%*	*93.3%*
D	106	103	40	13	74	25	49	92
%V	*13.5%*	*13.5%*	*12.9%*	*18.8%*	*13.1%*	*12.4%*	*13.6%*	*12.8%*
%H		*97.2%*	*37.7%*	*12.3%*	*69.8%*	*23.6%*	*46.2%*	*86.8%*
E	52	50	17	3	38	9	30	32
%V	*6.6%*	*6.6%*	*5.5%*	*4.3%*	*6.7%*	*4.5%*	*8.3%*	*4.5%*
%H		*96.2%*	*32.7%*	*5.8%*	*73.1%*	*17.3%*	*57.7%*	*61.5%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	784	763	309	69	563	202	361	716
%H		*97.3%*	*39.4%*	*8.8%*	*71.8%*	*25.8%*	*46.0%*	*91.3%*
Working full time	255	244	111	27	163	68	95	253
%V	*32.5%*	*32.0%*	*35.9%*	*39.1%*	*29.0%*	*33.7%*	*26.3%*	*35.3%*
%H		*95.7%*	*43.5%*	*10.6%*	*63.9%*	*26.7%*	*37.3%*	*99.2%*
Working part time	141	138	58	18	94	38	56	140
%V	*18.0%*	*18.1%*	*18.8%*	*26.1%*	*16.7%*	*18.8%*	*15.5%*	*19.6%*
%H		*97.9%*	*41.1%*	*12.8%*	*66.7%*	*27.0%*	*39.7%*	*99.3%*
Not working	387	380	140	24	306	95	210	322
%V	*49.4%*	*49.8%*	*45.3%*	*34.8%*	*54.4%*	*47.0%*	*58.2%*	*45.0%*
%H		*98.2%*	*36.2%*	*6.2%*	*79.1%*	*24.5%*	*54.3%*	*83.2%*
Houseperson	661	642	257	52	478	164	314	596
%V	*84.3%*	*84.1%*	*83.2%*	*75.4%*	*84.9%*	*81.2%*	*87.0%*	*83.2%*
%H		*97.1%*	*38.9%*	*7.9%*	*72.3%*	*24.8%*	*47.5%*	*90.2%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Ulster

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	736	718	306	65	541	209	332	608
%H (All HH)		*97.6%*	*41.6%*	*8.8%*	*73.5%*	*28.4%*	*45.1%*	*82.6%*
%H (TV HH)			*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	
AB	169	165	78	19	124	59	65	163
%V	*23.0%*	*23.0%*	*25.5%*	*29.2%*	*22.9%*	*28.2%*	*19.6%*	*26.8%*
%H (All HH)		*97.6%*	*46.2%*	*11.2%*	*73.4%*	*34.9%*	*38.5%*	*96.4%*
%H (TV HH)			*47.3%*	*11.5%*	*75.2%*	*35.8%*	*39.4%*	
C1	173	169	72	21	126	52	74	157
%V	*23.5%*	*23.5%*	*23.5%*	*32.3%*	*23.3%*	*24.9%*	*22.3%*	*25.8%*
%H (All HH)		*97.7%*	*41.6%*	*12.1%*	*72.8%*	*30.1%*	*42.8%*	*90.8%*
%H (TV HH)			*42.6%*	*12.4%*	*74.6%*	*30.8%*	*43.8%*	
C2	149	146	65	10	113	47	66	127
%V	*20.2%*	*20.3%*	*21.2%*	*15.4%*	*20.9%*	*22.5%*	*19.9%*	*20.9%*
%H (All HH)		*98.0%*	*43.6%*	*6.7%*	*75.8%*	*31.5%*	*44.3%*	*85.2%*
%H (TV HH)			*44.5%*	*6.8%*	*77.4%*	*32.2%*	*45.2%*	
D	119	116	49	7	85	28	57	93
%V	*16.2%*	*16.2%*	*16.0%*	*10.8%*	*15.7%*	*13.4%*	*17.2%*	*15.3%*
%H (All HH)		*97.5%*	*41.2%*	*5.9%*	*71.4%*	*23.5%*	*47.9%*	*78.2%*
%H (TV HH)			*42.2%*	*6.0%*	*73.3%*	*24.1%*	*49.1%*	
E	125	122	42	8	93	23	70	68
%V	*17.0%*	*17.0%*	*13.7%*	*12.3%*	*17.2%*	*11.0%*	*21.1%*	*11.2%*
%H (All HH)		*97.6%*	*33.6%*	*6.4%*	*74.4%*	*18.4%*	*56.0%*	*54.4%*
%H (TV HH)			*34.4%*	*6.6%*	*76.2%*	*18.9%*	*57.4%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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	736	718	306	65	541	209	332	608
%H (All HH)		*97.6%*	*41.6%*	*8.8%*	*73.5%*	*28.4%*	*45.1%*	*82.6%*
%H (TV HH)			*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	
Under 25	21	19	5	2	12	4	8	20
%V	*2.9%*	*2.6%*	*1.6%*	*3.1%*	*2.2%*	*1.9%*	*2.4%*	*3.3%*
%H (All HH)		*90.5%*	*23.8%*	*9.5%*	*57.1%*	*19.0%*	*38.1%*	*95.2%*
%H (TV HH)			*26.3%*	*10.5%*	*63.2%*	*21.1%*	*42.1%*	
25 - 34	104	100	43	11	62	24	39	100
%V	*14.1%*	*13.9%*	*14.1%*	*16.9%*	*11.5%*	*11.5%*	*11.7%*	*16.4%*
%H (All HH)		*96.2%*	*41.3%*	*10.6%*	*59.6%*	*23.1%*	*37.5%*	*96.2%*
%H (TV HH)			*43.0%*	*11.0%*	*62.0%*	*24.0%*	*39.0%*	
35 - 44	134	130	65	17	92	46	46	126
%V	*18.2%*	*18.1%*	*21.2%*	*26.2%*	*17.0%*	*22.0%*	*13.9%*	*20.7%*
%H (All HH)		*97.0%*	*48.5%*	*12.7%*	*68.7%*	*34.3%*	*34.3%*	*94.0%*
%H (TV HH)			*50.0%*	*13.1%*	*70.8%*	*35.4%*	*35.4%*	
45 - 54	150	146	72	14	109	49	60	137
%V	*20.4%*	*20.3%*	*23.5%*	*21.5%*	*20.1%*	*23.4%*	*18.1%*	*22.5%*
%H (All HH)		*97.3%*	*48.0%*	*9.3%*	*72.7%*	*32.7%*	*40.0%*	*91.3%*
%H (TV HH)			*49.3%*	*9.6%*	*74.7%*	*33.6%*	*41.1%*	
55 - 64	131	129	57	11	103	42	60	113
%V	*17.8%*	*18.0%*	*18.6%*	*16.9%*	*19.0%*	*20.1%*	*18.1%*	*18.6%*
%H (All HH)		*98.5%*	*43.5%*	*8.4%*	*78.6%*	*32.1%*	*45.8%*	*86.3%*
%H (TV HH)			*44.2%*	*8.5%*	*79.8%*	*32.6%*	*46.5%*	
65 +	197	193	64	10	163	44	119	113
%V	*26.8%*	*26.9%*	*20.9%*	*15.4%*	*30.1%*	*21.1%*	*35.8%*	*18.6%*
%H (All HH)		*98.0%*	*32.5%*	*5.1%*	*82.7%*	*22.3%*	*60.4%*	*57.4%*
%H (TV HH)			*33.2%*	*5.2%*	*84.5%*	*22.8%*	*61.7%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

Table 11.3: 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	736	718	306	65	541	209	332	608
%H (All HH)		*97.6%*	*41.6%*	*8.8%*	*73.5%*	*28.4%*	*45.1%*	*82.6%*
%H (TV HH)			*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	
1	209	200	63	11	158	34	124	118
%V	*28.4%*	*27.9%*	*20.6%*	*16.9%*	*29.2%*	*16.3%*	*37.3%*	*19.4%*
%H (All HH)		*95.7%*	*30.1%*	*5.3%*	*75.6%*	*16.3%*	*59.3%*	*56.5%*
%H (TV HH)			*31.5%*	*5.5%*	*79.0%*	*17.0%*	*62.0%*	
2	219	215	92	19	164	66	98	190
%V	*29.8%*	*29.9%*	*30.1%*	*29.2%*	*30.3%*	*31.6%*	*29.5%*	*31.3%*
%H (All HH)		*98.2%*	*42.0%*	*8.7%*	*74.9%*	*30.1%*	*44.7%*	*86.8%*
%H (TV HH)			*42.8%*	*8.8%*	*76.3%*	*30.7%*	*45.6%*	
3	124	121	56	16	90	43	47	120
%V	*16.8%*	*16.9%*	*18.3%*	*24.6%*	*16.6%*	*20.6%*	*14.2%*	*19.7%*
%H (All HH)		*97.6%*	*45.2%*	*12.9%*	*72.6%*	*34.7%*	*37.9%*	*96.8%*
%H (TV HH)			*46.3%*	*13.2%*	*74.4%*	*35.5%*	*38.8%*	
4	110	108	58	12	75	40	36	107
%V	*14.9%*	*15.0%*	*19.0%*	*18.5%*	*13.9%*	*19.1%*	*10.8%*	*17.6%*
%H (All HH)		*98.2%*	*52.7%*	*10.9%*	*68.2%*	*36.4%*	*32.7%*	*97.3%*
%H (TV HH)			*53.7%*	*11.1%*	*69.4%*	*37.0%*	*33.3%*	
5+	74	73	37	8	54	27	27	73
%V	*10.1%*	*10.2%*	*12.1%*	*12.3%*	*10.0%*	*12.9%*	*8.1%*	*12.0%*
%H (All HH)		*98.6%*	*50.0%*	*10.8%*	*73.0%*	*36.5%*	*36.5%*	*98.6%*
%H (TV HH)			*50.7%*	*11.0%*	*74.0%*	*37.0%*	*37.0%*	
Average HH size	2.53	2.54	2.77	2.85	2.50	2.87	2.27	2.77

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	736	718	306	65	541	209	332	608
%H (All HH)		*97.6%*	*41.6%*	*8.8%*	*73.5%*	*28.4%*	*45.1%*	*82.6%*
%H (TV HH)			*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	
Without	523	508	201	40	395	135	260	400
%V	*71.1%*	*70.8%*	*65.7%*	*61.5%*	*73.0%*	*64.6%*	*78.3%*	*65.8%*
%H (All HH)		*97.1%*	*38.4%*	*7.6%*	*75.5%*	*25.8%*	*49.7%*	*76.5%*
%H (TV HH)			*39.6%*	*7.9%*	*77.8%*	*26.6%*	*51.2%*	
With	213	209	106	26	146	74	72	208
%V	*28.9%*	*29.1%*	*34.6%*	*40.0%*	*27.0%*	*35.4%*	*21.7%*	*34.2%*
%H (All HH)		*98.1%*	*49.8%*	*12.2%*	*68.5%*	*34.7%*	*33.8%*	*97.7%*
%H (TV HH)			*50.7%*	*12.4%*	*69.9%*	*35.4%*	*34.4%*	
0 - 3	84	82	41	10	51	24	27	81
%V	*11.4%*	*11.4%*	*13.4%*	*15.4%*	*9.4%*	*11.5%*	*8.1%*	*13.3%*
%H (All HH)		*97.6%*	*48.8%*	*11.9%*	*60.7%*	*28.6%*	*32.1%*	*96.4%*
%H (TV HH)			*50.0%*	*12.2%*	*62.2%*	*29.3%*	*32.9%*	
4 - 9	111	110	55	16	74	39	35	107
%V	*15.1%*	*15.3%*	*18.0%*	*24.6%*	*13.7%*	*18.7%*	*10.5%*	*17.6%*
%H (All HH)		*99.1%*	*49.5%*	*14.4%*	*66.7%*	*35.1%*	*31.5%*	*96.4%*
%H (TV HH)			*50.0%*	*14.5%*	*67.3%*	*35.5%*	*31.8%*	
10 - 15	107	105	56	14	77	43	35	105
%V	*14.5%*	*14.6%*	*18.3%*	*21.5%*	*14.2%*	*20.6%*	*10.5%*	*17.3%*
%H (All HH)		*98.1%*	*52.3%*	*13.1%*	*72.0%*	*40.2%*	*32.7%*	*98.1%*
%H (TV HH)			*53.3%*	*13.3%*	*73.3%*	*41.0%*	*33.3%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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	736	718	306	65	541	209	332	608
%H (All HH)		*97.6%*	*41.6%*	*8.8%*	*73.5%*	*28.4%*	*45.1%*	*82.6%*
%H (TV HH)			*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	
1	274	274	88	20	186	32	154	194
%V	*37.2%*	*38.2%*	*28.8%*	*30.8%*	*34.4%*	*15.3%*	*46.4%*	*31.9%*
%H (All HH)		*100.0%*	*32.1%*	*7.3%*	*67.9%*	*11.7%*	*56.2%*	*70.8%*
%H (TV HH)			*32.1%*	*7.3%*	*67.9%*	*11.7%*	*56.2%*	
2	247	247	108	24	190	76	113	211
%V	*33.6%*	*34.4%*	*35.3%*	*36.9%*	*35.1%*	*36.4%*	*34.0%*	*34.7%*
%H (All HH)		*100.0%*	*43.7%*	*9.7%*	*76.9%*	*30.8%*	*45.7%*	*85.4%*
%H (TV HH)			*43.7%*	*9.7%*	*76.9%*	*30.8%*	*45.7%*	
3	124	124	68	13	102	58	43	117
%V	*16.8%*	*17.3%*	*22.2%*	*20.0%*	*18.9%*	*27.8%*	*13.0%*	*19.2%*
%H (All HH)		*100.0%*	*54.8%*	*10.5%*	*82.3%*	*46.8%*	*34.7%*	*94.4%*
%H (TV HH)			*54.8%*	*10.5%*	*82.3%*	*46.8%*	*34.7%*	
4	48	48	28	6	40	26	14	48
%V	*6.5%*	*6.7%*	*9.2%*	*9.2%*	*7.4%*	*12.4%*	*4.2%*	*7.9%*
%H (All HH)		*100.0%*	*58.3%*	*12.5%*	*83.3%*	*54.2%*	*29.2%*	*100.0%*
%H (TV HH)			*58.3%*	*12.5%*	*83.3%*	*54.2%*	*29.2%*	
5+	25	25	15	3	23	16	7	25
%V	*3.4%*	*3.5%*	*4.9%*	*4.6%*	*4.3%*	*7.7%*	*2.1%*	*4.1%*
%H (All HH)		*100.0%*	*60.0%*	*12.0%*	*92.0%*	*64.0%*	*28.0%*	*100.0%*
%H (TV HH)			*60.0%*	*12.0%*	*92.0%*	*64.0%*	*28.0%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

Table 11.6: 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	736	718	306	65	541	209	332	608
%H (All HH)		*97.6%*	*41.6%*	*8.8%*	*73.5%*	*28.4%*	*45.1%*	*82.6%*
%H (TV HH)			*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	
Under 20"	61	61	28	4	53	25	28	51
%V	*8.3%*	*8.5%*	*9.2%*	*6.2%*	*9.8%*	*12.0%*	*8.4%*	*8.4%*
%H (All HH)		*100.0%*	*45.9%*	*6.6%*	*86.9%*	*41.0%*	*45.9%*	*83.6%*
%H (TV HH)			*45.9%*	*6.6%*	*86.9%*	*41.0%*	*45.9%*	
20" - 29"	210	210	92	17	180	81	99	176
%V	*28.5%*	*29.2%*	*30.1%*	*26.2%*	*33.3%*	*38.8%*	*29.8%*	*28.9%*
%H (All HH)		*100.0%*	*43.8%*	*8.1%*	*85.7%*	*38.6%*	*47.1%*	*83.8%*
%H (TV HH)			*43.8%*	*8.1%*	*85.7%*	*38.6%*	*47.1%*	
30" - 39"	366	366	154	34	288	114	175	303
%V	*49.7%*	*51.0%*	*50.3%*	*52.3%*	*53.2%*	*54.5%*	*52.7%*	*49.8%*
%H (All HH)		*100.0%*	*42.1%*	*9.3%*	*78.7%*	*31.1%*	*47.8%*	*82.8%*
%H (TV HH)			*42.1%*	*9.3%*	*78.7%*	*31.1%*	*47.8%*	
40" - 49"	394	394	189	40	294	138	156	355
%V	*53.5%*	*54.9%*	*61.8%*	*61.5%*	*54.3%*	*66.0%*	*47.0%*	*58.4%*
%H (All HH)		*100.0%*	*48.0%*	*10.2%*	*74.6%*	*35.0%*	*39.6%*	*90.1%*
%H (TV HH)			*48.0%*	*10.2%*	*74.6%*	*35.0%*	*39.6%*	
50" - 59"	136	136	79	17	94	56	37	129
%V	*18.5%*	*18.9%*	*25.8%*	*26.2%*	*17.4%*	*26.8%*	*11.1%*	*21.2%*
%H (All HH)		*100.0%*	*58.1%*	*12.5%*	*69.1%*	*41.2%*	*27.2%*	*94.9%*
%H (TV HH)			*58.1%*	*12.5%*	*69.1%*	*41.2%*	*27.2%*	
60"+	9	9	5	1	6	4	2	8
%V	*1.2%*	*1.3%*	*1.6%*	*1.5%*	*1.1%*	*1.9%*	*0.6%*	*1.3%*
%H (All HH)		*100.0%*	*55.6%*	*11.1%*	*66.7%*	*44.4%*	*22.2%*	*88.9%*
%H (TV HH)			*55.6%*	*11.1%*	*66.7%*	*44.4%*	*22.2%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Ulster

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	736	718	306	65	541	209	332	608
%H (All HH)		*97.6%*	*41.6%*	*8.8%*	*73.5%*	*28.4%*	*45.1%*	*82.6%*
%H (TV HH)			*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	
Main living room	706	706	304	65	531	208	323	587
%V	*95.9%*	*98.3%*	*99.3%*	*100.0%*	*98.2%*	*99.5%*	*97.3%*	*96.5%*
%H (All HH)		*100.0%*	*43.1%*	*9.2%*	*75.2%*	*29.5%*	*45.8%*	*83.1%*
%H (TV HH)			*43.1%*	*9.2%*	*75.2%*	*29.5%*	*45.8%*	
Kitchen	166	166	80	10	147	72	75	147
%V	*22.6%*	*23.1%*	*26.1%*	*15.4%*	*27.2%*	*34.4%*	*22.6%*	*24.2%*
%H (All HH)		*100.0%*	*48.2%*	*6.0%*	*88.6%*	*43.4%*	*45.2%*	*88.6%*
%H (TV HH)			*48.2%*	*6.0%*	*88.6%*	*43.4%*	*45.2%*	
Adult's bedroom	281	281	147	31	223	122	101	255
%V	*38.2%*	*39.1%*	*48.0%*	*47.7%*	*41.2%*	*58.4%*	*30.4%*	*41.9%*
%H (All HH)		*100.0%*	*52.3%*	*11.0%*	*79.4%*	*43.4%*	*35.9%*	*90.7%*
%H (TV HH)			*52.3%*	*11.0%*	*79.4%*	*43.4%*	*35.9%*	
Child's bedroom	60	60	35	10	44	29	15	60
%V	*8.2%*	*8.4%*	*11.4%*	*15.4%*	*8.1%*	*13.9%*	*4.5%*	*9.9%*
%H (All HH)		*100.0%*	*58.3%*	*16.7%*	*73.3%*	*48.3%*	*25.0%*	*100.0%*
%H (TV HH)			*58.3%*	*16.7%*	*73.3%*	*48.3%*	*25.0%*	
Other bedroom	10	10	5	2	9	6	3	9
%V	*1.4%*	*1.4%*	*1.6%*	*3.1%*	*1.7%*	*2.9%*	*0.9%*	*1.5%*
%H (All HH)		*100.0%*	*50.0%*	*20.0%*	*90.0%*	*60.0%*	*30.0%*	*90.0%*
%H (TV HH)			*50.0%*	*20.0%*	*90.0%*	*60.0%*	*30.0%*	
Second living/dining room	114	114	56	13	90	45	45	108
%V	*15.5%*	*15.9%*	*18.3%*	*20.0%*	*16.6%*	*21.5%*	*13.6%*	*17.8%*
%H (All HH)		*100.0%*	*49.1%*	*11.4%*	*78.9%*	*39.5%*	*39.5%*	*94.7%*
%H (TV HH)			*49.1%*	*11.4%*	*78.9%*	*39.5%*	*39.5%*	
Study/office	9	9	4	1	7	4	4	8
%V	*1.2%*	*1.3%*	*1.3%*	*1.5%*	*1.3%*	*1.9%*	*1.2%*	*1.3%*
%H (All HH)		*100.0%*	*44.4%*	*11.1%*	*77.8%*	*44.4%*	*44.4%*	*88.9%*
%H (TV HH)			*44.4%*	*11.1%*	*77.8%*	*44.4%*	*44.4%*	
TV room	8	8	4	0	8	4	5	8
%V	*1.1%*	*1.1%*	*1.3%*	*0.0%*	*1.5%*	*1.9%*	*1.5%*	*1.3%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*62.5%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*62.5%*	
Conservatory	16	16	8	1	13	7	6	15
%V	*2.2%*	*2.2%*	*2.6%*	*1.5%*	*2.4%*	*3.3%*	*1.8%*	*2.5%*
%H (All HH)		*100.0%*	*50.0%*	*6.3%*	*81.3%*	*43.8%*	*37.5%*	*93.8%*
%H (TV HH)			*50.0%*	*6.3%*	*81.3%*	*43.8%*	*37.5%*	
Attic or loft room	1	1	0	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.2%*	*0.5%*	*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	0	0	1	0	1	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.2%*	*0.0%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
%H (TV HH)			*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	
Other	6	6	4	1	4	3	1	6
%V	*0.8%*	*0.8%*	*1.3%*	*1.5%*	*0.7%*	*1.4%*	*0.3%*	*1.0%*
%H (All HH)		*100.0%*	*66.7%*	*16.7%*	*66.7%*	*50.0%*	*16.7%*	*100.0%*
%H (TV HH)			*66.7%*	*16.7%*	*66.7%*	*50.0%*	*16.7%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

Table 11.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	736	718	306	65	541	209	332	608
%H (All HH)		*97.6%*	*41.6%*	*8.8%*	*73.5%*	*28.4%*	*45.1%*	*82.6%*
%H (TV HH)			*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	
Any DSAT provider	306	306	306	4	178	178	0	280
%V	*41.6%*	*42.6%*	*100.0%*	*6.2%*	*32.9%*	*85.2%*	*0.0%*	*46.1%*
%H (All HH)			*100.0%*	*1.3%*	*58.2%*	*58.2%*	*0.0%*	*91.5%*
%H (TV HH)			*100.0%*	*1.3%*	*58.2%*	*58.2%*	*0.0%*	
Sky with subcription	260	260	260	2	154	154	0	242
%V	*35.3%*	*36.2%*	*85.0%*	*3.1%*	*28.5%*	*73.7%*	*0.0%*	*39.8%*
%H (All HH)			*100.0%*	*0.8%*	*59.2%*	*59.2%*	*0.0%*	*93.1%*
%H (TV HH)			*100.0%*	*0.8%*	*59.2%*	*59.2%*	*0.0%*	
Sky without subscription	19	19	19	0	11	11	0	14
%V	*2.6%*	*2.6%*	*6.2%*	*0.0%*	*2.0%*	*5.3%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*0.0%*	*57.9%*	*57.9%*	*0.0%*	*73.7%*
%H (TV HH)			*100.0%*	*0.0%*	*57.9%*	*57.9%*	*0.0%*	
Freesat	35	35	35	1	28	28	0	32
%V	*4.8%*	*4.9%*	*11.4%*	*1.5%*	*5.2%*	*13.4%*	*0.0%*	*5.3%*
%H (All HH)			*100.0%*	*2.9%*	*80.0%*	*80.0%*	*0.0%*	*91.4%*
%H (TV HH)			*100.0%*	*2.9%*	*80.0%*	*80.0%*	*0.0%*	
Other satellite provider	26	26	26	1	13	13	0	23
%V	*3.5%*	*3.6%*	*8.5%*	*1.5%*	*2.4%*	*6.2%*	*0.0%*	*3.8%*
%H (All HH)			*100.0%*	*3.8%*	*50.0%*	*50.0%*	*0.0%*	*88.5%*
%H (TV HH)			*100.0%*	*3.8%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	65	65	4	65	32	32	0	63
%V	*8.8%*	*9.1%*	*1.3%*	*100.0%*	*5.9%*	*15.3%*	*0.0%*	*10.4%*
%H (All HH)			*6.2%*	*100.0%*	*49.2%*	*49.2%*	*0.0%*	*96.9%*
%H (TV HH)			*6.2%*	*100.0%*	*49.2%*	*49.2%*	*0.0%*	
DTT	541	541	178	32	541	209	332	438
%V	*73.5%*	*75.3%*	*58.2%*	*49.2%*	*100.0%*	*100.0%*	*100.0%*	*72.0%*
%H (All HH)		*100.0%*	*32.9%*	*5.9%*	*100.0%*	*38.6%*	*61.4%*	*81.0%*
%H (TV HH)			*32.9%*	*5.9%*	*100.0%*	*38.6%*	*61.4%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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	736	718	306	65	541	209	332	608
%H (All HH)		*97.6%*	*41.6%*	*8.8%*	*73.5%*	*28.4%*	*45.1%*	*82.6%*
%H (TV HH)			*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	
PVR	400	400	270	62	262	191	71	371
%V	*54.3%*	*55.7%*	*88.2%*	*95.4%*	*48.4%*	*91.4%*	*21.4%*	*61.0%*
%H (All HH)		*100.0%*	*67.5%*	*15.5%*	*65.5%*	*47.8%*	*17.8%*	*92.8%*
%H (TV HH)			*67.5%*	*15.5%*	*65.5%*	*47.8%*	*17.8%*	
DVDR	5	5	2	1	4	2	2	4
%V	*0.7%*	*0.7%*	*0.7%*	*1.5%*	*0.7%*	*1.0%*	*0.6%*	*0.7%*
%H (All HH)		*100.0%*	*40.0%*	*20.0%*	*80.0%*	*40.0%*	*40.0%*	*80.0%*
%H (TV HH)			*40.0%*	*20.0%*	*80.0%*	*40.0%*	*40.0%*	
VCR	5	5	2	0	5	2	3	4
%V	*0.7%*	*0.7%*	*0.7%*	*0.0%*	*0.9%*	*1.0%*	*0.9%*	*0.7%*
%H (All HH)		*100.0%*	*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*	*80.0%*
%H (TV HH)			*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*	
Any recorder	404	404	271	62	267	191	75	374
%V	*54.9%*	*56.3%*	*88.6%*	*95.4%*	*49.4%*	*91.4%*	*22.6%*	*61.5%*
%H (All HH)		*100.0%*	*67.1%*	*15.3%*	*66.1%*	*47.3%*	*18.6%*	*92.6%*
%H (TV HH)			*67.1%*	*15.3%*	*66.1%*	*47.3%*	*18.6%*	
Receives HDTV (via STB or built-in reception)	512	512	248	54	398	184	214	458
%V	*69.6%*	*71.3%*	*81.0%*	*83.1%*	*73.6%*	*88.0%*	*64.5%*	*75.3%*
%H (All HH)		*100.0%*	*48.4%*	*10.5%*	*77.7%*	*35.9%*	*41.8%*	*89.5%*
%H (TV HH)			*48.4%*	*10.5%*	*77.7%*	*35.9%*	*41.8%*	
DVD/Blu-ray player or recorder	389	389	180	31	301	129	172	339
%V	*52.9%*	*54.2%*	*58.8%*	*47.7%*	*55.6%*	*61.7%*	*51.8%*	*55.8%*
%H (All HH)		*100.0%*	*46.3%*	*8.0%*	*77.4%*	*33.2%*	*44.2%*	*87.1%*
%H (TV HH)			*46.3%*	*8.0%*	*77.4%*	*33.2%*	*44.2%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

Table 11.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	736	718	306	65	541	209	332	608
%H (All HH)		*97.6%*	*41.6%*	*8.8%*	*73.5%*	*28.4%*	*45.1%*	*82.6%*
%H (TV HH)			*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	
Has broadband internet	608	596	280	63	438	198	240	608
%V	*82.6%*	*83.0%*	*91.5%*	*96.9%*	*81.0%*	*94.7%*	*72.3%*	*100.0%*
%H (All HH)		*98.0%*	*46.1%*	*10.4%*	*72.0%*	*32.6%*	*39.5%*	*100.0%*
%H (TV HH)			*47.0%*	*10.6%*	*73.5%*	*33.2%*	*40.3%*	
Number of computers (PCs and laptops)								
0	174	167	46	9	134	25	109	57
%V	*23.6%*	*23.3%*	*15.0%*	*13.8%*	*24.8%*	*12.0%*	*32.8%*	*9.4%*
%H (All HH)		*96.0%*	*26.4%*	*5.2%*	*77.0%*	*14.4%*	*62.6%*	*32.8%*
%H (TV HH)			*27.5%*	*5.4%*	*80.2%*	*15.0%*	*65.3%*	
1	190	185	78	14	135	48	87	182
%V	*25.8%*	*25.8%*	*25.5%*	*21.5%*	*25.0%*	*23.0%*	*26.2%*	*29.9%*
%H (All HH)		*97.4%*	*41.1%*	*7.4%*	*71.1%*	*25.3%*	*45.8%*	*95.8%*
%H (TV HH)			*42.2%*	*7.6%*	*73.0%*	*25.9%*	*47.0%*	
2	175	171	78	17	129	56	73	172
%V	*23.8%*	*23.8%*	*25.5%*	*26.2%*	*23.8%*	*26.8%*	*22.0%*	*28.3%*
%H (All HH)		*97.7%*	*44.6%*	*9.7%*	*73.7%*	*32.0%*	*41.7%*	*98.3%*
%H (TV HH)			*45.6%*	*9.9%*	*75.4%*	*32.7%*	*42.7%*	
3	97	96	50	11	69	37	33	97
%V	*13.2%*	*13.4%*	*16.3%*	*16.9%*	*12.8%*	*17.7%*	*9.9%*	*16.0%*
%H (All HH)		*99.0%*	*51.5%*	*11.3%*	*71.1%*	*38.1%*	*34.0%*	*100.0%*
%H (TV HH)			*52.1%*	*11.5%*	*71.9%*	*38.5%*	*34.4%*	
4	48	47	27	5	34	21	13	47
%V	*6.5%*	*6.5%*	*8.8%*	*7.7%*	*6.3%*	*10.0%*	*3.9%*	*7.7%*
%H (All HH)		*97.9%*	*56.3%*	*10.4%*	*70.8%*	*43.8%*	*27.1%*	*97.9%*
%H (TV HH)			*57.4%*	*10.6%*	*72.3%*	*44.7%*	*27.7%*	
5+	53	52	27	9	39	22	17	52
%V	*7.2%*	*7.2%*	*8.8%*	*13.8%*	*7.2%*	*10.5%*	*5.1%*	*8.6%*
%H (All HH)		*98.1%*	*50.9%*	*17.0%*	*73.6%*	*41.5%*	*32.1%*	*98.1%*
%H (TV HH)			*51.9%*	*17.3%*	*75.0%*	*42.3%*	*32.7%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Ulster

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1470	703	145	1158	553	606	1298
%H		*47.8%*	*9.9%*	*78.8%*	*37.6%*	*41.2%*	*88.3%*
Under 20"	70	32	6	61	29	32	59
%V	*4.8%*	*4.6%*	*4.1%*	*5.3%*	*5.2%*	*5.3%*	*4.5%*
%H		*45.7%*	*8.6%*	*87.1%*	*41.4%*	*45.7%*	*84.3%*
20" - 29"	266	123	22	230	110	120	228
%V	*18.1%*	*17.5%*	*15.2%*	*19.9%*	*19.9%*	*19.8%*	*17.6%*
%H		*46.2%*	*8.3%*	*86.5%*	*41.4%*	*45.1%*	*85.7%*
30" - 39"	469	205	45	375	160	215	400
%V	*31.9%*	*29.2%*	*31.0%*	*32.4%*	*28.9%*	*35.5%*	*30.8%*
%H		*43.7%*	*9.6%*	*80.0%*	*34.1%*	*45.8%*	*85.3%*
40" - 49"	487	243	50	366	181	185	446
%V	*33.1%*	*34.6%*	*34.5%*	*31.6%*	*32.7%*	*30.5%*	*34.4%*
%H		*49.9%*	*10.3%*	*75.2%*	*37.2%*	*38.0%*	*91.6%*
50" - 59"	149	87	20	104	62	41	142
%V	*10.1%*	*12.4%*	*13.8%*	*9.0%*	*11.2%*	*6.8%*	*10.9%*
%H		*58.4%*	*13.4%*	*69.8%*	*41.6%*	*27.5%*	*95.3%*
60"+	10	6	1	6	4	3	9
%V	*0.7%*	*0.9%*	*0.7%*	*0.5%*	*0.7%*	*0.5%*	*0.7%*
%H		*60.0%*	*10.0%*	*60.0%*	*40.0%*	*30.0%*	*90.0%*
Don't know	20	8	2	15	6	10	15
%V	*1.4%*	*1.1%*	*1.4%*	*1.3%*	*1.1%*	*1.7%*	*1.2%*
%H		*40.0%*	*10.0%*	*75.0%*	*30.0%*	*50.0%*	*75.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Ulster

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1470	703	145	1158	553	606	1298
%H		*47.8%*	*9.9%*	*78.8%*	*37.6%*	*41.2%*	*88.3%*
Main living room	709	306	65	534	209	325	590
%V	*48.2%*	*43.5%*	*44.8%*	*46.1%*	*37.8%*	*53.6%*	*45.5%*
%H		*43.2%*	*9.2%*	*75.3%*	*29.5%*	*45.8%*	*83.2%*
Kitchen	166	81	10	148	72	75	147
%V	*11.3%*	*11.5%*	*6.9%*	*12.8%*	*13.0%*	*12.4%*	*11.3%*
%H		*48.8%*	*6.0%*	*89.2%*	*43.4%*	*45.2%*	*88.6%*
Adult's bedroom	346	185	38	281	159	122	319
%V	*23.5%*	*26.3%*	*26.2%*	*24.3%*	*28.8%*	*20.1%*	*24.6%*
%H		*53.5%*	*11.0%*	*81.2%*	*46.0%*	*35.3%*	*92.2%*
Child's bedroom	78	46	12	57	39	18	78
%V	*5.3%*	*6.5%*	*8.3%*	*4.9%*	*7.1%*	*3.0%*	*6.0%*
%H		*59.0%*	*15.4%*	*73.1%*	*50.0%*	*23.1%*	*100.0%*
Other bedroom	12	6	3	11	8	3	11
%V	*0.8%*	*0.9%*	*2.1%*	*0.9%*	*1.4%*	*0.5%*	*0.8%*
%H		*50.0%*	*25.0%*	*91.7%*	*66.7%*	*25.0%*	*91.7%*
Second living/dining room	117	58	13	93	46	46	112
%V	*8.0%*	*8.3%*	*9.0%*	*8.0%*	*8.3%*	*7.6%*	*8.6%*
%H		*49.6%*	*11.1%*	*79.5%*	*39.3%*	*39.3%*	*95.7%*
Study/office	9	4	1	7	4	4	8
%V	*0.6%*	*0.6%*	*0.7%*	*0.6%*	*0.7%*	*0.7%*	*0.6%*
%H		*44.4%*	*11.1%*	*77.8%*	*44.4%*	*44.4%*	*88.9%*
TV room	8	4	0	8	4	5	8
%V	*0.5%*	*0.6%*	*0.0%*	*0.7%*	*0.7%*	*0.8%*	*0.6%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*62.5%*	*100.0%*
Conservatory	16	8	1	13	7	6	15
%V	*1.1%*	*1.1%*	*0.7%*	*1.1%*	*1.3%*	*1.0%*	*1.2%*
%H		*50.0%*	*6.3%*	*81.3%*	*43.8%*	*37.5%*	*93.8%*
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	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	6	4	1	5	3	1	6
%V	*0.4%*	*0.6%*	*0.7%*	*0.4%*	*0.5%*	*0.2%*	*0.5%*
%H		*66.7%*	*16.7%*	*83.3%*	*50.0%*	*16.7%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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	1470	703	145	1158	553	606	1298
%H		*47.8%*	*9.9%*	*78.8%*	*37.6%*	*41.2%*	*88.3%*
PVR	548	386	87	345	264	81	515
%V	*37.3%*	*54.9%*	*60.0%*	*29.8%*	*47.7%*	*13.4%*	*39.7%*
%H		*70.4%*	*15.9%*	*63.0%*	*48.2%*	*14.8%*	*94.0%*
DVDR	5	2	1	4	2	2	4
%V	*0.3%*	*0.3%*	*0.7%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*
%H		*40.0%*	*20.0%*	*80.0%*	*40.0%*	*40.0%*	*80.0%*
VCR	5	2	0	5	2	3	4
%V	*0.3%*	*0.3%*	*0.0%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*
%H		*40.0%*	*0.0%*	*100.0%*	*40.0%*	*60.0%*	*80.0%*
Any recorder	555	387	88	351	266	85	520
%V	*37.8%*	*55.0%*	*60.7%*	*30.3%*	*48.1%*	*14.0%*	*40.1%*
%H		*69.7%*	*15.9%*	*63.2%*	*47.9%*	*15.3%*	*93.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1470	703	145	1158	553	606	1298
%H		*47.8%*	*9.9%*	*78.8%*	*37.6%*	*41.2%*	*88.3%*
Receives HDTV (via STB or built-in reception)	860	448	92	687	361	326	792
%V	*58.5%*	*63.7%*	*63.4%*	*59.3%*	*65.3%*	*53.8%*	*61.0%*
%H		*52.1%*	*10.7%*	*79.9%*	*42.0%*	*37.9%*	*92.1%*
DVD/Blu-ray player or recorder	520	256	42	408	192	216	465
%V	*35.4%*	*36.4%*	*29.0%*	*35.2%*	*34.7%*	*35.6%*	*35.8%*
%H		*49.2%*	*8.1%*	*78.5%*	*36.9%*	*41.5%*	*89.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Ulster

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	718	306	65	541	209	332	596
%H		*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	*83.0%*
Under 20"	4	1	0	4	0	3	2
%V	*0.6%*	*0.3%*	*0.0%*	*0.7%*	*0.0%*	*0.9%*	*0.3%*
%H		*25.0%*	*0.0%*	*100.0%*	*0.0%*	*75.0%*	*50.0%*
20" - 29"	44	9	2	37	7	31	25
%V	*6.1%*	*2.9%*	*3.1%*	*6.8%*	*3.3%*	*9.3%*	*4.2%*
%H		*20.5%*	*4.5%*	*84.1%*	*15.9%*	*70.5%*	*56.8%*
30" - 39"	205	69	14	161	43	119	150
%V	*28.6%*	*22.5%*	*21.5%*	*29.8%*	*20.6%*	*35.8%*	*25.2%*
%H		*33.7%*	*6.8%*	*78.5%*	*21.0%*	*58.0%*	*73.2%*
40" - 49"	332	152	33	246	106	140	295
%V	*46.2%*	*49.7%*	*50.8%*	*45.5%*	*50.7%*	*42.2%*	*49.5%*
%H		*45.8%*	*9.9%*	*74.1%*	*31.9%*	*42.2%*	*88.9%*
50" - 59"	119	69	15	82	48	33	113
%V	*16.6%*	*22.5%*	*23.1%*	*15.2%*	*23.0%*	*9.9%*	*19.0%*
%H		*58.0%*	*12.6%*	*68.9%*	*40.3%*	*27.7%*	*95.0%*
60"+	7	4	1	5	4	2	7
%V	*1.0%*	*1.3%*	*1.5%*	*0.9%*	*1.9%*	*0.6%*	*1.2%*
%H		*57.1%*	*14.3%*	*71.4%*	*57.1%*	*28.6%*	*100.0%*
Don't know	7	2	0	6	1	5	5
%V	*1.0%*	*0.7%*	*0.0%*	*1.1%*	*0.5%*	*1.5%*	*0.8%*
%H		*28.6%*	*0.0%*	*85.7%*	*14.3%*	*71.4%*	*71.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Ulster

Set level data

Table 11.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	718	306	65	541	209	332	596
%H		*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	*83.0%*
PVR	385	263	60	250	184	66	357
%V	*53.6%*	*85.9%*	*92.3%*	*46.2%*	*88.0%*	*19.9%*	*59.9%*
%H		*68.3%*	*15.6%*	*64.9%*	*47.8%*	*17.1%*	*92.7%*
DVDR	4	2	0	3	1	2	3
%V	*0.6%*	*0.7%*	*0.0%*	*0.6%*	*0.5%*	*0.6%*	*0.5%*
%H		*50.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*	*75.0%*
VCR	4	1	0	4	1	3	3
%V	*0.6%*	*0.3%*	*0.0%*	*0.7%*	*0.5%*	*0.9%*	*0.5%*
%H		*25.0%*	*0.0%*	*100.0%*	*25.0%*	*75.0%*	*75.0%*
Any recorder	390	264	60	254	184	70	360
%V	*54.3%*	*86.3%*	*92.3%*	*47.0%*	*88.0%*	*21.1%*	*60.4%*
%H		*67.7%*	*15.4%*	*65.1%*	*47.2%*	*17.9%*	*92.3%*

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

Set level data

Table 11.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	718	306	65	541	209	332	596
%H		*42.6%*	*9.1%*	*75.3%*	*29.1%*	*46.2%*	*83.0%*
Receives HDTV (via STB or built-in reception)	493	238	53	380	174	206	440
%V	*68.7%*	*77.8%*	*81.5%*	*70.2%*	*83.3%*	*62.0%*	*73.8%*
%H		*48.3%*	*10.8%*	*77.1%*	*35.3%*	*41.8%*	*89.2%*
DVD/Blu-ray player or recorder	321	143	24	248	100	148	274
%V	*44.7%*	*46.7%*	*36.9%*	*45.8%*	*47.8%*	*44.6%*	*46.0%*
%H		*44.5%*	*7.5%*	*77.3%*	*31.2%*	*46.1%*	*85.4%*

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

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	752	396	80	618	344	274	702
%H		*52.7%*	*10.6%*	*82.2%*	*45.7%*	*36.4%*	*93.4%*
Under 20"	66	31	6	58	29	29	57
%V	*8.8%*	*7.8%*	*7.5%*	*9.4%*	*8.4%*	*10.6%*	*8.1%*
%H		*47.0%*	*9.1%*	*87.9%*	*43.9%*	*43.9%*	*86.4%*
20" - 29"	223	113	20	193	103	89	203
%V	*29.7%*	*28.5%*	*25.0%*	*31.2%*	*29.9%*	*32.5%*	*28.9%*
%H		*50.7%*	*9.0%*	*86.5%*	*46.2%*	*39.9%*	*91.0%*
30" - 39"	264	135	31	214	117	96	249
%V	*35.1%*	*34.1%*	*38.8%*	*34.6%*	*34.0%*	*35.0%*	*35.5%*
%H		*51.1%*	*11.7%*	*81.1%*	*44.3%*	*36.4%*	*94.3%*
40" - 49"	155	91	17	120	74	45	151
%V	*20.6%*	*23.0%*	*21.3%*	*19.4%*	*21.5%*	*16.4%*	*21.5%*
%H		*58.7%*	*11.0%*	*77.4%*	*47.7%*	*29.0%*	*97.4%*
50" - 59"	30	17	5	22	14	8	30
%V	*4.0%*	*4.3%*	*6.3%*	*3.6%*	*4.1%*	*2.9%*	*4.3%*
%H		*56.7%*	*16.7%*	*73.3%*	*46.7%*	*26.7%*	*100.0%*
60"+	2	1	0	1	0	1	2
%V	*0.3%*	*0.3%*	*0.0%*	*0.2%*	*0.0%*	*0.4%*	*0.3%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
Don't know	12	7	1	10	5	5	10
%V	*1.6%*	*1.8%*	*1.3%*	*1.6%*	*1.5%*	*1.8%*	*1.4%*
%H		*58.3%*	*8.3%*	*83.3%*	*41.7%*	*41.7%*	*83.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	752	396	80	618	344	274	702
%H		*52.7%*	*10.6%*	*82.2%*	*45.7%*	*36.4%*	*93.4%*
PVR	163	123	27	96	80	15	159
%V	*21.7%*	*31.1%*	*33.8%*	*15.5%*	*23.3%*	*5.5%*	*22.6%*
%H		*75.5%*	*16.6%*	*58.9%*	*49.1%*	*9.2%*	*97.5%*
DVDR	1	0	1	1	1	0	1
%V	*0.1%*	*0.0%*	*1.3%*	*0.2%*	*0.3%*	*0.0%*	*0.1%*
%H		*0.0%*	*100.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
VCR	1	1	0	1	1	0	1
%V	*0.1%*	*0.3%*	*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	165	124	28	97	81	16	160
%V	*21.9%*	*31.3%*	*35.0%*	*15.7%*	*23.5%*	*5.8%*	*22.8%*
%H		*75.2%*	*17.0%*	*58.8%*	*49.1%*	*9.7%*	*97.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	752	396	80	618	344	274	702
%H		*52.7%*	*10.6%*	*82.2%*	*45.7%*	*36.4%*	*93.4%*
Receives HDTV (via STB or built-in reception)	367	210	40	307	186	121	352
%V	*48.8%*	*53.0%*	*50.0%*	*49.7%*	*54.1%*	*44.2%*	*50.1%*
%H		*57.2%*	*10.9%*	*83.7%*	*50.7%*	*33.0%*	*95.9%*
DVD/Blu-ray player or recorder	199	112	18	160	92	68	191
%V	*26.5%*	*28.3%*	*22.5%*	*25.9%*	*26.7%*	*24.8%*	*27.2%*
%H		*56.3%*	*9.0%*	*80.4%*	*46.2%*	*34.2%*	*96.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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	1863	1826	848	186	1353	599	754	1684
%H		*98.0%*	*45.5%*	*10.0%*	*72.6%*	*32.2%*	*40.5%*	*90.4%*
Total Children	397	392	200	49	271	139	131	387
%V	*21.3%*	*21.5%*	*23.6%*	*26.3%*	*20.0%*	*23.2%*	*17.4%*	*23.0%*
%H		*98.7%*	*50.4%*	*12.3%*	*68.3%*	*35.0%*	*33.0%*	*97.5%*
0 - 3	99	97	50	11	60	27	32	96
%V	*5.3%*	*5.3%*	*5.9%*	*5.9%*	*4.4%*	*4.5%*	*4.2%*	*5.7%*
%H		*98.0%*	*50.5%*	*11.1%*	*60.6%*	*27.3%*	*32.3%*	*97.0%*
4 - 15	298	295	150	38	211	112	99	291
%V	*16.0%*	*16.2%*	*17.7%*	*20.4%*	*15.6%*	*18.7%*	*13.1%*	*17.3%*
%H		*99.0%*	*50.3%*	*12.8%*	*70.8%*	*37.6%*	*33.2%*	*97.7%*
4 - 9	152	150	73	21	102	51	50	146
%V	*8.2%*	*8.2%*	*8.6%*	*11.3%*	*7.5%*	*8.5%*	*6.6%*	*8.7%*
%H		*98.7%*	*48.0%*	*13.8%*	*67.1%*	*33.6%*	*32.9%*	*96.1%*
10 - 15	147	145	77	17	109	61	48	145
%V	*7.9%*	*7.9%*	*9.1%*	*9.1%*	*8.1%*	*10.2%*	*6.4%*	*8.6%*
%H		*98.6%*	*52.4%*	*11.6%*	*74.1%*	*41.5%*	*32.7%*	*98.6%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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	1863	1826	848	186	1353	599	754	1684
%H		*98.0%*	*45.5%*	*10.0%*	*72.6%*	*32.2%*	*40.5%*	*90.4%*
Total Adults (16+)	1465	1434	648	137	1082	460	622	1296
%V	*78.6%*	*78.5%*	*76.4%*	*73.7%*	*80.0%*	*76.8%*	*82.5%*	*77.0%*
%H		*97.9%*	*44.2%*	*9.4%*	*73.9%*	*31.4%*	*42.5%*	*88.5%*
16 - 19	95	92	44	11	68	32	36	93
%V	*5.1%*	*5.0%*	*5.2%*	*5.9%*	*5.0%*	*5.3%*	*4.8%*	*5.5%*
%H		*96.8%*	*46.3%*	*11.6%*	*71.6%*	*33.7%*	*37.9%*	*97.9%*
20 - 24	105	101	45	10	74	33	41	103
%V	*5.6%*	*5.5%*	*5.3%*	*5.4%*	*5.5%*	*5.5%*	*5.4%*	*6.1%*
%H		*96.2%*	*42.9%*	*9.5%*	*70.5%*	*31.4%*	*39.0%*	*98.1%*
25 - 34	245	238	106	25	160	66	94	237
%V	*13.2%*	*13.0%*	*12.5%*	*13.4%*	*11.8%*	*11.0%*	*12.5%*	*14.1%*
%H		*97.1%*	*43.3%*	*10.2%*	*65.3%*	*26.9%*	*38.4%*	*96.7%*
35 - 44	237	232	121	29	166	88	78	226
%V	*12.7%*	*12.7%*	*14.3%*	*15.6%*	*12.3%*	*14.7%*	*10.3%*	*13.4%*
%H		*97.9%*	*51.1%*	*12.2%*	*70.0%*	*37.1%*	*32.9%*	*95.4%*
45 - 54	258	253	124	25	189	87	102	239
%V	*13.8%*	*13.9%*	*14.6%*	*13.4%*	*14.0%*	*14.5%*	*13.5%*	*14.2%*
%H		*98.1%*	*48.1%*	*9.7%*	*73.3%*	*33.7%*	*39.5%*	*92.6%*
55 - 64	225	223	101	20	175	74	101	201
%V	*12.1%*	*12.2%*	*11.9%*	*10.8%*	*12.9%*	*12.4%*	*13.4%*	*11.9%*
%H		*99.1%*	*44.9%*	*8.9%*	*77.8%*	*32.9%*	*44.9%*	*89.3%*
65+	301	297	108	17	250	79	171	198
%V	*16.2%*	*16.3%*	*12.7%*	*9.1%*	*18.5%*	*13.2%*	*22.7%*	*11.8%*
%H		*98.7%*	*35.9%*	*5.6%*	*83.1%*	*26.2%*	*56.8%*	*65.8%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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+)	1465	1434	648	137	1082	460	622	1296
%H		*97.9%*	*44.2%*	*9.4%*	*73.9%*	*31.4%*	*42.5%*	*88.5%*
AB	362	354	170	41	272	131	140	353
%V	*24.7%*	*24.7%*	*26.2%*	*29.9%*	*25.1%*	*28.5%*	*22.5%*	*27.2%*
%H		*97.8%*	*47.0%*	*11.3%*	*75.1%*	*36.2%*	*38.7%*	*97.5%*
C1	364	357	166	43	264	122	142	342
%V	*24.8%*	*24.9%*	*25.6%*	*31.4%*	*24.4%*	*26.5%*	*22.8%*	*26.4%*
%H		*98.1%*	*45.6%*	*11.8%*	*72.5%*	*33.5%*	*39.0%*	*94.0%*
C2	324	319	147	24	248	109	139	290
%V	*22.1%*	*22.2%*	*22.7%*	*17.5%*	*22.9%*	*23.7%*	*22.3%*	*22.4%*
%H		*98.5%*	*45.4%*	*7.4%*	*76.5%*	*33.6%*	*42.9%*	*89.5%*
D	240	233	102	16	169	61	108	204
%V	*16.4%*	*16.2%*	*15.7%*	*11.7%*	*15.6%*	*13.3%*	*17.4%*	*15.7%*
%H		*97.1%*	*42.5%*	*6.7%*	*70.4%*	*25.4%*	*45.0%*	*85.0%*
E	176	172	63	13	130	38	93	107
%V	*12.0%*	*12.0%*	*9.7%*	*9.5%*	*12.0%*	*8.3%*	*15.0%*	*8.3%*
%H		*97.7%*	*35.8%*	*7.4%*	*73.9%*	*21.6%*	*52.8%*	*60.8%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1465	1434	648	137	1082	460	622	1296
%H		*97.9%*	*44.2%*	*9.4%*	*73.9%*	*31.4%*	*42.5%*	*88.5%*
Working full time	698	683	330	71	506	236	270	670
%V	*47.6%*	*47.6%*	*50.9%*	*51.8%*	*46.8%*	*51.3%*	*43.4%*	*51.7%*
%H		*97.9%*	*47.3%*	*10.2%*	*72.5%*	*33.8%*	*38.7%*	*96.0%*
Working part time	126	123	56	15	87	39	48	119
%V	*8.6%*	*8.6%*	*8.6%*	*10.9%*	*8.0%*	*8.5%*	*7.7%*	*9.2%*
%H		*97.6%*	*44.4%*	*11.9%*	*69.0%*	*31.0%*	*38.1%*	*94.4%*
Not working	641	629	262	50	490	185	305	507
%V	*43.8%*	*43.9%*	*40.4%*	*36.5%*	*45.3%*	*40.2%*	*49.0%*	*39.1%*
%H		*98.1%*	*40.9%*	*7.8%*	*76.4%*	*28.9%*	*47.6%*	*79.1%*
Houseperson	736	718	306	65	541	209	332	608
%V	*50.2%*	*50.1%*	*47.2%*	*47.4%*	*50.0%*	*45.4%*	*53.4%*	*46.9%*
%H		*97.6%*	*41.6%*	*8.8%*	*73.5%*	*28.4%*	*45.1%*	*82.6%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	714	697	326	63	521	227	295	633
%H		*97.6%*	*45.7%*	*8.8%*	*73.0%*	*31.8%*	*41.3%*	*88.7%*
16 - 19	48	47	26	4	34	18	15	47
%V	*6.7%*	*6.7%*	*8.0%*	*6.3%*	*6.5%*	*7.9%*	*5.1%*	*7.4%*
%H		*97.9%*	*54.2%*	*8.3%*	*70.8%*	*37.5%*	*31.3%*	*97.9%*
20 - 24	54	52	23	4	41	19	22	54
%V	*7.6%*	*7.5%*	*7.1%*	*6.3%*	*7.9%*	*8.4%*	*7.5%*	*8.5%*
%H		*96.3%*	*42.6%*	*7.4%*	*75.9%*	*35.2%*	*40.7%*	*100.0%*
25 - 34	121	117	55	11	80	34	45	116
%V	*16.9%*	*16.8%*	*16.9%*	*17.5%*	*15.4%*	*15.0%*	*15.3%*	*18.3%*
%H		*96.7%*	*45.5%*	*9.1%*	*66.1%*	*28.1%*	*37.2%*	*95.9%*
35 - 44	115	112	61	13	80	43	37	108
%V	*16.1%*	*16.1%*	*18.7%*	*20.6%*	*15.4%*	*18.9%*	*12.5%*	*17.1%*
%H		*97.4%*	*53.0%*	*11.3%*	*69.6%*	*37.4%*	*32.2%*	*93.9%*
45 - 54	126	123	59	12	91	40	51	115
%V	*17.6%*	*17.6%*	*18.1%*	*19.0%*	*17.5%*	*17.6%*	*17.3%*	*18.2%*
%H		*97.6%*	*46.8%*	*9.5%*	*72.2%*	*31.7%*	*40.5%*	*91.3%*
55 - 64	111	110	49	10	85	34	51	99
%V	*15.5%*	*15.8%*	*15.0%*	*15.9%*	*16.3%*	*15.0%*	*17.3%*	*15.6%*
%H		*99.1%*	*44.1%*	*9.0%*	*76.6%*	*30.6%*	*45.9%*	*89.2%*
65+	138	135	53	9	111	38	73	94
%V	*19.3%*	*19.4%*	*16.3%*	*14.3%*	*21.3%*	*16.7%*	*24.7%*	*14.8%*
%H		*97.8%*	*38.4%*	*6.5%*	*80.4%*	*27.5%*	*52.9%*	*68.1%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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+)	714	697	326	63	521	227	295	633
%H		*97.6%*	*45.7%*	*8.8%*	*73.0%*	*31.8%*	*41.3%*	*88.7%*
AB	181	176	85	20	134	65	69	177
%V	*25.4%*	*25.3%*	*26.1%*	*31.7%*	*25.7%*	*28.6%*	*23.4%*	*28.0%*
%H		*97.2%*	*47.0%*	*11.0%*	*74.0%*	*35.9%*	*38.1%*	*97.8%*
C1	167	165	83	19	120	59	61	159
%V	*23.4%*	*23.7%*	*25.5%*	*30.2%*	*23.0%*	*26.0%*	*20.7%*	*25.1%*
%H		*98.8%*	*49.7%*	*11.4%*	*71.9%*	*35.3%*	*36.5%*	*95.2%*
C2	174	170	81	12	132	57	74	154
%V	*24.4%*	*24.4%*	*24.8%*	*19.0%*	*25.3%*	*25.1%*	*25.1%*	*24.3%*
%H		*97.7%*	*46.6%*	*6.9%*	*75.9%*	*32.8%*	*42.5%*	*88.5%*
D	114	110	49	7	79	28	51	98
%V	*16.0%*	*15.8%*	*15.0%*	*11.1%*	*15.2%*	*12.3%*	*17.3%*	*15.5%*
%H		*96.5%*	*43.0%*	*6.1%*	*69.3%*	*24.6%*	*44.7%*	*86.0%*
E	77	75	29	5	56	16	40	45
%V	*10.8%*	*10.8%*	*8.9%*	*7.9%*	*10.7%*	*7.0%*	*13.6%*	*7.1%*
%H		*97.4%*	*37.7%*	*6.5%*	*72.7%*	*20.8%*	*51.9%*	*58.4%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	714	697	326	63	521	227	295	633
%H		*97.6%*	*45.7%*	*8.8%*	*73.0%*	*31.8%*	*41.3%*	*88.7%*
Working full time	419	409	202	39	300	140	160	402
%V	*58.7%*	*58.7%*	*62.0%*	*61.9%*	*57.6%*	*61.7%*	*54.2%*	*63.5%*
%H		*97.6%*	*48.2%*	*9.3%*	*71.6%*	*33.4%*	*38.2%*	*95.9%*
Working part time	26	25	11	4	18	7	10	22
%V	*3.6%*	*3.6%*	*3.4%*	*6.3%*	*3.5%*	*3.1%*	*3.4%*	*3.5%*
%H		*96.2%*	*42.3%*	*15.4%*	*69.2%*	*26.9%*	*38.5%*	*84.6%*
Not working	269	263	113	20	204	79	125	209
%V	*37.7%*	*37.7%*	*34.7%*	*31.7%*	*39.2%*	*34.8%*	*42.4%*	*33.0%*
%H		*97.8%*	*42.0%*	*7.4%*	*75.8%*	*29.4%*	*46.5%*	*77.7%*
Houseperson	135	127	47	9	94	26	68	89
%V	*18.9%*	*18.2%*	*14.4%*	*14.3%*	*18.0%*	*11.5%*	*23.1%*	*14.1%*
%H		*94.1%*	*34.8%*	*6.7%*	*69.6%*	*19.3%*	*50.4%*	*65.9%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	752	738	322	74	561	233	328	663
%H		*98.1%*	*42.8%*	*9.8%*	*74.6%*	*31.0%*	*43.6%*	*88.2%*
16 - 19	47	45	17	6	35	14	21	46
%V	*6.3%*	*6.1%*	*5.3%*	*8.1%*	*6.2%*	*6.0%*	*6.4%*	*6.9%*
%H		*95.7%*	*36.2%*	*12.8%*	*74.5%*	*29.8%*	*44.7%*	*97.9%*
20 - 24	50	48	21	5	33	15	18	49
%V	*6.6%*	*6.5%*	*6.5%*	*6.8%*	*5.9%*	*6.4%*	*5.5%*	*7.4%*
%H		*96.0%*	*42.0%*	*10.0%*	*66.0%*	*30.0%*	*36.0%*	*98.0%*
25 - 34	124	120	51	14	80	32	48	120
%V	*16.5%*	*16.3%*	*15.8%*	*18.9%*	*14.3%*	*13.7%*	*14.6%*	*18.1%*
%H		*96.8%*	*41.1%*	*11.3%*	*64.5%*	*25.8%*	*38.7%*	*96.8%*
35 - 44	122	119	60	16	86	45	41	118
%V	*16.2%*	*16.1%*	*18.6%*	*21.6%*	*15.3%*	*19.3%*	*12.5%*	*17.8%*
%H		*97.5%*	*49.2%*	*13.1%*	*70.5%*	*36.9%*	*33.6%*	*96.7%*
45 - 54	132	130	65	13	98	47	51	124
%V	*17.6%*	*17.6%*	*20.2%*	*17.6%*	*17.5%*	*20.2%*	*15.5%*	*18.7%*
%H		*98.5%*	*49.2%*	*9.8%*	*74.2%*	*35.6%*	*38.6%*	*93.9%*
55 - 64	114	113	52	10	90	40	50	102
%V	*15.2%*	*15.3%*	*16.1%*	*13.5%*	*16.0%*	*17.2%*	*15.2%*	*15.4%*
%H		*99.1%*	*45.6%*	*8.8%*	*78.9%*	*35.1%*	*43.9%*	*89.5%*
65+	164	162	55	8	139	41	98	104
%V	*21.8%*	*22.0%*	*17.1%*	*10.8%*	*24.8%*	*17.6%*	*29.9%*	*15.7%*
%H		*98.8%*	*33.5%*	*4.9%*	*84.8%*	*25.0%*	*59.8%*	*63.4%*

Base: ITV Ulster - 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+)	752	738	322	74	561	233	328	663
%H		*98.1%*	*42.8%*	*9.8%*	*74.6%*	*31.0%*	*43.6%*	*88.2%*
AB	181	178	85	21	137	66	71	175
%V	*24.1%*	*24.1%*	*26.4%*	*28.4%*	*24.4%*	*28.3%*	*21.6%*	*26.4%*
%H		*98.3%*	*47.0%*	*11.6%*	*75.7%*	*36.5%*	*39.2%*	*96.7%*
C1	197	192	84	24	144	63	81	183
%V	*26.2%*	*26.0%*	*26.1%*	*32.4%*	*25.7%*	*27.0%*	*24.7%*	*27.6%*
%H		*97.5%*	*42.6%*	*12.2%*	*73.1%*	*32.0%*	*41.1%*	*92.9%*
C2	150	148	66	13	116	51	65	137
%V	*19.9%*	*20.1%*	*20.5%*	*17.6%*	*20.7%*	*21.9%*	*19.8%*	*20.7%*
%H		*98.7%*	*44.0%*	*8.7%*	*77.3%*	*34.0%*	*43.3%*	*91.3%*
D	126	122	53	9	89	32	57	106
%V	*16.8%*	*16.5%*	*16.5%*	*12.2%*	*15.9%*	*13.7%*	*17.4%*	*16.0%*
%H		*96.8%*	*42.1%*	*7.1%*	*70.6%*	*25.4%*	*45.2%*	*84.1%*
E	99	97	34	8	74	21	53	62
%V	*13.2%*	*13.1%*	*10.6%*	*10.8%*	*13.2%*	*9.0%*	*16.2%*	*9.4%*
%H		*98.0%*	*34.3%*	*8.1%*	*74.7%*	*21.2%*	*53.5%*	*62.6%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	752	738	322	74	561	233	328	663
%H		*98.1%*	*42.8%*	*9.8%*	*74.6%*	*31.0%*	*43.6%*	*88.2%*
Working full time	279	274	127	32	206	96	110	268
%V	*37.1%*	*37.1%*	*39.4%*	*43.2%*	*36.7%*	*41.2%*	*33.5%*	*40.4%*
%H		*98.2%*	*45.5%*	*11.5%*	*73.8%*	*34.4%*	*39.4%*	*96.1%*
Working part time	101	98	46	11	69	32	38	97
%V	*13.4%*	*13.3%*	*14.3%*	*14.9%*	*12.3%*	*13.7%*	*11.6%*	*14.6%*
%H		*97.0%*	*45.5%*	*10.9%*	*68.3%*	*31.7%*	*37.6%*	*96.0%*
Not working	372	366	149	30	286	106	180	298
%V	*49.5%*	*49.6%*	*46.3%*	*40.5%*	*51.0%*	*45.5%*	*54.9%*	*44.9%*
%H		*98.4%*	*40.1%*	*8.1%*	*76.9%*	*28.5%*	*48.4%*	*80.1%*
Houseperson	601	590	260	57	447	183	264	519
%V	*79.9%*	*79.9%*	*80.7%*	*77.0%*	*79.7%*	*78.5%*	*80.5%*	*78.3%*
%H		*98.2%*	*43.3%*	*9.5%*	*74.4%*	*30.4%*	*43.9%*	*86.4%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Border

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ITV Border

Household level data

Table 12.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	292	278	148	4	186	65	121	239
%H (All HH)		*95.2%*	*50.7%*	*1.4%*	*63.7%*	*22.3%*	*41.4%*	*81.8%*
%H (TV HH)			*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	
AB	61	57	32	2	37	15	22	57
%V	*20.9%*	*20.5%*	*21.6%*	*50.0%*	*19.9%*	*23.1%*	*18.2%*	*23.8%*
%H (All HH)		*93.4%*	*52.5%*	*3.3%*	*60.7%*	*24.6%*	*36.1%*	*93.4%*
%H (TV HH)			*56.1%*	*3.5%*	*64.9%*	*26.3%*	*38.6%*	
C1	71	68	38	1	44	16	28	64
%V	*24.3%*	*24.5%*	*25.7%*	*25.0%*	*23.7%*	*24.6%*	*23.1%*	*26.8%*
%H (All HH)		*95.8%*	*53.5%*	*1.4%*	*62.0%*	*22.5%*	*39.4%*	*90.1%*
%H (TV HH)			*55.9%*	*1.5%*	*64.7%*	*23.5%*	*41.2%*	
C2	77	76	41	0	51	17	34	63
%V	*26.4%*	*27.3%*	*27.7%*	*0.0%*	*27.4%*	*26.2%*	*28.1%*	*26.4%*
%H (All HH)		*98.7%*	*53.2%*	*0.0%*	*66.2%*	*22.1%*	*44.2%*	*81.8%*
%H (TV HH)			*53.9%*	*0.0%*	*67.1%*	*22.4%*	*44.7%*	
D	56	53	28	1	37	13	23	41
%V	*19.2%*	*19.1%*	*18.9%*	*25.0%*	*19.9%*	*20.0%*	*19.0%*	*17.2%*
%H (All HH)		*94.6%*	*50.0%*	*1.8%*	*66.1%*	*23.2%*	*41.1%*	*73.2%*
%H (TV HH)			*52.8%*	*1.9%*	*69.8%*	*24.5%*	*43.4%*	
E	27	23	10	0	17	4	14	13
%V	*9.2%*	*8.3%*	*6.8%*	*0.0%*	*9.1%*	*6.2%*	*11.6%*	*5.4%*
%H (All HH)		*85.2%*	*37.0%*	*0.0%*	*63.0%*	*14.8%*	*51.9%*	*48.1%*
%H (TV HH)			*43.5%*	*0.0%*	*73.9%*	*17.4%*	*60.9%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

Table 12.2: 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	292	278	148	4	186	65	121	239
%H (All HH)		*95.2%*	*50.7%*	*1.4%*	*63.7%*	*22.3%*	*41.4%*	*81.8%*
%H (TV HH)			*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	
Under 25	8	7	4	0	3	1	1	8
%V	*2.7%*	*2.5%*	*2.7%*	*0.0%*	*1.6%*	*1.5%*	*0.8%*	*3.3%*
%H (All HH)		*87.5%*	*50.0%*	*0.0%*	*37.5%*	*12.5%*	*12.5%*	*100.0%*
%H (TV HH)			*57.1%*	*0.0%*	*42.9%*	*14.3%*	*14.3%*	
25 - 34	33	30	19	1	15	6	9	32
%V	*11.3%*	*10.8%*	*12.8%*	*25.0%*	*8.1%*	*9.2%*	*7.4%*	*13.4%*
%H (All HH)		*90.9%*	*57.6%*	*3.0%*	*45.5%*	*18.2%*	*27.3%*	*97.0%*
%H (TV HH)			*63.3%*	*3.3%*	*50.0%*	*20.0%*	*30.0%*	
35 - 44	37	34	22	0	19	8	10	36
%V	*12.7%*	*12.2%*	*14.9%*	*0.0%*	*10.2%*	*12.3%*	*8.3%*	*15.1%*
%H (All HH)		*91.9%*	*59.5%*	*0.0%*	*51.4%*	*21.6%*	*27.0%*	*97.3%*
%H (TV HH)			*64.7%*	*0.0%*	*55.9%*	*23.5%*	*29.4%*	
45 - 54	52	49	29	2	33	14	19	49
%V	*17.8%*	*17.6%*	*19.6%*	*50.0%*	*17.7%*	*21.5%*	*15.7%*	*20.5%*
%H (All HH)		*94.2%*	*55.8%*	*3.8%*	*63.5%*	*26.9%*	*36.5%*	*94.2%*
%H (TV HH)			*59.2%*	*4.1%*	*67.3%*	*28.6%*	*38.8%*	
55 - 64	64	61	33	1	42	15	27	56
%V	*21.9%*	*21.9%*	*22.3%*	*25.0%*	*22.6%*	*23.1%*	*22.3%*	*23.4%*
%H (All HH)		*95.3%*	*51.6%*	*1.6%*	*65.6%*	*23.4%*	*42.2%*	*87.5%*
%H (TV HH)			*54.1%*	*1.6%*	*68.9%*	*24.6%*	*44.3%*	
65 +	98	96	41	0	74	20	54	59
%V	*33.6%*	*34.5%*	*27.7%*	*0.0%*	*39.8%*	*30.8%*	*44.6%*	*24.7%*
%H (All HH)		*98.0%*	*41.8%*	*0.0%*	*75.5%*	*20.4%*	*55.1%*	*60.2%*
%H (TV HH)			*42.7%*	*0.0%*	*77.1%*	*20.8%*	*56.3%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

Table 12.3: 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	292	278	148	4	186	65	121	239
%H (All HH)		*95.2%*	*50.7%*	*1.4%*	*63.7%*	*22.3%*	*41.4%*	*81.8%*
%H (TV HH)			*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	
1	100	93	34	1	69	13	56	61
%V	*34.2%*	*33.5%*	*23.0%*	*25.0%*	*37.1%*	*20.0%*	*46.3%*	*25.5%*
%H (All HH)		*93.0%*	*34.0%*	*1.0%*	*69.0%*	*13.0%*	*56.0%*	*61.0%*
%H (TV HH)			*36.6%*	*1.1%*	*74.2%*	*14.0%*	*60.2%*	
2	111	108	63	1	70	27	43	99
%V	*38.0%*	*38.8%*	*42.6%*	*25.0%*	*37.6%*	*41.5%*	*35.5%*	*41.4%*
%H (All HH)		*97.3%*	*56.8%*	*0.9%*	*63.1%*	*24.3%*	*38.7%*	*89.2%*
%H (TV HH)			*58.3%*	*0.9%*	*64.8%*	*25.0%*	*39.8%*	
3	42	40	26	1	25	13	13	41
%V	*14.4%*	*14.4%*	*17.6%*	*25.0%*	*13.4%*	*20.0%*	*10.7%*	*17.2%*
%H (All HH)		*95.2%*	*61.9%*	*2.4%*	*59.5%*	*31.0%*	*31.0%*	*97.6%*
%H (TV HH)			*65.0%*	*2.5%*	*62.5%*	*32.5%*	*32.5%*	
4	29	28	20	1	14	10	4	29
%V	*9.9%*	*10.1%*	*13.5%*	*25.0%*	*7.5%*	*15.4%*	*3.3%*	*12.1%*
%H (All HH)		*96.6%*	*69.0%*	*3.4%*	*48.3%*	*34.5%*	*13.8%*	*100.0%*
%H (TV HH)			*71.4%*	*3.6%*	*50.0%*	*35.7%*	*14.3%*	
5+	10	10	6	0	7	3	4	10
%V	*3.4%*	*3.6%*	*4.1%*	*0.0%*	*3.8%*	*4.6%*	*3.3%*	*4.2%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*70.0%*	*30.0%*	*40.0%*	*100.0%*
%H (TV HH)			*60.0%*	*0.0%*	*70.0%*	*30.0%*	*40.0%*	
Average HH size	2.12	2.14	2.36	2.83	2.05	2.47	1.83	2.30

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

Table 12.4: 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	292	278	148	4	186	65	121	239
%H (All HH)		*95.2%*	*50.7%*	*1.4%*	*63.7%*	*22.3%*	*41.4%*	*81.8%*
%H (TV HH)			*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	
Without	235	223	114	2	154	49	105	183
%V	*80.5%*	*80.2%*	*77.0%*	*50.0%*	*82.8%*	*75.4%*	*86.8%*	*76.6%*
%H (All HH)		*94.9%*	*48.5%*	*0.9%*	*65.5%*	*20.9%*	*44.7%*	*77.9%*
%H (TV HH)			*51.1%*	*0.9%*	*69.1%*	*22.0%*	*47.1%*	
With	56	54	35	2	32	16	16	56
%V	*19.2%*	*19.4%*	*23.6%*	*50.0%*	*17.2%*	*24.6%*	*13.2%*	*23.4%*
%H (All HH)		*96.4%*	*62.5%*	*3.6%*	*57.1%*	*28.6%*	*28.6%*	*100.0%*
%H (TV HH)			*64.8%*	*3.7%*	*59.3%*	*29.6%*	*29.6%*	
0 - 3	19	18	12	1	10	6	4	18
%V	*6.5%*	*6.5%*	*8.1%*	*25.0%*	*5.4%*	*9.2%*	*3.3%*	*7.5%*
%H (All HH)		*94.7%*	*63.2%*	*5.3%*	*52.6%*	*31.6%*	*21.1%*	*94.7%*
%H (TV HH)			*66.7%*	*5.6%*	*55.6%*	*33.3%*	*22.2%*	
4 - 9	27	26	15	1	15	7	9	27
%V	*9.2%*	*9.4%*	*10.1%*	*25.0%*	*8.1%*	*10.8%*	*7.4%*	*11.3%*
%H (All HH)		*96.3%*	*55.6%*	*3.7%*	*55.6%*	*25.9%*	*33.3%*	*100.0%*
%H (TV HH)			*57.7%*	*3.8%*	*57.7%*	*26.9%*	*34.6%*	
10 - 15	28	27	17	1	17	8	9	28
%V	*9.6%*	*9.7%*	*11.5%*	*25.0%*	*9.1%*	*12.3%*	*7.4%*	*11.7%*
%H (All HH)		*96.4%*	*60.7%*	*3.6%*	*60.7%*	*28.6%*	*32.1%*	*100.0%*
%H (TV HH)			*63.0%*	*3.7%*	*63.0%*	*29.6%*	*33.3%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Border

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	292	278	148	4	186	65	121	239
%H (All HH)		*95.2%*	*50.7%*	*1.4%*	*63.7%*	*22.3%*	*41.4%*	*81.8%*
%H (TV HH)			*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	
1	112	112	50	1	65	8	57	83
%V	*38.4%*	*40.3%*	*33.8%*	*25.0%*	*34.9%*	*12.3%*	*47.1%*	*34.7%*
%H (All HH)		*100.0%*	*44.6%*	*0.9%*	*58.0%*	*7.1%*	*50.9%*	*74.1%*
%H (TV HH)			*44.6%*	*0.9%*	*58.0%*	*7.1%*	*50.9%*	
2	93	93	52	1	64	25	39	76
%V	*31.8%*	*33.5%*	*35.1%*	*25.0%*	*34.4%*	*38.5%*	*32.2%*	*31.8%*
%H (All HH)		*100.0%*	*55.9%*	*1.1%*	*68.8%*	*26.9%*	*41.9%*	*81.7%*
%H (TV HH)			*55.9%*	*1.1%*	*68.8%*	*26.9%*	*41.9%*	
3	47	47	29	2	35	19	16	44
%V	*16.1%*	*16.9%*	*19.6%*	*50.0%*	*18.8%*	*29.2%*	*13.2%*	*18.4%*
%H (All HH)		*100.0%*	*61.7%*	*4.3%*	*74.5%*	*40.4%*	*34.0%*	*93.6%*
%H (TV HH)			*61.7%*	*4.3%*	*74.5%*	*40.4%*	*34.0%*	
4	21	21	14	0	16	9	7	19
%V	*7.2%*	*7.6%*	*9.5%*	*0.0%*	*8.6%*	*13.8%*	*5.8%*	*7.9%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*76.2%*	*42.9%*	*33.3%*	*90.5%*
%H (TV HH)			*66.7%*	*0.0%*	*76.2%*	*42.9%*	*33.3%*	
5+	5	5	5	0	5	4	1	5
%V	*1.7%*	*1.8%*	*3.4%*	*0.0%*	*2.7%*	*6.2%*	*0.8%*	*2.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*80.0%*	*20.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*80.0%*	*20.0%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

Table 12.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	292	278	148	4	186	65	121	239
%H (All HH)		*95.2%*	*50.7%*	*1.4%*	*63.7%*	*22.3%*	*41.4%*	*81.8%*
%H (TV HH)			*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	
Under 20"	41	41	20	1	36	15	20	33
%V	*14.0%*	*14.7%*	*13.5%*	*25.0%*	*19.4%*	*23.1%*	*16.5%*	*13.8%*
%H (All HH)		*100.0%*	*48.8%*	*2.4%*	*87.8%*	*36.6%*	*48.8%*	*80.5%*
%H (TV HH)			*48.8%*	*2.4%*	*87.8%*	*36.6%*	*48.8%*	
20" - 29"	86	86	41	1	67	24	43	70
%V	*29.5%*	*30.9%*	*27.7%*	*25.0%*	*36.0%*	*36.9%*	*35.5%*	*29.3%*
%H (All HH)		*100.0%*	*47.7%*	*1.2%*	*77.9%*	*27.9%*	*50.0%*	*81.4%*
%H (TV HH)			*47.7%*	*1.2%*	*77.9%*	*27.9%*	*50.0%*	
30" - 39"	140	140	75	2	100	37	63	114
%V	*47.9%*	*50.4%*	*50.7%*	*50.0%*	*53.8%*	*56.9%*	*52.1%*	*47.7%*
%H (All HH)		*100.0%*	*53.6%*	*1.4%*	*71.4%*	*26.4%*	*45.0%*	*81.4%*
%H (TV HH)			*53.6%*	*1.4%*	*71.4%*	*26.4%*	*45.0%*	
40" - 49"	135	135	86	2	87	42	45	121
%V	*46.2%*	*48.6%*	*58.1%*	*50.0%*	*46.8%*	*64.6%*	*37.2%*	*50.6%*
%H (All HH)		*100.0%*	*63.7%*	*1.5%*	*64.4%*	*31.1%*	*33.3%*	*89.6%*
%H (TV HH)			*63.7%*	*1.5%*	*64.4%*	*31.1%*	*33.3%*	
50" - 59"	41	41	30	1	22	12	10	40
%V	*14.0%*	*14.7%*	*20.3%*	*25.0%*	*11.8%*	*18.5%*	*8.3%*	*16.7%*
%H (All HH)		*100.0%*	*73.2%*	*2.4%*	*53.7%*	*29.3%*	*24.4%*	*97.6%*
%H (TV HH)			*73.2%*	*2.4%*	*53.7%*	*29.3%*	*24.4%*	
60"+	4	4	3	0	2	2	0	4
%V	*1.4%*	*1.4%*	*2.0%*	*0.0%*	*1.1%*	*3.1%*	*0.0%*	*1.7%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Border

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	292	278	148	4	186	65	121	239
%H (All HH)		*95.2%*	*50.7%*	*1.4%*	*63.7%*	*22.3%*	*41.4%*	*81.8%*
%H (TV HH)			*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	
Main living room	275	275	147	4	184	64	120	225
%V	*94.2%*	*98.9%*	*99.3%*	*100.0%*	*98.9%*	*98.5%*	*99.2%*	*94.1%*
%H (All HH)		*100.0%*	*53.5%*	*1.5%*	*66.9%*	*23.3%*	*43.6%*	*81.8%*
%H (TV HH)			*53.5%*	*1.5%*	*66.9%*	*23.3%*	*43.6%*	
Kitchen	38	38	21	0	33	16	17	33
%V	*13.0%*	*13.7%*	*14.2%*	*0.0%*	*17.7%*	*24.6%*	*14.0%*	*13.8%*
%H (All HH)		*100.0%*	*55.3%*	*0.0%*	*86.8%*	*42.1%*	*44.7%*	*86.8%*
%H (TV HH)			*55.3%*	*0.0%*	*86.8%*	*42.1%*	*44.7%*	
Adult's bedroom	120	120	76	2	84	45	40	107
%V	*41.1%*	*43.2%*	*51.4%*	*50.0%*	*45.2%*	*69.2%*	*33.1%*	*44.8%*
%H (All HH)		*100.0%*	*63.3%*	*1.7%*	*70.0%*	*37.5%*	*33.3%*	*89.2%*
%H (TV HH)			*63.3%*	*1.7%*	*70.0%*	*37.5%*	*33.3%*	
Child's bedroom	24	24	18	0	15	10	6	24
%V	*8.2%*	*8.6%*	*12.2%*	*0.0%*	*8.1%*	*15.4%*	*5.0%*	*10.0%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*62.5%*	*41.7%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*62.5%*	*41.7%*	*25.0%*	
Other bedroom	7	7	3	0	6	3	4	6
%V	*2.4%*	*2.5%*	*2.0%*	*0.0%*	*3.2%*	*4.6%*	*3.3%*	*2.5%*
%H (All HH)		*100.0%*	*42.9%*	*0.0%*	*85.7%*	*42.9%*	*57.1%*	*85.7%*
%H (TV HH)			*42.9%*	*0.0%*	*85.7%*	*42.9%*	*57.1%*	
Second living/dining room	32	32	17	1	24	10	14	27
%V	*11.0%*	*11.5%*	*11.5%*	*25.0%*	*12.9%*	*15.4%*	*11.6%*	*11.3%*
%H (All HH)		*100.0%*	*53.1%*	*3.1%*	*75.0%*	*31.3%*	*43.8%*	*84.4%*
%H (TV HH)			*53.1%*	*3.1%*	*75.0%*	*31.3%*	*43.8%*	
Study/office	5	5	3	0	4	3	1	5
%V	*1.7%*	*1.8%*	*2.0%*	*0.0%*	*2.2%*	*4.6%*	*0.8%*	*2.1%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*0.0%*	*80.0%*	*60.0%*	*20.0%*	
TV room	2	2	1	0	1	0	1	2
%V	*0.7%*	*0.7%*	*0.7%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*0.8%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	
Conservatory	6	6	3	0	5	2	2	5
%V	*2.1%*	*2.2%*	*2.0%*	*0.0%*	*2.7%*	*3.1%*	*1.7%*	*2.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*83.3%*	*33.3%*	*33.3%*	*83.3%*
%H (TV HH)			*50.0%*	*0.0%*	*83.3%*	*33.3%*	*33.3%*	
Attic or loft room	2	2	1	0	2	1	1	1
%V	*0.7%*	*0.7%*	*0.7%*	*0.0%*	*1.1%*	*1.5%*	*0.8%*	*0.4%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*50.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	2	2	1	0	1	1	1	2
%V	*0.7%*	*0.7%*	*0.7%*	*0.0%*	*0.5%*	*1.5%*	*0.8%*	*0.8%*
%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%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

Table 12.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	292	278	148	4	186	65	121	239
%H (All HH)		*95.2%*	*50.7%*	*1.4%*	*63.7%*	*22.3%*	*41.4%*	*81.8%*
%H (TV HH)			*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	
Any DSAT provider	148	148	148	2	64	64	0	132
%V	*50.7%*	*53.2%*	*100.0%*	*50.0%*	*34.4%*	*98.5%*	*0.0%*	*55.2%*
%H (All HH)			*100.0%*	*1.4%*	*43.2%*	*43.2%*	*0.0%*	*89.2%*
%H (TV HH)			*100.0%*	*1.4%*	*43.2%*	*43.2%*	*0.0%*	
Sky with subcription	117	117	117	1	51	51	0	107
%V	*40.1%*	*42.1%*	*79.1%*	*25.0%*	*27.4%*	*78.5%*	*0.0%*	*44.8%*
%H (All HH)			*100.0%*	*0.9%*	*43.6%*	*43.6%*	*0.0%*	*91.5%*
%H (TV HH)			*100.0%*	*0.9%*	*43.6%*	*43.6%*	*0.0%*	
Sky without subscription	10	10	10	0	5	5	0	7
%V	*3.4%*	*3.6%*	*6.8%*	*0.0%*	*2.7%*	*7.7%*	*0.0%*	*2.9%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*70.0%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
Freesat	18	18	18	0	7	7	0	14
%V	*6.2%*	*6.5%*	*12.2%*	*0.0%*	*3.8%*	*10.8%*	*0.0%*	*5.9%*
%H (All HH)			*100.0%*	*0.0%*	*38.9%*	*38.9%*	*0.0%*	*77.8%*
%H (TV HH)			*100.0%*	*0.0%*	*38.9%*	*38.9%*	*0.0%*	
Other satellite provider	12	12	12	1	6	6	0	11
%V	*4.1%*	*4.3%*	*8.1%*	*25.0%*	*3.2%*	*9.2%*	*0.0%*	*4.6%*
%H (All HH)			*100.0%*	*8.3%*	*50.0%*	*50.0%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*8.3%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	4	4	2	4	3	3	0	4
%V	*1.4%*	*1.4%*	*1.4%*	*100.0%*	*1.6%*	*4.6%*	*0.0%*	*1.7%*
%H (All HH)			*50.0%*	*100.0%*	*75.0%*	*75.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*100.0%*	*75.0%*	*75.0%*	*0.0%*	
DTT	186	186	64	3	186	65	121	145
%V	*63.7%*	*66.9%*	*43.2%*	*75.0%*	*100.0%*	*100.0%*	*100.0%*	*60.7%*
%H (All HH)		*100.0%*	*34.4%*	*1.6%*	*100.0%*	*34.9%*	*65.1%*	*78.0%*
%H (TV HH)			*34.4%*	*1.6%*	*100.0%*	*34.9%*	*65.1%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

Table 12.9: 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	292	278	148	4	186	65	121	239
%H (All HH)		*95.2%*	*50.7%*	*1.4%*	*63.7%*	*22.3%*	*41.4%*	*81.8%*
%H (TV HH)			*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	
PVR	176	176	127	3	104	57	47	158
%V	*60.3%*	*63.3%*	*85.8%*	*75.0%*	*55.9%*	*87.7%*	*38.8%*	*66.1%*
%H (All HH)		*100.0%*	*72.2%*	*1.7%*	*59.1%*	*32.4%*	*26.7%*	*89.8%*
%H (TV HH)			*72.2%*	*1.7%*	*59.1%*	*32.4%*	*26.7%*	
DVDR	3	3	1	0	2	1	1	2
%V	*1.0%*	*1.1%*	*0.7%*	*0.0%*	*1.1%*	*1.5%*	*0.8%*	*0.8%*
%H (All HH)		*100.0%*	*33.3%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*66.7%*
%H (TV HH)			*33.3%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
VCR	2	2	1	0	1	0	1	2
%V	*0.7%*	*0.7%*	*0.7%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*0.8%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	
Any recorder	178	178	127	3	106	57	49	160
%V	*61.0%*	*64.0%*	*85.8%*	*75.0%*	*57.0%*	*87.7%*	*40.5%*	*66.9%*
%H (All HH)		*100.0%*	*71.3%*	*1.7%*	*59.6%*	*32.0%*	*27.5%*	*89.9%*
%H (TV HH)			*71.3%*	*1.7%*	*59.6%*	*32.0%*	*27.5%*	
Receives HDTV (via STB or built-in reception)	155	155	107	3	95	48	47	144
%V	*53.1%*	*55.8%*	*72.3%*	*75.0%*	*51.1%*	*73.8%*	*38.8%*	*60.3%*
%H (All HH)		*100.0%*	*69.0%*	*1.9%*	*61.3%*	*31.0%*	*30.3%*	*92.9%*
%H (TV HH)			*69.0%*	*1.9%*	*61.3%*	*31.0%*	*30.3%*	
DVD/Blu-ray player or recorder	182	182	102	3	126	51	75	156
%V	*62.3%*	*65.5%*	*68.9%*	*75.0%*	*67.7%*	*78.5%*	*62.0%*	*65.3%*
%H (All HH)		*100.0%*	*56.0%*	*1.6%*	*69.2%*	*28.0%*	*41.2%*	*85.7%*
%H (TV HH)			*56.0%*	*1.6%*	*69.2%*	*28.0%*	*41.2%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

Table 12.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	292	278	148	4	186	65	121	239
%H (All HH)		*95.2%*	*50.7%*	*1.4%*	*63.7%*	*22.3%*	*41.4%*	*81.8%*
%H (TV HH)			*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	
Has broadband internet	239	228	132	4	145	58	87	239
%V	*81.8%*	*82.0%*	*89.2%*	*100.0%*	*78.0%*	*89.2%*	*71.9%*	*100.0%*
%H (All HH)		*95.4%*	*55.2%*	*1.7%*	*60.7%*	*24.3%*	*36.4%*	*100.0%*
%H (TV HH)			*57.9%*	*1.8%*	*63.6%*	*25.4%*	*38.2%*	
Number of computers (PCs and laptops)								
0	68	63	23	0	48	9	40	17
%V	*23.3%*	*22.7%*	*15.5%*	*0.0%*	*25.8%*	*13.8%*	*33.1%*	*7.1%*
%H (All HH)		*92.6%*	*33.8%*	*0.0%*	*70.6%*	*13.2%*	*58.8%*	*25.0%*
%H (TV HH)			*36.5%*	*0.0%*	*76.2%*	*14.3%*	*63.5%*	
1	76	72	37	1	48	15	33	75
%V	*26.0%*	*25.9%*	*25.0%*	*25.0%*	*25.8%*	*23.1%*	*27.3%*	*31.4%*
%H (All HH)		*94.7%*	*48.7%*	*1.3%*	*63.2%*	*19.7%*	*43.4%*	*98.7%*
%H (TV HH)			*51.4%*	*1.4%*	*66.7%*	*20.8%*	*45.8%*	
2	73	71	38	1	45	15	31	72
%V	*25.0%*	*25.5%*	*25.7%*	*25.0%*	*24.2%*	*23.1%*	*25.6%*	*30.1%*
%H (All HH)		*97.3%*	*52.1%*	*1.4%*	*61.6%*	*20.5%*	*42.5%*	*98.6%*
%H (TV HH)			*53.5%*	*1.4%*	*63.4%*	*21.1%*	*43.7%*	
3	38	36	23	0	23	12	11	37
%V	*13.0%*	*12.9%*	*15.5%*	*0.0%*	*12.4%*	*18.5%*	*9.1%*	*15.5%*
%H (All HH)		*94.7%*	*60.5%*	*0.0%*	*60.5%*	*31.6%*	*28.9%*	*97.4%*
%H (TV HH)			*63.9%*	*0.0%*	*63.9%*	*33.3%*	*30.6%*	
4	18	18	13	1	11	8	3	18
%V	*6.2%*	*6.5%*	*8.8%*	*25.0%*	*5.9%*	*12.3%*	*2.5%*	*7.5%*
%H (All HH)		*100.0%*	*72.2%*	*5.6%*	*61.1%*	*44.4%*	*16.7%*	*100.0%*
%H (TV HH)			*72.2%*	*5.6%*	*61.1%*	*44.4%*	*16.7%*	
5+	19	19	14	0	11	8	3	19
%V	*6.5%*	*6.8%*	*9.5%*	*0.0%*	*5.9%*	*12.3%*	*2.5%*	*7.9%*
%H (All HH)		*100.0%*	*73.7%*	*0.0%*	*57.9%*	*42.1%*	*15.8%*	*100.0%*
%H (TV HH)			*73.7%*	*0.0%*	*57.9%*	*42.1%*	*15.8%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Border

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	550	319	8	389	173	216	473
%H		*58.0%*	*1.5%*	*70.7%*	*31.5%*	*39.3%*	*86.0%*
Under 20"	50	24	1	44	19	25	39
%V	*9.1%*	*7.5%*	*12.5%*	*11.3%*	*11.0%*	*11.6%*	*8.2%*
%H		*48.0%*	*2.0%*	*88.0%*	*38.0%*	*50.0%*	*78.0%*
20" - 29"	111	55	1	87	35	52	91
%V	*20.2%*	*17.2%*	*12.5%*	*22.4%*	*20.2%*	*24.1%*	*19.2%*
%H		*49.5%*	*0.9%*	*78.4%*	*31.5%*	*46.8%*	*82.0%*
30" - 39"	178	99	2	128	52	75	149
%V	*32.4%*	*31.0%*	*25.0%*	*32.9%*	*30.1%*	*34.7%*	*31.5%*
%H		*55.6%*	*1.1%*	*71.9%*	*29.2%*	*42.1%*	*83.7%*
40" - 49"	157	100	2	101	49	52	142
%V	*28.5%*	*31.3%*	*25.0%*	*26.0%*	*28.3%*	*24.1%*	*30.0%*
%H		*63.7%*	*1.3%*	*64.3%*	*31.2%*	*33.1%*	*90.4%*
50" - 59"	46	34	1	25	15	10	44
%V	*8.4%*	*10.7%*	*12.5%*	*6.4%*	*8.7%*	*4.6%*	*9.3%*
%H		*73.9%*	*2.2%*	*54.3%*	*32.6%*	*21.7%*	*95.7%*
60"+	4	3	0	2	2	0	4
%V	*0.7%*	*0.9%*	*0.0%*	*0.5%*	*1.2%*	*0.0%*	*0.8%*
%H		*75.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
Don't know	4	3	0	3	1	1	4
%V	*0.7%*	*0.9%*	*0.0%*	*0.8%*	*0.6%*	*0.5%*	*0.8%*
%H		*75.0%*	*0.0%*	*75.0%*	*25.0%*	*25.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Border

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	550	319	8	389	173	216	473
%H		*58.0%*	*1.5%*	*70.7%*	*31.5%*	*39.3%*	*86.0%*
Main living room	277	148	4	186	65	121	228
%V	*50.4%*	*46.4%*	*50.0%*	*47.8%*	*37.6%*	*56.0%*	*48.2%*
%H		*53.4%*	*1.4%*	*67.1%*	*23.5%*	*43.7%*	*82.3%*
Kitchen	38	21	0	33	16	17	33
%V	*6.9%*	*6.6%*	*0.0%*	*8.5%*	*9.2%*	*7.9%*	*7.0%*
%H		*55.3%*	*0.0%*	*86.8%*	*42.1%*	*44.7%*	*86.8%*
Adult's bedroom	146	95	3	105	58	47	132
%V	*26.5%*	*29.8%*	*37.5%*	*27.0%*	*33.5%*	*21.8%*	*27.9%*
%H		*65.1%*	*2.1%*	*71.9%*	*39.7%*	*32.2%*	*90.4%*
Child's bedroom	31	23	0	21	13	8	31
%V	*5.6%*	*7.2%*	*0.0%*	*5.4%*	*7.5%*	*3.7%*	*6.6%*
%H		*74.2%*	*0.0%*	*67.7%*	*41.9%*	*25.8%*	*100.0%*
Other bedroom	8	5	0	7	4	4	8
%V	*1.5%*	*1.6%*	*0.0%*	*1.8%*	*2.3%*	*1.9%*	*1.7%*
%H		*62.5%*	*0.0%*	*87.5%*	*50.0%*	*50.0%*	*100.0%*
Second living/dining room	32	17	1	25	11	14	27
%V	*5.8%*	*5.3%*	*12.5%*	*6.4%*	*6.4%*	*6.5%*	*5.7%*
%H		*53.1%*	*3.1%*	*78.1%*	*34.4%*	*43.8%*	*84.4%*
Study/office	5	4	0	4	3	1	5
%V	*0.9%*	*1.3%*	*0.0%*	*1.0%*	*1.7%*	*0.5%*	*1.1%*
%H		*80.0%*	*0.0%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
TV room	2	1	0	1	0	1	2
%V	*0.4%*	*0.3%*	*0.0%*	*0.3%*	*0.0%*	*0.5%*	*0.4%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
Conservatory	6	3	0	5	2	2	5
%V	*1.1%*	*0.9%*	*0.0%*	*1.3%*	*1.2%*	*0.9%*	*1.1%*
%H		*50.0%*	*0.0%*	*83.3%*	*33.3%*	*33.3%*	*83.3%*
Attic or loft room	2	1	0	2	1	1	1
%V	*0.4%*	*0.3%*	*0.0%*	*0.5%*	*0.6%*	*0.5%*	*0.2%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*50.0%*
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	2	1	0	1	1	1	2
%V	*0.4%*	*0.3%*	*0.0%*	*0.3%*	*0.6%*	*0.5%*	*0.4%*
%H		*50.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Border

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	550	319	8	389	173	216	473
%H		*58.0%*	*1.5%*	*70.7%*	*31.5%*	*39.3%*	*86.0%*
PVR	242	185	5	136	82	55	221
%V	*44.0%*	*58.0%*	*62.5%*	*35.0%*	*47.4%*	*25.5%*	*46.7%*
%H		*76.4%*	*2.1%*	*56.2%*	*33.9%*	*22.7%*	*91.3%*
DVDR	3	1	0	2	1	1	2
%V	*0.5%*	*0.3%*	*0.0%*	*0.5%*	*0.6%*	*0.5%*	*0.4%*
%H		*33.3%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*66.7%*
VCR	2	1	0	1	0	1	2
%V	*0.4%*	*0.3%*	*0.0%*	*0.3%*	*0.0%*	*0.5%*	*0.4%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
Any recorder	244	185	5	138	82	56	223
%V	*44.4%*	*58.0%*	*62.5%*	*35.5%*	*47.4%*	*25.9%*	*47.1%*
%H		*75.8%*	*2.0%*	*56.6%*	*33.6%*	*23.0%*	*91.4%*

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

Set level data

Table 12.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	550	319	8	389	173	216	473
%H		*58.0%*	*1.5%*	*70.7%*	*31.5%*	*39.3%*	*86.0%*
Receives HDTV (via STB or built-in reception)	240	170	5	150	82	68	227
%V	*43.6%*	*53.3%*	*62.5%*	*38.6%*	*47.4%*	*31.5%*	*48.0%*
%H		*70.8%*	*2.1%*	*62.5%*	*34.2%*	*28.3%*	*94.6%*
DVD/Blu-ray player or recorder	249	145	4	173	77	95	219
%V	*45.3%*	*45.5%*	*50.0%*	*44.5%*	*44.5%*	*44.0%*	*46.3%*
%H		*58.2%*	*1.6%*	*69.5%*	*30.9%*	*38.2%*	*88.0%*

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Border

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	278	148	4	186	65	121	228
%H		*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	*82.0%*
Under 20"	5	1	0	4	1	4	3
%V	*1.8%*	*0.7%*	*0.0%*	*2.2%*	*1.5%*	*3.3%*	*1.3%*
%H		*20.0%*	*0.0%*	*80.0%*	*20.0%*	*80.0%*	*60.0%*
20" - 29"	22	6	1	17	2	14	12
%V	*7.9%*	*4.1%*	*25.0%*	*9.1%*	*3.1%*	*11.6%*	*5.3%*
%H		*27.3%*	*4.5%*	*77.3%*	*9.1%*	*63.6%*	*54.5%*
30" - 39"	90	40	0	65	16	49	66
%V	*32.4%*	*27.0%*	*0.0%*	*34.9%*	*24.6%*	*40.5%*	*28.9%*
%H		*44.4%*	*0.0%*	*72.2%*	*17.8%*	*54.4%*	*73.3%*
40" - 49"	119	71	2	78	35	43	106
%V	*42.8%*	*48.0%*	*50.0%*	*41.9%*	*53.8%*	*35.5%*	*46.5%*
%H		*59.7%*	*1.7%*	*65.5%*	*29.4%*	*36.1%*	*89.1%*
50" - 59"	37	26	1	19	10	9	36
%V	*13.3%*	*17.6%*	*25.0%*	*10.2%*	*15.4%*	*7.4%*	*15.8%*
%H		*70.3%*	*2.7%*	*51.4%*	*27.0%*	*24.3%*	*97.3%*
60"+	3	2	0	1	1	0	3
%V	*1.1%*	*1.4%*	*0.0%*	*0.5%*	*1.5%*	*0.0%*	*1.3%*
%H		*66.7%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	*100.0%*
Don't know	3	1	0	1	0	1	3
%V	*1.1%*	*0.7%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*1.3%*
%H		*33.3%*	*0.0%*	*33.3%*	*0.0%*	*33.3%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.16: 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	278	148	4	186	65	121	228
%H		*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	*82.0%*
PVR	172	126	3	102	56	45	155
%V	*61.9%*	*85.1%*	*75.0%*	*54.8%*	*86.2%*	*37.2%*	*68.0%*
%H		*73.3%*	*1.7%*	*59.3%*	*32.6%*	*26.2%*	*90.1%*
DVDR	2	1	0	1	1	1	2
%V	*0.7%*	*0.7%*	*0.0%*	*0.5%*	*1.5%*	*0.8%*	*0.9%*
%H		*50.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
VCR	2	1	0	1	0	1	2
%V	*0.7%*	*0.7%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*0.9%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
Any recorder	174	126	3	103	56	47	157
%V	*62.6%*	*85.1%*	*75.0%*	*55.4%*	*86.2%*	*38.8%*	*68.9%*
%H		*72.4%*	*1.7%*	*59.2%*	*32.2%*	*27.0%*	*90.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	278	148	4	186	65	121	228
%H		*53.2%*	*1.4%*	*66.9%*	*23.4%*	*43.5%*	*82.0%*
Receives HDTV (via STB or built-in reception)	152	106	3	92	47	45	141
%V	*54.7%*	*71.6%*	*75.0%*	*49.5%*	*72.3%*	*37.2%*	*61.8%*
%H		*69.7%*	*2.0%*	*60.5%*	*30.9%*	*29.6%*	*92.8%*
DVD/Blu-ray player or recorder	159	87	3	110	43	67	135
%V	*57.2%*	*58.8%*	*75.0%*	*59.1%*	*66.2%*	*55.4%*	*59.2%*
%H		*54.7%*	*1.9%*	*69.2%*	*27.0%*	*42.1%*	*84.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	272	171	5	203	108	95	245
%H		*62.9%*	*1.8%*	*74.6%*	*39.7%*	*34.9%*	*90.1%*
Under 20"	45	23	1	40	18	21	37
%V	*16.5%*	*13.5%*	*20.0%*	*19.7%*	*16.7%*	*22.1%*	*15.1%*
%H		*51.1%*	*2.2%*	*88.9%*	*40.0%*	*46.7%*	*82.2%*
20" - 29"	89	50	1	70	33	38	79
%V	*32.7%*	*29.2%*	*20.0%*	*34.5%*	*30.6%*	*40.0%*	*32.2%*
%H		*56.2%*	*1.1%*	*78.7%*	*37.1%*	*42.7%*	*88.8%*
30" - 39"	88	60	2	63	36	27	83
%V	*32.4%*	*35.1%*	*40.0%*	*31.0%*	*33.3%*	*28.4%*	*33.9%*
%H		*68.2%*	*2.3%*	*71.6%*	*40.9%*	*30.7%*	*94.3%*
40" - 49"	39	29	0	23	14	9	37
%V	*14.3%*	*17.0%*	*0.0%*	*11.3%*	*13.0%*	*9.5%*	*15.1%*
%H		*74.4%*	*0.0%*	*59.0%*	*35.9%*	*23.1%*	*94.9%*
50" - 59"	9	8	0	6	5	1	9
%V	*3.3%*	*4.7%*	*0.0%*	*3.0%*	*4.6%*	*1.1%*	*3.7%*
%H		*88.9%*	*0.0%*	*66.7%*	*55.6%*	*11.1%*	*100.0%*
60"+	1	1	0	1	1	0	1
%V	*0.4%*	*0.6%*	*0.0%*	*0.5%*	*0.9%*	*0.0%*	*0.4%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Don't know	2	2	0	1	1	0	2
%V	*0.7%*	*1.2%*	*0.0%*	*0.5%*	*0.9%*	*0.0%*	*0.8%*
%H		*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	272	171	5	203	108	95	245
%H		*62.9%*	*1.8%*	*74.6%*	*39.7%*	*34.9%*	*90.1%*
PVR	70	60	2	35	25	10	66
%V	*25.7%*	*35.1%*	*40.0%*	*17.2%*	*23.1%*	*10.5%*	*26.9%*
%H		*85.7%*	*2.9%*	*50.0%*	*35.7%*	*14.3%*	*94.3%*
DVDR	1	0	0	1	0	0	0
%V	*0.4%*	*0.0%*	*0.0%*	*0.5%*	*0.0%*	*0.0%*	*0.0%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*
VCR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Any recorder	70	60	2	35	25	10	66
%V	*25.7%*	*35.1%*	*40.0%*	*17.2%*	*23.1%*	*10.5%*	*26.9%*
%H		*85.7%*	*2.9%*	*50.0%*	*35.7%*	*14.3%*	*94.3%*

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

Set level data

Table 12.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	272	171	5	203	108	95	245
%H		*62.9%*	*1.8%*	*74.6%*	*39.7%*	*34.9%*	*90.1%*
Receives HDTV (via STB or built-in reception)	88	64	2	58	35	23	85
%V	*32.4%*	*37.4%*	*40.0%*	*28.6%*	*32.4%*	*24.2%*	*34.7%*
%H		*72.7%*	*2.3%*	*65.9%*	*39.8%*	*26.1%*	*96.6%*
DVD/Blu-ray player or recorder	89	58	1	63	34	29	85
%V	*32.7%*	*33.9%*	*20.0%*	*31.0%*	*31.5%*	*30.5%*	*34.7%*
%H		*65.2%*	*1.1%*	*70.8%*	*38.2%*	*32.6%*	*95.5%*

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

Table 12.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	618	594	350	11	381	160	220	549
%H		*96.1%*	*56.6%*	*1.8%*	*61.7%*	*25.9%*	*35.6%*	*88.8%*
Total Children	94	92	58	3	55	28	27	92
%V	*15.2%*	*15.5%*	*16.6%*	*27.3%*	*14.4%*	*17.5%*	*12.3%*	*16.8%*
%H		*97.9%*	*61.7%*	*3.2%*	*58.5%*	*29.8%*	*28.7%*	*97.9%*
0 - 3	24	23	16	1	13	7	6	23
%V	*3.9%*	*3.9%*	*4.6%*	*9.1%*	*3.4%*	*4.4%*	*2.7%*	*4.2%*
%H		*95.8%*	*66.7%*	*4.2%*	*54.2%*	*29.2%*	*25.0%*	*95.8%*
4 - 15	70	68	42	2	42	20	22	69
%V	*11.3%*	*11.4%*	*12.0%*	*18.2%*	*11.0%*	*12.5%*	*10.0%*	*12.6%*
%H		*97.1%*	*60.0%*	*2.9%*	*60.0%*	*28.6%*	*31.4%*	*98.6%*
4 - 9	35	34	19	1	20	8	12	35
%V	*5.7%*	*5.7%*	*5.4%*	*9.1%*	*5.2%*	*5.0%*	*5.5%*	*6.4%*
%H		*97.1%*	*54.3%*	*2.9%*	*57.1%*	*22.9%*	*34.3%*	*100.0%*
10 - 15	35	34	23	1	22	12	10	35
%V	*5.7%*	*5.7%*	*6.6%*	*9.1%*	*5.8%*	*7.5%*	*4.5%*	*6.4%*
%H		*97.1%*	*65.7%*	*2.9%*	*62.9%*	*34.3%*	*28.6%*	*100.0%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	618	594	350	11	381	160	220	549
%H		*96.1%*	*56.6%*	*1.8%*	*61.7%*	*25.9%*	*35.6%*	*88.8%*
Total Adults (16+)	524	502	292	8	326	133	193	457
%V	*84.8%*	*84.5%*	*83.4%*	*72.7%*	*85.6%*	*83.1%*	*87.7%*	*83.2%*
%H		*95.8%*	*55.7%*	*1.5%*	*62.2%*	*25.4%*	*36.8%*	*87.2%*
16 - 19	26	25	18	1	16	10	6	26
%V	*4.2%*	*4.2%*	*5.1%*	*9.1%*	*4.2%*	*6.3%*	*2.7%*	*4.7%*
%H		*96.2%*	*69.2%*	*3.8%*	*61.5%*	*38.5%*	*23.1%*	*100.0%*
20 - 24	29	27	17	1	16	8	8	29
%V	*4.7%*	*4.5%*	*4.9%*	*9.1%*	*4.2%*	*5.0%*	*3.6%*	*5.3%*
%H		*93.1%*	*58.6%*	*3.4%*	*55.2%*	*27.6%*	*27.6%*	*100.0%*
25 - 34	68	62	42	2	32	16	16	65
%V	*11.0%*	*10.4%*	*12.0%*	*18.2%*	*8.4%*	*10.0%*	*7.3%*	*11.8%*
%H		*91.2%*	*61.8%*	*2.9%*	*47.1%*	*23.5%*	*23.5%*	*95.6%*
35 - 44	61	57	38	0	30	14	16	60
%V	*9.9%*	*9.6%*	*10.9%*	*0.0%*	*7.9%*	*8.8%*	*7.3%*	*10.9%*
%H		*93.4%*	*62.3%*	*0.0%*	*49.2%*	*23.0%*	*26.2%*	*98.4%*
45 - 54	89	85	51	3	56	24	31	84
%V	*14.4%*	*14.3%*	*14.6%*	*27.3%*	*14.7%*	*15.0%*	*14.1%*	*15.3%*
%H		*95.5%*	*57.3%*	*3.4%*	*62.9%*	*27.0%*	*34.8%*	*94.4%*
55 - 64	102	98	55	1	67	25	42	92
%V	*16.5%*	*16.5%*	*15.7%*	*9.1%*	*17.6%*	*15.6%*	*19.1%*	*16.8%*
%H		*96.1%*	*53.9%*	*1.0%*	*65.7%*	*24.5%*	*41.2%*	*90.2%*
65+	149	147	71	1	111	36	75	101
%V	*24.1%*	*24.7%*	*20.3%*	*9.1%*	*29.1%*	*22.5%*	*34.1%*	*18.4%*
%H		*98.7%*	*47.7%*	*0.7%*	*74.5%*	*24.2%*	*50.3%*	*67.8%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Border

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	524	502	292	8	326	133	193	457
%H		*95.8%*	*55.7%*	*1.5%*	*62.2%*	*25.4%*	*36.8%*	*87.2%*
AB	117	109	65	5	70	32	39	112
%V	*22.3%*	*21.7%*	*22.3%*	*62.5%*	*21.5%*	*24.1%*	*20.2%*	*24.5%*
%H		*93.2%*	*55.6%*	*4.3%*	*59.8%*	*27.4%*	*33.3%*	*95.7%*
C1	131	127	76	1	79	34	46	122
%V	*25.0%*	*25.3%*	*26.0%*	*12.5%*	*24.2%*	*25.6%*	*23.8%*	*26.7%*
%H		*96.9%*	*58.0%*	*0.8%*	*60.3%*	*26.0%*	*35.1%*	*93.1%*
C2	147	145	85	1	95	37	58	128
%V	*28.1%*	*28.9%*	*29.1%*	*12.5%*	*29.1%*	*27.8%*	*30.1%*	*28.0%*
%H		*98.6%*	*57.8%*	*0.7%*	*64.6%*	*25.2%*	*39.5%*	*87.1%*
D	93	90	51	1	59	24	35	75
%V	*17.7%*	*17.9%*	*17.5%*	*12.5%*	*18.1%*	*18.0%*	*18.1%*	*16.4%*
%H		*96.8%*	*54.8%*	*1.1%*	*63.4%*	*25.8%*	*37.6%*	*80.6%*
E	35	31	14	0	22	6	16	20
%V	*6.7%*	*6.2%*	*4.8%*	*0.0%*	*6.7%*	*4.5%*	*8.3%*	*4.4%*
%H		*88.6%*	*40.0%*	*0.0%*	*62.9%*	*17.1%*	*45.7%*	*57.1%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	524	502	292	8	326	133	193	457
%H		*95.8%*	*55.7%*	*1.5%*	*62.2%*	*25.4%*	*36.8%*	*87.2%*
Working full time	229	220	141	5	125	56	69	220
%V	*43.7%*	*43.8%*	*48.3%*	*62.5%*	*38.3%*	*42.1%*	*35.8%*	*48.1%*
%H		*96.1%*	*61.6%*	*2.2%*	*54.6%*	*24.5%*	*30.1%*	*96.1%*
Working part time	63	57	37	1	36	18	19	58
%V	*12.0%*	*11.4%*	*12.7%*	*12.5%*	*11.0%*	*13.5%*	*9.8%*	*12.7%*
%H		*90.5%*	*58.7%*	*1.6%*	*57.1%*	*28.6%*	*30.2%*	*92.1%*
Not working	232	224	114	2	165	59	105	178
%V	*44.3%*	*44.6%*	*39.0%*	*25.0%*	*50.6%*	*44.4%*	*54.4%*	*38.9%*
%H		*96.6%*	*49.1%*	*0.9%*	*71.1%*	*25.4%*	*45.3%*	*76.7%*
Houseperson	292	278	148	4	186	65	121	239
%V	*55.7%*	*55.4%*	*50.7%*	*50.0%*	*57.1%*	*48.9%*	*62.7%*	*52.3%*
%H		*95.2%*	*50.7%*	*1.4%*	*63.7%*	*22.3%*	*41.4%*	*81.8%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	251	239	141	3	154	65	89	223
%H		*95.2%*	*56.2%*	*1.2%*	*61.4%*	*25.9%*	*35.5%*	*88.8%*
16 - 19	15	14	10	0	9	5	4	15
%V	*6.0%*	*5.9%*	*7.1%*	*0.0%*	*5.8%*	*7.7%*	*4.5%*	*6.7%*
%H		*93.3%*	*66.7%*	*0.0%*	*60.0%*	*33.3%*	*26.7%*	*100.0%*
20 - 24	15	15	9	0	9	5	4	15
%V	*6.0%*	*6.3%*	*6.4%*	*0.0%*	*5.8%*	*7.7%*	*4.5%*	*6.7%*
%H		*100.0%*	*60.0%*	*0.0%*	*60.0%*	*33.3%*	*26.7%*	*100.0%*
25 - 34	33	30	20	1	15	8	7	32
%V	*13.1%*	*12.6%*	*14.2%*	*33.3%*	*9.7%*	*12.3%*	*7.9%*	*14.3%*
%H		*90.9%*	*60.6%*	*3.0%*	*45.5%*	*24.2%*	*21.2%*	*97.0%*
35 - 44	26	25	17	0	12	5	7	26
%V	*10.4%*	*10.5%*	*12.1%*	*0.0%*	*7.8%*	*7.7%*	*7.9%*	*11.7%*
%H		*96.2%*	*65.4%*	*0.0%*	*46.2%*	*19.2%*	*26.9%*	*100.0%*
45 - 54	43	41	25	1	27	11	15	40
%V	*17.1%*	*17.2%*	*17.7%*	*33.3%*	*17.5%*	*16.9%*	*16.9%*	*17.9%*
%H		*95.3%*	*58.1%*	*2.3%*	*62.8%*	*25.6%*	*34.9%*	*93.0%*
55 - 64	50	48	26	0	33	12	21	44
%V	*19.9%*	*20.1%*	*18.4%*	*0.0%*	*21.4%*	*18.5%*	*23.6%*	*19.7%*
%H		*96.0%*	*52.0%*	*0.0%*	*66.0%*	*24.0%*	*42.0%*	*88.0%*
65+	67	67	34	0	50	19	31	50
%V	*26.7%*	*28.0%*	*24.1%*	*0.0%*	*32.5%*	*29.2%*	*34.8%*	*22.4%*
%H		*100.0%*	*50.7%*	*0.0%*	*74.6%*	*28.4%*	*46.3%*	*74.6%*

Base: ITV Border - 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+)	251	239	141	3	154	65	89	223
%H		*95.2%*	*56.2%*	*1.2%*	*61.4%*	*25.9%*	*35.5%*	*88.8%*
AB	57	54	32	2	35	16	19	55
%V	*22.7%*	*22.6%*	*22.7%*	*66.7%*	*22.7%*	*24.6%*	*21.3%*	*24.7%*
%H		*94.7%*	*56.1%*	*3.5%*	*61.4%*	*28.1%*	*33.3%*	*96.5%*
C1	58	57	36	0	35	16	19	55
%V	*23.1%*	*23.8%*	*25.5%*	*0.0%*	*22.7%*	*24.6%*	*21.3%*	*24.7%*
%H		*98.3%*	*62.1%*	*0.0%*	*60.3%*	*27.6%*	*32.8%*	*94.8%*
C2	80	79	46	0	52	20	32	69
%V	*31.9%*	*33.1%*	*32.6%*	*0.0%*	*33.8%*	*30.8%*	*36.0%*	*30.9%*
%H		*98.8%*	*57.5%*	*0.0%*	*65.0%*	*25.0%*	*40.0%*	*86.3%*
D	40	38	23	1	22	10	12	33
%V	*15.9%*	*15.9%*	*16.3%*	*33.3%*	*14.3%*	*15.4%*	*13.5%*	*14.8%*
%H		*95.0%*	*57.5%*	*2.5%*	*55.0%*	*25.0%*	*30.0%*	*82.5%*
E	15	12	5	0	10	3	7	10
%V	*6.0%*	*5.0%*	*3.5%*	*0.0%*	*6.5%*	*4.6%*	*7.9%*	*4.5%*
%H		*80.0%*	*33.3%*	*0.0%*	*66.7%*	*20.0%*	*46.7%*	*66.7%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	251	239	141	3	154	65	89	223
%H		*95.2%*	*56.2%*	*1.2%*	*61.4%*	*25.9%*	*35.5%*	*88.8%*
Working full time	138	132	84	2	73	31	42	131
%V	*55.0%*	*55.2%*	*59.6%*	*66.7%*	*47.4%*	*47.7%*	*47.2%*	*58.7%*
%H		*95.7%*	*60.9%*	*1.4%*	*52.9%*	*22.5%*	*30.4%*	*94.9%*
Working part time	14	12	7	1	8	4	4	12
%V	*5.6%*	*5.0%*	*5.0%*	*33.3%*	*5.2%*	*6.2%*	*4.5%*	*5.4%*
%H		*85.7%*	*50.0%*	*7.1%*	*57.1%*	*28.6%*	*28.6%*	*85.7%*
Not working	99	96	50	0	73	29	44	80
%V	*39.4%*	*40.2%*	*35.5%*	*0.0%*	*47.4%*	*44.6%*	*49.4%*	*35.9%*
%H		*97.0%*	*50.5%*	*0.0%*	*73.7%*	*29.3%*	*44.4%*	*80.8%*
Houseperson	59	54	24	1	39	11	28	43
%V	*23.5%*	*22.6%*	*17.0%*	*33.3%*	*25.3%*	*16.9%*	*31.5%*	*19.3%*
%H		*91.5%*	*40.7%*	*1.7%*	*66.1%*	*18.6%*	*47.5%*	*72.9%*

Base: ITV Border - 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+)	273	263	150	5	172	68	104	234
%H		*96.3%*	*54.9%*	*1.8%*	*63.0%*	*24.9%*	*38.1%*	*85.7%*
16 - 19	11	11	8	1	7	4	2	11
%V	*4.0%*	*4.2%*	*5.3%*	*20.0%*	*4.1%*	*5.9%*	*1.9%*	*4.7%*
%H		*100.0%*	*72.7%*	*9.1%*	*63.6%*	*36.4%*	*18.2%*	*100.0%*
20 - 24	14	13	7	1	7	4	4	14
%V	*5.1%*	*4.9%*	*4.7%*	*20.0%*	*4.1%*	*5.9%*	*3.8%*	*6.0%*
%H		*92.9%*	*50.0%*	*7.1%*	*50.0%*	*28.6%*	*28.6%*	*100.0%*
25 - 34	34	32	22	1	17	8	9	33
%V	*12.5%*	*12.2%*	*14.7%*	*20.0%*	*9.9%*	*11.8%*	*8.7%*	*14.1%*
%H		*94.1%*	*64.7%*	*2.9%*	*50.0%*	*23.5%*	*26.5%*	*97.1%*
35 - 44	35	32	22	0	18	9	9	34
%V	*12.8%*	*12.2%*	*14.7%*	*0.0%*	*10.5%*	*13.2%*	*8.7%*	*14.5%*
%H		*91.4%*	*62.9%*	*0.0%*	*51.4%*	*25.7%*	*25.7%*	*97.1%*
45 - 54	45	44	27	2	29	13	16	43
%V	*16.5%*	*16.7%*	*18.0%*	*40.0%*	*16.9%*	*19.1%*	*15.4%*	*18.4%*
%H		*97.8%*	*60.0%*	*4.4%*	*64.4%*	*28.9%*	*35.6%*	*95.6%*
55 - 64	52	50	29	1	34	13	21	48
%V	*19.0%*	*19.0%*	*19.3%*	*20.0%*	*19.8%*	*19.1%*	*20.2%*	*20.5%*
%H		*96.2%*	*55.8%*	*1.9%*	*65.4%*	*25.0%*	*40.4%*	*92.3%*
65+	82	81	37	0	60	17	44	51
%V	*30.0%*	*30.8%*	*24.7%*	*0.0%*	*34.9%*	*25.0%*	*42.3%*	*21.8%*
%H		*98.8%*	*45.1%*	*0.0%*	*73.2%*	*20.7%*	*53.7%*	*62.2%*

Base: ITV Border - 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+)	273	263	150	5	172	68	104	234
%H		*96.3%*	*54.9%*	*1.8%*	*63.0%*	*24.9%*	*38.1%*	*85.7%*
AB	60	56	33	3	35	16	20	57
%V	*22.0%*	*21.3%*	*22.0%*	*60.0%*	*20.3%*	*23.5%*	*19.2%*	*24.4%*
%H		*93.3%*	*55.0%*	*5.0%*	*58.3%*	*26.7%*	*33.3%*	*95.0%*
C1	73	70	40	1	44	18	27	67
%V	*26.7%*	*26.6%*	*26.7%*	*20.0%*	*25.6%*	*26.5%*	*26.0%*	*28.6%*
%H		*95.9%*	*54.8%*	*1.4%*	*60.3%*	*24.7%*	*37.0%*	*91.8%*
C2	67	66	40	1	43	17	26	59
%V	*24.5%*	*25.1%*	*26.7%*	*20.0%*	*25.0%*	*25.0%*	*25.0%*	*25.2%*
%H		*98.5%*	*59.7%*	*1.5%*	*64.2%*	*25.4%*	*38.8%*	*88.1%*
D	53	53	28	1	37	14	23	42
%V	*19.4%*	*20.2%*	*18.7%*	*20.0%*	*21.5%*	*20.6%*	*22.1%*	*17.9%*
%H		*100.0%*	*52.8%*	*1.9%*	*69.8%*	*26.4%*	*43.4%*	*79.2%*
E	20	18	9	0	12	3	9	9
%V	*7.3%*	*6.8%*	*6.0%*	*0.0%*	*7.0%*	*4.4%*	*8.7%*	*3.8%*
%H		*90.0%*	*45.0%*	*0.0%*	*60.0%*	*15.0%*	*45.0%*	*45.0%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	273	263	150	5	172	68	104	234
%H		*96.3%*	*54.9%*	*1.8%*	*63.0%*	*24.9%*	*38.1%*	*85.7%*
Working full time	92	89	57	3	52	25	27	89
%V	*33.7%*	*33.8%*	*38.0%*	*60.0%*	*30.2%*	*36.8%*	*26.0%*	*38.0%*
%H		*96.7%*	*62.0%*	*3.3%*	*56.5%*	*27.2%*	*29.3%*	*96.7%*
Working part time	49	46	30	0	28	13	15	46
%V	*17.9%*	*17.5%*	*20.0%*	*0.0%*	*16.3%*	*19.1%*	*14.4%*	*19.7%*
%H		*93.9%*	*61.2%*	*0.0%*	*57.1%*	*26.5%*	*30.6%*	*93.9%*
Not working	132	128	63	2	92	30	62	98
%V	*48.4%*	*48.7%*	*42.0%*	*40.0%*	*53.5%*	*44.1%*	*59.6%*	*41.9%*
%H		*97.0%*	*47.7%*	*1.5%*	*69.7%*	*22.7%*	*47.0%*	*74.2%*
Houseperson	233	224	125	3	146	54	93	196
%V	*85.3%*	*85.2%*	*83.3%*	*60.0%*	*84.9%*	*79.4%*	*89.4%*	*83.8%*
%H		*96.1%*	*53.6%*	*1.3%*	*62.7%*	*23.2%*	*39.9%*	*84.1%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1035	991	374	140	643	210	432	911
%H (All HH)		*95.7%*	*36.1%*	*13.5%*	*62.1%*	*20.3%*	*41.7%*	*88.0%*
%H (TV HH)			*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	
AB	266	257	106	32	164	57	107	261
%V	*25.7%*	*25.9%*	*28.3%*	*22.9%*	*25.5%*	*27.1%*	*24.8%*	*28.6%*
%H (All HH)		*96.6%*	*39.8%*	*12.0%*	*61.7%*	*21.4%*	*40.2%*	*98.1%*
%H (TV HH)			*41.2%*	*12.5%*	*63.8%*	*22.2%*	*41.6%*	
C1	294	282	98	50	172	55	117	273
%V	*28.4%*	*28.5%*	*26.2%*	*35.7%*	*26.7%*	*26.2%*	*27.1%*	*30.0%*
%H (All HH)		*95.9%*	*33.3%*	*17.0%*	*58.5%*	*18.7%*	*39.8%*	*92.9%*
%H (TV HH)			*34.8%*	*17.7%*	*61.0%*	*19.5%*	*41.5%*	
C2	253	247	99	39	160	58	102	220
%V	*24.4%*	*24.9%*	*26.5%*	*27.9%*	*24.9%*	*27.6%*	*23.6%*	*24.1%*
%H (All HH)		*97.6%*	*39.1%*	*15.4%*	*63.2%*	*22.9%*	*40.3%*	*87.0%*
%H (TV HH)			*40.1%*	*15.8%*	*64.8%*	*23.5%*	*41.3%*	
D	129	121	47	12	79	23	56	105
%V	*12.5%*	*12.2%*	*12.6%*	*8.6%*	*12.3%*	*11.0%*	*13.0%*	*11.5%*
%H (All HH)		*93.8%*	*36.4%*	*9.3%*	*61.2%*	*17.8%*	*43.4%*	*81.4%*
%H (TV HH)			*38.8%*	*9.9%*	*65.3%*	*19.0%*	*46.3%*	
E	92	86	24	7	68	16	51	52
%V	*8.9%*	*8.7%*	*6.4%*	*5.0%*	*10.6%*	*7.6%*	*11.8%*	*5.7%*
%H (All HH)		*93.5%*	*26.1%*	*7.6%*	*73.9%*	*17.4%*	*55.4%*	*56.5%*
%H (TV HH)			*27.9%*	*8.1%*	*79.1%*	*18.6%*	*59.3%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.2: 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	1035	991	374	140	643	210	432	911
%H (All HH)		*95.7%*	*36.1%*	*13.5%*	*62.1%*	*20.3%*	*41.7%*	*88.0%*
%H (TV HH)			*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	
Under 25	33	30	9	2	15	2	13	31
%V	*3.2%*	*3.0%*	*2.4%*	*1.4%*	*2.3%*	*1.0%*	*3.0%*	*3.4%*
%H (All HH)		*90.9%*	*27.3%*	*6.1%*	*45.5%*	*6.1%*	*39.4%*	*93.9%*
%H (TV HH)			*30.0%*	*6.7%*	*50.0%*	*6.7%*	*43.3%*	
25 - 34	161	148	54	25	71	23	49	157
%V	*15.6%*	*14.9%*	*14.4%*	*17.9%*	*11.0%*	*11.0%*	*11.3%*	*17.2%*
%H (All HH)		*91.9%*	*33.5%*	*15.5%*	*44.1%*	*14.3%*	*30.4%*	*97.5%*
%H (TV HH)			*36.5%*	*16.9%*	*48.0%*	*15.5%*	*33.1%*	
35 - 44	168	158	68	22	85	28	57	164
%V	*16.2%*	*15.9%*	*18.2%*	*15.7%*	*13.2%*	*13.3%*	*13.2%*	*18.0%*
%H (All HH)		*94.0%*	*40.5%*	*13.1%*	*50.6%*	*16.7%*	*33.9%*	*97.6%*
%H (TV HH)			*43.0%*	*13.9%*	*53.8%*	*17.7%*	*36.1%*	
45 - 54	200	193	88	39	121	59	62	189
%V	*19.3%*	*19.5%*	*23.5%*	*27.9%*	*18.8%*	*28.1%*	*14.4%*	*20.7%*
%H (All HH)		*96.5%*	*44.0%*	*19.5%*	*60.5%*	*29.5%*	*31.0%*	*94.5%*
%H (TV HH)			*45.6%*	*20.2%*	*62.7%*	*30.6%*	*32.1%*	
55 - 64	171	163	67	25	115	45	70	159
%V	*16.5%*	*16.4%*	*17.9%*	*17.9%*	*17.9%*	*21.4%*	*16.2%*	*17.5%*
%H (All HH)		*95.3%*	*39.2%*	*14.6%*	*67.3%*	*26.3%*	*40.9%*	*93.0%*
%H (TV HH)			*41.1%*	*15.3%*	*70.6%*	*27.6%*	*42.9%*	
65 +	302	298	89	26	235	53	182	210
%V	*29.2%*	*30.1%*	*23.8%*	*18.6%*	*36.5%*	*25.2%*	*42.1%*	*23.1%*
%H (All HH)		*98.7%*	*29.5%*	*8.6%*	*77.8%*	*17.5%*	*60.3%*	*69.5%*
%H (TV HH)			*29.9%*	*8.7%*	*78.9%*	*17.8%*	*61.1%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1035	991	374	140	643	210	432	911
%H (All HH)		*95.7%*	*36.1%*	*13.5%*	*62.1%*	*20.3%*	*41.7%*	*88.0%*
%H (TV HH)			*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	
1	317	293	82	28	216	45	170	225
%V	*30.6%*	*29.6%*	*21.9%*	*20.0%*	*33.6%*	*21.4%*	*39.4%*	*24.7%*
%H (All HH)		*92.4%*	*25.9%*	*8.8%*	*68.1%*	*14.2%*	*53.6%*	*71.0%*
%H (TV HH)			*28.0%*	*9.6%*	*73.7%*	*15.4%*	*58.0%*	
2	385	374	134	50	244	76	168	359
%V	*37.2%*	*37.7%*	*35.8%*	*35.7%*	*37.9%*	*36.2%*	*38.9%*	*39.4%*
%H (All HH)		*97.1%*	*34.8%*	*13.0%*	*63.4%*	*19.7%*	*43.6%*	*93.2%*
%H (TV HH)			*35.8%*	*13.4%*	*65.2%*	*20.3%*	*44.9%*	
3	140	134	63	26	71	32	39	136
%V	*13.5%*	*13.5%*	*16.8%*	*18.6%*	*11.0%*	*15.2%*	*9.0%*	*14.9%*
%H (All HH)		*95.7%*	*45.0%*	*18.6%*	*50.7%*	*22.9%*	*27.9%*	*97.1%*
%H (TV HH)			*47.0%*	*19.4%*	*53.0%*	*23.9%*	*29.1%*	
4	134	132	67	25	81	42	39	132
%V	*12.9%*	*13.3%*	*17.9%*	*17.9%*	*12.6%*	*20.0%*	*9.0%*	*14.5%*
%H (All HH)		*98.5%*	*50.0%*	*18.7%*	*60.4%*	*31.3%*	*29.1%*	*98.5%*
%H (TV HH)			*50.8%*	*18.9%*	*61.4%*	*31.8%*	*29.5%*	
5+	59	58	27	11	31	15	16	59
%V	*5.7%*	*5.9%*	*7.2%*	*7.9%*	*4.8%*	*7.1%*	*3.7%*	*6.5%*
%H (All HH)		*98.3%*	*45.8%*	*18.6%*	*52.5%*	*25.4%*	*27.1%*	*100.0%*
%H (TV HH)			*46.6%*	*19.0%*	*53.4%*	*25.9%*	*27.6%*	
Average HH size	2.28	2.30	2.55	2.59	2.19	2.58	2.00	2.41

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1035	991	374	140	643	210	432	911
%H (All HH)		*95.7%*	*36.1%*	*13.5%*	*62.1%*	*20.3%*	*41.7%*	*88.0%*
%H (TV HH)			*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	
Without	779	739	258	96	504	152	352	659
%V	*75.3%*	*74.6%*	*69.0%*	*68.6%*	*78.4%*	*72.4%*	*81.5%*	*72.3%*
%H (All HH)		*94.9%*	*33.1%*	*12.3%*	*64.7%*	*19.5%*	*45.2%*	*84.6%*
%H (TV HH)			*34.9%*	*13.0%*	*68.2%*	*20.6%*	*47.6%*	
With	256	252	116	44	139	59	80	252
%V	*24.7%*	*25.4%*	*31.0%*	*31.4%*	*21.6%*	*28.1%*	*18.5%*	*27.7%*
%H (All HH)		*98.4%*	*45.3%*	*17.2%*	*54.3%*	*23.0%*	*31.3%*	*98.4%*
%H (TV HH)			*46.0%*	*17.5%*	*55.2%*	*23.4%*	*31.7%*	
0 - 3	94	93	36	15	54	20	34	92
%V	*9.1%*	*9.4%*	*9.6%*	*10.7%*	*8.4%*	*9.5%*	*7.9%*	*10.1%*
%H (All HH)		*98.9%*	*38.3%*	*16.0%*	*57.4%*	*21.3%*	*36.2%*	*97.9%*
%H (TV HH)			*38.7%*	*16.1%*	*58.1%*	*21.5%*	*36.6%*	
4 - 9	132	128	62	23	64	26	38	130
%V	*12.8%*	*12.9%*	*16.6%*	*16.4%*	*10.0%*	*12.4%*	*8.8%*	*14.3%*
%H (All HH)		*97.0%*	*47.0%*	*17.4%*	*48.5%*	*19.7%*	*28.8%*	*98.5%*
%H (TV HH)			*48.4%*	*18.0%*	*50.0%*	*20.3%*	*29.7%*	
10 - 15	113	112	55	23	63	32	31	112
%V	*10.9%*	*11.3%*	*14.7%*	*16.4%*	*9.8%*	*15.2%*	*7.2%*	*12.3%*
%H (All HH)		*99.1%*	*48.7%*	*20.4%*	*55.8%*	*28.3%*	*27.4%*	*99.1%*
%H (TV HH)			*49.1%*	*20.5%*	*56.3%*	*28.6%*	*27.7%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV HTV West

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1035	991	374	140	643	210	432	911
%H (All HH)		*95.7%*	*36.1%*	*13.5%*	*62.1%*	*20.3%*	*41.7%*	*88.0%*
%H (TV HH)			*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	
1	420	420	113	51	246	30	216	349
%V	*40.6%*	*42.4%*	*30.2%*	*36.4%*	*38.3%*	*14.3%*	*50.0%*	*38.3%*
%H (All HH)		*100.0%*	*26.9%*	*12.1%*	*58.6%*	*7.1%*	*51.4%*	*83.1%*
%H (TV HH)			*26.9%*	*12.1%*	*58.6%*	*7.1%*	*51.4%*	
2	322	322	135	49	212	80	132	286
%V	*31.1%*	*32.5%*	*36.1%*	*35.0%*	*33.0%*	*38.1%*	*30.6%*	*31.4%*
%H (All HH)		*100.0%*	*41.9%*	*15.2%*	*65.8%*	*24.8%*	*41.0%*	*88.8%*
%H (TV HH)			*41.9%*	*15.2%*	*65.8%*	*24.8%*	*41.0%*	
3	151	151	67	25	110	51	59	142
%V	*14.6%*	*15.2%*	*17.9%*	*17.9%*	*17.1%*	*24.3%*	*13.7%*	*15.6%*
%H (All HH)		*100.0%*	*44.4%*	*16.6%*	*72.8%*	*33.8%*	*39.1%*	*94.0%*
%H (TV HH)			*44.4%*	*16.6%*	*72.8%*	*33.8%*	*39.1%*	
4	64	64	38	9	47	28	19	62
%V	*6.2%*	*6.5%*	*10.2%*	*6.4%*	*7.3%*	*13.3%*	*4.4%*	*6.8%*
%H (All HH)		*100.0%*	*59.4%*	*14.1%*	*73.4%*	*43.8%*	*29.7%*	*96.9%*
%H (TV HH)			*59.4%*	*14.1%*	*73.4%*	*43.8%*	*29.7%*	
5+	34	34	21	6	28	22	6	33
%V	*3.3%*	*3.4%*	*5.6%*	*4.3%*	*4.4%*	*10.5%*	*1.4%*	*3.6%*
%H (All HH)		*100.0%*	*61.8%*	*17.6%*	*82.4%*	*64.7%*	*17.6%*	*97.1%*
%H (TV HH)			*61.8%*	*17.6%*	*82.4%*	*64.7%*	*17.6%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

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	1035	991	374	140	643	210	432	911
%H (All HH)		*95.7%*	*36.1%*	*13.5%*	*62.1%*	*20.3%*	*41.7%*	*88.0%*
%H (TV HH)			*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	
Under 20"	82	82	34	10	69	31	38	73
%V	*7.9%*	*8.3%*	*9.1%*	*7.1%*	*10.7%*	*14.8%*	*8.8%*	*8.0%*
%H (All HH)		*100.0%*	*41.5%*	*12.2%*	*84.1%*	*37.8%*	*46.3%*	*89.0%*
%H (TV HH)			*41.5%*	*12.2%*	*84.1%*	*37.8%*	*46.3%*	
20" - 29"	241	241	89	32	183	66	117	212
%V	*23.3%*	*24.3%*	*23.8%*	*22.9%*	*28.5%*	*31.4%*	*27.1%*	*23.3%*
%H (All HH)		*100.0%*	*36.9%*	*13.3%*	*75.9%*	*27.4%*	*48.5%*	*88.0%*
%H (TV HH)			*36.9%*	*13.3%*	*75.9%*	*27.4%*	*48.5%*	
30" - 39"	436	436	174	64	295	110	185	390
%V	*42.1%*	*44.0%*	*46.5%*	*45.7%*	*45.9%*	*52.4%*	*42.8%*	*42.8%*
%H (All HH)		*100.0%*	*39.9%*	*14.7%*	*67.7%*	*25.2%*	*42.4%*	*89.4%*
%H (TV HH)			*39.9%*	*14.7%*	*67.7%*	*25.2%*	*42.4%*	
40" - 49"	404	404	170	69	258	105	154	379
%V	*39.0%*	*40.8%*	*45.5%*	*49.3%*	*40.1%*	*50.0%*	*35.6%*	*41.6%*
%H (All HH)		*100.0%*	*42.1%*	*17.1%*	*63.9%*	*26.0%*	*38.1%*	*93.8%*
%H (TV HH)			*42.1%*	*17.1%*	*63.9%*	*26.0%*	*38.1%*	
50" - 59"	147	147	81	22	79	45	34	142
%V	*14.2%*	*14.8%*	*21.7%*	*15.7%*	*12.3%*	*21.4%*	*7.9%*	*15.6%*
%H (All HH)		*100.0%*	*55.1%*	*15.0%*	*53.7%*	*30.6%*	*23.1%*	*96.6%*
%H (TV HH)			*55.1%*	*15.0%*	*53.7%*	*30.6%*	*23.1%*	
60"+	14	14	11	1	6	5	1	14
%V	*1.4%*	*1.4%*	*2.9%*	*0.7%*	*0.9%*	*2.4%*	*0.2%*	*1.5%*
%H (All HH)		*100.0%*	*78.6%*	*7.1%*	*42.9%*	*35.7%*	*7.1%*	*100.0%*
%H (TV HH)			*78.6%*	*7.1%*	*42.9%*	*35.7%*	*7.1%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV HTV West

Household level data

Table 13.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1035	991	374	140	643	210	432	911
%H (All HH)		*95.7%*	*36.1%*	*13.5%*	*62.1%*	*20.3%*	*41.7%*	*88.0%*
%H (TV HH)			*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	
Main living room	985	985	373	139	639	210	428	868
%V	*95.2%*	*99.4%*	*99.7%*	*99.3%*	*99.4%*	*100.0%*	*99.1%*	*95.3%*
%H (All HH)		*100.0%*	*37.9%*	*14.1%*	*64.9%*	*21.3%*	*43.5%*	*88.1%*
%H (TV HH)			*37.9%*	*14.1%*	*64.9%*	*21.3%*	*43.5%*	
Kitchen	104	104	45	15	86	43	43	92
%V	*10.0%*	*10.5%*	*12.0%*	*10.7%*	*13.4%*	*20.5%*	*10.0%*	*10.1%*
%H (All HH)		*100.0%*	*43.3%*	*14.4%*	*82.7%*	*41.3%*	*41.3%*	*88.5%*
%H (TV HH)			*43.3%*	*14.4%*	*82.7%*	*41.3%*	*41.3%*	
Adult's bedroom	442	442	208	65	313	149	164	405
%V	*42.7%*	*44.6%*	*55.6%*	*46.4%*	*48.7%*	*71.0%*	*38.0%*	*44.5%*
%H (All HH)		*100.0%*	*47.1%*	*14.7%*	*70.8%*	*33.7%*	*37.1%*	*91.6%*
%H (TV HH)			*47.1%*	*14.7%*	*70.8%*	*33.7%*	*37.1%*	
Child's bedroom	75	75	40	14	47	26	21	75
%V	*7.2%*	*7.6%*	*10.7%*	*10.0%*	*7.3%*	*12.4%*	*4.9%*	*8.2%*
%H (All HH)		*100.0%*	*53.3%*	*18.7%*	*62.7%*	*34.7%*	*28.0%*	*100.0%*
%H (TV HH)			*53.3%*	*18.7%*	*62.7%*	*34.7%*	*28.0%*	
Other bedroom	45	45	20	6	34	16	18	43
%V	*4.3%*	*4.5%*	*5.3%*	*4.3%*	*5.3%*	*7.6%*	*4.2%*	*4.7%*
%H (All HH)		*100.0%*	*44.4%*	*13.3%*	*75.6%*	*35.6%*	*40.0%*	*95.6%*
%H (TV HH)			*44.4%*	*13.3%*	*75.6%*	*35.6%*	*40.0%*	
Second living/dining room	107	107	52	16	73	36	37	102
%V	*10.3%*	*10.8%*	*13.9%*	*11.4%*	*11.4%*	*17.1%*	*8.6%*	*11.2%*
%H (All HH)		*100.0%*	*48.6%*	*15.0%*	*68.2%*	*33.6%*	*34.6%*	*95.3%*
%H (TV HH)			*48.6%*	*15.0%*	*68.2%*	*33.6%*	*34.6%*	
Study/office	18	18	11	2	10	5	5	17
%V	*1.7%*	*1.8%*	*2.9%*	*1.4%*	*1.6%*	*2.4%*	*1.2%*	*1.9%*
%H (All HH)		*100.0%*	*61.1%*	*11.1%*	*55.6%*	*27.8%*	*27.8%*	*94.4%*
%H (TV HH)			*61.1%*	*11.1%*	*55.6%*	*27.8%*	*27.8%*	
TV room	10	10	5	1	7	3	4	9
%V	*1.0%*	*1.0%*	*1.3%*	*0.7%*	*1.1%*	*1.4%*	*0.9%*	*1.0%*
%H (All HH)		*100.0%*	*50.0%*	*10.0%*	*70.0%*	*30.0%*	*40.0%*	*90.0%*
%H (TV HH)			*50.0%*	*10.0%*	*70.0%*	*30.0%*	*40.0%*	
Conservatory	21	21	12	2	16	9	7	18
%V	*2.0%*	*2.1%*	*3.2%*	*1.4%*	*2.5%*	*4.3%*	*1.6%*	*2.0%*
%H (All HH)		*100.0%*	*57.1%*	*9.5%*	*76.2%*	*42.9%*	*33.3%*	*85.7%*
%H (TV HH)			*57.1%*	*9.5%*	*76.2%*	*42.9%*	*33.3%*	
Attic or loft room	3	3	2	0	2	1	1	3
%V	*0.3%*	*0.3%*	*0.5%*	*0.0%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
No specific location	1	1	1	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.3%*	*0.0%*	*0.2%*	*0.5%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
Other	9	9	6	1	9	7	2	9
%V	*0.9%*	*0.9%*	*1.6%*	*0.7%*	*1.4%*	*3.3%*	*0.5%*	*1.0%*
%H (All HH)		*100.0%*	*66.7%*	*11.1%*	*100.0%*	*77.8%*	*22.2%*	*100.0%*
%H (TV HH)			*66.7%*	*11.1%*	*100.0%*	*77.8%*	*22.2%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1035	991	374	140	643	210	432	911
%H (All HH)		*95.7%*	*36.1%*	*13.5%*	*62.1%*	*20.3%*	*41.7%*	*88.0%*
%H (TV HH)			*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	
Any DSAT provider	374	374	374	3	153	153	0	352
%V	*36.1%*	*37.7%*	*100.0%*	*2.1%*	*23.8%*	*72.9%*	*0.0%*	*38.6%*
%H (All HH)			*100.0%*	*0.8%*	*40.9%*	*40.9%*	*0.0%*	*94.1%*
%H (TV HH)			*100.0%*	*0.8%*	*40.9%*	*40.9%*	*0.0%*	
Sky with subcription	306	306	306	1	122	122	0	288
%V	*29.6%*	*30.9%*	*81.8%*	*0.7%*	*19.0%*	*58.1%*	*0.0%*	*31.6%*
%H (All HH)			*100.0%*	*0.3%*	*39.9%*	*39.9%*	*0.0%*	*94.1%*
%H (TV HH)			*100.0%*	*0.3%*	*39.9%*	*39.9%*	*0.0%*	
Sky without subscription	8	8	8	0	3	3	0	6
%V	*0.8%*	*0.8%*	*2.1%*	*0.0%*	*0.5%*	*1.4%*	*0.0%*	*0.7%*
%H (All HH)			*100.0%*	*0.0%*	*37.5%*	*37.5%*	*0.0%*	*75.0%*
%H (TV HH)			*100.0%*	*0.0%*	*37.5%*	*37.5%*	*0.0%*	
Freesat	60	60	60	2	29	29	0	58
%V	*5.8%*	*6.1%*	*16.0%*	*1.4%*	*4.5%*	*13.8%*	*0.0%*	*6.4%*
%H (All HH)			*100.0%*	*3.3%*	*48.3%*	*48.3%*	*0.0%*	*96.7%*
%H (TV HH)			*100.0%*	*3.3%*	*48.3%*	*48.3%*	*0.0%*	
Other satellite provider	11	11	11	0	5	5	0	11
%V	*1.1%*	*1.1%*	*2.9%*	*0.0%*	*0.8%*	*2.4%*	*0.0%*	*1.2%*
%H (All HH)			*100.0%*	*0.0%*	*45.5%*	*45.5%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*45.5%*	*45.5%*	*0.0%*	
DCAB	140	140	3	140	59	59	0	130
%V	*13.5%*	*14.1%*	*0.8%*	*100.0%*	*9.2%*	*28.1%*	*0.0%*	*14.3%*
%H (All HH)			*2.1%*	*100.0%*	*42.1%*	*42.1%*	*0.0%*	*92.9%*
%H (TV HH)			*2.1%*	*100.0%*	*42.1%*	*42.1%*	*0.0%*	
DTT	643	643	153	59	643	210	432	543
%V	*62.1%*	*64.9%*	*40.9%*	*42.1%*	*100.0%*	*100.0%*	*100.0%*	*59.6%*
%H (All HH)		*100.0%*	*23.8%*	*9.2%*	*100.0%*	*32.7%*	*67.2%*	*84.4%*
%H (TV HH)			*23.8%*	*9.2%*	*100.0%*	*32.7%*	*67.2%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1035	991	374	140	643	210	432	911
%H (All HH)		*95.7%*	*36.1%*	*13.5%*	*62.1%*	*20.3%*	*41.7%*	*88.0%*
%H (TV HH)			*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	
PVR	642	642	330	138	369	195	174	598
%V	*62.0%*	*64.8%*	*88.2%*	*98.6%*	*57.4%*	*92.9%*	*40.3%*	*65.6%*
%H (All HH)		*100.0%*	*51.4%*	*21.5%*	*57.5%*	*30.4%*	*27.1%*	*93.1%*
%H (TV HH)			*51.4%*	*21.5%*	*57.5%*	*30.4%*	*27.1%*	
DVDR	9	9	1	1	7	1	7	9
%V	*0.9%*	*0.9%*	*0.3%*	*0.7%*	*1.1%*	*0.5%*	*1.6%*	*1.0%*
%H (All HH)		*100.0%*	*11.1%*	*11.1%*	*77.8%*	*11.1%*	*77.8%*	*100.0%*
%H (TV HH)			*11.1%*	*11.1%*	*77.8%*	*11.1%*	*77.8%*	
VCR	7	7	1	2	5	2	3	6
%V	*0.7%*	*0.7%*	*0.3%*	*1.4%*	*0.8%*	*1.0%*	*0.7%*	*0.7%*
%H (All HH)		*100.0%*	*14.3%*	*28.6%*	*71.4%*	*28.6%*	*42.9%*	*85.7%*
%H (TV HH)			*14.3%*	*28.6%*	*71.4%*	*28.6%*	*42.9%*	
Any recorder	647	647	330	138	374	195	179	603
%V	*62.5%*	*65.3%*	*88.2%*	*98.6%*	*58.2%*	*92.9%*	*41.4%*	*66.2%*
%H (All HH)		*100.0%*	*51.0%*	*21.3%*	*57.8%*	*30.1%*	*27.7%*	*93.2%*
%H (TV HH)			*51.0%*	*21.3%*	*57.8%*	*30.1%*	*27.7%*	
Receives HDTV (via STB or built-in reception)	720	720	326	116	471	191	280	666
%V	*69.6%*	*72.7%*	*87.2%*	*82.9%*	*73.3%*	*91.0%*	*64.8%*	*73.1%*
%H (All HH)		*100.0%*	*45.3%*	*16.1%*	*65.4%*	*26.5%*	*38.9%*	*92.5%*
%H (TV HH)			*45.3%*	*16.1%*	*65.4%*	*26.5%*	*38.9%*	
DVD/Blu-ray player or recorder	677	677	273	101	455	170	285	617
%V	*65.4%*	*68.3%*	*73.0%*	*72.1%*	*70.8%*	*81.0%*	*66.0%*	*67.7%*
%H (All HH)		*100.0%*	*40.3%*	*14.9%*	*67.2%*	*25.1%*	*42.1%*	*91.1%*
%H (TV HH)			*40.3%*	*14.9%*	*67.2%*	*25.1%*	*42.1%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1035	991	374	140	643	210	432	911
%H (All HH)		*95.7%*	*36.1%*	*13.5%*	*62.1%*	*20.3%*	*41.7%*	*88.0%*
%H (TV HH)			*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	
Has broadband internet	911	874	352	130	543	197	346	911
%V	*88.0%*	*88.2%*	*94.1%*	*92.9%*	*84.4%*	*93.8%*	*80.1%*	*100.0%*
%H (All HH)		*95.9%*	*38.6%*	*14.3%*	*59.6%*	*21.6%*	*38.0%*	*100.0%*
%H (TV HH)			*40.3%*	*14.9%*	*62.1%*	*22.5%*	*39.6%*	
Number of computers (PCs and laptops)								
0	165	156	40	14	120	20	99	49
%V	*15.9%*	*15.7%*	*10.7%*	*10.0%*	*18.7%*	*9.5%*	*22.9%*	*5.4%*
%H (All HH)		*94.5%*	*24.2%*	*8.5%*	*72.7%*	*12.1%*	*60.0%*	*29.7%*
%H (TV HH)			*25.6%*	*9.0%*	*76.9%*	*12.8%*	*63.5%*	
1	248	235	82	35	146	41	105	244
%V	*24.0%*	*23.7%*	*21.9%*	*25.0%*	*22.7%*	*19.5%*	*24.3%*	*26.8%*
%H (All HH)		*94.8%*	*33.1%*	*14.1%*	*58.9%*	*16.5%*	*42.3%*	*98.4%*
%H (TV HH)			*34.9%*	*14.9%*	*62.1%*	*17.4%*	*44.7%*	
2	255	241	86	33	161	50	112	253
%V	*24.6%*	*24.3%*	*23.0%*	*23.6%*	*25.0%*	*23.8%*	*25.9%*	*27.8%*
%H (All HH)		*94.5%*	*33.7%*	*12.9%*	*63.1%*	*19.6%*	*43.9%*	*99.2%*
%H (TV HH)			*35.7%*	*13.7%*	*66.8%*	*20.7%*	*46.5%*	
3	168	165	69	20	102	38	64	167
%V	*16.2%*	*16.6%*	*18.4%*	*14.3%*	*15.9%*	*18.1%*	*14.8%*	*18.3%*
%H (All HH)		*98.2%*	*41.1%*	*11.9%*	*60.7%*	*22.6%*	*38.1%*	*99.4%*
%H (TV HH)			*41.8%*	*12.1%*	*61.8%*	*23.0%*	*38.8%*	
4	98	95	44	22	55	29	26	98
%V	*9.5%*	*9.6%*	*11.8%*	*15.7%*	*8.6%*	*13.8%*	*6.0%*	*10.8%*
%H (All HH)		*96.9%*	*44.9%*	*22.4%*	*56.1%*	*29.6%*	*26.5%*	*100.0%*
%H (TV HH)			*46.3%*	*23.2%*	*57.9%*	*30.5%*	*27.4%*	
5+	100	98	52	17	59	32	26	100
%V	*9.7%*	*9.9%*	*13.9%*	*12.1%*	*9.2%*	*15.2%*	*6.0%*	*11.0%*
%H (All HH)		*98.0%*	*52.0%*	*17.0%*	*59.0%*	*32.0%*	*26.0%*	*100.0%*
%H (TV HH)			*53.1%*	*17.3%*	*60.2%*	*32.7%*	*26.5%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV HTV West

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	1959	851	291	1337	571	766	1779
%H		*43.4%*	*14.9%*	*68.2%*	*29.1%*	*39.1%*	*90.8%*
Under 20"	97	44	11	82	40	42	87
%V	*5.0%*	*5.2%*	*3.8%*	*6.1%*	*7.0%*	*5.5%*	*4.9%*
%H		*45.4%*	*11.3%*	*84.5%*	*41.2%*	*43.3%*	*89.7%*
20" - 29"	305	117	43	232	90	142	265
%V	*15.6%*	*13.7%*	*14.8%*	*17.4%*	*15.8%*	*18.5%*	*14.9%*
%H		*38.4%*	*14.1%*	*76.1%*	*29.5%*	*46.6%*	*86.9%*
30" - 39"	540	230	84	365	152	212	491
%V	*27.6%*	*27.0%*	*28.9%*	*27.3%*	*26.6%*	*27.7%*	*27.6%*
%H		*42.6%*	*15.6%*	*67.6%*	*28.1%*	*39.3%*	*90.9%*
40" - 49"	485	217	81	309	133	176	459
%V	*24.8%*	*25.5%*	*27.8%*	*23.1%*	*23.3%*	*23.0%*	*25.8%*
%H		*44.7%*	*16.7%*	*63.7%*	*27.4%*	*36.3%*	*94.6%*
50" - 59"	162	91	23	88	50	38	157
%V	*8.3%*	*10.7%*	*7.9%*	*6.6%*	*8.8%*	*5.0%*	*8.8%*
%H		*56.2%*	*14.2%*	*54.3%*	*30.9%*	*23.5%*	*96.9%*
60"+	15	11	1	6	5	1	15
%V	*0.8%*	*1.3%*	*0.3%*	*0.4%*	*0.9%*	*0.1%*	*0.8%*
%H		*73.3%*	*6.7%*	*40.0%*	*33.3%*	*6.7%*	*100.0%*
Don't know	355	140	47	254	99	155	306
%V	*18.1%*	*16.5%*	*16.2%*	*19.0%*	*17.3%*	*20.2%*	*17.2%*
%H		*39.4%*	*13.2%*	*71.5%*	*27.9%*	*43.7%*	*86.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV HTV West

Set level data

Table 13.12: 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	1959	851	291	1337	571	766	1779
%H		*43.4%*	*14.9%*	*68.2%*	*29.1%*	*39.1%*	*90.8%*
Main living room	987	374	140	639	210	429	871
%V	*50.4%*	*43.9%*	*48.1%*	*47.8%*	*36.8%*	*56.0%*	*49.0%*
%H		*37.9%*	*14.2%*	*64.7%*	*21.3%*	*43.5%*	*88.2%*
Kitchen	104	45	15	86	43	43	92
%V	*5.3%*	*5.3%*	*5.2%*	*6.4%*	*7.5%*	*5.6%*	*5.2%*
%H		*43.3%*	*14.4%*	*82.7%*	*41.3%*	*41.3%*	*88.5%*
Adult's bedroom	545	260	89	390	199	190	506
%V	*27.8%*	*30.6%*	*30.6%*	*29.2%*	*34.9%*	*24.8%*	*28.4%*
%H		*47.7%*	*16.3%*	*71.6%*	*36.5%*	*34.9%*	*92.8%*
Child's bedroom	103	57	17	65	38	27	103
%V	*5.3%*	*6.7%*	*5.8%*	*4.9%*	*6.7%*	*3.5%*	*5.8%*
%H		*55.3%*	*16.5%*	*63.1%*	*36.9%*	*26.2%*	*100.0%*
Other bedroom	48	23	6	37	18	19	45
%V	*2.5%*	*2.7%*	*2.1%*	*2.8%*	*3.2%*	*2.5%*	*2.5%*
%H		*47.9%*	*12.5%*	*77.1%*	*37.5%*	*39.6%*	*93.8%*
Second living/dining room	107	53	16	73	36	37	103
%V	*5.5%*	*6.2%*	*5.5%*	*5.5%*	*6.3%*	*4.8%*	*5.8%*
%H		*49.5%*	*15.0%*	*68.2%*	*33.6%*	*34.6%*	*96.3%*
Study/office	19	11	2	11	6	5	18
%V	*1.0%*	*1.3%*	*0.7%*	*0.8%*	*1.1%*	*0.7%*	*1.0%*
%H		*57.9%*	*10.5%*	*57.9%*	*31.6%*	*26.3%*	*94.7%*
TV room	10	5	1	8	3	5	10
%V	*0.5%*	*0.6%*	*0.3%*	*0.6%*	*0.5%*	*0.7%*	*0.6%*
%H		*50.0%*	*10.0%*	*80.0%*	*30.0%*	*50.0%*	*100.0%*
Conservatory	21	12	2	16	9	7	18
%V	*1.1%*	*1.4%*	*0.7%*	*1.2%*	*1.6%*	*0.9%*	*1.0%*
%H		*57.1%*	*9.5%*	*76.2%*	*42.9%*	*33.3%*	*85.7%*
Attic or loft room	4	3	0	2	1	1	4
%V	*0.2%*	*0.4%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*75.0%*	*0.0%*	*50.0%*	*25.0%*	*25.0%*	*100.0%*
No specific location	1	1	0	1	1	0	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Other	11	7	1	10	8	2	11
%V	*0.6%*	*0.8%*	*0.3%*	*0.7%*	*1.4%*	*0.3%*	*0.6%*
%H		*63.6%*	*9.1%*	*90.9%*	*72.7%*	*18.2%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV HTV West

Set level data

Table 13.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1959	851	291	1337	571	766	1779
%H		*43.4%*	*14.9%*	*68.2%*	*29.1%*	*39.1%*	*90.8%*
PVR	910	513	198	471	271	200	858
%V	*46.5%*	*60.3%*	*68.0%*	*35.2%*	*47.5%*	*26.1%*	*48.2%*
%H		*56.4%*	*21.8%*	*51.8%*	*29.8%*	*22.0%*	*94.3%*
DVDR	9	1	1	7	1	7	9
%V	*0.5%*	*0.1%*	*0.3%*	*0.5%*	*0.2%*	*0.9%*	*0.5%*
%H		*11.1%*	*11.1%*	*77.8%*	*11.1%*	*77.8%*	*100.0%*
VCR	7	1	2	5	2	3	6
%V	*0.4%*	*0.1%*	*0.7%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*
%H		*14.3%*	*28.6%*	*71.4%*	*28.6%*	*42.9%*	*85.7%*
Any recorder	919	514	200	481	274	207	867
%V	*46.9%*	*60.4%*	*68.7%*	*36.0%*	*48.0%*	*27.0%*	*48.7%*
%H		*55.9%*	*21.8%*	*52.3%*	*29.8%*	*22.5%*	*94.3%*

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

Set level data

Table 13.14: 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	1959	851	291	1337	571	766	1779
%H		*43.4%*	*14.9%*	*68.2%*	*29.1%*	*39.1%*	*90.8%*
Receives HDTV (via STB or built-in reception)	1105	562	177	711	342	369	1038
%V	*56.4%*	*66.0%*	*60.8%*	*53.2%*	*59.9%*	*48.2%*	*58.3%*
%H		*50.9%*	*16.0%*	*64.3%*	*31.0%*	*33.4%*	*93.9%*
DVD/Blu-ray player or recorder	974	433	149	665	294	371	906
%V	*49.7%*	*50.9%*	*51.2%*	*49.7%*	*51.5%*	*48.4%*	*50.9%*
%H		*44.5%*	*15.3%*	*68.3%*	*30.2%*	*38.1%*	*93.0%*

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

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	991	374	140	643	210	432	874
%H		*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	*88.2%*
Under 20"	7	1	1	5	1	4	5
%V	*0.7%*	*0.3%*	*0.7%*	*0.8%*	*0.5%*	*0.9%*	*0.6%*
%H		*14.3%*	*14.3%*	*71.4%*	*14.3%*	*57.1%*	*71.4%*
20" - 29"	63	13	8	44	5	39	44
%V	*6.4%*	*3.5%*	*5.7%*	*6.8%*	*2.4%*	*9.0%*	*5.0%*
%H		*20.6%*	*12.7%*	*69.8%*	*7.9%*	*61.9%*	*69.8%*
30" - 39"	268	91	31	187	53	134	227
%V	*27.0%*	*24.3%*	*22.1%*	*29.1%*	*25.2%*	*31.0%*	*26.0%*
%H		*34.0%*	*11.6%*	*69.8%*	*19.8%*	*50.0%*	*84.7%*
40" - 49"	347	136	60	225	85	141	323
%V	*35.0%*	*36.4%*	*42.9%*	*35.0%*	*40.5%*	*32.6%*	*37.0%*
%H		*39.2%*	*17.3%*	*64.8%*	*24.5%*	*40.6%*	*93.1%*
50" - 59"	135	72	21	70	37	33	130
%V	*13.6%*	*19.3%*	*15.0%*	*10.9%*	*17.6%*	*7.6%*	*14.9%*
%H		*53.3%*	*15.6%*	*51.9%*	*27.4%*	*24.4%*	*96.3%*
60"+	14	11	1	6	5	1	14
%V	*1.4%*	*2.9%*	*0.7%*	*0.9%*	*2.4%*	*0.2%*	*1.6%*
%H		*78.6%*	*7.1%*	*42.9%*	*35.7%*	*7.1%*	*100.0%*
Don't know	157	50	18	106	25	81	130
%V	*15.8%*	*13.4%*	*12.9%*	*16.5%*	*11.9%*	*18.8%*	*14.9%*
%H		*31.8%*	*11.5%*	*67.5%*	*15.9%*	*51.6%*	*82.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.16: 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	991	374	140	643	210	432	874
%H		*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	*88.2%*
PVR	634	328	136	361	191	170	591
%V	*64.0%*	*87.7%*	*97.1%*	*56.1%*	*91.0%*	*39.4%*	*67.6%*
%H		*51.7%*	*21.5%*	*56.9%*	*30.1%*	*26.8%*	*93.2%*
DVDR	8	1	1	7	0	7	8
%V	*0.8%*	*0.3%*	*0.7%*	*1.1%*	*0.0%*	*1.6%*	*0.9%*
%H		*12.5%*	*12.5%*	*87.5%*	*0.0%*	*87.5%*	*100.0%*
VCR	4	1	1	2	1	1	3
%V	*0.4%*	*0.3%*	*0.7%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H		*25.0%*	*25.0%*	*50.0%*	*25.0%*	*25.0%*	*75.0%*
Any recorder	640	328	137	367	191	176	596
%V	*64.6%*	*87.7%*	*97.9%*	*57.1%*	*91.0%*	*40.7%*	*68.2%*
%H		*51.3%*	*21.4%*	*57.3%*	*29.8%*	*27.5%*	*93.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	991	374	140	643	210	432	874
%H		*37.7%*	*14.1%*	*64.9%*	*21.2%*	*43.6%*	*88.2%*
Receives HDTV (via STB or built-in reception)	705	320	115	457	186	271	651
%V	*71.1%*	*85.6%*	*82.1%*	*71.1%*	*88.6%*	*62.7%*	*74.5%*
%H		*45.4%*	*16.3%*	*64.8%*	*26.4%*	*38.4%*	*92.3%*
DVD/Blu-ray player or recorder	610	242	84	414	149	265	551
%V	*61.6%*	*64.7%*	*60.0%*	*64.4%*	*71.0%*	*61.3%*	*63.0%*
%H		*39.7%*	*13.8%*	*67.9%*	*24.4%*	*43.4%*	*90.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	968	477	151	694	360	334	906
%H		*49.3%*	*15.6%*	*71.7%*	*37.2%*	*34.5%*	*93.6%*
Under 20"	91	43	10	78	40	38	82
%V	*9.4%*	*9.0%*	*6.6%*	*11.2%*	*11.1%*	*11.4%*	*9.1%*
%H		*47.3%*	*11.0%*	*85.7%*	*44.0%*	*41.8%*	*90.1%*
20" - 29"	242	104	35	189	85	104	221
%V	*25.0%*	*21.8%*	*23.2%*	*27.2%*	*23.6%*	*31.1%*	*24.4%*
%H		*43.0%*	*14.5%*	*78.1%*	*35.1%*	*43.0%*	*91.3%*
30" - 39"	272	140	52	178	100	78	264
%V	*28.1%*	*29.4%*	*34.4%*	*25.6%*	*27.8%*	*23.4%*	*29.1%*
%H		*51.5%*	*19.1%*	*65.4%*	*36.8%*	*28.7%*	*97.1%*
40" - 49"	138	81	22	84	49	35	136
%V	*14.3%*	*17.0%*	*14.6%*	*12.1%*	*13.6%*	*10.5%*	*15.0%*
%H		*58.7%*	*15.9%*	*60.9%*	*35.5%*	*25.4%*	*98.6%*
50" - 59"	27	19	3	17	13	5	27
%V	*2.8%*	*4.0%*	*2.0%*	*2.4%*	*3.6%*	*1.5%*	*3.0%*
%H		*70.4%*	*11.1%*	*63.0%*	*48.1%*	*18.5%*	*100.0%*
60"+	1	1	0	0	0	0	1
%V	*0.1%*	*0.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Don't know	197	90	30	149	74	74	175
%V	*20.4%*	*18.9%*	*19.9%*	*21.5%*	*20.6%*	*22.2%*	*19.3%*
%H		*45.7%*	*15.2%*	*75.6%*	*37.6%*	*37.6%*	*88.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.19: 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	968	477	151	694	360	334	906
%H		*49.3%*	*15.6%*	*71.7%*	*37.2%*	*34.5%*	*93.6%*
PVR	276	185	62	110	80	30	267
%V	*28.5%*	*38.8%*	*41.1%*	*15.9%*	*22.2%*	*9.0%*	*29.5%*
%H		*67.0%*	*22.5%*	*39.9%*	*29.0%*	*10.9%*	*96.7%*
DVDR	1	1	0	1	1	0	1
%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%*
VCR	3	0	1	3	1	2	3
%V	*0.3%*	*0.0%*	*0.7%*	*0.4%*	*0.3%*	*0.6%*	*0.3%*
%H		*0.0%*	*33.3%*	*100.0%*	*33.3%*	*66.7%*	*100.0%*
Any recorder	280	186	63	114	82	31	270
%V	*28.9%*	*39.0%*	*41.7%*	*16.4%*	*22.8%*	*9.3%*	*29.8%*
%H		*66.4%*	*22.5%*	*40.7%*	*29.3%*	*11.1%*	*96.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	968	477	151	694	360	334	906
%H		*49.3%*	*15.6%*	*71.7%*	*37.2%*	*34.5%*	*93.6%*
Receives HDTV (via STB or built-in reception)	400	241	62	254	156	98	387
%V	*41.3%*	*50.5%*	*41.1%*	*36.6%*	*43.3%*	*29.3%*	*42.7%*
%H		*60.3%*	*15.5%*	*63.5%*	*39.0%*	*24.5%*	*96.8%*
DVD/Blu-ray player or recorder	364	191	65	251	145	106	355
%V	*37.6%*	*40.0%*	*43.0%*	*36.2%*	*40.3%*	*31.7%*	*39.2%*
%H		*52.5%*	*17.9%*	*69.0%*	*39.8%*	*29.1%*	*97.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2357	2281	953	362	1409	543	866	2193
%H		*96.8%*	*40.4%*	*15.4%*	*59.8%*	*23.0%*	*36.7%*	*93.0%*
Total Children	449	442	207	80	242	106	135	444
%V	*19.0%*	*19.4%*	*21.7%*	*22.1%*	*17.2%*	*19.5%*	*15.6%*	*20.2%*
%H		*98.4%*	*46.1%*	*17.8%*	*53.9%*	*23.6%*	*30.1%*	*98.9%*
0 - 3	113	112	43	18	66	23	42	111
%V	*4.8%*	*4.9%*	*4.5%*	*5.0%*	*4.7%*	*4.2%*	*4.8%*	*5.1%*
%H		*99.1%*	*38.1%*	*15.9%*	*58.4%*	*20.4%*	*37.2%*	*98.2%*
4 - 15	336	330	164	62	176	83	93	333
%V	*14.3%*	*14.5%*	*17.2%*	*17.1%*	*12.5%*	*15.3%*	*10.7%*	*15.2%*
%H		*98.2%*	*48.8%*	*18.5%*	*52.4%*	*24.7%*	*27.7%*	*99.1%*
4 - 9	174	169	85	30	87	39	49	171
%V	*7.4%*	*7.4%*	*8.9%*	*8.3%*	*6.2%*	*7.2%*	*5.7%*	*7.8%*
%H		*97.1%*	*48.9%*	*17.2%*	*50.0%*	*22.4%*	*28.2%*	*98.3%*
10 - 15	162	161	78	32	89	44	44	161
%V	*6.9%*	*7.1%*	*8.2%*	*8.8%*	*6.3%*	*8.1%*	*5.1%*	*7.3%*
%H		*99.4%*	*48.1%*	*19.8%*	*54.9%*	*27.2%*	*27.2%*	*99.4%*

Base: ITV HTV West - 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	2357	2281	953	362	1409	543	866	2193
%H		*96.8%*	*40.4%*	*15.4%*	*59.8%*	*23.0%*	*36.7%*	*93.0%*
Total Adults (16+)	1908	1839	746	283	1167	436	731	1750
%V	*81.0%*	*80.6%*	*78.3%*	*78.2%*	*82.8%*	*80.3%*	*84.4%*	*79.8%*
%H		*96.4%*	*39.1%*	*14.8%*	*61.2%*	*22.9%*	*38.3%*	*91.7%*
16 - 19	82	80	45	17	45	29	16	82
%V	*3.5%*	*3.5%*	*4.7%*	*4.7%*	*3.2%*	*5.3%*	*1.8%*	*3.7%*
%H		*97.6%*	*54.9%*	*20.7%*	*54.9%*	*35.4%*	*19.5%*	*100.0%*
20 - 24	139	131	54	19	77	33	44	133
%V	*5.9%*	*5.7%*	*5.7%*	*5.2%*	*5.5%*	*6.1%*	*5.1%*	*6.1%*
%H		*94.2%*	*38.8%*	*13.7%*	*55.4%*	*23.7%*	*31.7%*	*95.7%*
25 - 34	308	286	104	48	145	45	100	303
%V	*13.1%*	*12.5%*	*10.9%*	*13.3%*	*10.3%*	*8.3%*	*11.5%*	*13.8%*
%H		*92.9%*	*33.8%*	*15.6%*	*47.1%*	*14.6%*	*32.5%*	*98.4%*
35 - 44	296	283	124	48	149	54	95	291
%V	*12.6%*	*12.4%*	*13.0%*	*13.3%*	*10.6%*	*9.9%*	*11.0%*	*13.3%*
%H		*95.6%*	*41.9%*	*16.2%*	*50.3%*	*18.2%*	*32.1%*	*98.3%*
45 - 54	335	324	150	65	205	104	102	318
%V	*14.2%*	*14.2%*	*15.7%*	*18.0%*	*14.5%*	*19.2%*	*11.8%*	*14.5%*
%H		*96.7%*	*44.8%*	*19.4%*	*61.2%*	*31.0%*	*30.4%*	*94.9%*
55 - 64	292	284	123	43	192	79	113	277
%V	*12.4%*	*12.5%*	*12.9%*	*11.9%*	*13.6%*	*14.5%*	*13.0%*	*12.6%*
%H		*97.3%*	*42.1%*	*14.7%*	*65.8%*	*27.1%*	*38.7%*	*94.9%*
65+	455	451	146	42	353	91	262	346
%V	*19.3%*	*19.8%*	*15.3%*	*11.6%*	*25.1%*	*16.8%*	*30.3%*	*15.8%*
%H		*99.1%*	*32.1%*	*9.2%*	*77.6%*	*20.0%*	*57.6%*	*76.0%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1908	1839	746	283	1167	436	731	1750
%H		*96.4%*	*39.1%*	*14.8%*	*61.2%*	*22.9%*	*38.3%*	*91.7%*
AB	520	507	225	67	318	123	195	512
%V	*27.3%*	*27.6%*	*30.2%*	*23.7%*	*27.2%*	*28.2%*	*26.7%*	*29.3%*
%H		*97.5%*	*43.3%*	*12.9%*	*61.2%*	*23.7%*	*37.5%*	*98.5%*
C1	534	512	188	93	313	115	198	504
%V	*28.0%*	*27.8%*	*25.2%*	*32.9%*	*26.8%*	*26.4%*	*27.1%*	*28.8%*
%H		*95.9%*	*35.2%*	*17.4%*	*58.6%*	*21.5%*	*37.1%*	*94.4%*
C2	500	487	210	84	311	129	182	454
%V	*26.2%*	*26.5%*	*28.2%*	*29.7%*	*26.6%*	*29.6%*	*24.9%*	*25.9%*
%H		*97.4%*	*42.0%*	*16.8%*	*62.2%*	*25.8%*	*36.4%*	*90.8%*
D	233	220	91	26	140	47	92	202
%V	*12.2%*	*12.0%*	*12.2%*	*9.2%*	*12.0%*	*10.8%*	*12.6%*	*11.5%*
%H		*94.4%*	*39.1%*	*11.2%*	*60.1%*	*20.2%*	*39.5%*	*86.7%*
E	121	113	33	11	86	22	64	77
%V	*6.3%*	*6.1%*	*4.4%*	*3.9%*	*7.4%*	*5.0%*	*8.8%*	*4.4%*
%H		*93.4%*	*27.3%*	*9.1%*	*71.1%*	*18.2%*	*52.9%*	*63.6%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1908	1839	746	283	1167	436	731	1750
%H		*96.4%*	*39.1%*	*14.8%*	*61.2%*	*22.9%*	*38.3%*	*91.7%*
Working full time	931	897	394	159	512	221	291	907
%V	*48.8%*	*48.8%*	*52.8%*	*56.2%*	*43.9%*	*50.7%*	*39.8%*	*51.8%*
%H		*96.3%*	*42.3%*	*17.1%*	*55.0%*	*23.7%*	*31.3%*	*97.4%*
Working part time	228	222	91	39	139	56	83	218
%V	*11.9%*	*12.1%*	*12.2%*	*13.8%*	*11.9%*	*12.8%*	*11.4%*	*12.5%*
%H		*97.4%*	*39.9%*	*17.1%*	*61.0%*	*24.6%*	*36.4%*	*95.6%*
Not working	750	721	261	85	517	160	357	625
%V	*39.3%*	*39.2%*	*35.0%*	*30.0%*	*44.3%*	*36.7%*	*48.8%*	*35.7%*
%H		*96.1%*	*34.8%*	*11.3%*	*68.9%*	*21.3%*	*47.6%*	*83.3%*
Houseperson	1035	991	374	140	643	210	432	911
%V	*54.2%*	*53.9%*	*50.1%*	*49.5%*	*55.1%*	*48.2%*	*59.1%*	*52.1%*
%H		*95.7%*	*36.1%*	*13.5%*	*62.1%*	*20.3%*	*41.7%*	*88.0%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	955	916	377	143	570	215	355	882
%H		*95.9%*	*39.5%*	*15.0%*	*59.7%*	*22.5%*	*37.2%*	*92.4%*
16 - 19	46	45	25	11	24	14	9	46
%V	*4.8%*	*4.9%*	*6.6%*	*7.7%*	*4.2%*	*6.5%*	*2.5%*	*5.2%*
%H		*97.8%*	*54.3%*	*23.9%*	*52.2%*	*30.4%*	*19.6%*	*100.0%*
20 - 24	76	72	33	11	41	17	23	71
%V	*8.0%*	*7.9%*	*8.8%*	*7.7%*	*7.2%*	*7.9%*	*6.5%*	*8.0%*
%H		*94.7%*	*43.4%*	*14.5%*	*53.9%*	*22.4%*	*30.3%*	*93.4%*
25 - 34	161	147	50	23	74	21	53	160
%V	*16.9%*	*16.0%*	*13.3%*	*16.1%*	*13.0%*	*9.8%*	*14.9%*	*18.1%*
%H		*91.3%*	*31.1%*	*14.3%*	*46.0%*	*13.0%*	*32.9%*	*99.4%*
35 - 44	150	142	60	28	73	28	45	147
%V	*15.7%*	*15.5%*	*15.9%*	*19.6%*	*12.8%*	*13.0%*	*12.7%*	*16.7%*
%H		*94.7%*	*40.0%*	*18.7%*	*48.7%*	*18.7%*	*30.0%*	*98.0%*
45 - 54	163	155	67	31	99	46	52	151
%V	*17.1%*	*16.9%*	*17.8%*	*21.7%*	*17.4%*	*21.4%*	*14.6%*	*17.1%*
%H		*95.1%*	*41.1%*	*19.0%*	*60.7%*	*28.2%*	*31.9%*	*92.6%*
55 - 64	147	143	68	19	94	41	54	142
%V	*15.4%*	*15.6%*	*18.0%*	*13.3%*	*16.5%*	*19.1%*	*15.2%*	*16.1%*
%H		*97.3%*	*46.3%*	*12.9%*	*63.9%*	*27.9%*	*36.7%*	*96.6%*
65+	213	212	72	21	167	49	118	166
%V	*22.3%*	*23.1%*	*19.1%*	*14.7%*	*29.3%*	*22.8%*	*33.2%*	*18.8%*
%H		*99.5%*	*33.8%*	*9.9%*	*78.4%*	*23.0%*	*55.4%*	*77.9%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	955	916	377	143	570	215	355	882
%H		*95.9%*	*39.5%*	*15.0%*	*59.7%*	*22.5%*	*37.2%*	*92.4%*
AB	262	255	113	33	164	64	100	257
%V	*27.4%*	*27.8%*	*30.0%*	*23.1%*	*28.8%*	*29.8%*	*28.2%*	*29.1%*
%H		*97.3%*	*43.1%*	*12.6%*	*62.6%*	*24.4%*	*38.2%*	*98.1%*
C1	256	244	93	47	147	58	89	244
%V	*26.8%*	*26.6%*	*24.7%*	*32.9%*	*25.8%*	*27.0%*	*25.1%*	*27.7%*
%H		*95.3%*	*36.3%*	*18.4%*	*57.4%*	*22.7%*	*34.8%*	*95.3%*
C2	271	264	108	45	165	63	103	241
%V	*28.4%*	*28.8%*	*28.6%*	*31.5%*	*28.9%*	*29.3%*	*29.0%*	*27.3%*
%H		*97.4%*	*39.9%*	*16.6%*	*60.9%*	*23.2%*	*38.0%*	*88.9%*
D	111	105	49	13	57	22	36	103
%V	*11.6%*	*11.5%*	*13.0%*	*9.1%*	*10.0%*	*10.2%*	*10.1%*	*11.7%*
%H		*94.6%*	*44.1%*	*11.7%*	*51.4%*	*19.8%*	*32.4%*	*92.8%*
E	54	48	13	5	37	9	28	36
%V	*5.7%*	*5.2%*	*3.4%*	*3.5%*	*6.5%*	*4.2%*	*7.9%*	*4.1%*
%H		*88.9%*	*24.1%*	*9.3%*	*68.5%*	*16.7%*	*51.9%*	*66.7%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	955	916	377	143	570	215	355	882
%H		*95.9%*	*39.5%*	*15.0%*	*59.7%*	*22.5%*	*37.2%*	*92.4%*
Working full time	571	552	245	98	311	134	177	558
%V	*59.8%*	*60.3%*	*65.0%*	*68.5%*	*54.6%*	*62.3%*	*49.9%*	*63.3%*
%H		*96.7%*	*42.9%*	*17.2%*	*54.5%*	*23.5%*	*31.0%*	*97.7%*
Working part time	47	46	16	10	29	11	17	44
%V	*4.9%*	*5.0%*	*4.2%*	*7.0%*	*5.1%*	*5.1%*	*4.8%*	*5.0%*
%H		*97.9%*	*34.0%*	*21.3%*	*61.7%*	*23.4%*	*36.2%*	*93.6%*
Not working	337	318	115	35	231	70	161	281
%V	*35.3%*	*34.7%*	*30.5%*	*24.5%*	*40.5%*	*32.6%*	*45.4%*	*31.9%*
%H		*94.4%*	*34.1%*	*10.4%*	*68.5%*	*20.8%*	*47.8%*	*83.4%*
Houseperson	215	197	63	21	132	33	99	171
%V	*22.5%*	*21.5%*	*16.7%*	*14.7%*	*23.2%*	*15.3%*	*27.9%*	*19.4%*
%H		*91.6%*	*29.3%*	*9.8%*	*61.4%*	*15.3%*	*46.0%*	*79.5%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	953	923	370	139	597	221	376	867
%H		*96.9%*	*38.8%*	*14.6%*	*62.6%*	*23.2%*	*39.5%*	*91.0%*
16 - 19	36	35	19	6	21	15	7	36
%V	*3.8%*	*3.8%*	*5.1%*	*4.3%*	*3.5%*	*6.8%*	*1.9%*	*4.2%*
%H		*97.2%*	*52.8%*	*16.7%*	*58.3%*	*41.7%*	*19.4%*	*100.0%*
20 - 24	64	60	21	9	36	16	20	62
%V	*6.7%*	*6.5%*	*5.7%*	*6.5%*	*6.0%*	*7.2%*	*5.3%*	*7.2%*
%H		*93.8%*	*32.8%*	*14.1%*	*56.3%*	*25.0%*	*31.3%*	*96.9%*
25 - 34	147	139	54	25	72	25	47	143
%V	*15.4%*	*15.1%*	*14.6%*	*18.0%*	*12.1%*	*11.3%*	*12.5%*	*16.5%*
%H		*94.6%*	*36.7%*	*17.0%*	*49.0%*	*17.0%*	*32.0%*	*97.3%*
35 - 44	147	141	64	20	76	27	50	144
%V	*15.4%*	*15.3%*	*17.3%*	*14.4%*	*12.7%*	*12.2%*	*13.3%*	*16.6%*
%H		*95.9%*	*43.5%*	*13.6%*	*51.7%*	*18.4%*	*34.0%*	*98.0%*
45 - 54	172	169	83	34	107	57	49	167
%V	*18.0%*	*18.3%*	*22.4%*	*24.5%*	*17.9%*	*25.8%*	*13.0%*	*19.3%*
%H		*98.3%*	*48.3%*	*19.8%*	*62.2%*	*33.1%*	*28.5%*	*97.1%*
55 - 64	145	140	55	24	98	39	60	135
%V	*15.2%*	*15.2%*	*14.9%*	*17.3%*	*16.4%*	*17.6%*	*16.0%*	*15.6%*
%H		*96.6%*	*37.9%*	*16.6%*	*67.6%*	*26.9%*	*41.4%*	*93.1%*
65+	242	240	73	21	186	43	144	180
%V	*25.4%*	*26.0%*	*19.7%*	*15.1%*	*31.2%*	*19.5%*	*38.3%*	*20.8%*
%H		*99.2%*	*30.2%*	*8.7%*	*76.9%*	*17.8%*	*59.5%*	*74.4%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	953	923	370	139	597	221	376	867
%H		*96.9%*	*38.8%*	*14.6%*	*62.6%*	*23.2%*	*39.5%*	*91.0%*
AB	258	251	112	34	155	60	95	254
%V	*27.1%*	*27.2%*	*30.3%*	*24.5%*	*26.0%*	*27.1%*	*25.3%*	*29.3%*
%H		*97.3%*	*43.4%*	*13.2%*	*60.1%*	*23.3%*	*36.8%*	*98.4%*
C1	278	268	94	46	166	57	109	260
%V	*29.2%*	*29.0%*	*25.4%*	*33.1%*	*27.8%*	*25.8%*	*29.0%*	*30.0%*
%H		*96.4%*	*33.8%*	*16.5%*	*59.7%*	*20.5%*	*39.2%*	*93.5%*
C2	229	223	102	39	146	66	80	213
%V	*24.0%*	*24.2%*	*27.6%*	*28.1%*	*24.5%*	*29.9%*	*21.3%*	*24.6%*
%H		*97.4%*	*44.5%*	*17.0%*	*63.8%*	*28.8%*	*34.9%*	*93.0%*
D	122	115	42	13	82	26	56	99
%V	*12.8%*	*12.5%*	*11.4%*	*9.4%*	*13.7%*	*11.8%*	*14.9%*	*11.4%*
%H		*94.3%*	*34.4%*	*10.7%*	*67.2%*	*21.3%*	*45.9%*	*81.1%*
E	67	65	20	7	49	13	36	41
%V	*7.0%*	*7.0%*	*5.4%*	*5.0%*	*8.2%*	*5.9%*	*9.6%*	*4.7%*
%H		*97.0%*	*29.9%*	*10.4%*	*73.1%*	*19.4%*	*53.7%*	*61.2%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	953	923	370	139	597	221	376	867
%H		*96.9%*	*38.8%*	*14.6%*	*62.6%*	*23.2%*	*39.5%*	*91.0%*
Working full time	360	345	149	60	201	87	114	349
%V	*37.8%*	*37.4%*	*40.3%*	*43.2%*	*33.7%*	*39.4%*	*30.3%*	*40.3%*
%H		*95.8%*	*41.4%*	*16.7%*	*55.8%*	*24.2%*	*31.7%*	*96.9%*
Working part time	181	176	76	29	110	44	66	174
%V	*19.0%*	*19.1%*	*20.5%*	*20.9%*	*18.4%*	*19.9%*	*17.6%*	*20.1%*
%H		*97.2%*	*42.0%*	*16.0%*	*60.8%*	*24.3%*	*36.5%*	*96.1%*
Not working	413	402	146	50	286	90	196	344
%V	*43.3%*	*43.6%*	*39.5%*	*36.0%*	*47.9%*	*40.7%*	*52.1%*	*39.7%*
%H		*97.3%*	*35.4%*	*12.1%*	*69.2%*	*21.8%*	*47.5%*	*83.3%*
Houseperson	820	794	311	119	511	177	334	740
%V	*86.0%*	*86.0%*	*84.1%*	*85.6%*	*85.6%*	*80.1%*	*88.8%*	*85.4%*
%H		*96.8%*	*37.9%*	*14.5%*	*62.3%*	*21.6%*	*40.7%*	*90.2%*

Base: ITV HTV West - 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	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
AB	267	259	140	27	155	71	84	249
%V	*19.6%*	*19.6%*	*20.3%*	*22.5%*	*19.6%*	*21.6%*	*18.1%*	*21.8%*
%H (All HH)		*97.0%*	*52.4%*	*10.1%*	*58.1%*	*26.6%*	*31.5%*	*93.3%*
%H (TV HH)			*54.1%*	*10.4%*	*59.8%*	*27.4%*	*32.4%*	
C1	341	328	176	30	199	87	112	310
%V	*25.0%*	*24.8%*	*25.6%*	*25.0%*	*25.1%*	*26.5%*	*24.1%*	*27.1%*
%H (All HH)		*96.2%*	*51.6%*	*8.8%*	*58.4%*	*25.5%*	*32.8%*	*90.9%*
%H (TV HH)			*53.7%*	*9.1%*	*60.7%*	*26.5%*	*34.1%*	
C2	328	322	175	31	197	89	108	289
%V	*24.1%*	*24.4%*	*25.4%*	*25.8%*	*24.9%*	*27.1%*	*23.3%*	*25.3%*
%H (All HH)		*98.2%*	*53.4%*	*9.5%*	*60.1%*	*27.1%*	*32.9%*	*88.1%*
%H (TV HH)			*54.3%*	*9.6%*	*61.2%*	*27.6%*	*33.5%*	
D	244	235	121	20	142	56	86	189
%V	*17.9%*	*17.8%*	*17.6%*	*16.7%*	*17.9%*	*17.1%*	*18.5%*	*16.5%*
%H (All HH)		*96.3%*	*49.6%*	*8.2%*	*58.2%*	*23.0%*	*35.2%*	*77.5%*
%H (TV HH)			*51.5%*	*8.5%*	*60.4%*	*23.8%*	*36.6%*	
E	182	175	77	13	100	25	75	105
%V	*13.4%*	*13.3%*	*11.2%*	*10.8%*	*12.6%*	*7.6%*	*16.2%*	*9.2%*
%H (All HH)		*96.2%*	*42.3%*	*7.1%*	*54.9%*	*13.7%*	*41.2%*	*57.7%*
%H (TV HH)			*44.0%*	*7.4%*	*57.1%*	*14.3%*	*42.9%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 14.2: 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	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Under 25	66	60	26	4	26	7	18	63
%V	*4.8%*	*4.5%*	*3.8%*	*3.3%*	*3.3%*	*2.1%*	*3.9%*	*5.5%*
%H (All HH)		*90.9%*	*39.4%*	*6.1%*	*39.4%*	*10.6%*	*27.3%*	*95.5%*
%H (TV HH)			*43.3%*	*6.7%*	*43.3%*	*11.7%*	*30.0%*	
25 - 34	187	175	93	15	83	35	48	179
%V	*13.7%*	*13.3%*	*13.5%*	*12.5%*	*10.5%*	*10.7%*	*10.3%*	*15.7%*
%H (All HH)		*93.6%*	*49.7%*	*8.0%*	*44.4%*	*18.7%*	*25.7%*	*95.7%*
%H (TV HH)			*53.1%*	*8.6%*	*47.4%*	*20.0%*	*27.4%*	
35 - 44	192	186	100	19	103	48	56	185
%V	*14.1%*	*14.1%*	*14.5%*	*15.8%*	*13.0%*	*14.6%*	*12.1%*	*16.2%*
%H (All HH)		*96.9%*	*52.1%*	*9.9%*	*53.6%*	*25.0%*	*29.2%*	*96.4%*
%H (TV HH)			*53.8%*	*10.2%*	*55.4%*	*25.8%*	*30.1%*	
45 - 54	251	244	148	26	134	67	67	236
%V	*18.4%*	*18.5%*	*21.5%*	*21.7%*	*16.9%*	*20.4%*	*14.4%*	*20.7%*
%H (All HH)		*97.2%*	*59.0%*	*10.4%*	*53.4%*	*26.7%*	*26.7%*	*94.0%*
%H (TV HH)			*60.7%*	*10.7%*	*54.9%*	*27.5%*	*27.5%*	
55 - 64	243	238	127	26	154	72	82	217
%V	*17.8%*	*18.0%*	*18.5%*	*21.7%*	*19.4%*	*22.0%*	*17.7%*	*19.0%*
%H (All HH)		*97.9%*	*52.3%*	*10.7%*	*63.4%*	*29.6%*	*33.7%*	*89.3%*
%H (TV HH)			*53.4%*	*10.9%*	*64.7%*	*30.3%*	*34.5%*	
65 +	422	418	194	31	291	99	192	262
%V	*31.0%*	*31.7%*	*28.2%*	*25.8%*	*36.7%*	*30.2%*	*41.4%*	*22.9%*
%H (All HH)		*99.1%*	*46.0%*	*7.3%*	*69.0%*	*23.5%*	*45.5%*	*62.1%*
%H (TV HH)			*46.4%*	*7.4%*	*69.6%*	*23.7%*	*45.9%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 14.3: 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	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
1	439	413	161	31	268	64	204	273
%V	*32.2%*	*31.3%*	*23.4%*	*25.8%*	*33.8%*	*19.5%*	*44.0%*	*23.9%*
%H (All HH)		*94.1%*	*36.7%*	*7.1%*	*61.0%*	*14.6%*	*46.5%*	*62.2%*
%H (TV HH)			*39.0%*	*7.5%*	*64.9%*	*15.5%*	*49.4%*	
2	473	465	254	43	280	122	157	428
%V	*34.7%*	*35.2%*	*36.9%*	*35.8%*	*35.4%*	*37.2%*	*33.8%*	*37.5%*
%H (All HH)		*98.3%*	*53.7%*	*9.1%*	*59.2%*	*25.8%*	*33.2%*	*90.5%*
%H (TV HH)			*54.6%*	*9.2%*	*60.2%*	*26.2%*	*33.8%*	
3	211	207	129	22	113	64	50	207
%V	*15.5%*	*15.7%*	*18.8%*	*18.3%*	*14.3%*	*19.5%*	*10.8%*	*18.1%*
%H (All HH)		*98.1%*	*61.1%*	*10.4%*	*53.6%*	*30.3%*	*23.7%*	*98.1%*
%H (TV HH)			*62.3%*	*10.6%*	*54.6%*	*30.9%*	*24.2%*	
4	157	155	99	15	86	53	33	153
%V	*11.5%*	*11.7%*	*14.4%*	*12.5%*	*10.9%*	*16.2%*	*7.1%*	*13.4%*
%H (All HH)		*98.7%*	*63.1%*	*9.6%*	*54.8%*	*33.8%*	*21.0%*	*97.5%*
%H (TV HH)			*63.9%*	*9.7%*	*55.5%*	*34.2%*	*21.3%*	
5+	82	81	46	9	45	25	20	81
%V	*6.0%*	*6.1%*	*6.7%*	*7.5%*	*5.7%*	*7.6%*	*4.3%*	*7.1%*
%H (All HH)		*98.8%*	*56.1%*	*11.0%*	*54.9%*	*30.5%*	*24.4%*	*98.8%*
%H (TV HH)			*56.8%*	*11.1%*	*55.6%*	*30.9%*	*24.7%*	
Average HH size	2.27	2.28	2.46	2.44	2.21	2.57	1.95	2.45

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Without	1031	995	494	89	615	234	382	817
%V	*75.7%*	*75.4%*	*71.8%*	*74.2%*	*77.7%*	*71.3%*	*82.3%*	*71.5%*
%H (All HH)		*96.5%*	*47.9%*	*8.6%*	*59.7%*	*22.7%*	*37.1%*	*79.2%*
%H (TV HH)			*49.6%*	*8.9%*	*61.8%*	*23.5%*	*38.4%*	
With	331	325	194	31	177	95	82	325
%V	*24.3%*	*24.6%*	*28.2%*	*25.8%*	*22.3%*	*29.0%*	*17.7%*	*28.5%*
%H (All HH)		*98.2%*	*58.6%*	*9.4%*	*53.5%*	*28.7%*	*24.8%*	*98.2%*
%H (TV HH)			*59.7%*	*9.5%*	*54.5%*	*29.2%*	*25.2%*	
0 - 3	118	116	64	11	59	27	32	115
%V	*8.7%*	*8.8%*	*9.3%*	*9.2%*	*7.4%*	*8.2%*	*6.9%*	*10.1%*
%H (All HH)		*98.3%*	*54.2%*	*9.3%*	*50.0%*	*22.9%*	*27.1%*	*97.5%*
%H (TV HH)			*55.2%*	*9.5%*	*50.9%*	*23.3%*	*27.6%*	
4 - 9	171	168	100	15	88	47	40	167
%V	*12.6%*	*12.7%*	*14.5%*	*12.5%*	*11.1%*	*14.3%*	*8.6%*	*14.6%*
%H (All HH)		*98.2%*	*58.5%*	*8.8%*	*51.5%*	*27.5%*	*23.4%*	*97.7%*
%H (TV HH)			*59.5%*	*8.9%*	*52.4%*	*28.0%*	*23.8%*	
10 - 15	162	161	98	16	92	53	39	160
%V	*11.9%*	*12.2%*	*14.2%*	*13.3%*	*11.6%*	*16.2%*	*8.4%*	*14.0%*
%H (All HH)		*99.4%*	*60.5%*	*9.9%*	*56.8%*	*32.7%*	*24.1%*	*98.8%*
%H (TV HH)			*60.9%*	*9.9%*	*57.1%*	*32.9%*	*24.2%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 14.5: 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	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
1	493	493	196	38	254	31	224	365
%V	*36.2%*	*37.3%*	*28.5%*	*31.7%*	*32.1%*	*9.5%*	*48.3%*	*32.0%*
%H (All HH)		*100.0%*	*39.8%*	*7.7%*	*51.5%*	*6.3%*	*45.4%*	*74.0%*
%H (TV HH)			*39.8%*	*7.7%*	*51.5%*	*6.3%*	*45.4%*	
2	454	454	254	45	271	124	147	391
%V	*33.3%*	*34.4%*	*36.9%*	*37.5%*	*34.2%*	*37.8%*	*31.7%*	*34.2%*
%H (All HH)		*100.0%*	*55.9%*	*9.9%*	*59.7%*	*27.3%*	*32.4%*	*86.1%*
%H (TV HH)			*55.9%*	*9.9%*	*59.7%*	*27.3%*	*32.4%*	
3	231	231	145	25	160	101	59	215
%V	*17.0%*	*17.5%*	*21.1%*	*20.8%*	*20.2%*	*30.8%*	*12.7%*	*18.8%*
%H (All HH)		*100.0%*	*62.8%*	*10.8%*	*69.3%*	*43.7%*	*25.5%*	*93.1%*
%H (TV HH)			*62.8%*	*10.8%*	*69.3%*	*43.7%*	*25.5%*	
4	90	90	58	8	69	46	24	87
%V	*6.6%*	*6.8%*	*8.4%*	*6.7%*	*8.7%*	*14.0%*	*5.2%*	*7.6%*
%H (All HH)		*100.0%*	*64.4%*	*8.9%*	*76.7%*	*51.1%*	*26.7%*	*96.7%*
%H (TV HH)			*64.4%*	*8.9%*	*76.7%*	*51.1%*	*26.7%*	
5+	52	52	35	5	37	27	11	50
%V	*3.8%*	*3.9%*	*5.1%*	*4.2%*	*4.7%*	*8.2%*	*2.4%*	*4.4%*
%H (All HH)		*100.0%*	*67.3%*	*9.6%*	*71.2%*	*51.9%*	*21.2%*	*96.2%*
%H (TV HH)			*67.3%*	*9.6%*	*71.2%*	*51.9%*	*21.2%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 14.6: 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	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Under 20"	160	160	86	13	122	64	58	133
%V	*11.7%*	*12.1%*	*12.5%*	*10.8%*	*15.4%*	*19.5%*	*12.5%*	*11.6%*
%H (All HH)		*100.0%*	*53.8%*	*8.1%*	*76.3%*	*40.0%*	*36.3%*	*83.1%*
%H (TV HH)			*53.8%*	*8.1%*	*76.3%*	*40.0%*	*36.3%*	
20" - 29"	392	392	201	35	286	134	151	329
%V	*28.8%*	*29.7%*	*29.2%*	*29.2%*	*36.1%*	*40.9%*	*32.5%*	*28.8%*
%H (All HH)		*100.0%*	*51.3%*	*8.9%*	*73.0%*	*34.2%*	*38.5%*	*83.9%*
%H (TV HH)			*51.3%*	*8.9%*	*73.0%*	*34.2%*	*38.5%*	
30" - 39"	679	679	356	65	426	187	239	575
%V	*49.9%*	*51.4%*	*51.7%*	*54.2%*	*53.8%*	*57.0%*	*51.5%*	*50.4%*
%H (All HH)		*100.0%*	*52.4%*	*9.6%*	*62.7%*	*27.5%*	*35.2%*	*84.7%*
%H (TV HH)			*52.4%*	*9.6%*	*62.7%*	*27.5%*	*35.2%*	
40" - 49"	691	691	414	71	391	204	188	619
%V	*50.7%*	*52.3%*	*60.2%*	*59.2%*	*49.4%*	*62.2%*	*40.5%*	*54.2%*
%H (All HH)		*100.0%*	*59.9%*	*10.3%*	*56.6%*	*29.5%*	*27.2%*	*89.6%*
%H (TV HH)			*59.9%*	*10.3%*	*56.6%*	*29.5%*	*27.2%*	
50" - 59"	233	233	148	22	130	75	55	224
%V	*17.1%*	*17.7%*	*21.5%*	*18.3%*	*16.4%*	*22.9%*	*11.9%*	*19.6%*
%H (All HH)		*100.0%*	*63.5%*	*9.4%*	*55.8%*	*32.2%*	*23.6%*	*96.1%*
%H (TV HH)			*63.5%*	*9.4%*	*55.8%*	*32.2%*	*23.6%*	
60"+	23	23	15	1	11	6	5	22
%V	*1.7%*	*1.7%*	*2.2%*	*0.8%*	*1.4%*	*1.8%*	*1.1%*	*1.9%*
%H (All HH)		*100.0%*	*65.2%*	*4.3%*	*47.8%*	*26.1%*	*21.7%*	*95.7%*
%H (TV HH)			*65.2%*	*4.3%*	*47.8%*	*26.1%*	*21.7%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV HTV Wales

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Main living room	1309	1309	686	119	786	328	459	1101
%V	*96.1%*	*99.2%*	*99.7%*	*99.2%*	*99.2%*	*100.0%*	*98.9%*	*96.4%*
%H (All HH)		*100.0%*	*52.4%*	*9.1%*	*60.0%*	*25.1%*	*35.1%*	*84.1%*
%H (TV HH)			*52.4%*	*9.1%*	*60.0%*	*25.1%*	*35.1%*	
Kitchen	161	161	91	15	122	67	55	139
%V	*11.8%*	*12.2%*	*13.2%*	*12.5%*	*15.4%*	*20.4%*	*11.9%*	*12.2%*
%H (All HH)		*100.0%*	*56.5%*	*9.3%*	*75.8%*	*41.6%*	*34.2%*	*86.3%*
%H (TV HH)			*56.5%*	*9.3%*	*75.8%*	*41.6%*	*34.2%*	
Adult's bedroom	604	604	368	61	395	229	167	545
%V	*44.3%*	*45.8%*	*53.5%*	*50.8%*	*49.9%*	*69.8%*	*36.0%*	*47.7%*
%H (All HH)		*100.0%*	*60.9%*	*10.1%*	*65.4%*	*37.9%*	*27.6%*	*90.2%*
%H (TV HH)			*60.9%*	*10.1%*	*65.4%*	*37.9%*	*27.6%*	
Child's bedroom	145	145	91	15	88	55	34	143
%V	*10.6%*	*11.0%*	*13.2%*	*12.5%*	*11.1%*	*16.8%*	*7.3%*	*12.5%*
%H (All HH)		*100.0%*	*62.8%*	*10.3%*	*60.7%*	*37.9%*	*23.4%*	*98.6%*
%H (TV HH)			*62.8%*	*10.3%*	*60.7%*	*37.9%*	*23.4%*	
Other bedroom	94	94	59	10	65	41	24	89
%V	*6.9%*	*7.1%*	*8.6%*	*8.3%*	*8.2%*	*12.5%*	*5.2%*	*7.8%*
%H (All HH)		*100.0%*	*62.8%*	*10.6%*	*69.1%*	*43.6%*	*25.5%*	*94.7%*
%H (TV HH)			*62.8%*	*10.6%*	*69.1%*	*43.6%*	*25.5%*	
Second living/dining room	170	170	101	19	121	72	49	154
%V	*12.5%*	*12.9%*	*14.7%*	*15.8%*	*15.3%*	*22.0%*	*10.6%*	*13.5%*
%H (All HH)		*100.0%*	*59.4%*	*11.2%*	*71.2%*	*42.4%*	*28.8%*	*90.6%*
%H (TV HH)			*59.4%*	*11.2%*	*71.2%*	*42.4%*	*28.8%*	
Study/office	16	16	10	1	10	6	4	15
%V	*1.2%*	*1.2%*	*1.5%*	*0.8%*	*1.3%*	*1.8%*	*0.9%*	*1.3%*
%H (All HH)		*100.0%*	*62.5%*	*6.3%*	*62.5%*	*37.5%*	*25.0%*	*93.8%*
%H (TV HH)			*62.5%*	*6.3%*	*62.5%*	*37.5%*	*25.0%*	
TV room	7	7	5	1	5	4	1	7
%V	*0.5%*	*0.5%*	*0.7%*	*0.8%*	*0.6%*	*1.2%*	*0.2%*	*0.6%*
%H (All HH)		*100.0%*	*71.4%*	*14.3%*	*71.4%*	*57.1%*	*14.3%*	*100.0%*
%H (TV HH)			*71.4%*	*14.3%*	*71.4%*	*57.1%*	*14.3%*	
Conservatory	27	27	19	2	20	13	7	25
%V	*2.0%*	*2.0%*	*2.8%*	*1.7%*	*2.5%*	*4.0%*	*1.5%*	*2.2%*
%H (All HH)		*100.0%*	*70.4%*	*7.4%*	*74.1%*	*48.1%*	*25.9%*	*92.6%*
%H (TV HH)			*70.4%*	*7.4%*	*74.1%*	*48.1%*	*25.9%*	
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	12	12	8	1	8	6	2	12
%V	*0.9%*	*0.9%*	*1.2%*	*0.8%*	*1.0%*	*1.8%*	*0.4%*	*1.1%*
%H (All HH)		*100.0%*	*66.7%*	*8.3%*	*66.7%*	*50.0%*	*16.7%*	*100.0%*
%H (TV HH)			*66.7%*	*8.3%*	*66.7%*	*50.0%*	*16.7%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 14.8: 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	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Any DSAT provider	688	688	688	4	284	284	0	616
%V	*50.5%*	*52.1%*	*100.0%*	*3.3%*	*35.9%*	*86.6%*	*0.0%*	*53.9%*
%H (All HH)			*100.0%*	*0.6%*	*41.3%*	*41.3%*	*0.0%*	*89.5%*
%H (TV HH)			*100.0%*	*0.6%*	*41.3%*	*41.3%*	*0.0%*	
Sky with subcription	561	561	561	1	233	233	0	512
%V	*41.2%*	*42.5%*	*81.5%*	*0.8%*	*29.4%*	*71.0%*	*0.0%*	*44.8%*
%H (All HH)			*100.0%*	*0.2%*	*41.5%*	*41.5%*	*0.0%*	*91.3%*
%H (TV HH)			*100.0%*	*0.2%*	*41.5%*	*41.5%*	*0.0%*	
Sky without subscription	56	56	56	2	20	20	0	44
%V	*4.1%*	*4.2%*	*8.1%*	*1.7%*	*2.5%*	*6.1%*	*0.0%*	*3.9%*
%H (All HH)			*100.0%*	*3.6%*	*35.7%*	*35.7%*	*0.0%*	*78.6%*
%H (TV HH)			*100.0%*	*3.6%*	*35.7%*	*35.7%*	*0.0%*	
Freesat	70	70	70	0	31	31	0	62
%V	*5.1%*	*5.3%*	*10.2%*	*0.0%*	*3.9%*	*9.5%*	*0.0%*	*5.4%*
%H (All HH)			*100.0%*	*0.0%*	*44.3%*	*44.3%*	*0.0%*	*88.6%*
%H (TV HH)			*100.0%*	*0.0%*	*44.3%*	*44.3%*	*0.0%*	
Other satellite provider	28	28	28	1	13	13	0	24
%V	*2.1%*	*2.1%*	*4.1%*	*0.8%*	*1.6%*	*4.0%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*3.6%*	*46.4%*	*46.4%*	*0.0%*	*85.7%*
%H (TV HH)			*100.0%*	*3.6%*	*46.4%*	*46.4%*	*0.0%*	
DCAB	120	120	4	120	46	46	0	109
%V	*8.8%*	*9.1%*	*0.6%*	*100.0%*	*5.8%*	*14.0%*	*0.0%*	*9.5%*
%H (All HH)			*3.3%*	*100.0%*	*38.3%*	*38.3%*	*0.0%*	*90.8%*
%H (TV HH)			*3.3%*	*100.0%*	*38.3%*	*38.3%*	*0.0%*	
DTT	792	792	284	46	792	328	464	644
%V	*58.1%*	*60.0%*	*41.3%*	*38.3%*	*100.0%*	*100.0%*	*100.0%*	*56.4%*
%H (All HH)		*100.0%*	*35.9%*	*5.8%*	*100.0%*	*41.4%*	*58.6%*	*81.3%*
%H (TV HH)			*35.9%*	*5.8%*	*100.0%*	*41.4%*	*58.6%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 14.9: 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	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
PVR	856	856	607	113	437	300	138	779
%V	*62.8%*	*64.8%*	*88.2%*	*94.2%*	*55.2%*	*91.5%*	*29.7%*	*68.2%*
%H (All HH)		*100.0%*	*70.9%*	*13.2%*	*51.1%*	*35.0%*	*16.1%*	*91.0%*
%H (TV HH)			*70.9%*	*13.2%*	*51.1%*	*35.0%*	*16.1%*	
DVDR	11	11	7	1	8	5	3	9
%V	*0.8%*	*0.8%*	*1.0%*	*0.8%*	*1.0%*	*1.5%*	*0.6%*	*0.8%*
%H (All HH)		*100.0%*	*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	*81.8%*
%H (TV HH)			*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	
VCR	2	2	1	0	2	0	1	2
%V	*0.1%*	*0.2%*	*0.1%*	*0.0%*	*0.3%*	*0.0%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	
Any recorder	860	860	607	113	441	300	141	781
%V	*63.1%*	*65.2%*	*88.2%*	*94.2%*	*55.7%*	*91.5%*	*30.4%*	*68.4%*
%H (All HH)		*100.0%*	*70.6%*	*13.1%*	*51.3%*	*34.9%*	*16.4%*	*90.8%*
%H (TV HH)			*70.6%*	*13.1%*	*51.3%*	*34.9%*	*16.4%*	
Receives HDTV (via STB or built-in reception)	902	902	534	104	535	267	268	812
%V	*66.2%*	*68.3%*	*77.6%*	*86.7%*	*67.6%*	*81.4%*	*57.8%*	*71.1%*
%H (All HH)		*100.0%*	*59.2%*	*11.5%*	*59.3%*	*29.6%*	*29.7%*	*90.0%*
%H (TV HH)			*59.2%*	*11.5%*	*59.3%*	*29.6%*	*29.7%*	
DVD/Blu-ray player or recorder	865	865	475	80	516	237	278	756
%V	*63.5%*	*65.5%*	*69.0%*	*66.7%*	*65.2%*	*72.3%*	*59.9%*	*66.2%*
%H (All HH)		*100.0%*	*54.9%*	*9.2%*	*59.7%*	*27.4%*	*32.1%*	*87.4%*
%H (TV HH)			*54.9%*	*9.2%*	*59.7%*	*27.4%*	*32.1%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

Table 14.10: 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	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Has broadband internet	1142	1108	616	109	644	305	339	1142
%V	*83.8%*	*83.9%*	*89.5%*	*90.8%*	*81.3%*	*93.0%*	*73.1%*	*100.0%*
%H (All HH)		*97.0%*	*53.9%*	*9.5%*	*56.4%*	*26.7%*	*29.7%*	*100.0%*
%H (TV HH)			*55.6%*	*9.8%*	*58.1%*	*27.5%*	*30.6%*	
Number of computers (PCs and laptops)								
0	300	287	106	18	188	36	151	92
%V	*22.0%*	*21.7%*	*15.4%*	*15.0%*	*23.7%*	*11.0%*	*32.5%*	*8.1%*
%H (All HH)		*95.7%*	*35.3%*	*6.0%*	*62.7%*	*12.0%*	*50.3%*	*30.7%*
%H (TV HH)			*36.9%*	*6.3%*	*65.5%*	*12.5%*	*52.6%*	
1	358	346	177	30	208	82	125	350
%V	*26.3%*	*26.2%*	*25.7%*	*25.0%*	*26.3%*	*25.0%*	*26.9%*	*30.6%*
%H (All HH)		*96.6%*	*49.4%*	*8.4%*	*58.1%*	*22.9%*	*34.9%*	*97.8%*
%H (TV HH)			*51.2%*	*8.7%*	*60.1%*	*23.7%*	*36.1%*	
2	334	326	183	29	190	89	102	332
%V	*24.5%*	*24.7%*	*26.6%*	*24.2%*	*24.0%*	*27.1%*	*22.0%*	*29.1%*
%H (All HH)		*97.6%*	*54.8%*	*8.7%*	*56.9%*	*26.6%*	*30.5%*	*99.4%*
%H (TV HH)			*56.1%*	*8.9%*	*58.3%*	*27.3%*	*31.3%*	
3	179	174	105	19	100	55	45	178
%V	*13.1%*	*13.2%*	*15.3%*	*15.8%*	*12.6%*	*16.8%*	*9.7%*	*15.6%*
%H (All HH)		*97.2%*	*58.7%*	*10.6%*	*55.9%*	*30.7%*	*25.1%*	*99.4%*
%H (TV HH)			*60.3%*	*10.9%*	*57.5%*	*31.6%*	*25.9%*	
4	92	90	53	12	53	30	22	92
%V	*6.8%*	*6.8%*	*7.7%*	*10.0%*	*6.7%*	*9.1%*	*4.7%*	*8.1%*
%H (All HH)		*97.8%*	*57.6%*	*13.0%*	*57.6%*	*32.6%*	*23.9%*	*100.0%*
%H (TV HH)			*58.9%*	*13.3%*	*58.9%*	*33.3%*	*24.4%*	
5+	98	97	63	12	54	36	18	98
%V	*7.2%*	*7.3%*	*9.2%*	*10.0%*	*6.8%*	*11.0%*	*3.9%*	*8.6%*
%H (All HH)		*99.0%*	*64.3%*	*12.2%*	*55.1%*	*36.7%*	*18.4%*	*100.0%*
%H (TV HH)			*64.9%*	*12.4%*	*55.7%*	*37.1%*	*18.6%*	

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV HTV Wales

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2733	1562	261	1756	910	846	2412
%H		*57.2%*	*9.5%*	*64.3%*	*33.3%*	*31.0%*	*88.3%*
Under 20"	196	107	17	155	85	69	165
%V	*7.2%*	*6.9%*	*6.5%*	*8.8%*	*9.3%*	*8.2%*	*6.8%*
%H		*54.6%*	*8.7%*	*79.1%*	*43.4%*	*35.2%*	*84.2%*
20" - 29"	501	263	44	368	181	187	426
%V	*18.3%*	*16.8%*	*16.9%*	*21.0%*	*19.9%*	*22.1%*	*17.7%*
%H		*52.5%*	*8.8%*	*73.5%*	*36.1%*	*37.3%*	*85.0%*
30" - 39"	876	478	87	563	272	290	758
%V	*32.1%*	*30.6%*	*33.3%*	*32.1%*	*29.9%*	*34.3%*	*31.4%*
%H		*54.6%*	*9.9%*	*64.3%*	*31.1%*	*33.1%*	*86.5%*
40" - 49"	841	514	86	483	265	219	762
%V	*30.8%*	*32.9%*	*33.0%*	*27.5%*	*29.1%*	*25.9%*	*31.6%*
%H		*61.1%*	*10.2%*	*57.4%*	*31.5%*	*26.0%*	*90.6%*
50" - 59"	258	167	24	147	88	59	248
%V	*9.4%*	*10.7%*	*9.2%*	*8.4%*	*9.7%*	*7.0%*	*10.3%*
%H		*64.7%*	*9.3%*	*57.0%*	*34.1%*	*22.9%*	*96.1%*
60"+	23	15	1	11	6	5	22
%V	*0.8%*	*1.0%*	*0.4%*	*0.6%*	*0.7%*	*0.6%*	*0.9%*
%H		*65.2%*	*4.3%*	*47.8%*	*26.1%*	*21.7%*	*95.7%*
Don't know	37	18	2	29	13	17	30
%V	*1.4%*	*1.2%*	*0.8%*	*1.7%*	*1.4%*	*2.0%*	*1.2%*
%H		*48.6%*	*5.4%*	*78.4%*	*35.1%*	*45.9%*	*81.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2733	1562	261	1756	910	846	2412
%H		*57.2%*	*9.5%*	*64.3%*	*33.3%*	*31.0%*	*88.3%*
Main living room	1315	689	119	791	330	461	1106
%V	*48.1%*	*44.1%*	*45.6%*	*45.0%*	*36.3%*	*54.5%*	*45.9%*
%H		*52.4%*	*9.0%*	*60.2%*	*25.1%*	*35.1%*	*84.1%*
Kitchen	162	91	15	123	67	55	140
%V	*5.9%*	*5.8%*	*5.7%*	*7.0%*	*7.4%*	*6.5%*	*5.8%*
%H		*56.2%*	*9.3%*	*75.9%*	*41.4%*	*34.0%*	*86.4%*
Adult's bedroom	715	440	72	477	283	194	652
%V	*26.2%*	*28.2%*	*27.6%*	*27.2%*	*31.1%*	*22.9%*	*27.0%*
%H		*61.5%*	*10.1%*	*66.7%*	*39.6%*	*27.1%*	*91.2%*
Child's bedroom	182	117	18	113	72	42	179
%V	*6.7%*	*7.5%*	*6.9%*	*6.4%*	*7.9%*	*5.0%*	*7.4%*
%H		*64.3%*	*9.9%*	*62.1%*	*39.6%*	*23.1%*	*98.4%*
Other bedroom	116	73	13	79	50	29	111
%V	*4.2%*	*4.7%*	*5.0%*	*4.5%*	*5.5%*	*3.4%*	*4.6%*
%H		*62.9%*	*11.2%*	*68.1%*	*43.1%*	*25.0%*	*95.7%*
Second living/dining room	174	103	20	125	75	50	157
%V	*6.4%*	*6.6%*	*7.7%*	*7.1%*	*8.2%*	*5.9%*	*6.5%*
%H		*59.2%*	*11.5%*	*71.8%*	*43.1%*	*28.7%*	*90.2%*
Study/office	16	11	1	11	7	4	16
%V	*0.6%*	*0.7%*	*0.4%*	*0.6%*	*0.8%*	*0.5%*	*0.7%*
%H		*68.8%*	*6.3%*	*68.8%*	*43.8%*	*25.0%*	*100.0%*
TV room	7	5	1	5	4	1	7
%V	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.1%*	*0.3%*
%H		*71.4%*	*14.3%*	*71.4%*	*57.1%*	*14.3%*	*100.0%*
Conservatory	27	19	2	20	13	7	25
%V	*1.0%*	*1.2%*	*0.8%*	*1.1%*	*1.4%*	*0.8%*	*1.0%*
%H		*70.4%*	*7.4%*	*74.1%*	*48.1%*	*25.9%*	*92.6%*
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	12	9	1	9	7	2	12
%V	*0.4%*	*0.6%*	*0.4%*	*0.5%*	*0.8%*	*0.2%*	*0.5%*
%H		*75.0%*	*8.3%*	*75.0%*	*58.3%*	*16.7%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2733	1562	261	1756	910	846	2412
%H		*57.2%*	*9.5%*	*64.3%*	*33.3%*	*31.0%*	*88.3%*
PVR	1215	904	164	577	427	150	1123
%V	*44.5%*	*57.9%*	*62.8%*	*32.9%*	*46.9%*	*17.7%*	*46.6%*
%H		*74.4%*	*13.5%*	*47.5%*	*35.1%*	*12.3%*	*92.4%*
DVDR	11	7	1	8	5	3	9
%V	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.5%*	*0.4%*	*0.4%*
%H		*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	*81.8%*
VCR	2	1	0	2	0	1	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	*100.0%*
Any recorder	1222	907	164	583	429	154	1127
%V	*44.7%*	*58.1%*	*62.8%*	*33.2%*	*47.1%*	*18.2%*	*46.7%*
%H		*74.2%*	*13.4%*	*47.7%*	*35.1%*	*12.6%*	*92.2%*

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

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2733	1562	261	1756	910	846	2412
%H		*57.2%*	*9.5%*	*64.3%*	*33.3%*	*31.0%*	*88.3%*
Receives HDTV (via STB or built-in reception)	1459	901	171	903	510	393	1344
%V	*53.4%*	*57.7%*	*65.5%*	*51.4%*	*56.0%*	*46.5%*	*55.7%*
%H		*61.8%*	*11.7%*	*61.9%*	*35.0%*	*26.9%*	*92.1%*
DVD/Blu-ray player or recorder	1272	738	123	779	407	373	1145
%V	*46.5%*	*47.2%*	*47.1%*	*44.4%*	*44.7%*	*44.1%*	*47.5%*
%H		*58.0%*	*9.7%*	*61.2%*	*32.0%*	*29.3%*	*90.0%*

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

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1319	688	120	792	328	464	1108
%H		*52.2%*	*9.1%*	*60.0%*	*24.9%*	*35.2%*	*84.0%*
Under 20"	10	2	0	8	1	7	5
%V	*0.8%*	*0.3%*	*0.0%*	*1.0%*	*0.3%*	*1.5%*	*0.5%*
%H		*20.0%*	*0.0%*	*80.0%*	*10.0%*	*70.0%*	*50.0%*
20" - 29"	95	27	4	71	11	60	60
%V	*7.2%*	*3.9%*	*3.3%*	*9.0%*	*3.4%*	*12.9%*	*5.4%*
%H		*28.4%*	*4.2%*	*74.7%*	*11.6%*	*63.2%*	*63.2%*
30" - 39"	374	158	34	238	71	167	285
%V	*28.4%*	*23.0%*	*28.3%*	*30.1%*	*21.6%*	*36.0%*	*25.7%*
%H		*42.2%*	*9.1%*	*63.6%*	*19.0%*	*44.7%*	*76.2%*
40" - 49"	595	349	61	335	168	167	525
%V	*45.1%*	*50.7%*	*50.8%*	*42.3%*	*51.2%*	*36.0%*	*47.4%*
%H		*58.7%*	*10.3%*	*56.3%*	*28.2%*	*28.1%*	*88.2%*
50" - 59"	213	134	19	120	68	52	205
%V	*16.1%*	*19.5%*	*15.8%*	*15.2%*	*20.7%*	*11.2%*	*18.5%*
%H		*62.9%*	*8.9%*	*56.3%*	*31.9%*	*24.4%*	*96.2%*
60"+	21	14	1	10	5	4	19
%V	*1.6%*	*2.0%*	*0.8%*	*1.3%*	*1.5%*	*0.9%*	*1.7%*
%H		*66.7%*	*4.8%*	*47.6%*	*23.8%*	*19.0%*	*90.5%*
Don't know	12	4	0	11	4	6	8
%V	*0.9%*	*0.6%*	*0.0%*	*1.4%*	*1.2%*	*1.3%*	*0.7%*
%H		*33.3%*	*0.0%*	*91.7%*	*33.3%*	*50.0%*	*66.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1319	688	120	792	328	464	1108
%H		*52.2%*	*9.1%*	*60.0%*	*24.9%*	*35.2%*	*84.0%*
PVR	839	599	112	423	293	130	764
%V	*63.6%*	*87.1%*	*93.3%*	*53.4%*	*89.3%*	*28.0%*	*69.0%*
%H		*71.4%*	*13.3%*	*50.4%*	*34.9%*	*15.5%*	*91.1%*
DVDR	8	4	1	6	3	3	7
%V	*0.6%*	*0.6%*	*0.8%*	*0.8%*	*0.9%*	*0.6%*	*0.6%*
%H		*50.0%*	*12.5%*	*75.0%*	*37.5%*	*37.5%*	*87.5%*
VCR	2	1	0	1	0	1	2
%V	*0.2%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
Any recorder	843	600	112	426	294	133	766
%V	*63.9%*	*87.2%*	*93.3%*	*53.8%*	*89.6%*	*28.7%*	*69.1%*
%H		*71.2%*	*13.3%*	*50.5%*	*34.9%*	*15.8%*	*90.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1319	688	120	792	328	464	1108
%H		*52.2%*	*9.1%*	*60.0%*	*24.9%*	*35.2%*	*84.0%*
Receives HDTV (via STB or built-in reception)	881	523	102	517	257	259	793
%V	*66.8%*	*76.0%*	*85.0%*	*65.3%*	*78.4%*	*55.8%*	*71.6%*
%H		*59.4%*	*11.6%*	*58.7%*	*29.2%*	*29.4%*	*90.0%*
DVD/Blu-ray player or recorder	729	388	68	431	187	245	628
%V	*55.3%*	*56.4%*	*56.7%*	*54.4%*	*57.0%*	*52.8%*	*56.7%*
%H		*53.2%*	*9.3%*	*59.1%*	*25.7%*	*33.6%*	*86.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1414	874	141	964	581	382	1303
%H		*61.8%*	*10.0%*	*68.2%*	*41.1%*	*27.0%*	*92.1%*
Under 20"	186	105	17	147	85	62	160
%V	*13.2%*	*12.0%*	*12.1%*	*15.2%*	*14.6%*	*16.2%*	*12.3%*
%H		*56.5%*	*9.1%*	*79.0%*	*45.7%*	*33.3%*	*86.0%*
20" - 29"	406	236	39	297	169	128	366
%V	*28.7%*	*27.0%*	*27.7%*	*30.8%*	*29.1%*	*33.5%*	*28.1%*
%H		*58.1%*	*9.6%*	*73.2%*	*41.6%*	*31.5%*	*90.1%*
30" - 39"	503	320	53	325	201	123	473
%V	*35.6%*	*36.6%*	*37.6%*	*33.7%*	*34.6%*	*32.2%*	*36.3%*
%H		*63.6%*	*10.5%*	*64.6%*	*40.0%*	*24.5%*	*94.0%*
40" - 49"	247	166	26	148	97	51	237
%V	*17.5%*	*19.0%*	*18.4%*	*15.4%*	*16.7%*	*13.4%*	*18.2%*
%H		*67.2%*	*10.5%*	*59.9%*	*39.3%*	*20.6%*	*96.0%*
50" - 59"	45	33	5	27	20	7	43
%V	*3.2%*	*3.8%*	*3.5%*	*2.8%*	*3.4%*	*1.8%*	*3.3%*
%H		*73.3%*	*11.1%*	*60.0%*	*44.4%*	*15.6%*	*95.6%*
60"+	2	2	0	1	1	1	2
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.3%*	*0.2%*
%H		*100.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
Don't know	25	13	2	19	9	10	22
%V	*1.8%*	*1.5%*	*1.4%*	*2.0%*	*1.5%*	*2.6%*	*1.7%*
%H		*52.0%*	*8.0%*	*76.0%*	*36.0%*	*40.0%*	*88.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.19: 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	1414	874	141	964	581	382	1303
%H		*61.8%*	*10.0%*	*68.2%*	*41.1%*	*27.0%*	*92.1%*
PVR	376	305	52	155	134	21	359
%V	*26.6%*	*34.9%*	*36.9%*	*16.1%*	*23.1%*	*5.5%*	*27.6%*
%H		*81.1%*	*13.8%*	*41.2%*	*35.6%*	*5.6%*	*95.5%*
DVDR	3	2	0	2	2	0	3
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*
%H		*66.7%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
VCR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Any recorder	378	307	52	156	135	21	360
%V	*26.7%*	*35.1%*	*36.9%*	*16.2%*	*23.2%*	*5.5%*	*27.6%*
%H		*81.2%*	*13.8%*	*41.3%*	*35.7%*	*5.6%*	*95.2%*

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

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1414	874	141	964	581	382	1303
%H		*61.8%*	*10.0%*	*68.2%*	*41.1%*	*27.0%*	*92.1%*
Receives HDTV (via STB or built-in reception)	578	378	69	387	253	134	551
%V	*40.9%*	*43.2%*	*48.9%*	*40.1%*	*43.5%*	*35.1%*	*42.3%*
%H		*65.4%*	*11.9%*	*67.0%*	*43.8%*	*23.2%*	*95.3%*
DVD/Blu-ray player or recorder	543	351	55	348	220	128	517
%V	*38.4%*	*40.2%*	*39.0%*	*36.1%*	*37.9%*	*33.5%*	*39.7%*
%H		*64.6%*	*10.1%*	*64.1%*	*40.5%*	*23.6%*	*95.2%*

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

Table 14.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	3086	3013	1695	293	1750	844	906	2797
%H		*97.6%*	*54.9%*	*9.5%*	*56.7%*	*27.3%*	*29.4%*	*90.6%*
Total Children	563	554	322	51	296	154	141	551
%V	*18.2%*	*18.4%*	*19.0%*	*17.4%*	*16.9%*	*18.2%*	*15.6%*	*19.7%*
%H		*98.4%*	*57.2%*	*9.1%*	*52.6%*	*27.4%*	*25.0%*	*97.9%*
0 - 3	134	132	73	12	66	29	37	130
%V	*4.3%*	*4.4%*	*4.3%*	*4.1%*	*3.8%*	*3.4%*	*4.1%*	*4.6%*
%H		*98.5%*	*54.5%*	*9.0%*	*49.3%*	*21.6%*	*27.6%*	*97.0%*
4 - 15	430	422	249	39	229	125	104	421
%V	*13.9%*	*14.0%*	*14.7%*	*13.3%*	*13.1%*	*14.8%*	*11.5%*	*15.1%*
%H		*98.1%*	*57.9%*	*9.1%*	*53.3%*	*29.1%*	*24.2%*	*97.9%*
4 - 9	218	213	124	20	110	58	52	212
%V	*7.1%*	*7.1%*	*7.3%*	*6.8%*	*6.3%*	*6.9%*	*5.7%*	*7.6%*
%H		*97.7%*	*56.9%*	*9.2%*	*50.5%*	*26.6%*	*23.9%*	*97.2%*
10 - 15	211	209	125	19	119	66	52	208
%V	*6.8%*	*6.9%*	*7.4%*	*6.5%*	*6.8%*	*7.8%*	*5.7%*	*7.4%*
%H		*99.1%*	*59.2%*	*9.0%*	*56.4%*	*31.3%*	*24.6%*	*98.6%*

Base: ITV HTV Wales - 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	3086	3013	1695	293	1750	844	906	2797
%H		*97.6%*	*54.9%*	*9.5%*	*56.7%*	*27.3%*	*29.4%*	*90.6%*
Total Adults (16+)	2523	2459	1373	243	1454	690	765	2246
%V	*81.8%*	*81.6%*	*81.0%*	*82.9%*	*83.1%*	*81.8%*	*84.4%*	*80.3%*
%H		*97.5%*	*54.4%*	*9.6%*	*57.6%*	*27.3%*	*30.3%*	*89.0%*
16 - 19	139	135	82	16	72	40	32	137
%V	*4.5%*	*4.5%*	*4.8%*	*5.5%*	*4.1%*	*4.7%*	*3.5%*	*4.9%*
%H		*97.1%*	*59.0%*	*11.5%*	*51.8%*	*28.8%*	*23.0%*	*98.6%*
20 - 24	184	176	95	22	91	48	43	180
%V	*6.0%*	*5.8%*	*5.6%*	*7.5%*	*5.2%*	*5.7%*	*4.7%*	*6.4%*
%H		*95.7%*	*51.6%*	*12.0%*	*49.5%*	*26.1%*	*23.4%*	*97.8%*
25 - 34	392	373	211	35	185	89	96	378
%V	*12.7%*	*12.4%*	*12.4%*	*11.9%*	*10.6%*	*10.5%*	*10.6%*	*13.5%*
%H		*95.2%*	*53.8%*	*8.9%*	*47.2%*	*22.7%*	*24.5%*	*96.4%*
35 - 44	350	340	195	35	184	91	92	340
%V	*11.3%*	*11.3%*	*11.5%*	*11.9%*	*10.5%*	*10.8%*	*10.2%*	*12.2%*
%H		*97.1%*	*55.7%*	*10.0%*	*52.6%*	*26.0%*	*26.3%*	*97.1%*
45 - 54	422	413	258	44	230	125	105	400
%V	*13.7%*	*13.7%*	*15.2%*	*15.0%*	*13.1%*	*14.8%*	*11.6%*	*14.3%*
%H		*97.9%*	*61.1%*	*10.4%*	*54.5%*	*29.6%*	*24.9%*	*94.8%*
55 - 64	400	392	219	42	257	128	129	369
%V	*13.0%*	*13.0%*	*12.9%*	*14.3%*	*14.7%*	*15.2%*	*14.2%*	*13.2%*
%H		*98.0%*	*54.8%*	*10.5%*	*64.3%*	*32.0%*	*32.3%*	*92.3%*
65+	636	631	313	49	436	168	268	443
%V	*20.6%*	*20.9%*	*18.5%*	*16.7%*	*24.9%*	*19.9%*	*29.6%*	*15.8%*
%H		*99.2%*	*49.2%*	*7.7%*	*68.6%*	*26.4%*	*42.1%*	*69.7%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2523	2459	1373	243	1454	690	765	2246
%H		*97.5%*	*54.4%*	*9.6%*	*57.6%*	*27.3%*	*30.3%*	*89.0%*
AB	526	512	295	61	297	154	143	503
%V	*20.8%*	*20.8%*	*21.5%*	*25.1%*	*20.4%*	*22.3%*	*18.7%*	*22.4%*
%H		*97.3%*	*56.1%*	*11.6%*	*56.5%*	*29.3%*	*27.2%*	*95.6%*
C1	647	626	353	62	372	182	191	607
%V	*25.6%*	*25.5%*	*25.7%*	*25.5%*	*25.6%*	*26.4%*	*25.0%*	*27.0%*
%H		*96.8%*	*54.6%*	*9.6%*	*57.5%*	*28.1%*	*29.5%*	*93.8%*
C2	660	651	376	65	398	202	197	603
%V	*26.2%*	*26.5%*	*27.4%*	*26.7%*	*27.4%*	*29.3%*	*25.8%*	*26.8%*
%H		*98.6%*	*57.0%*	*9.8%*	*60.3%*	*30.6%*	*29.8%*	*91.4%*
D	443	431	239	39	252	114	138	372
%V	*17.6%*	*17.5%*	*17.4%*	*16.0%*	*17.3%*	*16.5%*	*18.0%*	*16.6%*
%H		*97.3%*	*54.0%*	*8.8%*	*56.9%*	*25.7%*	*31.2%*	*84.0%*
E	247	240	111	16	135	39	96	161
%V	*9.8%*	*9.8%*	*8.1%*	*6.6%*	*9.3%*	*5.7%*	*12.5%*	*7.2%*
%H		*97.2%*	*44.9%*	*6.5%*	*54.7%*	*15.8%*	*38.9%*	*65.2%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2523	2459	1373	243	1454	690	765	2246
%H		*97.5%*	*54.4%*	*9.6%*	*57.6%*	*27.3%*	*30.3%*	*89.0%*
Working full time	1129	1102	670	116	608	328	280	1096
%V	*44.7%*	*44.8%*	*48.8%*	*47.7%*	*41.8%*	*47.5%*	*36.6%*	*48.8%*
%H		*97.6%*	*59.3%*	*10.3%*	*53.9%*	*29.1%*	*24.8%*	*97.1%*
Working part time	235	230	123	25	141	68	73	225
%V	*9.3%*	*9.4%*	*9.0%*	*10.3%*	*9.7%*	*9.9%*	*9.5%*	*10.0%*
%H		*97.9%*	*52.3%*	*10.6%*	*60.0%*	*28.9%*	*31.1%*	*95.7%*
Not working	1159	1128	579	102	705	294	411	925
%V	*45.9%*	*45.9%*	*42.2%*	*42.0%*	*48.5%*	*42.6%*	*53.7%*	*41.2%*
%H		*97.3%*	*50.0%*	*8.8%*	*60.8%*	*25.4%*	*35.5%*	*79.8%*
Houseperson	1362	1320	688	120	792	328	464	1142
%V	*54.0%*	*53.7%*	*50.1%*	*49.4%*	*54.5%*	*47.5%*	*60.7%*	*50.8%*
%H		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*

Base: ITV HTV Wales - 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+)	1237	1203	678	122	700	341	359	1112
%H		*97.3%*	*54.8%*	*9.9%*	*56.6%*	*27.6%*	*29.0%*	*89.9%*
16 - 19	74	71	44	8	36	20	16	73
%V	*6.0%*	*5.9%*	*6.5%*	*6.6%*	*5.1%*	*5.9%*	*4.5%*	*6.6%*
%H		*95.9%*	*59.5%*	*10.8%*	*48.6%*	*27.0%*	*21.6%*	*98.6%*
20 - 24	96	93	51	13	45	26	19	95
%V	*7.8%*	*7.7%*	*7.5%*	*10.7%*	*6.4%*	*7.6%*	*5.3%*	*8.5%*
%H		*96.9%*	*53.1%*	*13.5%*	*46.9%*	*27.1%*	*19.8%*	*99.0%*
25 - 34	198	188	104	19	94	45	49	189
%V	*16.0%*	*15.6%*	*15.3%*	*15.6%*	*13.4%*	*13.2%*	*13.6%*	*17.0%*
%H		*94.9%*	*52.5%*	*9.6%*	*47.5%*	*22.7%*	*24.7%*	*95.5%*
35 - 44	172	167	92	17	89	42	47	166
%V	*13.9%*	*13.9%*	*13.6%*	*13.9%*	*12.7%*	*12.3%*	*13.1%*	*14.9%*
%H		*97.1%*	*53.5%*	*9.9%*	*51.7%*	*24.4%*	*27.3%*	*96.5%*
45 - 54	206	200	126	22	109	60	49	191
%V	*16.7%*	*16.6%*	*18.6%*	*18.0%*	*15.6%*	*17.6%*	*13.6%*	*17.2%*
%H		*97.1%*	*61.2%*	*10.7%*	*52.9%*	*29.1%*	*23.8%*	*92.7%*
55 - 64	195	190	104	20	128	62	66	179
%V	*15.8%*	*15.8%*	*15.3%*	*16.4%*	*18.3%*	*18.2%*	*18.4%*	*16.1%*
%H		*97.4%*	*53.3%*	*10.3%*	*65.6%*	*31.8%*	*33.8%*	*91.8%*
65+	297	294	157	24	199	86	113	219
%V	*24.0%*	*24.4%*	*23.2%*	*19.7%*	*28.4%*	*25.2%*	*31.5%*	*19.7%*
%H		*99.0%*	*52.9%*	*8.1%*	*67.0%*	*29.0%*	*38.0%*	*73.7%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1237	1203	678	122	700	341	359	1112
%H		*97.3%*	*54.8%*	*9.9%*	*56.6%*	*27.6%*	*29.0%*	*89.9%*
AB	261	254	149	31	143	76	67	251
%V	*21.1%*	*21.1%*	*22.0%*	*25.4%*	*20.4%*	*22.3%*	*18.7%*	*22.6%*
%H		*97.3%*	*57.1%*	*11.9%*	*54.8%*	*29.1%*	*25.7%*	*96.2%*
C1	301	293	167	31	170	87	84	286
%V	*24.3%*	*24.4%*	*24.6%*	*25.4%*	*24.3%*	*25.5%*	*23.4%*	*25.7%*
%H		*97.3%*	*55.5%*	*10.3%*	*56.5%*	*28.9%*	*27.9%*	*95.0%*
C2	356	350	201	35	213	107	106	322
%V	*28.8%*	*29.1%*	*29.6%*	*28.7%*	*30.4%*	*31.4%*	*29.5%*	*29.0%*
%H		*98.3%*	*56.5%*	*9.8%*	*59.8%*	*30.1%*	*29.8%*	*90.4%*
D	212	205	116	18	118	56	62	185
%V	*17.1%*	*17.0%*	*17.1%*	*14.8%*	*16.9%*	*16.4%*	*17.3%*	*16.6%*
%H		*96.7%*	*54.7%*	*8.5%*	*55.7%*	*26.4%*	*29.2%*	*87.3%*
E	107	102	46	7	56	16	41	69
%V	*8.6%*	*8.5%*	*6.8%*	*5.7%*	*8.0%*	*4.7%*	*11.4%*	*6.2%*
%H		*95.3%*	*43.0%*	*6.5%*	*52.3%*	*15.0%*	*38.3%*	*64.5%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1237	1203	678	122	700	341	359	1112
%H		*97.3%*	*54.8%*	*9.9%*	*56.6%*	*27.6%*	*29.0%*	*89.9%*
Working full time	682	665	397	71	367	194	173	661
%V	*55.1%*	*55.3%*	*58.6%*	*58.2%*	*52.4%*	*56.9%*	*48.2%*	*59.4%*
%H		*97.5%*	*58.2%*	*10.4%*	*53.8%*	*28.4%*	*25.4%*	*96.9%*
Working part time	50	48	22	4	33	14	18	47
%V	*4.0%*	*4.0%*	*3.2%*	*3.3%*	*4.7%*	*4.1%*	*5.0%*	*4.2%*
%H		*96.0%*	*44.0%*	*8.0%*	*66.0%*	*28.0%*	*36.0%*	*94.0%*
Not working	504	490	259	46	300	132	168	404
%V	*40.7%*	*40.7%*	*38.2%*	*37.7%*	*42.9%*	*38.7%*	*46.8%*	*36.3%*
%H		*97.2%*	*51.4%*	*9.1%*	*59.5%*	*26.2%*	*33.3%*	*80.2%*
Houseperson	285	267	114	24	158	47	112	207
%V	*23.0%*	*22.2%*	*16.8%*	*19.7%*	*22.6%*	*13.8%*	*31.2%*	*18.6%*
%H		*93.7%*	*40.0%*	*8.4%*	*55.4%*	*16.5%*	*39.3%*	*72.6%*

Base: ITV HTV Wales - 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+)	1286	1256	695	121	754	349	406	1134
%H		*97.7%*	*54.0%*	*9.4%*	*58.6%*	*27.1%*	*31.6%*	*88.2%*
16 - 19	65	64	38	8	36	19	16	64
%V	*5.1%*	*5.1%*	*5.5%*	*6.6%*	*4.8%*	*5.4%*	*3.9%*	*5.6%*
%H		*98.5%*	*58.5%*	*12.3%*	*55.4%*	*29.2%*	*24.6%*	*98.5%*
20 - 24	88	83	44	9	46	22	24	86
%V	*6.8%*	*6.6%*	*6.3%*	*7.4%*	*6.1%*	*6.3%*	*5.9%*	*7.6%*
%H		*94.3%*	*50.0%*	*10.2%*	*52.3%*	*25.0%*	*27.3%*	*97.7%*
25 - 34	195	185	107	16	91	45	46	189
%V	*15.2%*	*14.7%*	*15.4%*	*13.2%*	*12.1%*	*12.9%*	*11.3%*	*16.7%*
%H		*94.9%*	*54.9%*	*8.2%*	*46.7%*	*23.1%*	*23.6%*	*96.9%*
35 - 44	177	173	102	18	94	50	45	174
%V	*13.8%*	*13.8%*	*14.7%*	*14.9%*	*12.5%*	*14.3%*	*11.1%*	*15.3%*
%H		*97.7%*	*57.6%*	*10.2%*	*53.1%*	*28.2%*	*25.4%*	*98.3%*
45 - 54	216	213	132	23	121	65	56	209
%V	*16.8%*	*17.0%*	*19.0%*	*19.0%*	*16.0%*	*18.6%*	*13.8%*	*18.4%*
%H		*98.6%*	*61.1%*	*10.6%*	*56.0%*	*30.1%*	*25.9%*	*96.8%*
55 - 64	205	202	115	22	129	66	63	190
%V	*15.9%*	*16.1%*	*16.5%*	*18.2%*	*17.1%*	*18.9%*	*15.5%*	*16.8%*
%H		*98.5%*	*56.1%*	*10.7%*	*62.9%*	*32.2%*	*30.7%*	*92.7%*
65+	340	337	156	25	237	82	155	223
%V	*26.4%*	*26.8%*	*22.4%*	*20.7%*	*31.4%*	*23.5%*	*38.2%*	*19.7%*
%H		*99.1%*	*45.9%*	*7.4%*	*69.7%*	*24.1%*	*45.6%*	*65.6%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1286	1256	695	121	754	349	406	1134
%H		*97.7%*	*54.0%*	*9.4%*	*58.6%*	*27.1%*	*31.6%*	*88.2%*
AB	264	258	146	29	154	77	77	252
%V	*20.5%*	*20.5%*	*21.0%*	*24.0%*	*20.4%*	*22.1%*	*19.0%*	*22.2%*
%H		*97.7%*	*55.3%*	*11.0%*	*58.3%*	*29.2%*	*29.2%*	*95.5%*
C1	346	333	186	31	202	95	107	321
%V	*26.9%*	*26.5%*	*26.8%*	*25.6%*	*26.8%*	*27.2%*	*26.4%*	*28.3%*
%H		*96.2%*	*53.8%*	*9.0%*	*58.4%*	*27.5%*	*30.9%*	*92.8%*
C2	304	301	174	30	186	95	91	282
%V	*23.6%*	*24.0%*	*25.0%*	*24.8%*	*24.7%*	*27.2%*	*22.4%*	*24.9%*
%H		*99.0%*	*57.2%*	*9.9%*	*61.2%*	*31.3%*	*29.9%*	*92.8%*
D	231	226	123	21	134	58	76	187
%V	*18.0%*	*18.0%*	*17.7%*	*17.4%*	*17.8%*	*16.6%*	*18.7%*	*16.5%*
%H		*97.8%*	*53.2%*	*9.1%*	*58.0%*	*25.1%*	*32.9%*	*81.0%*
E	141	138	65	10	78	23	55	92
%V	*11.0%*	*11.0%*	*9.4%*	*8.3%*	*10.3%*	*6.6%*	*13.5%*	*8.1%*
%H		*97.9%*	*46.1%*	*7.1%*	*55.3%*	*16.3%*	*39.0%*	*65.2%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1286	1256	695	121	754	349	406	1134
%H		*97.7%*	*54.0%*	*9.4%*	*58.6%*	*27.1%*	*31.6%*	*88.2%*
Working full time	446	437	273	44	241	134	108	435
%V	*34.7%*	*34.8%*	*39.3%*	*36.4%*	*32.0%*	*38.4%*	*26.6%*	*38.4%*
%H		*98.0%*	*61.2%*	*9.9%*	*54.0%*	*30.0%*	*24.2%*	*97.5%*
Working part time	185	181	101	21	108	54	54	179
%V	*14.4%*	*14.4%*	*14.5%*	*17.4%*	*14.3%*	*15.5%*	*13.3%*	*15.8%*
%H		*97.8%*	*54.6%*	*11.4%*	*58.4%*	*29.2%*	*29.2%*	*96.8%*
Not working	655	638	320	56	405	161	243	521
%V	*50.9%*	*50.8%*	*46.0%*	*46.3%*	*53.7%*	*46.1%*	*59.9%*	*45.9%*
%H		*97.4%*	*48.9%*	*8.5%*	*61.8%*	*24.6%*	*37.1%*	*79.5%*
Houseperson	1077	1053	574	97	634	282	352	935
%V	*83.7%*	*83.8%*	*82.6%*	*80.2%*	*84.1%*	*80.8%*	*86.7%*	*82.5%*
%H		*97.8%*	*53.3%*	*9.0%*	*58.9%*	*26.2%*	*32.7%*	*86.8%*

Base: ITV HTV Wales - 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	75	73	45	1	47	23	24	63
%H (All HH)		*97.3%*	*60.0%*	*1.3%*	*62.7%*	*30.7%*	*32.0%*	*84.0%*
%H (TV HH)			*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	
AB	25	25	17	0	17	9	7	24
%V	*33.3%*	*34.2%*	*37.8%*	*0.0%*	*36.2%*	*39.1%*	*29.2%*	*38.1%*
%H (All HH)		*100.0%*	*68.0%*	*0.0%*	*68.0%*	*36.0%*	*28.0%*	*96.0%*
%H (TV HH)			*68.0%*	*0.0%*	*68.0%*	*36.0%*	*28.0%*	
C1	29	27	18	1	17	9	8	23
%V	*38.7%*	*37.0%*	*40.0%*	*100.0%*	*36.2%*	*39.1%*	*33.3%*	*36.5%*
%H (All HH)		*93.1%*	*62.1%*	*3.4%*	*58.6%*	*31.0%*	*27.6%*	*79.3%*
%H (TV HH)			*66.7%*	*3.7%*	*63.0%*	*33.3%*	*29.6%*	
C2	8	7	5	0	5	3	2	8
%V	*10.7%*	*9.6%*	*11.1%*	*0.0%*	*10.6%*	*13.0%*	*8.3%*	*12.7%*
%H (All HH)		*87.5%*	*62.5%*	*0.0%*	*62.5%*	*37.5%*	*25.0%*	*100.0%*
%H (TV HH)			*71.4%*	*0.0%*	*71.4%*	*42.9%*	*28.6%*	
D	8	8	3	0	6	1	5	6
%V	*10.7%*	*11.0%*	*6.7%*	*0.0%*	*12.8%*	*4.3%*	*20.8%*	*9.5%*
%H (All HH)		*100.0%*	*37.5%*	*0.0%*	*75.0%*	*12.5%*	*62.5%*	*75.0%*
%H (TV HH)			*37.5%*	*0.0%*	*75.0%*	*12.5%*	*62.5%*	
E	5	5	3	0	4	1	3	2
%V	*6.7%*	*6.8%*	*6.7%*	*0.0%*	*8.5%*	*4.3%*	*12.5%*	*3.2%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*80.0%*	*20.0%*	*60.0%*	*40.0%*
%H (TV HH)			*60.0%*	*0.0%*	*80.0%*	*20.0%*	*60.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.2: 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	75	73	45	1	47	23	24	63
%H (All HH)		*97.3%*	*60.0%*	*1.3%*	*62.7%*	*30.7%*	*32.0%*	*84.0%*
%H (TV HH)			*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	
Under 25	3	3	1	0	1	0	1	3
%V	*4.0%*	*4.1%*	*2.2%*	*0.0%*	*2.1%*	*0.0%*	*4.2%*	*4.8%*
%H (All HH)		*100.0%*	*33.3%*	*0.0%*	*33.3%*	*0.0%*	*33.3%*	*100.0%*
%H (TV HH)			*33.3%*	*0.0%*	*33.3%*	*0.0%*	*33.3%*	
25 - 34	6	6	4	0	4	1	3	6
%V	*8.0%*	*8.2%*	*8.9%*	*0.0%*	*8.5%*	*4.3%*	*12.5%*	*9.5%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*16.7%*	*50.0%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*16.7%*	*50.0%*	
35 - 44	13	12	8	0	5	3	2	13
%V	*17.3%*	*16.4%*	*17.8%*	*0.0%*	*10.6%*	*13.0%*	*8.3%*	*20.6%*
%H (All HH)		*92.3%*	*61.5%*	*0.0%*	*38.5%*	*23.1%*	*15.4%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*41.7%*	*25.0%*	*16.7%*	
45 - 54	13	13	9	1	8	5	3	13
%V	*17.3%*	*17.8%*	*20.0%*	*100.0%*	*17.0%*	*21.7%*	*12.5%*	*20.6%*
%H (All HH)		*100.0%*	*69.2%*	*7.7%*	*61.5%*	*38.5%*	*23.1%*	*100.0%*
%H (TV HH)			*69.2%*	*7.7%*	*61.5%*	*38.5%*	*23.1%*	
55 - 64	17	17	12	0	11	7	4	17
%V	*22.7%*	*23.3%*	*26.7%*	*0.0%*	*23.4%*	*30.4%*	*16.7%*	*27.0%*
%H (All HH)		*100.0%*	*70.6%*	*0.0%*	*64.7%*	*41.2%*	*23.5%*	*100.0%*
%H (TV HH)			*70.6%*	*0.0%*	*64.7%*	*41.2%*	*23.5%*	
65 +	23	22	11	0	19	7	12	11
%V	*30.7%*	*30.1%*	*24.4%*	*0.0%*	*40.4%*	*30.4%*	*50.0%*	*17.5%*
%H (All HH)		*95.7%*	*47.8%*	*0.0%*	*82.6%*	*30.4%*	*52.2%*	*47.8%*
%H (TV HH)			*50.0%*	*0.0%*	*86.4%*	*31.8%*	*54.5%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.3: 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	75	73	45	1	47	23	24	63
%H (All HH)		*97.3%*	*60.0%*	*1.3%*	*62.7%*	*30.7%*	*32.0%*	*84.0%*
%H (TV HH)			*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	
1	22	21	10	1	15	5	10	14
%V	*29.3%*	*28.8%*	*22.2%*	*100.0%*	*31.9%*	*21.7%*	*41.7%*	*22.2%*
%H (All HH)		*95.5%*	*45.5%*	*4.5%*	*68.2%*	*22.7%*	*45.5%*	*63.6%*
%H (TV HH)			*47.6%*	*4.8%*	*71.4%*	*23.8%*	*47.6%*	
2	29	28	17	0	17	9	9	26
%V	*38.7%*	*38.4%*	*37.8%*	*0.0%*	*36.2%*	*39.1%*	*37.5%*	*41.3%*
%H (All HH)		*96.6%*	*58.6%*	*0.0%*	*58.6%*	*31.0%*	*31.0%*	*89.7%*
%H (TV HH)			*60.7%*	*0.0%*	*60.7%*	*32.1%*	*32.1%*	
3	13	13	8	0	8	5	4	13
%V	*17.3%*	*17.8%*	*17.8%*	*0.0%*	*17.0%*	*21.7%*	*16.7%*	*20.6%*
%H (All HH)		*100.0%*	*61.5%*	*0.0%*	*61.5%*	*38.5%*	*30.8%*	*100.0%*
%H (TV HH)			*61.5%*	*0.0%*	*61.5%*	*38.5%*	*30.8%*	
4	8	8	7	0	4	4	1	8
%V	*10.7%*	*11.0%*	*15.6%*	*0.0%*	*8.5%*	*17.4%*	*4.2%*	*12.7%*
%H (All HH)		*100.0%*	*87.5%*	*0.0%*	*50.0%*	*50.0%*	*12.5%*	*100.0%*
%H (TV HH)			*87.5%*	*0.0%*	*50.0%*	*50.0%*	*12.5%*	
5+	3	3	2	0	2	2	1	3
%V	*4.0%*	*4.1%*	*4.4%*	*0.0%*	*4.3%*	*8.7%*	*4.2%*	*4.8%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*66.7%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*66.7%*	*33.3%*	
Average HH size	2.25	2.26	2.44	1.00	2.23	2.57	1.89	2.41

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	75	73	45	1	47	23	24	63
%H (All HH)		*97.3%*	*60.0%*	*1.3%*	*62.7%*	*30.7%*	*32.0%*	*84.0%*
%H (TV HH)			*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	
Without	62	61	37	1	39	18	21	51
%V	*82.7%*	*83.6%*	*82.2%*	*100.0%*	*83.0%*	*78.3%*	*87.5%*	*81.0%*
%H (All HH)		*98.4%*	*59.7%*	*1.6%*	*62.9%*	*29.0%*	*33.9%*	*82.3%*
%H (TV HH)			*60.7%*	*1.6%*	*63.9%*	*29.5%*	*34.4%*	
With	13	12	8	0	8	5	2	13
%V	*17.3%*	*16.4%*	*17.8%*	*0.0%*	*17.0%*	*21.7%*	*8.3%*	*20.6%*
%H (All HH)		*92.3%*	*61.5%*	*0.0%*	*61.5%*	*38.5%*	*15.4%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*41.7%*	*16.7%*	
0 - 3	4	4	2	0	3	2	1	4
%V	*5.3%*	*5.5%*	*4.4%*	*0.0%*	*6.4%*	*8.7%*	*4.2%*	*6.3%*
%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%*	
4 - 9	7	6	3	0	3	1	2	7
%V	*9.3%*	*8.2%*	*6.7%*	*0.0%*	*6.4%*	*4.3%*	*8.3%*	*11.1%*
%H (All HH)		*85.7%*	*42.9%*	*0.0%*	*42.9%*	*14.3%*	*28.6%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*50.0%*	*16.7%*	*33.3%*	
10 - 15	6	6	5	0	5	4	1	6
%V	*8.0%*	*8.2%*	*11.1%*	*0.0%*	*10.6%*	*17.4%*	*4.2%*	*9.5%*
%H (All HH)		*100.0%*	*83.3%*	*0.0%*	*83.3%*	*66.7%*	*16.7%*	*100.0%*
%H (TV HH)			*83.3%*	*0.0%*	*83.3%*	*66.7%*	*16.7%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.5: 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	75	73	45	1	47	23	24	63
%H (All HH)		*97.3%*	*60.0%*	*1.3%*	*62.7%*	*30.7%*	*32.0%*	*84.0%*
%H (TV HH)			*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	
1	25	25	16	0	15	6	9	19
%V	*33.3%*	*34.2%*	*35.6%*	*0.0%*	*31.9%*	*26.1%*	*37.5%*	*30.2%*
%H (All HH)		*100.0%*	*64.0%*	*0.0%*	*60.0%*	*24.0%*	*36.0%*	*76.0%*
%H (TV HH)			*64.0%*	*0.0%*	*60.0%*	*24.0%*	*36.0%*	
2	22	22	9	1	14	3	10	17
%V	*29.3%*	*30.1%*	*20.0%*	*100.0%*	*29.8%*	*13.0%*	*41.7%*	*27.0%*
%H (All HH)		*100.0%*	*40.9%*	*4.5%*	*63.6%*	*13.6%*	*45.5%*	*77.3%*
%H (TV HH)			*40.9%*	*4.5%*	*63.6%*	*13.6%*	*45.5%*	
3	14	14	10	0	10	7	3	13
%V	*18.7%*	*19.2%*	*22.2%*	*0.0%*	*21.3%*	*30.4%*	*12.5%*	*20.6%*
%H (All HH)		*100.0%*	*71.4%*	*0.0%*	*71.4%*	*50.0%*	*21.4%*	*92.9%*
%H (TV HH)			*71.4%*	*0.0%*	*71.4%*	*50.0%*	*21.4%*	
4	10	10	8	0	7	6	1	10
%V	*13.3%*	*13.7%*	*17.8%*	*0.0%*	*14.9%*	*26.1%*	*4.2%*	*15.9%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*70.0%*	*60.0%*	*10.0%*	*100.0%*
%H (TV HH)			*80.0%*	*0.0%*	*70.0%*	*60.0%*	*10.0%*	
5+	3	3	3	0	1	1	0	3
%V	*4.0%*	*4.1%*	*6.7%*	*0.0%*	*2.1%*	*4.3%*	*0.0%*	*4.8%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	75	73	45	1	47	23	24	63
%H (All HH)		*97.3%*	*60.0%*	*1.3%*	*62.7%*	*30.7%*	*32.0%*	*84.0%*
%H (TV HH)			*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	
Under 20"	15	15	7	1	12	5	7	14
%V	*20.0%*	*20.5%*	*15.6%*	*100.0%*	*25.5%*	*21.7%*	*29.2%*	*22.2%*
%H (All HH)		*100.0%*	*46.7%*	*6.7%*	*80.0%*	*33.3%*	*46.7%*	*93.3%*
%H (TV HH)			*46.7%*	*6.7%*	*80.0%*	*33.3%*	*46.7%*	
20" - 29"	24	24	14	0	17	9	9	20
%V	*32.0%*	*32.9%*	*31.1%*	*0.0%*	*36.2%*	*39.1%*	*37.5%*	*31.7%*
%H (All HH)		*100.0%*	*58.3%*	*0.0%*	*70.8%*	*37.5%*	*37.5%*	*83.3%*
%H (TV HH)			*58.3%*	*0.0%*	*70.8%*	*37.5%*	*37.5%*	
30" - 39"	28	28	16	1	20	10	10	24
%V	*37.3%*	*38.4%*	*35.6%*	*100.0%*	*42.6%*	*43.5%*	*41.7%*	*38.1%*
%H (All HH)		*100.0%*	*57.1%*	*3.6%*	*71.4%*	*35.7%*	*35.7%*	*85.7%*
%H (TV HH)			*57.1%*	*3.6%*	*71.4%*	*35.7%*	*35.7%*	
40" - 49"	42	42	31	0	24	16	8	37
%V	*56.0%*	*57.5%*	*68.9%*	*0.0%*	*51.1%*	*69.6%*	*33.3%*	*58.7%*
%H (All HH)		*100.0%*	*73.8%*	*0.0%*	*57.1%*	*38.1%*	*19.0%*	*88.1%*
%H (TV HH)			*73.8%*	*0.0%*	*57.1%*	*38.1%*	*19.0%*	
50" - 59"	17	17	14	0	11	9	2	17
%V	*22.7%*	*23.3%*	*31.1%*	*0.0%*	*23.4%*	*39.1%*	*8.3%*	*27.0%*
%H (All HH)		*100.0%*	*82.4%*	*0.0%*	*64.7%*	*52.9%*	*11.8%*	*100.0%*
%H (TV HH)			*82.4%*	*0.0%*	*64.7%*	*52.9%*	*11.8%*	
60"+	4	4	4	0	2	2	0	4
%V	*5.3%*	*5.5%*	*8.9%*	*0.0%*	*4.3%*	*8.7%*	*0.0%*	*6.3%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Channel Islands

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	75	73	45	1	47	23	24	63
%H (All HH)		*97.3%*	*60.0%*	*1.3%*	*62.7%*	*30.7%*	*32.0%*	*84.0%*
%H (TV HH)			*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	
Main living room	72	72	44	1	47	23	24	61
%V	*96.0%*	*98.6%*	*97.8%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*	*96.8%*
%H (All HH)		*100.0%*	*61.1%*	*1.4%*	*65.3%*	*31.9%*	*33.3%*	*84.7%*
%H (TV HH)			*61.1%*	*1.4%*	*65.3%*	*31.9%*	*33.3%*	
Kitchen	12	12	7	0	9	4	4	11
%V	*16.0%*	*16.4%*	*15.6%*	*0.0%*	*19.1%*	*17.4%*	*16.7%*	*17.5%*
%H (All HH)		*100.0%*	*58.3%*	*0.0%*	*75.0%*	*33.3%*	*33.3%*	*91.7%*
%H (TV HH)			*58.3%*	*0.0%*	*75.0%*	*33.3%*	*33.3%*	
Adult's bedroom	40	40	25	1	28	15	12	36
%V	*53.3%*	*54.8%*	*55.6%*	*100.0%*	*59.6%*	*65.2%*	*50.0%*	*57.1%*
%H (All HH)		*100.0%*	*62.5%*	*2.5%*	*70.0%*	*37.5%*	*30.0%*	*90.0%*
%H (TV HH)			*62.5%*	*2.5%*	*70.0%*	*37.5%*	*30.0%*	
Child's bedroom	6	6	4	0	4	2	2	6
%V	*8.0%*	*8.2%*	*8.9%*	*0.0%*	*8.5%*	*8.7%*	*8.3%*	*9.5%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
Other bedroom	8	8	7	0	6	5	1	8
%V	*10.7%*	*11.0%*	*15.6%*	*0.0%*	*12.8%*	*21.7%*	*4.2%*	*12.7%*
%H (All HH)		*100.0%*	*87.5%*	*0.0%*	*75.0%*	*62.5%*	*12.5%*	*100.0%*
%H (TV HH)			*87.5%*	*0.0%*	*75.0%*	*62.5%*	*12.5%*	
Second living/dining room	11	11	9	0	7	7	1	11
%V	*14.7%*	*15.1%*	*20.0%*	*0.0%*	*14.9%*	*30.4%*	*4.2%*	*17.5%*
%H (All HH)		*100.0%*	*81.8%*	*0.0%*	*63.6%*	*63.6%*	*9.1%*	*100.0%*
%H (TV HH)			*81.8%*	*0.0%*	*63.6%*	*63.6%*	*9.1%*	
Study/office	1	1	1	0	1	1	0	1
%V	*1.3%*	*1.4%*	*2.2%*	*0.0%*	*2.1%*	*4.3%*	*0.0%*	*1.6%*
%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%*	
TV room	1	1	1	0	1	1	0	1
%V	*1.3%*	*1.4%*	*2.2%*	*0.0%*	*2.1%*	*4.3%*	*0.0%*	*1.6%*
%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%*	
Conservatory	1	1	1	0	0	0	0	1
%V	*1.3%*	*1.4%*	*2.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.6%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	
Attic or loft room	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	2	2	2	0	2	2	0	2
%V	*2.7%*	*2.7%*	*4.4%*	*0.0%*	*4.3%*	*8.7%*	*0.0%*	*3.2%*
%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%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	75	73	45	1	47	23	24	63
%H (All HH)		*97.3%*	*60.0%*	*1.3%*	*62.7%*	*30.7%*	*32.0%*	*84.0%*
%H (TV HH)			*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	
Any DSAT provider	45	45	45	0	23	23	0	40
%V	*60.0%*	*61.6%*	*100.0%*	*0.0%*	*48.9%*	*100.0%*	*0.0%*	*63.5%*
%H (All HH)			*100.0%*	*0.0%*	*51.1%*	*51.1%*	*0.0%*	*88.9%*
%H (TV HH)			*100.0%*	*0.0%*	*51.1%*	*51.1%*	*0.0%*	
Sky with subcription	26	26	26	0	11	11	0	23
%V	*34.7%*	*35.6%*	*57.8%*	*0.0%*	*23.4%*	*47.8%*	*0.0%*	*36.5%*
%H (All HH)			*100.0%*	*0.0%*	*42.3%*	*42.3%*	*0.0%*	*88.5%*
%H (TV HH)			*100.0%*	*0.0%*	*42.3%*	*42.3%*	*0.0%*	
Sky without subscription	8	8	8	0	5	5	0	7
%V	*10.7%*	*11.0%*	*17.8%*	*0.0%*	*10.6%*	*21.7%*	*0.0%*	*11.1%*
%H (All HH)			*100.0%*	*0.0%*	*62.5%*	*62.5%*	*0.0%*	*87.5%*
%H (TV HH)			*100.0%*	*0.0%*	*62.5%*	*62.5%*	*0.0%*	
Freesat	11	11	11	0	7	7	0	10
%V	*14.7%*	*15.1%*	*24.4%*	*0.0%*	*14.9%*	*30.4%*	*0.0%*	*15.9%*
%H (All HH)			*100.0%*	*0.0%*	*63.6%*	*63.6%*	*0.0%*	*90.9%*
%H (TV HH)			*100.0%*	*0.0%*	*63.6%*	*63.6%*	*0.0%*	
Other satellite provider	5	5	5	0	3	3	0	3
%V	*6.7%*	*6.8%*	*11.1%*	*0.0%*	*6.4%*	*13.0%*	*0.0%*	*4.8%*
%H (All HH)			*100.0%*	*0.0%*	*60.0%*	*60.0%*	*0.0%*	*60.0%*
%H (TV HH)			*100.0%*	*0.0%*	*60.0%*	*60.0%*	*0.0%*	
DCAB	1	1	0	1	0	0	0	1
%V	*1.3%*	*1.4%*	*0.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*1.6%*
%H (All HH)			*0.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*0.0%*	*100.0%*	*0.0%*	*0.0%*	*0.0%*	
DTT	47	47	23	0	47	23	24	38
%V	*62.7%*	*64.4%*	*51.1%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	*60.3%*
%H (All HH)		*100.0%*	*48.9%*	*0.0%*	*100.0%*	*48.9%*	*51.1%*	*80.9%*
%H (TV HH)			*48.9%*	*0.0%*	*100.0%*	*48.9%*	*51.1%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.9: 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	75	73	45	1	47	23	24	63
%H (All HH)		*97.3%*	*60.0%*	*1.3%*	*62.7%*	*30.7%*	*32.0%*	*84.0%*
%H (TV HH)			*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	
PVR	35	35	31	1	19	16	4	32
%V	*46.7%*	*47.9%*	*68.9%*	*100.0%*	*40.4%*	*69.6%*	*16.7%*	*50.8%*
%H (All HH)		*100.0%*	*88.6%*	*2.9%*	*54.3%*	*45.7%*	*11.4%*	*91.4%*
%H (TV HH)			*88.6%*	*2.9%*	*54.3%*	*45.7%*	*11.4%*	
DVDR	1	1	1	0	0	0	0	1
%V	*1.3%*	*1.4%*	*2.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.6%*
%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%*	
VCR	1	1	0	0	1	0	1	1
%V	*1.3%*	*1.4%*	*0.0%*	*0.0%*	*2.1%*	*0.0%*	*4.2%*	*1.6%*
%H (All HH)		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
%H (TV HH)			*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	
Any recorder	36	36	31	1	20	16	4	32
%V	*48.0%*	*49.3%*	*68.9%*	*100.0%*	*42.6%*	*69.6%*	*16.7%*	*50.8%*
%H (All HH)		*100.0%*	*86.1%*	*2.8%*	*55.6%*	*44.4%*	*11.1%*	*88.9%*
%H (TV HH)			*86.1%*	*2.8%*	*55.6%*	*44.4%*	*11.1%*	
Receives HDTV (via STB or built-in reception)	49	49	34	1	32	18	14	45
%V	*65.3%*	*67.1%*	*75.6%*	*100.0%*	*68.1%*	*78.3%*	*58.3%*	*71.4%*
%H (All HH)		*100.0%*	*69.4%*	*2.0%*	*65.3%*	*36.7%*	*28.6%*	*91.8%*
%H (TV HH)			*69.4%*	*2.0%*	*65.3%*	*36.7%*	*28.6%*	
DVD/Blu-ray player or recorder	53	53	36	0	34	20	14	46
%V	*70.7%*	*72.6%*	*80.0%*	*0.0%*	*72.3%*	*87.0%*	*58.3%*	*73.0%*
%H (All HH)		*100.0%*	*67.9%*	*0.0%*	*64.2%*	*37.7%*	*26.4%*	*86.8%*
%H (TV HH)			*67.9%*	*0.0%*	*64.2%*	*37.7%*	*26.4%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	75	73	45	1	47	23	24	63
%H (All HH)		*97.3%*	*60.0%*	*1.3%*	*62.7%*	*30.7%*	*32.0%*	*84.0%*
%H (TV HH)			*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	
Has broadband internet	63	62	40	1	38	20	18	63
%V	*84.0%*	*84.9%*	*88.9%*	*100.0%*	*80.9%*	*87.0%*	*75.0%*	*100.0%*
%H (All HH)		*98.4%*	*63.5%*	*1.6%*	*60.3%*	*31.7%*	*28.6%*	*100.0%*
%H (TV HH)			*64.5%*	*1.6%*	*61.3%*	*32.3%*	*29.0%*	
Number of computers (PCs and laptops)								
0	15	14	6	0	11	3	8	3
%V	*20.0%*	*19.2%*	*13.3%*	*0.0%*	*23.4%*	*13.0%*	*33.3%*	*4.8%*
%H (All HH)		*93.3%*	*40.0%*	*0.0%*	*73.3%*	*20.0%*	*53.3%*	*20.0%*
%H (TV HH)			*42.9%*	*0.0%*	*78.6%*	*21.4%*	*57.1%*	
1	13	13	5	1	9	3	6	13
%V	*17.3%*	*17.8%*	*11.1%*	*100.0%*	*19.1%*	*13.0%*	*25.0%*	*20.6%*
%H (All HH)		*100.0%*	*38.5%*	*7.7%*	*69.2%*	*23.1%*	*46.2%*	*100.0%*
%H (TV HH)			*38.5%*	*7.7%*	*69.2%*	*23.1%*	*46.2%*	
2	12	12	8	0	7	4	3	12
%V	*16.0%*	*16.4%*	*17.8%*	*0.0%*	*14.9%*	*17.4%*	*12.5%*	*19.0%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*58.3%*	*33.3%*	*25.0%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*58.3%*	*33.3%*	*25.0%*	
3	13	13	9	0	8	4	4	13
%V	*17.3%*	*17.8%*	*20.0%*	*0.0%*	*17.0%*	*17.4%*	*16.7%*	*20.6%*
%H (All HH)		*100.0%*	*69.2%*	*0.0%*	*61.5%*	*30.8%*	*30.8%*	*100.0%*
%H (TV HH)			*69.2%*	*0.0%*	*61.5%*	*30.8%*	*30.8%*	
4	10	10	6	0	5	3	2	10
%V	*13.3%*	*13.7%*	*13.3%*	*0.0%*	*10.6%*	*13.0%*	*8.3%*	*15.9%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*50.0%*	*30.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*0.0%*	*50.0%*	*30.0%*	*20.0%*	
5+	12	12	11	0	7	6	1	12
%V	*16.0%*	*16.4%*	*24.4%*	*0.0%*	*14.9%*	*26.1%*	*4.2%*	*19.0%*
%H (All HH)		*100.0%*	*91.7%*	*0.0%*	*58.3%*	*50.0%*	*8.3%*	*100.0%*
%H (TV HH)			*91.7%*	*0.0%*	*58.3%*	*50.0%*	*8.3%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.11: 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	165	112	1	111	66	45	148
%H		*67.9%*	*0.6%*	*67.3%*	*40.0%*	*27.3%*	*89.7%*
Under 20"	18	9	1	14	6	8	16
%V	*10.9%*	*8.0%*	*100.0%*	*12.6%*	*9.1%*	*17.8%*	*10.8%*
%H		*50.0%*	*5.6%*	*77.8%*	*33.3%*	*44.4%*	*88.9%*
20" - 29"	35	23	0	26	14	11	31
%V	*21.2%*	*20.5%*	*0.0%*	*23.4%*	*21.2%*	*24.4%*	*20.9%*
%H		*65.7%*	*0.0%*	*74.3%*	*40.0%*	*31.4%*	*88.6%*
30" - 39"	34	21	1	25	14	12	30
%V	*20.6%*	*18.8%*	*100.0%*	*22.5%*	*21.2%*	*26.7%*	*20.3%*
%H		*61.8%*	*2.9%*	*73.5%*	*41.2%*	*35.3%*	*88.2%*
40" - 49"	53	39	0	31	21	10	47
%V	*32.1%*	*34.8%*	*0.0%*	*27.9%*	*31.8%*	*22.2%*	*31.8%*
%H		*73.6%*	*0.0%*	*58.5%*	*39.6%*	*18.9%*	*88.7%*
50" - 59"	20	16	0	13	10	3	20
%V	*12.1%*	*14.3%*	*0.0%*	*11.7%*	*15.2%*	*6.7%*	*13.5%*
%H		*80.0%*	*0.0%*	*65.0%*	*50.0%*	*15.0%*	*100.0%*
60"+	4	4	0	2	2	0	4
%V	*2.4%*	*3.6%*	*0.0%*	*1.8%*	*3.0%*	*0.0%*	*2.7%*
%H		*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
Don't know	1	1	0	0	0	0	1
%V	*0.6%*	*0.9%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.7%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	165	112	1	111	66	45	148
%H		*67.9%*	*0.6%*	*67.3%*	*40.0%*	*27.3%*	*89.7%*
Main living room	72	44	1	47	23	24	61
%V	*43.6%*	*39.3%*	*100.0%*	*42.3%*	*34.8%*	*53.3%*	*41.2%*
%H		*61.1%*	*1.4%*	*65.3%*	*31.9%*	*33.3%*	*84.7%*
Kitchen	12	7	0	9	4	4	11
%V	*7.3%*	*6.3%*	*0.0%*	*8.1%*	*6.1%*	*8.9%*	*7.4%*
%H		*58.3%*	*0.0%*	*75.0%*	*33.3%*	*33.3%*	*91.7%*
Adult's bedroom	46	29	1	30	17	13	41
%V	*27.9%*	*25.9%*	*100.0%*	*27.0%*	*25.8%*	*28.9%*	*27.7%*
%H		*63.0%*	*2.2%*	*65.2%*	*37.0%*	*28.3%*	*89.1%*
Child's bedroom	7	5	0	4	2	2	7
%V	*4.2%*	*4.5%*	*0.0%*	*3.6%*	*3.0%*	*4.4%*	*4.7%*
%H		*71.4%*	*0.0%*	*57.1%*	*28.6%*	*28.6%*	*100.0%*
Other bedroom	12	11	0	8	7	1	11
%V	*7.3%*	*9.8%*	*0.0%*	*7.2%*	*10.6%*	*2.2%*	*7.4%*
%H		*91.7%*	*0.0%*	*66.7%*	*58.3%*	*8.3%*	*91.7%*
Second living/dining room	12	10	0	8	8	1	12
%V	*7.3%*	*8.9%*	*0.0%*	*7.2%*	*12.1%*	*2.2%*	*8.1%*
%H		*83.3%*	*0.0%*	*66.7%*	*66.7%*	*8.3%*	*100.0%*
Study/office	1	1	0	1	1	0	1
%V	*0.6%*	*0.9%*	*0.0%*	*0.9%*	*1.5%*	*0.0%*	*0.7%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
TV room	1	1	0	1	1	0	1
%V	*0.6%*	*0.9%*	*0.0%*	*0.9%*	*1.5%*	*0.0%*	*0.7%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Conservatory	1	1	0	0	0	0	1
%V	*0.6%*	*0.9%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.7%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Attic or loft room	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	2	2	0	2	2	0	2
%V	*1.2%*	*1.8%*	*0.0%*	*1.8%*	*3.0%*	*0.0%*	*1.4%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	165	112	1	111	66	45	148
%H		*67.9%*	*0.6%*	*67.3%*	*40.0%*	*27.3%*	*89.7%*
PVR	63	58	1	30	26	4	59
%V	*38.2%*	*51.8%*	*100.0%*	*27.0%*	*39.4%*	*8.9%*	*39.9%*
%H		*92.1%*	*1.6%*	*47.6%*	*41.3%*	*6.3%*	*93.7%*
DVDR	1	1	0	0	0	0	1
%V	*0.6%*	*0.9%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.7%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
VCR	1	0	0	1	0	1	1
%V	*0.6%*	*0.0%*	*0.0%*	*0.9%*	*0.0%*	*2.2%*	*0.7%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Any recorder	64	59	1	30	26	4	61
%V	*38.8%*	*52.7%*	*100.0%*	*27.0%*	*39.4%*	*8.9%*	*41.2%*
%H		*92.2%*	*1.6%*	*46.9%*	*40.6%*	*6.3%*	*95.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	165	112	1	111	66	45	148
%H		*67.9%*	*0.6%*	*67.3%*	*40.0%*	*27.3%*	*89.7%*
Receives HDTV (via STB or built-in reception)	91	72	1	60	41	19	87
%V	*55.2%*	*64.3%*	*100.0%*	*54.1%*	*62.1%*	*42.2%*	*58.8%*
%H		*79.1%*	*1.1%*	*65.9%*	*45.1%*	*20.9%*	*95.6%*
DVD/Blu-ray player or recorder	79	61	0	50	35	15	72
%V	*47.9%*	*54.5%*	*0.0%*	*45.0%*	*53.0%*	*33.3%*	*48.6%*
%H		*77.2%*	*0.0%*	*63.3%*	*44.3%*	*19.0%*	*91.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	73	45	1	47	23	24	62
%H		*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	*84.9%*
Under 20"	1	1	0	0	0	0	1
%V	*1.4%*	*2.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.6%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
20" - 29"	5	0	0	5	0	5	3
%V	*6.8%*	*0.0%*	*0.0%*	*10.6%*	*0.0%*	*20.8%*	*4.8%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*60.0%*
30" - 39"	16	6	1	12	2	9	13
%V	*21.9%*	*13.3%*	*100.0%*	*25.5%*	*8.7%*	*37.5%*	*21.0%*
%H		*37.5%*	*6.3%*	*75.0%*	*12.5%*	*56.3%*	*81.3%*
40" - 49"	31	21	0	20	13	7	26
%V	*42.5%*	*46.7%*	*0.0%*	*42.6%*	*56.5%*	*29.2%*	*41.9%*
%H		*67.7%*	*0.0%*	*64.5%*	*41.9%*	*22.6%*	*83.9%*
50" - 59"	15	12	0	9	7	2	15
%V	*20.5%*	*26.7%*	*0.0%*	*19.1%*	*30.4%*	*8.3%*	*24.2%*
%H		*80.0%*	*0.0%*	*60.0%*	*46.7%*	*13.3%*	*100.0%*
60"+	4	4	0	2	2	0	4
%V	*5.5%*	*8.9%*	*0.0%*	*4.3%*	*8.7%*	*0.0%*	*6.5%*
%H		*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
Don't know	1	1	0	0	0	0	1
%V	*1.4%*	*2.2%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.6%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.16: 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	73	45	1	47	23	24	62
%H		*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	*84.9%*
PVR	35	31	1	19	16	4	32
%V	*47.9%*	*68.9%*	*100.0%*	*40.4%*	*69.6%*	*16.7%*	*51.6%*
%H		*88.6%*	*2.9%*	*54.3%*	*45.7%*	*11.4%*	*91.4%*
DVDR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
VCR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Any recorder	35	31	1	19	16	4	32
%V	*47.9%*	*68.9%*	*100.0%*	*40.4%*	*69.6%*	*16.7%*	*51.6%*
%H		*88.6%*	*2.9%*	*54.3%*	*45.7%*	*11.4%*	*91.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	73	45	1	47	23	24	62
%H		*61.6%*	*1.4%*	*64.4%*	*31.5%*	*32.9%*	*84.9%*
Receives HDTV (via STB or built-in reception)	47	33	1	31	18	13	43
%V	*64.4%*	*73.3%*	*100.0%*	*66.0%*	*78.3%*	*54.2%*	*69.4%*
%H		*70.2%*	*2.1%*	*66.0%*	*38.3%*	*27.7%*	*91.5%*
DVD/Blu-ray player or recorder	47	32	0	30	16	13	41
%V	*64.4%*	*71.1%*	*0.0%*	*63.8%*	*69.6%*	*54.2%*	*66.1%*
%H		*68.1%*	*0.0%*	*63.8%*	*34.0%*	*27.7%*	*87.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	92	67	1	64	43	21	86
%H		*72.8%*	*1.1%*	*69.6%*	*46.7%*	*22.8%*	*93.5%*
Under 20"	17	8	1	14	6	8	15
%V	*18.5%*	*11.9%*	*100.0%*	*21.9%*	*14.0%*	*38.1%*	*17.4%*
%H		*47.1%*	*5.9%*	*82.4%*	*35.3%*	*47.1%*	*88.2%*
20" - 29"	30	23	0	21	14	6	28
%V	*32.6%*	*34.3%*	*0.0%*	*32.8%*	*32.6%*	*28.6%*	*32.6%*
%H		*76.7%*	*0.0%*	*70.0%*	*46.7%*	*20.0%*	*93.3%*
30" - 39"	18	14	0	14	11	2	17
%V	*19.6%*	*20.9%*	*0.0%*	*21.9%*	*25.6%*	*9.5%*	*19.8%*
%H		*77.8%*	*0.0%*	*77.8%*	*61.1%*	*11.1%*	*94.4%*
40" - 49"	22	17	0	11	8	3	21
%V	*23.9%*	*25.4%*	*0.0%*	*17.2%*	*18.6%*	*14.3%*	*24.4%*
%H		*77.3%*	*0.0%*	*50.0%*	*36.4%*	*13.6%*	*95.5%*
50" - 59"	5	4	0	4	3	1	5
%V	*5.4%*	*6.0%*	*0.0%*	*6.3%*	*7.0%*	*4.8%*	*5.8%*
%H		*80.0%*	*0.0%*	*80.0%*	*60.0%*	*20.0%*	*100.0%*
60"+	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*
Don't know	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.19: 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	92	67	1	64	43	21	86
%H		*72.8%*	*1.1%*	*69.6%*	*46.7%*	*22.8%*	*93.5%*
PVR	27	27	0	11	11	0	27
%V	*29.3%*	*40.3%*	*0.0%*	*17.2%*	*25.6%*	*0.0%*	*31.4%*
%H		*100.0%*	*0.0%*	*40.7%*	*40.7%*	*0.0%*	*100.0%*
DVDR	1	1	0	0	0	0	1
%V	*1.1%*	*1.5%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.2%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
VCR	1	0	0	1	0	1	1
%V	*1.1%*	*0.0%*	*0.0%*	*1.6%*	*0.0%*	*4.8%*	*1.2%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Any recorder	29	28	0	11	11	1	29
%V	*31.5%*	*41.8%*	*0.0%*	*17.2%*	*25.6%*	*4.8%*	*33.7%*
%H		*96.6%*	*0.0%*	*37.9%*	*37.9%*	*3.4%*	*100.0%*

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

Set level data

Table 15.20: 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	92	67	1	64	43	21	86
%H		*72.8%*	*1.1%*	*69.6%*	*46.7%*	*22.8%*	*93.5%*
Receives HDTV (via STB or built-in reception)	45	39	0	29	23	6	44
%V	*48.9%*	*58.2%*	*0.0%*	*45.3%*	*53.5%*	*28.6%*	*51.2%*
%H		*86.7%*	*0.0%*	*64.4%*	*51.1%*	*13.3%*	*97.8%*
DVD/Blu-ray player or recorder	33	29	0	21	19	2	31
%V	*35.9%*	*43.3%*	*0.0%*	*32.8%*	*44.2%*	*9.5%*	*36.0%*
%H		*87.9%*	*0.0%*	*63.6%*	*57.6%*	*6.1%*	*93.9%*

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

Table 15.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	169	165	110	1	105	60	45	153
%H		*97.6%*	*65.1%*	*0.6%*	*62.1%*	*35.5%*	*26.6%*	*90.5%*
Total Children	20	19	12	0	12	8	4	20
%V	*11.8%*	*11.5%*	*10.9%*	*0.0%*	*11.4%*	*13.3%*	*8.9%*	*13.1%*
%H		*95.0%*	*60.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*100.0%*
0 - 3	4	4	2	0	3	2	1	4
%V	*2.4%*	*2.4%*	*1.8%*	*0.0%*	*2.9%*	*3.3%*	*2.2%*	*2.6%*
%H		*100.0%*	*50.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
4 - 15	16	15	10	0	9	6	3	16
%V	*9.5%*	*9.1%*	*9.1%*	*0.0%*	*8.6%*	*10.0%*	*6.7%*	*10.5%*
%H		*93.8%*	*62.5%*	*0.0%*	*56.3%*	*37.5%*	*18.8%*	*100.0%*
4 - 9	9	8	5	0	4	2	2	9
%V	*5.3%*	*4.8%*	*4.5%*	*0.0%*	*3.8%*	*3.3%*	*4.4%*	*5.9%*
%H		*88.9%*	*55.6%*	*0.0%*	*44.4%*	*22.2%*	*22.2%*	*100.0%*
10 - 15	7	7	5	0	5	4	1	7
%V	*4.1%*	*4.2%*	*4.5%*	*0.0%*	*4.8%*	*6.7%*	*2.2%*	*4.6%*
%H		*100.0%*	*71.4%*	*0.0%*	*71.4%*	*57.1%*	*14.3%*	*100.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	169	165	110	1	105	60	45	153
%H		*97.6%*	*65.1%*	*0.6%*	*62.1%*	*35.5%*	*26.6%*	*90.5%*
Total Adults (16+)	150	146	97	1	93	52	41	133
%V	*88.8%*	*88.5%*	*88.2%*	*100.0%*	*88.6%*	*86.7%*	*91.1%*	*86.9%*
%H		*97.3%*	*64.7%*	*0.7%*	*62.0%*	*34.7%*	*27.3%*	*88.7%*
16 - 19	7	7	5	0	4	2	1	7
%V	*4.1%*	*4.2%*	*4.5%*	*0.0%*	*3.8%*	*3.3%*	*2.2%*	*4.6%*
%H		*100.0%*	*71.4%*	*0.0%*	*57.1%*	*28.6%*	*14.3%*	*100.0%*
20 - 24	16	16	12	0	6	4	2	16
%V	*9.5%*	*9.7%*	*10.9%*	*0.0%*	*5.7%*	*6.7%*	*4.4%*	*10.5%*
%H		*100.0%*	*75.0%*	*0.0%*	*37.5%*	*25.0%*	*12.5%*	*100.0%*
25 - 34	19	18	12	0	11	5	6	19
%V	*11.2%*	*10.9%*	*10.9%*	*0.0%*	*10.5%*	*8.3%*	*13.3%*	*12.4%*
%H		*94.7%*	*63.2%*	*0.0%*	*57.9%*	*26.3%*	*31.6%*	*100.0%*
35 - 44	22	21	14	0	9	5	4	22
%V	*13.0%*	*12.7%*	*12.7%*	*0.0%*	*8.6%*	*8.3%*	*8.9%*	*14.4%*
%H		*95.5%*	*63.6%*	*0.0%*	*40.9%*	*22.7%*	*18.2%*	*100.0%*
45 - 54	20	20	16	1	14	11	3	20
%V	*11.8%*	*12.1%*	*14.5%*	*100.0%*	*13.3%*	*18.3%*	*6.7%*	*13.1%*
%H		*100.0%*	*80.0%*	*5.0%*	*70.0%*	*55.0%*	*15.0%*	*100.0%*
55 - 64	30	30	21	0	21	12	8	28
%V	*17.8%*	*18.2%*	*19.1%*	*0.0%*	*20.0%*	*20.0%*	*17.8%*	*18.3%*
%H		*100.0%*	*70.0%*	*0.0%*	*70.0%*	*40.0%*	*26.7%*	*93.3%*
65+	35	35	18	0	29	12	16	21
%V	*20.7%*	*21.2%*	*16.4%*	*0.0%*	*27.6%*	*20.0%*	*35.6%*	*13.7%*
%H		*100.0%*	*51.4%*	*0.0%*	*82.9%*	*34.3%*	*45.7%*	*60.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	150	146	97	1	93	52	41	133
%H		*97.3%*	*64.7%*	*0.7%*	*62.0%*	*34.7%*	*27.3%*	*88.7%*
AB	54	54	39	0	34	21	13	54
%V	*36.0%*	*37.0%*	*40.2%*	*0.0%*	*36.6%*	*40.4%*	*31.7%*	*40.6%*
%H		*100.0%*	*72.2%*	*0.0%*	*63.0%*	*38.9%*	*24.1%*	*100.0%*
C1	52	49	36	1	29	17	12	45
%V	*34.7%*	*33.6%*	*37.1%*	*100.0%*	*31.2%*	*32.7%*	*29.3%*	*33.8%*
%H		*94.2%*	*69.2%*	*1.9%*	*55.8%*	*32.7%*	*23.1%*	*86.5%*
C2	17	16	11	0	11	8	3	17
%V	*11.3%*	*11.0%*	*11.3%*	*0.0%*	*11.8%*	*15.4%*	*7.3%*	*12.8%*
%H		*94.1%*	*64.7%*	*0.0%*	*64.7%*	*47.1%*	*17.6%*	*100.0%*
D	17	17	7	0	12	4	8	12
%V	*11.3%*	*11.6%*	*7.2%*	*0.0%*	*12.9%*	*7.7%*	*19.5%*	*9.0%*
%H		*100.0%*	*41.2%*	*0.0%*	*70.6%*	*23.5%*	*47.1%*	*70.6%*
E	9	9	3	0	6	1	6	5
%V	*6.0%*	*6.2%*	*3.1%*	*0.0%*	*6.5%*	*1.9%*	*14.6%*	*3.8%*
%H		*100.0%*	*33.3%*	*0.0%*	*66.7%*	*11.1%*	*66.7%*	*55.6%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	150	146	97	1	93	52	41	133
%H		*97.3%*	*64.7%*	*0.7%*	*62.0%*	*34.7%*	*27.3%*	*88.7%*
Working full time	79	77	53	1	45	28	18	78
%V	*52.7%*	*52.7%*	*54.6%*	*100.0%*	*48.4%*	*53.8%*	*43.9%*	*58.6%*
%H		*97.5%*	*67.1%*	*1.3%*	*57.0%*	*35.4%*	*22.8%*	*98.7%*
Working part time	13	13	8	0	10	5	5	13
%V	*8.7%*	*8.9%*	*8.2%*	*0.0%*	*10.8%*	*9.6%*	*12.2%*	*9.8%*
%H		*100.0%*	*61.5%*	*0.0%*	*76.9%*	*38.5%*	*38.5%*	*100.0%*
Not working	58	56	36	0	38	19	19	42
%V	*38.7%*	*38.4%*	*37.1%*	*0.0%*	*40.9%*	*36.5%*	*46.3%*	*31.6%*
%H		*96.6%*	*62.1%*	*0.0%*	*65.5%*	*32.8%*	*32.8%*	*72.4%*
Houseperson	75	73	45	1	47	23	24	63
%V	*50.0%*	*50.0%*	*46.4%*	*100.0%*	*50.5%*	*44.2%*	*58.5%*	*47.4%*
%H		*97.3%*	*60.0%*	*1.3%*	*62.7%*	*30.7%*	*32.0%*	*84.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	65	63	43	0	42	25	17	59
%H		*96.9%*	*66.2%*	*0.0%*	*64.6%*	*38.5%*	*26.2%*	*90.8%*
16 - 19	4	4	3	0	1	1	1	4
%V	*6.2%*	*6.3%*	*7.0%*	*-*	*2.4%*	*4.0%*	*5.9%*	*6.8%*
%H		*100.0%*	*75.0%*	*0.0%*	*25.0%*	*25.0%*	*25.0%*	*100.0%*
20 - 24	7	7	6	0	2	2	0	7
%V	*10.8%*	*11.1%*	*14.0%*	*-*	*4.8%*	*8.0%*	*0.0%*	*11.9%*
%H		*100.0%*	*85.7%*	*0.0%*	*28.6%*	*28.6%*	*0.0%*	*100.0%*
25 - 34	10	10	5	0	7	2	4	10
%V	*15.4%*	*15.9%*	*11.6%*	*-*	*16.7%*	*8.0%*	*23.5%*	*16.9%*
%H		*100.0%*	*50.0%*	*0.0%*	*70.0%*	*20.0%*	*40.0%*	*100.0%*
35 - 44	9	9	6	0	5	2	2	9
%V	*13.8%*	*14.3%*	*14.0%*	*-*	*11.9%*	*8.0%*	*11.8%*	*15.3%*
%H		*100.0%*	*66.7%*	*0.0%*	*55.6%*	*22.2%*	*22.2%*	*100.0%*
45 - 54	6	6	6	0	5	5	0	6
%V	*9.2%*	*9.5%*	*14.0%*	*-*	*11.9%*	*20.0%*	*0.0%*	*10.2%*
%H		*100.0%*	*100.0%*	*0.0%*	*83.3%*	*83.3%*	*0.0%*	*100.0%*
55 - 64	14	14	10	0	10	6	4	12
%V	*21.5%*	*22.2%*	*23.3%*	*-*	*23.8%*	*24.0%*	*23.5%*	*20.3%*
%H		*100.0%*	*71.4%*	*0.0%*	*71.4%*	*42.9%*	*28.6%*	*85.7%*
65+	14	13	8	0	11	5	6	10
%V	*21.5%*	*20.6%*	*18.6%*	*-*	*26.2%*	*20.0%*	*35.3%*	*16.9%*
%H		*92.9%*	*57.1%*	*0.0%*	*78.6%*	*35.7%*	*42.9%*	*71.4%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	65	63	43	0	42	25	17	59
%H		*96.9%*	*66.2%*	*0.0%*	*64.6%*	*38.5%*	*26.2%*	*90.8%*
AB	23	23	17	0	15	10	5	23
%V	*35.4%*	*36.5%*	*39.5%*	*-*	*35.7%*	*40.0%*	*29.4%*	*39.0%*
%H		*100.0%*	*73.9%*	*0.0%*	*65.2%*	*43.5%*	*21.7%*	*100.0%*
C1	20	19	15	0	12	8	4	18
%V	*30.8%*	*30.2%*	*34.9%*	*-*	*28.6%*	*32.0%*	*23.5%*	*30.5%*
%H		*95.0%*	*75.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*90.0%*
C2	9	9	6	0	6	5	2	9
%V	*13.8%*	*14.3%*	*14.0%*	*-*	*14.3%*	*20.0%*	*11.8%*	*15.3%*
%H		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*55.6%*	*22.2%*	*100.0%*
D	8	8	4	0	5	3	3	6
%V	*12.3%*	*12.7%*	*9.3%*	*-*	*11.9%*	*12.0%*	*17.6%*	*10.2%*
%H		*100.0%*	*50.0%*	*0.0%*	*62.5%*	*37.5%*	*37.5%*	*75.0%*
E	5	5	1	0	4	0	4	3
%V	*7.7%*	*7.9%*	*2.3%*	*-*	*9.5%*	*0.0%*	*23.5%*	*5.1%*
%H		*100.0%*	*20.0%*	*0.0%*	*80.0%*	*0.0%*	*80.0%*	*60.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	65	63	43	0	42	25	17	59
%H		*96.9%*	*66.2%*	*0.0%*	*64.6%*	*38.5%*	*26.2%*	*90.8%*
Working full time	41	41	27	0	28	18	10	41
%V	*63.1%*	*65.1%*	*62.8%*	*-*	*66.7%*	*72.0%*	*58.8%*	*69.5%*
%H		*100.0%*	*65.9%*	*0.0%*	*68.3%*	*43.9%*	*24.4%*	*100.0%*
Working part time	3	3	1	0	2	1	1	3
%V	*4.6%*	*4.8%*	*2.3%*	*-*	*4.8%*	*4.0%*	*5.9%*	*5.1%*
%H		*100.0%*	*33.3%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
Not working	21	20	15	0	12	7	6	16
%V	*32.3%*	*31.7%*	*34.9%*	*-*	*28.6%*	*28.0%*	*35.3%*	*27.1%*
%H		*95.2%*	*71.4%*	*0.0%*	*57.1%*	*33.3%*	*28.6%*	*76.2%*
Houseperson	9	8	6	0	5	3	2	6
%V	*13.8%*	*12.7%*	*14.0%*	*-*	*11.9%*	*12.0%*	*11.8%*	*10.2%*
%H		*88.9%*	*66.7%*	*0.0%*	*55.6%*	*33.3%*	*22.2%*	*66.7%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	85	82	54	1	51	27	24	74
%H		*96.5%*	*63.5%*	*1.2%*	*60.0%*	*31.8%*	*28.2%*	*87.1%*
16 - 19	3	3	2	0	2	2	1	3
%V	*3.5%*	*3.7%*	*3.7%*	*0.0%*	*3.9%*	*7.4%*	*4.2%*	*4.1%*
%H		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*66.7%*	*33.3%*	*100.0%*
20 - 24	9	9	6	0	3	1	2	9
%V	*10.6%*	*11.0%*	*11.1%*	*0.0%*	*5.9%*	*3.7%*	*8.3%*	*12.2%*
%H		*100.0%*	*66.7%*	*0.0%*	*33.3%*	*11.1%*	*22.2%*	*100.0%*
25 - 34	9	8	6	0	5	3	2	9
%V	*10.6%*	*9.8%*	*11.1%*	*0.0%*	*9.8%*	*11.1%*	*8.3%*	*12.2%*
%H		*88.9%*	*66.7%*	*0.0%*	*55.6%*	*33.3%*	*22.2%*	*100.0%*
35 - 44	13	12	8	0	5	3	2	13
%V	*15.3%*	*14.6%*	*14.8%*	*0.0%*	*9.8%*	*11.1%*	*8.3%*	*17.6%*
%H		*92.3%*	*61.5%*	*0.0%*	*38.5%*	*23.1%*	*15.4%*	*100.0%*
45 - 54	14	13	9	1	9	5	3	13
%V	*16.5%*	*15.9%*	*16.7%*	*100.0%*	*17.6%*	*18.5%*	*12.5%*	*17.6%*
%H		*92.9%*	*64.3%*	*7.1%*	*64.3%*	*35.7%*	*21.4%*	*92.9%*
55 - 64	16	16	11	0	10	6	4	16
%V	*18.8%*	*19.5%*	*20.4%*	*0.0%*	*19.6%*	*22.2%*	*16.7%*	*21.6%*
%H		*100.0%*	*68.8%*	*0.0%*	*62.5%*	*37.5%*	*25.0%*	*100.0%*
65+	21	21	11	0	18	7	11	11
%V	*24.7%*	*25.6%*	*20.4%*	*0.0%*	*35.3%*	*25.9%*	*45.8%*	*14.9%*
%H		*100.0%*	*52.4%*	*0.0%*	*85.7%*	*33.3%*	*52.4%*	*52.4%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	85	82	54	1	51	27	24	74
%H		*96.5%*	*63.5%*	*1.2%*	*60.0%*	*31.8%*	*28.2%*	*87.1%*
AB	31	31	23	0	19	11	8	31
%V	*36.5%*	*37.8%*	*42.6%*	*0.0%*	*37.3%*	*40.7%*	*33.3%*	*41.9%*
%H		*100.0%*	*74.2%*	*0.0%*	*61.3%*	*35.5%*	*25.8%*	*100.0%*
C1	32	30	21	1	17	10	8	27
%V	*37.6%*	*36.6%*	*38.9%*	*100.0%*	*33.3%*	*37.0%*	*33.3%*	*36.5%*
%H		*93.8%*	*65.6%*	*3.1%*	*53.1%*	*31.3%*	*25.0%*	*84.4%*
C2	8	7	5	0	5	3	2	8
%V	*9.4%*	*8.5%*	*9.3%*	*0.0%*	*9.8%*	*11.1%*	*8.3%*	*10.8%*
%H		*87.5%*	*62.5%*	*0.0%*	*62.5%*	*37.5%*	*25.0%*	*100.0%*
D	9	9	3	0	7	1	5	6
%V	*10.6%*	*11.0%*	*5.6%*	*0.0%*	*13.7%*	*3.7%*	*20.8%*	*8.1%*
%H		*100.0%*	*33.3%*	*0.0%*	*77.8%*	*11.1%*	*55.6%*	*66.7%*
E	5	5	3	0	3	1	2	2
%V	*5.9%*	*6.1%*	*5.6%*	*0.0%*	*5.9%*	*3.7%*	*8.3%*	*2.7%*
%H		*100.0%*	*60.0%*	*0.0%*	*60.0%*	*20.0%*	*40.0%*	*40.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	85	82	54	1	51	27	24	74
%H		*96.5%*	*63.5%*	*1.2%*	*60.0%*	*31.8%*	*28.2%*	*87.1%*
Working full time	38	36	26	1	17	10	7	37
%V	*44.7%*	*43.9%*	*48.1%*	*100.0%*	*33.3%*	*37.0%*	*29.2%*	*50.0%*
%H		*94.7%*	*68.4%*	*2.6%*	*44.7%*	*26.3%*	*18.4%*	*97.4%*
Working part time	10	10	7	0	8	4	3	10
%V	*11.8%*	*12.2%*	*13.0%*	*0.0%*	*15.7%*	*14.8%*	*12.5%*	*13.5%*
%H		*100.0%*	*70.0%*	*0.0%*	*80.0%*	*40.0%*	*30.0%*	*100.0%*
Not working	37	36	22	0	26	13	14	26
%V	*43.5%*	*43.9%*	*40.7%*	*0.0%*	*51.0%*	*48.1%*	*58.3%*	*35.1%*
%H		*97.3%*	*59.5%*	*0.0%*	*70.3%*	*35.1%*	*37.8%*	*70.3%*
Houseperson	66	65	39	1	42	20	22	57
%V	*77.6%*	*79.3%*	*72.2%*	*100.0%*	*82.4%*	*74.1%*	*91.7%*	*77.0%*
%H		*98.5%*	*59.1%*	*1.5%*	*63.6%*	*30.3%*	*33.3%*	*86.4%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Scotland

Household level data

Table 16.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2377	2269	907	417	1469	622	847	2022
%H (All HH)		*95.5%*	*38.2%*	*17.5%*	*61.8%*	*26.2%*	*35.6%*	*85.1%*
%H (TV HH)			*40.0%*	*18.4%*	*64.7%*	*27.4%*	*37.3%*	
AB	586	558	233	109	360	167	193	557
%V	*24.7%*	*24.6%*	*25.7%*	*26.1%*	*24.5%*	*26.8%*	*22.8%*	*27.5%*
%H (All HH)		*95.2%*	*39.8%*	*18.6%*	*61.4%*	*28.5%*	*32.9%*	*95.1%*
%H (TV HH)			*41.8%*	*19.5%*	*64.5%*	*29.9%*	*34.6%*	
C1	626	596	255	116	372	174	198	575
%V	*26.3%*	*26.3%*	*28.1%*	*27.8%*	*25.3%*	*28.0%*	*23.4%*	*28.4%*
%H (All HH)		*95.2%*	*40.7%*	*18.5%*	*59.4%*	*27.8%*	*31.6%*	*91.9%*
%H (TV HH)			*42.8%*	*19.5%*	*62.4%*	*29.2%*	*33.2%*	
C2	463	447	205	73	281	130	151	402
%V	*19.5%*	*19.7%*	*22.6%*	*17.5%*	*19.1%*	*20.9%*	*17.8%*	*19.9%*
%H (All HH)		*96.5%*	*44.3%*	*15.8%*	*60.7%*	*28.1%*	*32.6%*	*86.8%*
%H (TV HH)			*45.9%*	*16.3%*	*62.9%*	*29.1%*	*33.8%*	
D	408	388	135	73	259	99	160	317
%V	*17.2%*	*17.1%*	*14.9%*	*17.5%*	*17.6%*	*15.9%*	*18.9%*	*15.7%*
%H (All HH)		*95.1%*	*33.1%*	*17.9%*	*63.5%*	*24.3%*	*39.2%*	*77.7%*
%H (TV HH)			*34.8%*	*18.8%*	*66.8%*	*25.5%*	*41.2%*	
E	294	280	80	46	197	51	146	172
%V	*12.4%*	*12.3%*	*8.8%*	*11.0%*	*13.4%*	*8.2%*	*17.2%*	*8.5%*
%H (All HH)		*95.2%*	*27.2%*	*15.6%*	*67.0%*	*17.3%*	*49.7%*	*58.5%*
%H (TV HH)			*28.6%*	*16.4%*	*70.4%*	*18.2%*	*52.1%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Scotland

Household level data

Table 16.2: 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	2377	2269	907	417	1469	622	847	2022
%H (All HH)		*95.5%*	*38.2%*	*17.5%*	*61.8%*	*26.2%*	*35.6%*	*85.1%*
%H (TV HH)			*40.0%*	*18.4%*	*64.7%*	*27.4%*	*37.3%*	
Under 25	102	86	21	7	44	7	37	98
%V	*4.3%*	*3.8%*	*2.3%*	*1.7%*	*3.0%*	*1.1%*	*4.4%*	*4.8%*
%H (All HH)		*84.3%*	*20.6%*	*6.9%*	*43.1%*	*6.9%*	*36.3%*	*96.1%*
%H (TV HH)			*24.4%*	*8.1%*	*51.2%*	*8.1%*	*43.0%*	
25 - 34	376	342	141	63	165	70	95	362
%V	*15.8%*	*15.1%*	*15.5%*	*15.1%*	*11.2%*	*11.3%*	*11.2%*	*17.9%*
%H (All HH)		*91.0%*	*37.5%*	*16.8%*	*43.9%*	*18.6%*	*25.3%*	*96.3%*
%H (TV HH)			*41.2%*	*18.4%*	*48.2%*	*20.5%*	*27.8%*	
35 - 44	373	350	166	63	203	101	102	358
%V	*15.7%*	*15.4%*	*18.3%*	*15.1%*	*13.8%*	*16.2%*	*12.0%*	*17.7%*
%H (All HH)		*93.8%*	*44.5%*	*16.9%*	*54.4%*	*27.1%*	*27.3%*	*96.0%*
%H (TV HH)			*47.4%*	*18.0%*	*58.0%*	*28.9%*	*29.1%*	
45 - 54	447	435	200	89	276	143	134	421
%V	*18.8%*	*19.2%*	*22.1%*	*21.3%*	*18.8%*	*23.0%*	*15.8%*	*20.8%*
%H (All HH)		*97.3%*	*44.7%*	*19.9%*	*61.7%*	*32.0%*	*30.0%*	*94.2%*
%H (TV HH)			*46.0%*	*20.5%*	*63.4%*	*32.9%*	*30.8%*	
55 - 64	427	418	172	82	288	130	158	378
%V	*18.0%*	*18.4%*	*19.0%*	*19.7%*	*19.6%*	*20.9%*	*18.7%*	*18.7%*
%H (All HH)		*97.9%*	*40.3%*	*19.2%*	*67.4%*	*30.4%*	*37.0%*	*88.5%*
%H (TV HH)			*41.1%*	*19.6%*	*68.9%*	*31.1%*	*37.8%*	
65 +	652	639	206	113	494	173	321	406
%V	*27.4%*	*28.2%*	*22.7%*	*27.1%*	*33.6%*	*27.8%*	*37.9%*	*20.1%*
%H (All HH)		*98.0%*	*31.6%*	*17.3%*	*75.8%*	*26.5%*	*49.2%*	*62.3%*
%H (TV HH)			*32.2%*	*17.7%*	*77.3%*	*27.1%*	*50.2%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Scotland

Household level data

Table 16.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2377	2269	907	417	1469	622	847	2022
%H (All HH)		*95.5%*	*38.2%*	*17.5%*	*61.8%*	*26.2%*	*35.6%*	*85.1%*
%H (TV HH)			*40.0%*	*18.4%*	*64.7%*	*27.4%*	*37.3%*	
1	870	804	228	130	567	152	415	584
%V	*36.6%*	*35.4%*	*25.1%*	*31.2%*	*38.6%*	*24.4%*	*49.0%*	*28.9%*
%H (All HH)		*92.4%*	*26.2%*	*14.9%*	*65.2%*	*17.5%*	*47.7%*	*67.1%*
%H (TV HH)			*28.4%*	*16.2%*	*70.5%*	*18.9%*	*51.6%*	
2	799	776	325	157	484	228	256	744
%V	*33.6%*	*34.2%*	*35.8%*	*37.6%*	*32.9%*	*36.7%*	*30.2%*	*36.8%*
%H (All HH)		*97.1%*	*40.7%*	*19.6%*	*60.6%*	*28.5%*	*32.0%*	*93.1%*
%H (TV HH)			*41.9%*	*20.2%*	*62.4%*	*29.4%*	*33.0%*	
3	336	323	162	66	194	108	86	327
%V	*14.1%*	*14.2%*	*17.9%*	*15.8%*	*13.2%*	*17.4%*	*10.2%*	*16.2%*
%H (All HH)		*96.1%*	*48.2%*	*19.6%*	*57.7%*	*32.1%*	*25.6%*	*97.3%*
%H (TV HH)			*50.2%*	*20.4%*	*60.1%*	*33.4%*	*26.6%*	
4	269	263	139	43	166	98	68	265
%V	*11.3%*	*11.6%*	*15.3%*	*10.3%*	*11.3%*	*15.8%*	*8.0%*	*13.1%*
%H (All HH)		*97.8%*	*51.7%*	*16.0%*	*61.7%*	*36.4%*	*25.3%*	*98.5%*
%H (TV HH)			*52.9%*	*16.3%*	*63.1%*	*37.3%*	*25.9%*	
5+	103	102	53	20	59	36	23	102
%V	*4.3%*	*4.5%*	*5.8%*	*4.8%*	*4.0%*	*5.8%*	*2.7%*	*5.0%*
%H (All HH)		*99.0%*	*51.5%*	*19.4%*	*57.3%*	*35.0%*	*22.3%*	*99.0%*
%H (TV HH)			*52.0%*	*19.6%*	*57.8%*	*35.3%*	*22.5%*	
Average HH size	2.15	2.17	2.43	2.21	2.11	2.43	1.87	2.31

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Scotland

Household level data

Table 16.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2377	2269	907	417	1469	622	847	2022
%H (All HH)		*95.5%*	*38.2%*	*17.5%*	*61.8%*	*26.2%*	*35.6%*	*85.1%*
%H (TV HH)			*40.0%*	*18.4%*	*64.7%*	*27.4%*	*37.3%*	
Without	1848	1751	644	322	1168	455	713	1503
%V	*77.7%*	*77.2%*	*71.0%*	*77.2%*	*79.5%*	*73.2%*	*84.2%*	*74.3%*
%H (All HH)		*94.8%*	*34.8%*	*17.4%*	*63.2%*	*24.6%*	*38.6%*	*81.3%*
%H (TV HH)			*36.8%*	*18.4%*	*66.7%*	*26.0%*	*40.7%*	
With	529	518	263	94	301	167	134	519
%V	*22.3%*	*22.8%*	*29.0%*	*22.5%*	*20.5%*	*26.8%*	*15.8%*	*25.7%*
%H (All HH)		*97.9%*	*49.7%*	*17.8%*	*56.9%*	*31.6%*	*25.3%*	*98.1%*
%H (TV HH)			*50.8%*	*18.1%*	*58.1%*	*32.2%*	*25.9%*	
0 - 3	179	174	90	26	99	51	47	176
%V	*7.5%*	*7.7%*	*9.9%*	*6.2%*	*6.7%*	*8.2%*	*5.5%*	*8.7%*
%H (All HH)		*97.2%*	*50.3%*	*14.5%*	*55.3%*	*28.5%*	*26.3%*	*98.3%*
%H (TV HH)			*51.7%*	*14.9%*	*56.9%*	*29.3%*	*27.0%*	
4 - 9	275	271	138	45	157	85	72	269
%V	*11.6%*	*11.9%*	*15.2%*	*10.8%*	*10.7%*	*13.7%*	*8.5%*	*13.3%*
%H (All HH)		*98.5%*	*50.2%*	*16.4%*	*57.1%*	*30.9%*	*26.2%*	*97.8%*
%H (TV HH)			*50.9%*	*16.6%*	*57.9%*	*31.4%*	*26.6%*	
10 - 15	245	241	131	46	147	89	58	242
%V	*10.3%*	*10.6%*	*14.4%*	*11.0%*	*10.0%*	*14.3%*	*6.8%*	*12.0%*
%H (All HH)		*98.4%*	*53.5%*	*18.8%*	*60.0%*	*36.3%*	*23.7%*	*98.8%*
%H (TV HH)			*54.4%*	*19.1%*	*61.0%*	*36.9%*	*24.1%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Scotland

Household level data

Table 16.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2377	2269	907	417	1469	622	847	2022
%H (All HH)		*95.5%*	*38.2%*	*17.5%*	*61.8%*	*26.2%*	*35.6%*	*85.1%*
%H (TV HH)			*40.0%*	*18.4%*	*64.7%*	*27.4%*	*37.3%*	
1	892	892	254	136	511	92	419	678
%V	*37.5%*	*39.3%*	*28.0%*	*32.6%*	*34.8%*	*14.8%*	*49.5%*	*33.5%*
%H (All HH)		*100.0%*	*28.5%*	*15.2%*	*57.3%*	*10.3%*	*47.0%*	*76.0%*
%H (TV HH)			*28.5%*	*15.2%*	*57.3%*	*10.3%*	*47.0%*	
2	753	753	317	152	498	228	269	660
%V	*31.7%*	*33.2%*	*35.0%*	*36.5%*	*33.9%*	*36.7%*	*31.8%*	*32.6%*
%H (All HH)		*100.0%*	*42.1%*	*20.2%*	*66.1%*	*30.3%*	*35.7%*	*87.6%*
%H (TV HH)			*42.1%*	*20.2%*	*66.1%*	*30.3%*	*35.7%*	
3	394	394	204	76	286	174	112	375
%V	*16.6%*	*17.4%*	*22.5%*	*18.2%*	*19.5%*	*28.0%*	*13.2%*	*18.5%*
%H (All HH)		*100.0%*	*51.8%*	*19.3%*	*72.6%*	*44.2%*	*28.4%*	*95.2%*
%H (TV HH)			*51.8%*	*19.3%*	*72.6%*	*44.2%*	*28.4%*	
4	158	158	89	38	120	88	32	156
%V	*6.6%*	*7.0%*	*9.8%*	*9.1%*	*8.2%*	*14.1%*	*3.8%*	*7.7%*
%H (All HH)		*100.0%*	*56.3%*	*24.1%*	*75.9%*	*55.7%*	*20.3%*	*98.7%*
%H (TV HH)			*56.3%*	*24.1%*	*75.9%*	*55.7%*	*20.3%*	
5+	71	71	43	15	55	40	15	71
%V	*3.0%*	*3.1%*	*4.7%*	*3.6%*	*3.7%*	*6.4%*	*1.8%*	*3.5%*
%H (All HH)		*100.0%*	*60.6%*	*21.1%*	*77.5%*	*56.3%*	*21.1%*	*100.0%*
%H (TV HH)			*60.6%*	*21.1%*	*77.5%*	*56.3%*	*21.1%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Scotland

Household level data

Table 16.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2377	2269	907	417	1469	622	847	2022
%H (All HH)		*95.5%*	*38.2%*	*17.5%*	*61.8%*	*26.2%*	*35.6%*	*85.1%*
%H (TV HH)			*40.0%*	*18.4%*	*64.7%*	*27.4%*	*37.3%*	
Under 20"	227	227	93	40	175	84	92	195
%V	*9.5%*	*10.0%*	*10.3%*	*9.6%*	*11.9%*	*13.5%*	*10.9%*	*9.6%*
%H (All HH)		*100.0%*	*41.0%*	*17.6%*	*77.1%*	*37.0%*	*40.5%*	*85.9%*
%H (TV HH)			*41.0%*	*17.6%*	*77.1%*	*37.0%*	*40.5%*	
20" - 29"	555	555	223	102	424	205	219	473
%V	*23.3%*	*24.5%*	*24.6%*	*24.5%*	*28.9%*	*33.0%*	*25.9%*	*23.4%*
%H (All HH)		*100.0%*	*40.2%*	*18.4%*	*76.4%*	*36.9%*	*39.5%*	*85.2%*
%H (TV HH)			*40.2%*	*18.4%*	*76.4%*	*36.9%*	*39.5%*	
30" - 39"	1099	1099	442	202	762	338	424	934
%V	*46.2%*	*48.4%*	*48.7%*	*48.4%*	*51.9%*	*54.3%*	*50.1%*	*46.2%*
%H (All HH)		*100.0%*	*40.2%*	*18.4%*	*69.3%*	*30.8%*	*38.6%*	*85.0%*
%H (TV HH)			*40.2%*	*18.4%*	*69.3%*	*30.8%*	*38.6%*	
40" - 49"	1161	1161	538	236	733	387	347	1060
%V	*48.8%*	*51.2%*	*59.3%*	*56.6%*	*49.9%*	*62.2%*	*41.0%*	*52.4%*
%H (All HH)		*100.0%*	*46.3%*	*20.3%*	*63.1%*	*33.3%*	*29.9%*	*91.3%*
%H (TV HH)			*46.3%*	*20.3%*	*63.1%*	*33.3%*	*29.9%*	
50" - 59"	473	473	247	95	296	178	118	449
%V	*19.9%*	*20.8%*	*27.2%*	*22.8%*	*20.1%*	*28.6%*	*13.9%*	*22.2%*
%H (All HH)		*100.0%*	*52.2%*	*20.1%*	*62.6%*	*37.6%*	*24.9%*	*94.9%*
%H (TV HH)			*52.2%*	*20.1%*	*62.6%*	*37.6%*	*24.9%*	
60"+	51	51	30	8	30	18	11	49
%V	*2.1%*	*2.2%*	*3.3%*	*1.9%*	*2.0%*	*2.9%*	*1.3%*	*2.4%*
%H (All HH)		*100.0%*	*58.8%*	*15.7%*	*58.8%*	*35.3%*	*21.6%*	*96.1%*
%H (TV HH)			*58.8%*	*15.7%*	*58.8%*	*35.3%*	*21.6%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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ITV Scotland

Household level data

Table 16.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2377	2269	907	417	1469	622	847	2022
%H (All HH)		*95.5%*	*38.2%*	*17.5%*	*61.8%*	*26.2%*	*35.6%*	*85.1%*
%H (TV HH)			*40.0%*	*18.4%*	*64.7%*	*27.4%*	*37.3%*	
Main living room	2233	2233	895	413	1448	614	833	1910
%V	*93.9%*	*98.4%*	*98.7%*	*99.0%*	*98.6%*	*98.7%*	*98.3%*	*94.5%*
%H (All HH)		*100.0%*	*40.1%*	*18.5%*	*64.8%*	*27.5%*	*37.3%*	*85.5%*
%H (TV HH)			*40.1%*	*18.5%*	*64.8%*	*27.5%*	*37.3%*	
Kitchen	247	247	131	37	204	122	82	229
%V	*10.4%*	*10.9%*	*14.4%*	*8.9%*	*13.9%*	*19.6%*	*9.7%*	*11.3%*
%H (All HH)		*100.0%*	*53.0%*	*15.0%*	*82.6%*	*49.4%*	*33.2%*	*92.7%*
%H (TV HH)			*53.0%*	*15.0%*	*82.6%*	*49.4%*	*33.2%*	
Adult's bedroom	1067	1067	504	224	748	423	325	972
%V	*44.9%*	*47.0%*	*55.6%*	*53.7%*	*50.9%*	*68.0%*	*38.4%*	*48.1%*
%H (All HH)		*100.0%*	*47.2%*	*21.0%*	*70.1%*	*39.6%*	*30.5%*	*91.1%*
%H (TV HH)			*47.2%*	*21.0%*	*70.1%*	*39.6%*	*30.5%*	
Child's bedroom	253	253	142	52	158	105	53	249
%V	*10.6%*	*11.2%*	*15.7%*	*12.5%*	*10.8%*	*16.9%*	*6.3%*	*12.3%*
%H (All HH)		*100.0%*	*56.1%*	*20.6%*	*62.5%*	*41.5%*	*20.9%*	*98.4%*
%H (TV HH)			*56.1%*	*20.6%*	*62.5%*	*41.5%*	*20.9%*	
Other bedroom	114	114	58	24	85	53	32	108
%V	*4.8%*	*5.0%*	*6.4%*	*5.8%*	*5.8%*	*8.5%*	*3.8%*	*5.3%*
%H (All HH)		*100.0%*	*50.9%*	*21.1%*	*74.6%*	*46.5%*	*28.1%*	*94.7%*
%H (TV HH)			*50.9%*	*21.1%*	*74.6%*	*46.5%*	*28.1%*	
Second living/dining room	182	182	94	38	131	79	52	174
%V	*7.7%*	*8.0%*	*10.4%*	*9.1%*	*8.9%*	*12.7%*	*6.1%*	*8.6%*
%H (All HH)		*100.0%*	*51.6%*	*20.9%*	*72.0%*	*43.4%*	*28.6%*	*95.6%*
%H (TV HH)			*51.6%*	*20.9%*	*72.0%*	*43.4%*	*28.6%*	
Study/office	36	36	18	7	26	15	11	36
%V	*1.5%*	*1.6%*	*2.0%*	*1.7%*	*1.8%*	*2.4%*	*1.3%*	*1.8%*
%H (All HH)		*100.0%*	*50.0%*	*19.4%*	*72.2%*	*41.7%*	*30.6%*	*100.0%*
%H (TV HH)			*50.0%*	*19.4%*	*72.2%*	*41.7%*	*30.6%*	
TV room	41	41	24	8	30	20	10	41
%V	*1.7%*	*1.8%*	*2.6%*	*1.9%*	*2.0%*	*3.2%*	*1.2%*	*2.0%*
%H (All HH)		*100.0%*	*58.5%*	*19.5%*	*73.2%*	*48.8%*	*24.4%*	*100.0%*
%H (TV HH)			*58.5%*	*19.5%*	*73.2%*	*48.8%*	*24.4%*	
Conservatory	38	38	21	7	32	20	12	36
%V	*1.6%*	*1.7%*	*2.3%*	*1.7%*	*2.2%*	*3.2%*	*1.4%*	*1.8%*
%H (All HH)		*100.0%*	*55.3%*	*18.4%*	*84.2%*	*52.6%*	*31.6%*	*94.7%*
%H (TV HH)			*55.3%*	*18.4%*	*84.2%*	*52.6%*	*31.6%*	
Attic or loft room	6	6	4	2	3	3	0	6
%V	*0.3%*	*0.3%*	*0.4%*	*0.5%*	*0.2%*	*0.5%*	*0.0%*	*0.3%*
%H (All HH)		*100.0%*	*66.7%*	*33.3%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*66.7%*	*33.3%*	*50.0%*	*50.0%*	*0.0%*	
No specific location	2	2	1	0	1	0	0	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*50.0%*	*0.0%*	*0.0%*	
Other	23	23	12	2	15	8	7	23
%V	*1.0%*	*1.0%*	*1.3%*	*0.5%*	*1.0%*	*1.3%*	*0.8%*	*1.1%*
%H (All HH)		*100.0%*	*52.2%*	*8.7%*	*65.2%*	*34.8%*	*30.4%*	*100.0%*
%H (TV HH)			*52.2%*	*8.7%*	*65.2%*	*34.8%*	*30.4%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

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ITV Scotland

Household level data

Table 16.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2377	2269	907	417	1469	622	847	2022
%H (All HH)		*95.5%*	*38.2%*	*17.5%*	*61.8%*	*26.2%*	*35.6%*	*85.1%*
%H (TV HH)			*40.0%*	*18.4%*	*64.7%*	*27.4%*	*37.3%*	
Any DSAT provider	907	907	907	14	451	451	0	848
%V	*38.2%*	*40.0%*	*100.0%*	*3.4%*	*30.7%*	*72.5%*	*0.0%*	*41.9%*
%H (All HH)			*100.0%*	*1.5%*	*49.7%*	*49.7%*	*0.0%*	*93.5%*
%H (TV HH)			*100.0%*	*1.5%*	*49.7%*	*49.7%*	*0.0%*	
Sky with subcription	760	760	760	8	375	375	0	721
%V	*32.0%*	*33.5%*	*83.8%*	*1.9%*	*25.5%*	*60.3%*	*0.0%*	*35.7%*
%H (All HH)			*100.0%*	*1.1%*	*49.3%*	*49.3%*	*0.0%*	*94.9%*
%H (TV HH)			*100.0%*	*1.1%*	*49.3%*	*49.3%*	*0.0%*	
Sky without subscription	59	59	59	3	29	29	0	49
%V	*2.5%*	*2.6%*	*6.5%*	*0.7%*	*2.0%*	*4.7%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*5.1%*	*49.2%*	*49.2%*	*0.0%*	*83.1%*
%H (TV HH)			*100.0%*	*5.1%*	*49.2%*	*49.2%*	*0.0%*	
Freesat	81	81	81	3	41	41	0	73
%V	*3.4%*	*3.6%*	*8.9%*	*0.7%*	*2.8%*	*6.6%*	*0.0%*	*3.6%*
%H (All HH)			*100.0%*	*3.7%*	*50.6%*	*50.6%*	*0.0%*	*90.1%*
%H (TV HH)			*100.0%*	*3.7%*	*50.6%*	*50.6%*	*0.0%*	
Other satellite provider	59	59	59	2	32	32	0	55
%V	*2.5%*	*2.6%*	*6.5%*	*0.5%*	*2.2%*	*5.1%*	*0.0%*	*2.7%*
%H (All HH)			*100.0%*	*3.4%*	*54.2%*	*54.2%*	*0.0%*	*93.2%*
%H (TV HH)			*100.0%*	*3.4%*	*54.2%*	*54.2%*	*0.0%*	
DCAB	417	417	14	417	180	180	0	375
%V	*17.5%*	*18.4%*	*1.5%*	*100.0%*	*12.3%*	*28.9%*	*0.0%*	*18.5%*
%H (All HH)			*3.4%*	*100.0%*	*43.2%*	*43.2%*	*0.0%*	*89.9%*
%H (TV HH)			*3.4%*	*100.0%*	*43.2%*	*43.2%*	*0.0%*	
DTT	1469	1469	451	180	1469	622	847	1204
%V	*61.8%*	*64.7%*	*49.7%*	*43.2%*	*100.0%*	*100.0%*	*100.0%*	*59.5%*
%H (All HH)		*100.0%*	*30.7%*	*12.3%*	*100.0%*	*42.3%*	*57.7%*	*82.0%*
%H (TV HH)			*30.7%*	*12.3%*	*100.0%*	*42.3%*	*57.7%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Scotland

Household level data

Table 16.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2377	2269	907	417	1469	622	847	2022
%H (All HH)		*95.5%*	*38.2%*	*17.5%*	*61.8%*	*26.2%*	*35.6%*	*85.1%*
%H (TV HH)			*40.0%*	*18.4%*	*64.7%*	*27.4%*	*37.3%*	
PVR	1441	1441	798	390	834	571	263	1338
%V	*60.6%*	*63.5%*	*88.0%*	*93.5%*	*56.8%*	*91.8%*	*31.1%*	*66.2%*
%H (All HH)		*100.0%*	*55.4%*	*27.1%*	*57.9%*	*39.6%*	*18.3%*	*92.9%*
%H (TV HH)			*55.4%*	*27.1%*	*57.9%*	*39.6%*	*18.3%*	
DVDR	29	29	13	6	20	11	9	26
%V	*1.2%*	*1.3%*	*1.4%*	*1.4%*	*1.4%*	*1.8%*	*1.1%*	*1.3%*
%H (All HH)		*100.0%*	*44.8%*	*20.7%*	*69.0%*	*37.9%*	*31.0%*	*89.7%*
%H (TV HH)			*44.8%*	*20.7%*	*69.0%*	*37.9%*	*31.0%*	
VCR	14	14	5	1	12	3	8	9
%V	*0.6%*	*0.6%*	*0.6%*	*0.2%*	*0.8%*	*0.5%*	*0.9%*	*0.4%*
%H (All HH)		*100.0%*	*35.7%*	*7.1%*	*85.7%*	*21.4%*	*57.1%*	*64.3%*
%H (TV HH)			*35.7%*	*7.1%*	*85.7%*	*21.4%*	*57.1%*	
Any recorder	1458	1458	801	390	848	573	276	1348
%V	*61.3%*	*64.3%*	*88.3%*	*93.5%*	*57.7%*	*92.1%*	*32.6%*	*66.7%*
%H (All HH)		*100.0%*	*54.9%*	*26.7%*	*58.2%*	*39.3%*	*18.9%*	*92.5%*
%H (TV HH)			*54.9%*	*26.7%*	*58.2%*	*39.3%*	*18.9%*	
Receives HDTV (via STB or built-in reception)	1592	1592	763	360	1051	568	483	1443
%V	*67.0%*	*70.2%*	*84.1%*	*86.3%*	*71.5%*	*91.3%*	*57.0%*	*71.4%*
%H (All HH)		*100.0%*	*47.9%*	*22.6%*	*66.0%*	*35.7%*	*30.3%*	*90.6%*
%H (TV HH)			*47.9%*	*22.6%*	*66.0%*	*35.7%*	*30.3%*	
DVD/Blu-ray player or recorder	1500	1500	621	291	993	460	533	1322
%V	*63.1%*	*66.1%*	*68.5%*	*69.8%*	*67.6%*	*74.0%*	*62.9%*	*65.4%*
%H (All HH)		*100.0%*	*41.4%*	*19.4%*	*66.2%*	*30.7%*	*35.5%*	*88.1%*
%H (TV HH)			*41.4%*	*19.4%*	*66.2%*	*30.7%*	*35.5%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 16.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2377	2269	907	417	1469	622	847	2022
%H (All HH)		*95.5%*	*38.2%*	*17.5%*	*61.8%*	*26.2%*	*35.6%*	*85.1%*
%H (TV HH)			*40.0%*	*18.4%*	*64.7%*	*27.4%*	*37.3%*	
Has broadband internet	2022	1941	848	375	1204	579	625	2022
%V	*85.1%*	*85.5%*	*93.5%*	*89.9%*	*82.0%*	*93.1%*	*73.8%*	*100.0%*
%H (All HH)		*96.0%*	*41.9%*	*18.5%*	*59.5%*	*28.6%*	*30.9%*	*100.0%*
%H (TV HH)			*43.7%*	*19.3%*	*62.0%*	*29.8%*	*32.2%*	
Number of computers (PCs and laptops)								
0	494	466	111	70	345	76	269	165
%V	*20.8%*	*20.5%*	*12.2%*	*16.8%*	*23.5%*	*12.2%*	*31.8%*	*8.2%*
%H (All HH)		*94.3%*	*22.5%*	*14.2%*	*69.8%*	*15.4%*	*54.5%*	*33.4%*
%H (TV HH)			*23.8%*	*15.0%*	*74.0%*	*16.3%*	*57.7%*	
1	630	598	227	117	389	159	230	608
%V	*26.5%*	*26.4%*	*25.0%*	*28.1%*	*26.5%*	*25.6%*	*27.2%*	*30.1%*
%H (All HH)		*94.9%*	*36.0%*	*18.6%*	*61.7%*	*25.2%*	*36.5%*	*96.5%*
%H (TV HH)			*38.0%*	*19.6%*	*65.1%*	*26.6%*	*38.5%*	
2	566	542	249	99	326	159	167	562
%V	*23.8%*	*23.9%*	*27.5%*	*23.7%*	*22.2%*	*25.6%*	*19.7%*	*27.8%*
%H (All HH)		*95.8%*	*44.0%*	*17.5%*	*57.6%*	*28.1%*	*29.5%*	*99.3%*
%H (TV HH)			*45.9%*	*18.3%*	*60.1%*	*29.3%*	*30.8%*	
3	329	318	150	64	201	107	94	329
%V	*13.8%*	*14.0%*	*16.5%*	*15.3%*	*13.7%*	*17.2%*	*11.1%*	*16.3%*
%H (All HH)		*96.7%*	*45.6%*	*19.5%*	*61.1%*	*32.5%*	*28.6%*	*100.0%*
%H (TV HH)			*47.2%*	*20.1%*	*63.2%*	*33.6%*	*29.6%*	
4	174	168	80	33	105	59	46	174
%V	*7.3%*	*7.4%*	*8.8%*	*7.9%*	*7.1%*	*9.5%*	*5.4%*	*8.6%*
%H (All HH)		*96.6%*	*46.0%*	*19.0%*	*60.3%*	*33.9%*	*26.4%*	*100.0%*
%H (TV HH)			*47.6%*	*19.6%*	*62.5%*	*35.1%*	*27.4%*	
5+	183	177	90	34	103	62	41	183
%V	*7.7%*	*7.8%*	*9.9%*	*8.2%*	*7.0%*	*10.0%*	*4.8%*	*9.1%*
%H (All HH)		*96.7%*	*49.2%*	*18.6%*	*56.3%*	*33.9%*	*22.4%*	*100.0%*
%H (TV HH)			*50.8%*	*19.2%*	*58.2%*	*35.0%*	*23.2%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Scotland

Set level data

Table 16.11: 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	4600	2094	901	3140	1639	1501	4131
%H		*45.5%*	*19.6%*	*68.3%*	*35.6%*	*32.6%*	*89.8%*
Under 20"	263	103	48	206	97	110	227
%V	*5.7%*	*4.9%*	*5.3%*	*6.6%*	*5.9%*	*7.3%*	*5.5%*
%H		*39.2%*	*18.3%*	*78.3%*	*36.9%*	*41.8%*	*86.3%*
20" - 29"	686	286	131	529	271	258	592
%V	*14.9%*	*13.7%*	*14.5%*	*16.8%*	*16.5%*	*17.2%*	*14.3%*
%H		*41.7%*	*19.1%*	*77.1%*	*39.5%*	*37.6%*	*86.3%*
30" - 39"	1414	610	267	984	477	507	1233
%V	*30.7%*	*29.1%*	*29.6%*	*31.3%*	*29.1%*	*33.8%*	*29.8%*
%H		*43.1%*	*18.9%*	*69.6%*	*33.7%*	*35.9%*	*87.2%*
40" - 49"	1440	691	297	926	513	412	1333
%V	*31.3%*	*33.0%*	*33.0%*	*29.5%*	*31.3%*	*27.4%*	*32.3%*
%H		*48.0%*	*20.6%*	*64.3%*	*35.6%*	*28.6%*	*92.6%*
50" - 59"	544	295	108	339	212	128	519
%V	*11.8%*	*14.1%*	*12.0%*	*10.8%*	*12.9%*	*8.5%*	*12.6%*
%H		*54.2%*	*19.9%*	*62.3%*	*39.0%*	*23.5%*	*95.4%*
60"+	55	33	9	31	19	12	53
%V	*1.2%*	*1.6%*	*1.0%*	*1.0%*	*1.2%*	*0.8%*	*1.3%*
%H		*60.0%*	*16.4%*	*56.4%*	*34.5%*	*21.8%*	*96.4%*
Don't know	197	77	41	124	51	73	175
%V	*4.3%*	*3.7%*	*4.6%*	*3.9%*	*3.1%*	*4.9%*	*4.2%*
%H		*39.1%*	*20.8%*	*62.9%*	*25.9%*	*37.1%*	*88.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Scotland

Set level data

Table 16.12: 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	4600	2094	901	3140	1639	1501	4131
%H		*45.5%*	*19.6%*	*68.3%*	*35.6%*	*32.6%*	*89.8%*
Main living room	2252	904	417	1458	620	838	1929
%V	*49.0%*	*43.2%*	*46.3%*	*46.4%*	*37.8%*	*55.8%*	*46.7%*
%H		*40.1%*	*18.5%*	*64.7%*	*27.5%*	*37.2%*	*85.7%*
Kitchen	248	131	37	205	122	82	229
%V	*5.4%*	*6.3%*	*4.1%*	*6.5%*	*7.4%*	*5.5%*	*5.5%*
%H		*52.8%*	*14.9%*	*82.7%*	*49.2%*	*33.1%*	*92.3%*
Adult's bedroom	1307	624	286	931	545	386	1202
%V	*28.4%*	*29.8%*	*31.7%*	*29.6%*	*33.3%*	*25.7%*	*29.1%*
%H		*47.7%*	*21.9%*	*71.2%*	*41.7%*	*29.5%*	*92.0%*
Child's bedroom	327	188	67	204	138	66	322
%V	*7.1%*	*9.0%*	*7.4%*	*6.5%*	*8.4%*	*4.4%*	*7.8%*
%H		*57.5%*	*20.5%*	*62.4%*	*42.2%*	*20.2%*	*98.5%*
Other bedroom	133	68	28	101	64	36	127
%V	*2.9%*	*3.2%*	*3.1%*	*3.2%*	*3.9%*	*2.4%*	*3.1%*
%H		*51.1%*	*21.1%*	*75.9%*	*48.1%*	*27.1%*	*95.5%*
Second living/dining room	185	97	39	134	82	52	177
%V	*4.0%*	*4.6%*	*4.3%*	*4.3%*	*5.0%*	*3.5%*	*4.3%*
%H		*52.4%*	*21.1%*	*72.4%*	*44.3%*	*28.1%*	*95.7%*
Study/office	36	18	7	26	15	11	36
%V	*0.8%*	*0.9%*	*0.8%*	*0.8%*	*0.9%*	*0.7%*	*0.9%*
%H		*50.0%*	*19.4%*	*72.2%*	*41.7%*	*30.6%*	*100.0%*
TV room	42	24	8	31	20	10	42
%V	*0.9%*	*1.1%*	*0.9%*	*1.0%*	*1.2%*	*0.7%*	*1.0%*
%H		*57.1%*	*19.0%*	*73.8%*	*47.6%*	*23.8%*	*100.0%*
Conservatory	38	21	7	32	20	12	36
%V	*0.8%*	*1.0%*	*0.8%*	*1.0%*	*1.2%*	*0.8%*	*0.9%*
%H		*55.3%*	*18.4%*	*84.2%*	*52.6%*	*31.6%*	*94.7%*
Attic or loft room	6	4	2	4	4	0	6
%V	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*66.7%*	*33.3%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
No specific location	2	1	0	1	0	0	2
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*0.0%*	*100.0%*
Other	23	12	2	15	8	7	23
%V	*0.5%*	*0.6%*	*0.2%*	*0.5%*	*0.5%*	*0.5%*	*0.6%*
%H		*52.2%*	*8.7%*	*65.2%*	*34.8%*	*30.4%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4600	2094	901	3140	1639	1501	4131
%H		*45.5%*	*19.6%*	*68.3%*	*35.6%*	*32.6%*	*89.8%*
PVR	2099	1253	565	1154	852	301	1974
%V	*45.6%*	*59.8%*	*62.7%*	*36.8%*	*52.0%*	*20.1%*	*47.8%*
%H		*59.7%*	*26.9%*	*55.0%*	*40.6%*	*14.3%*	*94.0%*
DVDR	31	14	7	22	12	10	28
%V	*0.7%*	*0.7%*	*0.8%*	*0.7%*	*0.7%*	*0.7%*	*0.7%*
%H		*45.2%*	*22.6%*	*71.0%*	*38.7%*	*32.3%*	*90.3%*
VCR	15	6	1	12	3	9	9
%V	*0.3%*	*0.3%*	*0.1%*	*0.4%*	*0.2%*	*0.6%*	*0.2%*
%H		*40.0%*	*6.7%*	*80.0%*	*20.0%*	*60.0%*	*60.0%*
Any recorder	2125	1260	567	1174	857	317	1993
%V	*46.2%*	*60.2%*	*62.9%*	*37.4%*	*52.3%*	*21.1%*	*48.2%*
%H		*59.3%*	*26.7%*	*55.2%*	*40.3%*	*14.9%*	*93.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4600	2094	901	3140	1639	1501	4131
%H		*45.5%*	*19.6%*	*68.3%*	*35.6%*	*32.6%*	*89.8%*
Receives HDTV (via STB or built-in reception)	2589	1336	582	1746	1047	699	2391
%V	*56.3%*	*63.8%*	*64.6%*	*55.6%*	*63.9%*	*46.6%*	*57.9%*
%H		*51.6%*	*22.5%*	*67.4%*	*40.4%*	*27.0%*	*92.4%*
DVD/Blu-ray player or recorder	2201	980	461	1470	768	702	1989
%V	*47.8%*	*46.8%*	*51.2%*	*46.8%*	*46.9%*	*46.8%*	*48.1%*
%H		*44.5%*	*20.9%*	*66.8%*	*34.9%*	*31.9%*	*90.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.15: 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	2268	907	417	1469	622	847	1940
%H		*40.0%*	*18.4%*	*64.8%*	*27.4%*	*37.3%*	*85.5%*
Under 20"	18	3	2	12	1	11	11
%V	*0.8%*	*0.3%*	*0.5%*	*0.8%*	*0.2%*	*1.3%*	*0.6%*
%H		*16.7%*	*11.1%*	*66.7%*	*5.6%*	*61.1%*	*61.1%*
20" - 29"	121	18	13	90	11	80	80
%V	*5.3%*	*2.0%*	*3.1%*	*6.1%*	*1.8%*	*9.4%*	*4.1%*
%H		*14.9%*	*10.7%*	*74.4%*	*9.1%*	*66.1%*	*66.1%*
30" - 39"	578	171	91	403	115	288	436
%V	*25.5%*	*18.9%*	*21.8%*	*27.4%*	*18.5%*	*34.0%*	*22.5%*
%H		*29.6%*	*15.7%*	*69.7%*	*19.9%*	*49.8%*	*75.4%*
40" - 49"	980	432	199	617	307	310	883
%V	*43.2%*	*47.6%*	*47.7%*	*42.0%*	*49.4%*	*36.6%*	*45.5%*
%H		*44.1%*	*20.3%*	*63.0%*	*31.3%*	*31.6%*	*90.1%*
50" - 59"	431	224	87	268	161	107	408
%V	*19.0%*	*24.7%*	*20.9%*	*18.2%*	*25.9%*	*12.6%*	*21.0%*
%H		*52.0%*	*20.2%*	*62.2%*	*37.4%*	*24.8%*	*94.7%*
60"+	44	25	8	23	13	10	41
%V	*1.9%*	*2.8%*	*1.9%*	*1.6%*	*2.1%*	*1.2%*	*2.1%*
%H		*56.8%*	*18.2%*	*52.3%*	*29.5%*	*22.7%*	*93.2%*
Don't know	96	33	16	54	14	40	81
%V	*4.2%*	*3.6%*	*3.8%*	*3.7%*	*2.3%*	*4.7%*	*4.2%*
%H		*34.4%*	*16.7%*	*56.3%*	*14.6%*	*41.7%*	*84.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2268	907	417	1469	622	847	1940
%H		*40.0%*	*18.4%*	*64.8%*	*27.4%*	*37.3%*	*85.5%*
PVR	1414	789	385	810	561	250	1313
%V	*62.3%*	*87.0%*	*92.3%*	*55.1%*	*90.2%*	*29.5%*	*67.7%*
%H		*55.8%*	*27.2%*	*57.3%*	*39.7%*	*17.7%*	*92.9%*
DVDR	21	10	4	16	8	8	18
%V	*0.9%*	*1.1%*	*1.0%*	*1.1%*	*1.3%*	*0.9%*	*0.9%*
%H		*47.6%*	*19.0%*	*76.2%*	*38.1%*	*38.1%*	*85.7%*
VCR	11	4	1	9	2	7	6
%V	*0.5%*	*0.4%*	*0.2%*	*0.6%*	*0.3%*	*0.8%*	*0.3%*
%H		*36.4%*	*9.1%*	*81.8%*	*18.2%*	*63.6%*	*54.5%*
Any recorder	1429	792	385	824	563	261	1321
%V	*63.0%*	*87.3%*	*92.3%*	*56.1%*	*90.5%*	*30.8%*	*68.1%*
%H		*55.4%*	*26.9%*	*57.7%*	*39.4%*	*18.3%*	*92.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2268	907	417	1469	622	847	1940
%H		*40.0%*	*18.4%*	*64.8%*	*27.4%*	*37.3%*	*85.5%*
Receives HDTV (via STB or built-in reception)	1558	749	355	1021	553	468	1412
%V	*68.7%*	*82.6%*	*85.1%*	*69.5%*	*88.9%*	*55.3%*	*72.8%*
%H		*48.1%*	*22.8%*	*65.5%*	*35.5%*	*30.0%*	*90.6%*
DVD/Blu-ray player or recorder	1272	515	245	830	370	460	1106
%V	*56.1%*	*56.8%*	*58.8%*	*56.5%*	*59.5%*	*54.3%*	*57.0%*
%H		*40.5%*	*19.3%*	*65.3%*	*29.1%*	*36.2%*	*86.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2332	1187	484	1671	1017	654	2191
%H		*50.9%*	*20.8%*	*71.7%*	*43.6%*	*28.0%*	*94.0%*
Under 20"	245	100	46	194	96	98	216
%V	*10.5%*	*8.4%*	*9.5%*	*11.6%*	*9.4%*	*15.0%*	*9.9%*
%H		*40.8%*	*18.8%*	*79.2%*	*39.2%*	*40.0%*	*88.2%*
20" - 29"	565	268	118	439	260	179	512
%V	*24.2%*	*22.6%*	*24.4%*	*26.3%*	*25.6%*	*27.4%*	*23.4%*
%H		*47.4%*	*20.9%*	*77.7%*	*46.0%*	*31.7%*	*90.6%*
30" - 39"	836	439	175	580	361	219	796
%V	*35.8%*	*37.0%*	*36.2%*	*34.7%*	*35.5%*	*33.5%*	*36.3%*
%H		*52.5%*	*20.9%*	*69.4%*	*43.2%*	*26.2%*	*95.2%*
40" - 49"	459	258	98	309	207	102	450
%V	*19.7%*	*21.7%*	*20.2%*	*18.5%*	*20.4%*	*15.6%*	*20.5%*
%H		*56.2%*	*21.4%*	*67.3%*	*45.1%*	*22.2%*	*98.0%*
50" - 59"	113	71	21	72	51	21	111
%V	*4.8%*	*6.0%*	*4.3%*	*4.3%*	*5.0%*	*3.2%*	*5.1%*
%H		*62.8%*	*18.6%*	*63.7%*	*45.1%*	*18.6%*	*98.2%*
60"+	11	7	1	8	6	2	11
%V	*0.5%*	*0.6%*	*0.2%*	*0.5%*	*0.6%*	*0.3%*	*0.5%*
%H		*63.6%*	*9.1%*	*72.7%*	*54.5%*	*18.2%*	*100.0%*
Don't know	102	44	25	70	37	33	94
%V	*4.4%*	*3.7%*	*5.2%*	*4.2%*	*3.6%*	*5.0%*	*4.3%*
%H		*43.1%*	*24.5%*	*68.6%*	*36.3%*	*32.4%*	*92.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Scotland

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2332	1187	484	1671	1017	654	2191
%H		*50.9%*	*20.8%*	*71.7%*	*43.6%*	*28.0%*	*94.0%*
PVR	686	464	180	343	292	52	661
%V	*29.4%*	*39.1%*	*37.2%*	*20.5%*	*28.7%*	*8.0%*	*30.2%*
%H		*67.6%*	*26.2%*	*50.0%*	*42.6%*	*7.6%*	*96.4%*
DVDR	10	5	4	6	4	2	10
%V	*0.4%*	*0.4%*	*0.8%*	*0.4%*	*0.4%*	*0.3%*	*0.5%*
%H		*50.0%*	*40.0%*	*60.0%*	*40.0%*	*20.0%*	*100.0%*
VCR	4	2	0	3	1	2	4
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*
%H		*50.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*	*100.0%*
Any recorder	696	468	182	350	294	56	671
%V	*29.8%*	*39.4%*	*37.6%*	*20.9%*	*28.9%*	*8.6%*	*30.6%*
%H		*67.2%*	*26.1%*	*50.3%*	*42.2%*	*8.0%*	*96.4%*

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

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2332	1187	484	1671	1017	654	2191
%H		*50.9%*	*20.8%*	*71.7%*	*43.6%*	*28.0%*	*94.0%*
Receives HDTV (via STB or built-in reception)	1031	587	227	725	494	230	979
%V	*44.2%*	*49.5%*	*46.9%*	*43.4%*	*48.6%*	*35.2%*	*44.7%*
%H		*56.9%*	*22.0%*	*70.3%*	*47.9%*	*22.3%*	*95.0%*
DVD/Blu-ray player or recorder	929	465	216	639	398	241	883
%V	*39.8%*	*39.2%*	*44.6%*	*38.2%*	*39.1%*	*36.9%*	*40.3%*
%H		*50.1%*	*23.3%*	*68.8%*	*42.8%*	*25.9%*	*95.0%*

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

DATA PERIOD: ANNUAL
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ITV Scotland

Individual level data

Table 16.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5105	4925	2203	923	3096	1514	1582	4662
%H		*96.5%*	*43.2%*	*18.1%*	*60.6%*	*29.7%*	*31.0%*	*91.3%*
Total Children	881	866	450	154	497	280	216	865
%V	*17.3%*	*17.6%*	*20.4%*	*16.7%*	*16.1%*	*18.5%*	*13.7%*	*18.6%*
%H		*98.3%*	*51.1%*	*17.5%*	*56.4%*	*31.8%*	*24.5%*	*98.2%*
0 - 3	203	197	103	30	108	57	51	198
%V	*4.0%*	*4.0%*	*4.7%*	*3.3%*	*3.5%*	*3.8%*	*3.2%*	*4.2%*
%H		*97.0%*	*50.7%*	*14.8%*	*53.2%*	*28.1%*	*25.1%*	*97.5%*
4 - 15	679	668	347	124	388	223	165	666
%V	*13.3%*	*13.6%*	*15.8%*	*13.4%*	*12.5%*	*14.7%*	*10.4%*	*14.3%*
%H		*98.4%*	*51.1%*	*18.3%*	*57.1%*	*32.8%*	*24.3%*	*98.1%*
4 - 9	358	352	177	61	197	106	91	349
%V	*7.0%*	*7.1%*	*8.0%*	*6.6%*	*6.4%*	*7.0%*	*5.8%*	*7.5%*
%H		*98.3%*	*49.4%*	*17.0%*	*55.0%*	*29.6%*	*25.4%*	*97.5%*
10 - 15	321	317	170	64	192	117	74	317
%V	*6.3%*	*6.4%*	*7.7%*	*6.9%*	*6.2%*	*7.7%*	*4.7%*	*6.8%*
%H		*98.8%*	*53.0%*	*19.9%*	*59.8%*	*36.4%*	*23.1%*	*98.8%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5105	4925	2203	923	3096	1514	1582	4662
%H		*96.5%*	*43.2%*	*18.1%*	*60.6%*	*29.7%*	*31.0%*	*91.3%*
Total Adults (16+)	4223	4059	1753	769	2599	1234	1365	3798
%V	*82.7%*	*82.4%*	*79.6%*	*83.3%*	*83.9%*	*81.5%*	*86.3%*	*81.5%*
%H		*96.1%*	*41.5%*	*18.2%*	*61.5%*	*29.2%*	*32.3%*	*89.9%*
16 - 19	219	209	94	43	131	67	64	215
%V	*4.3%*	*4.2%*	*4.3%*	*4.7%*	*4.2%*	*4.4%*	*4.0%*	*4.6%*
%H		*95.4%*	*42.9%*	*19.6%*	*59.8%*	*30.6%*	*29.2%*	*98.2%*
20 - 24	311	277	98	37	168	66	102	302
%V	*6.1%*	*5.6%*	*4.4%*	*4.0%*	*5.4%*	*4.4%*	*6.4%*	*6.5%*
%H		*89.1%*	*31.5%*	*11.9%*	*54.0%*	*21.2%*	*32.8%*	*97.1%*
25 - 34	710	663	292	119	337	159	177	692
%V	*13.9%*	*13.5%*	*13.3%*	*12.9%*	*10.9%*	*10.5%*	*11.2%*	*14.8%*
%H		*93.4%*	*41.1%*	*16.8%*	*47.5%*	*22.4%*	*24.9%*	*97.5%*
35 - 44	638	608	299	112	349	188	161	616
%V	*12.5%*	*12.3%*	*13.6%*	*12.1%*	*11.3%*	*12.4%*	*10.2%*	*13.2%*
%H		*95.3%*	*46.9%*	*17.6%*	*54.7%*	*29.5%*	*25.2%*	*96.6%*
45 - 54	734	717	344	153	460	253	207	700
%V	*14.4%*	*14.6%*	*15.6%*	*16.6%*	*14.9%*	*16.7%*	*13.1%*	*15.0%*
%H		*97.7%*	*46.9%*	*20.8%*	*62.7%*	*34.5%*	*28.2%*	*95.4%*
55 - 64	682	671	298	138	462	232	229	626
%V	*13.4%*	*13.6%*	*13.5%*	*15.0%*	*14.9%*	*15.3%*	*14.5%*	*13.4%*
%H		*98.4%*	*43.7%*	*20.2%*	*67.7%*	*34.0%*	*33.6%*	*91.8%*
65+	928	915	327	167	693	268	425	646
%V	*18.2%*	*18.6%*	*14.8%*	*18.1%*	*22.4%*	*17.7%*	*26.9%*	*13.9%*
%H		*98.6%*	*35.2%*	*18.0%*	*74.7%*	*28.9%*	*45.8%*	*69.6%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV Scotland

Individual level data

Table 16.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4223	4059	1753	769	2599	1234	1365	3798
%H		*96.1%*	*41.5%*	*18.2%*	*61.5%*	*29.2%*	*32.3%*	*89.9%*
AB	1132	1090	483	216	693	350	343	1097
%V	*26.8%*	*26.9%*	*27.6%*	*28.1%*	*26.7%*	*28.4%*	*25.1%*	*28.9%*
%H		*96.3%*	*42.7%*	*19.1%*	*61.2%*	*30.9%*	*30.3%*	*96.9%*
C1	1162	1108	501	215	692	354	338	1101
%V	*27.5%*	*27.3%*	*28.6%*	*28.0%*	*26.6%*	*28.7%*	*24.8%*	*29.0%*
%H		*95.4%*	*43.1%*	*18.5%*	*59.6%*	*30.5%*	*29.1%*	*94.8%*
C2	870	848	410	142	539	271	268	790
%V	*20.6%*	*20.9%*	*23.4%*	*18.5%*	*20.7%*	*22.0%*	*19.6%*	*20.8%*
%H		*97.5%*	*47.1%*	*16.3%*	*62.0%*	*31.1%*	*30.8%*	*90.8%*
D	682	656	246	136	428	187	241	572
%V	*16.1%*	*16.2%*	*14.0%*	*17.7%*	*16.5%*	*15.2%*	*17.7%*	*15.1%*
%H		*96.2%*	*36.1%*	*19.9%*	*62.8%*	*27.4%*	*35.3%*	*83.9%*
E	377	358	113	59	248	72	176	237
%V	*8.9%*	*8.8%*	*6.4%*	*7.7%*	*9.5%*	*5.8%*	*12.9%*	*6.2%*
%H		*95.0%*	*30.0%*	*15.6%*	*65.8%*	*19.1%*	*46.7%*	*62.9%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4223	4059	1753	769	2599	1234	1365	3798
%H		*96.1%*	*41.5%*	*18.2%*	*61.5%*	*29.2%*	*32.3%*	*89.9%*
Working full time	1978	1908	923	371	1121	613	508	1924
%V	*46.8%*	*47.0%*	*52.7%*	*48.2%*	*43.1%*	*49.7%*	*37.2%*	*50.7%*
%H		*96.5%*	*46.7%*	*18.8%*	*56.7%*	*31.0%*	*25.7%*	*97.3%*
Working part time	435	419	202	72	262	136	125	421
%V	*10.3%*	*10.3%*	*11.5%*	*9.4%*	*10.1%*	*11.0%*	*9.2%*	*11.1%*
%H		*96.3%*	*46.4%*	*16.6%*	*60.2%*	*31.3%*	*28.7%*	*96.8%*
Not working	1811	1732	628	326	1216	484	732	1453
%V	*42.9%*	*42.7%*	*35.8%*	*42.4%*	*46.8%*	*39.2%*	*53.6%*	*38.3%*
%H		*95.6%*	*34.7%*	*18.0%*	*67.1%*	*26.7%*	*40.4%*	*80.2%*
Houseperson	2377	2269	907	417	1469	622	847	2022
%V	*56.3%*	*55.9%*	*51.7%*	*54.2%*	*56.5%*	*50.4%*	*62.1%*	*53.2%*
%H		*95.5%*	*38.2%*	*17.5%*	*61.8%*	*26.2%*	*35.6%*	*85.1%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2038	1947	850	371	1229	602	627	1839
%H		*95.5%*	*41.7%*	*18.2%*	*60.3%*	*29.5%*	*30.8%*	*90.2%*
16 - 19	117	112	50	26	71	39	32	113
%V	*5.7%*	*5.8%*	*5.9%*	*7.0%*	*5.8%*	*6.5%*	*5.1%*	*6.1%*
%H		*95.7%*	*42.7%*	*22.2%*	*60.7%*	*33.3%*	*27.4%*	*96.6%*
20 - 24	149	134	52	19	80	40	40	145
%V	*7.3%*	*6.9%*	*6.1%*	*5.1%*	*6.5%*	*6.6%*	*6.4%*	*7.9%*
%H		*89.9%*	*34.9%*	*12.8%*	*53.7%*	*26.8%*	*26.8%*	*97.3%*
25 - 34	349	321	135	57	163	73	89	342
%V	*17.1%*	*16.5%*	*15.9%*	*15.4%*	*13.3%*	*12.1%*	*14.2%*	*18.6%*
%H		*92.0%*	*38.7%*	*16.3%*	*46.7%*	*20.9%*	*25.5%*	*98.0%*
35 - 44	313	294	139	57	168	91	77	300
%V	*15.4%*	*15.1%*	*16.4%*	*15.4%*	*13.7%*	*15.1%*	*12.3%*	*16.3%*
%H		*93.9%*	*44.4%*	*18.2%*	*53.7%*	*29.1%*	*24.6%*	*95.8%*
45 - 54	355	346	167	70	218	118	101	333
%V	*17.4%*	*17.8%*	*19.6%*	*18.9%*	*17.7%*	*19.6%*	*16.1%*	*18.1%*
%H		*97.5%*	*47.0%*	*19.7%*	*61.4%*	*33.2%*	*28.5%*	*93.8%*
55 - 64	334	327	150	65	226	116	110	301
%V	*16.4%*	*16.8%*	*17.6%*	*17.5%*	*18.4%*	*19.3%*	*17.5%*	*16.4%*
%H		*97.9%*	*44.9%*	*19.5%*	*67.7%*	*34.7%*	*32.9%*	*90.1%*
65+	421	413	158	78	304	126	179	305
%V	*20.7%*	*21.2%*	*18.6%*	*21.0%*	*24.7%*	*20.9%*	*28.5%*	*16.6%*
%H		*98.1%*	*37.5%*	*18.5%*	*72.2%*	*29.9%*	*42.5%*	*72.4%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2038	1947	850	371	1229	602	627	1839
%H		*95.5%*	*41.7%*	*18.2%*	*60.3%*	*29.5%*	*30.8%*	*90.2%*
AB	556	536	239	104	341	174	167	540
%V	*27.3%*	*27.5%*	*28.1%*	*28.0%*	*27.7%*	*28.9%*	*26.6%*	*29.4%*
%H		*96.4%*	*43.0%*	*18.7%*	*61.3%*	*31.3%*	*30.0%*	*97.1%*
C1	513	485	232	96	290	166	123	495
%V	*25.2%*	*24.9%*	*27.3%*	*25.9%*	*23.6%*	*27.6%*	*19.6%*	*26.9%*
%H		*94.5%*	*45.2%*	*18.7%*	*56.5%*	*32.4%*	*24.0%*	*96.5%*
C2	473	456	214	79	289	142	147	421
%V	*23.2%*	*23.4%*	*25.2%*	*21.3%*	*23.5%*	*23.6%*	*23.4%*	*22.9%*
%H		*96.4%*	*45.2%*	*16.7%*	*61.1%*	*30.0%*	*31.1%*	*89.0%*
D	330	315	117	71	199	91	108	278
%V	*16.2%*	*16.2%*	*13.8%*	*19.1%*	*16.2%*	*15.1%*	*17.2%*	*15.1%*
%H		*95.5%*	*35.5%*	*21.5%*	*60.3%*	*27.6%*	*32.7%*	*84.2%*
E	166	155	48	22	110	29	82	106
%V	*8.1%*	*8.0%*	*5.6%*	*5.9%*	*9.0%*	*4.8%*	*13.1%*	*5.8%*
%H		*93.4%*	*28.9%*	*13.3%*	*66.3%*	*17.5%*	*49.4%*	*63.9%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2038	1947	850	371	1229	602	627	1839
%H		*95.5%*	*41.7%*	*18.2%*	*60.3%*	*29.5%*	*30.8%*	*90.2%*
Working full time	1174	1131	544	214	670	366	304	1140
%V	*57.6%*	*58.1%*	*64.0%*	*57.7%*	*54.5%*	*60.8%*	*48.5%*	*62.0%*
%H		*96.3%*	*46.3%*	*18.2%*	*57.1%*	*31.2%*	*25.9%*	*97.1%*
Working part time	82	76	32	15	45	20	25	77
%V	*4.0%*	*3.9%*	*3.8%*	*4.0%*	*3.7%*	*3.3%*	*4.0%*	*4.2%*
%H		*92.7%*	*39.0%*	*18.3%*	*54.9%*	*24.4%*	*30.5%*	*93.9%*
Not working	782	739	274	142	514	216	299	623
%V	*38.4%*	*38.0%*	*32.2%*	*38.3%*	*41.8%*	*35.9%*	*47.7%*	*33.9%*
%H		*94.5%*	*35.0%*	*18.2%*	*65.7%*	*27.6%*	*38.2%*	*79.7%*
Houseperson	566	513	170	89	331	111	220	426
%V	*27.8%*	*26.3%*	*20.0%*	*24.0%*	*26.9%*	*18.4%*	*35.1%*	*23.2%*
%H		*90.6%*	*30.0%*	*15.7%*	*58.5%*	*19.6%*	*38.9%*	*75.3%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2186	2112	903	398	1370	632	738	1959
%H		*96.6%*	*41.3%*	*18.2%*	*62.7%*	*28.9%*	*33.8%*	*89.6%*
16 - 19	103	97	45	17	60	28	32	101
%V	*4.7%*	*4.6%*	*5.0%*	*4.3%*	*4.4%*	*4.4%*	*4.3%*	*5.2%*
%H		*94.2%*	*43.7%*	*16.5%*	*58.3%*	*27.2%*	*31.1%*	*98.1%*
20 - 24	162	143	46	19	88	27	61	157
%V	*7.4%*	*6.8%*	*5.1%*	*4.8%*	*6.4%*	*4.3%*	*8.3%*	*8.0%*
%H		*88.3%*	*28.4%*	*11.7%*	*54.3%*	*16.7%*	*37.7%*	*96.9%*
25 - 34	361	342	158	62	174	86	88	350
%V	*16.5%*	*16.2%*	*17.5%*	*15.6%*	*12.7%*	*13.6%*	*11.9%*	*17.9%*
%H		*94.7%*	*43.8%*	*17.2%*	*48.2%*	*23.8%*	*24.4%*	*97.0%*
35 - 44	326	314	160	55	182	97	85	317
%V	*14.9%*	*14.9%*	*17.7%*	*13.8%*	*13.3%*	*15.3%*	*11.5%*	*16.2%*
%H		*96.3%*	*49.1%*	*16.9%*	*55.8%*	*29.8%*	*26.1%*	*97.2%*
45 - 54	380	371	177	83	241	135	106	367
%V	*17.4%*	*17.6%*	*19.6%*	*20.9%*	*17.6%*	*21.4%*	*14.4%*	*18.7%*
%H		*97.6%*	*46.6%*	*21.8%*	*63.4%*	*35.5%*	*27.9%*	*96.6%*
55 - 64	349	344	148	73	236	116	120	326
%V	*16.0%*	*16.3%*	*16.4%*	*18.3%*	*17.2%*	*18.4%*	*16.3%*	*16.6%*
%H		*98.6%*	*42.4%*	*20.9%*	*67.6%*	*33.2%*	*34.4%*	*93.4%*
65+	507	502	169	89	389	142	246	341
%V	*23.2%*	*23.8%*	*18.7%*	*22.4%*	*28.4%*	*22.5%*	*33.3%*	*17.4%*
%H		*99.0%*	*33.3%*	*17.6%*	*76.7%*	*28.0%*	*48.5%*	*67.3%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Scotland

Individual level data

Table 16.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2186	2112	903	398	1370	632	738	1959
%H		*96.6%*	*41.3%*	*18.2%*	*62.7%*	*28.9%*	*33.8%*	*89.6%*
AB	577	554	244	112	351	176	175	558
%V	*26.4%*	*26.2%*	*27.0%*	*28.1%*	*25.6%*	*27.8%*	*23.7%*	*28.5%*
%H		*96.0%*	*42.3%*	*19.4%*	*60.8%*	*30.5%*	*30.3%*	*96.7%*
C1	649	623	268	119	402	187	214	606
%V	*29.7%*	*29.5%*	*29.7%*	*29.9%*	*29.3%*	*29.6%*	*29.0%*	*30.9%*
%H		*96.0%*	*41.3%*	*18.3%*	*61.9%*	*28.8%*	*33.0%*	*93.4%*
C2	398	391	196	64	250	129	121	369
%V	*18.2%*	*18.5%*	*21.7%*	*16.1%*	*18.2%*	*20.4%*	*16.4%*	*18.8%*
%H		*98.2%*	*49.2%*	*16.1%*	*62.8%*	*32.4%*	*30.4%*	*92.7%*
D	352	341	130	65	229	96	133	294
%V	*16.1%*	*16.1%*	*14.4%*	*16.3%*	*16.7%*	*15.2%*	*18.0%*	*15.0%*
%H		*96.9%*	*36.9%*	*18.5%*	*65.1%*	*27.3%*	*37.8%*	*83.5%*
E	210	202	65	38	137	43	94	131
%V	*9.6%*	*9.6%*	*7.2%*	*9.5%*	*10.0%*	*6.8%*	*12.7%*	*6.7%*
%H		*96.2%*	*31.0%*	*18.1%*	*65.2%*	*20.5%*	*44.8%*	*62.4%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2186	2112	903	398	1370	632	738	1959
%H		*96.6%*	*41.3%*	*18.2%*	*62.7%*	*28.9%*	*33.8%*	*89.6%*
Working full time	804	777	379	157	451	247	204	784
%V	*36.8%*	*36.8%*	*42.0%*	*39.4%*	*32.9%*	*39.1%*	*27.6%*	*40.0%*
%H		*96.6%*	*47.1%*	*19.5%*	*56.1%*	*30.7%*	*25.4%*	*97.5%*
Working part time	353	343	169	57	217	117	101	344
%V	*16.1%*	*16.2%*	*18.7%*	*14.3%*	*15.8%*	*18.5%*	*13.7%*	*17.6%*
%H		*97.2%*	*47.9%*	*16.1%*	*61.5%*	*33.1%*	*28.6%*	*97.5%*
Not working	1029	993	355	184	702	269	433	831
%V	*47.1%*	*47.0%*	*39.3%*	*46.2%*	*51.2%*	*42.6%*	*58.7%*	*42.4%*
%H		*96.5%*	*34.5%*	*17.9%*	*68.2%*	*26.1%*	*42.1%*	*80.8%*
Houseperson	1811	1756	737	327	1139	511	627	1596
%V	*82.8%*	*83.1%*	*81.6%*	*82.2%*	*83.1%*	*80.9%*	*85.0%*	*81.5%*
%H		*97.0%*	*40.7%*	*18.1%*	*62.9%*	*28.2%*	*34.6%*	*88.1%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Wales and West

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Table 17.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2397	2311	1062	260	1435	539	896	2053
%H (All HH)		*96.4%*	*44.3%*	*10.8%*	*59.9%*	*22.5%*	*37.4%*	*85.6%*
%H (TV HH)			*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	
AB	533	516	246	59	319	128	191	510
%V	*22.2%*	*22.3%*	*23.2%*	*22.7%*	*22.2%*	*23.7%*	*21.3%*	*24.8%*
%H (All HH)		*96.8%*	*46.2%*	*11.1%*	*59.8%*	*24.0%*	*35.8%*	*95.7%*
%H (TV HH)			*47.7%*	*11.4%*	*61.8%*	*24.8%*	*37.0%*	
C1	635	610	274	79	370	142	228	583
%V	*26.5%*	*26.4%*	*25.8%*	*30.4%*	*25.8%*	*26.3%*	*25.4%*	*28.4%*
%H (All HH)		*96.1%*	*43.1%*	*12.4%*	*58.3%*	*22.4%*	*35.9%*	*91.8%*
%H (TV HH)			*44.9%*	*13.0%*	*60.7%*	*23.3%*	*37.4%*	
C2	581	569	274	70	357	147	210	509
%V	*24.2%*	*24.6%*	*25.8%*	*26.9%*	*24.9%*	*27.3%*	*23.4%*	*24.8%*
%H (All HH)		*97.9%*	*47.2%*	*12.0%*	*61.4%*	*25.3%*	*36.1%*	*87.6%*
%H (TV HH)			*48.2%*	*12.3%*	*62.7%*	*25.8%*	*36.9%*	
D	373	356	167	32	220	79	141	294
%V	*15.6%*	*15.4%*	*15.7%*	*12.3%*	*15.3%*	*14.7%*	*15.7%*	*14.3%*
%H (All HH)		*95.4%*	*44.8%*	*8.6%*	*59.0%*	*21.2%*	*37.8%*	*78.8%*
%H (TV HH)			*46.9%*	*9.0%*	*61.8%*	*22.2%*	*39.6%*	
E	274	261	101	20	168	42	126	158
%V	*11.4%*	*11.3%*	*9.5%*	*7.7%*	*11.7%*	*7.8%*	*14.1%*	*7.7%*
%H (All HH)		*95.3%*	*36.9%*	*7.3%*	*61.3%*	*15.3%*	*46.0%*	*57.7%*
%H (TV HH)			*38.7%*	*7.7%*	*64.4%*	*16.1%*	*48.3%*	

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

%V = percentage of vertical total

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

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

Table 17.2: 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	2397	2311	1062	260	1435	539	896	2053
%H (All HH)		*96.4%*	*44.3%*	*10.8%*	*59.9%*	*22.5%*	*37.4%*	*85.6%*
%H (TV HH)			*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	
Under 25	99	90	35	6	41	10	31	95
%V	*4.1%*	*3.9%*	*3.3%*	*2.3%*	*2.9%*	*1.9%*	*3.5%*	*4.6%*
%H (All HH)		*90.9%*	*35.4%*	*6.1%*	*41.4%*	*10.1%*	*31.3%*	*96.0%*
%H (TV HH)			*38.9%*	*6.7%*	*45.6%*	*11.1%*	*34.4%*	
25 - 34	348	323	147	41	154	58	97	336
%V	*14.5%*	*14.0%*	*13.8%*	*15.8%*	*10.7%*	*10.8%*	*10.8%*	*16.4%*
%H (All HH)		*92.8%*	*42.2%*	*11.8%*	*44.3%*	*16.7%*	*27.9%*	*96.6%*
%H (TV HH)			*45.5%*	*12.7%*	*47.7%*	*18.0%*	*30.0%*	
35 - 44	360	344	168	41	188	76	113	349
%V	*15.0%*	*14.9%*	*15.8%*	*15.8%*	*13.1%*	*14.1%*	*12.6%*	*17.0%*
%H (All HH)		*95.6%*	*46.7%*	*11.4%*	*52.2%*	*21.1%*	*31.4%*	*96.9%*
%H (TV HH)			*48.8%*	*11.9%*	*54.7%*	*22.1%*	*32.8%*	
45 - 54	451	437	235	64	256	126	129	425
%V	*18.8%*	*18.9%*	*22.1%*	*24.6%*	*17.8%*	*23.4%*	*14.4%*	*20.7%*
%H (All HH)		*96.9%*	*52.1%*	*14.2%*	*56.8%*	*27.9%*	*28.6%*	*94.2%*
%H (TV HH)			*53.8%*	*14.6%*	*58.6%*	*28.8%*	*29.5%*	
55 - 64	414	401	194	51	269	117	152	376
%V	*17.3%*	*17.4%*	*18.3%*	*19.6%*	*18.7%*	*21.7%*	*17.0%*	*18.3%*
%H (All HH)		*96.9%*	*46.9%*	*12.3%*	*65.0%*	*28.3%*	*36.7%*	*90.8%*
%H (TV HH)			*48.4%*	*12.7%*	*67.1%*	*29.2%*	*37.9%*	
65 +	724	716	283	57	527	152	374	472
%V	*30.2%*	*31.0%*	*26.6%*	*21.9%*	*36.7%*	*28.2%*	*41.7%*	*23.0%*
%H (All HH)		*98.9%*	*39.1%*	*7.9%*	*72.8%*	*21.0%*	*51.7%*	*65.2%*
%H (TV HH)			*39.5%*	*8.0%*	*73.6%*	*21.2%*	*52.2%*	

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

%V = percentage of vertical total

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

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

Table 17.3: 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	2397	2311	1062	260	1435	539	896	2053
%H (All HH)		*96.4%*	*44.3%*	*10.8%*	*59.9%*	*22.5%*	*37.4%*	*85.6%*
%H (TV HH)			*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	
1	756	706	244	59	483	109	374	498
%V	*31.5%*	*30.5%*	*23.0%*	*22.7%*	*33.7%*	*20.2%*	*41.7%*	*24.3%*
%H (All HH)		*93.4%*	*32.3%*	*7.8%*	*63.9%*	*14.4%*	*49.5%*	*65.9%*
%H (TV HH)			*34.6%*	*8.4%*	*68.4%*	*15.4%*	*53.0%*	
2	858	839	388	92	523	198	325	787
%V	*35.8%*	*36.3%*	*36.5%*	*35.4%*	*36.4%*	*36.7%*	*36.3%*	*38.3%*
%H (All HH)		*97.8%*	*45.2%*	*10.7%*	*61.0%*	*23.1%*	*37.9%*	*91.7%*
%H (TV HH)			*46.2%*	*11.0%*	*62.3%*	*23.6%*	*38.7%*	
3	351	340	191	49	184	96	88	342
%V	*14.6%*	*14.7%*	*18.0%*	*18.8%*	*12.8%*	*17.8%*	*9.8%*	*16.7%*
%H (All HH)		*96.9%*	*54.4%*	*14.0%*	*52.4%*	*27.4%*	*25.1%*	*97.4%*
%H (TV HH)			*56.2%*	*14.4%*	*54.1%*	*28.2%*	*25.9%*	
4	291	287	166	40	167	95	72	285
%V	*12.1%*	*12.4%*	*15.6%*	*15.4%*	*11.6%*	*17.6%*	*8.0%*	*13.9%*
%H (All HH)		*98.6%*	*57.0%*	*13.7%*	*57.4%*	*32.6%*	*24.7%*	*97.9%*
%H (TV HH)			*57.8%*	*13.9%*	*58.2%*	*33.1%*	*25.1%*	
5+	141	139	73	20	76	40	36	140
%V	*5.9%*	*6.0%*	*6.9%*	*7.7%*	*5.3%*	*7.4%*	*4.0%*	*6.8%*
%H (All HH)		*98.6%*	*51.8%*	*14.2%*	*53.9%*	*28.4%*	*25.5%*	*99.3%*
%H (TV HH)			*52.5%*	*14.4%*	*54.7%*	*28.8%*	*25.9%*	
Average HH size	2.27	2.29	2.49	2.52	2.20	2.57	1.98	2.43

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

%V = percentage of vertical total

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

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

Table 17.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2397	2311	1062	260	1435	539	896	2053
%H (All HH)		*96.4%*	*44.3%*	*10.8%*	*59.9%*	*22.5%*	*37.4%*	*85.6%*
%H (TV HH)			*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	
Without	1809	1734	752	185	1119	385	734	1476
%V	*75.5%*	*75.0%*	*70.8%*	*71.2%*	*78.0%*	*71.4%*	*81.9%*	*71.9%*
%H (All HH)		*95.9%*	*41.6%*	*10.2%*	*61.9%*	*21.3%*	*40.6%*	*81.6%*
%H (TV HH)			*43.4%*	*10.7%*	*64.5%*	*22.2%*	*42.3%*	
With	587	577	310	75	315	153	162	577
%V	*24.5%*	*25.0%*	*29.2%*	*28.8%*	*22.0%*	*28.4%*	*18.1%*	*28.1%*
%H (All HH)		*98.3%*	*52.8%*	*12.8%*	*53.7%*	*26.1%*	*27.6%*	*98.3%*
%H (TV HH)			*53.7%*	*13.0%*	*54.6%*	*26.5%*	*28.1%*	
0 - 3	212	209	100	26	113	47	66	207
%V	*8.8%*	*9.0%*	*9.4%*	*10.0%*	*7.9%*	*8.7%*	*7.4%*	*10.1%*
%H (All HH)		*98.6%*	*47.2%*	*12.3%*	*53.3%*	*22.2%*	*31.1%*	*97.6%*
%H (TV HH)			*47.8%*	*12.4%*	*54.1%*	*22.5%*	*31.6%*	
4 - 9	303	296	162	38	152	73	78	297
%V	*12.6%*	*12.8%*	*15.3%*	*14.6%*	*10.6%*	*13.5%*	*8.7%*	*14.5%*
%H (All HH)		*97.7%*	*53.5%*	*12.5%*	*50.2%*	*24.1%*	*25.7%*	*98.0%*
%H (TV HH)			*54.7%*	*12.8%*	*51.4%*	*24.7%*	*26.4%*	
10 - 15	275	272	153	38	154	84	70	272
%V	*11.5%*	*11.8%*	*14.4%*	*14.6%*	*10.7%*	*15.6%*	*7.8%*	*13.2%*
%H (All HH)		*98.9%*	*55.6%*	*13.8%*	*56.0%*	*30.5%*	*25.5%*	*98.9%*
%H (TV HH)			*56.3%*	*14.0%*	*56.6%*	*30.9%*	*25.7%*	

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

%V = percentage of vertical total

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

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

Table 17.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2397	2311	1062	260	1435	539	896	2053
%H (All HH)		*96.4%*	*44.3%*	*10.8%*	*59.9%*	*22.5%*	*37.4%*	*85.6%*
%H (TV HH)			*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	
1	912	912	309	89	500	60	440	715
%V	*38.0%*	*39.5%*	*29.1%*	*34.2%*	*34.8%*	*11.1%*	*49.1%*	*34.8%*
%H (All HH)		*100.0%*	*33.9%*	*9.8%*	*54.8%*	*6.6%*	*48.2%*	*78.4%*
%H (TV HH)			*33.9%*	*9.8%*	*54.8%*	*6.6%*	*48.2%*	
2	777	777	390	94	483	205	278	677
%V	*32.4%*	*33.6%*	*36.7%*	*36.2%*	*33.7%*	*38.0%*	*31.0%*	*33.0%*
%H (All HH)		*100.0%*	*50.2%*	*12.1%*	*62.2%*	*26.4%*	*35.8%*	*87.1%*
%H (TV HH)			*50.2%*	*12.1%*	*62.2%*	*26.4%*	*35.8%*	
3	382	382	211	49	270	152	118	357
%V	*15.9%*	*16.5%*	*19.9%*	*18.8%*	*18.8%*	*28.2%*	*13.2%*	*17.4%*
%H (All HH)		*100.0%*	*55.2%*	*12.8%*	*70.7%*	*39.8%*	*30.9%*	*93.5%*
%H (TV HH)			*55.2%*	*12.8%*	*70.7%*	*39.8%*	*30.9%*	
4	155	155	96	16	116	74	42	150
%V	*6.5%*	*6.7%*	*9.0%*	*6.2%*	*8.1%*	*13.7%*	*4.7%*	*7.3%*
%H (All HH)		*100.0%*	*61.9%*	*10.3%*	*74.8%*	*47.7%*	*27.1%*	*96.8%*
%H (TV HH)			*61.9%*	*10.3%*	*74.8%*	*47.7%*	*27.1%*	
5+	85	85	56	11	65	48	17	83
%V	*3.5%*	*3.7%*	*5.3%*	*4.2%*	*4.5%*	*8.9%*	*1.9%*	*4.0%*
%H (All HH)		*100.0%*	*65.9%*	*12.9%*	*76.5%*	*56.5%*	*20.0%*	*97.6%*
%H (TV HH)			*65.9%*	*12.9%*	*76.5%*	*56.5%*	*20.0%*	

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

%V = percentage of vertical total

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

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

Table 17.6: 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	2397	2311	1062	260	1435	539	896	2053
%H (All HH)		*96.4%*	*44.3%*	*10.8%*	*59.9%*	*22.5%*	*37.4%*	*85.6%*
%H (TV HH)			*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	
Under 20"	242	242	121	23	191	95	95	205
%V	*10.1%*	*10.5%*	*11.4%*	*8.8%*	*13.3%*	*17.6%*	*10.6%*	*10.0%*
%H (All HH)		*100.0%*	*50.0%*	*9.5%*	*78.9%*	*39.3%*	*39.3%*	*84.7%*
%H (TV HH)			*50.0%*	*9.5%*	*78.9%*	*39.3%*	*39.3%*	
20" - 29"	634	634	291	66	469	200	268	541
%V	*26.4%*	*27.4%*	*27.4%*	*25.4%*	*32.7%*	*37.1%*	*29.9%*	*26.4%*
%H (All HH)		*100.0%*	*45.9%*	*10.4%*	*74.0%*	*31.5%*	*42.3%*	*85.3%*
%H (TV HH)			*45.9%*	*10.4%*	*74.0%*	*31.5%*	*42.3%*	
30" - 39"	1115	1115	530	129	721	297	424	965
%V	*46.5%*	*48.2%*	*49.9%*	*49.6%*	*50.2%*	*55.1%*	*47.3%*	*47.0%*
%H (All HH)		*100.0%*	*47.5%*	*11.6%*	*64.7%*	*26.6%*	*38.0%*	*86.5%*
%H (TV HH)			*47.5%*	*11.6%*	*64.7%*	*26.6%*	*38.0%*	
40" - 49"	1095	1095	584	140	650	308	341	998
%V	*45.7%*	*47.4%*	*55.0%*	*53.8%*	*45.3%*	*57.1%*	*38.1%*	*48.6%*
%H (All HH)		*100.0%*	*53.3%*	*12.8%*	*59.4%*	*28.1%*	*31.1%*	*91.1%*
%H (TV HH)			*53.3%*	*12.8%*	*59.4%*	*28.1%*	*31.1%*	
50" - 59"	379	379	229	44	209	120	89	366
%V	*15.8%*	*16.4%*	*21.6%*	*16.9%*	*14.6%*	*22.3%*	*9.9%*	*17.8%*
%H (All HH)		*100.0%*	*60.4%*	*11.6%*	*55.1%*	*31.7%*	*23.5%*	*96.6%*
%H (TV HH)			*60.4%*	*11.6%*	*55.1%*	*31.7%*	*23.5%*	
60"+	37	37	26	3	17	11	6	36
%V	*1.5%*	*1.6%*	*2.4%*	*1.2%*	*1.2%*	*2.0%*	*0.7%*	*1.8%*
%H (All HH)		*100.0%*	*70.3%*	*8.1%*	*45.9%*	*29.7%*	*16.2%*	*97.3%*
%H (TV HH)			*70.3%*	*8.1%*	*45.9%*	*29.7%*	*16.2%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Wales and West

Household level data

Table 17.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2397	2311	1062	260	1435	539	896	2053
%H (All HH)		*96.4%*	*44.3%*	*10.8%*	*59.9%*	*22.5%*	*37.4%*	*85.6%*
%H (TV HH)			*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	
Main living room	2294	2294	1059	257	1425	538	887	1969
%V	*95.7%*	*99.3%*	*99.7%*	*98.8%*	*99.3%*	*99.8%*	*99.0%*	*95.9%*
%H (All HH)		*100.0%*	*46.2%*	*11.2%*	*62.1%*	*23.5%*	*38.7%*	*85.8%*
%H (TV HH)			*46.2%*	*11.2%*	*62.1%*	*23.5%*	*38.7%*	
Kitchen	265	265	137	31	208	110	98	231
%V	*11.1%*	*11.5%*	*12.9%*	*11.9%*	*14.5%*	*20.4%*	*10.9%*	*11.3%*
%H (All HH)		*100.0%*	*51.7%*	*11.7%*	*78.5%*	*41.5%*	*37.0%*	*87.2%*
%H (TV HH)			*51.7%*	*11.7%*	*78.5%*	*41.5%*	*37.0%*	
Adult's bedroom	1047	1047	575	126	708	377	331	950
%V	*43.7%*	*45.3%*	*54.1%*	*48.5%*	*49.3%*	*69.9%*	*36.9%*	*46.3%*
%H (All HH)		*100.0%*	*54.9%*	*12.0%*	*67.6%*	*36.0%*	*31.6%*	*90.7%*
%H (TV HH)			*54.9%*	*12.0%*	*67.6%*	*36.0%*	*31.6%*	
Child's bedroom	220	220	131	29	135	81	55	218
%V	*9.2%*	*9.5%*	*12.3%*	*11.2%*	*9.4%*	*15.0%*	*6.1%*	*10.6%*
%H (All HH)		*100.0%*	*59.5%*	*13.2%*	*61.4%*	*36.8%*	*25.0%*	*99.1%*
%H (TV HH)			*59.5%*	*13.2%*	*61.4%*	*36.8%*	*25.0%*	
Other bedroom	139	139	79	16	99	57	42	132
%V	*5.8%*	*6.0%*	*7.4%*	*6.2%*	*6.9%*	*10.6%*	*4.7%*	*6.4%*
%H (All HH)		*100.0%*	*56.8%*	*11.5%*	*71.2%*	*41.0%*	*30.2%*	*95.0%*
%H (TV HH)			*56.8%*	*11.5%*	*71.2%*	*41.0%*	*30.2%*	
Second living/dining room	277	277	153	35	194	108	86	256
%V	*11.6%*	*12.0%*	*14.4%*	*13.5%*	*13.5%*	*20.0%*	*9.6%*	*12.5%*
%H (All HH)		*100.0%*	*55.2%*	*12.6%*	*70.0%*	*39.0%*	*31.0%*	*92.4%*
%H (TV HH)			*55.2%*	*12.6%*	*70.0%*	*39.0%*	*31.0%*	
Study/office	34	34	21	3	21	12	9	33
%V	*1.4%*	*1.5%*	*2.0%*	*1.2%*	*1.5%*	*2.2%*	*1.0%*	*1.6%*
%H (All HH)		*100.0%*	*61.8%*	*8.8%*	*61.8%*	*35.3%*	*26.5%*	*97.1%*
%H (TV HH)			*61.8%*	*8.8%*	*61.8%*	*35.3%*	*26.5%*	
TV room	16	16	10	1	11	6	5	15
%V	*0.7%*	*0.7%*	*0.9%*	*0.4%*	*0.8%*	*1.1%*	*0.6%*	*0.7%*
%H (All HH)		*100.0%*	*62.5%*	*6.3%*	*68.8%*	*37.5%*	*31.3%*	*93.8%*
%H (TV HH)			*62.5%*	*6.3%*	*68.8%*	*37.5%*	*31.3%*	
Conservatory	48	48	31	4	36	22	14	43
%V	*2.0%*	*2.1%*	*2.9%*	*1.5%*	*2.5%*	*4.1%*	*1.6%*	*2.1%*
%H (All HH)		*100.0%*	*64.6%*	*8.3%*	*75.0%*	*45.8%*	*29.2%*	*89.6%*
%H (TV HH)			*64.6%*	*8.3%*	*75.0%*	*45.8%*	*29.2%*	
Attic or loft room	8	8	5	1	5	3	2	8
%V	*0.3%*	*0.3%*	*0.5%*	*0.4%*	*0.3%*	*0.6%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*62.5%*	*12.5%*	*62.5%*	*37.5%*	*25.0%*	*100.0%*
%H (TV HH)			*62.5%*	*12.5%*	*62.5%*	*37.5%*	*25.0%*	
No specific location	2	2	1	0	2	1	0	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	
Other	21	21	15	2	17	13	4	21
%V	*0.9%*	*0.9%*	*1.4%*	*0.8%*	*1.2%*	*2.4%*	*0.4%*	*1.0%*
%H (All HH)		*100.0%*	*71.4%*	*9.5%*	*81.0%*	*61.9%*	*19.0%*	*100.0%*
%H (TV HH)			*71.4%*	*9.5%*	*81.0%*	*61.9%*	*19.0%*	

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

%V = percentage of vertical total

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

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

Table 17.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2397	2311	1062	260	1435	539	896	2053
%H (All HH)		*96.4%*	*44.3%*	*10.8%*	*59.9%*	*22.5%*	*37.4%*	*85.6%*
%H (TV HH)			*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	
Any DSAT provider	1062	1062	1062	7	437	437	0	968
%V	*44.3%*	*46.0%*	*100.0%*	*2.7%*	*30.5%*	*81.1%*	*0.0%*	*47.2%*
%H (All HH)			*100.0%*	*0.7%*	*41.1%*	*41.1%*	*0.0%*	*91.1%*
%H (TV HH)			*100.0%*	*0.7%*	*41.1%*	*41.1%*	*0.0%*	
Sky with subcription	867	867	867	2	355	355	0	800
%V	*36.2%*	*37.5%*	*81.6%*	*0.8%*	*24.7%*	*65.9%*	*0.0%*	*39.0%*
%H (All HH)			*100.0%*	*0.2%*	*40.9%*	*40.9%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*0.2%*	*40.9%*	*40.9%*	*0.0%*	
Sky without subscription	65	65	65	2	23	23	0	50
%V	*2.7%*	*2.8%*	*6.1%*	*0.8%*	*1.6%*	*4.3%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*3.1%*	*35.4%*	*35.4%*	*0.0%*	*76.9%*
%H (TV HH)			*100.0%*	*3.1%*	*35.4%*	*35.4%*	*0.0%*	
Freesat	130	130	130	2	60	60	0	120
%V	*5.4%*	*5.6%*	*12.2%*	*0.8%*	*4.2%*	*11.1%*	*0.0%*	*5.8%*
%H (All HH)			*100.0%*	*1.5%*	*46.2%*	*46.2%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*1.5%*	*46.2%*	*46.2%*	*0.0%*	
Other satellite provider	38	38	38	1	18	18	0	35
%V	*1.6%*	*1.6%*	*3.6%*	*0.4%*	*1.3%*	*3.3%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*2.6%*	*47.4%*	*47.4%*	*0.0%*	*92.1%*
%H (TV HH)			*100.0%*	*2.6%*	*47.4%*	*47.4%*	*0.0%*	
DCAB	260	260	7	260	104	104	0	239
%V	*10.8%*	*11.3%*	*0.7%*	*100.0%*	*7.2%*	*19.3%*	*0.0%*	*11.6%*
%H (All HH)			*2.7%*	*100.0%*	*40.0%*	*40.0%*	*0.0%*	*91.9%*
%H (TV HH)			*2.7%*	*100.0%*	*40.0%*	*40.0%*	*0.0%*	
DTT	1435	1435	437	104	1435	539	896	1187
%V	*59.9%*	*62.1%*	*41.1%*	*40.0%*	*100.0%*	*100.0%*	*100.0%*	*57.8%*
%H (All HH)		*100.0%*	*30.5%*	*7.2%*	*100.0%*	*37.6%*	*62.4%*	*82.7%*
%H (TV HH)			*30.5%*	*7.2%*	*100.0%*	*37.6%*	*62.4%*	

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

%V = percentage of vertical total

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

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

Table 17.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2397	2311	1062	260	1435	539	896	2053
%H (All HH)		*96.4%*	*44.3%*	*10.8%*	*59.9%*	*22.5%*	*37.4%*	*85.6%*
%H (TV HH)			*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	
PVR	1497	1497	937	251	806	495	311	1377
%V	*62.5%*	*64.8%*	*88.2%*	*96.5%*	*56.2%*	*91.8%*	*34.7%*	*67.1%*
%H (All HH)		*100.0%*	*62.6%*	*16.8%*	*53.8%*	*33.1%*	*20.8%*	*92.0%*
%H (TV HH)			*62.6%*	*16.8%*	*53.8%*	*33.1%*	*20.8%*	
DVDR	19	19	8	1	15	5	10	17
%V	*0.8%*	*0.8%*	*0.8%*	*0.4%*	*1.0%*	*0.9%*	*1.1%*	*0.8%*
%H (All HH)		*100.0%*	*42.1%*	*5.3%*	*78.9%*	*26.3%*	*52.6%*	*89.5%*
%H (TV HH)			*42.1%*	*5.3%*	*78.9%*	*26.3%*	*52.6%*	
VCR	9	9	2	2	7	2	4	8
%V	*0.4%*	*0.4%*	*0.2%*	*0.8%*	*0.5%*	*0.4%*	*0.4%*	*0.4%*
%H (All HH)		*100.0%*	*22.2%*	*22.2%*	*77.8%*	*22.2%*	*44.4%*	*88.9%*
%H (TV HH)			*22.2%*	*22.2%*	*77.8%*	*22.2%*	*44.4%*	
Any recorder	1507	1507	938	251	815	495	320	1384
%V	*62.9%*	*65.2%*	*88.3%*	*96.5%*	*56.8%*	*91.8%*	*35.7%*	*67.4%*
%H (All HH)		*100.0%*	*62.2%*	*16.7%*	*54.1%*	*32.8%*	*21.2%*	*91.8%*
%H (TV HH)			*62.2%*	*16.7%*	*54.1%*	*32.8%*	*21.2%*	
Receives HDTV (via STB or built-in reception)	1622	1622	861	220	1006	458	548	1478
%V	*67.7%*	*70.2%*	*81.1%*	*84.6%*	*70.1%*	*85.0%*	*61.2%*	*72.0%*
%H (All HH)		*100.0%*	*53.1%*	*13.6%*	*62.0%*	*28.2%*	*33.8%*	*91.1%*
%H (TV HH)			*53.1%*	*13.6%*	*62.0%*	*28.2%*	*33.8%*	
DVD/Blu-ray player or recorder	1541	1541	748	181	971	408	563	1372
%V	*64.3%*	*66.7%*	*70.4%*	*69.6%*	*67.7%*	*75.7%*	*62.8%*	*66.8%*
%H (All HH)		*100.0%*	*48.5%*	*11.7%*	*63.0%*	*26.5%*	*36.5%*	*89.0%*
%H (TV HH)			*48.5%*	*11.7%*	*63.0%*	*26.5%*	*36.5%*	

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

%V = percentage of vertical total

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

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

Table 17.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2397	2311	1062	260	1435	539	896	2053
%H (All HH)		*96.4%*	*44.3%*	*10.8%*	*59.9%*	*22.5%*	*37.4%*	*85.6%*
%H (TV HH)			*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	
Has broadband internet	2053	1982	968	239	1187	502	685	2053
%V	*85.6%*	*85.8%*	*91.1%*	*91.9%*	*82.7%*	*93.1%*	*76.5%*	*100.0%*
%H (All HH)		*96.5%*	*47.2%*	*11.6%*	*57.8%*	*24.5%*	*33.4%*	*100.0%*
%H (TV HH)			*48.8%*	*12.1%*	*59.9%*	*25.3%*	*34.6%*	
Number of computers (PCs and laptops)								
0	465	443	146	32	308	57	250	142
%V	*19.4%*	*19.2%*	*13.7%*	*12.3%*	*21.5%*	*10.6%*	*27.9%*	*6.9%*
%H (All HH)		*95.3%*	*31.4%*	*6.9%*	*66.2%*	*12.3%*	*53.8%*	*30.5%*
%H (TV HH)			*33.0%*	*7.2%*	*69.5%*	*12.9%*	*56.4%*	
1	607	581	260	65	353	123	230	594
%V	*25.3%*	*25.1%*	*24.5%*	*25.0%*	*24.6%*	*22.8%*	*25.7%*	*28.9%*
%H (All HH)		*95.7%*	*42.8%*	*10.7%*	*58.2%*	*20.3%*	*37.9%*	*97.9%*
%H (TV HH)			*44.8%*	*11.2%*	*60.8%*	*21.2%*	*39.6%*	
2	589	568	269	62	352	139	213	586
%V	*24.6%*	*24.6%*	*25.3%*	*23.8%*	*24.5%*	*25.8%*	*23.8%*	*28.5%*
%H (All HH)		*96.4%*	*45.7%*	*10.5%*	*59.8%*	*23.6%*	*36.2%*	*99.5%*
%H (TV HH)			*47.4%*	*10.9%*	*62.0%*	*24.5%*	*37.5%*	
3	347	339	175	39	202	92	109	345
%V	*14.5%*	*14.7%*	*16.5%*	*15.0%*	*14.1%*	*17.1%*	*12.2%*	*16.8%*
%H (All HH)		*97.7%*	*50.4%*	*11.2%*	*58.2%*	*26.5%*	*31.4%*	*99.4%*
%H (TV HH)			*51.6%*	*11.5%*	*59.6%*	*27.1%*	*32.2%*	
4	190	186	98	34	108	60	48	190
%V	*7.9%*	*8.0%*	*9.2%*	*13.1%*	*7.5%*	*11.1%*	*5.4%*	*9.3%*
%H (All HH)		*97.9%*	*51.6%*	*17.9%*	*56.8%*	*31.6%*	*25.3%*	*100.0%*
%H (TV HH)			*52.7%*	*18.3%*	*58.1%*	*32.3%*	*25.8%*	
5+	198	195	115	29	113	68	45	198
%V	*8.3%*	*8.4%*	*10.8%*	*11.2%*	*7.9%*	*12.6%*	*5.0%*	*9.6%*
%H (All HH)		*98.5%*	*58.1%*	*14.6%*	*57.1%*	*34.3%*	*22.7%*	*100.0%*
%H (TV HH)			*59.0%*	*14.9%*	*57.9%*	*34.9%*	*23.1%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Wales and West

Set level data

Table 17.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4692	2413	552	3092	1480	1612	4191
%H		*51.4%*	*11.8%*	*65.9%*	*31.5%*	*34.4%*	*89.3%*
Under 20"	294	151	28	237	126	112	252
%V	*6.3%*	*6.3%*	*5.1%*	*7.7%*	*8.5%*	*6.9%*	*6.0%*
%H		*51.4%*	*9.5%*	*80.6%*	*42.9%*	*38.1%*	*85.7%*
20" - 29"	806	380	87	600	271	330	692
%V	*17.2%*	*15.7%*	*15.8%*	*19.4%*	*18.3%*	*20.5%*	*16.5%*
%H		*47.1%*	*10.8%*	*74.4%*	*33.6%*	*40.9%*	*85.9%*
30" - 39"	1417	708	170	927	424	503	1250
%V	*30.2%*	*29.3%*	*30.8%*	*30.0%*	*28.6%*	*31.2%*	*29.8%*
%H		*50.0%*	*12.0%*	*65.4%*	*29.9%*	*35.5%*	*88.2%*
40" - 49"	1326	731	168	793	398	395	1221
%V	*28.3%*	*30.3%*	*30.4%*	*25.6%*	*26.9%*	*24.5%*	*29.1%*
%H		*55.1%*	*12.7%*	*59.8%*	*30.0%*	*29.8%*	*92.1%*
50" - 59"	420	258	47	235	138	96	404
%V	*9.0%*	*10.7%*	*8.5%*	*7.6%*	*9.3%*	*6.0%*	*9.6%*
%H		*61.4%*	*11.2%*	*56.0%*	*32.9%*	*22.9%*	*96.2%*
60"+	38	26	3	17	11	6	37
%V	*0.8%*	*1.1%*	*0.5%*	*0.5%*	*0.7%*	*0.4%*	*0.9%*
%H		*68.4%*	*7.9%*	*44.7%*	*28.9%*	*15.8%*	*97.4%*
Don't know	392	157	49	284	112	172	336
%V	*8.4%*	*6.5%*	*8.9%*	*9.2%*	*7.6%*	*10.7%*	*8.0%*
%H		*40.1%*	*12.5%*	*72.4%*	*28.6%*	*43.9%*	*85.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Wales and West

Set level data

Table 17.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4692	2413	552	3092	1480	1612	4191
%H		*51.4%*	*11.8%*	*65.9%*	*31.5%*	*34.4%*	*89.3%*
Main living room	2302	1064	258	1430	540	890	1977
%V	*49.1%*	*44.1%*	*46.7%*	*46.2%*	*36.5%*	*55.2%*	*47.2%*
%H		*46.2%*	*11.2%*	*62.1%*	*23.5%*	*38.7%*	*85.9%*
Kitchen	265	137	31	208	110	98	231
%V	*5.6%*	*5.7%*	*5.6%*	*6.7%*	*7.4%*	*6.1%*	*5.5%*
%H		*51.7%*	*11.7%*	*78.5%*	*41.5%*	*37.0%*	*87.2%*
Adult's bedroom	1261	700	162	866	483	384	1158
%V	*26.9%*	*29.0%*	*29.3%*	*28.0%*	*32.6%*	*23.8%*	*27.6%*
%H		*55.5%*	*12.8%*	*68.7%*	*38.3%*	*30.5%*	*91.8%*
Child's bedroom	285	174	35	178	109	69	282
%V	*6.1%*	*7.2%*	*6.3%*	*5.8%*	*7.4%*	*4.3%*	*6.7%*
%H		*61.1%*	*12.3%*	*62.5%*	*38.2%*	*24.2%*	*98.9%*
Other bedroom	164	95	19	116	68	48	156
%V	*3.5%*	*3.9%*	*3.4%*	*3.8%*	*4.6%*	*3.0%*	*3.7%*
%H		*57.9%*	*11.6%*	*70.7%*	*41.5%*	*29.3%*	*95.1%*
Second living/dining room	281	156	36	198	110	87	260
%V	*6.0%*	*6.5%*	*6.5%*	*6.4%*	*7.4%*	*5.4%*	*6.2%*
%H		*55.5%*	*12.8%*	*70.5%*	*39.1%*	*31.0%*	*92.5%*
Study/office	35	22	3	22	13	9	34
%V	*0.7%*	*0.9%*	*0.5%*	*0.7%*	*0.9%*	*0.6%*	*0.8%*
%H		*62.9%*	*8.6%*	*62.9%*	*37.1%*	*25.7%*	*97.1%*
TV room	17	10	1	12	6	6	16
%V	*0.4%*	*0.4%*	*0.2%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*
%H		*58.8%*	*5.9%*	*70.6%*	*35.3%*	*35.3%*	*94.1%*
Conservatory	48	31	4	36	22	14	43
%V	*1.0%*	*1.3%*	*0.7%*	*1.2%*	*1.5%*	*0.9%*	*1.0%*
%H		*64.6%*	*8.3%*	*75.0%*	*45.8%*	*29.2%*	*89.6%*
Attic or loft room	9	6	1	5	3	2	9
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*66.7%*	*11.1%*	*55.6%*	*33.3%*	*22.2%*	*100.0%*
No specific location	2	1	0	2	1	0	2
%V	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.0%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*
Other	23	16	2	19	14	5	23
%V	*0.5%*	*0.7%*	*0.4%*	*0.6%*	*0.9%*	*0.3%*	*0.5%*
%H		*69.6%*	*8.7%*	*82.6%*	*60.9%*	*21.7%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Wales and West

Set level data

Table 17.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4692	2413	552	3092	1480	1612	4191
%H		*51.4%*	*11.8%*	*65.9%*	*31.5%*	*34.4%*	*89.3%*
PVR	2125	1418	362	1049	698	350	1981
%V	*45.3%*	*58.8%*	*65.6%*	*33.9%*	*47.2%*	*21.7%*	*47.3%*
%H		*66.7%*	*17.0%*	*49.4%*	*32.8%*	*16.5%*	*93.2%*
DVDR	20	8	2	15	5	10	18
%V	*0.4%*	*0.3%*	*0.4%*	*0.5%*	*0.3%*	*0.6%*	*0.4%*
%H		*40.0%*	*10.0%*	*75.0%*	*25.0%*	*50.0%*	*90.0%*
VCR	9	2	2	7	2	4	8
%V	*0.2%*	*0.1%*	*0.4%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*
%H		*22.2%*	*22.2%*	*77.8%*	*22.2%*	*44.4%*	*88.9%*
Any recorder	2141	1421	364	1064	703	361	1993
%V	*45.6%*	*58.9%*	*65.9%*	*34.4%*	*47.5%*	*22.4%*	*47.6%*
%H		*66.4%*	*17.0%*	*49.7%*	*32.8%*	*16.9%*	*93.1%*

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

Set level data

Table 17.14: 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	4692	2413	552	3092	1480	1612	4191
%H		*51.4%*	*11.8%*	*65.9%*	*31.5%*	*34.4%*	*89.3%*
Receives HDTV (via STB or built-in reception)	2564	1463	348	1615	852	763	2382
%V	*54.6%*	*60.6%*	*63.0%*	*52.2%*	*57.6%*	*47.3%*	*56.8%*
%H		*57.1%*	*13.6%*	*63.0%*	*33.2%*	*29.8%*	*92.9%*
DVD/Blu-ray player or recorder	2246	1172	272	1444	701	744	2052
%V	*47.9%*	*48.6%*	*49.3%*	*46.7%*	*47.4%*	*46.2%*	*49.0%*
%H		*52.2%*	*12.1%*	*64.3%*	*31.2%*	*33.1%*	*91.4%*

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Wales and West

Set level data

Table 17.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2311	1062	260	1435	539	896	1982
%H		*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	*85.8%*
Under 20"	17	3	1	12	1	11	10
%V	*0.7%*	*0.3%*	*0.4%*	*0.8%*	*0.2%*	*1.2%*	*0.5%*
%H		*17.6%*	*5.9%*	*70.6%*	*5.9%*	*64.7%*	*58.8%*
20" - 29"	158	40	13	115	16	98	104
%V	*6.8%*	*3.8%*	*5.0%*	*8.0%*	*3.0%*	*10.9%*	*5.2%*
%H		*25.3%*	*8.2%*	*72.8%*	*10.1%*	*62.0%*	*65.8%*
30" - 39"	642	249	65	425	124	301	512
%V	*27.8%*	*23.4%*	*25.0%*	*29.6%*	*23.0%*	*33.6%*	*25.8%*
%H		*38.8%*	*10.1%*	*66.2%*	*19.3%*	*46.9%*	*79.8%*
40" - 49"	941	485	121	561	253	308	848
%V	*40.7%*	*45.7%*	*46.5%*	*39.1%*	*46.9%*	*34.4%*	*42.8%*
%H		*51.5%*	*12.9%*	*59.6%*	*26.9%*	*32.7%*	*90.1%*
50" - 59"	348	206	40	190	105	85	335
%V	*15.1%*	*19.4%*	*15.4%*	*13.2%*	*19.5%*	*9.5%*	*16.9%*
%H		*59.2%*	*11.5%*	*54.6%*	*30.2%*	*24.4%*	*96.3%*
60"+	35	24	3	16	11	5	34
%V	*1.5%*	*2.3%*	*1.2%*	*1.1%*	*2.0%*	*0.6%*	*1.7%*
%H		*68.6%*	*8.6%*	*45.7%*	*31.4%*	*14.3%*	*97.1%*
Don't know	169	54	18	116	29	87	139
%V	*7.3%*	*5.1%*	*6.9%*	*8.1%*	*5.4%*	*9.7%*	*7.0%*
%H		*32.0%*	*10.7%*	*68.6%*	*17.2%*	*51.5%*	*82.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2311	1062	260	1435	539	896	1982
%H		*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	*85.8%*
PVR	1473	927	248	784	484	300	1355
%V	*63.7%*	*87.3%*	*95.4%*	*54.6%*	*89.8%*	*33.5%*	*68.4%*
%H		*62.9%*	*16.8%*	*53.2%*	*32.9%*	*20.4%*	*92.0%*
DVDR	16	5	1	12	3	10	14
%V	*0.7%*	*0.5%*	*0.4%*	*0.8%*	*0.6%*	*1.1%*	*0.7%*
%H		*31.3%*	*6.3%*	*75.0%*	*18.8%*	*62.5%*	*87.5%*
VCR	6	2	1	4	1	2	5
%V	*0.3%*	*0.2%*	*0.4%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*
%H		*33.3%*	*16.7%*	*66.7%*	*16.7%*	*33.3%*	*83.3%*
Any recorder	1483	928	249	794	485	308	1363
%V	*64.2%*	*87.4%*	*95.8%*	*55.3%*	*90.0%*	*34.4%*	*68.8%*
%H		*62.6%*	*16.8%*	*53.5%*	*32.7%*	*20.8%*	*91.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.17: 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	2311	1062	260	1435	539	896	1982
%H		*46.0%*	*11.3%*	*62.1%*	*23.3%*	*38.8%*	*85.8%*
Receives HDTV (via STB or built-in reception)	1586	843	217	974	443	531	1444
%V	*68.6%*	*79.4%*	*83.5%*	*67.9%*	*82.2%*	*59.3%*	*72.9%*
%H		*53.2%*	*13.7%*	*61.4%*	*27.9%*	*33.5%*	*91.0%*
DVD/Blu-ray player or recorder	1339	630	152	846	335	510	1180
%V	*57.9%*	*59.3%*	*58.5%*	*59.0%*	*62.2%*	*56.9%*	*59.5%*
%H		*47.1%*	*11.4%*	*63.2%*	*25.0%*	*38.1%*	*88.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2382	1351	292	1658	942	716	2209
%H		*56.7%*	*12.3%*	*69.6%*	*39.5%*	*30.1%*	*92.7%*
Under 20"	276	148	26	225	125	100	241
%V	*11.6%*	*11.0%*	*8.9%*	*13.6%*	*13.3%*	*14.0%*	*10.9%*
%H		*53.6%*	*9.4%*	*81.5%*	*45.3%*	*36.2%*	*87.3%*
20" - 29"	648	340	74	485	254	231	587
%V	*27.2%*	*25.2%*	*25.3%*	*29.3%*	*27.0%*	*32.3%*	*26.6%*
%H		*52.5%*	*11.4%*	*74.8%*	*39.2%*	*35.6%*	*90.6%*
30" - 39"	775	459	105	502	301	201	737
%V	*32.5%*	*34.0%*	*36.0%*	*30.3%*	*32.0%*	*28.1%*	*33.4%*
%H		*59.2%*	*13.5%*	*64.8%*	*38.8%*	*25.9%*	*95.1%*
40" - 49"	385	246	47	232	145	86	373
%V	*16.2%*	*18.2%*	*16.1%*	*14.0%*	*15.4%*	*12.0%*	*16.9%*
%H		*63.9%*	*12.2%*	*60.3%*	*37.7%*	*22.3%*	*96.9%*
50" - 59"	72	52	8	45	33	12	70
%V	*3.0%*	*3.8%*	*2.7%*	*2.7%*	*3.5%*	*1.7%*	*3.2%*
%H		*72.2%*	*11.1%*	*62.5%*	*45.8%*	*16.7%*	*97.2%*
60"+	3	2	0	1	1	1	3
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*66.7%*	*0.0%*	*33.3%*	*33.3%*	*33.3%*	*100.0%*
Don't know	223	103	31	167	83	85	197
%V	*9.4%*	*7.6%*	*10.6%*	*10.1%*	*8.8%*	*11.9%*	*8.9%*
%H		*46.2%*	*13.9%*	*74.9%*	*37.2%*	*38.1%*	*88.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2382	1351	292	1658	942	716	2209
%H		*56.7%*	*12.3%*	*69.6%*	*39.5%*	*30.1%*	*92.7%*
PVR	652	491	114	265	215	50	626
%V	*27.4%*	*36.3%*	*39.0%*	*16.0%*	*22.8%*	*7.0%*	*28.3%*
%H		*75.3%*	*17.5%*	*40.6%*	*33.0%*	*7.7%*	*96.0%*
DVDR	4	3	0	3	2	0	3
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.0%*	*0.1%*
%H		*75.0%*	*0.0%*	*75.0%*	*50.0%*	*0.0%*	*75.0%*
VCR	3	0	1	3	1	2	3
%V	*0.1%*	*0.0%*	*0.3%*	*0.2%*	*0.1%*	*0.3%*	*0.1%*
%H		*0.0%*	*33.3%*	*100.0%*	*33.3%*	*66.7%*	*100.0%*
Any recorder	658	493	115	270	217	53	631
%V	*27.6%*	*36.5%*	*39.4%*	*16.3%*	*23.0%*	*7.4%*	*28.6%*
%H		*74.9%*	*17.5%*	*41.0%*	*33.0%*	*8.1%*	*95.9%*

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

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2382	1351	292	1658	942	716	2209
%H		*56.7%*	*12.3%*	*69.6%*	*39.5%*	*30.1%*	*92.7%*
Receives HDTV (via STB or built-in reception)	978	620	131	641	409	232	938
%V	*41.1%*	*45.9%*	*44.9%*	*38.7%*	*43.4%*	*32.4%*	*42.5%*
%H		*63.4%*	*13.4%*	*65.5%*	*41.8%*	*23.7%*	*95.9%*
DVD/Blu-ray player or recorder	907	542	120	599	365	233	872
%V	*38.1%*	*40.1%*	*41.1%*	*36.1%*	*38.7%*	*32.5%*	*39.5%*
%H		*59.8%*	*13.2%*	*66.0%*	*40.2%*	*25.7%*	*96.1%*

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

Table 17.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5444	5294	2648	656	3159	1386	1772	4990
%H		*97.2%*	*48.6%*	*12.0%*	*58.0%*	*25.5%*	*32.5%*	*91.7%*
Total Children	1013	996	529	130	537	261	277	995
%V	*18.6%*	*18.8%*	*20.0%*	*19.8%*	*17.0%*	*18.8%*	*15.6%*	*19.9%*
%H		*98.3%*	*52.2%*	*12.8%*	*53.0%*	*25.8%*	*27.3%*	*98.2%*
0 - 3	247	244	116	30	132	53	79	241
%V	*4.5%*	*4.6%*	*4.4%*	*4.6%*	*4.2%*	*3.8%*	*4.5%*	*4.8%*
%H		*98.8%*	*47.0%*	*12.1%*	*53.4%*	*21.5%*	*32.0%*	*97.6%*
4 - 15	766	752	413	101	405	208	198	753
%V	*14.1%*	*14.2%*	*15.6%*	*15.4%*	*12.8%*	*15.0%*	*11.2%*	*15.1%*
%H		*98.2%*	*53.9%*	*13.2%*	*52.9%*	*27.2%*	*25.8%*	*98.3%*
4 - 9	393	382	209	50	198	97	101	384
%V	*7.2%*	*7.2%*	*7.9%*	*7.6%*	*6.3%*	*7.0%*	*5.7%*	*7.7%*
%H		*97.2%*	*53.2%*	*12.7%*	*50.4%*	*24.7%*	*25.7%*	*97.7%*
10 - 15	373	369	204	51	207	110	97	370
%V	*6.9%*	*7.0%*	*7.7%*	*7.8%*	*6.6%*	*7.9%*	*5.5%*	*7.4%*
%H		*98.9%*	*54.7%*	*13.7%*	*55.5%*	*29.5%*	*26.0%*	*99.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5444	5294	2648	656	3159	1386	1772	4990
%H		*97.2%*	*48.6%*	*12.0%*	*58.0%*	*25.5%*	*32.5%*	*91.7%*
Total Adults (16+)	4431	4299	2119	525	2621	1126	1495	3995
%V	*81.4%*	*81.2%*	*80.0%*	*80.0%*	*83.0%*	*81.2%*	*84.4%*	*80.1%*
%H		*97.0%*	*47.8%*	*11.8%*	*59.2%*	*25.4%*	*33.7%*	*90.2%*
16 - 19	221	215	126	32	116	69	48	218
%V	*4.1%*	*4.1%*	*4.8%*	*4.9%*	*3.7%*	*5.0%*	*2.7%*	*4.4%*
%H		*97.3%*	*57.0%*	*14.5%*	*52.5%*	*31.2%*	*21.7%*	*98.6%*
20 - 24	323	307	149	41	168	81	86	314
%V	*5.9%*	*5.8%*	*5.6%*	*6.3%*	*5.3%*	*5.8%*	*4.9%*	*6.3%*
%H		*95.0%*	*46.1%*	*12.7%*	*52.0%*	*25.1%*	*26.6%*	*97.2%*
25 - 34	701	658	315	83	331	135	196	681
%V	*12.9%*	*12.4%*	*11.9%*	*12.7%*	*10.5%*	*9.7%*	*11.1%*	*13.6%*
%H		*93.9%*	*44.9%*	*11.8%*	*47.2%*	*19.3%*	*28.0%*	*97.1%*
35 - 44	646	623	319	83	333	146	187	631
%V	*11.9%*	*11.8%*	*12.0%*	*12.7%*	*10.5%*	*10.5%*	*10.6%*	*12.6%*
%H		*96.4%*	*49.4%*	*12.8%*	*51.5%*	*22.6%*	*28.9%*	*97.7%*
45 - 54	757	737	409	109	435	229	206	718
%V	*13.9%*	*13.9%*	*15.4%*	*16.6%*	*13.8%*	*16.5%*	*11.6%*	*14.4%*
%H		*97.4%*	*54.0%*	*14.4%*	*57.5%*	*30.3%*	*27.2%*	*94.8%*
55 - 64	692	676	342	85	450	208	242	645
%V	*12.7%*	*12.8%*	*12.9%*	*13.0%*	*14.2%*	*15.0%*	*13.7%*	*12.9%*
%H		*97.7%*	*49.4%*	*12.3%*	*65.0%*	*30.1%*	*35.0%*	*93.2%*
65+	1091	1082	458	91	789	259	530	789
%V	*20.0%*	*20.4%*	*17.3%*	*13.9%*	*25.0%*	*18.7%*	*29.9%*	*15.8%*
%H		*99.2%*	*42.0%*	*8.3%*	*72.3%*	*23.7%*	*48.6%*	*72.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Wales and West

Individual level data

Table 17.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4431	4299	2119	525	2621	1126	1495	3995
%H		*97.0%*	*47.8%*	*11.8%*	*59.2%*	*25.4%*	*33.7%*	*90.2%*
AB	1046	1019	520	128	615	277	338	1015
%V	*23.6%*	*23.7%*	*24.5%*	*24.4%*	*23.5%*	*24.6%*	*22.6%*	*25.4%*
%H		*97.4%*	*49.7%*	*12.2%*	*58.8%*	*26.5%*	*32.3%*	*97.0%*
C1	1181	1138	541	155	685	297	388	1111
%V	*26.7%*	*26.5%*	*25.5%*	*29.5%*	*26.1%*	*26.4%*	*26.0%*	*27.8%*
%H		*96.4%*	*45.8%*	*13.1%*	*58.0%*	*25.1%*	*32.9%*	*94.1%*
C2	1160	1138	586	149	709	330	379	1058
%V	*26.2%*	*26.5%*	*27.7%*	*28.4%*	*27.1%*	*29.3%*	*25.4%*	*26.5%*
%H		*98.1%*	*50.5%*	*12.8%*	*61.1%*	*28.4%*	*32.7%*	*91.2%*
D	676	651	330	65	391	161	230	574
%V	*15.3%*	*15.1%*	*15.6%*	*12.4%*	*14.9%*	*14.3%*	*15.4%*	*14.4%*
%H		*96.3%*	*48.8%*	*9.6%*	*57.8%*	*23.8%*	*34.0%*	*84.9%*
E	368	353	143	28	220	60	160	238
%V	*8.3%*	*8.2%*	*6.7%*	*5.3%*	*8.4%*	*5.3%*	*10.7%*	*6.0%*
%H		*95.9%*	*38.9%*	*7.6%*	*59.8%*	*16.3%*	*43.5%*	*64.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4431	4299	2119	525	2621	1126	1495	3995
%H		*97.0%*	*47.8%*	*11.8%*	*59.2%*	*25.4%*	*33.7%*	*90.2%*
Working full time	2060	1999	1064	274	1120	549	571	2002
%V	*46.5%*	*46.5%*	*50.2%*	*52.2%*	*42.7%*	*48.8%*	*38.2%*	*50.1%*
%H		*97.0%*	*51.7%*	*13.3%*	*54.4%*	*26.7%*	*27.7%*	*97.2%*
Working part time	463	451	215	64	279	124	156	443
%V	*10.4%*	*10.5%*	*10.1%*	*12.2%*	*10.6%*	*11.0%*	*10.4%*	*11.1%*
%H		*97.4%*	*46.4%*	*13.8%*	*60.3%*	*26.8%*	*33.7%*	*95.7%*
Not working	1908	1848	840	188	1222	453	768	1550
%V	*43.1%*	*43.0%*	*39.6%*	*35.8%*	*46.6%*	*40.2%*	*51.4%*	*38.8%*
%H		*96.9%*	*44.0%*	*9.9%*	*64.0%*	*23.7%*	*40.3%*	*81.2%*
Houseperson	2397	2311	1062	260	1435	539	896	2053
%V	*54.1%*	*53.8%*	*50.1%*	*49.5%*	*54.8%*	*47.9%*	*59.9%*	*51.4%*
%H		*96.4%*	*44.3%*	*10.8%*	*59.9%*	*22.5%*	*37.4%*	*85.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2191	2119	1055	265	1270	556	714	1994
%H		*96.7%*	*48.2%*	*12.1%*	*58.0%*	*25.4%*	*32.6%*	*91.0%*
16 - 19	120	116	69	19	60	35	25	119
%V	*5.5%*	*5.5%*	*6.5%*	*7.2%*	*4.7%*	*6.3%*	*3.5%*	*6.0%*
%H		*96.7%*	*57.5%*	*15.8%*	*50.0%*	*29.2%*	*20.8%*	*99.2%*
20 - 24	172	165	84	24	86	43	42	166
%V	*7.9%*	*7.8%*	*8.0%*	*9.1%*	*6.8%*	*7.7%*	*5.9%*	*8.3%*
%H		*95.9%*	*48.8%*	*14.0%*	*50.0%*	*25.0%*	*24.4%*	*96.5%*
25 - 34	359	335	155	42	168	66	102	349
%V	*16.4%*	*15.8%*	*14.7%*	*15.8%*	*13.2%*	*11.9%*	*14.3%*	*17.5%*
%H		*93.3%*	*43.2%*	*11.7%*	*46.8%*	*18.4%*	*28.4%*	*97.2%*
35 - 44	322	309	153	45	162	70	93	313
%V	*14.7%*	*14.6%*	*14.5%*	*17.0%*	*12.8%*	*12.6%*	*13.0%*	*15.7%*
%H		*96.0%*	*47.5%*	*14.0%*	*50.3%*	*21.7%*	*28.9%*	*97.2%*
45 - 54	368	355	193	52	207	106	101	342
%V	*16.8%*	*16.8%*	*18.3%*	*19.6%*	*16.3%*	*19.1%*	*14.1%*	*17.2%*
%H		*96.5%*	*52.4%*	*14.1%*	*56.3%*	*28.8%*	*27.4%*	*92.9%*
55 - 64	341	334	172	39	222	103	119	321
%V	*15.6%*	*15.8%*	*16.3%*	*14.7%*	*17.5%*	*18.5%*	*16.7%*	*16.1%*
%H		*97.9%*	*50.4%*	*11.4%*	*65.1%*	*30.2%*	*34.9%*	*94.1%*
65+	510	506	229	45	365	135	231	385
%V	*23.3%*	*23.9%*	*21.7%*	*17.0%*	*28.7%*	*24.3%*	*32.4%*	*19.3%*
%H		*99.2%*	*44.9%*	*8.8%*	*71.6%*	*26.5%*	*45.3%*	*75.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2191	2119	1055	265	1270	556	714	1994
%H		*96.7%*	*48.2%*	*12.1%*	*58.0%*	*25.4%*	*32.6%*	*91.0%*
AB	523	509	262	65	307	140	167	508
%V	*23.9%*	*24.0%*	*24.8%*	*24.5%*	*24.2%*	*25.2%*	*23.4%*	*25.5%*
%H		*97.3%*	*50.1%*	*12.4%*	*58.7%*	*26.8%*	*31.9%*	*97.1%*
C1	557	537	260	78	317	145	172	530
%V	*25.4%*	*25.3%*	*24.6%*	*29.4%*	*25.0%*	*26.1%*	*24.1%*	*26.6%*
%H		*96.4%*	*46.7%*	*14.0%*	*56.9%*	*26.0%*	*30.9%*	*95.2%*
C2	628	613	309	80	378	169	208	563
%V	*28.7%*	*28.9%*	*29.3%*	*30.2%*	*29.8%*	*30.4%*	*29.1%*	*28.2%*
%H		*97.6%*	*49.2%*	*12.7%*	*60.2%*	*26.9%*	*33.1%*	*89.6%*
D	323	310	165	31	175	77	98	288
%V	*14.7%*	*14.6%*	*15.6%*	*11.7%*	*13.8%*	*13.8%*	*13.7%*	*14.4%*
%H		*96.0%*	*51.1%*	*9.6%*	*54.2%*	*23.8%*	*30.3%*	*89.2%*
E	161	150	59	11	94	25	69	105
%V	*7.3%*	*7.1%*	*5.6%*	*4.2%*	*7.4%*	*4.5%*	*9.7%*	*5.3%*
%H		*93.2%*	*36.6%*	*6.8%*	*58.4%*	*15.5%*	*42.9%*	*65.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2191	2119	1055	265	1270	556	714	1994
%H		*96.7%*	*48.2%*	*12.1%*	*58.0%*	*25.4%*	*32.6%*	*91.0%*
Working full time	1254	1217	642	170	678	329	349	1219
%V	*57.2%*	*57.4%*	*60.9%*	*64.2%*	*53.4%*	*59.2%*	*48.9%*	*61.1%*
%H		*97.0%*	*51.2%*	*13.6%*	*54.1%*	*26.2%*	*27.8%*	*97.2%*
Working part time	97	94	38	14	61	25	36	90
%V	*4.4%*	*4.4%*	*3.6%*	*5.3%*	*4.8%*	*4.5%*	*5.0%*	*4.5%*
%H		*96.9%*	*39.2%*	*14.4%*	*62.9%*	*25.8%*	*37.1%*	*92.8%*
Not working	841	808	374	81	531	202	329	686
%V	*38.4%*	*38.1%*	*35.5%*	*30.6%*	*41.8%*	*36.3%*	*46.1%*	*34.4%*
%H		*96.1%*	*44.5%*	*9.6%*	*63.1%*	*24.0%*	*39.1%*	*81.6%*
Houseperson	500	464	178	45	290	80	210	378
%V	*22.8%*	*21.9%*	*16.9%*	*17.0%*	*22.8%*	*14.4%*	*29.4%*	*19.0%*
%H		*92.8%*	*35.6%*	*9.0%*	*58.0%*	*16.0%*	*42.0%*	*75.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2240	2180	1064	260	1351	570	782	2001
%H		*97.3%*	*47.5%*	*11.6%*	*60.3%*	*25.4%*	*34.9%*	*89.3%*
16 - 19	101	99	57	14	57	34	23	100
%V	*4.5%*	*4.5%*	*5.4%*	*5.4%*	*4.2%*	*6.0%*	*2.9%*	*5.0%*
%H		*98.0%*	*56.4%*	*13.9%*	*56.4%*	*33.7%*	*22.8%*	*99.0%*
20 - 24	152	142	65	18	82	38	44	148
%V	*6.8%*	*6.5%*	*6.1%*	*6.9%*	*6.1%*	*6.7%*	*5.6%*	*7.4%*
%H		*93.4%*	*42.8%*	*11.8%*	*53.9%*	*25.0%*	*28.9%*	*97.4%*
25 - 34	342	323	161	41	162	69	93	332
%V	*15.3%*	*14.8%*	*15.1%*	*15.8%*	*12.0%*	*12.1%*	*11.9%*	*16.6%*
%H		*94.4%*	*47.1%*	*12.0%*	*47.4%*	*20.2%*	*27.2%*	*97.1%*
35 - 44	324	314	166	38	171	76	95	318
%V	*14.5%*	*14.4%*	*15.6%*	*14.6%*	*12.7%*	*13.3%*	*12.1%*	*15.9%*
%H		*96.9%*	*51.2%*	*11.7%*	*52.8%*	*23.5%*	*29.3%*	*98.1%*
45 - 54	388	382	215	57	227	123	105	376
%V	*17.3%*	*17.5%*	*20.2%*	*21.9%*	*16.8%*	*21.6%*	*13.4%*	*18.8%*
%H		*98.5%*	*55.4%*	*14.7%*	*58.5%*	*31.7%*	*27.1%*	*96.9%*
55 - 64	350	342	171	46	228	105	123	325
%V	*15.6%*	*15.7%*	*16.1%*	*17.7%*	*16.9%*	*18.4%*	*15.7%*	*16.2%*
%H		*97.7%*	*48.9%*	*13.1%*	*65.1%*	*30.0%*	*35.1%*	*92.9%*
65+	582	577	229	46	424	124	299	403
%V	*26.0%*	*26.5%*	*21.5%*	*17.7%*	*31.4%*	*21.8%*	*38.2%*	*20.1%*
%H		*99.1%*	*39.3%*	*7.9%*	*72.9%*	*21.3%*	*51.4%*	*69.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2240	2180	1064	260	1351	570	782	2001
%H		*97.3%*	*47.5%*	*11.6%*	*60.3%*	*25.4%*	*34.9%*	*89.3%*
AB	523	510	258	64	309	137	172	506
%V	*23.3%*	*23.4%*	*24.2%*	*24.6%*	*22.9%*	*24.0%*	*22.0%*	*25.3%*
%H		*97.5%*	*49.3%*	*12.2%*	*59.1%*	*26.2%*	*32.9%*	*96.7%*
C1	624	601	280	77	368	152	216	581
%V	*27.9%*	*27.6%*	*26.3%*	*29.6%*	*27.2%*	*26.7%*	*27.6%*	*29.0%*
%H		*96.3%*	*44.9%*	*12.3%*	*59.0%*	*24.4%*	*34.6%*	*93.1%*
C2	532	524	276	69	331	161	170	494
%V	*23.8%*	*24.0%*	*25.9%*	*26.5%*	*24.5%*	*28.2%*	*21.7%*	*24.7%*
%H		*98.5%*	*51.9%*	*13.0%*	*62.2%*	*30.3%*	*32.0%*	*92.9%*
D	353	341	165	34	217	84	132	286
%V	*15.8%*	*15.6%*	*15.5%*	*13.1%*	*16.1%*	*14.7%*	*16.9%*	*14.3%*
%H		*96.6%*	*46.7%*	*9.6%*	*61.5%*	*23.8%*	*37.4%*	*81.0%*
E	207	203	84	17	127	36	91	133
%V	*9.2%*	*9.3%*	*7.9%*	*6.5%*	*9.4%*	*6.3%*	*11.6%*	*6.6%*
%H		*98.1%*	*40.6%*	*8.2%*	*61.4%*	*17.4%*	*44.0%*	*64.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2240	2180	1064	260	1351	570	782	2001
%H		*97.3%*	*47.5%*	*11.6%*	*60.3%*	*25.4%*	*34.9%*	*89.3%*
Working full time	806	782	422	105	442	221	222	784
%V	*36.0%*	*35.9%*	*39.7%*	*40.4%*	*32.7%*	*38.8%*	*28.4%*	*39.2%*
%H		*97.0%*	*52.4%*	*13.0%*	*54.8%*	*27.4%*	*27.5%*	*97.3%*
Working part time	366	357	176	49	218	98	120	353
%V	*16.3%*	*16.4%*	*16.5%*	*18.8%*	*16.1%*	*17.2%*	*15.3%*	*17.6%*
%H		*97.5%*	*48.1%*	*13.4%*	*59.6%*	*26.8%*	*32.8%*	*96.4%*
Not working	1068	1040	466	106	691	251	440	864
%V	*47.7%*	*47.7%*	*43.8%*	*40.8%*	*51.1%*	*44.0%*	*56.3%*	*43.2%*
%H		*97.4%*	*43.6%*	*9.9%*	*64.7%*	*23.5%*	*41.2%*	*80.9%*
Houseperson	1897	1847	885	215	1145	459	686	1675
%V	*84.7%*	*84.7%*	*83.2%*	*82.7%*	*84.8%*	*80.5%*	*87.7%*	*83.7%*
%H		*97.4%*	*46.7%*	*11.3%*	*60.4%*	*24.2%*	*36.2%*	*88.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV West Macro

Household level data

Table 18.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3219	3107	1371	334	2026	743	1283	2780
%H (All HH)		*96.5%*	*42.6%*	*10.4%*	*62.9%*	*23.1%*	*39.9%*	*86.4%*
%H (TV HH)			*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	
AB	736	711	325	76	468	182	286	702
%V	*22.9%*	*22.9%*	*23.7%*	*22.8%*	*23.1%*	*24.5%*	*22.3%*	*25.3%*
%H (All HH)		*96.6%*	*44.2%*	*10.3%*	*63.6%*	*24.7%*	*38.9%*	*95.4%*
%H (TV HH)			*45.7%*	*10.7%*	*65.8%*	*25.6%*	*40.2%*	
C1	883	851	366	97	552	202	350	809
%V	*27.4%*	*27.4%*	*26.7%*	*29.0%*	*27.2%*	*27.2%*	*27.3%*	*29.1%*
%H (All HH)		*96.4%*	*41.4%*	*11.0%*	*62.5%*	*22.9%*	*39.6%*	*91.6%*
%H (TV HH)			*43.0%*	*11.4%*	*64.9%*	*23.7%*	*41.1%*	
C2	765	750	352	92	484	199	285	677
%V	*23.8%*	*24.1%*	*25.7%*	*27.5%*	*23.9%*	*26.8%*	*22.2%*	*24.4%*
%H (All HH)		*98.0%*	*46.0%*	*12.0%*	*63.3%*	*26.0%*	*37.3%*	*88.5%*
%H (TV HH)			*46.9%*	*12.3%*	*64.5%*	*26.5%*	*38.0%*	
D	488	467	207	47	299	105	195	392
%V	*15.2%*	*15.0%*	*15.1%*	*14.1%*	*14.8%*	*14.1%*	*15.2%*	*14.1%*
%H (All HH)		*95.7%*	*42.4%*	*9.6%*	*61.3%*	*21.5%*	*40.0%*	*80.3%*
%H (TV HH)			*44.3%*	*10.1%*	*64.0%*	*22.5%*	*41.8%*	
E	347	329	121	23	222	55	168	200
%V	*10.8%*	*10.6%*	*8.8%*	*6.9%*	*11.0%*	*7.4%*	*13.1%*	*7.2%*
%H (All HH)		*94.8%*	*34.9%*	*6.6%*	*64.0%*	*15.9%*	*48.4%*	*57.6%*
%H (TV HH)			*36.8%*	*7.0%*	*67.5%*	*16.7%*	*51.1%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.2: 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	3219	3107	1371	334	2026	743	1283	2780
%H (All HH)		*96.5%*	*42.6%*	*10.4%*	*62.9%*	*23.1%*	*39.9%*	*86.4%*
%H (TV HH)			*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	
Under 25	133	122	41	14	59	14	45	128
%V	*4.1%*	*3.9%*	*3.0%*	*4.2%*	*2.9%*	*1.9%*	*3.5%*	*4.6%*
%H (All HH)		*91.7%*	*30.8%*	*10.5%*	*44.4%*	*10.5%*	*33.8%*	*96.2%*
%H (TV HH)			*33.6%*	*11.5%*	*48.4%*	*11.5%*	*36.9%*	
25 - 34	448	416	184	51	212	83	129	435
%V	*13.9%*	*13.4%*	*13.4%*	*15.3%*	*10.5%*	*11.2%*	*10.1%*	*15.6%*
%H (All HH)		*92.9%*	*41.1%*	*11.4%*	*47.3%*	*18.5%*	*28.8%*	*97.1%*
%H (TV HH)			*44.2%*	*12.3%*	*51.0%*	*20.0%*	*31.0%*	
35 - 44	470	447	216	55	253	102	151	458
%V	*14.6%*	*14.4%*	*15.8%*	*16.5%*	*12.5%*	*13.7%*	*11.8%*	*16.5%*
%H (All HH)		*95.1%*	*46.0%*	*11.7%*	*53.8%*	*21.7%*	*32.1%*	*97.4%*
%H (TV HH)			*48.3%*	*12.3%*	*56.6%*	*22.8%*	*33.8%*	
45 - 54	596	577	295	85	353	168	185	566
%V	*18.5%*	*18.6%*	*21.5%*	*25.4%*	*17.4%*	*22.6%*	*14.4%*	*20.4%*
%H (All HH)		*96.8%*	*49.5%*	*14.3%*	*59.2%*	*28.2%*	*31.0%*	*95.0%*
%H (TV HH)			*51.1%*	*14.7%*	*61.2%*	*29.1%*	*32.1%*	
55 - 64	560	544	261	61	379	164	215	512
%V	*17.4%*	*17.5%*	*19.0%*	*18.3%*	*18.7%*	*22.1%*	*16.8%*	*18.4%*
%H (All HH)		*97.1%*	*46.6%*	*10.9%*	*67.7%*	*29.3%*	*38.4%*	*91.4%*
%H (TV HH)			*48.0%*	*11.2%*	*69.7%*	*30.1%*	*39.5%*	
65 +	1012	1001	373	67	769	212	557	681
%V	*31.4%*	*32.2%*	*27.2%*	*20.1%*	*38.0%*	*28.5%*	*43.4%*	*24.5%*
%H (All HH)		*98.9%*	*36.9%*	*6.6%*	*76.0%*	*20.9%*	*55.0%*	*67.3%*
%H (TV HH)			*37.3%*	*6.7%*	*76.8%*	*21.2%*	*55.6%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.3: 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	3219	3107	1371	334	2026	743	1283	2780
%H (All HH)		*96.5%*	*42.6%*	*10.4%*	*62.9%*	*23.1%*	*39.9%*	*86.4%*
%H (TV HH)			*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	
1	1012	952	316	74	678	150	528	679
%V	*31.4%*	*30.6%*	*23.0%*	*22.2%*	*33.5%*	*20.2%*	*41.2%*	*24.4%*
%H (All HH)		*94.1%*	*31.2%*	*7.3%*	*67.0%*	*14.8%*	*52.2%*	*67.1%*
%H (TV HH)			*33.2%*	*7.8%*	*71.2%*	*15.8%*	*55.5%*	
2	1173	1145	507	121	759	284	475	1083
%V	*36.4%*	*36.9%*	*37.0%*	*36.2%*	*37.5%*	*38.2%*	*37.0%*	*39.0%*
%H (All HH)		*97.6%*	*43.2%*	*10.3%*	*64.7%*	*24.2%*	*40.5%*	*92.3%*
%H (TV HH)			*44.3%*	*10.6%*	*66.3%*	*24.8%*	*41.5%*	
3	465	449	245	61	253	130	123	455
%V	*14.4%*	*14.5%*	*17.9%*	*18.3%*	*12.5%*	*17.5%*	*9.6%*	*16.4%*
%H (All HH)		*96.6%*	*52.7%*	*13.1%*	*54.4%*	*28.0%*	*26.5%*	*97.8%*
%H (TV HH)			*54.6%*	*13.6%*	*56.3%*	*29.0%*	*27.4%*	
4	388	382	211	53	230	124	106	382
%V	*12.1%*	*12.3%*	*15.4%*	*15.9%*	*11.4%*	*16.7%*	*8.3%*	*13.7%*
%H (All HH)		*98.5%*	*54.4%*	*13.7%*	*59.3%*	*32.0%*	*27.3%*	*98.5%*
%H (TV HH)			*55.2%*	*13.9%*	*60.2%*	*32.5%*	*27.7%*	
5+	181	179	92	26	106	55	51	180
%V	*5.6%*	*5.8%*	*6.7%*	*7.8%*	*5.2%*	*7.4%*	*4.0%*	*6.5%*
%H (All HH)		*98.9%*	*50.8%*	*14.4%*	*58.6%*	*30.4%*	*28.2%*	*99.4%*
%H (TV HH)			*51.4%*	*14.5%*	*59.2%*	*30.7%*	*28.5%*	
Average HH size	2.26	2.28	2.48	2.54	2.20	2.56	1.99	2.42

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3219	3107	1371	334	2026	743	1283	2780
%H (All HH)		*96.5%*	*42.6%*	*10.4%*	*62.9%*	*23.1%*	*39.9%*	*86.4%*
%H (TV HH)			*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	
Without	2438	2340	971	233	1589	531	1058	2009
%V	*75.7%*	*75.3%*	*70.8%*	*69.8%*	*78.4%*	*71.5%*	*82.5%*	*72.3%*
%H (All HH)		*96.0%*	*39.8%*	*9.6%*	*65.2%*	*21.8%*	*43.4%*	*82.4%*
%H (TV HH)			*41.5%*	*10.0%*	*67.9%*	*22.7%*	*45.2%*	
With	782	767	401	101	437	212	225	771
%V	*24.3%*	*24.7%*	*29.2%*	*30.2%*	*21.6%*	*28.5%*	*17.5%*	*27.7%*
%H (All HH)		*98.1%*	*51.3%*	*12.9%*	*55.9%*	*27.1%*	*28.8%*	*98.6%*
%H (TV HH)			*52.3%*	*13.2%*	*57.0%*	*27.6%*	*29.3%*	
0 - 3	280	274	129	37	152	66	86	274
%V	*8.7%*	*8.8%*	*9.4%*	*11.1%*	*7.5%*	*8.9%*	*6.7%*	*9.9%*
%H (All HH)		*97.9%*	*46.1%*	*13.2%*	*54.3%*	*23.6%*	*30.7%*	*97.9%*
%H (TV HH)			*47.1%*	*13.5%*	*55.5%*	*24.1%*	*31.4%*	
4 - 9	405	395	207	51	215	102	113	399
%V	*12.6%*	*12.7%*	*15.1%*	*15.3%*	*10.6%*	*13.7%*	*8.8%*	*14.4%*
%H (All HH)		*97.5%*	*51.1%*	*12.6%*	*53.1%*	*25.2%*	*27.9%*	*98.5%*
%H (TV HH)			*52.4%*	*12.9%*	*54.4%*	*25.8%*	*28.6%*	
10 - 15	368	365	205	49	219	119	100	365
%V	*11.4%*	*11.7%*	*15.0%*	*14.7%*	*10.8%*	*16.0%*	*7.8%*	*13.1%*
%H (All HH)		*99.2%*	*55.7%*	*13.3%*	*59.5%*	*32.3%*	*27.2%*	*99.2%*
%H (TV HH)			*56.2%*	*13.4%*	*60.0%*	*32.6%*	*27.4%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3219	3107	1371	334	2026	743	1283	2780
%H (All HH)		*96.5%*	*42.6%*	*10.4%*	*62.9%*	*23.1%*	*39.9%*	*86.4%*
%H (TV HH)			*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	
1	1223	1223	411	113	711	106	605	965
%V	*38.0%*	*39.4%*	*30.0%*	*33.8%*	*35.1%*	*14.3%*	*47.2%*	*34.7%*
%H (All HH)		*100.0%*	*33.6%*	*9.2%*	*58.1%*	*8.7%*	*49.5%*	*78.9%*
%H (TV HH)			*33.6%*	*9.2%*	*58.1%*	*8.7%*	*49.5%*	
2	1061	1061	493	121	697	271	426	937
%V	*33.0%*	*34.1%*	*36.0%*	*36.2%*	*34.4%*	*36.5%*	*33.2%*	*33.7%*
%H (All HH)		*100.0%*	*46.5%*	*11.4%*	*65.7%*	*25.5%*	*40.2%*	*88.3%*
%H (TV HH)			*46.5%*	*11.4%*	*65.7%*	*25.5%*	*40.2%*	
3	512	512	277	66	374	207	167	481
%V	*15.9%*	*16.5%*	*20.2%*	*19.8%*	*18.5%*	*27.9%*	*13.0%*	*17.3%*
%H (All HH)		*100.0%*	*54.1%*	*12.9%*	*73.0%*	*40.4%*	*32.6%*	*93.9%*
%H (TV HH)			*54.1%*	*12.9%*	*73.0%*	*40.4%*	*32.6%*	
4	200	200	122	20	156	97	58	193
%V	*6.2%*	*6.4%*	*8.9%*	*6.0%*	*7.7%*	*13.1%*	*4.5%*	*6.9%*
%H (All HH)		*100.0%*	*61.0%*	*10.0%*	*78.0%*	*48.5%*	*29.0%*	*96.5%*
%H (TV HH)			*61.0%*	*10.0%*	*78.0%*	*48.5%*	*29.0%*	
5+	112	112	69	15	87	60	27	110
%V	*3.5%*	*3.6%*	*5.0%*	*4.5%*	*4.3%*	*8.1%*	*2.1%*	*4.0%*
%H (All HH)		*100.0%*	*61.6%*	*13.4%*	*77.7%*	*53.6%*	*24.1%*	*98.2%*
%H (TV HH)			*61.6%*	*13.4%*	*77.7%*	*53.6%*	*24.1%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3219	3107	1371	334	2026	743	1283	2780
%H (All HH)		*96.5%*	*42.6%*	*10.4%*	*62.9%*	*23.1%*	*39.9%*	*86.4%*
%H (TV HH)			*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	
Under 20"	356	356	167	29	292	135	157	308
%V	*11.1%*	*11.5%*	*12.2%*	*8.7%*	*14.4%*	*18.2%*	*12.2%*	*11.1%*
%H (All HH)		*100.0%*	*46.9%*	*8.1%*	*82.0%*	*37.9%*	*44.1%*	*86.5%*
%H (TV HH)			*46.9%*	*8.1%*	*82.0%*	*37.9%*	*44.1%*	
20" - 29"	892	892	387	88	683	277	406	769
%V	*27.7%*	*28.7%*	*28.2%*	*26.3%*	*33.7%*	*37.3%*	*31.6%*	*27.7%*
%H (All HH)		*100.0%*	*43.4%*	*9.9%*	*76.6%*	*31.1%*	*45.5%*	*86.2%*
%H (TV HH)			*43.4%*	*9.9%*	*76.6%*	*31.1%*	*45.5%*	
30" - 39"	1503	1503	676	166	1016	397	619	1306
%V	*46.7%*	*48.4%*	*49.3%*	*49.7%*	*50.1%*	*53.4%*	*48.2%*	*47.0%*
%H (All HH)		*100.0%*	*45.0%*	*11.0%*	*67.6%*	*26.4%*	*41.2%*	*86.9%*
%H (TV HH)			*45.0%*	*11.0%*	*67.6%*	*26.4%*	*41.2%*	
40" - 49"	1483	1483	756	185	933	433	500	1359
%V	*46.1%*	*47.7%*	*55.1%*	*55.4%*	*46.1%*	*58.3%*	*39.0%*	*48.9%*
%H (All HH)		*100.0%*	*51.0%*	*12.5%*	*62.9%*	*29.2%*	*33.7%*	*91.6%*
%H (TV HH)			*51.0%*	*12.5%*	*62.9%*	*29.2%*	*33.7%*	
50" - 59"	502	502	295	59	288	163	125	484
%V	*15.6%*	*16.2%*	*21.5%*	*17.7%*	*14.2%*	*21.9%*	*9.7%*	*17.4%*
%H (All HH)		*100.0%*	*58.8%*	*11.8%*	*57.4%*	*32.5%*	*24.9%*	*96.4%*
%H (TV HH)			*58.8%*	*11.8%*	*57.4%*	*32.5%*	*24.9%*	
60"+	44	44	29	3	22	13	9	43
%V	*1.4%*	*1.4%*	*2.1%*	*0.9%*	*1.1%*	*1.7%*	*0.7%*	*1.5%*
%H (All HH)		*100.0%*	*65.9%*	*6.8%*	*50.0%*	*29.5%*	*20.5%*	*97.7%*
%H (TV HH)			*65.9%*	*6.8%*	*50.0%*	*29.5%*	*20.5%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.7: 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	3219	3107	1371	334	2026	743	1283	2780
%H (All HH)		*96.5%*	*42.6%*	*10.4%*	*62.9%*	*23.1%*	*39.9%*	*86.4%*
%H (TV HH)			*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	
Main living room	3084	3084	1368	332	2012	742	1269	2666
%V	*95.8%*	*99.3%*	*99.8%*	*99.4%*	*99.3%*	*99.9%*	*98.9%*	*95.9%*
%H (All HH)		*100.0%*	*44.4%*	*10.8%*	*65.2%*	*24.1%*	*41.1%*	*86.4%*
%H (TV HH)			*44.4%*	*10.8%*	*65.2%*	*24.1%*	*41.1%*	
Kitchen	364	364	177	38	295	146	150	320
%V	*11.3%*	*11.7%*	*12.9%*	*11.4%*	*14.6%*	*19.7%*	*11.7%*	*11.5%*
%H (All HH)		*100.0%*	*48.6%*	*10.4%*	*81.0%*	*40.1%*	*41.2%*	*87.9%*
%H (TV HH)			*48.6%*	*10.4%*	*81.0%*	*40.1%*	*41.2%*	
Adult's bedroom	1402	1402	736	165	985	502	483	1285
%V	*43.6%*	*45.1%*	*53.7%*	*49.4%*	*48.6%*	*67.6%*	*37.6%*	*46.2%*
%H (All HH)		*100.0%*	*52.5%*	*11.8%*	*70.3%*	*35.8%*	*34.5%*	*91.7%*
%H (TV HH)			*52.5%*	*11.8%*	*70.3%*	*35.8%*	*34.5%*	
Child's bedroom	289	289	171	38	184	109	75	286
%V	*9.0%*	*9.3%*	*12.5%*	*11.4%*	*9.1%*	*14.7%*	*5.8%*	*10.3%*
%H (All HH)		*100.0%*	*59.2%*	*13.1%*	*63.7%*	*37.7%*	*26.0%*	*99.0%*
%H (TV HH)			*59.2%*	*13.1%*	*63.7%*	*37.7%*	*26.0%*	
Other bedroom	181	181	99	23	136	77	58	172
%V	*5.6%*	*5.8%*	*7.2%*	*6.9%*	*6.7%*	*10.4%*	*4.5%*	*6.2%*
%H (All HH)		*100.0%*	*54.7%*	*12.7%*	*75.1%*	*42.5%*	*32.0%*	*95.0%*
%H (TV HH)			*54.7%*	*12.7%*	*75.1%*	*42.5%*	*32.0%*	
Second living/dining room	360	360	188	42	267	140	127	333
%V	*11.2%*	*11.6%*	*13.7%*	*12.6%*	*13.2%*	*18.8%*	*9.9%*	*12.0%*
%H (All HH)		*100.0%*	*52.2%*	*11.7%*	*74.2%*	*38.9%*	*35.3%*	*92.5%*
%H (TV HH)			*52.2%*	*11.7%*	*74.2%*	*38.9%*	*35.3%*	
Study/office	53	53	28	5	36	16	20	52
%V	*1.6%*	*1.7%*	*2.0%*	*1.5%*	*1.8%*	*2.2%*	*1.6%*	*1.9%*
%H (All HH)		*100.0%*	*52.8%*	*9.4%*	*67.9%*	*30.2%*	*37.7%*	*98.1%*
%H (TV HH)			*52.8%*	*9.4%*	*67.9%*	*30.2%*	*37.7%*	
TV room	21	21	13	2	14	9	5	20
%V	*0.7%*	*0.7%*	*0.9%*	*0.6%*	*0.7%*	*1.2%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*61.9%*	*9.5%*	*66.7%*	*42.9%*	*23.8%*	*95.2%*
%H (TV HH)			*61.9%*	*9.5%*	*66.7%*	*42.9%*	*23.8%*	
Conservatory	60	60	37	4	45	27	18	55
%V	*1.9%*	*1.9%*	*2.7%*	*1.2%*	*2.2%*	*3.6%*	*1.4%*	*2.0%*
%H (All HH)		*100.0%*	*61.7%*	*6.7%*	*75.0%*	*45.0%*	*30.0%*	*91.7%*
%H (TV HH)			*61.7%*	*6.7%*	*75.0%*	*45.0%*	*30.0%*	
Attic or loft room	10	10	7	1	6	3	3	10
%V	*0.3%*	*0.3%*	*0.5%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*70.0%*	*10.0%*	*60.0%*	*30.0%*	*30.0%*	*100.0%*
%H (TV HH)			*70.0%*	*10.0%*	*60.0%*	*30.0%*	*30.0%*	
No specific location	2	2	1	0	2	1	0	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	
Other	27	27	18	3	21	15	6	26
%V	*0.8%*	*0.9%*	*1.3%*	*0.9%*	*1.0%*	*2.0%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*66.7%*	*11.1%*	*77.8%*	*55.6%*	*22.2%*	*96.3%*
%H (TV HH)			*66.7%*	*11.1%*	*77.8%*	*55.6%*	*22.2%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3219	3107	1371	334	2026	743	1283	2780
%H (All HH)		*96.5%*	*42.6%*	*10.4%*	*62.9%*	*23.1%*	*39.9%*	*86.4%*
%H (TV HH)			*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	
Any DSAT provider	1371	1371	1371	10	599	599	0	1261
%V	*42.6%*	*44.1%*	*100.0%*	*3.0%*	*29.6%*	*80.6%*	*0.0%*	*45.4%*
%H (All HH)			*100.0%*	*0.7%*	*43.7%*	*43.7%*	*0.0%*	*92.0%*
%H (TV HH)			*100.0%*	*0.7%*	*43.7%*	*43.7%*	*0.0%*	
Sky with subcription	1100	1100	1100	3	479	479	0	1021
%V	*34.2%*	*35.4%*	*80.2%*	*0.9%*	*23.6%*	*64.5%*	*0.0%*	*36.7%*
%H (All HH)			*100.0%*	*0.3%*	*43.5%*	*43.5%*	*0.0%*	*92.8%*
%H (TV HH)			*100.0%*	*0.3%*	*43.5%*	*43.5%*	*0.0%*	
Sky without subscription	78	78	78	2	31	31	0	62
%V	*2.4%*	*2.5%*	*5.7%*	*0.6%*	*1.5%*	*4.2%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*2.6%*	*39.7%*	*39.7%*	*0.0%*	*79.5%*
%H (TV HH)			*100.0%*	*2.6%*	*39.7%*	*39.7%*	*0.0%*	
Freesat	186	186	186	3	89	89	0	173
%V	*5.8%*	*6.0%*	*13.6%*	*0.9%*	*4.4%*	*12.0%*	*0.0%*	*6.2%*
%H (All HH)			*100.0%*	*1.6%*	*47.8%*	*47.8%*	*0.0%*	*93.0%*
%H (TV HH)			*100.0%*	*1.6%*	*47.8%*	*47.8%*	*0.0%*	
Other satellite provider	64	64	64	1	29	29	0	60
%V	*2.0%*	*2.1%*	*4.7%*	*0.3%*	*1.4%*	*3.9%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*1.6%*	*45.3%*	*45.3%*	*0.0%*	*93.8%*
%H (TV HH)			*100.0%*	*1.6%*	*45.3%*	*45.3%*	*0.0%*	
DCAB	334	334	10	334	148	148	0	310
%V	*10.4%*	*10.7%*	*0.7%*	*100.0%*	*7.3%*	*19.9%*	*0.0%*	*11.2%*
%H (All HH)			*3.0%*	*100.0%*	*44.3%*	*44.3%*	*0.0%*	*92.8%*
%H (TV HH)			*3.0%*	*100.0%*	*44.3%*	*44.3%*	*0.0%*	
DTT	2026	2026	599	148	2026	743	1283	1697
%V	*62.9%*	*65.2%*	*43.7%*	*44.3%*	*100.0%*	*100.0%*	*100.0%*	*61.0%*
%H (All HH)		*100.0%*	*29.6%*	*7.3%*	*100.0%*	*36.7%*	*63.3%*	*83.8%*
%H (TV HH)			*29.6%*	*7.3%*	*100.0%*	*36.7%*	*63.3%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.9: 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	3219	3107	1371	334	2026	743	1283	2780
%H (All HH)		*96.5%*	*42.6%*	*10.4%*	*62.9%*	*23.1%*	*39.9%*	*86.4%*
%H (TV HH)			*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	
PVR	2044	2044	1214	323	1198	687	511	1879
%V	*63.5%*	*65.8%*	*88.5%*	*96.7%*	*59.1%*	*92.5%*	*39.8%*	*67.6%*
%H (All HH)		*100.0%*	*59.4%*	*15.8%*	*58.6%*	*33.6%*	*25.0%*	*91.9%*
%H (TV HH)			*59.4%*	*15.8%*	*58.6%*	*33.6%*	*25.0%*	
DVDR	23	23	9	1	18	6	12	21
%V	*0.7%*	*0.7%*	*0.7%*	*0.3%*	*0.9%*	*0.8%*	*0.9%*	*0.8%*
%H (All HH)		*100.0%*	*39.1%*	*4.3%*	*78.3%*	*26.1%*	*52.2%*	*91.3%*
%H (TV HH)			*39.1%*	*4.3%*	*78.3%*	*26.1%*	*52.2%*	
VCR	11	11	3	2	9	3	6	10
%V	*0.3%*	*0.4%*	*0.2%*	*0.6%*	*0.4%*	*0.4%*	*0.5%*	*0.4%*
%H (All HH)		*100.0%*	*27.3%*	*18.2%*	*81.8%*	*27.3%*	*54.5%*	*90.9%*
%H (TV HH)			*27.3%*	*18.2%*	*81.8%*	*27.3%*	*54.5%*	
Any recorder	2055	2055	1215	323	1208	687	521	1887
%V	*63.8%*	*66.1%*	*88.6%*	*96.7%*	*59.6%*	*92.5%*	*40.6%*	*67.9%*
%H (All HH)		*100.0%*	*59.1%*	*15.7%*	*58.8%*	*33.4%*	*25.4%*	*91.8%*
%H (TV HH)			*59.1%*	*15.7%*	*58.8%*	*33.4%*	*25.4%*	
Receives HDTV (via STB or built-in reception)	2239	2239	1121	289	1480	643	837	2042
%V	*69.6%*	*72.1%*	*81.8%*	*86.5%*	*73.1%*	*86.5%*	*65.2%*	*73.5%*
%H (All HH)		*100.0%*	*50.1%*	*12.9%*	*66.1%*	*28.7%*	*37.4%*	*91.2%*
%H (TV HH)			*50.1%*	*12.9%*	*66.1%*	*28.7%*	*37.4%*	
DVD/Blu-ray player or recorder	2181	2181	1003	241	1449	581	868	1955
%V	*67.8%*	*70.2%*	*73.2%*	*72.2%*	*71.5%*	*78.2%*	*67.7%*	*70.3%*
%H (All HH)		*100.0%*	*46.0%*	*11.0%*	*66.4%*	*26.6%*	*39.8%*	*89.6%*
%H (TV HH)			*46.0%*	*11.0%*	*66.4%*	*26.6%*	*39.8%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 18.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3219	3107	1371	334	2026	743	1283	2780
%H (All HH)		*96.5%*	*42.6%*	*10.4%*	*62.9%*	*23.1%*	*39.9%*	*86.4%*
%H (TV HH)			*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	
Has broadband internet	2780	2685	1261	310	1697	698	1000	2780
%V	*86.4%*	*86.4%*	*92.0%*	*92.8%*	*83.8%*	*93.9%*	*77.9%*	*100.0%*
%H (All HH)		*96.6%*	*45.4%*	*11.2%*	*61.0%*	*25.1%*	*36.0%*	*100.0%*
%H (TV HH)			*47.0%*	*11.5%*	*63.2%*	*26.0%*	*37.2%*	
Number of computers (PCs and laptops)								
0	578	553	169	35	398	66	331	166
%V	*18.0%*	*17.8%*	*12.3%*	*10.5%*	*19.6%*	*8.9%*	*25.8%*	*6.0%*
%H (All HH)		*95.7%*	*29.2%*	*6.1%*	*68.9%*	*11.4%*	*57.3%*	*28.7%*
%H (TV HH)			*30.6%*	*6.3%*	*72.0%*	*11.9%*	*59.9%*	
1	820	786	336	79	507	173	335	801
%V	*25.5%*	*25.3%*	*24.5%*	*23.7%*	*25.0%*	*23.3%*	*26.1%*	*28.8%*
%H (All HH)		*95.9%*	*41.0%*	*9.6%*	*61.8%*	*21.1%*	*40.9%*	*97.7%*
%H (TV HH)			*42.7%*	*10.1%*	*64.5%*	*22.0%*	*42.6%*	
2	793	765	355	79	493	191	302	789
%V	*24.6%*	*24.6%*	*25.9%*	*23.7%*	*24.3%*	*25.7%*	*23.5%*	*28.4%*
%H (All HH)		*96.5%*	*44.8%*	*10.0%*	*62.2%*	*24.1%*	*38.1%*	*99.5%*
%H (TV HH)			*46.4%*	*10.3%*	*64.4%*	*25.0%*	*39.5%*	
3	474	461	223	58	285	126	158	472
%V	*14.7%*	*14.8%*	*16.3%*	*17.4%*	*14.1%*	*17.0%*	*12.3%*	*17.0%*
%H (All HH)		*97.3%*	*47.0%*	*12.2%*	*60.1%*	*26.6%*	*33.3%*	*99.6%*
%H (TV HH)			*48.4%*	*12.6%*	*61.8%*	*27.3%*	*34.3%*	
4	255	247	127	42	153	81	71	254
%V	*7.9%*	*7.9%*	*9.3%*	*12.6%*	*7.6%*	*10.9%*	*5.5%*	*9.1%*
%H (All HH)		*96.9%*	*49.8%*	*16.5%*	*60.0%*	*31.8%*	*27.8%*	*99.6%*
%H (TV HH)			*51.4%*	*17.0%*	*61.9%*	*32.8%*	*28.7%*	
5+	299	294	161	41	190	105	85	298
%V	*9.3%*	*9.5%*	*11.7%*	*12.3%*	*9.4%*	*14.1%*	*6.6%*	*10.7%*
%H (All HH)		*98.3%*	*53.8%*	*13.7%*	*63.5%*	*35.1%*	*28.4%*	*99.7%*
%H (TV HH)			*54.8%*	*13.9%*	*64.6%*	*35.7%*	*28.9%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV West Macro

Set level data

Table 18.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6282	3089	713	4319	1984	2335	5645
%H		*49.2%*	*11.3%*	*68.8%*	*31.6%*	*37.2%*	*89.9%*
Under 20"	440	208	36	368	175	193	384
%V	*7.0%*	*6.7%*	*5.0%*	*8.5%*	*8.8%*	*8.3%*	*6.8%*
%H		*47.3%*	*8.2%*	*83.6%*	*39.8%*	*43.9%*	*87.3%*
20" - 29"	1137	510	114	881	381	500	988
%V	*18.1%*	*16.5%*	*16.0%*	*20.4%*	*19.2%*	*21.4%*	*17.5%*
%H		*44.9%*	*10.0%*	*77.5%*	*33.5%*	*44.0%*	*86.9%*
30" - 39"	1887	894	218	1290	560	730	1665
%V	*30.0%*	*28.9%*	*30.6%*	*29.9%*	*28.2%*	*31.3%*	*29.5%*
%H		*47.4%*	*11.6%*	*68.4%*	*29.7%*	*38.7%*	*88.2%*
40" - 49"	1789	944	224	1128	550	578	1657
%V	*28.5%*	*30.6%*	*31.4%*	*26.1%*	*27.7%*	*24.8%*	*29.4%*
%H		*52.8%*	*12.5%*	*63.1%*	*30.7%*	*32.3%*	*92.6%*
50" - 59"	555	333	63	322	185	137	536
%V	*8.8%*	*10.8%*	*8.8%*	*7.5%*	*9.3%*	*5.9%*	*9.5%*
%H		*60.0%*	*11.4%*	*58.0%*	*33.3%*	*24.7%*	*96.6%*
60"+	45	29	3	22	13	9	43
%V	*0.7%*	*0.9%*	*0.4%*	*0.5%*	*0.7%*	*0.4%*	*0.8%*
%H		*64.4%*	*6.7%*	*48.9%*	*28.9%*	*20.0%*	*95.6%*
Don't know	429	169	55	309	120	189	372
%V	*6.8%*	*5.5%*	*7.7%*	*7.2%*	*6.0%*	*8.1%*	*6.6%*
%H		*39.4%*	*12.8%*	*72.0%*	*28.0%*	*44.1%*	*86.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.12: 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	6282	3089	713	4319	1984	2335	5645
%H		*49.2%*	*11.3%*	*68.8%*	*31.6%*	*37.2%*	*89.9%*
Main living room	3095	1373	333	2018	745	1273	2677
%V	*49.3%*	*44.4%*	*46.7%*	*46.7%*	*37.6%*	*54.5%*	*47.4%*
%H		*44.4%*	*10.8%*	*65.2%*	*24.1%*	*41.1%*	*86.5%*
Kitchen	365	177	38	296	146	150	321
%V	*5.8%*	*5.7%*	*5.3%*	*6.9%*	*7.4%*	*6.4%*	*5.7%*
%H		*48.5%*	*10.4%*	*81.1%*	*40.0%*	*41.1%*	*87.9%*
Adult's bedroom	1692	893	211	1206	638	568	1567
%V	*26.9%*	*28.9%*	*29.6%*	*27.9%*	*32.2%*	*24.3%*	*27.8%*
%H		*52.8%*	*12.5%*	*71.3%*	*37.7%*	*33.6%*	*92.6%*
Child's bedroom	377	228	48	245	149	96	374
%V	*6.0%*	*7.4%*	*6.7%*	*5.7%*	*7.5%*	*4.1%*	*6.6%*
%H		*60.5%*	*12.7%*	*65.0%*	*39.5%*	*25.5%*	*99.2%*
Other bedroom	209	117	25	154	90	64	198
%V	*3.3%*	*3.8%*	*3.5%*	*3.6%*	*4.5%*	*2.7%*	*3.5%*
%H		*56.0%*	*12.0%*	*73.7%*	*43.1%*	*30.6%*	*94.7%*
Second living/dining room	365	192	42	271	143	128	338
%V	*5.8%*	*6.2%*	*5.9%*	*6.3%*	*7.2%*	*5.5%*	*6.0%*
%H		*52.6%*	*11.5%*	*74.2%*	*39.2%*	*35.1%*	*92.6%*
Study/office	56	30	5	37	17	20	54
%V	*0.9%*	*1.0%*	*0.7%*	*0.9%*	*0.9%*	*0.9%*	*1.0%*
%H		*53.6%*	*8.9%*	*66.1%*	*30.4%*	*35.7%*	*96.4%*
TV room	22	13	2	15	9	6	20
%V	*0.4%*	*0.4%*	*0.3%*	*0.3%*	*0.5%*	*0.3%*	*0.4%*
%H		*59.1%*	*9.1%*	*68.2%*	*40.9%*	*27.3%*	*90.9%*
Conservatory	60	37	4	45	27	18	55
%V	*1.0%*	*1.2%*	*0.6%*	*1.0%*	*1.4%*	*0.8%*	*1.0%*
%H		*61.7%*	*6.7%*	*75.0%*	*45.0%*	*30.0%*	*91.7%*
Attic or loft room	11	7	1	6	3	3	11
%V	*0.2%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*63.6%*	*9.1%*	*54.5%*	*27.3%*	*27.3%*	*100.0%*
No specific location	2	1	0	2	1	0	2
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*
Other	29	20	3	23	16	7	28
%V	*0.5%*	*0.6%*	*0.4%*	*0.5%*	*0.8%*	*0.3%*	*0.5%*
%H		*69.0%*	*10.3%*	*79.3%*	*55.2%*	*24.1%*	*96.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6282	3089	713	4319	1984	2335	5645
%H		*49.2%*	*11.3%*	*68.8%*	*31.6%*	*37.2%*	*89.9%*
PVR	2855	1828	459	1543	966	577	2660
%V	*45.4%*	*59.2%*	*64.4%*	*35.7%*	*48.7%*	*24.7%*	*47.1%*
%H		*64.0%*	*16.1%*	*54.0%*	*33.8%*	*20.2%*	*93.2%*
DVDR	24	10	2	18	6	12	22
%V	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.5%*	*0.4%*
%H		*41.7%*	*8.3%*	*75.0%*	*25.0%*	*50.0%*	*91.7%*
VCR	11	3	2	9	3	6	10
%V	*0.2%*	*0.1%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*
%H		*27.3%*	*18.2%*	*81.8%*	*27.3%*	*54.5%*	*90.9%*
Any recorder	2874	1832	461	1560	971	590	2676
%V	*45.7%*	*59.3%*	*64.7%*	*36.1%*	*48.9%*	*25.3%*	*47.4%*
%H		*63.7%*	*16.0%*	*54.3%*	*33.8%*	*20.5%*	*93.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.14: Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6282	3089	713	4319	1984	2335	5645
%H		*49.2%*	*11.3%*	*68.8%*	*31.6%*	*37.2%*	*89.9%*
Receives HDTV (via STB or built-in reception)	3528	1898	461	2358	1173	1185	3282
%V	*56.2%*	*61.4%*	*64.7%*	*54.6%*	*59.1%*	*50.7%*	*58.1%*
%H		*53.8%*	*13.1%*	*66.8%*	*33.2%*	*33.6%*	*93.0%*
DVD/Blu-ray player or recorder	3200	1581	380	2166	1005	1161	2937
%V	*50.9%*	*51.2%*	*53.3%*	*50.2%*	*50.7%*	*49.7%*	*52.0%*
%H		*49.4%*	*11.9%*	*67.7%*	*31.4%*	*36.3%*	*91.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3107	1371	334	2026	743	1283	2685
%H		*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	*86.4%*
Under 20"	26	4	1	21	2	19	18
%V	*0.8%*	*0.3%*	*0.3%*	*1.0%*	*0.3%*	*1.5%*	*0.7%*
%H		*15.4%*	*3.8%*	*80.8%*	*7.7%*	*73.1%*	*69.2%*
20" - 29"	224	52	15	171	23	148	152
%V	*7.2%*	*3.8%*	*4.5%*	*8.4%*	*3.1%*	*11.5%*	*5.7%*
%H		*23.2%*	*6.7%*	*76.3%*	*10.3%*	*66.1%*	*67.9%*
30" - 39"	890	330	82	616	170	446	716
%V	*28.6%*	*24.1%*	*24.6%*	*30.4%*	*22.9%*	*34.8%*	*26.7%*
%H		*37.1%*	*9.2%*	*69.2%*	*19.1%*	*50.1%*	*80.4%*
40" - 49"	1278	631	159	809	360	449	1158
%V	*41.1%*	*46.0%*	*47.6%*	*39.9%*	*48.5%*	*35.0%*	*43.1%*
%H		*49.4%*	*12.4%*	*63.3%*	*28.2%*	*35.1%*	*90.6%*
50" - 59"	458	267	53	260	144	116	442
%V	*14.7%*	*19.5%*	*15.9%*	*12.8%*	*19.4%*	*9.0%*	*16.5%*
%H		*58.3%*	*11.6%*	*56.8%*	*31.4%*	*25.3%*	*96.5%*
60"+	41	27	3	20	12	8	40
%V	*1.3%*	*2.0%*	*0.9%*	*1.0%*	*1.6%*	*0.6%*	*1.5%*
%H		*65.9%*	*7.3%*	*48.8%*	*29.3%*	*19.5%*	*97.6%*
Don't know	189	60	21	128	32	96	158
%V	*6.1%*	*4.4%*	*6.3%*	*6.3%*	*4.3%*	*7.5%*	*5.9%*
%H		*31.7%*	*11.1%*	*67.7%*	*16.9%*	*50.8%*	*83.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.16: 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	3107	1371	334	2026	743	1283	2685
%H		*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	*86.4%*
PVR	2009	1201	320	1166	673	493	1847
%V	*64.7%*	*87.6%*	*95.8%*	*57.6%*	*90.6%*	*38.4%*	*68.8%*
%H		*59.8%*	*15.9%*	*58.0%*	*33.5%*	*24.5%*	*91.9%*
DVDR	18	7	1	14	4	10	17
%V	*0.6%*	*0.5%*	*0.3%*	*0.7%*	*0.5%*	*0.8%*	*0.6%*
%H		*38.9%*	*5.6%*	*77.8%*	*22.2%*	*55.6%*	*94.4%*
VCR	7	2	1	5	1	4	6
%V	*0.2%*	*0.1%*	*0.3%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*
%H		*28.6%*	*14.3%*	*71.4%*	*14.3%*	*57.1%*	*85.7%*
Any recorder	2020	1202	321	1177	675	502	1856
%V	*65.0%*	*87.7%*	*96.1%*	*58.1%*	*90.8%*	*39.1%*	*69.1%*
%H		*59.5%*	*15.9%*	*58.3%*	*33.4%*	*24.9%*	*91.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3107	1371	334	2026	743	1283	2685
%H		*44.1%*	*10.7%*	*65.2%*	*23.9%*	*41.3%*	*86.4%*
Receives HDTV (via STB or built-in reception)	2184	1095	286	1432	621	812	1991
%V	*70.3%*	*79.9%*	*85.6%*	*70.7%*	*83.6%*	*63.3%*	*74.2%*
%H		*50.1%*	*13.1%*	*65.6%*	*28.4%*	*37.2%*	*91.2%*
DVD/Blu-ray player or recorder	1926	862	207	1284	492	791	1714
%V	*62.0%*	*62.9%*	*62.0%*	*63.4%*	*66.2%*	*61.7%*	*63.8%*
%H		*44.8%*	*10.7%*	*66.7%*	*25.5%*	*41.1%*	*89.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3175	1717	379	2293	1241	1052	2960
%H		*54.1%*	*11.9%*	*72.2%*	*39.1%*	*33.1%*	*93.2%*
Under 20"	413	204	35	347	173	174	366
%V	*13.0%*	*11.9%*	*9.2%*	*15.1%*	*13.9%*	*16.5%*	*12.4%*
%H		*49.4%*	*8.5%*	*84.0%*	*41.9%*	*42.1%*	*88.6%*
20" - 29"	912	458	100	710	358	352	835
%V	*28.7%*	*26.7%*	*26.4%*	*31.0%*	*28.8%*	*33.5%*	*28.2%*
%H		*50.2%*	*11.0%*	*77.9%*	*39.3%*	*38.6%*	*91.6%*
30" - 39"	997	565	136	673	390	283	949
%V	*31.4%*	*32.9%*	*35.9%*	*29.4%*	*31.4%*	*26.9%*	*32.1%*
%H		*56.7%*	*13.6%*	*67.5%*	*39.1%*	*28.4%*	*95.2%*
40" - 49"	511	313	65	319	190	129	499
%V	*16.1%*	*18.2%*	*17.2%*	*13.9%*	*15.3%*	*12.3%*	*16.9%*
%H		*61.3%*	*12.7%*	*62.4%*	*37.2%*	*25.2%*	*97.7%*
50" - 59"	97	66	10	62	42	21	94
%V	*3.1%*	*3.8%*	*2.6%*	*2.7%*	*3.4%*	*2.0%*	*3.2%*
%H		*68.0%*	*10.3%*	*63.9%*	*43.3%*	*21.6%*	*96.9%*
60"+	4	2	0	2	1	1	4
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*50.0%*	*25.0%*	*25.0%*	*100.0%*
Don't know	240	110	34	180	87	93	214
%V	*7.6%*	*6.4%*	*9.0%*	*7.8%*	*7.0%*	*8.8%*	*7.2%*
%H		*45.8%*	*14.2%*	*75.0%*	*36.3%*	*38.8%*	*89.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.19: 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	3175	1717	379	2293	1241	1052	2960
%H		*54.1%*	*11.9%*	*72.2%*	*39.1%*	*33.1%*	*93.2%*
PVR	846	627	139	376	292	84	813
%V	*26.6%*	*36.5%*	*36.7%*	*16.4%*	*23.5%*	*8.0%*	*27.5%*
%H		*74.1%*	*16.4%*	*44.4%*	*34.5%*	*9.9%*	*96.1%*
DVDR	5	3	0	4	2	1	5
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*60.0%*	*0.0%*	*80.0%*	*40.0%*	*20.0%*	*100.0%*
VCR	4	1	1	4	2	2	4
%V	*0.1%*	*0.1%*	*0.3%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*
%H		*25.0%*	*25.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Any recorder	854	630	140	384	296	88	820
%V	*26.9%*	*36.7%*	*36.9%*	*16.7%*	*23.9%*	*8.4%*	*27.7%*
%H		*73.8%*	*16.4%*	*45.0%*	*34.7%*	*10.3%*	*96.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3175	1717	379	2293	1241	1052	2960
%H		*54.1%*	*11.9%*	*72.2%*	*39.1%*	*33.1%*	*93.2%*
Receives HDTV (via STB or built-in reception)	1343	803	174	926	552	374	1291
%V	*42.3%*	*46.8%*	*45.9%*	*40.4%*	*44.5%*	*35.6%*	*43.6%*
%H		*59.8%*	*13.0%*	*69.0%*	*41.1%*	*27.8%*	*96.1%*
DVD/Blu-ray player or recorder	1274	719	173	882	512	370	1223
%V	*40.1%*	*41.9%*	*45.6%*	*38.5%*	*41.3%*	*35.2%*	*41.3%*
%H		*56.4%*	*13.6%*	*69.2%*	*40.2%*	*29.0%*	*96.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7289	7089	3404	849	4452	1898	2554	6719
%H		*97.3%*	*46.7%*	*11.6%*	*61.1%*	*26.0%*	*35.0%*	*92.2%*
Total Children	1352	1327	690	175	756	367	389	1332
%V	*18.5%*	*18.7%*	*20.3%*	*20.6%*	*17.0%*	*19.3%*	*15.2%*	*19.8%*
%H		*98.2%*	*51.0%*	*12.9%*	*55.9%*	*27.1%*	*28.8%*	*98.5%*
0 - 3	332	325	152	42	181	75	106	325
%V	*4.6%*	*4.6%*	*4.5%*	*4.9%*	*4.1%*	*4.0%*	*4.2%*	*4.8%*
%H		*97.9%*	*45.8%*	*12.7%*	*54.5%*	*22.6%*	*31.9%*	*97.9%*
4 - 15	1020	1002	539	133	576	292	283	1007
%V	*14.0%*	*14.1%*	*15.8%*	*15.7%*	*12.9%*	*15.4%*	*11.1%*	*15.0%*
%H		*98.2%*	*52.8%*	*13.0%*	*56.5%*	*28.6%*	*27.7%*	*98.7%*
4 - 9	527	514	269	69	284	137	146	518
%V	*7.2%*	*7.3%*	*7.9%*	*8.1%*	*6.4%*	*7.2%*	*5.7%*	*7.7%*
%H		*97.5%*	*51.0%*	*13.1%*	*53.9%*	*26.0%*	*27.7%*	*98.3%*
10 - 15	493	488	270	64	292	155	137	489
%V	*6.8%*	*6.9%*	*7.9%*	*7.5%*	*6.6%*	*8.2%*	*5.4%*	*7.3%*
%H		*99.0%*	*54.8%*	*13.0%*	*59.2%*	*31.4%*	*27.8%*	*99.2%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7289	7089	3404	849	4452	1898	2554	6719
%H		*97.3%*	*46.7%*	*11.6%*	*61.1%*	*26.0%*	*35.0%*	*92.2%*
Total Adults (16+)	5937	5761	2714	675	3696	1531	2165	5386
%V	*81.5%*	*81.3%*	*79.7%*	*79.5%*	*83.0%*	*80.7%*	*84.8%*	*80.2%*
%H		*97.0%*	*45.7%*	*11.4%*	*62.3%*	*25.8%*	*36.5%*	*90.7%*
16 - 19	298	290	158	43	167	89	78	295
%V	*4.1%*	*4.1%*	*4.6%*	*5.1%*	*3.8%*	*4.7%*	*3.1%*	*4.4%*
%H		*97.3%*	*53.0%*	*14.4%*	*56.0%*	*29.9%*	*26.2%*	*99.0%*
20 - 24	428	407	182	58	233	107	126	417
%V	*5.9%*	*5.7%*	*5.3%*	*6.8%*	*5.2%*	*5.6%*	*4.9%*	*6.2%*
%H		*95.1%*	*42.5%*	*13.6%*	*54.4%*	*25.0%*	*29.4%*	*97.4%*
25 - 34	901	846	388	107	458	190	268	880
%V	*12.4%*	*11.9%*	*11.4%*	*12.6%*	*10.3%*	*10.0%*	*10.5%*	*13.1%*
%H		*93.9%*	*43.1%*	*11.9%*	*50.8%*	*21.1%*	*29.7%*	*97.7%*
35 - 44	839	806	402	108	443	189	254	822
%V	*11.5%*	*11.4%*	*11.8%*	*12.7%*	*10.0%*	*10.0%*	*9.9%*	*12.2%*
%H		*96.1%*	*47.9%*	*12.9%*	*52.8%*	*22.5%*	*30.3%*	*98.0%*
45 - 54	1006	980	520	148	604	308	297	964
%V	*13.8%*	*13.8%*	*15.3%*	*17.4%*	*13.6%*	*16.2%*	*11.6%*	*14.3%*
%H		*97.4%*	*51.7%*	*14.7%*	*60.0%*	*30.6%*	*29.5%*	*95.8%*
55 - 64	932	912	451	101	632	284	349	873
%V	*12.8%*	*12.9%*	*13.2%*	*11.9%*	*14.2%*	*15.0%*	*13.7%*	*13.0%*
%H		*97.9%*	*48.4%*	*10.8%*	*67.8%*	*30.5%*	*37.4%*	*93.7%*
65+	1534	1520	613	110	1158	365	793	1135
%V	*21.0%*	*21.4%*	*18.0%*	*13.0%*	*26.0%*	*19.2%*	*31.0%*	*16.9%*
%H		*99.1%*	*40.0%*	*7.2%*	*75.5%*	*23.8%*	*51.7%*	*74.0%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5937	5761	2714	675	3696	1531	2165	5386
%H		*97.0%*	*45.7%*	*11.4%*	*62.3%*	*25.8%*	*36.5%*	*90.7%*
AB	1441	1399	683	159	903	389	514	1395
%V	*24.3%*	*24.3%*	*25.2%*	*23.6%*	*24.4%*	*25.4%*	*23.7%*	*25.9%*
%H		*97.1%*	*47.4%*	*11.0%*	*62.7%*	*27.0%*	*35.7%*	*96.8%*
C1	1639	1583	710	198	1014	412	601	1545
%V	*27.6%*	*27.5%*	*26.2%*	*29.3%*	*27.4%*	*26.9%*	*27.8%*	*28.7%*
%H		*96.6%*	*43.3%*	*12.1%*	*61.9%*	*25.1%*	*36.7%*	*94.3%*
C2	1519	1493	743	194	964	443	521	1394
%V	*25.6%*	*25.9%*	*27.4%*	*28.7%*	*26.1%*	*28.9%*	*24.1%*	*25.9%*
%H		*98.3%*	*48.9%*	*12.8%*	*63.5%*	*29.2%*	*34.3%*	*91.8%*
D	874	842	405	89	524	208	316	750
%V	*14.7%*	*14.6%*	*14.9%*	*13.2%*	*14.2%*	*13.6%*	*14.6%*	*13.9%*
%H		*96.3%*	*46.3%*	*10.2%*	*60.0%*	*23.8%*	*36.2%*	*85.8%*
E	464	444	172	35	291	78	213	302
%V	*7.8%*	*7.7%*	*6.3%*	*5.2%*	*7.9%*	*5.1%*	*9.8%*	*5.6%*
%H		*95.7%*	*37.1%*	*7.5%*	*62.7%*	*16.8%*	*45.9%*	*65.1%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5937	5761	2714	675	3696	1531	2165	5386
%H		*97.0%*	*45.7%*	*11.4%*	*62.3%*	*25.8%*	*36.5%*	*90.7%*
Working full time	2676	2591	1321	355	1522	721	801	2612
%V	*45.1%*	*45.0%*	*48.7%*	*52.6%*	*41.2%*	*47.1%*	*37.0%*	*48.5%*
%H		*96.8%*	*49.4%*	*13.3%*	*56.9%*	*26.9%*	*29.9%*	*97.6%*
Working part time	645	630	292	86	401	176	225	622
%V	*10.9%*	*10.9%*	*10.8%*	*12.7%*	*10.8%*	*11.5%*	*10.4%*	*11.5%*
%H		*97.7%*	*45.3%*	*13.3%*	*62.2%*	*27.3%*	*34.9%*	*96.4%*
Not working	2616	2540	1100	234	1773	634	1139	2153
%V	*44.1%*	*44.1%*	*40.5%*	*34.7%*	*48.0%*	*41.4%*	*52.6%*	*40.0%*
%H		*97.1%*	*42.0%*	*8.9%*	*67.8%*	*24.2%*	*43.5%*	*82.3%*
Houseperson	3219	3107	1371	334	2026	743	1283	2780
%V	*54.2%*	*53.9%*	*50.5%*	*49.5%*	*54.8%*	*48.5%*	*59.3%*	*51.6%*
%H		*96.5%*	*42.6%*	*10.4%*	*62.9%*	*23.1%*	*39.9%*	*86.4%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2914	2819	1341	346	1782	760	1023	2670
%H		*96.7%*	*46.0%*	*11.9%*	*61.2%*	*26.1%*	*35.1%*	*91.6%*
16 - 19	154	149	86	21	82	44	38	153
%V	*5.3%*	*5.3%*	*6.4%*	*6.1%*	*4.6%*	*5.8%*	*3.7%*	*5.7%*
%H		*96.8%*	*55.8%*	*13.6%*	*53.2%*	*28.6%*	*24.7%*	*99.4%*
20 - 24	227	218	100	31	123	58	64	222
%V	*7.8%*	*7.7%*	*7.5%*	*9.0%*	*6.9%*	*7.6%*	*6.3%*	*8.3%*
%H		*96.0%*	*44.1%*	*13.7%*	*54.2%*	*25.6%*	*28.2%*	*97.8%*
25 - 34	455	425	186	57	230	91	139	443
%V	*15.6%*	*15.1%*	*13.9%*	*16.5%*	*12.9%*	*12.0%*	*13.6%*	*16.6%*
%H		*93.4%*	*40.9%*	*12.5%*	*50.5%*	*20.0%*	*30.5%*	*97.4%*
35 - 44	415	397	190	59	213	88	125	404
%V	*14.2%*	*14.1%*	*14.2%*	*17.1%*	*12.0%*	*11.6%*	*12.2%*	*15.1%*
%H		*95.7%*	*45.8%*	*14.2%*	*51.3%*	*21.2%*	*30.1%*	*97.3%*
45 - 54	491	474	246	74	291	144	146	463
%V	*16.8%*	*16.8%*	*18.3%*	*21.4%*	*16.3%*	*18.9%*	*14.3%*	*17.3%*
%H		*96.5%*	*50.1%*	*15.1%*	*59.3%*	*29.3%*	*29.7%*	*94.3%*
55 - 64	457	447	224	48	310	141	169	428
%V	*15.7%*	*15.9%*	*16.7%*	*13.9%*	*17.4%*	*18.6%*	*16.5%*	*16.0%*
%H		*97.8%*	*49.0%*	*10.5%*	*67.8%*	*30.9%*	*37.0%*	*93.7%*
65+	715	709	311	56	533	193	341	557
%V	*24.5%*	*25.2%*	*23.2%*	*16.2%*	*29.9%*	*25.4%*	*33.3%*	*20.9%*
%H		*99.2%*	*43.5%*	*7.8%*	*74.5%*	*27.0%*	*47.7%*	*77.9%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2914	2819	1341	346	1782	760	1023	2670
%H		*96.7%*	*46.0%*	*11.9%*	*61.2%*	*26.1%*	*35.1%*	*91.6%*
AB	719	698	342	84	452	199	252	697
%V	*24.7%*	*24.8%*	*25.5%*	*24.3%*	*25.4%*	*26.2%*	*24.6%*	*26.1%*
%H		*97.1%*	*47.6%*	*11.7%*	*62.9%*	*27.7%*	*35.0%*	*96.9%*
C1	767	741	338	101	467	201	267	733
%V	*26.3%*	*26.3%*	*25.2%*	*29.2%*	*26.2%*	*26.4%*	*26.1%*	*27.5%*
%H		*96.6%*	*44.1%*	*13.2%*	*60.9%*	*26.2%*	*34.8%*	*95.6%*
C2	807	792	389	104	504	227	277	731
%V	*27.7%*	*28.1%*	*29.0%*	*30.1%*	*28.3%*	*29.9%*	*27.1%*	*27.4%*
%H		*98.1%*	*48.2%*	*12.9%*	*62.5%*	*28.1%*	*34.3%*	*90.6%*
D	415	398	201	42	234	99	135	372
%V	*14.2%*	*14.1%*	*15.0%*	*12.1%*	*13.1%*	*13.0%*	*13.2%*	*13.9%*
%H		*95.9%*	*48.4%*	*10.1%*	*56.4%*	*23.9%*	*32.5%*	*89.6%*
E	205	191	71	15	126	34	92	136
%V	*7.0%*	*6.8%*	*5.3%*	*4.3%*	*7.1%*	*4.5%*	*9.0%*	*5.1%*
%H		*93.2%*	*34.6%*	*7.3%*	*61.5%*	*16.6%*	*44.9%*	*66.3%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2914	2819	1341	346	1782	760	1023	2670
%H		*96.7%*	*46.0%*	*11.9%*	*61.2%*	*26.1%*	*35.1%*	*91.6%*
Working full time	1614	1565	788	223	917	432	485	1574
%V	*55.4%*	*55.5%*	*58.8%*	*64.5%*	*51.5%*	*56.8%*	*47.4%*	*59.0%*
%H		*97.0%*	*48.8%*	*13.8%*	*56.8%*	*26.8%*	*30.0%*	*97.5%*
Working part time	138	134	58	19	89	40	49	129
%V	*4.7%*	*4.8%*	*4.3%*	*5.5%*	*5.0%*	*5.3%*	*4.8%*	*4.8%*
%H		*97.1%*	*42.0%*	*13.8%*	*64.5%*	*29.0%*	*35.5%*	*93.5%*
Not working	1161	1120	495	104	776	287	489	966
%V	*39.8%*	*39.7%*	*36.9%*	*30.1%*	*43.5%*	*37.8%*	*47.8%*	*36.2%*
%H		*96.5%*	*42.6%*	*9.0%*	*66.8%*	*24.7%*	*42.1%*	*83.2%*
Houseperson	661	618	230	67	403	119	284	509
%V	*22.7%*	*21.9%*	*17.2%*	*19.4%*	*22.6%*	*15.7%*	*27.8%*	*19.1%*
%H		*93.5%*	*34.8%*	*10.1%*	*61.0%*	*18.0%*	*43.0%*	*77.0%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3023	2942	1373	329	1914	771	1142	2717
%H		*97.3%*	*45.4%*	*10.9%*	*63.3%*	*25.5%*	*37.8%*	*89.9%*
16 - 19	144	141	72	21	85	45	40	142
%V	*4.8%*	*4.8%*	*5.2%*	*6.4%*	*4.4%*	*5.8%*	*3.5%*	*5.2%*
%H		*97.9%*	*50.0%*	*14.6%*	*59.0%*	*31.3%*	*27.8%*	*98.6%*
20 - 24	200	189	82	28	111	49	62	196
%V	*6.6%*	*6.4%*	*6.0%*	*8.5%*	*5.8%*	*6.4%*	*5.4%*	*7.2%*
%H		*94.5%*	*41.0%*	*14.0%*	*55.5%*	*24.5%*	*31.0%*	*98.0%*
25 - 34	446	422	203	50	228	99	129	436
%V	*14.8%*	*14.3%*	*14.8%*	*15.2%*	*11.9%*	*12.8%*	*11.3%*	*16.0%*
%H		*94.6%*	*45.5%*	*11.2%*	*51.1%*	*22.2%*	*28.9%*	*97.8%*
35 - 44	425	409	212	49	230	101	129	418
%V	*14.1%*	*13.9%*	*15.4%*	*14.9%*	*12.0%*	*13.1%*	*11.3%*	*15.4%*
%H		*96.2%*	*49.9%*	*11.5%*	*54.1%*	*23.8%*	*30.4%*	*98.4%*
45 - 54	515	506	274	74	314	163	151	502
%V	*17.0%*	*17.2%*	*20.0%*	*22.5%*	*16.4%*	*21.1%*	*13.2%*	*18.5%*
%H		*98.3%*	*53.2%*	*14.4%*	*61.0%*	*31.7%*	*29.3%*	*97.5%*
55 - 64	475	465	227	53	322	143	180	445
%V	*15.7%*	*15.8%*	*16.5%*	*16.1%*	*16.8%*	*18.5%*	*15.8%*	*16.4%*
%H		*97.9%*	*47.8%*	*11.2%*	*67.8%*	*30.1%*	*37.9%*	*93.7%*
65+	818	811	303	54	625	172	452	578
%V	*27.1%*	*27.6%*	*22.1%*	*16.4%*	*32.7%*	*22.3%*	*39.6%*	*21.3%*
%H		*99.1%*	*37.0%*	*6.6%*	*76.4%*	*21.0%*	*55.3%*	*70.7%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3023	2942	1373	329	1914	771	1142	2717
%H		*97.3%*	*45.4%*	*10.9%*	*63.3%*	*25.5%*	*37.8%*	*89.9%*
AB	721	701	341	76	451	190	262	697
%V	*23.9%*	*23.8%*	*24.8%*	*23.1%*	*23.6%*	*24.6%*	*22.9%*	*25.7%*
%H		*97.2%*	*47.3%*	*10.5%*	*62.6%*	*26.4%*	*36.3%*	*96.7%*
C1	872	842	372	97	547	212	335	812
%V	*28.8%*	*28.6%*	*27.1%*	*29.5%*	*28.6%*	*27.5%*	*29.3%*	*29.9%*
%H		*96.6%*	*42.7%*	*11.1%*	*62.7%*	*24.3%*	*38.4%*	*93.1%*
C2	712	701	353	90	460	216	244	663
%V	*23.6%*	*23.8%*	*25.7%*	*27.4%*	*24.0%*	*28.0%*	*21.4%*	*24.4%*
%H		*98.5%*	*49.6%*	*12.6%*	*64.6%*	*30.3%*	*34.3%*	*93.1%*
D	459	444	205	47	291	109	181	378
%V	*15.2%*	*15.1%*	*14.9%*	*14.3%*	*15.2%*	*14.1%*	*15.8%*	*13.9%*
%H		*96.7%*	*44.7%*	*10.2%*	*63.4%*	*23.7%*	*39.4%*	*82.4%*
E	259	253	101	19	165	44	121	166
%V	*8.6%*	*8.6%*	*7.4%*	*5.8%*	*8.6%*	*5.7%*	*10.6%*	*6.1%*
%H		*97.7%*	*39.0%*	*7.3%*	*63.7%*	*17.0%*	*46.7%*	*64.1%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 18.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3023	2942	1373	329	1914	771	1142	2717
%H		*97.3%*	*45.4%*	*10.9%*	*63.3%*	*25.5%*	*37.8%*	*89.9%*
Working full time	1061	1026	533	132	605	289	316	1037
%V	*35.1%*	*34.9%*	*38.8%*	*40.1%*	*31.6%*	*37.5%*	*27.7%*	*38.2%*
%H		*96.7%*	*50.2%*	*12.4%*	*57.0%*	*27.2%*	*29.8%*	*97.7%*
Working part time	507	496	235	67	312	137	176	493
%V	*16.8%*	*16.9%*	*17.1%*	*20.4%*	*16.3%*	*17.8%*	*15.4%*	*18.1%*
%H		*97.8%*	*46.4%*	*13.2%*	*61.5%*	*27.0%*	*34.7%*	*97.2%*
Not working	1455	1420	606	130	996	346	650	1186
%V	*48.1%*	*48.3%*	*44.1%*	*39.5%*	*52.0%*	*44.9%*	*56.9%*	*43.7%*
%H		*97.6%*	*41.6%*	*8.9%*	*68.5%*	*23.8%*	*44.7%*	*81.5%*
Houseperson	2558	2490	1141	268	1622	623	999	2271
%V	*84.6%*	*84.6%*	*83.1%*	*81.5%*	*84.7%*	*80.8%*	*87.5%*	*83.6%*
%H		*97.3%*	*44.6%*	*10.5%*	*63.4%*	*24.4%*	*39.1%*	*88.8%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 19.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6965	6708	2638	991	4650	1755	2895	5957
%H (All HH)		*96.3%*	*37.9%*	*14.2%*	*66.8%*	*25.2%*	*41.6%*	*85.5%*
%H (TV HH)			*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	
AB	1620	1570	669	234	1065	441	623	1556
%V	*23.3%*	*23.4%*	*25.4%*	*23.6%*	*22.9%*	*25.1%*	*21.5%*	*26.1%*
%H (All HH)		*96.9%*	*41.3%*	*14.4%*	*65.7%*	*27.2%*	*38.5%*	*96.0%*
%H (TV HH)			*42.6%*	*14.9%*	*67.8%*	*28.1%*	*39.7%*	
C1	1866	1792	689	296	1239	485	754	1701
%V	*26.8%*	*26.7%*	*26.1%*	*29.9%*	*26.6%*	*27.6%*	*26.0%*	*28.6%*
%H (All HH)		*96.0%*	*36.9%*	*15.9%*	*66.4%*	*26.0%*	*40.4%*	*91.2%*
%H (TV HH)			*38.4%*	*16.5%*	*69.1%*	*27.1%*	*42.1%*	
C2	1572	1534	644	236	1071	447	624	1365
%V	*22.6%*	*22.9%*	*24.4%*	*23.8%*	*23.0%*	*25.5%*	*21.6%*	*22.9%*
%H (All HH)		*97.6%*	*41.0%*	*15.0%*	*68.1%*	*28.4%*	*39.7%*	*86.8%*
%H (TV HH)			*42.0%*	*15.4%*	*69.8%*	*29.1%*	*40.7%*	
D	1130	1077	411	151	738	259	479	889
%V	*16.2%*	*16.1%*	*15.6%*	*15.2%*	*15.9%*	*14.8%*	*16.5%*	*14.9%*
%H (All HH)		*95.3%*	*36.4%*	*13.4%*	*65.3%*	*22.9%*	*42.4%*	*78.7%*
%H (TV HH)			*38.2%*	*14.0%*	*68.5%*	*24.0%*	*44.5%*	
E	777	736	224	74	537	122	416	447
%V	*11.2%*	*11.0%*	*8.5%*	*7.5%*	*11.5%*	*7.0%*	*14.4%*	*7.5%*
%H (All HH)		*94.7%*	*28.8%*	*9.5%*	*69.1%*	*15.7%*	*53.5%*	*57.5%*
%H (TV HH)			*30.4%*	*10.1%*	*73.0%*	*16.6%*	*56.5%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

Table 19.2: 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	6965	6708	2638	991	4650	1755	2895	5957
%H (All HH)		*96.3%*	*37.9%*	*14.2%*	*66.8%*	*25.2%*	*41.6%*	*85.5%*
%H (TV HH)			*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	
Under 25	311	269	81	43	151	41	110	299
%V	*4.5%*	*4.0%*	*3.1%*	*4.3%*	*3.2%*	*2.3%*	*3.8%*	*5.0%*
%H (All HH)		*86.5%*	*26.0%*	*13.8%*	*48.6%*	*13.2%*	*35.4%*	*96.1%*
%H (TV HH)			*30.1%*	*16.0%*	*56.1%*	*15.2%*	*40.9%*	
25 - 34	1023	950	381	147	559	222	337	984
%V	*14.7%*	*14.2%*	*14.4%*	*14.8%*	*12.0%*	*12.6%*	*11.6%*	*16.5%*
%H (All HH)		*92.9%*	*37.2%*	*14.4%*	*54.6%*	*21.7%*	*32.9%*	*96.2%*
%H (TV HH)			*40.1%*	*15.5%*	*58.8%*	*23.4%*	*35.5%*	
35 - 44	1065	1016	461	171	621	279	342	1029
%V	*15.3%*	*15.1%*	*17.5%*	*17.3%*	*13.4%*	*15.9%*	*11.8%*	*17.3%*
%H (All HH)		*95.4%*	*43.3%*	*16.1%*	*58.3%*	*26.2%*	*32.1%*	*96.6%*
%H (TV HH)			*45.4%*	*16.8%*	*61.1%*	*27.5%*	*33.7%*	
45 - 54	1297	1261	566	226	836	388	448	1233
%V	*18.6%*	*18.8%*	*21.5%*	*22.8%*	*18.0%*	*22.1%*	*15.5%*	*20.7%*
%H (All HH)		*97.2%*	*43.6%*	*17.4%*	*64.5%*	*29.9%*	*34.5%*	*95.1%*
%H (TV HH)			*44.9%*	*17.9%*	*66.3%*	*30.8%*	*35.5%*	
55 - 64	1198	1165	484	196	849	369	480	1085
%V	*17.2%*	*17.4%*	*18.3%*	*19.8%*	*18.3%*	*21.0%*	*16.6%*	*18.2%*
%H (All HH)		*97.2%*	*40.4%*	*16.4%*	*70.9%*	*30.8%*	*40.1%*	*90.6%*
%H (TV HH)			*41.5%*	*16.8%*	*72.9%*	*31.7%*	*41.2%*	
65 +	2071	2048	665	207	1634	456	1178	1326
%V	*29.7%*	*30.5%*	*25.2%*	*20.9%*	*35.1%*	*26.0%*	*40.7%*	*22.3%*
%H (All HH)		*98.9%*	*32.1%*	*10.0%*	*78.9%*	*22.0%*	*56.9%*	*64.0%*
%H (TV HH)			*32.5%*	*10.1%*	*79.8%*	*22.3%*	*57.5%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV MidWest

Household level data

Table 19.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6965	6708	2638	991	4650	1755	2895	5957
%H (All HH)		*96.3%*	*37.9%*	*14.2%*	*66.8%*	*25.2%*	*41.6%*	*85.5%*
%H (TV HH)			*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	
1	2135	2006	565	194	1519	327	1193	1393
%V	*30.7%*	*29.9%*	*21.4%*	*19.6%*	*32.7%*	*18.6%*	*41.2%*	*23.4%*
%H (All HH)		*94.0%*	*26.5%*	*9.1%*	*71.1%*	*15.3%*	*55.9%*	*65.2%*
%H (TV HH)			*28.2%*	*9.7%*	*75.7%*	*16.3%*	*59.5%*	
2	2490	2428	979	363	1691	672	1020	2267
%V	*35.8%*	*36.2%*	*37.1%*	*36.6%*	*36.4%*	*38.3%*	*35.2%*	*38.1%*
%H (All HH)		*97.5%*	*39.3%*	*14.6%*	*67.9%*	*27.0%*	*41.0%*	*91.0%*
%H (TV HH)			*40.3%*	*15.0%*	*69.6%*	*27.7%*	*42.0%*	
3	1031	999	478	188	626	323	303	1010
%V	*14.8%*	*14.9%*	*18.1%*	*19.0%*	*13.5%*	*18.4%*	*10.5%*	*17.0%*
%H (All HH)		*96.9%*	*46.4%*	*18.2%*	*60.7%*	*31.3%*	*29.4%*	*98.0%*
%H (TV HH)			*47.8%*	*18.8%*	*62.7%*	*32.3%*	*30.3%*	
4	883	858	418	169	553	300	254	868
%V	*12.7%*	*12.8%*	*15.8%*	*17.1%*	*11.9%*	*17.1%*	*8.8%*	*14.6%*
%H (All HH)		*97.2%*	*47.3%*	*19.1%*	*62.6%*	*34.0%*	*28.8%*	*98.3%*
%H (TV HH)			*48.7%*	*19.7%*	*64.5%*	*35.0%*	*29.6%*	
5+	426	416	197	76	260	133	127	420
%V	*6.1%*	*6.2%*	*7.5%*	*7.7%*	*5.6%*	*7.6%*	*4.4%*	*7.1%*
%H (All HH)		*97.7%*	*46.2%*	*17.8%*	*61.0%*	*31.2%*	*29.8%*	*98.6%*
%H (TV HH)			*47.4%*	*18.3%*	*62.5%*	*32.0%*	*30.5%*	
Average HH size	2.31	2.32	2.54	2.61	2.24	2.60	2.02	2.47

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

Table 19.4: 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	6965	6708	2638	991	4650	1755	2895	5957
%H (All HH)		*96.3%*	*37.9%*	*14.2%*	*66.8%*	*25.2%*	*41.6%*	*85.5%*
%H (TV HH)			*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	
Without	5187	4969	1820	682	3571	1225	2346	4214
%V	*74.5%*	*74.1%*	*69.0%*	*68.8%*	*76.8%*	*69.8%*	*81.0%*	*70.7%*
%H (All HH)		*95.8%*	*35.1%*	*13.1%*	*68.8%*	*23.6%*	*45.2%*	*81.2%*
%H (TV HH)			*36.6%*	*13.7%*	*71.9%*	*24.7%*	*47.2%*	
With	1778	1739	818	309	1079	529	549	1743
%V	*25.5%*	*25.9%*	*31.0%*	*31.2%*	*23.2%*	*30.1%*	*19.0%*	*29.3%*
%H (All HH)		*97.8%*	*46.0%*	*17.4%*	*60.7%*	*29.8%*	*30.9%*	*98.0%*
%H (TV HH)			*47.0%*	*17.8%*	*62.0%*	*30.4%*	*31.6%*	
0 - 3	647	627	282	100	385	175	210	629
%V	*9.3%*	*9.3%*	*10.7%*	*10.1%*	*8.3%*	*10.0%*	*7.3%*	*10.6%*
%H (All HH)		*96.9%*	*43.6%*	*15.5%*	*59.5%*	*27.0%*	*32.5%*	*97.2%*
%H (TV HH)			*45.0%*	*15.9%*	*61.4%*	*27.9%*	*33.5%*	
4 - 9	932	907	432	157	541	263	277	911
%V	*13.4%*	*13.5%*	*16.4%*	*15.8%*	*11.6%*	*15.0%*	*9.6%*	*15.3%*
%H (All HH)		*97.3%*	*46.4%*	*16.8%*	*58.0%*	*28.2%*	*29.7%*	*97.7%*
%H (TV HH)			*47.6%*	*17.3%*	*59.6%*	*29.0%*	*30.5%*	
10 - 15	840	827	411	159	529	286	242	829
%V	*12.1%*	*12.3%*	*15.6%*	*16.0%*	*11.4%*	*16.3%*	*8.4%*	*13.9%*
%H (All HH)		*98.5%*	*48.9%*	*18.9%*	*63.0%*	*34.0%*	*28.8%*	*98.7%*
%H (TV HH)			*49.7%*	*19.2%*	*64.0%*	*34.6%*	*29.3%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 19.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6965	6708	2638	991	4650	1755	2895	5957
%H (All HH)		*96.3%*	*37.9%*	*14.2%*	*66.8%*	*25.2%*	*41.6%*	*85.5%*
%H (TV HH)			*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	
1	2718	2718	826	323	1683	276	1407	2106
%V	*39.0%*	*40.5%*	*31.3%*	*32.6%*	*36.2%*	*15.7%*	*48.6%*	*35.4%*
%H (All HH)		*100.0%*	*30.4%*	*11.9%*	*61.9%*	*10.2%*	*51.8%*	*77.5%*
%H (TV HH)			*30.4%*	*11.9%*	*61.9%*	*10.2%*	*51.8%*	
2	2271	2271	937	356	1613	664	949	1997
%V	*32.6%*	*33.9%*	*35.5%*	*35.9%*	*34.7%*	*37.8%*	*32.8%*	*33.5%*
%H (All HH)		*100.0%*	*41.3%*	*15.7%*	*71.0%*	*29.2%*	*41.8%*	*87.9%*
%H (TV HH)			*41.3%*	*15.7%*	*71.0%*	*29.2%*	*41.8%*	
3	1073	1073	523	194	832	473	359	1013
%V	*15.4%*	*16.0%*	*19.8%*	*19.6%*	*17.9%*	*27.0%*	*12.4%*	*17.0%*
%H (All HH)		*100.0%*	*48.7%*	*18.1%*	*77.5%*	*44.1%*	*33.5%*	*94.4%*
%H (TV HH)			*48.7%*	*18.1%*	*77.5%*	*44.1%*	*33.5%*	
4	427	427	227	75	347	222	125	413
%V	*6.1%*	*6.4%*	*8.6%*	*7.6%*	*7.5%*	*12.6%*	*4.3%*	*6.9%*
%H (All HH)		*100.0%*	*53.2%*	*17.6%*	*81.3%*	*52.0%*	*29.3%*	*96.7%*
%H (TV HH)			*53.2%*	*17.6%*	*81.3%*	*52.0%*	*29.3%*	
5+	220	220	124	42	176	121	55	216
%V	*3.2%*	*3.3%*	*4.7%*	*4.2%*	*3.8%*	*6.9%*	*1.9%*	*3.6%*
%H (All HH)		*100.0%*	*56.4%*	*19.1%*	*80.0%*	*55.0%*	*25.0%*	*98.2%*
%H (TV HH)			*56.4%*	*19.1%*	*80.0%*	*55.0%*	*25.0%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

Table 19.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6965	6708	2638	991	4650	1755	2895	5957
%H (All HH)		*96.3%*	*37.9%*	*14.2%*	*66.8%*	*25.2%*	*41.6%*	*85.5%*
%H (TV HH)			*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	
Under 20"	742	742	305	101	626	292	334	641
%V	*10.7%*	*11.1%*	*11.6%*	*10.2%*	*13.5%*	*16.6%*	*11.5%*	*10.8%*
%H (All HH)		*100.0%*	*41.1%*	*13.6%*	*84.4%*	*39.4%*	*45.0%*	*86.4%*
%H (TV HH)			*41.1%*	*13.6%*	*84.4%*	*39.4%*	*45.0%*	
20" - 29"	1916	1916	735	263	1541	639	901	1629
%V	*27.5%*	*28.6%*	*27.9%*	*26.5%*	*33.1%*	*36.4%*	*31.1%*	*27.3%*
%H (All HH)		*100.0%*	*38.4%*	*13.7%*	*80.4%*	*33.4%*	*47.0%*	*85.0%*
%H (TV HH)			*38.4%*	*13.7%*	*80.4%*	*33.4%*	*47.0%*	
30" - 39"	3301	3301	1304	494	2402	966	1436	2837
%V	*47.4%*	*49.2%*	*49.4%*	*49.8%*	*51.7%*	*55.0%*	*49.6%*	*47.6%*
%H (All HH)		*100.0%*	*39.5%*	*15.0%*	*72.8%*	*29.3%*	*43.5%*	*85.9%*
%H (TV HH)			*39.5%*	*15.0%*	*72.8%*	*29.3%*	*43.5%*	
40" - 49"	3209	3209	1466	557	2144	1026	1119	2944
%V	*46.1%*	*47.8%*	*55.6%*	*56.2%*	*46.1%*	*58.5%*	*38.7%*	*49.4%*
%H (All HH)		*100.0%*	*45.7%*	*17.4%*	*66.8%*	*32.0%*	*34.9%*	*91.7%*
%H (TV HH)			*45.7%*	*17.4%*	*66.8%*	*32.0%*	*34.9%*	
50" - 59"	1118	1118	590	203	704	409	296	1077
%V	*16.1%*	*16.7%*	*22.4%*	*20.5%*	*15.1%*	*23.3%*	*10.2%*	*18.1%*
%H (All HH)		*100.0%*	*52.8%*	*18.2%*	*63.0%*	*36.6%*	*26.5%*	*96.3%*
%H (TV HH)			*52.8%*	*18.2%*	*63.0%*	*36.6%*	*26.5%*	
60"+	109	109	64	18	59	35	23	107
%V	*1.6%*	*1.6%*	*2.4%*	*1.8%*	*1.3%*	*2.0%*	*0.8%*	*1.8%*
%H (All HH)		*100.0%*	*58.7%*	*16.5%*	*54.1%*	*32.1%*	*21.1%*	*98.2%*
%H (TV HH)			*58.7%*	*16.5%*	*54.1%*	*32.1%*	*21.1%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 19.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6965	6708	2638	991	4650	1755	2895	5957
%H (All HH)		*96.3%*	*37.9%*	*14.2%*	*66.8%*	*25.2%*	*41.6%*	*85.5%*
%H (TV HH)			*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	
Main living room	6650	6650	2623	986	4611	1746	2864	5699
%V	*95.5%*	*99.1%*	*99.4%*	*99.5%*	*99.2%*	*99.5%*	*98.9%*	*95.7%*
%H (All HH)		*100.0%*	*39.4%*	*14.8%*	*69.3%*	*26.3%*	*43.1%*	*85.7%*
%H (TV HH)			*39.4%*	*14.8%*	*69.3%*	*26.3%*	*43.1%*	
Kitchen	753	753	334	106	636	322	314	676
%V	*10.8%*	*11.2%*	*12.7%*	*10.7%*	*13.7%*	*18.3%*	*10.8%*	*11.3%*
%H (All HH)		*100.0%*	*44.4%*	*14.1%*	*84.5%*	*42.8%*	*41.7%*	*89.8%*
%H (TV HH)			*44.4%*	*14.1%*	*84.5%*	*42.8%*	*41.7%*	
Adult's bedroom	3012	3012	1400	508	2258	1174	1084	2753
%V	*43.2%*	*44.9%*	*53.1%*	*51.3%*	*48.6%*	*66.9%*	*37.4%*	*46.2%*
%H (All HH)		*100.0%*	*46.5%*	*16.9%*	*75.0%*	*39.0%*	*36.0%*	*91.4%*
%H (TV HH)			*46.5%*	*16.9%*	*75.0%*	*39.0%*	*36.0%*	
Child's bedroom	613	613	306	123	430	248	182	607
%V	*8.8%*	*9.1%*	*11.6%*	*12.4%*	*9.2%*	*14.1%*	*6.3%*	*10.2%*
%H (All HH)		*100.0%*	*49.9%*	*20.1%*	*70.1%*	*40.5%*	*29.7%*	*99.0%*
%H (TV HH)			*49.9%*	*20.1%*	*70.1%*	*40.5%*	*29.7%*	
Other bedroom	362	362	181	64	281	165	116	346
%V	*5.2%*	*5.4%*	*6.9%*	*6.5%*	*6.0%*	*9.4%*	*4.0%*	*5.8%*
%H (All HH)		*100.0%*	*50.0%*	*17.7%*	*77.6%*	*45.6%*	*32.0%*	*95.6%*
%H (TV HH)			*50.0%*	*17.7%*	*77.6%*	*45.6%*	*32.0%*	
Second living/dining room	699	699	340	118	529	286	243	643
%V	*10.0%*	*10.4%*	*12.9%*	*11.9%*	*11.4%*	*16.3%*	*8.4%*	*10.8%*
%H (All HH)		*100.0%*	*48.6%*	*16.9%*	*75.7%*	*40.9%*	*34.8%*	*92.0%*
%H (TV HH)			*48.6%*	*16.9%*	*75.7%*	*40.9%*	*34.8%*	
Study/office	104	104	53	16	74	38	36	103
%V	*1.5%*	*1.6%*	*2.0%*	*1.6%*	*1.6%*	*2.2%*	*1.2%*	*1.7%*
%H (All HH)		*100.0%*	*51.0%*	*15.4%*	*71.2%*	*36.5%*	*34.6%*	*99.0%*
%H (TV HH)			*51.0%*	*15.4%*	*71.2%*	*36.5%*	*34.6%*	
TV room	43	43	28	4	31	20	10	41
%V	*0.6%*	*0.6%*	*1.1%*	*0.4%*	*0.7%*	*1.1%*	*0.3%*	*0.7%*
%H (All HH)		*100.0%*	*65.1%*	*9.3%*	*72.1%*	*46.5%*	*23.3%*	*95.3%*
%H (TV HH)			*65.1%*	*9.3%*	*72.1%*	*46.5%*	*23.3%*	
Conservatory	156	156	80	28	127	76	51	145
%V	*2.2%*	*2.3%*	*3.0%*	*2.8%*	*2.7%*	*4.3%*	*1.8%*	*2.4%*
%H (All HH)		*100.0%*	*51.3%*	*17.9%*	*81.4%*	*48.7%*	*32.7%*	*92.9%*
%H (TV HH)			*51.3%*	*17.9%*	*81.4%*	*48.7%*	*32.7%*	
Attic or loft room	19	19	10	4	13	8	6	19
%V	*0.3%*	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*52.6%*	*21.1%*	*68.4%*	*42.1%*	*31.6%*	*100.0%*
%H (TV HH)			*52.6%*	*21.1%*	*68.4%*	*42.1%*	*31.6%*	
No specific location	3	3	2	1	3	2	1	3
%V	*0.0%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*66.7%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	
Other	57	57	36	6	45	31	14	53
%V	*0.8%*	*0.8%*	*1.4%*	*0.6%*	*1.0%*	*1.8%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*63.2%*	*10.5%*	*78.9%*	*54.4%*	*24.6%*	*93.0%*
%H (TV HH)			*63.2%*	*10.5%*	*78.9%*	*54.4%*	*24.6%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 19.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6965	6708	2638	991	4650	1755	2895	5957
%H (All HH)		*96.3%*	*37.9%*	*14.2%*	*66.8%*	*25.2%*	*41.6%*	*85.5%*
%H (TV HH)			*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	
Any DSAT provider	2638	2638	2638	34	1270	1270	0	2428
%V	*37.9%*	*39.3%*	*100.0%*	*3.4%*	*27.3%*	*72.4%*	*0.0%*	*40.8%*
%H (All HH)			*100.0%*	*1.3%*	*48.1%*	*48.1%*	*0.0%*	*92.0%*
%H (TV HH)			*100.0%*	*1.3%*	*48.1%*	*48.1%*	*0.0%*	
Sky with subcription	2145	2145	2145	16	1032	1032	0	2003
%V	*30.8%*	*32.0%*	*81.3%*	*1.6%*	*22.2%*	*58.8%*	*0.0%*	*33.6%*
%H (All HH)			*100.0%*	*0.7%*	*48.1%*	*48.1%*	*0.0%*	*93.4%*
%H (TV HH)			*100.0%*	*0.7%*	*48.1%*	*48.1%*	*0.0%*	
Sky without subscription	144	144	144	5	66	66	0	116
%V	*2.1%*	*2.1%*	*5.5%*	*0.5%*	*1.4%*	*3.8%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*3.5%*	*45.8%*	*45.8%*	*0.0%*	*80.6%*
%H (TV HH)			*100.0%*	*3.5%*	*45.8%*	*45.8%*	*0.0%*	
Freesat	316	316	316	10	160	160	0	288
%V	*4.5%*	*4.7%*	*12.0%*	*1.0%*	*3.4%*	*9.1%*	*0.0%*	*4.8%*
%H (All HH)			*100.0%*	*3.2%*	*50.6%*	*50.6%*	*0.0%*	*91.1%*
%H (TV HH)			*100.0%*	*3.2%*	*50.6%*	*50.6%*	*0.0%*	
Other satellite provider	134	134	134	5	63	63	0	121
%V	*1.9%*	*2.0%*	*5.1%*	*0.5%*	*1.4%*	*3.6%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*3.7%*	*47.0%*	*47.0%*	*0.0%*	*90.3%*
%H (TV HH)			*100.0%*	*3.7%*	*47.0%*	*47.0%*	*0.0%*	
DCAB	991	991	34	991	504	504	0	935
%V	*14.2%*	*14.8%*	*1.3%*	*100.0%*	*10.8%*	*28.7%*	*0.0%*	*15.7%*
%H (All HH)			*3.4%*	*100.0%*	*50.9%*	*50.9%*	*0.0%*	*94.3%*
%H (TV HH)			*3.4%*	*100.0%*	*50.9%*	*50.9%*	*0.0%*	
DTT	4650	4650	1270	504	4650	1755	2895	3850
%V	*66.8%*	*69.3%*	*48.1%*	*50.9%*	*100.0%*	*100.0%*	*100.0%*	*64.6%*
%H (All HH)		*100.0%*	*27.3%*	*10.8%*	*100.0%*	*37.7%*	*62.3%*	*82.8%*
%H (TV HH)			*27.3%*	*10.8%*	*100.0%*	*37.7%*	*62.3%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 19.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6965	6708	2638	991	4650	1755	2895	5957
%H (All HH)		*96.3%*	*37.9%*	*14.2%*	*66.8%*	*25.2%*	*41.6%*	*85.5%*
%H (TV HH)			*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	
PVR	4291	4291	2334	950	2652	1620	1032	3970
%V	*61.6%*	*64.0%*	*88.5%*	*95.9%*	*57.0%*	*92.3%*	*35.6%*	*66.6%*
%H (All HH)		*100.0%*	*54.4%*	*22.1%*	*61.8%*	*37.8%*	*24.1%*	*92.5%*
%H (TV HH)			*54.4%*	*22.1%*	*61.8%*	*37.8%*	*24.1%*	
DVDR	81	81	31	13	64	27	37	71
%V	*1.2%*	*1.2%*	*1.2%*	*1.3%*	*1.4%*	*1.5%*	*1.3%*	*1.2%*
%H (All HH)		*100.0%*	*38.3%*	*16.0%*	*79.0%*	*33.3%*	*45.7%*	*87.7%*
%H (TV HH)			*38.3%*	*16.0%*	*79.0%*	*33.3%*	*45.7%*	
VCR	30	30	7	4	27	8	19	22
%V	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.6%*	*0.5%*	*0.7%*	*0.4%*
%H (All HH)		*100.0%*	*23.3%*	*13.3%*	*90.0%*	*26.7%*	*63.3%*	*73.3%*
%H (TV HH)			*23.3%*	*13.3%*	*90.0%*	*26.7%*	*63.3%*	
Any recorder	4335	4335	2337	950	2695	1623	1071	4000
%V	*62.2%*	*64.6%*	*88.6%*	*95.9%*	*58.0%*	*92.5%*	*37.0%*	*67.1%*
%H (All HH)		*100.0%*	*53.9%*	*21.9%*	*62.2%*	*37.4%*	*24.7%*	*92.3%*
%H (TV HH)			*53.9%*	*21.9%*	*62.2%*	*37.4%*	*24.7%*	
Receives HDTV (via STB or built-in reception)	4822	4822	2154	889	3357	1545	1811	4421
%V	*69.2%*	*71.9%*	*81.7%*	*89.7%*	*72.2%*	*88.0%*	*62.6%*	*74.2%*
%H (All HH)		*100.0%*	*44.7%*	*18.4%*	*69.6%*	*32.0%*	*37.6%*	*91.7%*
%H (TV HH)			*44.7%*	*18.4%*	*69.6%*	*32.0%*	*37.6%*	
DVD/Blu-ray player or recorder	4441	4441	1839	684	3119	1302	1817	3978
%V	*63.8%*	*66.2%*	*69.7%*	*69.0%*	*67.1%*	*74.2%*	*62.8%*	*66.8%*
%H (All HH)		*100.0%*	*41.4%*	*15.4%*	*70.2%*	*29.3%*	*40.9%*	*89.6%*
%H (TV HH)			*41.4%*	*15.4%*	*70.2%*	*29.3%*	*40.9%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

Table 19.10: 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	6965	6708	2638	991	4650	1755	2895	5957
%H (All HH)		*96.3%*	*37.9%*	*14.2%*	*66.8%*	*25.2%*	*41.6%*	*85.5%*
%H (TV HH)			*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	
Has broadband internet	5957	5747	2428	935	3850	1644	2207	5957
%V	*85.5%*	*85.7%*	*92.0%*	*94.3%*	*82.8%*	*93.7%*	*76.2%*	*100.0%*
%H (All HH)		*96.5%*	*40.8%*	*15.7%*	*64.6%*	*27.6%*	*37.0%*	*100.0%*
%H (TV HH)			*42.2%*	*16.3%*	*67.0%*	*28.6%*	*38.4%*	
Number of computers (PCs and laptops)								
0	1358	1289	333	106	995	174	821	414
%V	*19.5%*	*19.2%*	*12.6%*	*10.7%*	*21.4%*	*9.9%*	*28.4%*	*6.9%*
%H (All HH)		*94.9%*	*24.5%*	*7.8%*	*73.3%*	*12.8%*	*60.5%*	*30.5%*
%H (TV HH)			*25.8%*	*8.2%*	*77.2%*	*13.5%*	*63.7%*	
1	1820	1745	659	236	1185	395	790	1771
%V	*26.1%*	*26.0%*	*25.0%*	*23.8%*	*25.5%*	*22.5%*	*27.3%*	*29.7%*
%H (All HH)		*95.9%*	*36.2%*	*13.0%*	*65.1%*	*21.7%*	*43.4%*	*97.3%*
%H (TV HH)			*37.8%*	*13.5%*	*67.9%*	*22.6%*	*45.3%*	
2	1635	1581	666	253	1083	463	620	1626
%V	*23.5%*	*23.6%*	*25.2%*	*25.5%*	*23.3%*	*26.4%*	*21.4%*	*27.3%*
%H (All HH)		*96.7%*	*40.7%*	*15.5%*	*66.2%*	*28.3%*	*37.9%*	*99.4%*
%H (TV HH)			*42.1%*	*16.0%*	*68.5%*	*29.3%*	*39.2%*	
3	986	958	429	173	634	310	324	983
%V	*14.2%*	*14.3%*	*16.3%*	*17.5%*	*13.6%*	*17.7%*	*11.2%*	*16.5%*
%H (All HH)		*97.2%*	*43.5%*	*17.5%*	*64.3%*	*31.4%*	*32.9%*	*99.7%*
%H (TV HH)			*44.8%*	*18.1%*	*66.2%*	*32.4%*	*33.8%*	
4	540	524	250	108	341	185	156	538
%V	*7.8%*	*7.8%*	*9.5%*	*10.9%*	*7.3%*	*10.5%*	*5.4%*	*9.0%*
%H (All HH)		*97.0%*	*46.3%*	*20.0%*	*63.1%*	*34.3%*	*28.9%*	*99.6%*
%H (TV HH)			*47.7%*	*20.6%*	*65.1%*	*35.3%*	*29.8%*	
5+	626	611	300	115	412	229	183	625
%V	*9.0%*	*9.1%*	*11.4%*	*11.6%*	*8.9%*	*13.0%*	*6.3%*	*10.5%*
%H (All HH)		*97.6%*	*47.9%*	*18.4%*	*65.8%*	*36.6%*	*29.2%*	*99.8%*
%H (TV HH)			*49.1%*	*18.8%*	*67.4%*	*37.5%*	*30.0%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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ITV MidWest

Set level data

Table 19.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13385	5864	2151	9750	4571	5180	11977
%H		*43.8%*	*16.1%*	*72.8%*	*34.2%*	*38.7%*	*89.5%*
Under 20"	910	378	126	778	371	407	794
%V	*6.8%*	*6.4%*	*5.9%*	*8.0%*	*8.1%*	*7.9%*	*6.6%*
%H		*41.5%*	*13.8%*	*85.5%*	*40.8%*	*44.7%*	*87.3%*
20" - 29"	2433	965	350	1978	873	1105	2094
%V	*18.2%*	*16.5%*	*16.3%*	*20.3%*	*19.1%*	*21.3%*	*17.5%*
%H		*39.7%*	*14.4%*	*81.3%*	*35.9%*	*45.4%*	*86.1%*
30" - 39"	4136	1727	645	3044	1344	1700	3627
%V	*30.9%*	*29.5%*	*30.0%*	*31.2%*	*29.4%*	*32.8%*	*30.3%*
%H		*41.8%*	*15.6%*	*73.6%*	*32.5%*	*41.1%*	*87.7%*
40" - 49"	3850	1813	691	2583	1298	1285	3571
%V	*28.8%*	*30.9%*	*32.1%*	*26.5%*	*28.4%*	*24.8%*	*29.8%*
%H		*47.1%*	*17.9%*	*67.1%*	*33.7%*	*33.4%*	*92.8%*
50" - 59"	1239	667	220	789	465	324	1193
%V	*9.3%*	*11.4%*	*10.2%*	*8.1%*	*10.2%*	*6.3%*	*10.0%*
%H		*53.8%*	*17.8%*	*63.7%*	*37.5%*	*26.2%*	*96.3%*
60"+	112	67	18	60	36	23	110
%V	*0.8%*	*1.1%*	*0.8%*	*0.6%*	*0.8%*	*0.4%*	*0.9%*
%H		*59.8%*	*16.1%*	*53.6%*	*32.1%*	*20.5%*	*98.2%*
Don't know	705	247	102	519	184	335	588
%V	*5.3%*	*4.2%*	*4.7%*	*5.3%*	*4.0%*	*6.5%*	*4.9%*
%H		*35.0%*	*14.5%*	*73.6%*	*26.1%*	*47.5%*	*83.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.12: 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	13385	5864	2151	9750	4571	5180	11977
%H		*43.8%*	*16.1%*	*72.8%*	*34.2%*	*38.7%*	*89.5%*
Main living room	6679	2632	993	4631	1754	2877	5725
%V	*49.9%*	*44.9%*	*46.2%*	*47.5%*	*38.4%*	*55.5%*	*47.8%*
%H		*39.4%*	*14.9%*	*69.3%*	*26.3%*	*43.1%*	*85.7%*
Kitchen	755	336	106	638	323	315	677
%V	*5.6%*	*5.7%*	*4.9%*	*6.5%*	*7.1%*	*6.1%*	*5.7%*
%H		*44.5%*	*14.0%*	*84.5%*	*42.8%*	*41.7%*	*89.7%*
Adult's bedroom	3643	1719	645	2765	1501	1265	3368
%V	*27.2%*	*29.3%*	*30.0%*	*28.4%*	*32.8%*	*24.4%*	*28.1%*
%H		*47.2%*	*17.7%*	*75.9%*	*41.2%*	*34.7%*	*92.5%*
Child's bedroom	789	405	156	559	331	228	781
%V	*5.9%*	*6.9%*	*7.3%*	*5.7%*	*7.2%*	*4.4%*	*6.5%*
%H		*51.3%*	*19.8%*	*70.8%*	*42.0%*	*28.9%*	*99.0%*
Other bedroom	422	213	73	326	193	133	405
%V	*3.2%*	*3.6%*	*3.4%*	*3.3%*	*4.2%*	*2.6%*	*3.4%*
%H		*50.5%*	*17.3%*	*77.3%*	*45.7%*	*31.5%*	*96.0%*
Second living/dining room	705	344	119	533	290	244	648
%V	*5.3%*	*5.9%*	*5.5%*	*5.5%*	*6.3%*	*4.7%*	*5.4%*
%H		*48.8%*	*16.9%*	*75.6%*	*41.1%*	*34.6%*	*91.9%*
Study/office	107	55	16	76	40	36	105
%V	*0.8%*	*0.9%*	*0.7%*	*0.8%*	*0.9%*	*0.7%*	*0.9%*
%H		*51.4%*	*15.0%*	*71.0%*	*37.4%*	*33.6%*	*98.1%*
TV room	44	29	4	32	21	11	42
%V	*0.3%*	*0.5%*	*0.2%*	*0.3%*	*0.5%*	*0.2%*	*0.4%*
%H		*65.9%*	*9.1%*	*72.7%*	*47.7%*	*25.0%*	*95.5%*
Conservatory	156	80	28	127	76	51	145
%V	*1.2%*	*1.4%*	*1.3%*	*1.3%*	*1.7%*	*1.0%*	*1.2%*
%H		*51.3%*	*17.9%*	*81.4%*	*48.7%*	*32.7%*	*92.9%*
Attic or loft room	21	11	5	14	8	6	21
%V	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*52.4%*	*23.8%*	*66.7%*	*38.1%*	*28.6%*	*100.0%*
No specific location	3	2	1	3	2	1	3
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*66.7%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
Other	60	38	6	47	33	15	56
%V	*0.4%*	*0.6%*	*0.3%*	*0.5%*	*0.7%*	*0.3%*	*0.5%*
%H		*63.3%*	*10.0%*	*78.3%*	*55.0%*	*25.0%*	*93.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV MidWest

Set level data

Table 19.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13385	5864	2151	9750	4571	5180	11977
%H		*43.8%*	*16.1%*	*72.8%*	*34.2%*	*38.7%*	*89.5%*
PVR	5951	3486	1356	3421	2258	1163	5580
%V	*44.5%*	*59.4%*	*63.0%*	*35.1%*	*49.4%*	*22.5%*	*46.6%*
%H		*58.6%*	*22.8%*	*57.5%*	*37.9%*	*19.5%*	*93.8%*
DVDR	85	32	15	67	28	39	74
%V	*0.6%*	*0.5%*	*0.7%*	*0.7%*	*0.6%*	*0.8%*	*0.6%*
%H		*37.6%*	*17.6%*	*78.8%*	*32.9%*	*45.9%*	*87.1%*
VCR	31	7	4	28	9	19	22
%V	*0.2%*	*0.1%*	*0.2%*	*0.3%*	*0.2%*	*0.4%*	*0.2%*
%H		*22.6%*	*12.9%*	*90.3%*	*29.0%*	*61.3%*	*71.0%*
Any recorder	6015	3496	1360	3483	2270	1213	5628
%V	*44.9%*	*59.6%*	*63.2%*	*35.7%*	*49.7%*	*23.4%*	*47.0%*
%H		*58.1%*	*22.6%*	*57.9%*	*37.7%*	*20.2%*	*93.6%*

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

Set level data

Table 19.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13385	5864	2151	9750	4571	5180	11977
%H		*43.8%*	*16.1%*	*72.8%*	*34.2%*	*38.7%*	*89.5%*
Receives HDTV (via STB or built-in reception)	7629	3648	1455	5373	2781	2592	7122
%V	*57.0%*	*62.2%*	*67.6%*	*55.1%*	*60.8%*	*50.0%*	*59.5%*
%H		*47.8%*	*19.1%*	*70.4%*	*36.5%*	*34.0%*	*93.4%*
DVD/Blu-ray player or recorder	6361	2839	1044	4555	2174	2381	5822
%V	*47.5%*	*48.4%*	*48.5%*	*46.7%*	*47.6%*	*46.0%*	*48.6%*
%H		*44.6%*	*16.4%*	*71.6%*	*34.2%*	*37.4%*	*91.5%*

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV MidWest

Set level data

Table 19.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6707	2638	990	4650	1755	2895	5746
%H		*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	*85.7%*
Under 20"	58	9	5	50	8	43	41
%V	*0.9%*	*0.3%*	*0.5%*	*1.1%*	*0.5%*	*1.5%*	*0.7%*
%H		*15.5%*	*8.6%*	*86.2%*	*13.8%*	*74.1%*	*70.7%*
20" - 29"	468	87	42	371	49	322	305
%V	*7.0%*	*3.3%*	*4.2%*	*8.0%*	*2.8%*	*11.1%*	*5.3%*
%H		*18.6%*	*9.0%*	*79.3%*	*10.5%*	*68.8%*	*65.2%*
30" - 39"	1961	628	239	1450	411	1039	1549
%V	*29.2%*	*23.8%*	*24.1%*	*31.2%*	*23.4%*	*35.9%*	*27.0%*
%H		*32.0%*	*12.2%*	*73.9%*	*21.0%*	*53.0%*	*79.0%*
40" - 49"	2796	1236	477	1868	850	1018	2540
%V	*41.7%*	*46.9%*	*48.2%*	*40.2%*	*48.4%*	*35.2%*	*44.2%*
%H		*44.2%*	*17.1%*	*66.8%*	*30.4%*	*36.4%*	*90.8%*
50" - 59"	1011	533	177	630	358	271	973
%V	*15.1%*	*20.2%*	*17.9%*	*13.5%*	*20.4%*	*9.4%*	*16.9%*
%H		*52.7%*	*17.5%*	*62.3%*	*35.4%*	*26.8%*	*96.2%*
60"+	96	55	16	51	30	22	94
%V	*1.4%*	*2.1%*	*1.6%*	*1.1%*	*1.7%*	*0.8%*	*1.6%*
%H		*57.3%*	*16.7%*	*53.1%*	*31.3%*	*22.9%*	*97.9%*
Don't know	318	90	35	230	50	180	244
%V	*4.7%*	*3.4%*	*3.5%*	*4.9%*	*2.8%*	*6.2%*	*4.2%*
%H		*28.3%*	*11.0%*	*72.3%*	*15.7%*	*56.6%*	*76.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV MidWest

Set level data

Table 19.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6707	2638	990	4650	1755	2895	5746
%H		*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	*85.7%*
PVR	4215	2304	938	2584	1588	997	3903
%V	*62.8%*	*87.3%*	*94.7%*	*55.6%*	*90.5%*	*34.4%*	*67.9%*
%H		*54.7%*	*22.3%*	*61.3%*	*37.7%*	*23.7%*	*92.6%*
DVDR	68	24	11	52	19	33	58
%V	*1.0%*	*0.9%*	*1.1%*	*1.1%*	*1.1%*	*1.1%*	*1.0%*
%H		*35.3%*	*16.2%*	*76.5%*	*27.9%*	*48.5%*	*85.3%*
VCR	23	5	3	21	5	16	16
%V	*0.3%*	*0.2%*	*0.3%*	*0.5%*	*0.3%*	*0.6%*	*0.3%*
%H		*21.7%*	*13.0%*	*91.3%*	*21.7%*	*69.6%*	*69.6%*
Any recorder	4260	2308	939	2629	1593	1036	3934
%V	*63.5%*	*87.5%*	*94.8%*	*56.5%*	*90.8%*	*35.8%*	*68.5%*
%H		*54.2%*	*22.0%*	*61.7%*	*37.4%*	*24.3%*	*92.3%*

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

Set level data

Table 19.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6707	2638	990	4650	1755	2895	5746
%H		*39.3%*	*14.8%*	*69.3%*	*26.2%*	*43.2%*	*85.7%*
Receives HDTV (via STB or built-in reception)	4708	2099	876	3256	1493	1763	4315
%V	*70.2%*	*79.6%*	*88.5%*	*70.0%*	*85.1%*	*60.9%*	*75.1%*
%H		*44.6%*	*18.6%*	*69.2%*	*31.7%*	*37.4%*	*91.7%*
DVD/Blu-ray player or recorder	3891	1578	581	2726	1092	1634	3450
%V	*58.0%*	*59.8%*	*58.7%*	*58.6%*	*62.2%*	*56.4%*	*60.0%*
%H		*40.6%*	*14.9%*	*70.1%*	*28.1%*	*42.0%*	*88.7%*

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

Table 19.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	6678	3226	1161	5100	2816	2284	6231
%H		*48.3%*	*17.4%*	*76.4%*	*42.2%*	*34.2%*	*93.3%*
Under 20"	852	369	121	727	363	364	752
%V	*12.8%*	*11.4%*	*10.4%*	*14.3%*	*12.9%*	*15.9%*	*12.1%*
%H		*43.3%*	*14.2%*	*85.3%*	*42.6%*	*42.7%*	*88.3%*
20" - 29"	1965	877	308	1608	824	783	1789
%V	*29.4%*	*27.2%*	*26.5%*	*31.5%*	*29.3%*	*34.3%*	*28.7%*
%H		*44.6%*	*15.7%*	*81.8%*	*41.9%*	*39.8%*	*91.0%*
30" - 39"	2176	1099	406	1595	933	661	2078
%V	*32.6%*	*34.1%*	*35.0%*	*31.3%*	*33.1%*	*28.9%*	*33.3%*
%H		*50.5%*	*18.7%*	*73.3%*	*42.9%*	*30.4%*	*95.5%*
40" - 49"	1054	577	214	715	448	267	1031
%V	*15.8%*	*17.9%*	*18.4%*	*14.0%*	*15.9%*	*11.7%*	*16.5%*
%H		*54.7%*	*20.3%*	*67.8%*	*42.5%*	*25.3%*	*97.8%*
50" - 59"	228	135	43	159	107	52	220
%V	*3.4%*	*4.2%*	*3.7%*	*3.1%*	*3.8%*	*2.3%*	*3.5%*
%H		*59.2%*	*18.9%*	*69.7%*	*46.9%*	*22.8%*	*96.5%*
60"+	16	12	2	8	7	2	16
%V	*0.2%*	*0.4%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.3%*
%H		*75.0%*	*12.5%*	*50.0%*	*43.8%*	*12.5%*	*100.0%*
Don't know	388	157	67	289	134	155	344
%V	*5.8%*	*4.9%*	*5.8%*	*5.7%*	*4.8%*	*6.8%*	*5.5%*
%H		*40.5%*	*17.3%*	*74.5%*	*34.5%*	*39.9%*	*88.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV MidWest

Set level data

Table 19.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	6678	3226	1161	5100	2816	2284	6231
%H		*48.3%*	*17.4%*	*76.4%*	*42.2%*	*34.2%*	*93.3%*
PVR	1736	1183	418	837	670	166	1677
%V	*26.0%*	*36.7%*	*36.0%*	*16.4%*	*23.8%*	*7.3%*	*26.9%*
%H		*68.1%*	*24.1%*	*48.2%*	*38.6%*	*9.6%*	*96.6%*
DVDR	17	8	4	15	10	6	16
%V	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*
%H		*47.1%*	*23.5%*	*88.2%*	*58.8%*	*35.3%*	*94.1%*
VCR	7	3	1	7	4	3	6
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*42.9%*	*14.3%*	*100.0%*	*57.1%*	*42.9%*	*85.7%*
Any recorder	1755	1188	421	854	678	177	1694
%V	*26.3%*	*36.8%*	*36.3%*	*16.7%*	*24.1%*	*7.7%*	*27.2%*
%H		*67.7%*	*24.0%*	*48.7%*	*38.6%*	*10.1%*	*96.5%*

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

Set level data

Table 19.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	6678	3226	1161	5100	2816	2284	6231
%H		*48.3%*	*17.4%*	*76.4%*	*42.2%*	*34.2%*	*93.3%*
Receives HDTV (via STB or built-in reception)	2920	1549	579	2116	1288	828	2807
%V	*43.7%*	*48.0%*	*49.9%*	*41.5%*	*45.7%*	*36.3%*	*45.0%*
%H		*53.0%*	*19.8%*	*72.5%*	*44.1%*	*28.4%*	*96.1%*
DVD/Blu-ray player or recorder	2470	1262	463	1829	1082	747	2372
%V	*37.0%*	*39.1%*	*39.9%*	*35.9%*	*38.4%*	*32.7%*	*38.1%*
%H		*51.1%*	*18.7%*	*74.0%*	*43.8%*	*30.2%*	*96.0%*

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

Table 19.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	16083	15579	6704	2583	10419	4568	5850	14735
%H		*96.9%*	*41.7%*	*16.1%*	*64.8%*	*28.4%*	*36.4%*	*91.6%*
Total Children	3097	3023	1427	536	1858	915	943	3037
%V	*19.3%*	*19.4%*	*21.3%*	*20.8%*	*17.8%*	*20.0%*	*16.1%*	*20.6%*
%H		*97.6%*	*46.1%*	*17.3%*	*60.0%*	*29.5%*	*30.4%*	*98.1%*
0 - 3	761	737	324	117	452	198	254	740
%V	*4.7%*	*4.7%*	*4.8%*	*4.5%*	*4.3%*	*4.3%*	*4.3%*	*5.0%*
%H		*96.8%*	*42.6%*	*15.4%*	*59.4%*	*26.0%*	*33.4%*	*97.2%*
4 - 15	2336	2285	1102	419	1405	717	689	2297
%V	*14.5%*	*14.7%*	*16.4%*	*16.2%*	*13.5%*	*15.7%*	*11.8%*	*15.6%*
%H		*97.8%*	*47.2%*	*17.9%*	*60.1%*	*30.7%*	*29.5%*	*98.3%*
4 - 9	1220	1187	558	211	711	344	367	1193
%V	*7.6%*	*7.6%*	*8.3%*	*8.2%*	*6.8%*	*7.5%*	*6.3%*	*8.1%*
%H		*97.3%*	*45.7%*	*17.3%*	*58.3%*	*28.2%*	*30.1%*	*97.8%*
10 - 15	1115	1098	544	208	695	372	322	1103
%V	*6.9%*	*7.0%*	*8.1%*	*8.1%*	*6.7%*	*8.1%*	*5.5%*	*7.5%*
%H		*98.5%*	*48.8%*	*18.7%*	*62.3%*	*33.4%*	*28.9%*	*98.9%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	16083	15579	6704	2583	10419	4568	5850	14735
%H		*96.9%*	*41.7%*	*16.1%*	*64.8%*	*28.4%*	*36.4%*	*91.6%*
Total Adults (16+)	12986	12557	5277	2048	8561	3653	4907	11698
%V	*80.7%*	*80.6%*	*78.7%*	*79.3%*	*82.2%*	*80.0%*	*83.9%*	*79.4%*
%H		*96.7%*	*40.6%*	*15.8%*	*65.9%*	*28.1%*	*37.8%*	*90.1%*
16 - 19	664	642	309	120	415	219	196	655
%V	*4.1%*	*4.1%*	*4.6%*	*4.6%*	*4.0%*	*4.8%*	*3.4%*	*4.4%*
%H		*96.7%*	*46.5%*	*18.1%*	*62.5%*	*33.0%*	*29.5%*	*98.6%*
20 - 24	1015	933	357	174	585	255	330	995
%V	*6.3%*	*6.0%*	*5.3%*	*6.7%*	*5.6%*	*5.6%*	*5.6%*	*6.8%*
%H		*91.9%*	*35.2%*	*17.1%*	*57.6%*	*25.1%*	*32.5%*	*98.0%*
25 - 34	2061	1932	810	333	1159	505	654	1997
%V	*12.8%*	*12.4%*	*12.1%*	*12.9%*	*11.1%*	*11.1%*	*11.2%*	*13.6%*
%H		*93.7%*	*39.3%*	*16.2%*	*56.2%*	*24.5%*	*31.7%*	*96.9%*
35 - 44	1911	1837	850	323	1110	522	589	1856
%V	*11.9%*	*11.8%*	*12.7%*	*12.5%*	*10.7%*	*11.4%*	*10.1%*	*12.6%*
%H		*96.1%*	*44.5%*	*16.9%*	*58.1%*	*27.3%*	*30.8%*	*97.1%*
45 - 54	2200	2149	1001	410	1424	711	713	2113
%V	*13.7%*	*13.8%*	*14.9%*	*15.9%*	*13.7%*	*15.6%*	*12.2%*	*14.3%*
%H		*97.7%*	*45.5%*	*18.6%*	*64.7%*	*32.3%*	*32.4%*	*96.0%*
55 - 64	1989	1946	838	342	1412	650	762	1847
%V	*12.4%*	*12.5%*	*12.5%*	*13.2%*	*13.6%*	*14.2%*	*13.0%*	*12.5%*
%H		*97.8%*	*42.1%*	*17.2%*	*71.0%*	*32.7%*	*38.3%*	*92.9%*
65+	3146	3118	1111	346	2456	792	1664	2235
%V	*19.6%*	*20.0%*	*16.6%*	*13.4%*	*23.6%*	*17.3%*	*28.4%*	*15.2%*
%H		*99.1%*	*35.3%*	*11.0%*	*78.1%*	*25.2%*	*52.9%*	*71.0%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	12986	12557	5277	2048	8561	3653	4907	11698
%H		*96.7%*	*40.6%*	*15.8%*	*65.9%*	*28.1%*	*37.8%*	*90.1%*
AB	3194	3105	1404	491	2069	935	1134	3107
%V	*24.6%*	*24.7%*	*26.6%*	*24.0%*	*24.2%*	*25.6%*	*23.1%*	*26.6%*
%H		*97.2%*	*44.0%*	*15.4%*	*64.8%*	*29.3%*	*35.5%*	*97.3%*
C1	3556	3413	1378	635	2321	1019	1302	3351
%V	*27.4%*	*27.2%*	*26.1%*	*31.0%*	*27.1%*	*27.9%*	*26.5%*	*28.6%*
%H		*96.0%*	*38.8%*	*17.9%*	*65.3%*	*28.7%*	*36.6%*	*94.2%*
C2	3102	3038	1348	499	2119	983	1136	2804
%V	*23.9%*	*24.2%*	*25.5%*	*24.4%*	*24.8%*	*26.9%*	*23.2%*	*24.0%*
%H		*97.9%*	*43.5%*	*16.1%*	*68.3%*	*31.7%*	*36.6%*	*90.4%*
D	2058	1977	816	307	1315	526	789	1746
%V	*15.8%*	*15.7%*	*15.5%*	*15.0%*	*15.4%*	*14.4%*	*16.1%*	*14.9%*
%H		*96.1%*	*39.7%*	*14.9%*	*63.9%*	*25.6%*	*38.3%*	*84.8%*
E	1076	1024	332	115	737	190	546	690
%V	*8.3%*	*8.2%*	*6.3%*	*5.6%*	*8.6%*	*5.2%*	*11.1%*	*5.9%*
%H		*95.2%*	*30.9%*	*10.7%*	*68.5%*	*17.7%*	*50.7%*	*64.1%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	12986	12557	5277	2048	8561	3653	4907	11698
%H		*96.7%*	*40.6%*	*15.8%*	*65.9%*	*28.1%*	*37.8%*	*90.1%*
Working full time	5953	5757	2610	1061	3681	1778	1903	5805
%V	*45.8%*	*45.8%*	*49.5%*	*51.8%*	*43.0%*	*48.7%*	*38.8%*	*49.6%*
%H		*96.7%*	*43.8%*	*17.8%*	*61.8%*	*29.9%*	*32.0%*	*97.5%*
Working part time	1325	1293	557	226	874	407	467	1273
%V	*10.2%*	*10.3%*	*10.6%*	*11.0%*	*10.2%*	*11.1%*	*9.5%*	*10.9%*
%H		*97.6%*	*42.0%*	*17.1%*	*66.0%*	*30.7%*	*35.2%*	*96.1%*
Not working	5707	5507	2111	761	4006	1468	2537	4620
%V	*43.9%*	*43.9%*	*40.0%*	*37.2%*	*46.8%*	*40.2%*	*51.7%*	*39.5%*
%H		*96.5%*	*37.0%*	*13.3%*	*70.2%*	*25.7%*	*44.5%*	*81.0%*
Houseperson	6965	6708	2638	991	4650	1755	2895	5957
%V	*53.6%*	*53.4%*	*50.0%*	*48.4%*	*54.3%*	*48.0%*	*59.0%*	*50.9%*
%H		*96.3%*	*37.9%*	*14.2%*	*66.8%*	*25.2%*	*41.6%*	*85.5%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6367	6127	2610	1037	4121	1809	2312	5784
%H		*96.2%*	*41.0%*	*16.3%*	*64.7%*	*28.4%*	*36.3%*	*90.8%*
16 - 19	347	335	166	62	208	104	105	343
%V	*5.4%*	*5.5%*	*6.4%*	*6.0%*	*5.0%*	*5.7%*	*4.5%*	*5.9%*
%H		*96.5%*	*47.8%*	*17.9%*	*59.9%*	*30.0%*	*30.3%*	*98.8%*
20 - 24	520	483	188	94	300	136	163	509
%V	*8.2%*	*7.9%*	*7.2%*	*9.1%*	*7.3%*	*7.5%*	*7.1%*	*8.8%*
%H		*92.9%*	*36.2%*	*18.1%*	*57.7%*	*26.2%*	*31.3%*	*97.9%*
25 - 34	1036	958	393	173	570	247	323	1001
%V	*16.3%*	*15.6%*	*15.1%*	*16.7%*	*13.8%*	*13.7%*	*14.0%*	*17.3%*
%H		*92.5%*	*37.9%*	*16.7%*	*55.0%*	*23.8%*	*31.2%*	*96.6%*
35 - 44	941	899	407	161	531	244	287	906
%V	*14.8%*	*14.7%*	*15.6%*	*15.5%*	*12.9%*	*13.5%*	*12.4%*	*15.7%*
%H		*95.5%*	*43.3%*	*17.1%*	*56.4%*	*25.9%*	*30.5%*	*96.3%*
45 - 54	1078	1047	480	201	691	338	353	1024
%V	*16.9%*	*17.1%*	*18.4%*	*19.4%*	*16.8%*	*18.7%*	*15.3%*	*17.7%*
%H		*97.1%*	*44.5%*	*18.6%*	*64.1%*	*31.4%*	*32.7%*	*95.0%*
55 - 64	977	952	414	169	691	326	364	903
%V	*15.3%*	*15.5%*	*15.9%*	*16.3%*	*16.8%*	*18.0%*	*15.7%*	*15.6%*
%H		*97.4%*	*42.4%*	*17.3%*	*70.7%*	*33.4%*	*37.3%*	*92.4%*
65+	1468	1452	562	175	1130	414	717	1097
%V	*23.1%*	*23.7%*	*21.5%*	*16.9%*	*27.4%*	*22.9%*	*31.0%*	*19.0%*
%H		*98.9%*	*38.3%*	*11.9%*	*77.0%*	*28.2%*	*48.8%*	*74.7%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6367	6127	2610	1037	4121	1809	2312	5784
%H		*96.2%*	*41.0%*	*16.3%*	*64.7%*	*28.4%*	*36.3%*	*90.8%*
AB	1608	1560	710	253	1038	478	560	1565
%V	*25.3%*	*25.5%*	*27.2%*	*24.4%*	*25.2%*	*26.4%*	*24.2%*	*27.1%*
%H		*97.0%*	*44.2%*	*15.7%*	*64.6%*	*29.7%*	*34.8%*	*97.3%*
C1	1666	1596	652	326	1063	492	571	1591
%V	*26.2%*	*26.0%*	*25.0%*	*31.4%*	*25.8%*	*27.2%*	*24.7%*	*27.5%*
%H		*95.8%*	*39.1%*	*19.6%*	*63.8%*	*29.5%*	*34.3%*	*95.5%*
C2	1647	1609	708	266	1116	513	604	1469
%V	*25.9%*	*26.3%*	*27.1%*	*25.7%*	*27.1%*	*28.4%*	*26.1%*	*25.4%*
%H		*97.7%*	*43.0%*	*16.2%*	*67.8%*	*31.1%*	*36.7%*	*89.2%*
D	975	926	401	146	590	246	343	856
%V	*15.3%*	*15.1%*	*15.4%*	*14.1%*	*14.3%*	*13.6%*	*14.8%*	*14.8%*
%H		*95.0%*	*41.1%*	*15.0%*	*60.5%*	*25.2%*	*35.2%*	*87.8%*
E	470	436	138	47	314	80	233	303
%V	*7.4%*	*7.1%*	*5.3%*	*4.5%*	*7.6%*	*4.4%*	*10.1%*	*5.2%*
%H		*92.8%*	*29.4%*	*10.0%*	*66.8%*	*17.0%*	*49.6%*	*64.5%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6367	6127	2610	1037	4121	1809	2312	5784
%H		*96.2%*	*41.0%*	*16.3%*	*64.7%*	*28.4%*	*36.3%*	*90.8%*
Working full time	3617	3487	1578	655	2218	1078	1140	3516
%V	*56.8%*	*56.9%*	*60.5%*	*63.2%*	*53.8%*	*59.6%*	*49.3%*	*60.8%*
%H		*96.4%*	*43.6%*	*18.1%*	*61.3%*	*29.8%*	*31.5%*	*97.2%*
Working part time	277	264	107	41	179	78	101	256
%V	*4.4%*	*4.3%*	*4.1%*	*4.0%*	*4.3%*	*4.3%*	*4.4%*	*4.4%*
%H		*95.3%*	*38.6%*	*14.8%*	*64.6%*	*28.2%*	*36.5%*	*92.4%*
Not working	2473	2376	925	342	1724	653	1071	2012
%V	*38.8%*	*38.8%*	*35.4%*	*33.0%*	*41.8%*	*36.1%*	*46.3%*	*34.8%*
%H		*96.1%*	*37.4%*	*13.8%*	*69.7%*	*26.4%*	*43.3%*	*81.4%*
Houseperson	1432	1325	428	181	934	278	656	1083
%V	*22.5%*	*21.6%*	*16.4%*	*17.5%*	*22.7%*	*15.4%*	*28.4%*	*18.7%*
%H		*92.5%*	*29.9%*	*12.6%*	*65.2%*	*19.4%*	*45.8%*	*75.6%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6619	6430	2667	1011	4440	1844	2596	5914
%H		*97.1%*	*40.3%*	*15.3%*	*67.1%*	*27.9%*	*39.2%*	*89.3%*
16 - 19	317	307	144	58	207	115	91	312
%V	*4.8%*	*4.8%*	*5.4%*	*5.7%*	*4.7%*	*6.2%*	*3.5%*	*5.3%*
%H		*96.8%*	*45.4%*	*18.3%*	*65.3%*	*36.3%*	*28.7%*	*98.4%*
20 - 24	495	450	169	80	286	119	167	485
%V	*7.5%*	*7.0%*	*6.3%*	*7.9%*	*6.4%*	*6.5%*	*6.4%*	*8.2%*
%H		*90.9%*	*34.1%*	*16.2%*	*57.8%*	*24.0%*	*33.7%*	*98.0%*
25 - 34	1024	974	417	160	590	258	331	996
%V	*15.5%*	*15.1%*	*15.6%*	*15.8%*	*13.3%*	*14.0%*	*12.8%*	*16.8%*
%H		*95.1%*	*40.7%*	*15.6%*	*57.6%*	*25.2%*	*32.3%*	*97.3%*
35 - 44	970	938	443	161	579	277	302	950
%V	*14.7%*	*14.6%*	*16.6%*	*15.9%*	*13.0%*	*15.0%*	*11.6%*	*16.1%*
%H		*96.7%*	*45.7%*	*16.6%*	*59.7%*	*28.6%*	*31.1%*	*97.9%*
45 - 54	1122	1102	521	209	733	373	360	1089
%V	*17.0%*	*17.1%*	*19.5%*	*20.7%*	*16.5%*	*20.2%*	*13.9%*	*18.4%*
%H		*98.2%*	*46.4%*	*18.6%*	*65.3%*	*33.2%*	*32.1%*	*97.1%*
55 - 64	1011	994	424	172	721	323	398	944
%V	*15.3%*	*15.5%*	*15.9%*	*17.0%*	*16.2%*	*17.5%*	*15.3%*	*16.0%*
%H		*98.3%*	*41.9%*	*17.0%*	*71.3%*	*31.9%*	*39.4%*	*93.4%*
65+	1679	1667	549	170	1326	378	947	1138
%V	*25.4%*	*25.9%*	*20.6%*	*16.8%*	*29.9%*	*20.5%*	*36.5%*	*19.2%*
%H		*99.3%*	*32.7%*	*10.1%*	*79.0%*	*22.5%*	*56.4%*	*67.8%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6619	6430	2667	1011	4440	1844	2596	5914
%H		*97.1%*	*40.3%*	*15.3%*	*67.1%*	*27.9%*	*39.2%*	*89.3%*
AB	1586	1545	693	239	1031	457	574	1543
%V	*24.0%*	*24.0%*	*26.0%*	*23.6%*	*23.2%*	*24.8%*	*22.1%*	*26.1%*
%H		*97.4%*	*43.7%*	*15.1%*	*65.0%*	*28.8%*	*36.2%*	*97.3%*
C1	1890	1818	725	309	1258	527	731	1760
%V	*28.6%*	*28.3%*	*27.2%*	*30.6%*	*28.3%*	*28.6%*	*28.2%*	*29.8%*
%H		*96.2%*	*38.4%*	*16.3%*	*66.6%*	*27.9%*	*38.7%*	*93.1%*
C2	1455	1429	640	234	1003	470	533	1334
%V	*22.0%*	*22.2%*	*24.0%*	*23.1%*	*22.6%*	*25.5%*	*20.5%*	*22.6%*
%H		*98.2%*	*44.0%*	*16.1%*	*68.9%*	*32.3%*	*36.6%*	*91.7%*
D	1083	1050	415	161	725	279	446	890
%V	*16.4%*	*16.3%*	*15.6%*	*15.9%*	*16.3%*	*15.1%*	*17.2%*	*15.0%*
%H		*97.0%*	*38.3%*	*14.9%*	*66.9%*	*25.8%*	*41.2%*	*82.2%*
E	606	588	194	69	423	110	313	387
%V	*9.2%*	*9.1%*	*7.3%*	*6.8%*	*9.5%*	*6.0%*	*12.1%*	*6.5%*
%H		*97.0%*	*32.0%*	*11.4%*	*69.8%*	*18.2%*	*51.7%*	*63.9%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 19.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6619	6430	2667	1011	4440	1844	2596	5914
%H		*97.1%*	*40.3%*	*15.3%*	*67.1%*	*27.9%*	*39.2%*	*89.3%*
Working full time	2336	2270	1032	406	1464	700	764	2289
%V	*35.3%*	*35.3%*	*38.7%*	*40.2%*	*33.0%*	*38.0%*	*29.4%*	*38.7%*
%H		*97.2%*	*44.2%*	*17.4%*	*62.7%*	*30.0%*	*32.7%*	*98.0%*
Working part time	1048	1029	450	185	695	329	366	1017
%V	*15.8%*	*16.0%*	*16.9%*	*18.3%*	*15.7%*	*17.8%*	*14.1%*	*17.2%*
%H		*98.2%*	*42.9%*	*17.7%*	*66.3%*	*31.4%*	*34.9%*	*97.0%*
Not working	3235	3131	1185	420	2282	815	1466	2607
%V	*48.9%*	*48.7%*	*44.4%*	*41.5%*	*51.4%*	*44.2%*	*56.5%*	*44.1%*
%H		*96.8%*	*36.6%*	*13.0%*	*70.5%*	*25.2%*	*45.3%*	*80.6%*
Houseperson	5532	5383	2209	810	3716	1477	2240	4874
%V	*83.6%*	*83.7%*	*82.8%*	*80.1%*	*83.7%*	*80.1%*	*86.3%*	*82.4%*
%H		*97.3%*	*39.9%*	*14.6%*	*67.2%*	*26.7%*	*40.5%*	*88.1%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South and South East

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ITV South and South East

Household level data

Table 20.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3156	3017	1207	433	1960	665	1294	2829
%H (All HH)		*95.6%*	*38.2%*	*13.7%*	*62.1%*	*21.1%*	*41.0%*	*89.6%*
%H (TV HH)			*40.0%*	*14.4%*	*65.0%*	*22.0%*	*42.9%*	
AB	929	895	376	128	579	212	367	897
%V	*29.4%*	*29.7%*	*31.2%*	*29.6%*	*29.5%*	*31.9%*	*28.4%*	*31.7%*
%H (All HH)		*96.3%*	*40.5%*	*13.8%*	*62.3%*	*22.8%*	*39.5%*	*96.6%*
%H (TV HH)			*42.0%*	*14.3%*	*64.7%*	*23.7%*	*41.0%*	
C1	1065	1009	405	140	659	219	440	969
%V	*33.7%*	*33.4%*	*33.6%*	*32.3%*	*33.6%*	*32.9%*	*34.0%*	*34.3%*
%H (All HH)		*94.7%*	*38.0%*	*13.1%*	*61.9%*	*20.6%*	*41.3%*	*91.0%*
%H (TV HH)			*40.1%*	*13.9%*	*65.3%*	*21.7%*	*43.6%*	
C2	587	570	234	105	347	131	216	528
%V	*18.6%*	*18.9%*	*19.4%*	*24.2%*	*17.7%*	*19.7%*	*16.7%*	*18.7%*
%H (All HH)		*97.1%*	*39.9%*	*17.9%*	*59.1%*	*22.3%*	*36.8%*	*89.9%*
%H (TV HH)			*41.1%*	*18.4%*	*60.9%*	*23.0%*	*37.9%*	
D	348	330	129	38	217	69	148	280
%V	*11.0%*	*10.9%*	*10.7%*	*8.8%*	*11.1%*	*10.4%*	*11.4%*	*9.9%*
%H (All HH)		*94.8%*	*37.1%*	*10.9%*	*62.4%*	*19.8%*	*42.5%*	*80.5%*
%H (TV HH)			*39.1%*	*11.5%*	*65.8%*	*20.9%*	*44.8%*	
E	228	213	63	22	157	34	124	154
%V	*7.2%*	*7.1%*	*5.2%*	*5.1%*	*8.0%*	*5.1%*	*9.6%*	*5.4%*
%H (All HH)		*93.4%*	*27.6%*	*9.6%*	*68.9%*	*14.9%*	*54.4%*	*67.5%*
%H (TV HH)			*29.6%*	*10.3%*	*73.7%*	*16.0%*	*58.2%*	

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

%V = percentage of vertical total

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

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

Table 20.2: 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	3156	3017	1207	433	1960	665	1294	2829
%H (All HH)		*95.6%*	*38.2%*	*13.7%*	*62.1%*	*21.1%*	*41.0%*	*89.6%*
%H (TV HH)			*40.0%*	*14.4%*	*65.0%*	*22.0%*	*42.9%*	
Under 25	97	75	23	9	39	10	29	94
%V	*3.1%*	*2.5%*	*1.9%*	*2.1%*	*2.0%*	*1.5%*	*2.2%*	*3.3%*
%H (All HH)		*77.3%*	*23.7%*	*9.3%*	*40.2%*	*10.3%*	*29.9%*	*96.9%*
%H (TV HH)			*30.7%*	*12.0%*	*52.0%*	*13.3%*	*38.7%*	
25 - 34	440	403	153	56	213	66	148	429
%V	*13.9%*	*13.4%*	*12.7%*	*12.9%*	*10.9%*	*9.9%*	*11.4%*	*15.2%*
%H (All HH)		*91.6%*	*34.8%*	*12.7%*	*48.4%*	*15.0%*	*33.6%*	*97.5%*
%H (TV HH)			*38.0%*	*13.9%*	*52.9%*	*16.4%*	*36.7%*	
35 - 44	506	472	212	83	270	106	164	489
%V	*16.0%*	*15.6%*	*17.6%*	*19.2%*	*13.8%*	*15.9%*	*12.7%*	*17.3%*
%H (All HH)		*93.3%*	*41.9%*	*16.4%*	*53.4%*	*20.9%*	*32.4%*	*96.6%*
%H (TV HH)			*44.9%*	*17.6%*	*57.2%*	*22.5%*	*34.7%*	
45 - 54	591	578	269	106	344	148	196	573
%V	*18.7%*	*19.2%*	*22.3%*	*24.5%*	*17.6%*	*22.3%*	*15.1%*	*20.3%*
%H (All HH)		*97.8%*	*45.5%*	*17.9%*	*58.2%*	*25.0%*	*33.2%*	*97.0%*
%H (TV HH)			*46.5%*	*18.3%*	*59.5%*	*25.6%*	*33.9%*	
55 - 64	558	544	236	84	354	133	221	524
%V	*17.7%*	*18.0%*	*19.6%*	*19.4%*	*18.1%*	*20.0%*	*17.1%*	*18.5%*
%H (All HH)		*97.5%*	*42.3%*	*15.1%*	*63.4%*	*23.8%*	*39.6%*	*93.9%*
%H (TV HH)			*43.4%*	*15.4%*	*65.1%*	*24.4%*	*40.6%*	
65 +	965	945	314	95	739	203	536	720
%V	*30.6%*	*31.3%*	*26.0%*	*21.9%*	*37.7%*	*30.5%*	*41.4%*	*25.5%*
%H (All HH)		*97.9%*	*32.5%*	*9.8%*	*76.6%*	*21.0%*	*55.5%*	*74.6%*
%H (TV HH)			*33.2%*	*10.1%*	*78.2%*	*21.5%*	*56.7%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South and South East

Household level data

Table 20.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3156	3017	1207	433	1960	665	1294	2829
%H (All HH)		*95.6%*	*38.2%*	*13.7%*	*62.1%*	*21.1%*	*41.0%*	*89.6%*
%H (TV HH)			*40.0%*	*14.4%*	*65.0%*	*22.0%*	*42.9%*	
1	948	885	235	98	669	134	535	694
%V	*30.0%*	*29.3%*	*19.5%*	*22.6%*	*34.1%*	*20.2%*	*41.3%*	*24.5%*
%H (All HH)		*93.4%*	*24.8%*	*10.3%*	*70.6%*	*14.1%*	*56.4%*	*73.2%*
%H (TV HH)			*26.6%*	*11.1%*	*75.6%*	*15.1%*	*60.5%*	
2	1164	1127	477	149	742	273	469	1099
%V	*36.9%*	*37.4%*	*39.5%*	*34.4%*	*37.9%*	*41.1%*	*36.2%*	*38.8%*
%H (All HH)		*96.8%*	*41.0%*	*12.8%*	*63.7%*	*23.5%*	*40.3%*	*94.4%*
%H (TV HH)			*42.3%*	*13.2%*	*65.8%*	*24.2%*	*41.6%*	
3	439	425	208	73	236	108	128	432
%V	*13.9%*	*14.1%*	*17.2%*	*16.9%*	*12.0%*	*16.2%*	*9.9%*	*15.3%*
%H (All HH)		*96.8%*	*47.4%*	*16.6%*	*53.8%*	*24.6%*	*29.2%*	*98.4%*
%H (TV HH)			*48.9%*	*17.2%*	*55.5%*	*25.4%*	*30.1%*	
4	413	399	198	73	218	102	116	412
%V	*13.1%*	*13.2%*	*16.4%*	*16.9%*	*11.1%*	*15.3%*	*9.0%*	*14.6%*
%H (All HH)		*96.6%*	*47.9%*	*17.7%*	*52.8%*	*24.7%*	*28.1%*	*99.8%*
%H (TV HH)			*49.6%*	*18.3%*	*54.6%*	*25.6%*	*29.1%*	
5+	192	182	88	39	94	48	46	191
%V	*6.1%*	*6.0%*	*7.3%*	*9.0%*	*4.8%*	*7.2%*	*3.6%*	*6.8%*
%H (All HH)		*94.8%*	*45.8%*	*20.3%*	*49.0%*	*25.0%*	*24.0%*	*99.5%*
%H (TV HH)			*48.4%*	*21.4%*	*51.6%*	*26.4%*	*25.3%*	
Average HH size	2.31	2.31	2.55	2.59	2.16	2.50	1.98	2.43

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

%V = percentage of vertical total

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

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

Table 20.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3156	3017	1207	433	1960	665	1294	2829
%H (All HH)		*95.6%*	*38.2%*	*13.7%*	*62.1%*	*21.1%*	*41.0%*	*89.6%*
%H (TV HH)			*40.0%*	*14.4%*	*65.0%*	*22.0%*	*42.9%*	
Without	2396	2270	851	302	1567	501	1067	2071
%V	*75.9%*	*75.2%*	*70.5%*	*69.7%*	*79.9%*	*75.3%*	*82.5%*	*73.2%*
%H (All HH)		*94.7%*	*35.5%*	*12.6%*	*65.4%*	*20.9%*	*44.5%*	*86.4%*
%H (TV HH)			*37.5%*	*13.3%*	*69.0%*	*22.1%*	*47.0%*	
With	760	746	356	131	392	165	227	758
%V	*24.1%*	*24.7%*	*29.5%*	*30.3%*	*20.0%*	*24.8%*	*17.5%*	*26.8%*
%H (All HH)		*98.2%*	*46.8%*	*17.2%*	*51.6%*	*21.7%*	*29.9%*	*99.7%*
%H (TV HH)			*47.7%*	*17.6%*	*52.5%*	*22.1%*	*30.4%*	
0 - 3	268	260	124	39	132	51	81	267
%V	*8.5%*	*8.6%*	*10.3%*	*9.0%*	*6.7%*	*7.7%*	*6.3%*	*9.4%*
%H (All HH)		*97.0%*	*46.3%*	*14.6%*	*49.3%*	*19.0%*	*30.2%*	*99.6%*
%H (TV HH)			*47.7%*	*15.0%*	*50.8%*	*19.6%*	*31.2%*	
4 - 9	408	399	192	69	208	87	121	406
%V	*12.9%*	*13.2%*	*15.9%*	*15.9%*	*10.6%*	*13.1%*	*9.4%*	*14.4%*
%H (All HH)		*97.8%*	*47.1%*	*16.9%*	*51.0%*	*21.3%*	*29.7%*	*99.5%*
%H (TV HH)			*48.1%*	*17.3%*	*52.1%*	*21.8%*	*30.3%*	
10 - 15	372	367	175	75	201	94	107	371
%V	*11.8%*	*12.2%*	*14.5%*	*17.3%*	*10.3%*	*14.1%*	*8.3%*	*13.1%*
%H (All HH)		*98.7%*	*47.0%*	*20.2%*	*54.0%*	*25.3%*	*28.8%*	*99.7%*
%H (TV HH)			*47.7%*	*20.4%*	*54.8%*	*25.6%*	*29.2%*	

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

%V = percentage of vertical total

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

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

Table 20.5: 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	3156	3017	1207	433	1960	665	1294	2829
%H (All HH)		*95.6%*	*38.2%*	*13.7%*	*62.1%*	*21.1%*	*41.0%*	*89.6%*
%H (TV HH)			*40.0%*	*14.4%*	*65.0%*	*22.0%*	*42.9%*	
1	1334	1334	394	171	800	110	689	1135
%V	*42.3%*	*44.2%*	*32.6%*	*39.5%*	*40.8%*	*16.5%*	*53.2%*	*40.1%*
%H (All HH)		*100.0%*	*29.5%*	*12.8%*	*60.0%*	*8.2%*	*51.6%*	*85.1%*
%H (TV HH)			*29.5%*	*12.8%*	*60.0%*	*8.2%*	*51.6%*	
2	949	949	417	132	647	255	392	864
%V	*30.1%*	*31.5%*	*34.5%*	*30.5%*	*33.0%*	*38.3%*	*30.3%*	*30.5%*
%H (All HH)		*100.0%*	*43.9%*	*13.9%*	*68.2%*	*26.9%*	*41.3%*	*91.0%*
%H (TV HH)			*43.9%*	*13.9%*	*68.2%*	*26.9%*	*41.3%*	
3	450	450	230	77	303	161	143	434
%V	*14.3%*	*14.9%*	*19.1%*	*17.8%*	*15.5%*	*24.2%*	*11.1%*	*15.3%*
%H (All HH)		*100.0%*	*51.1%*	*17.1%*	*67.3%*	*35.8%*	*31.8%*	*96.4%*
%H (TV HH)			*51.1%*	*17.1%*	*67.3%*	*35.8%*	*31.8%*	
4	187	187	103	33	136	85	51	184
%V	*5.9%*	*6.2%*	*8.5%*	*7.6%*	*6.9%*	*12.8%*	*3.9%*	*6.5%*
%H (All HH)		*100.0%*	*55.1%*	*17.6%*	*72.7%*	*45.5%*	*27.3%*	*98.4%*
%H (TV HH)			*55.1%*	*17.6%*	*72.7%*	*45.5%*	*27.3%*	
5+	97	97	64	20	73	55	18	96
%V	*3.1%*	*3.2%*	*5.3%*	*4.6%*	*3.7%*	*8.3%*	*1.4%*	*3.4%*
%H (All HH)		*100.0%*	*66.0%*	*20.6%*	*75.3%*	*56.7%*	*18.6%*	*99.0%*
%H (TV HH)			*66.0%*	*20.6%*	*75.3%*	*56.7%*	*18.6%*	

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

%V = percentage of vertical total

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

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

Table 20.6: 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	3156	3017	1207	433	1960	665	1294	2829
%H (All HH)		*95.6%*	*38.2%*	*13.7%*	*62.1%*	*21.1%*	*41.0%*	*89.6%*
%H (TV HH)			*40.0%*	*14.4%*	*65.0%*	*22.0%*	*42.9%*	
Under 20"	358	358	148	46	278	115	163	312
%V	*11.3%*	*11.9%*	*12.3%*	*10.6%*	*14.2%*	*17.3%*	*12.6%*	*11.0%*
%H (All HH)		*100.0%*	*41.3%*	*12.8%*	*77.7%*	*32.1%*	*45.5%*	*87.2%*
%H (TV HH)			*41.3%*	*12.8%*	*77.7%*	*32.1%*	*45.5%*	
20" - 29"	847	847	344	120	644	263	381	742
%V	*26.8%*	*28.1%*	*28.5%*	*27.7%*	*32.9%*	*39.5%*	*29.4%*	*26.2%*
%H (All HH)		*100.0%*	*40.6%*	*14.2%*	*76.0%*	*31.1%*	*45.0%*	*87.6%*
%H (TV HH)			*40.6%*	*14.2%*	*76.0%*	*31.1%*	*45.0%*	
30" - 39"	1370	1370	557	204	932	347	585	1244
%V	*43.4%*	*45.4%*	*46.1%*	*47.1%*	*47.6%*	*52.2%*	*45.2%*	*44.0%*
%H (All HH)		*100.0%*	*40.7%*	*14.9%*	*68.0%*	*25.3%*	*42.7%*	*90.8%*
%H (TV HH)			*40.7%*	*14.9%*	*68.0%*	*25.3%*	*42.7%*	
40" - 49"	1389	1389	672	226	849	386	463	1315
%V	*44.0%*	*46.0%*	*55.7%*	*52.2%*	*43.3%*	*58.0%*	*35.8%*	*46.5%*
%H (All HH)		*100.0%*	*48.4%*	*16.3%*	*61.1%*	*27.8%*	*33.3%*	*94.7%*
%H (TV HH)			*48.4%*	*16.3%*	*61.1%*	*27.8%*	*33.3%*	
50" - 59"	445	445	240	72	262	145	117	438
%V	*14.1%*	*14.7%*	*19.9%*	*16.6%*	*13.4%*	*21.8%*	*9.0%*	*15.5%*
%H (All HH)		*100.0%*	*53.9%*	*16.2%*	*58.9%*	*32.6%*	*26.3%*	*98.4%*
%H (TV HH)			*53.9%*	*16.2%*	*58.9%*	*32.6%*	*26.3%*	
60"+	57	57	34	13	26	17	9	54
%V	*1.8%*	*1.9%*	*2.8%*	*3.0%*	*1.3%*	*2.6%*	*0.7%*	*1.9%*
%H (All HH)		*100.0%*	*59.6%*	*22.8%*	*45.6%*	*29.8%*	*15.8%*	*94.7%*
%H (TV HH)			*59.6%*	*22.8%*	*45.6%*	*29.8%*	*15.8%*	

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

%V = percentage of vertical total

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

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

Table 20.7: 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	3156	3017	1207	433	1960	665	1294	2829
%H (All HH)		*95.6%*	*38.2%*	*13.7%*	*62.1%*	*21.1%*	*41.0%*	*89.6%*
%H (TV HH)			*40.0%*	*14.4%*	*65.0%*	*22.0%*	*42.9%*	
Main living room	2983	2983	1201	429	1940	663	1277	2683
%V	*94.5%*	*98.9%*	*99.5%*	*99.1%*	*99.0%*	*99.7%*	*98.7%*	*94.8%*
%H (All HH)		*100.0%*	*40.3%*	*14.4%*	*65.0%*	*22.2%*	*42.8%*	*89.9%*
%H (TV HH)			*40.3%*	*14.4%*	*65.0%*	*22.2%*	*42.8%*	
Kitchen	301	301	134	47	242	120	122	279
%V	*9.5%*	*10.0%*	*11.1%*	*10.9%*	*12.3%*	*18.0%*	*9.4%*	*9.9%*
%H (All HH)		*100.0%*	*44.5%*	*15.6%*	*80.4%*	*39.9%*	*40.5%*	*92.7%*
%H (TV HH)			*44.5%*	*15.6%*	*80.4%*	*39.9%*	*40.5%*	
Adult's bedroom	1305	1305	635	207	906	447	459	1222
%V	*41.3%*	*43.3%*	*52.6%*	*47.8%*	*46.2%*	*67.2%*	*35.5%*	*43.2%*
%H (All HH)		*100.0%*	*48.7%*	*15.9%*	*69.4%*	*34.3%*	*35.2%*	*93.6%*
%H (TV HH)			*48.7%*	*15.9%*	*69.4%*	*34.3%*	*35.2%*	
Child's bedroom	234	234	128	45	139	82	57	233
%V	*7.4%*	*7.8%*	*10.6%*	*10.4%*	*7.1%*	*12.3%*	*4.4%*	*8.2%*
%H (All HH)		*100.0%*	*54.7%*	*19.2%*	*59.4%*	*35.0%*	*24.4%*	*99.6%*
%H (TV HH)			*54.7%*	*19.2%*	*59.4%*	*35.0%*	*24.4%*	
Other bedroom	189	189	105	37	135	86	49	182
%V	*6.0%*	*6.3%*	*8.7%*	*8.5%*	*6.9%*	*12.9%*	*3.8%*	*6.4%*
%H (All HH)		*100.0%*	*55.6%*	*19.6%*	*71.4%*	*45.5%*	*25.9%*	*96.3%*
%H (TV HH)			*55.6%*	*19.6%*	*71.4%*	*45.5%*	*25.9%*	
Second living/dining room	265	265	133	40	182	89	93	259
%V	*8.4%*	*8.8%*	*11.0%*	*9.2%*	*9.3%*	*13.4%*	*7.2%*	*9.2%*
%H (All HH)		*100.0%*	*50.2%*	*15.1%*	*68.7%*	*33.6%*	*35.1%*	*97.7%*
%H (TV HH)			*50.2%*	*15.1%*	*68.7%*	*33.6%*	*35.1%*	
Study/office	62	62	28	6	47	17	30	61
%V	*2.0%*	*2.1%*	*2.3%*	*1.4%*	*2.4%*	*2.6%*	*2.3%*	*2.2%*
%H (All HH)		*100.0%*	*45.2%*	*9.7%*	*75.8%*	*27.4%*	*48.4%*	*98.4%*
%H (TV HH)			*45.2%*	*9.7%*	*75.8%*	*27.4%*	*48.4%*	
TV room	25	25	16	2	17	10	7	25
%V	*0.8%*	*0.8%*	*1.3%*	*0.5%*	*0.9%*	*1.5%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*64.0%*	*8.0%*	*68.0%*	*40.0%*	*28.0%*	*100.0%*
%H (TV HH)			*64.0%*	*8.0%*	*68.0%*	*40.0%*	*28.0%*	
Conservatory	63	63	37	16	42	30	12	62
%V	*2.0%*	*2.1%*	*3.1%*	*3.7%*	*2.1%*	*4.5%*	*0.9%*	*2.2%*
%H (All HH)		*100.0%*	*58.7%*	*25.4%*	*66.7%*	*47.6%*	*19.0%*	*98.4%*
%H (TV HH)			*58.7%*	*25.4%*	*66.7%*	*47.6%*	*19.0%*	
Attic or loft room	7	7	4	1	7	5	2	7
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.4%*	*0.8%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*57.1%*	*14.3%*	*100.0%*	*71.4%*	*28.6%*	*100.0%*
%H (TV HH)			*57.1%*	*14.3%*	*100.0%*	*71.4%*	*28.6%*	
No specific location	3	3	3	0	2	2	0	3
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.3%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	
Other	31	31	17	5	23	13	10	31
%V	*1.0%*	*1.0%*	*1.4%*	*1.2%*	*1.2%*	*2.0%*	*0.8%*	*1.1%*
%H (All HH)		*100.0%*	*54.8%*	*16.1%*	*74.2%*	*41.9%*	*32.3%*	*100.0%*
%H (TV HH)			*54.8%*	*16.1%*	*74.2%*	*41.9%*	*32.3%*	

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

%V = percentage of vertical total

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

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

Table 20.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3156	3017	1207	433	1960	665	1294	2829
%H (All HH)		*95.6%*	*38.2%*	*13.7%*	*62.1%*	*21.1%*	*41.0%*	*89.6%*
%H (TV HH)			*40.0%*	*14.4%*	*65.0%*	*22.0%*	*42.9%*	
Any DSAT provider	1207	1207	1207	22	514	514	0	1149
%V	*38.2%*	*40.0%*	*100.0%*	*5.1%*	*26.2%*	*77.3%*	*0.0%*	*40.6%*
%H (All HH)			*100.0%*	*1.8%*	*42.6%*	*42.6%*	*0.0%*	*95.2%*
%H (TV HH)			*100.0%*	*1.8%*	*42.6%*	*42.6%*	*0.0%*	
Sky with subcription	966	966	966	10	395	395	0	924
%V	*30.6%*	*32.0%*	*80.0%*	*2.3%*	*20.2%*	*59.4%*	*0.0%*	*32.7%*
%H (All HH)			*100.0%*	*1.0%*	*40.9%*	*40.9%*	*0.0%*	*95.7%*
%H (TV HH)			*100.0%*	*1.0%*	*40.9%*	*40.9%*	*0.0%*	
Sky without subscription	50	50	50	2	23	23	0	42
%V	*1.6%*	*1.7%*	*4.1%*	*0.5%*	*1.2%*	*3.5%*	*0.0%*	*1.5%*
%H (All HH)			*100.0%*	*4.0%*	*46.0%*	*46.0%*	*0.0%*	*84.0%*
%H (TV HH)			*100.0%*	*4.0%*	*46.0%*	*46.0%*	*0.0%*	
Freesat	195	195	195	9	103	103	0	186
%V	*6.2%*	*6.5%*	*16.2%*	*2.1%*	*5.3%*	*15.5%*	*0.0%*	*6.6%*
%H (All HH)			*100.0%*	*4.6%*	*52.8%*	*52.8%*	*0.0%*	*95.4%*
%H (TV HH)			*100.0%*	*4.6%*	*52.8%*	*52.8%*	*0.0%*	
Other satellite provider	70	70	70	1	34	34	0	69
%V	*2.2%*	*2.3%*	*5.8%*	*0.2%*	*1.7%*	*5.1%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*1.4%*	*48.6%*	*48.6%*	*0.0%*	*98.6%*
%H (TV HH)			*100.0%*	*1.4%*	*48.6%*	*48.6%*	*0.0%*	
DCAB	433	433	22	433	165	165	0	411
%V	*13.7%*	*14.4%*	*1.8%*	*100.0%*	*8.4%*	*24.8%*	*0.0%*	*14.5%*
%H (All HH)			*5.1%*	*100.0%*	*38.1%*	*38.1%*	*0.0%*	*94.9%*
%H (TV HH)			*5.1%*	*100.0%*	*38.1%*	*38.1%*	*0.0%*	
DTT	1960	1960	514	165	1960	665	1294	1704
%V	*62.1%*	*65.0%*	*42.6%*	*38.1%*	*100.0%*	*100.0%*	*100.0%*	*60.2%*
%H (All HH)		*100.0%*	*26.2%*	*8.4%*	*100.0%*	*33.9%*	*66.0%*	*86.9%*
%H (TV HH)			*26.2%*	*8.4%*	*100.0%*	*33.9%*	*66.0%*	

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

%V = percentage of vertical total

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

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

Table 20.9: 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	3156	3017	1207	433	1960	665	1294	2829
%H (All HH)		*95.6%*	*38.2%*	*13.7%*	*62.1%*	*21.1%*	*41.0%*	*89.6%*
%H (TV HH)			*40.0%*	*14.4%*	*65.0%*	*22.0%*	*42.9%*	
PVR	2009	2009	1095	410	1138	614	524	1911
%V	*63.7%*	*66.6%*	*90.7%*	*94.7%*	*58.1%*	*92.3%*	*40.5%*	*67.6%*
%H (All HH)		*100.0%*	*54.5%*	*20.4%*	*56.6%*	*30.6%*	*26.1%*	*95.1%*
%H (TV HH)			*54.5%*	*20.4%*	*56.6%*	*30.6%*	*26.1%*	
DVDR	56	56	22	13	43	20	23	53
%V	*1.8%*	*1.9%*	*1.8%*	*3.0%*	*2.2%*	*3.0%*	*1.8%*	*1.9%*
%H (All HH)		*100.0%*	*39.3%*	*23.2%*	*76.8%*	*35.7%*	*41.1%*	*94.6%*
%H (TV HH)			*39.3%*	*23.2%*	*76.8%*	*35.7%*	*41.1%*	
VCR	14	14	7	3	12	8	4	13
%V	*0.4%*	*0.5%*	*0.6%*	*0.7%*	*0.6%*	*1.2%*	*0.3%*	*0.5%*
%H (All HH)		*100.0%*	*50.0%*	*21.4%*	*85.7%*	*57.1%*	*28.6%*	*92.9%*
%H (TV HH)			*50.0%*	*21.4%*	*85.7%*	*57.1%*	*28.6%*	
Any recorder	2031	2031	1101	412	1159	622	537	1930
%V	*64.4%*	*67.3%*	*91.2%*	*95.2%*	*59.1%*	*93.5%*	*41.5%*	*68.2%*
%H (All HH)		*100.0%*	*54.2%*	*20.3%*	*57.1%*	*30.6%*	*26.4%*	*95.0%*
%H (TV HH)			*54.2%*	*20.3%*	*57.1%*	*30.6%*	*26.4%*	
Receives HDTV (via STB or built-in reception)	2242	2242	1039	383	1433	591	842	2125
%V	*71.0%*	*74.3%*	*86.1%*	*88.5%*	*73.1%*	*88.9%*	*65.1%*	*75.1%*
%H (All HH)		*100.0%*	*46.3%*	*17.1%*	*63.9%*	*26.4%*	*37.6%*	*94.8%*
%H (TV HH)			*46.3%*	*17.1%*	*63.9%*	*26.4%*	*37.6%*	
DVD/Blu-ray player or recorder	2104	2104	896	312	1382	521	861	1960
%V	*66.7%*	*69.7%*	*74.2%*	*72.1%*	*70.5%*	*78.3%*	*66.5%*	*69.3%*
%H (All HH)		*100.0%*	*42.6%*	*14.8%*	*65.7%*	*24.8%*	*40.9%*	*93.2%*
%H (TV HH)			*42.6%*	*14.8%*	*65.7%*	*24.8%*	*40.9%*	

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

%V = percentage of vertical total

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

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

Table 20.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3156	3017	1207	433	1960	665	1294	2829
%H (All HH)		*95.6%*	*38.2%*	*13.7%*	*62.1%*	*21.1%*	*41.0%*	*89.6%*
%H (TV HH)			*40.0%*	*14.4%*	*65.0%*	*22.0%*	*42.9%*	
Has broadband internet	2829	2714	1149	411	1704	632	1073	2829
%V	*89.6%*	*90.0%*	*95.2%*	*94.9%*	*86.9%*	*95.0%*	*82.9%*	*100.0%*
%H (All HH)		*95.9%*	*40.6%*	*14.5%*	*60.2%*	*22.3%*	*37.9%*	*100.0%*
%H (TV HH)			*42.3%*	*15.1%*	*62.8%*	*23.3%*	*39.5%*	
Number of computers (PCs and laptops)								
0	408	385	87	38	296	44	252	117
%V	*12.9%*	*12.8%*	*7.2%*	*8.8%*	*15.1%*	*6.6%*	*19.5%*	*4.1%*
%H (All HH)		*94.4%*	*21.3%*	*9.3%*	*72.5%*	*10.8%*	*61.8%*	*28.7%*
%H (TV HH)			*22.6%*	*9.9%*	*76.9%*	*11.4%*	*65.5%*	
1	789	748	257	96	510	137	373	759
%V	*25.0%*	*24.8%*	*21.3%*	*22.2%*	*26.0%*	*20.6%*	*28.8%*	*26.8%*
%H (All HH)		*94.8%*	*32.6%*	*12.2%*	*64.6%*	*17.4%*	*47.3%*	*96.2%*
%H (TV HH)			*34.4%*	*12.8%*	*68.2%*	*18.3%*	*49.9%*	
2	806	772	309	105	497	165	331	803
%V	*25.5%*	*25.6%*	*25.6%*	*24.2%*	*25.4%*	*24.8%*	*25.6%*	*28.4%*
%H (All HH)		*95.8%*	*38.3%*	*13.0%*	*61.7%*	*20.5%*	*41.1%*	*99.6%*
%H (TV HH)			*40.0%*	*13.6%*	*64.4%*	*21.4%*	*42.9%*	
3	493	477	220	81	290	124	165	491
%V	*15.6%*	*15.8%*	*18.2%*	*18.7%*	*14.8%*	*18.6%*	*12.8%*	*17.4%*
%H (All HH)		*96.8%*	*44.6%*	*16.4%*	*58.8%*	*25.2%*	*33.5%*	*99.6%*
%H (TV HH)			*46.1%*	*17.0%*	*60.8%*	*26.0%*	*34.6%*	
4	316	306	159	52	177	89	87	316
%V	*10.0%*	*10.1%*	*13.2%*	*12.0%*	*9.0%*	*13.4%*	*6.7%*	*11.2%*
%H (All HH)		*96.8%*	*50.3%*	*16.5%*	*56.0%*	*28.2%*	*27.5%*	*100.0%*
%H (TV HH)			*52.0%*	*17.0%*	*57.8%*	*29.1%*	*28.4%*	
5+	344	328	175	60	191	105	86	343
%V	*10.9%*	*10.9%*	*14.5%*	*13.9%*	*9.7%*	*15.8%*	*6.6%*	*12.1%*
%H (All HH)		*95.3%*	*50.9%*	*17.4%*	*55.5%*	*30.5%*	*25.0%*	*99.7%*
%H (TV HH)			*53.4%*	*18.3%*	*58.2%*	*32.0%*	*26.2%*	

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

%V = percentage of vertical total

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

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

Table 20.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5852	2664	912	3941	1737	2205	5419
%H		*45.5%*	*15.6%*	*67.3%*	*29.7%*	*37.7%*	*92.6%*
Under 20"	429	181	57	342	151	191	379
%V	*7.3%*	*6.8%*	*6.3%*	*8.7%*	*8.7%*	*8.7%*	*7.0%*
%H		*42.2%*	*13.3%*	*79.7%*	*35.2%*	*44.5%*	*88.3%*
20" - 29"	1056	450	159	812	363	449	940
%V	*18.0%*	*16.9%*	*17.4%*	*20.6%*	*20.9%*	*20.4%*	*17.3%*
%H		*42.6%*	*15.1%*	*76.9%*	*34.4%*	*42.5%*	*89.0%*
30" - 39"	1703	721	261	1156	461	695	1567
%V	*29.1%*	*27.1%*	*28.6%*	*29.3%*	*26.5%*	*31.5%*	*28.9%*
%H		*42.3%*	*15.3%*	*67.9%*	*27.1%*	*40.8%*	*92.0%*
40" - 49"	1644	819	276	1008	487	521	1565
%V	*28.1%*	*30.7%*	*30.3%*	*25.6%*	*28.0%*	*23.6%*	*28.9%*
%H		*49.8%*	*16.8%*	*61.3%*	*29.6%*	*31.7%*	*95.2%*
50" - 59"	490	269	82	288	162	126	484
%V	*8.4%*	*10.1%*	*9.0%*	*7.3%*	*9.3%*	*5.7%*	*8.9%*
%H		*54.9%*	*16.7%*	*58.8%*	*33.1%*	*25.7%*	*98.8%*
60"+	63	40	16	27	18	9	61
%V	*1.1%*	*1.5%*	*1.8%*	*0.7%*	*1.0%*	*0.4%*	*1.1%*
%H		*63.5%*	*25.4%*	*42.9%*	*28.6%*	*14.3%*	*96.8%*
Don't know	467	185	61	307	94	213	424
%V	*8.0%*	*6.9%*	*6.7%*	*7.8%*	*5.4%*	*9.7%*	*7.8%*
%H		*39.6%*	*13.1%*	*65.7%*	*20.1%*	*45.6%*	*90.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5852	2664	912	3941	1737	2205	5419
%H		*45.5%*	*15.6%*	*67.3%*	*29.7%*	*37.7%*	*92.6%*
Main living room	2997	1205	430	1951	667	1284	2691
%V	*51.2%*	*45.2%*	*47.1%*	*49.5%*	*38.4%*	*58.2%*	*49.7%*
%H		*40.2%*	*14.3%*	*65.1%*	*22.3%*	*42.8%*	*89.8%*
Kitchen	301	134	47	242	120	122	279
%V	*5.1%*	*5.0%*	*5.2%*	*6.1%*	*6.9%*	*5.5%*	*5.1%*
%H		*44.5%*	*15.6%*	*80.4%*	*39.9%*	*40.5%*	*92.7%*
Adult's bedroom	1561	796	254	1081	570	511	1474
%V	*26.7%*	*29.9%*	*27.9%*	*27.4%*	*32.8%*	*23.2%*	*27.2%*
%H		*51.0%*	*16.3%*	*69.3%*	*36.5%*	*32.7%*	*94.4%*
Child's bedroom	299	161	59	178	105	74	299
%V	*5.1%*	*6.0%*	*6.5%*	*4.5%*	*6.0%*	*3.4%*	*5.5%*
%H		*53.8%*	*19.7%*	*59.5%*	*35.1%*	*24.7%*	*100.0%*
Other bedroom	230	125	51	166	109	57	223
%V	*3.9%*	*4.7%*	*5.6%*	*4.2%*	*6.3%*	*2.6%*	*4.1%*
%H		*54.3%*	*22.2%*	*72.2%*	*47.4%*	*24.8%*	*97.0%*
Second living/dining room	268	134	40	183	89	94	261
%V	*4.6%*	*5.0%*	*4.4%*	*4.6%*	*5.1%*	*4.3%*	*4.8%*
%H		*50.0%*	*14.9%*	*68.3%*	*33.2%*	*35.1%*	*97.4%*
Study/office	63	28	6	47	18	30	62
%V	*1.1%*	*1.1%*	*0.7%*	*1.2%*	*1.0%*	*1.4%*	*1.1%*
%H		*44.4%*	*9.5%*	*74.6%*	*28.6%*	*47.6%*	*98.4%*
TV room	26	16	3	18	10	7	26
%V	*0.4%*	*0.6%*	*0.3%*	*0.5%*	*0.6%*	*0.3%*	*0.5%*
%H		*61.5%*	*11.5%*	*69.2%*	*38.5%*	*26.9%*	*100.0%*
Conservatory	63	37	16	42	30	12	62
%V	*1.1%*	*1.4%*	*1.8%*	*1.1%*	*1.7%*	*0.5%*	*1.1%*
%H		*58.7%*	*25.4%*	*66.7%*	*47.6%*	*19.0%*	*98.4%*
Attic or loft room	7	4	1	7	5	2	7
%V	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.3%*	*0.1%*	*0.1%*
%H		*57.1%*	*14.3%*	*100.0%*	*71.4%*	*28.6%*	*100.0%*
No specific location	3	3	0	2	2	0	3
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
Other	34	19	5	25	14	11	33
%V	*0.6%*	*0.7%*	*0.5%*	*0.6%*	*0.8%*	*0.5%*	*0.6%*
%H		*55.9%*	*14.7%*	*73.5%*	*41.2%*	*32.4%*	*97.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South and South East

Set level data

Table 20.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5852	2664	912	3941	1737	2205	5419
%H		*45.5%*	*15.6%*	*67.3%*	*29.7%*	*37.7%*	*92.6%*
PVR	2842	1697	588	1502	906	596	2728
%V	*48.6%*	*63.7%*	*64.5%*	*38.1%*	*52.2%*	*27.0%*	*50.3%*
%H		*59.7%*	*20.7%*	*52.9%*	*31.9%*	*21.0%*	*96.0%*
DVDR	58	25	13	45	22	23	55
%V	*1.0%*	*0.9%*	*1.4%*	*1.1%*	*1.3%*	*1.0%*	*1.0%*
%H		*43.1%*	*22.4%*	*77.6%*	*37.9%*	*39.7%*	*94.8%*
VCR	16	9	3	14	9	4	15
%V	*0.3%*	*0.3%*	*0.3%*	*0.4%*	*0.5%*	*0.2%*	*0.3%*
%H		*56.3%*	*18.8%*	*87.5%*	*56.3%*	*25.0%*	*93.8%*
Any recorder	2871	1709	591	1529	918	611	2754
%V	*49.1%*	*64.2%*	*64.8%*	*38.8%*	*52.8%*	*27.7%*	*50.8%*
%H		*59.5%*	*20.6%*	*53.3%*	*32.0%*	*21.3%*	*95.9%*

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

Set level data

Table 20.14: 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	5852	2664	912	3941	1737	2205	5419
%H		*45.5%*	*15.6%*	*67.3%*	*29.7%*	*37.7%*	*92.6%*
Receives HDTV (via STB or built-in reception)	3520	1775	608	2284	1102	1182	3376
%V	*60.2%*	*66.6%*	*66.7%*	*58.0%*	*63.4%*	*53.6%*	*62.3%*
%H		*50.4%*	*17.3%*	*64.9%*	*31.3%*	*33.6%*	*95.9%*
DVD/Blu-ray player or recorder	2965	1354	483	1961	871	1090	2800
%V	*50.7%*	*50.8%*	*53.0%*	*49.8%*	*50.1%*	*49.4%*	*51.7%*
%H		*45.7%*	*16.3%*	*66.1%*	*29.4%*	*36.8%*	*94.4%*

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

Table 20.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3014	1207	433	1959	665	1293	2711
%H		*40.0%*	*14.4%*	*65.0%*	*22.1%*	*42.9%*	*89.9%*
Under 20"	34	5	1	26	1	25	21
%V	*1.1%*	*0.4%*	*0.2%*	*1.3%*	*0.2%*	*1.9%*	*0.8%*
%H		*14.7%*	*2.9%*	*76.5%*	*2.9%*	*73.5%*	*61.8%*
20" - 29"	261	57	30	199	29	170	192
%V	*8.7%*	*4.7%*	*6.9%*	*10.2%*	*4.4%*	*13.1%*	*7.1%*
%H		*21.8%*	*11.5%*	*76.2%*	*11.1%*	*65.1%*	*73.6%*
30" - 39"	817	254	117	576	149	427	706
%V	*27.1%*	*21.0%*	*27.0%*	*29.4%*	*22.4%*	*33.0%*	*26.0%*
%H		*31.1%*	*14.3%*	*70.5%*	*18.2%*	*52.3%*	*86.4%*
40" - 49"	1216	576	193	748	327	422	1143
%V	*40.3%*	*47.7%*	*44.6%*	*38.2%*	*49.2%*	*32.6%*	*42.2%*
%H		*47.4%*	*15.9%*	*61.5%*	*26.9%*	*34.7%*	*94.0%*
50" - 59"	394	211	58	232	123	110	389
%V	*13.1%*	*17.5%*	*13.4%*	*11.8%*	*18.5%*	*8.5%*	*14.3%*
%H		*53.6%*	*14.7%*	*58.9%*	*31.2%*	*27.9%*	*98.7%*
60"+	52	29	12	22	13	9	50
%V	*1.7%*	*2.4%*	*2.8%*	*1.1%*	*2.0%*	*0.7%*	*1.8%*
%H		*55.8%*	*23.1%*	*42.3%*	*25.0%*	*17.3%*	*96.2%*
Don't know	241	76	23	155	24	132	209
%V	*8.0%*	*6.3%*	*5.3%*	*7.9%*	*3.6%*	*10.2%*	*7.7%*
%H		*31.5%*	*9.5%*	*64.3%*	*10.0%*	*54.8%*	*86.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3014	1207	433	1959	665	1293	2711
%H		*40.0%*	*14.4%*	*65.0%*	*22.1%*	*42.9%*	*89.9%*
PVR	1973	1083	405	1105	600	505	1876
%V	*65.5%*	*89.7%*	*93.5%*	*56.4%*	*90.2%*	*39.1%*	*69.2%*
%H		*54.9%*	*20.5%*	*56.0%*	*30.4%*	*25.6%*	*95.1%*
DVDR	52	20	12	41	19	22	49
%V	*1.7%*	*1.7%*	*2.8%*	*2.1%*	*2.9%*	*1.7%*	*1.8%*
%H		*38.5%*	*23.1%*	*78.8%*	*36.5%*	*42.3%*	*94.2%*
VCR	10	3	3	8	5	4	9
%V	*0.3%*	*0.2%*	*0.7%*	*0.4%*	*0.8%*	*0.3%*	*0.3%*
%H		*30.0%*	*30.0%*	*80.0%*	*50.0%*	*40.0%*	*90.0%*
Any recorder	1995	1089	407	1126	608	518	1894
%V	*66.2%*	*90.2%*	*94.0%*	*57.5%*	*91.4%*	*40.1%*	*69.9%*
%H		*54.6%*	*20.4%*	*56.4%*	*30.5%*	*26.0%*	*94.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.17: 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	3014	1207	433	1959	665	1293	2711
%H		*40.0%*	*14.4%*	*65.0%*	*22.1%*	*42.9%*	*89.9%*
Receives HDTV (via STB or built-in reception)	2200	1020	379	1397	575	822	2084
%V	*73.0%*	*84.5%*	*87.5%*	*71.3%*	*86.5%*	*63.6%*	*76.9%*
%H		*46.4%*	*17.2%*	*63.5%*	*26.1%*	*37.4%*	*94.7%*
DVD/Blu-ray player or recorder	1881	784	276	1243	456	787	1743
%V	*62.4%*	*65.0%*	*63.7%*	*63.5%*	*68.6%*	*60.9%*	*64.3%*
%H		*41.7%*	*14.7%*	*66.1%*	*24.2%*	*41.8%*	*92.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2838	1456	479	1983	1071	911	2708
%H		*51.3%*	*16.9%*	*69.9%*	*37.7%*	*32.1%*	*95.4%*
Under 20"	395	176	56	316	150	166	357
%V	*13.9%*	*12.1%*	*11.7%*	*15.9%*	*14.0%*	*18.2%*	*13.2%*
%H		*44.6%*	*14.2%*	*80.0%*	*38.0%*	*42.0%*	*90.4%*
20" - 29"	795	393	129	613	334	279	748
%V	*28.0%*	*27.0%*	*26.9%*	*30.9%*	*31.2%*	*30.6%*	*27.6%*
%H		*49.4%*	*16.2%*	*77.1%*	*42.0%*	*35.1%*	*94.1%*
30" - 39"	886	467	144	580	312	269	862
%V	*31.2%*	*32.1%*	*30.1%*	*29.2%*	*29.1%*	*29.5%*	*31.8%*
%H		*52.7%*	*16.3%*	*65.5%*	*35.2%*	*30.4%*	*97.3%*
40" - 49"	428	242	84	260	161	99	421
%V	*15.1%*	*16.6%*	*17.5%*	*13.1%*	*15.0%*	*10.9%*	*15.5%*
%H		*56.5%*	*19.6%*	*60.7%*	*37.6%*	*23.1%*	*98.4%*
50" - 59"	96	59	24	56	40	16	94
%V	*3.4%*	*4.1%*	*5.0%*	*2.8%*	*3.7%*	*1.8%*	*3.5%*
%H		*61.5%*	*25.0%*	*58.3%*	*41.7%*	*16.7%*	*97.9%*
60"+	11	10	4	5	5	0	10
%V	*0.4%*	*0.7%*	*0.8%*	*0.3%*	*0.5%*	*0.0%*	*0.4%*
%H		*90.9%*	*36.4%*	*45.5%*	*45.5%*	*0.0%*	*90.9%*
Don't know	226	108	38	152	70	82	215
%V	*8.0%*	*7.4%*	*7.9%*	*7.7%*	*6.5%*	*9.0%*	*7.9%*
%H		*47.8%*	*16.8%*	*67.3%*	*31.0%*	*36.3%*	*95.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2838	1456	479	1983	1071	911	2708
%H		*51.3%*	*16.9%*	*69.9%*	*37.7%*	*32.1%*	*95.4%*
PVR	868	615	183	397	306	91	852
%V	*30.6%*	*42.2%*	*38.2%*	*20.0%*	*28.6%*	*10.0%*	*31.5%*
%H		*70.9%*	*21.1%*	*45.7%*	*35.3%*	*10.5%*	*98.2%*
DVDR	6	4	1	4	3	1	6
%V	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H		*66.7%*	*16.7%*	*66.7%*	*50.0%*	*16.7%*	*100.0%*
VCR	6	5	0	5	4	1	6
%V	*0.2%*	*0.3%*	*0.0%*	*0.3%*	*0.4%*	*0.1%*	*0.2%*
%H		*83.3%*	*0.0%*	*83.3%*	*66.7%*	*16.7%*	*100.0%*
Any recorder	876	620	184	403	310	93	860
%V	*30.9%*	*42.6%*	*38.4%*	*20.3%*	*28.9%*	*10.2%*	*31.8%*
%H		*70.8%*	*21.0%*	*46.0%*	*35.4%*	*10.6%*	*98.2%*

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

Set level data

Table 20.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2838	1456	479	1983	1071	911	2708
%H		*51.3%*	*16.9%*	*69.9%*	*37.7%*	*32.1%*	*95.4%*
Receives HDTV (via STB or built-in reception)	1320	754	229	887	527	360	1292
%V	*46.5%*	*51.8%*	*47.8%*	*44.7%*	*49.2%*	*39.5%*	*47.7%*
%H		*57.1%*	*17.3%*	*67.2%*	*39.9%*	*27.3%*	*97.9%*
DVD/Blu-ray player or recorder	1084	570	207	718	415	303	1057
%V	*38.2%*	*39.1%*	*43.2%*	*36.2%*	*38.7%*	*33.3%*	*39.0%*
%H		*52.6%*	*19.1%*	*66.2%*	*38.3%*	*28.0%*	*97.5%*

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

Table 20.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7275	6983	3077	1122	4234	1666	2568	6861
%H		*96.0%*	*42.3%*	*15.4%*	*58.2%*	*22.9%*	*35.3%*	*94.3%*
Total Children	1350	1325	628	239	704	300	404	1344
%V	*18.6%*	*19.0%*	*20.4%*	*21.3%*	*16.6%*	*18.0%*	*15.7%*	*19.6%*
%H		*98.1%*	*46.5%*	*17.7%*	*52.1%*	*22.2%*	*29.9%*	*99.6%*
0 - 3	310	301	142	45	155	59	96	308
%V	*4.3%*	*4.3%*	*4.6%*	*4.0%*	*3.7%*	*3.5%*	*3.7%*	*4.5%*
%H		*97.1%*	*45.8%*	*14.5%*	*50.0%*	*19.0%*	*31.0%*	*99.4%*
4 - 15	1040	1024	486	194	550	242	308	1036
%V	*14.3%*	*14.7%*	*15.8%*	*17.3%*	*13.0%*	*14.5%*	*12.0%*	*15.1%*
%H		*98.5%*	*46.7%*	*18.7%*	*52.9%*	*23.3%*	*29.6%*	*99.6%*
4 - 9	545	535	261	90	278	116	162	542
%V	*7.5%*	*7.7%*	*8.5%*	*8.0%*	*6.6%*	*7.0%*	*6.3%*	*7.9%*
%H		*98.2%*	*47.9%*	*16.5%*	*51.0%*	*21.3%*	*29.7%*	*99.4%*
10 - 15	495	489	225	104	272	126	146	494
%V	*6.8%*	*7.0%*	*7.3%*	*9.3%*	*6.4%*	*7.6%*	*5.7%*	*7.2%*
%H		*98.8%*	*45.5%*	*21.0%*	*54.9%*	*25.5%*	*29.5%*	*99.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7275	6983	3077	1122	4234	1666	2568	6861
%H		*96.0%*	*42.3%*	*15.4%*	*58.2%*	*22.9%*	*35.3%*	*94.3%*
Total Adults (16+)	5925	5658	2449	884	3529	1366	2163	5518
%V	*81.4%*	*81.0%*	*79.6%*	*78.8%*	*83.3%*	*82.0%*	*84.2%*	*80.4%*
%H		*95.5%*	*41.3%*	*14.9%*	*59.6%*	*23.1%*	*36.5%*	*93.1%*
16 - 19	279	264	135	56	141	74	68	279
%V	*3.8%*	*3.8%*	*4.4%*	*5.0%*	*3.3%*	*4.4%*	*2.6%*	*4.1%*
%H		*94.6%*	*48.4%*	*20.1%*	*50.5%*	*26.5%*	*24.4%*	*100.0%*
20 - 24	426	354	145	73	188	86	103	422
%V	*5.9%*	*5.1%*	*4.7%*	*6.5%*	*4.4%*	*5.2%*	*4.0%*	*6.2%*
%H		*83.1%*	*34.0%*	*17.1%*	*44.1%*	*20.2%*	*24.2%*	*99.1%*
25 - 34	898	828	343	131	441	165	276	883
%V	*12.3%*	*11.9%*	*11.1%*	*11.7%*	*10.4%*	*9.9%*	*10.7%*	*12.9%*
%H		*92.2%*	*38.2%*	*14.6%*	*49.1%*	*18.4%*	*30.7%*	*98.3%*
35 - 44	888	842	382	139	469	178	291	867
%V	*12.2%*	*12.1%*	*12.4%*	*12.4%*	*11.1%*	*10.7%*	*11.3%*	*12.6%*
%H		*94.8%*	*43.0%*	*15.7%*	*52.8%*	*20.0%*	*32.8%*	*97.6%*
45 - 54	1020	1001	491	189	581	275	307	994
%V	*14.0%*	*14.3%*	*16.0%*	*16.8%*	*13.7%*	*16.5%*	*12.0%*	*14.5%*
%H		*98.1%*	*48.1%*	*18.5%*	*57.0%*	*27.0%*	*30.1%*	*97.5%*
55 - 64	921	902	414	142	585	242	343	880
%V	*12.7%*	*12.9%*	*13.5%*	*12.7%*	*13.8%*	*14.5%*	*13.4%*	*12.8%*
%H		*97.9%*	*45.0%*	*15.4%*	*63.5%*	*26.3%*	*37.2%*	*95.5%*
65+	1493	1468	539	153	1124	347	777	1194
%V	*20.5%*	*21.0%*	*17.5%*	*13.6%*	*26.5%*	*20.8%*	*30.3%*	*17.4%*
%H		*98.3%*	*36.1%*	*10.2%*	*75.3%*	*23.2%*	*52.0%*	*80.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5925	5658	2449	884	3529	1366	2163	5518
%H		*95.5%*	*41.3%*	*14.9%*	*59.6%*	*23.1%*	*36.5%*	*93.1%*
AB	1827	1765	777	276	1108	440	668	1786
%V	*30.8%*	*31.2%*	*31.7%*	*31.2%*	*31.4%*	*32.2%*	*30.9%*	*32.4%*
%H		*96.6%*	*42.5%*	*15.1%*	*60.6%*	*24.1%*	*36.6%*	*97.8%*
C1	2043	1912	829	289	1200	458	742	1924
%V	*34.5%*	*33.8%*	*33.9%*	*32.7%*	*34.0%*	*33.5%*	*34.3%*	*34.9%*
%H		*93.6%*	*40.6%*	*14.1%*	*58.7%*	*22.4%*	*36.3%*	*94.2%*
C2	1138	1112	494	213	658	286	372	1062
%V	*19.2%*	*19.7%*	*20.2%*	*24.1%*	*18.6%*	*20.9%*	*17.2%*	*19.2%*
%H		*97.7%*	*43.4%*	*18.7%*	*57.8%*	*25.1%*	*32.7%*	*93.3%*
D	619	589	254	73	368	134	234	534
%V	*10.4%*	*10.4%*	*10.4%*	*8.3%*	*10.4%*	*9.8%*	*10.8%*	*9.7%*
%H		*95.2%*	*41.0%*	*11.8%*	*59.5%*	*21.6%*	*37.8%*	*86.3%*
E	297	281	95	32	195	47	147	212
%V	*5.0%*	*5.0%*	*3.9%*	*3.6%*	*5.5%*	*3.4%*	*6.8%*	*3.8%*
%H		*94.6%*	*32.0%*	*10.8%*	*65.7%*	*15.8%*	*49.5%*	*71.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5925	5658	2449	884	3529	1366	2163	5518
%H		*95.5%*	*41.3%*	*14.9%*	*59.6%*	*23.1%*	*36.5%*	*93.1%*
Working full time	2799	2691	1255	484	1518	664	855	2745
%V	*47.2%*	*47.6%*	*51.2%*	*54.8%*	*43.0%*	*48.6%*	*39.5%*	*49.7%*
%H		*96.1%*	*44.8%*	*17.3%*	*54.2%*	*23.7%*	*30.5%*	*98.1%*
Working part time	656	641	294	103	389	157	232	645
%V	*11.1%*	*11.3%*	*12.0%*	*11.7%*	*11.0%*	*11.5%*	*10.7%*	*11.7%*
%H		*97.7%*	*44.8%*	*15.7%*	*59.3%*	*23.9%*	*35.4%*	*98.3%*
Not working	2470	2326	899	297	1622	546	1077	2128
%V	*41.7%*	*41.1%*	*36.7%*	*33.6%*	*46.0%*	*40.0%*	*49.8%*	*38.6%*
%H		*94.2%*	*36.4%*	*12.0%*	*65.7%*	*22.1%*	*43.6%*	*86.2%*
Houseperson	3156	3017	1207	433	1960	665	1294	2829
%V	*53.3%*	*53.3%*	*49.3%*	*49.0%*	*55.5%*	*48.7%*	*59.8%*	*51.3%*
%H		*95.6%*	*38.2%*	*13.7%*	*62.1%*	*21.1%*	*41.0%*	*89.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2887	2726	1205	441	1676	684	992	2701
%H		*94.4%*	*41.7%*	*15.3%*	*58.1%*	*23.7%*	*34.4%*	*93.6%*
16 - 19	134	126	58	31	71	37	34	134
%V	*4.6%*	*4.6%*	*4.8%*	*7.0%*	*4.2%*	*5.4%*	*3.4%*	*5.0%*
%H		*94.0%*	*43.3%*	*23.1%*	*53.0%*	*27.6%*	*25.4%*	*100.0%*
20 - 24	222	178	77	37	95	46	49	220
%V	*7.7%*	*6.5%*	*6.4%*	*8.4%*	*5.7%*	*6.7%*	*4.9%*	*8.1%*
%H		*80.2%*	*34.7%*	*16.7%*	*42.8%*	*20.7%*	*22.1%*	*99.1%*
25 - 34	456	411	173	69	221	95	127	445
%V	*15.8%*	*15.1%*	*14.4%*	*15.6%*	*13.2%*	*13.9%*	*12.8%*	*16.5%*
%H		*90.1%*	*37.9%*	*15.1%*	*48.5%*	*20.8%*	*27.9%*	*97.6%*
35 - 44	435	407	180	59	223	73	150	421
%V	*15.1%*	*14.9%*	*14.9%*	*13.4%*	*13.3%*	*10.7%*	*15.1%*	*15.6%*
%H		*93.6%*	*41.4%*	*13.6%*	*51.3%*	*16.8%*	*34.5%*	*96.8%*
45 - 54	503	492	247	99	280	142	138	487
%V	*17.4%*	*18.0%*	*20.5%*	*22.4%*	*16.7%*	*20.8%*	*13.9%*	*18.0%*
%H		*97.8%*	*49.1%*	*19.7%*	*55.7%*	*28.2%*	*27.4%*	*96.8%*
55 - 64	448	438	199	74	282	120	163	422
%V	*15.5%*	*16.1%*	*16.5%*	*16.8%*	*16.8%*	*17.5%*	*16.4%*	*15.6%*
%H		*97.8%*	*44.4%*	*16.5%*	*62.9%*	*26.8%*	*36.4%*	*94.2%*
65+	689	674	272	72	503	171	332	573
%V	*23.9%*	*24.7%*	*22.6%*	*16.3%*	*30.0%*	*25.0%*	*33.5%*	*21.2%*
%H		*97.8%*	*39.5%*	*10.4%*	*73.0%*	*24.8%*	*48.2%*	*83.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2887	2726	1205	441	1676	684	992	2701
%H		*94.4%*	*41.7%*	*15.3%*	*58.1%*	*23.7%*	*34.4%*	*93.6%*
AB	920	886	387	141	567	231	337	900
%V	*31.9%*	*32.5%*	*32.1%*	*32.0%*	*33.8%*	*33.8%*	*34.0%*	*33.3%*
%H		*96.3%*	*42.1%*	*15.3%*	*61.6%*	*25.1%*	*36.6%*	*97.8%*
C1	940	863	397	136	521	217	304	895
%V	*32.6%*	*31.7%*	*32.9%*	*30.8%*	*31.1%*	*31.7%*	*30.6%*	*33.1%*
%H		*91.8%*	*42.2%*	*14.5%*	*55.4%*	*23.1%*	*32.3%*	*95.2%*
C2	618	598	259	117	353	156	197	567
%V	*21.4%*	*21.9%*	*21.5%*	*26.5%*	*21.1%*	*22.8%*	*19.9%*	*21.0%*
%H		*96.8%*	*41.9%*	*18.9%*	*57.1%*	*25.2%*	*31.9%*	*91.7%*
D	287	271	119	37	162	62	100	251
%V	*9.9%*	*9.9%*	*9.9%*	*8.4%*	*9.7%*	*9.1%*	*10.1%*	*9.3%*
%H		*94.4%*	*41.5%*	*12.9%*	*56.4%*	*21.6%*	*34.8%*	*87.5%*
E	122	108	42	11	73	19	54	89
%V	*4.2%*	*4.0%*	*3.5%*	*2.5%*	*4.4%*	*2.8%*	*5.4%*	*3.3%*
%H		*88.5%*	*34.4%*	*9.0%*	*59.8%*	*15.6%*	*44.3%*	*73.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2887	2726	1205	441	1676	684	992	2701
%H		*94.4%*	*41.7%*	*15.3%*	*58.1%*	*23.7%*	*34.4%*	*93.6%*
Working full time	1716	1647	775	302	936	425	511	1673
%V	*59.4%*	*60.4%*	*64.3%*	*68.5%*	*55.8%*	*62.1%*	*51.5%*	*61.9%*
%H		*96.0%*	*45.2%*	*17.6%*	*54.5%*	*24.8%*	*29.8%*	*97.5%*
Working part time	133	129	58	17	80	31	48	128
%V	*4.6%*	*4.7%*	*4.8%*	*3.9%*	*4.8%*	*4.5%*	*4.8%*	*4.7%*
%H		*97.0%*	*43.6%*	*12.8%*	*60.2%*	*23.3%*	*36.1%*	*96.2%*
Not working	1038	950	372	122	660	228	432	901
%V	*36.0%*	*34.8%*	*30.9%*	*27.7%*	*39.4%*	*33.3%*	*43.5%*	*33.4%*
%H		*91.5%*	*35.8%*	*11.8%*	*63.6%*	*22.0%*	*41.6%*	*86.8%*
Houseperson	638	574	195	74	394	110	283	520
%V	*22.1%*	*21.1%*	*16.2%*	*16.8%*	*23.5%*	*16.1%*	*28.5%*	*19.3%*
%H		*90.0%*	*30.6%*	*11.6%*	*61.8%*	*17.2%*	*44.4%*	*81.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3038	2932	1244	443	1853	682	1171	2817
%H		*96.5%*	*40.9%*	*14.6%*	*61.0%*	*22.4%*	*38.5%*	*92.7%*
16 - 19	145	139	77	25	70	36	34	145
%V	*4.8%*	*4.7%*	*6.2%*	*5.6%*	*3.8%*	*5.3%*	*2.9%*	*5.1%*
%H		*95.9%*	*53.1%*	*17.2%*	*48.3%*	*24.8%*	*23.4%*	*100.0%*
20 - 24	204	175	67	37	93	39	54	202
%V	*6.7%*	*6.0%*	*5.4%*	*8.4%*	*5.0%*	*5.7%*	*4.6%*	*7.2%*
%H		*85.8%*	*32.8%*	*18.1%*	*45.6%*	*19.1%*	*26.5%*	*99.0%*
25 - 34	442	416	170	62	220	71	149	438
%V	*14.5%*	*14.2%*	*13.7%*	*14.0%*	*11.9%*	*10.4%*	*12.7%*	*15.5%*
%H		*94.1%*	*38.5%*	*14.0%*	*49.8%*	*16.1%*	*33.7%*	*99.1%*
35 - 44	454	435	203	80	246	105	142	446
%V	*14.9%*	*14.8%*	*16.3%*	*18.1%*	*13.3%*	*15.4%*	*12.1%*	*15.8%*
%H		*95.8%*	*44.7%*	*17.6%*	*54.2%*	*23.1%*	*31.3%*	*98.2%*
45 - 54	517	509	244	90	301	133	168	507
%V	*17.0%*	*17.4%*	*19.6%*	*20.3%*	*16.2%*	*19.5%*	*14.3%*	*18.0%*
%H		*98.5%*	*47.2%*	*17.4%*	*58.2%*	*25.7%*	*32.5%*	*98.1%*
55 - 64	473	464	215	69	303	122	181	458
%V	*15.6%*	*15.8%*	*17.3%*	*15.6%*	*16.4%*	*17.9%*	*15.5%*	*16.3%*
%H		*98.1%*	*45.5%*	*14.6%*	*64.1%*	*25.8%*	*38.3%*	*96.8%*
65+	803	794	267	81	620	176	445	621
%V	*26.4%*	*27.1%*	*21.5%*	*18.3%*	*33.5%*	*25.8%*	*38.0%*	*22.0%*
%H		*98.9%*	*33.3%*	*10.1%*	*77.2%*	*21.9%*	*55.4%*	*77.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3038	2932	1244	443	1853	682	1171	2817
%H		*96.5%*	*40.9%*	*14.6%*	*61.0%*	*22.4%*	*38.5%*	*92.7%*
AB	908	878	390	136	541	209	331	886
%V	*29.9%*	*29.9%*	*31.4%*	*30.7%*	*29.2%*	*30.6%*	*28.3%*	*31.5%*
%H		*96.7%*	*43.0%*	*15.0%*	*59.6%*	*23.0%*	*36.5%*	*97.6%*
C1	1103	1049	431	153	679	241	438	1030
%V	*36.3%*	*35.8%*	*34.6%*	*34.5%*	*36.6%*	*35.3%*	*37.4%*	*36.6%*
%H		*95.1%*	*39.1%*	*13.9%*	*61.6%*	*21.8%*	*39.7%*	*93.4%*
C2	520	514	235	96	305	130	175	495
%V	*17.1%*	*17.5%*	*18.9%*	*21.7%*	*16.5%*	*19.1%*	*14.9%*	*17.6%*
%H		*98.8%*	*45.2%*	*18.5%*	*58.7%*	*25.0%*	*33.7%*	*95.2%*
D	332	318	135	36	207	73	134	282
%V	*10.9%*	*10.8%*	*10.9%*	*8.1%*	*11.2%*	*10.7%*	*11.4%*	*10.0%*
%H		*95.8%*	*40.7%*	*10.8%*	*62.3%*	*22.0%*	*40.4%*	*84.9%*
E	175	172	53	22	122	29	93	123
%V	*5.8%*	*5.9%*	*4.3%*	*5.0%*	*6.6%*	*4.3%*	*7.9%*	*4.4%*
%H		*98.3%*	*30.3%*	*12.6%*	*69.7%*	*16.6%*	*53.1%*	*70.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 20.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3038	2932	1244	443	1853	682	1171	2817
%H		*96.5%*	*40.9%*	*14.6%*	*61.0%*	*22.4%*	*38.5%*	*92.7%*
Working full time	1083	1044	480	182	583	239	344	1072
%V	*35.6%*	*35.6%*	*38.6%*	*41.1%*	*31.5%*	*35.0%*	*29.4%*	*38.1%*
%H		*96.4%*	*44.3%*	*16.8%*	*53.8%*	*22.1%*	*31.8%*	*99.0%*
Working part time	522	513	236	86	309	126	183	517
%V	*17.2%*	*17.5%*	*19.0%*	*19.4%*	*16.7%*	*18.5%*	*15.6%*	*18.4%*
%H		*98.3%*	*45.2%*	*16.5%*	*59.2%*	*24.1%*	*35.1%*	*99.0%*
Not working	1432	1376	527	175	962	318	644	1227
%V	*47.1%*	*46.9%*	*42.4%*	*39.5%*	*51.9%*	*46.6%*	*55.0%*	*43.6%*
%H		*96.1%*	*36.8%*	*12.2%*	*67.2%*	*22.2%*	*45.0%*	*85.7%*
Houseperson	2518	2443	1013	359	1566	555	1011	2308
%V	*82.9%*	*83.3%*	*81.4%*	*81.0%*	*84.5%*	*81.4%*	*86.3%*	*81.9%*
%H		*97.0%*	*40.2%*	*14.3%*	*62.2%*	*22.0%*	*40.2%*	*91.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South East Macro

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Table 21.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5341	5136	2116	708	3471	1288	2182	4774
%H (All HH)		*96.2%*	*39.6%*	*13.3%*	*65.0%*	*24.1%*	*40.9%*	*89.4%*
%H (TV HH)			*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	
AB	1529	1482	635	206	989	386	603	1474
%V	*28.6%*	*28.9%*	*30.0%*	*29.1%*	*28.5%*	*30.0%*	*27.6%*	*30.9%*
%H (All HH)		*96.9%*	*41.5%*	*13.5%*	*64.7%*	*25.2%*	*39.4%*	*96.4%*
%H (TV HH)			*42.8%*	*13.9%*	*66.7%*	*26.0%*	*40.7%*	
C1	1676	1603	670	213	1083	398	685	1520
%V	*31.4%*	*31.2%*	*31.7%*	*30.1%*	*31.2%*	*30.9%*	*31.4%*	*31.8%*
%H (All HH)		*95.6%*	*40.0%*	*12.7%*	*64.6%*	*23.7%*	*40.9%*	*90.7%*
%H (TV HH)			*41.8%*	*13.3%*	*67.6%*	*24.8%*	*42.7%*	
C2	1082	1053	450	179	695	293	401	975
%V	*20.3%*	*20.5%*	*21.3%*	*25.3%*	*20.0%*	*22.7%*	*18.4%*	*20.4%*
%H (All HH)		*97.3%*	*41.6%*	*16.5%*	*64.2%*	*27.1%*	*37.1%*	*90.1%*
%H (TV HH)			*42.7%*	*17.0%*	*66.0%*	*27.8%*	*38.1%*	
D	635	601	235	75	399	134	265	525
%V	*11.9%*	*11.7%*	*11.1%*	*10.6%*	*11.5%*	*10.4%*	*12.1%*	*11.0%*
%H (All HH)		*94.6%*	*37.0%*	*11.8%*	*62.8%*	*21.1%*	*41.7%*	*82.7%*
%H (TV HH)			*39.1%*	*12.5%*	*66.4%*	*22.3%*	*44.1%*	
E	419	397	126	35	305	77	228	280
%V	*7.8%*	*7.7%*	*6.0%*	*4.9%*	*8.8%*	*6.0%*	*10.4%*	*5.9%*
%H (All HH)		*94.7%*	*30.1%*	*8.4%*	*72.8%*	*18.4%*	*54.4%*	*66.8%*
%H (TV HH)			*31.7%*	*8.8%*	*76.8%*	*19.4%*	*57.4%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.2: 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	5341	5136	2116	708	3471	1288	2182	4774
%H (All HH)		*96.2%*	*39.6%*	*13.3%*	*65.0%*	*24.1%*	*40.9%*	*89.4%*
%H (TV HH)			*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	
Under 25	165	140	58	12	74	26	48	160
%V	*3.1%*	*2.7%*	*2.7%*	*1.7%*	*2.1%*	*2.0%*	*2.2%*	*3.4%*
%H (All HH)		*84.8%*	*35.2%*	*7.3%*	*44.8%*	*15.8%*	*29.1%*	*97.0%*
%H (TV HH)			*41.4%*	*8.6%*	*52.9%*	*18.6%*	*34.3%*	
25 - 34	738	679	262	97	381	132	248	718
%V	*13.8%*	*13.2%*	*12.4%*	*13.7%*	*11.0%*	*10.2%*	*11.4%*	*15.0%*
%H (All HH)		*92.0%*	*35.5%*	*13.1%*	*51.6%*	*17.9%*	*33.6%*	*97.3%*
%H (TV HH)			*38.6%*	*14.3%*	*56.1%*	*19.4%*	*36.5%*	
35 - 44	871	824	395	128	485	212	273	849
%V	*16.3%*	*16.0%*	*18.7%*	*18.1%*	*14.0%*	*16.5%*	*12.5%*	*17.8%*
%H (All HH)		*94.6%*	*45.4%*	*14.7%*	*55.7%*	*24.3%*	*31.3%*	*97.5%*
%H (TV HH)			*47.9%*	*15.5%*	*58.9%*	*25.7%*	*33.1%*	
45 - 54	1013	991	465	178	637	294	343	981
%V	*19.0%*	*19.3%*	*22.0%*	*25.1%*	*18.4%*	*22.8%*	*15.7%*	*20.5%*
%H (All HH)		*97.8%*	*45.9%*	*17.6%*	*62.9%*	*29.0%*	*33.9%*	*96.8%*
%H (TV HH)			*46.9%*	*18.0%*	*64.3%*	*29.7%*	*34.6%*	
55 - 64	931	908	406	138	622	260	361	881
%V	*17.4%*	*17.7%*	*19.2%*	*19.5%*	*17.9%*	*20.2%*	*16.5%*	*18.5%*
%H (All HH)		*97.5%*	*43.6%*	*14.8%*	*66.8%*	*27.9%*	*38.8%*	*94.6%*
%H (TV HH)			*44.7%*	*15.2%*	*68.5%*	*28.6%*	*39.8%*	
65 +	1623	1594	530	156	1273	363	909	1186
%V	*30.4%*	*31.0%*	*25.0%*	*22.0%*	*36.7%*	*28.2%*	*41.7%*	*24.8%*
%H (All HH)		*98.2%*	*32.7%*	*9.6%*	*78.4%*	*22.4%*	*56.0%*	*73.1%*
%H (TV HH)			*33.2%*	*9.8%*	*79.9%*	*22.8%*	*57.0%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5341	5136	2116	708	3471	1288	2182	4774
%H (All HH)		*96.2%*	*39.6%*	*13.3%*	*65.0%*	*24.1%*	*40.9%*	*89.4%*
%H (TV HH)			*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	
1	1573	1478	422	164	1127	257	870	1141
%V	*29.5%*	*28.8%*	*19.9%*	*23.2%*	*32.5%*	*20.0%*	*39.9%*	*23.9%*
%H (All HH)		*94.0%*	*26.8%*	*10.4%*	*71.6%*	*16.3%*	*55.3%*	*72.5%*
%H (TV HH)			*28.6%*	*11.1%*	*76.3%*	*17.4%*	*58.9%*	
2	1995	1938	823	254	1333	523	810	1875
%V	*37.4%*	*37.7%*	*38.9%*	*35.9%*	*38.4%*	*40.6%*	*37.1%*	*39.3%*
%H (All HH)		*97.1%*	*41.3%*	*12.7%*	*66.8%*	*26.2%*	*40.6%*	*94.0%*
%H (TV HH)			*42.5%*	*13.1%*	*68.8%*	*27.0%*	*41.8%*	
3	753	732	373	114	437	218	219	743
%V	*14.1%*	*14.3%*	*17.6%*	*16.1%*	*12.6%*	*16.9%*	*10.0%*	*15.6%*
%H (All HH)		*97.2%*	*49.5%*	*15.1%*	*58.0%*	*29.0%*	*29.1%*	*98.7%*
%H (TV HH)			*51.0%*	*15.6%*	*59.7%*	*29.8%*	*29.9%*	
4	700	680	349	114	400	200	200	696
%V	*13.1%*	*13.2%*	*16.5%*	*16.1%*	*11.5%*	*15.5%*	*9.2%*	*14.6%*
%H (All HH)		*97.1%*	*49.9%*	*16.3%*	*57.1%*	*28.6%*	*28.6%*	*99.4%*
%H (TV HH)			*51.3%*	*16.8%*	*58.8%*	*29.4%*	*29.4%*	
5+	320	308	148	63	174	91	83	318
%V	*6.0%*	*6.0%*	*7.0%*	*8.9%*	*5.0%*	*7.1%*	*3.8%*	*6.7%*
%H (All HH)		*96.3%*	*46.3%*	*19.7%*	*54.4%*	*28.4%*	*25.9%*	*99.4%*
%H (TV HH)			*48.1%*	*20.5%*	*56.5%*	*29.5%*	*26.9%*	
Average HH size	2.31	2.32	2.54	2.56	2.20	2.52	2.01	2.43

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5341	5136	2116	708	3471	1288	2182	4774
%H (All HH)		*96.2%*	*39.6%*	*13.3%*	*65.0%*	*24.1%*	*40.9%*	*89.4%*
%H (TV HH)			*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	
Without	4026	3848	1478	501	2734	944	1789	3467
%V	*75.4%*	*74.9%*	*69.8%*	*70.8%*	*78.8%*	*73.3%*	*82.0%*	*72.6%*
%H (All HH)		*95.6%*	*36.7%*	*12.4%*	*67.9%*	*23.4%*	*44.4%*	*86.1%*
%H (TV HH)			*38.4%*	*13.0%*	*71.0%*	*24.5%*	*46.5%*	
With	1314	1289	638	207	737	344	393	1307
%V	*24.6%*	*25.1%*	*30.2%*	*29.2%*	*21.2%*	*26.7%*	*18.0%*	*27.4%*
%H (All HH)		*98.1%*	*48.6%*	*15.8%*	*56.1%*	*26.2%*	*29.9%*	*99.5%*
%H (TV HH)			*49.5%*	*16.1%*	*57.2%*	*26.7%*	*30.5%*	
0 - 3	471	459	228	68	251	116	135	468
%V	*8.8%*	*8.9%*	*10.8%*	*9.6%*	*7.2%*	*9.0%*	*6.2%*	*9.8%*
%H (All HH)		*97.5%*	*48.4%*	*14.4%*	*53.3%*	*24.6%*	*28.7%*	*99.4%*
%H (TV HH)			*49.7%*	*14.8%*	*54.7%*	*25.3%*	*29.4%*	
4 - 9	689	675	334	104	383	176	208	684
%V	*12.9%*	*13.1%*	*15.8%*	*14.7%*	*11.0%*	*13.7%*	*9.5%*	*14.3%*
%H (All HH)		*98.0%*	*48.5%*	*15.1%*	*55.6%*	*25.5%*	*30.2%*	*99.3%*
%H (TV HH)			*49.5%*	*15.4%*	*56.7%*	*26.1%*	*30.8%*	
10 - 15	651	642	319	114	383	190	194	649
%V	*12.2%*	*12.5%*	*15.1%*	*16.1%*	*11.0%*	*14.8%*	*8.9%*	*13.6%*
%H (All HH)		*98.6%*	*49.0%*	*17.5%*	*58.8%*	*29.2%*	*29.8%*	*99.7%*
%H (TV HH)			*49.7%*	*17.8%*	*59.7%*	*29.6%*	*30.2%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.5: 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	5341	5136	2116	708	3471	1288	2182	4774
%H (All HH)		*96.2%*	*39.6%*	*13.3%*	*65.0%*	*24.1%*	*40.9%*	*89.4%*
%H (TV HH)			*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	
1	2226	2226	689	293	1372	251	1121	1889
%V	*41.7%*	*43.3%*	*32.6%*	*41.4%*	*39.5%*	*19.5%*	*51.4%*	*39.6%*
%H (All HH)		*100.0%*	*31.0%*	*13.2%*	*61.6%*	*11.3%*	*50.4%*	*84.9%*
%H (TV HH)			*31.0%*	*13.2%*	*61.6%*	*11.3%*	*50.4%*	
2	1629	1629	713	217	1157	473	683	1476
%V	*30.5%*	*31.7%*	*33.7%*	*30.6%*	*33.3%*	*36.7%*	*31.3%*	*30.9%*
%H (All HH)		*100.0%*	*43.8%*	*13.3%*	*71.0%*	*29.0%*	*41.9%*	*90.6%*
%H (TV HH)			*43.8%*	*13.3%*	*71.0%*	*29.0%*	*41.9%*	
3	780	780	408	118	560	303	257	750
%V	*14.6%*	*15.2%*	*19.3%*	*16.7%*	*16.1%*	*23.5%*	*11.8%*	*15.7%*
%H (All HH)		*100.0%*	*52.3%*	*15.1%*	*71.8%*	*38.8%*	*32.9%*	*96.2%*
%H (TV HH)			*52.3%*	*15.1%*	*71.8%*	*38.8%*	*32.9%*	
4	331	331	194	48	250	163	87	325
%V	*6.2%*	*6.4%*	*9.2%*	*6.8%*	*7.2%*	*12.7%*	*4.0%*	*6.8%*
%H (All HH)		*100.0%*	*58.6%*	*14.5%*	*75.5%*	*49.2%*	*26.3%*	*98.2%*
%H (TV HH)			*58.6%*	*14.5%*	*75.5%*	*49.2%*	*26.3%*	
5+	171	171	111	33	132	98	34	169
%V	*3.2%*	*3.3%*	*5.2%*	*4.7%*	*3.8%*	*7.6%*	*1.6%*	*3.5%*
%H (All HH)		*100.0%*	*64.9%*	*19.3%*	*77.2%*	*57.3%*	*19.9%*	*98.8%*
%H (TV HH)			*64.9%*	*19.3%*	*77.2%*	*57.3%*	*19.9%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5341	5136	2116	708	3471	1288	2182	4774
%H (All HH)		*96.2%*	*39.6%*	*13.3%*	*65.0%*	*24.1%*	*40.9%*	*89.4%*
%H (TV HH)			*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	
Under 20"	690	690	291	78	567	245	322	601
%V	*12.9%*	*13.4%*	*13.8%*	*11.0%*	*16.3%*	*19.0%*	*14.8%*	*12.6%*
%H (All HH)		*100.0%*	*42.2%*	*11.3%*	*82.2%*	*35.5%*	*46.7%*	*87.1%*
%H (TV HH)			*42.2%*	*11.3%*	*82.2%*	*35.5%*	*46.7%*	
20" - 29"	1468	1468	607	195	1142	483	660	1288
%V	*27.5%*	*28.6%*	*28.7%*	*27.5%*	*32.9%*	*37.5%*	*30.2%*	*27.0%*
%H (All HH)		*100.0%*	*41.3%*	*13.3%*	*77.8%*	*32.9%*	*45.0%*	*87.7%*
%H (TV HH)			*41.3%*	*13.3%*	*77.8%*	*32.9%*	*45.0%*	
30" - 39"	2350	2350	974	318	1669	653	1016	2124
%V	*44.0%*	*45.8%*	*46.0%*	*44.9%*	*48.1%*	*50.7%*	*46.6%*	*44.5%*
%H (All HH)		*100.0%*	*41.4%*	*13.5%*	*71.0%*	*27.8%*	*43.2%*	*90.4%*
%H (TV HH)			*41.4%*	*13.5%*	*71.0%*	*27.8%*	*43.2%*	
40" - 49"	2408	2408	1184	368	1550	742	808	2270
%V	*45.1%*	*46.9%*	*56.0%*	*52.0%*	*44.7%*	*57.6%*	*37.0%*	*47.5%*
%H (All HH)		*100.0%*	*49.2%*	*15.3%*	*64.4%*	*30.8%*	*33.6%*	*94.3%*
%H (TV HH)			*49.2%*	*15.3%*	*64.4%*	*30.8%*	*33.6%*	
50" - 59"	829	829	474	125	504	299	206	814
%V	*15.5%*	*16.1%*	*22.4%*	*17.7%*	*14.5%*	*23.2%*	*9.4%*	*17.1%*
%H (All HH)		*100.0%*	*57.2%*	*15.1%*	*60.8%*	*36.1%*	*24.8%*	*98.2%*
%H (TV HH)			*57.2%*	*15.1%*	*60.8%*	*36.1%*	*24.8%*	
60"+	108	108	67	18	55	36	20	106
%V	*2.0%*	*2.1%*	*3.2%*	*2.5%*	*1.6%*	*2.8%*	*0.9%*	*2.2%*
%H (All HH)		*100.0%*	*62.0%*	*16.7%*	*50.9%*	*33.3%*	*18.5%*	*98.1%*
%H (TV HH)			*62.0%*	*16.7%*	*50.9%*	*33.3%*	*18.5%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South East Macro

Household level data

Table 21.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5341	5136	2116	708	3471	1288	2182	4774
%H (All HH)		*96.2%*	*39.6%*	*13.3%*	*65.0%*	*24.1%*	*40.9%*	*89.4%*
%H (TV HH)			*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	
Main living room	5080	5080	2104	702	3433	1281	2152	4557
%V	*95.1%*	*98.9%*	*99.4%*	*99.2%*	*98.9%*	*99.5%*	*98.6%*	*95.5%*
%H (All HH)		*100.0%*	*41.4%*	*13.8%*	*67.6%*	*25.2%*	*42.4%*	*89.7%*
%H (TV HH)			*41.4%*	*13.8%*	*67.6%*	*25.2%*	*42.4%*	
Kitchen	578	578	270	77	479	240	239	535
%V	*10.8%*	*11.3%*	*12.8%*	*10.9%*	*13.8%*	*18.6%*	*11.0%*	*11.2%*
%H (All HH)		*100.0%*	*46.7%*	*13.3%*	*82.9%*	*41.5%*	*41.3%*	*92.6%*
%H (TV HH)			*46.7%*	*13.3%*	*82.9%*	*41.5%*	*41.3%*	
Adult's bedroom	2222	2222	1114	330	1602	827	775	2086
%V	*41.6%*	*43.3%*	*52.6%*	*46.6%*	*46.2%*	*64.2%*	*35.5%*	*43.7%*
%H (All HH)		*100.0%*	*50.1%*	*14.9%*	*72.1%*	*37.2%*	*34.9%*	*93.9%*
%H (TV HH)			*50.1%*	*14.9%*	*72.1%*	*37.2%*	*34.9%*	
Child's bedroom	405	405	238	65	261	163	97	403
%V	*7.6%*	*7.9%*	*11.2%*	*9.2%*	*7.5%*	*12.7%*	*4.4%*	*8.4%*
%H (All HH)		*100.0%*	*58.8%*	*16.0%*	*64.4%*	*40.2%*	*24.0%*	*99.5%*
%H (TV HH)			*58.8%*	*16.0%*	*64.4%*	*40.2%*	*24.0%*	
Other bedroom	310	310	175	53	232	149	83	298
%V	*5.8%*	*6.0%*	*8.3%*	*7.5%*	*6.7%*	*11.6%*	*3.8%*	*6.2%*
%H (All HH)		*100.0%*	*56.5%*	*17.1%*	*74.8%*	*48.1%*	*26.8%*	*96.1%*
%H (TV HH)			*56.5%*	*17.1%*	*74.8%*	*48.1%*	*26.8%*	
Second living/dining room	468	468	234	68	340	175	165	448
%V	*8.8%*	*9.1%*	*11.1%*	*9.6%*	*9.8%*	*13.6%*	*7.6%*	*9.4%*
%H (All HH)		*100.0%*	*50.0%*	*14.5%*	*72.6%*	*37.4%*	*35.3%*	*95.7%*
%H (TV HH)			*50.0%*	*14.5%*	*72.6%*	*37.4%*	*35.3%*	
Study/office	109	109	54	11	84	38	46	107
%V	*2.0%*	*2.1%*	*2.6%*	*1.6%*	*2.4%*	*3.0%*	*2.1%*	*2.2%*
%H (All HH)		*100.0%*	*49.5%*	*10.1%*	*77.1%*	*34.9%*	*42.2%*	*98.2%*
%H (TV HH)			*49.5%*	*10.1%*	*77.1%*	*34.9%*	*42.2%*	
TV room	43	43	29	2	29	17	12	43
%V	*0.8%*	*0.8%*	*1.4%*	*0.3%*	*0.8%*	*1.3%*	*0.5%*	*0.9%*
%H (All HH)		*100.0%*	*67.4%*	*4.7%*	*67.4%*	*39.5%*	*27.9%*	*100.0%*
%H (TV HH)			*67.4%*	*4.7%*	*67.4%*	*39.5%*	*27.9%*	
Conservatory	119	119	62	21	89	49	39	112
%V	*2.2%*	*2.3%*	*2.9%*	*3.0%*	*2.6%*	*3.8%*	*1.8%*	*2.3%*
%H (All HH)		*100.0%*	*52.1%*	*17.6%*	*74.8%*	*41.2%*	*32.8%*	*94.1%*
%H (TV HH)			*52.1%*	*17.6%*	*74.8%*	*41.2%*	*32.8%*	
Attic or loft room	10	10	6	1	9	7	3	10
%V	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.3%*	*0.5%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*60.0%*	*10.0%*	*90.0%*	*70.0%*	*30.0%*	*100.0%*
%H (TV HH)			*60.0%*	*10.0%*	*90.0%*	*70.0%*	*30.0%*	
No specific location	6	6	5	0	3	2	1	5
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*83.3%*	*0.0%*	*50.0%*	*33.3%*	*16.7%*	*83.3%*
%H (TV HH)			*83.3%*	*0.0%*	*50.0%*	*33.3%*	*16.7%*	
Other	67	67	41	9	51	34	17	66
%V	*1.3%*	*1.3%*	*1.9%*	*1.3%*	*1.5%*	*2.6%*	*0.8%*	*1.4%*
%H (All HH)		*100.0%*	*61.2%*	*13.4%*	*76.1%*	*50.7%*	*25.4%*	*98.5%*
%H (TV HH)			*61.2%*	*13.4%*	*76.1%*	*50.7%*	*25.4%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.8: 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	5341	5136	2116	708	3471	1288	2182	4774
%H (All HH)		*96.2%*	*39.6%*	*13.3%*	*65.0%*	*24.1%*	*40.9%*	*89.4%*
%H (TV HH)			*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	
Any DSAT provider	2116	2116	2116	41	1018	1018	0	2012
%V	*39.6%*	*41.2%*	*100.0%*	*5.8%*	*29.3%*	*79.0%*	*0.0%*	*42.1%*
%H (All HH)			*100.0%*	*1.9%*	*48.1%*	*48.1%*	*0.0%*	*95.1%*
%H (TV HH)			*100.0%*	*1.9%*	*48.1%*	*48.1%*	*0.0%*	
Sky with subcription	1677	1677	1677	20	790	790	0	1608
%V	*31.4%*	*32.7%*	*79.3%*	*2.8%*	*22.8%*	*61.3%*	*0.0%*	*33.7%*
%H (All HH)			*100.0%*	*1.2%*	*47.1%*	*47.1%*	*0.0%*	*95.9%*
%H (TV HH)			*100.0%*	*1.2%*	*47.1%*	*47.1%*	*0.0%*	
Sky without subscription	98	98	98	4	43	43	0	82
%V	*1.8%*	*1.9%*	*4.6%*	*0.6%*	*1.2%*	*3.3%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*4.1%*	*43.9%*	*43.9%*	*0.0%*	*83.7%*
%H (TV HH)			*100.0%*	*4.1%*	*43.9%*	*43.9%*	*0.0%*	
Freesat	315	315	315	15	183	183	0	298
%V	*5.9%*	*6.1%*	*14.9%*	*2.1%*	*5.3%*	*14.2%*	*0.0%*	*6.2%*
%H (All HH)			*100.0%*	*4.8%*	*58.1%*	*58.1%*	*0.0%*	*94.6%*
%H (TV HH)			*100.0%*	*4.8%*	*58.1%*	*58.1%*	*0.0%*	
Other satellite provider	140	140	140	6	68	68	0	135
%V	*2.6%*	*2.7%*	*6.6%*	*0.8%*	*2.0%*	*5.3%*	*0.0%*	*2.8%*
%H (All HH)			*100.0%*	*4.3%*	*48.6%*	*48.6%*	*0.0%*	*96.4%*
%H (TV HH)			*100.0%*	*4.3%*	*48.6%*	*48.6%*	*0.0%*	
DCAB	708	708	41	708	292	292	0	673
%V	*13.3%*	*13.8%*	*1.9%*	*100.0%*	*8.4%*	*22.7%*	*0.0%*	*14.1%*
%H (All HH)			*5.8%*	*100.0%*	*41.2%*	*41.2%*	*0.0%*	*95.1%*
%H (TV HH)			*5.8%*	*100.0%*	*41.2%*	*41.2%*	*0.0%*	
DTT	3471	3471	1018	292	3471	1288	2182	3021
%V	*65.0%*	*67.6%*	*48.1%*	*41.2%*	*100.0%*	*100.0%*	*100.0%*	*63.3%*
%H (All HH)		*100.0%*	*29.3%*	*8.4%*	*100.0%*	*37.1%*	*62.9%*	*87.0%*
%H (TV HH)			*29.3%*	*8.4%*	*100.0%*	*37.1%*	*62.9%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5341	5136	2116	708	3471	1288	2182	4774
%H (All HH)		*96.2%*	*39.6%*	*13.3%*	*65.0%*	*24.1%*	*40.9%*	*89.4%*
%H (TV HH)			*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	
PVR	3324	3324	1889	668	1974	1172	802	3159
%V	*62.2%*	*64.7%*	*89.3%*	*94.4%*	*56.9%*	*91.0%*	*36.8%*	*66.2%*
%H (All HH)		*100.0%*	*56.8%*	*20.1%*	*59.4%*	*35.3%*	*24.1%*	*95.0%*
%H (TV HH)			*56.8%*	*20.1%*	*59.4%*	*35.3%*	*24.1%*	
DVDR	82	82	33	16	58	25	34	75
%V	*1.5%*	*1.6%*	*1.6%*	*2.3%*	*1.7%*	*1.9%*	*1.6%*	*1.6%*
%H (All HH)		*100.0%*	*40.2%*	*19.5%*	*70.7%*	*30.5%*	*41.5%*	*91.5%*
%H (TV HH)			*40.2%*	*19.5%*	*70.7%*	*30.5%*	*41.5%*	
VCR	37	37	15	4	30	13	16	26
%V	*0.7%*	*0.7%*	*0.7%*	*0.6%*	*0.9%*	*1.0%*	*0.7%*	*0.5%*
%H (All HH)		*100.0%*	*40.5%*	*10.8%*	*81.1%*	*35.1%*	*43.2%*	*70.3%*
%H (TV HH)			*40.5%*	*10.8%*	*81.1%*	*35.1%*	*43.2%*	
Any recorder	3363	3363	1897	670	2010	1181	828	3187
%V	*63.0%*	*65.5%*	*89.7%*	*94.6%*	*57.9%*	*91.7%*	*37.9%*	*66.8%*
%H (All HH)		*100.0%*	*56.4%*	*19.9%*	*59.8%*	*35.1%*	*24.6%*	*94.8%*
%H (TV HH)			*56.4%*	*19.9%*	*59.8%*	*35.1%*	*24.6%*	
Receives HDTV (via STB or built-in reception)	3853	3853	1809	632	2607	1156	1451	3624
%V	*72.1%*	*75.0%*	*85.5%*	*89.3%*	*75.1%*	*89.8%*	*66.5%*	*75.9%*
%H (All HH)		*100.0%*	*47.0%*	*16.4%*	*67.7%*	*30.0%*	*37.7%*	*94.1%*
%H (TV HH)			*47.0%*	*16.4%*	*67.7%*	*30.0%*	*37.7%*	
DVD/Blu-ray player or recorder	3603	3603	1572	505	2477	1002	1475	3318
%V	*67.5%*	*70.2%*	*74.3%*	*71.3%*	*71.4%*	*77.8%*	*67.6%*	*69.5%*
%H (All HH)		*100.0%*	*43.6%*	*14.0%*	*68.7%*	*27.8%*	*40.9%*	*92.1%*
%H (TV HH)			*43.6%*	*14.0%*	*68.7%*	*27.8%*	*40.9%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5341	5136	2116	708	3471	1288	2182	4774
%H (All HH)		*96.2%*	*39.6%*	*13.3%*	*65.0%*	*24.1%*	*40.9%*	*89.4%*
%H (TV HH)			*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	
Has broadband internet	4774	4609	2012	673	3021	1225	1797	4774
%V	*89.4%*	*89.7%*	*95.1%*	*95.1%*	*87.0%*	*95.1%*	*82.4%*	*100.0%*
%H (All HH)		*96.5%*	*42.1%*	*14.1%*	*63.3%*	*25.7%*	*37.6%*	*100.0%*
%H (TV HH)			*43.7%*	*14.6%*	*65.5%*	*26.6%*	*39.0%*	
Number of computers (PCs and laptops)								
0	727	685	159	65	542	93	447	216
%V	*13.6%*	*13.3%*	*7.5%*	*9.2%*	*15.6%*	*7.2%*	*20.5%*	*4.5%*
%H (All HH)		*94.2%*	*21.9%*	*8.9%*	*74.6%*	*12.8%*	*61.5%*	*29.7%*
%H (TV HH)			*23.2%*	*9.5%*	*79.1%*	*13.6%*	*65.3%*	
1	1325	1264	468	156	880	270	610	1282
%V	*24.8%*	*24.6%*	*22.1%*	*22.0%*	*25.4%*	*21.0%*	*28.0%*	*26.9%*
%H (All HH)		*95.4%*	*35.3%*	*11.8%*	*66.4%*	*20.4%*	*46.0%*	*96.8%*
%H (TV HH)			*37.0%*	*12.3%*	*69.6%*	*21.4%*	*48.3%*	
2	1330	1286	526	181	859	319	540	1323
%V	*24.9%*	*25.0%*	*24.9%*	*25.6%*	*24.7%*	*24.8%*	*24.7%*	*27.7%*
%H (All HH)		*96.7%*	*39.5%*	*13.6%*	*64.6%*	*24.0%*	*40.6%*	*99.5%*
%H (TV HH)			*40.9%*	*14.1%*	*66.8%*	*24.8%*	*42.0%*	
3	864	840	400	133	543	259	284	860
%V	*16.2%*	*16.4%*	*18.9%*	*18.8%*	*15.6%*	*20.1%*	*13.0%*	*18.0%*
%H (All HH)		*97.2%*	*46.3%*	*15.4%*	*62.8%*	*30.0%*	*32.9%*	*99.5%*
%H (TV HH)			*47.6%*	*15.8%*	*64.6%*	*30.8%*	*33.8%*	
4	521	507	266	79	305	155	150	519
%V	*9.8%*	*9.9%*	*12.6%*	*11.2%*	*8.8%*	*12.0%*	*6.9%*	*10.9%*
%H (All HH)		*97.3%*	*51.1%*	*15.2%*	*58.5%*	*29.8%*	*28.8%*	*99.6%*
%H (TV HH)			*52.5%*	*15.6%*	*60.2%*	*30.6%*	*29.6%*	
5+	574	555	297	94	342	191	151	573
%V	*10.7%*	*10.8%*	*14.0%*	*13.3%*	*9.9%*	*14.8%*	*6.9%*	*12.0%*
%H (All HH)		*96.7%*	*51.7%*	*16.4%*	*59.6%*	*33.3%*	*26.3%*	*99.8%*
%H (TV HH)			*53.5%*	*16.9%*	*61.6%*	*34.4%*	*27.2%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.11: 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	10077	4717	1458	7087	3298	3790	9311
%H		*46.8%*	*14.5%*	*70.3%*	*32.7%*	*37.6%*	*92.4%*
Under 20"	837	365	98	699	320	379	738
%V	*8.3%*	*7.7%*	*6.7%*	*9.9%*	*9.7%*	*10.0%*	*7.9%*
%H		*43.6%*	*11.7%*	*83.5%*	*38.2%*	*45.3%*	*88.2%*
20" - 29"	1844	794	255	1451	660	792	1640
%V	*18.3%*	*16.8%*	*17.5%*	*20.5%*	*20.0%*	*20.9%*	*17.6%*
%H		*43.1%*	*13.8%*	*78.7%*	*35.8%*	*43.0%*	*88.9%*
30" - 39"	2913	1264	407	2075	874	1201	2671
%V	*28.9%*	*26.8%*	*27.9%*	*29.3%*	*26.5%*	*31.7%*	*28.7%*
%H		*43.4%*	*14.0%*	*71.2%*	*30.0%*	*41.2%*	*91.7%*
40" - 49"	2880	1466	453	1860	943	917	2731
%V	*28.6%*	*31.1%*	*31.1%*	*26.2%*	*28.6%*	*24.2%*	*29.3%*
%H		*50.9%*	*15.7%*	*64.6%*	*32.7%*	*31.8%*	*94.8%*
50" - 59"	918	536	146	558	338	220	904
%V	*9.1%*	*11.4%*	*10.0%*	*7.9%*	*10.2%*	*5.8%*	*9.7%*
%H		*58.4%*	*15.9%*	*60.8%*	*36.8%*	*24.0%*	*98.5%*
60"+	117	73	22	58	38	20	114
%V	*1.2%*	*1.5%*	*1.5%*	*0.8%*	*1.2%*	*0.5%*	*1.2%*
%H		*62.4%*	*18.8%*	*49.6%*	*32.5%*	*17.1%*	*97.4%*
Don't know	567	221	77	386	125	261	513
%V	*5.6%*	*4.7%*	*5.3%*	*5.4%*	*3.8%*	*6.9%*	*5.5%*
%H		*39.0%*	*13.6%*	*68.1%*	*22.0%*	*46.0%*	*90.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South East Macro

Set level data

Table 21.12: 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	10077	4717	1458	7087	3298	3790	9311
%H		*46.8%*	*14.5%*	*70.3%*	*32.7%*	*37.6%*	*92.4%*
Main living room	5109	2114	703	3457	1289	2168	4575
%V	*50.7%*	*44.8%*	*48.2%*	*48.8%*	*39.1%*	*57.2%*	*49.1%*
%H		*41.4%*	*13.8%*	*67.7%*	*25.2%*	*42.4%*	*89.5%*
Kitchen	578	270	77	479	240	239	535
%V	*5.7%*	*5.7%*	*5.3%*	*6.8%*	*7.3%*	*6.3%*	*5.7%*
%H		*46.7%*	*13.3%*	*82.9%*	*41.5%*	*41.3%*	*92.6%*
Adult's bedroom	2667	1381	409	1928	1047	880	2525
%V	*26.5%*	*29.3%*	*28.1%*	*27.2%*	*31.7%*	*23.2%*	*27.1%*
%H		*51.8%*	*15.3%*	*72.3%*	*39.3%*	*33.0%*	*94.7%*
Child's bedroom	520	306	85	335	212	122	518
%V	*5.2%*	*6.5%*	*5.8%*	*4.7%*	*6.4%*	*3.2%*	*5.6%*
%H		*58.8%*	*16.3%*	*64.4%*	*40.8%*	*23.5%*	*99.6%*
Other bedroom	366	207	68	274	180	94	353
%V	*3.6%*	*4.4%*	*4.7%*	*3.9%*	*5.5%*	*2.5%*	*3.8%*
%H		*56.6%*	*18.6%*	*74.9%*	*49.2%*	*25.7%*	*96.4%*
Second living/dining room	475	239	68	344	178	167	455
%V	*4.7%*	*5.1%*	*4.7%*	*4.9%*	*5.4%*	*4.4%*	*4.9%*
%H		*50.3%*	*14.3%*	*72.4%*	*37.5%*	*35.2%*	*95.8%*
Study/office	111	55	11	86	40	46	109
%V	*1.1%*	*1.2%*	*0.8%*	*1.2%*	*1.2%*	*1.2%*	*1.2%*
%H		*49.5%*	*9.9%*	*77.5%*	*36.0%*	*41.4%*	*98.2%*
TV room	43	29	3	29	17	12	43
%V	*0.4%*	*0.6%*	*0.2%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*67.4%*	*7.0%*	*67.4%*	*39.5%*	*27.9%*	*100.0%*
Conservatory	119	62	21	89	49	39	112
%V	*1.2%*	*1.3%*	*1.4%*	*1.3%*	*1.5%*	*1.0%*	*1.2%*
%H		*52.1%*	*17.6%*	*74.8%*	*41.2%*	*32.8%*	*94.1%*
Attic or loft room	10	6	1	9	7	3	10
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*60.0%*	*10.0%*	*90.0%*	*70.0%*	*30.0%*	*100.0%*
No specific location	6	5	0	3	2	1	5
%V	*0.1%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*
%H		*83.3%*	*0.0%*	*50.0%*	*33.3%*	*16.7%*	*83.3%*
Other	72	43	10	54	36	19	71
%V	*0.7%*	*0.9%*	*0.7%*	*0.8%*	*1.1%*	*0.5%*	*0.8%*
%H		*59.7%*	*13.9%*	*75.0%*	*50.0%*	*26.4%*	*98.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	10077	4717	1458	7087	3298	3790	9311
%H		*46.8%*	*14.5%*	*70.3%*	*32.7%*	*37.6%*	*92.4%*
PVR	4704	2925	937	2620	1715	906	4516
%V	*46.7%*	*62.0%*	*64.3%*	*37.0%*	*52.0%*	*23.9%*	*48.5%*
%H		*62.2%*	*19.9%*	*55.7%*	*36.5%*	*19.3%*	*96.0%*
DVDR	86	36	16	61	27	34	79
%V	*0.9%*	*0.8%*	*1.1%*	*0.9%*	*0.8%*	*0.9%*	*0.8%*
%H		*41.9%*	*18.6%*	*70.9%*	*31.4%*	*39.5%*	*91.9%*
VCR	39	16	5	31	15	16	28
%V	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.5%*	*0.4%*	*0.3%*
%H		*41.0%*	*12.8%*	*79.5%*	*38.5%*	*41.0%*	*71.8%*
Any recorder	4756	2942	940	2666	1730	936	4557
%V	*47.2%*	*62.4%*	*64.5%*	*37.6%*	*52.5%*	*24.7%*	*48.9%*
%H		*61.9%*	*19.8%*	*56.1%*	*36.4%*	*19.7%*	*95.8%*

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

Set level data

Table 21.14: 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	10077	4717	1458	7087	3298	3790	9311
%H		*46.8%*	*14.5%*	*70.3%*	*32.7%*	*37.6%*	*92.4%*
Receives HDTV (via STB or built-in reception)	6114	3150	983	4196	2140	2056	5830
%V	*60.7%*	*66.8%*	*67.4%*	*59.2%*	*64.9%*	*54.2%*	*62.6%*
%H		*51.5%*	*16.1%*	*68.6%*	*35.0%*	*33.6%*	*95.4%*
DVD/Blu-ray player or recorder	5090	2394	762	3536	1653	1883	4757
%V	*50.5%*	*50.8%*	*52.3%*	*49.9%*	*50.1%*	*49.7%*	*51.1%*
%H		*47.0%*	*15.0%*	*69.5%*	*32.5%*	*37.0%*	*93.5%*

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South East Macro

Set level data

Table 21.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5133	2116	708	3470	1288	2181	4606
%H		*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	*89.7%*
Under 20"	62	9	4	51	5	46	42
%V	*1.2%*	*0.4%*	*0.6%*	*1.5%*	*0.4%*	*2.1%*	*0.9%*
%H		*14.5%*	*6.5%*	*82.3%*	*8.1%*	*74.2%*	*67.7%*
20" - 29"	443	90	50	349	53	296	325
%V	*8.6%*	*4.3%*	*7.1%*	*10.1%*	*4.1%*	*13.6%*	*7.1%*
%H		*20.3%*	*11.3%*	*78.8%*	*12.0%*	*66.8%*	*73.4%*
30" - 39"	1403	453	186	1024	293	731	1205
%V	*27.3%*	*21.4%*	*26.3%*	*29.5%*	*22.7%*	*33.5%*	*26.2%*
%H		*32.3%*	*13.3%*	*73.0%*	*20.9%*	*52.1%*	*85.9%*
40" - 49"	2090	990	315	1354	615	739	1956
%V	*40.7%*	*46.8%*	*44.5%*	*39.0%*	*47.7%*	*33.9%*	*42.5%*
%H		*47.4%*	*15.1%*	*64.8%*	*29.4%*	*35.4%*	*93.6%*
50" - 59"	741	424	104	447	257	190	728
%V	*14.4%*	*20.0%*	*14.7%*	*12.9%*	*20.0%*	*8.7%*	*15.8%*
%H		*57.2%*	*14.0%*	*60.3%*	*34.7%*	*25.6%*	*98.2%*
60"+	99	60	17	49	31	18	97
%V	*1.9%*	*2.8%*	*2.4%*	*1.4%*	*2.4%*	*0.8%*	*2.1%*
%H		*60.6%*	*17.2%*	*49.5%*	*31.3%*	*18.2%*	*98.0%*
Don't know	296	90	33	197	34	163	254
%V	*5.8%*	*4.3%*	*4.7%*	*5.7%*	*2.6%*	*7.5%*	*5.5%*
%H		*30.4%*	*11.1%*	*66.6%*	*11.5%*	*55.1%*	*85.8%*

%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 21.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5133	2116	708	3470	1288	2181	4606
%H		*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	*89.7%*
PVR	3268	1867	661	1923	1149	774	3105
%V	*63.7%*	*88.2%*	*93.4%*	*55.4%*	*89.2%*	*35.5%*	*67.4%*
%H		*57.1%*	*20.2%*	*58.8%*	*35.2%*	*23.7%*	*95.0%*
DVDR	73	28	14	54	23	31	66
%V	*1.4%*	*1.3%*	*2.0%*	*1.6%*	*1.8%*	*1.4%*	*1.4%*
%H		*38.4%*	*19.2%*	*74.0%*	*31.5%*	*42.5%*	*90.4%*
VCR	30	10	4	24	9	15	20
%V	*0.6%*	*0.5%*	*0.6%*	*0.7%*	*0.7%*	*0.7%*	*0.4%*
%H		*33.3%*	*13.3%*	*80.0%*	*30.0%*	*50.0%*	*66.7%*
Any recorder	3305	1875	663	1957	1157	800	3131
%V	*64.4%*	*88.6%*	*93.6%*	*56.4%*	*89.8%*	*36.7%*	*68.0%*
%H		*56.7%*	*20.1%*	*59.2%*	*35.0%*	*24.2%*	*94.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5133	2116	708	3470	1288	2181	4606
%H		*41.2%*	*13.8%*	*67.6%*	*25.1%*	*42.5%*	*89.7%*
Receives HDTV (via STB or built-in reception)	3778	1777	624	2540	1126	1414	3552
%V	*73.6%*	*84.0%*	*88.1%*	*73.2%*	*87.4%*	*64.8%*	*77.1%*
%H		*47.0%*	*16.5%*	*67.2%*	*29.8%*	*37.4%*	*94.0%*
DVD/Blu-ray player or recorder	3226	1381	447	2220	869	1351	2954
%V	*62.8%*	*65.3%*	*63.1%*	*64.0%*	*67.5%*	*61.9%*	*64.1%*
%H		*42.8%*	*13.9%*	*68.8%*	*26.9%*	*41.9%*	*91.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	4943	2601	749	3618	2009	1608	4705
%H		*52.6%*	*15.2%*	*73.2%*	*40.6%*	*32.5%*	*95.2%*
Under 20"	775	356	94	648	315	334	696
%V	*15.7%*	*13.7%*	*12.6%*	*17.9%*	*15.7%*	*20.8%*	*14.8%*
%H		*45.9%*	*12.1%*	*83.6%*	*40.6%*	*43.1%*	*89.8%*
20" - 29"	1401	704	205	1103	607	496	1316
%V	*28.3%*	*27.1%*	*27.4%*	*30.5%*	*30.2%*	*30.8%*	*28.0%*
%H		*50.2%*	*14.6%*	*78.7%*	*43.3%*	*35.4%*	*93.9%*
30" - 39"	1511	810	220	1051	581	470	1466
%V	*30.6%*	*31.1%*	*29.4%*	*29.0%*	*28.9%*	*29.2%*	*31.2%*
%H		*53.6%*	*14.6%*	*69.6%*	*38.5%*	*31.1%*	*97.0%*
40" - 49"	790	475	139	506	328	178	776
%V	*16.0%*	*18.3%*	*18.6%*	*14.0%*	*16.3%*	*11.1%*	*16.5%*
%H		*60.1%*	*17.6%*	*64.1%*	*41.5%*	*22.5%*	*98.2%*
50" - 59"	177	111	42	110	81	29	175
%V	*3.6%*	*4.3%*	*5.6%*	*3.0%*	*4.0%*	*1.8%*	*3.7%*
%H		*62.7%*	*23.7%*	*62.1%*	*45.8%*	*16.4%*	*98.9%*
60"+	18	13	5	9	7	3	17
%V	*0.4%*	*0.5%*	*0.7%*	*0.2%*	*0.3%*	*0.2%*	*0.4%*
%H		*72.2%*	*27.8%*	*50.0%*	*38.9%*	*16.7%*	*94.4%*
Don't know	271	131	44	190	91	98	259
%V	*5.5%*	*5.0%*	*5.9%*	*5.3%*	*4.5%*	*6.1%*	*5.5%*
%H		*48.3%*	*16.2%*	*70.1%*	*33.6%*	*36.2%*	*95.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.19: 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	4943	2601	749	3618	2009	1608	4705
%H		*52.6%*	*15.2%*	*73.2%*	*40.6%*	*32.5%*	*95.2%*
PVR	1436	1057	276	698	566	132	1412
%V	*29.1%*	*40.6%*	*36.8%*	*19.3%*	*28.2%*	*8.2%*	*30.0%*
%H		*73.6%*	*19.2%*	*48.6%*	*39.4%*	*9.2%*	*98.3%*
DVDR	13	7	2	7	4	3	13
%V	*0.3%*	*0.3%*	*0.3%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*
%H		*53.8%*	*15.4%*	*53.8%*	*30.8%*	*23.1%*	*100.0%*
VCR	9	7	1	7	5	1	8
%V	*0.2%*	*0.3%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*77.8%*	*11.1%*	*77.8%*	*55.6%*	*11.1%*	*88.9%*
Any recorder	1451	1067	277	709	573	136	1426
%V	*29.4%*	*41.0%*	*37.0%*	*19.6%*	*28.5%*	*8.5%*	*30.3%*
%H		*73.5%*	*19.1%*	*48.9%*	*39.5%*	*9.4%*	*98.3%*

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

Set level data

Table 21.20: 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	4943	2601	749	3618	2009	1608	4705
%H		*52.6%*	*15.2%*	*73.2%*	*40.6%*	*32.5%*	*95.2%*
Receives HDTV (via STB or built-in reception)	2336	1373	358	1656	1013	642	2279
%V	*47.3%*	*52.8%*	*47.8%*	*45.8%*	*50.4%*	*39.9%*	*48.4%*
%H		*58.8%*	*15.3%*	*70.9%*	*43.4%*	*27.5%*	*97.6%*
DVD/Blu-ray player or recorder	1864	1013	315	1316	783	533	1803
%V	*37.7%*	*38.9%*	*42.1%*	*36.4%*	*39.0%*	*33.1%*	*38.3%*
%H		*54.3%*	*16.9%*	*70.6%*	*42.0%*	*28.6%*	*96.7%*

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

Table 21.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	12344	11927	5380	1815	7633	3244	4389	11618
%H		*96.6%*	*43.6%*	*14.7%*	*61.8%*	*26.3%*	*35.6%*	*94.1%*
Total Children	2315	2274	1113	377	1302	612	691	2300
%V	*18.8%*	*19.1%*	*20.7%*	*20.8%*	*17.1%*	*18.9%*	*15.7%*	*19.8%*
%H		*98.2%*	*48.1%*	*16.3%*	*56.2%*	*26.4%*	*29.8%*	*99.4%*
0 - 3	541	527	259	77	287	131	156	537
%V	*4.4%*	*4.4%*	*4.8%*	*4.2%*	*3.8%*	*4.0%*	*3.6%*	*4.6%*
%H		*97.4%*	*47.9%*	*14.2%*	*53.0%*	*24.2%*	*28.8%*	*99.3%*
4 - 15	1774	1746	855	299	1015	481	535	1763
%V	*14.4%*	*14.6%*	*15.9%*	*16.5%*	*13.3%*	*14.8%*	*12.2%*	*15.2%*
%H		*98.4%*	*48.2%*	*16.9%*	*57.2%*	*27.1%*	*30.2%*	*99.4%*
4 - 9	915	899	446	143	502	231	271	909
%V	*7.4%*	*7.5%*	*8.3%*	*7.9%*	*6.6%*	*7.1%*	*6.2%*	*7.8%*
%H		*98.3%*	*48.7%*	*15.6%*	*54.9%*	*25.2%*	*29.6%*	*99.3%*
10 - 15	859	847	409	156	513	250	263	854
%V	*7.0%*	*7.1%*	*7.6%*	*8.6%*	*6.7%*	*7.7%*	*6.0%*	*7.4%*
%H		*98.6%*	*47.6%*	*18.2%*	*59.7%*	*29.1%*	*30.6%*	*99.4%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV South East Macro

Individual level data

Table 21.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	12344	11927	5380	1815	7633	3244	4389	11618
%H		*96.6%*	*43.6%*	*14.7%*	*61.8%*	*26.3%*	*35.6%*	*94.1%*
Total Adults (16+)	10029	9653	4266	1438	6331	2632	3698	9318
%V	*81.2%*	*80.9%*	*79.3%*	*79.2%*	*82.9%*	*81.1%*	*84.3%*	*80.2%*
%H		*96.3%*	*42.5%*	*14.3%*	*63.1%*	*26.2%*	*36.9%*	*92.9%*
16 - 19	484	466	225	91	279	141	138	482
%V	*3.9%*	*3.9%*	*4.2%*	*5.0%*	*3.7%*	*4.3%*	*3.1%*	*4.1%*
%H		*96.3%*	*46.5%*	*18.8%*	*57.6%*	*29.1%*	*28.5%*	*99.6%*
20 - 24	716	632	292	117	357	185	172	707
%V	*5.8%*	*5.3%*	*5.4%*	*6.4%*	*4.7%*	*5.7%*	*3.9%*	*6.1%*
%H		*88.3%*	*40.8%*	*16.3%*	*49.9%*	*25.8%*	*24.0%*	*98.7%*
25 - 34	1510	1401	583	223	789	317	472	1483
%V	*12.2%*	*11.7%*	*10.8%*	*12.3%*	*10.3%*	*9.8%*	*10.8%*	*12.8%*
%H		*92.8%*	*38.6%*	*14.8%*	*52.3%*	*21.0%*	*31.3%*	*98.2%*
35 - 44	1520	1452	704	221	835	364	471	1489
%V	*12.3%*	*12.2%*	*13.1%*	*12.2%*	*10.9%*	*11.2%*	*10.7%*	*12.8%*
%H		*95.5%*	*46.3%*	*14.5%*	*54.9%*	*23.9%*	*31.0%*	*98.0%*
45 - 54	1730	1700	838	307	1071	526	545	1688
%V	*14.0%*	*14.3%*	*15.6%*	*16.9%*	*14.0%*	*16.2%*	*12.4%*	*14.5%*
%H		*98.3%*	*48.4%*	*17.7%*	*61.9%*	*30.4%*	*31.5%*	*97.6%*
55 - 64	1548	1518	711	225	1047	467	579	1482
%V	*12.5%*	*12.7%*	*13.2%*	*12.4%*	*13.7%*	*14.4%*	*13.2%*	*12.8%*
%H		*98.1%*	*45.9%*	*14.5%*	*67.6%*	*30.2%*	*37.4%*	*95.7%*
65+	2519	2484	912	254	1952	631	1322	1988
%V	*20.4%*	*20.8%*	*17.0%*	*14.0%*	*25.6%*	*19.5%*	*30.1%*	*17.1%*
%H		*98.6%*	*36.2%*	*10.1%*	*77.5%*	*25.0%*	*52.5%*	*78.9%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	10029	9653	4266	1438	6331	2632	3698	9318
%H		*96.3%*	*42.5%*	*14.3%*	*63.1%*	*26.2%*	*36.9%*	*92.9%*
AB	3007	2924	1311	432	1912	797	1114	2931
%V	*30.0%*	*30.3%*	*30.7%*	*30.0%*	*30.2%*	*30.3%*	*30.1%*	*31.5%*
%H		*97.2%*	*43.6%*	*14.4%*	*63.6%*	*26.5%*	*37.0%*	*97.5%*
C1	3192	3029	1366	437	1986	836	1149	3001
%V	*31.8%*	*31.4%*	*32.0%*	*30.4%*	*31.4%*	*31.8%*	*31.1%*	*32.2%*
%H		*94.9%*	*42.8%*	*13.7%*	*62.2%*	*26.2%*	*36.0%*	*94.0%*
C2	2116	2067	937	371	1337	625	712	1974
%V	*21.1%*	*21.4%*	*22.0%*	*25.8%*	*21.1%*	*23.7%*	*19.3%*	*21.2%*
%H		*97.7%*	*44.3%*	*17.5%*	*63.2%*	*29.5%*	*33.6%*	*93.3%*
D	1152	1095	464	144	701	263	437	1016
%V	*11.5%*	*11.3%*	*10.9%*	*10.0%*	*11.1%*	*10.0%*	*11.8%*	*10.9%*
%H		*95.1%*	*40.3%*	*12.5%*	*60.9%*	*22.8%*	*37.9%*	*88.2%*
E	562	538	189	53	395	110	285	396
%V	*5.6%*	*5.6%*	*4.4%*	*3.7%*	*6.2%*	*4.2%*	*7.7%*	*4.2%*
%H		*95.7%*	*33.6%*	*9.4%*	*70.3%*	*19.6%*	*50.7%*	*70.5%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	10029	9653	4266	1438	6331	2632	3698	9318
%H		*96.3%*	*42.5%*	*14.3%*	*63.1%*	*26.2%*	*36.9%*	*92.9%*
Working full time	4750	4579	2176	787	2751	1293	1458	4667
%V	*47.4%*	*47.4%*	*51.0%*	*54.7%*	*43.5%*	*49.1%*	*39.4%*	*50.1%*
%H		*96.4%*	*45.8%*	*16.6%*	*57.9%*	*27.2%*	*30.7%*	*98.3%*
Working part time	1157	1131	535	169	733	328	405	1130
%V	*11.5%*	*11.7%*	*12.5%*	*11.8%*	*11.6%*	*12.5%*	*11.0%*	*12.1%*
%H		*97.8%*	*46.2%*	*14.6%*	*63.4%*	*28.3%*	*35.0%*	*97.7%*
Not working	4122	3943	1556	482	2847	1012	1835	3522
%V	*41.1%*	*40.8%*	*36.5%*	*33.5%*	*45.0%*	*38.4%*	*49.6%*	*37.8%*
%H		*95.7%*	*37.7%*	*11.7%*	*69.1%*	*24.6%*	*44.5%*	*85.4%*
Houseperson	5341	5136	2116	708	3471	1288	2182	4774
%V	*53.3%*	*53.2%*	*49.6%*	*49.2%*	*54.8%*	*48.9%*	*59.0%*	*51.2%*
%H		*96.2%*	*39.6%*	*13.3%*	*65.0%*	*24.1%*	*40.9%*	*89.4%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4893	4672	2105	713	3034	1326	1708	4585
%H		*95.5%*	*43.0%*	*14.6%*	*62.0%*	*27.1%*	*34.9%*	*93.7%*
16 - 19	248	237	111	49	147	77	69	248
%V	*5.1%*	*5.1%*	*5.3%*	*6.9%*	*4.8%*	*5.8%*	*4.0%*	*5.4%*
%H		*95.6%*	*44.8%*	*19.8%*	*59.3%*	*31.0%*	*27.8%*	*100.0%*
20 - 24	365	313	147	62	180	102	78	363
%V	*7.5%*	*6.7%*	*7.0%*	*8.7%*	*5.9%*	*7.7%*	*4.6%*	*7.9%*
%H		*85.8%*	*40.3%*	*17.0%*	*49.3%*	*27.9%*	*21.4%*	*99.5%*
25 - 34	766	699	290	111	395	168	227	747
%V	*15.7%*	*15.0%*	*13.8%*	*15.6%*	*13.0%*	*12.7%*	*13.3%*	*16.3%*
%H		*91.3%*	*37.9%*	*14.5%*	*51.6%*	*21.9%*	*29.6%*	*97.5%*
35 - 44	744	704	336	101	400	167	234	726
%V	*15.2%*	*15.1%*	*16.0%*	*14.2%*	*13.2%*	*12.6%*	*13.7%*	*15.8%*
%H		*94.6%*	*45.2%*	*13.6%*	*53.8%*	*22.4%*	*31.5%*	*97.6%*
45 - 54	844	828	417	154	516	264	251	818
%V	*17.2%*	*17.7%*	*19.8%*	*21.6%*	*17.0%*	*19.9%*	*14.7%*	*17.8%*
%H		*98.1%*	*49.4%*	*18.2%*	*61.1%*	*31.3%*	*29.7%*	*96.9%*
55 - 64	764	747	346	114	516	235	281	724
%V	*15.6%*	*16.0%*	*16.4%*	*16.0%*	*17.0%*	*17.7%*	*16.5%*	*15.8%*
%H		*97.8%*	*45.3%*	*14.9%*	*67.5%*	*30.8%*	*36.8%*	*94.8%*
65+	1162	1143	458	121	881	314	567	960
%V	*23.7%*	*24.5%*	*21.8%*	*17.0%*	*29.0%*	*23.7%*	*33.2%*	*20.9%*
%H		*98.4%*	*39.4%*	*10.4%*	*75.8%*	*27.0%*	*48.8%*	*82.6%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4893	4672	2105	713	3034	1326	1708	4585
%H		*95.5%*	*43.0%*	*14.6%*	*62.0%*	*27.1%*	*34.9%*	*93.7%*
AB	1512	1468	662	216	969	416	553	1479
%V	*30.9%*	*31.4%*	*31.4%*	*30.3%*	*31.9%*	*31.4%*	*32.4%*	*32.3%*
%H		*97.1%*	*43.8%*	*14.3%*	*64.1%*	*27.5%*	*36.6%*	*97.8%*
C1	1458	1364	646	204	868	399	469	1395
%V	*29.8%*	*29.2%*	*30.7%*	*28.6%*	*28.6%*	*30.1%*	*27.5%*	*30.4%*
%H		*93.6%*	*44.3%*	*14.0%*	*59.5%*	*27.4%*	*32.2%*	*95.7%*
C2	1147	1112	500	204	718	343	375	1057
%V	*23.4%*	*23.8%*	*23.8%*	*28.6%*	*23.7%*	*25.9%*	*22.0%*	*23.1%*
%H		*96.9%*	*43.6%*	*17.8%*	*62.6%*	*29.9%*	*32.7%*	*92.2%*
D	552	523	221	72	326	124	202	496
%V	*11.3%*	*11.2%*	*10.5%*	*10.1%*	*10.7%*	*9.4%*	*11.8%*	*10.8%*
%H		*94.7%*	*40.0%*	*13.0%*	*59.1%*	*22.5%*	*36.6%*	*89.9%*
E	224	205	77	17	154	44	110	157
%V	*4.6%*	*4.4%*	*3.7%*	*2.4%*	*5.1%*	*3.3%*	*6.4%*	*3.4%*
%H		*91.5%*	*34.4%*	*7.6%*	*68.8%*	*19.6%*	*49.1%*	*70.1%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	4893	4672	2105	713	3034	1326	1708	4585
%H		*95.5%*	*43.0%*	*14.6%*	*62.0%*	*27.1%*	*34.9%*	*93.7%*
Working full time	2921	2814	1351	482	1706	826	880	2859
%V	*59.7%*	*60.2%*	*64.2%*	*67.6%*	*56.2%*	*62.3%*	*51.5%*	*62.4%*
%H		*96.3%*	*46.3%*	*16.5%*	*58.4%*	*28.3%*	*30.1%*	*97.9%*
Working part time	253	242	109	34	159	70	90	241
%V	*5.2%*	*5.2%*	*5.2%*	*4.8%*	*5.2%*	*5.3%*	*5.3%*	*5.3%*
%H		*95.7%*	*43.1%*	*13.4%*	*62.8%*	*27.7%*	*35.6%*	*95.3%*
Not working	1720	1616	645	196	1170	431	739	1484
%V	*35.2%*	*34.6%*	*30.6%*	*27.5%*	*38.6%*	*32.5%*	*43.3%*	*32.4%*
%H		*94.0%*	*37.5%*	*11.4%*	*68.0%*	*25.1%*	*43.0%*	*86.3%*
Houseperson	1098	1008	358	132	708	233	475	913
%V	*22.4%*	*21.6%*	*17.0%*	*18.5%*	*23.3%*	*17.6%*	*27.8%*	*19.9%*
%H		*91.8%*	*32.6%*	*12.0%*	*64.5%*	*21.2%*	*43.3%*	*83.2%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5135	4981	2161	725	3296	1306	1990	4734
%H		*97.0%*	*42.1%*	*14.1%*	*64.2%*	*25.4%*	*38.8%*	*92.2%*
16 - 19	236	229	114	43	133	64	69	234
%V	*4.6%*	*4.6%*	*5.3%*	*5.9%*	*4.0%*	*4.9%*	*3.5%*	*4.9%*
%H		*97.0%*	*48.3%*	*18.2%*	*56.4%*	*27.1%*	*29.2%*	*99.2%*
20 - 24	351	319	146	54	177	83	93	345
%V	*6.8%*	*6.4%*	*6.8%*	*7.4%*	*5.4%*	*6.4%*	*4.7%*	*7.3%*
%H		*90.9%*	*41.6%*	*15.4%*	*50.4%*	*23.6%*	*26.5%*	*98.3%*
25 - 34	744	702	293	111	394	150	245	735
%V	*14.5%*	*14.1%*	*13.6%*	*15.3%*	*12.0%*	*11.5%*	*12.3%*	*15.5%*
%H		*94.4%*	*39.4%*	*14.9%*	*53.0%*	*20.2%*	*32.9%*	*98.8%*
35 - 44	776	748	368	120	435	198	237	764
%V	*15.1%*	*15.0%*	*17.0%*	*16.6%*	*13.2%*	*15.2%*	*11.9%*	*16.1%*
%H		*96.4%*	*47.4%*	*15.5%*	*56.1%*	*25.5%*	*30.5%*	*98.5%*
45 - 54	887	871	421	153	556	262	294	870
%V	*17.3%*	*17.5%*	*19.5%*	*21.1%*	*16.9%*	*20.1%*	*14.8%*	*18.4%*
%H		*98.2%*	*47.5%*	*17.2%*	*62.7%*	*29.5%*	*33.1%*	*98.1%*
55 - 64	785	771	365	111	531	233	298	758
%V	*15.3%*	*15.5%*	*16.9%*	*15.3%*	*16.1%*	*17.8%*	*15.0%*	*16.0%*
%H		*98.2%*	*46.5%*	*14.1%*	*67.6%*	*29.7%*	*38.0%*	*96.6%*
65+	1357	1341	454	133	1071	317	754	1028
%V	*26.4%*	*26.9%*	*21.0%*	*18.3%*	*32.5%*	*24.3%*	*37.9%*	*21.7%*
%H		*98.8%*	*33.5%*	*9.8%*	*78.9%*	*23.4%*	*55.6%*	*75.8%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5135	4981	2161	725	3296	1306	1990	4734
%H		*97.0%*	*42.1%*	*14.1%*	*64.2%*	*25.4%*	*38.8%*	*92.2%*
AB	1495	1457	649	216	942	381	561	1452
%V	*29.1%*	*29.3%*	*30.0%*	*29.8%*	*28.6%*	*29.2%*	*28.2%*	*30.7%*
%H		*97.5%*	*43.4%*	*14.4%*	*63.0%*	*25.5%*	*37.5%*	*97.1%*
C1	1733	1665	720	233	1117	437	681	1606
%V	*33.7%*	*33.4%*	*33.3%*	*32.1%*	*33.9%*	*33.5%*	*34.2%*	*33.9%*
%H		*96.1%*	*41.5%*	*13.4%*	*64.5%*	*25.2%*	*39.3%*	*92.7%*
C2	969	955	437	168	620	282	337	917
%V	*18.9%*	*19.2%*	*20.2%*	*23.2%*	*18.8%*	*21.6%*	*16.9%*	*19.4%*
%H		*98.6%*	*45.1%*	*17.3%*	*64.0%*	*29.1%*	*34.8%*	*94.6%*
D	600	572	243	72	375	140	235	520
%V	*11.7%*	*11.5%*	*11.2%*	*9.9%*	*11.4%*	*10.7%*	*11.8%*	*11.0%*
%H		*95.3%*	*40.5%*	*12.0%*	*62.5%*	*23.3%*	*39.2%*	*86.7%*
E	338	333	112	37	242	66	176	238
%V	*6.6%*	*6.7%*	*5.2%*	*5.1%*	*7.3%*	*5.1%*	*8.8%*	*5.0%*
%H		*98.5%*	*33.1%*	*10.9%*	*71.6%*	*19.5%*	*52.1%*	*70.4%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5135	4981	2161	725	3296	1306	1990	4734
%H		*97.0%*	*42.1%*	*14.1%*	*64.2%*	*25.4%*	*38.8%*	*92.2%*
Working full time	1829	1765	825	305	1046	467	579	1807
%V	*35.6%*	*35.4%*	*38.2%*	*42.1%*	*31.7%*	*35.8%*	*29.1%*	*38.2%*
%H		*96.5%*	*45.1%*	*16.7%*	*57.2%*	*25.5%*	*31.7%*	*98.8%*
Working part time	904	888	425	135	573	258	315	888
%V	*17.6%*	*17.8%*	*19.7%*	*18.6%*	*17.4%*	*19.8%*	*15.8%*	*18.8%*
%H		*98.2%*	*47.0%*	*14.9%*	*63.4%*	*28.5%*	*34.8%*	*98.2%*
Not working	2402	2328	911	286	1677	581	1096	2038
%V	*46.8%*	*46.7%*	*42.2%*	*39.4%*	*50.9%*	*44.5%*	*55.1%*	*43.1%*
%H		*96.9%*	*37.9%*	*11.9%*	*69.8%*	*24.2%*	*45.6%*	*84.8%*
Houseperson	4243	4128	1758	576	2762	1056	1707	3861
%V	*82.6%*	*82.9%*	*81.4%*	*79.4%*	*83.8%*	*80.9%*	*85.8%*	*81.6%*
%H		*97.3%*	*41.4%*	*13.6%*	*65.1%*	*24.9%*	*40.2%*	*91.0%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 22.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7444	7187	2704	1027	5212	1917	3295	6227
%H (All HH)		*96.5%*	*36.3%*	*13.8%*	*70.0%*	*25.8%*	*44.3%*	*83.7%*
%H (TV HH)			*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	
AB	1508	1470	648	202	1059	462	597	1452
%V	*20.3%*	*20.5%*	*24.0%*	*19.7%*	*20.3%*	*24.1%*	*18.1%*	*23.3%*
%H (All HH)		*97.5%*	*43.0%*	*13.4%*	*70.2%*	*30.6%*	*39.6%*	*96.3%*
%H (TV HH)			*44.1%*	*13.7%*	*72.0%*	*31.4%*	*40.6%*	
C1	1999	1921	732	292	1380	535	844	1797
%V	*26.9%*	*26.7%*	*27.1%*	*28.4%*	*26.5%*	*27.9%*	*25.6%*	*28.9%*
%H (All HH)		*96.1%*	*36.6%*	*14.6%*	*69.0%*	*26.8%*	*42.2%*	*89.9%*
%H (TV HH)			*38.1%*	*15.2%*	*71.8%*	*27.9%*	*43.9%*	
C2	1601	1570	633	245	1144	470	674	1366
%V	*21.5%*	*21.8%*	*23.4%*	*23.9%*	*21.9%*	*24.5%*	*20.5%*	*21.9%*
%H (All HH)		*98.1%*	*39.5%*	*15.3%*	*71.5%*	*29.4%*	*42.1%*	*85.3%*
%H (TV HH)			*40.3%*	*15.6%*	*72.9%*	*29.9%*	*42.9%*	
D	1248	1194	431	166	839	287	552	985
%V	*16.8%*	*16.6%*	*15.9%*	*16.2%*	*16.1%*	*15.0%*	*16.8%*	*15.8%*
%H (All HH)		*95.7%*	*34.5%*	*13.3%*	*67.2%*	*23.0%*	*44.2%*	*78.9%*
%H (TV HH)			*36.1%*	*13.9%*	*70.3%*	*24.0%*	*46.2%*	
E	1088	1033	260	123	790	163	628	627
%V	*14.6%*	*14.4%*	*9.6%*	*12.0%*	*15.2%*	*8.5%*	*19.1%*	*10.1%*
%H (All HH)		*94.9%*	*23.9%*	*11.3%*	*72.6%*	*15.0%*	*57.7%*	*57.6%*
%H (TV HH)			*25.2%*	*11.9%*	*76.5%*	*15.8%*	*60.8%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.2: 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	7444	7187	2704	1027	5212	1917	3295	6227
%H (All HH)		*96.5%*	*36.3%*	*13.8%*	*70.0%*	*25.8%*	*44.3%*	*83.7%*
%H (TV HH)			*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	
Under 25	325	281	64	27	192	43	149	309
%V	*4.4%*	*3.9%*	*2.4%*	*2.6%*	*3.7%*	*2.2%*	*4.5%*	*5.0%*
%H (All HH)		*86.5%*	*19.7%*	*8.3%*	*59.1%*	*13.2%*	*45.8%*	*95.1%*
%H (TV HH)			*22.8%*	*9.6%*	*68.3%*	*15.3%*	*53.0%*	
25 - 34	1116	1040	437	143	621	243	378	1070
%V	*15.0%*	*14.5%*	*16.2%*	*13.9%*	*11.9%*	*12.7%*	*11.5%*	*17.2%*
%H (All HH)		*93.2%*	*39.2%*	*12.8%*	*55.6%*	*21.8%*	*33.9%*	*95.9%*
%H (TV HH)			*42.0%*	*13.8%*	*59.7%*	*23.4%*	*36.3%*	
35 - 44	1121	1071	502	179	676	319	357	1077
%V	*15.1%*	*14.9%*	*18.6%*	*17.4%*	*13.0%*	*16.6%*	*10.8%*	*17.3%*
%H (All HH)		*95.5%*	*44.8%*	*16.0%*	*60.3%*	*28.5%*	*31.8%*	*96.1%*
%H (TV HH)			*46.9%*	*16.7%*	*63.1%*	*29.8%*	*33.3%*	
45 - 54	1401	1358	599	226	978	446	532	1314
%V	*18.8%*	*18.9%*	*22.2%*	*22.0%*	*18.8%*	*23.3%*	*16.1%*	*21.1%*
%H (All HH)		*96.9%*	*42.8%*	*16.1%*	*69.8%*	*31.8%*	*38.0%*	*93.8%*
%H (TV HH)			*44.1%*	*16.6%*	*72.0%*	*32.8%*	*39.2%*	
55 - 64	1325	1302	506	209	972	387	585	1175
%V	*17.8%*	*18.1%*	*18.7%*	*20.4%*	*18.6%*	*20.2%*	*17.8%*	*18.9%*
%H (All HH)		*98.3%*	*38.2%*	*15.8%*	*73.4%*	*29.2%*	*44.2%*	*88.7%*
%H (TV HH)			*38.9%*	*16.1%*	*74.7%*	*29.7%*	*44.9%*	
65 +	2155	2135	597	243	1773	479	1294	1282
%V	*28.9%*	*29.7%*	*22.1%*	*23.7%*	*34.0%*	*25.0%*	*39.3%*	*20.6%*
%H (All HH)		*99.1%*	*27.7%*	*11.3%*	*82.3%*	*22.2%*	*60.0%*	*59.5%*
%H (TV HH)			*28.0%*	*11.4%*	*83.0%*	*22.4%*	*60.6%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.3: 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	7444	7187	2704	1027	5212	1917	3295	6227
%H (All HH)		*96.5%*	*36.3%*	*13.8%*	*70.0%*	*25.8%*	*44.3%*	*83.7%*
%H (TV HH)			*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	
1	2374	2244	563	233	1763	370	1393	1487
%V	*31.9%*	*31.2%*	*20.8%*	*22.7%*	*33.8%*	*19.3%*	*42.3%*	*23.9%*
%H (All HH)		*94.5%*	*23.7%*	*9.8%*	*74.3%*	*15.6%*	*58.7%*	*62.6%*
%H (TV HH)			*25.1%*	*10.4%*	*78.6%*	*16.5%*	*62.1%*	
2	2696	2633	1032	397	1935	785	1150	2412
%V	*36.2%*	*36.6%*	*38.2%*	*38.7%*	*37.1%*	*40.9%*	*34.9%*	*38.7%*
%H (All HH)		*97.7%*	*38.3%*	*14.7%*	*71.8%*	*29.1%*	*42.7%*	*89.5%*
%H (TV HH)			*39.2%*	*15.1%*	*73.5%*	*29.8%*	*43.7%*	
3	1068	1043	471	176	702	330	371	1038
%V	*14.3%*	*14.5%*	*17.4%*	*17.1%*	*13.5%*	*17.2%*	*11.3%*	*16.7%*
%H (All HH)		*97.7%*	*44.1%*	*16.5%*	*65.7%*	*30.9%*	*34.7%*	*97.2%*
%H (TV HH)			*45.2%*	*16.9%*	*67.3%*	*31.6%*	*35.6%*	
4	881	861	433	145	570	304	266	870
%V	*11.8%*	*12.0%*	*16.0%*	*14.1%*	*10.9%*	*15.9%*	*8.1%*	*14.0%*
%H (All HH)		*97.7%*	*49.1%*	*16.5%*	*64.7%*	*34.5%*	*30.2%*	*98.8%*
%H (TV HH)			*50.3%*	*16.8%*	*66.2%*	*35.3%*	*30.9%*	
5+	425	405	204	76	241	127	114	420
%V	*5.7%*	*5.6%*	*7.5%*	*7.4%*	*4.6%*	*6.6%*	*3.5%*	*6.7%*
%H (All HH)		*95.3%*	*48.0%*	*17.9%*	*56.7%*	*29.9%*	*26.8%*	*98.8%*
%H (TV HH)			*50.4%*	*18.8%*	*59.5%*	*31.4%*	*28.1%*	
Average HH size	2.26	2.27	2.54	2.48	2.18	2.52	1.97	2.44

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7444	7187	2704	1027	5212	1917	3295	6227
%H (All HH)		*96.5%*	*36.3%*	*13.8%*	*70.0%*	*25.8%*	*44.3%*	*83.7%*
%H (TV HH)			*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	
Without	5640	5423	1868	744	4084	1379	2705	4470
%V	*75.8%*	*75.5%*	*69.1%*	*72.4%*	*78.4%*	*71.9%*	*82.1%*	*71.8%*
%H (All HH)		*96.2%*	*33.1%*	*13.2%*	*72.4%*	*24.5%*	*48.0%*	*79.3%*
%H (TV HH)			*34.4%*	*13.7%*	*75.3%*	*25.4%*	*49.9%*	
With	1803	1764	836	283	1128	538	590	1757
%V	*24.2%*	*24.5%*	*30.9%*	*27.6%*	*21.6%*	*28.1%*	*17.9%*	*28.2%*
%H (All HH)		*97.8%*	*46.4%*	*15.7%*	*62.6%*	*29.8%*	*32.7%*	*97.4%*
%H (TV HH)			*47.4%*	*16.0%*	*63.9%*	*30.5%*	*33.4%*	
0 - 3	667	647	292	93	395	164	231	643
%V	*9.0%*	*9.0%*	*10.8%*	*9.1%*	*7.6%*	*8.6%*	*7.0%*	*10.3%*
%H (All HH)		*97.0%*	*43.8%*	*13.9%*	*59.2%*	*24.6%*	*34.6%*	*96.4%*
%H (TV HH)			*45.1%*	*14.4%*	*61.1%*	*25.3%*	*35.7%*	
4 - 9	950	929	458	137	580	277	303	930
%V	*12.8%*	*12.9%*	*16.9%*	*13.3%*	*11.1%*	*14.4%*	*9.2%*	*14.9%*
%H (All HH)		*97.8%*	*48.2%*	*14.4%*	*61.1%*	*29.2%*	*31.9%*	*97.9%*
%H (TV HH)			*49.3%*	*14.7%*	*62.4%*	*29.8%*	*32.6%*	
10 - 15	858	844	419	153	545	288	257	841
%V	*11.5%*	*11.7%*	*15.5%*	*14.9%*	*10.5%*	*15.0%*	*7.8%*	*13.5%*
%H (All HH)		*98.4%*	*48.8%*	*17.8%*	*63.5%*	*33.6%*	*30.0%*	*98.0%*
%H (TV HH)			*49.6%*	*18.1%*	*64.6%*	*34.1%*	*30.5%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7444	7187	2704	1027	5212	1917	3295	6227
%H (All HH)		*96.5%*	*36.3%*	*13.8%*	*70.0%*	*25.8%*	*44.3%*	*83.7%*
%H (TV HH)			*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	
1	2867	2867	813	303	1912	298	1614	2151
%V	*38.5%*	*39.9%*	*30.1%*	*29.5%*	*36.7%*	*15.5%*	*49.0%*	*34.5%*
%H (All HH)		*100.0%*	*28.4%*	*10.6%*	*66.7%*	*10.4%*	*56.3%*	*75.0%*
%H (TV HH)			*28.4%*	*10.6%*	*66.7%*	*10.4%*	*56.3%*	
2	2378	2378	941	366	1754	712	1043	2024
%V	*31.9%*	*33.1%*	*34.8%*	*35.6%*	*33.7%*	*37.1%*	*31.7%*	*32.5%*
%H (All HH)		*100.0%*	*39.6%*	*15.4%*	*73.8%*	*29.9%*	*43.9%*	*85.1%*
%H (TV HH)			*39.6%*	*15.4%*	*73.8%*	*29.9%*	*43.9%*	
3	1165	1165	542	212	921	507	414	1092
%V	*15.7%*	*16.2%*	*20.0%*	*20.6%*	*17.7%*	*26.4%*	*12.6%*	*17.5%*
%H (All HH)		*100.0%*	*46.5%*	*18.2%*	*79.1%*	*43.5%*	*35.5%*	*93.7%*
%H (TV HH)			*46.5%*	*18.2%*	*79.1%*	*43.5%*	*35.5%*	
4	533	533	274	103	424	268	156	515
%V	*7.2%*	*7.4%*	*10.1%*	*10.0%*	*8.1%*	*14.0%*	*4.7%*	*8.3%*
%H (All HH)		*100.0%*	*51.4%*	*19.3%*	*79.5%*	*50.3%*	*29.3%*	*96.6%*
%H (TV HH)			*51.4%*	*19.3%*	*79.5%*	*50.3%*	*29.3%*	
5+	245	245	134	43	200	133	68	243
%V	*3.3%*	*3.4%*	*5.0%*	*4.2%*	*3.8%*	*6.9%*	*2.1%*	*3.9%*
%H (All HH)		*100.0%*	*54.7%*	*17.6%*	*81.6%*	*54.3%*	*27.8%*	*99.2%*
%H (TV HH)			*54.7%*	*17.6%*	*81.6%*	*54.3%*	*27.8%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7444	7187	2704	1027	5212	1917	3295	6227
%H (All HH)		*96.5%*	*36.3%*	*13.8%*	*70.0%*	*25.8%*	*44.3%*	*83.7%*
%H (TV HH)			*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	
Under 20"	768	768	266	102	660	269	391	652
%V	*10.3%*	*10.7%*	*9.8%*	*9.9%*	*12.7%*	*14.0%*	*11.9%*	*10.5%*
%H (All HH)		*100.0%*	*34.6%*	*13.3%*	*85.9%*	*35.0%*	*50.9%*	*84.9%*
%H (TV HH)			*34.6%*	*13.3%*	*85.9%*	*35.0%*	*50.9%*	
20" - 29"	1865	1865	692	268	1534	650	884	1569
%V	*25.1%*	*25.9%*	*25.6%*	*26.1%*	*29.4%*	*33.9%*	*26.8%*	*25.2%*
%H (All HH)		*100.0%*	*37.1%*	*14.4%*	*82.3%*	*34.9%*	*47.4%*	*84.1%*
%H (TV HH)			*37.1%*	*14.4%*	*82.3%*	*34.9%*	*47.4%*	
30" - 39"	3362	3362	1266	525	2538	1008	1530	2853
%V	*45.2%*	*46.8%*	*46.8%*	*51.1%*	*48.7%*	*52.6%*	*46.4%*	*45.8%*
%H (All HH)		*100.0%*	*37.7%*	*15.6%*	*75.5%*	*30.0%*	*45.5%*	*84.9%*
%H (TV HH)			*37.7%*	*15.6%*	*75.5%*	*30.0%*	*45.5%*	
40" - 49"	3689	3689	1613	609	2593	1187	1405	3318
%V	*49.6%*	*51.3%*	*59.7%*	*59.3%*	*49.8%*	*61.9%*	*42.6%*	*53.3%*
%H (All HH)		*100.0%*	*43.7%*	*16.5%*	*70.3%*	*32.2%*	*38.1%*	*89.9%*
%H (TV HH)			*43.7%*	*16.5%*	*70.3%*	*32.2%*	*38.1%*	
50" - 59"	1300	1300	665	219	863	469	394	1234
%V	*17.5%*	*18.1%*	*24.6%*	*21.3%*	*16.6%*	*24.5%*	*12.0%*	*19.8%*
%H (All HH)		*100.0%*	*51.2%*	*16.8%*	*66.4%*	*36.1%*	*30.3%*	*94.9%*
%H (TV HH)			*51.2%*	*16.8%*	*66.4%*	*36.1%*	*30.3%*	
60"+	153	153	97	21	92	61	31	148
%V	*2.1%*	*2.1%*	*3.6%*	*2.0%*	*1.8%*	*3.2%*	*0.9%*	*2.4%*
%H (All HH)		*100.0%*	*63.4%*	*13.7%*	*60.1%*	*39.9%*	*20.3%*	*96.7%*
%H (TV HH)			*63.4%*	*13.7%*	*60.1%*	*39.9%*	*20.3%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North Macro

Household level data

Table 22.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7444	7187	2704	1027	5212	1917	3295	6227
%H (All HH)		*96.5%*	*36.3%*	*13.8%*	*70.0%*	*25.8%*	*44.3%*	*83.7%*
%H (TV HH)			*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	
Main living room	7123	7123	2686	1022	5165	1904	3261	5973
%V	*95.7%*	*99.1%*	*99.3%*	*99.5%*	*99.1%*	*99.3%*	*99.0%*	*95.9%*
%H (All HH)		*100.0%*	*37.7%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	*83.9%*
%H (TV HH)			*37.7%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	
Kitchen	743	743	330	104	643	331	312	668
%V	*10.0%*	*10.3%*	*12.2%*	*10.1%*	*12.3%*	*17.3%*	*9.5%*	*10.7%*
%H (All HH)		*100.0%*	*44.4%*	*14.0%*	*86.5%*	*44.5%*	*42.0%*	*89.9%*
%H (TV HH)			*44.4%*	*14.0%*	*86.5%*	*44.5%*	*42.0%*	
Adult's bedroom	3277	3277	1431	570	2529	1270	1259	2941
%V	*44.0%*	*45.6%*	*52.9%*	*55.5%*	*48.5%*	*66.2%*	*38.2%*	*47.2%*
%H (All HH)		*100.0%*	*43.7%*	*17.4%*	*77.2%*	*38.8%*	*38.4%*	*89.7%*
%H (TV HH)			*43.7%*	*17.4%*	*77.2%*	*38.8%*	*38.4%*	
Child's bedroom	666	666	341	125	472	278	194	655
%V	*8.9%*	*9.3%*	*12.6%*	*12.2%*	*9.1%*	*14.5%*	*5.9%*	*10.5%*
%H (All HH)		*100.0%*	*51.2%*	*18.8%*	*70.9%*	*41.7%*	*29.1%*	*98.3%*
%H (TV HH)			*51.2%*	*18.8%*	*70.9%*	*41.7%*	*29.1%*	
Other bedroom	544	544	254	107	418	237	181	518
%V	*7.3%*	*7.6%*	*9.4%*	*10.4%*	*8.0%*	*12.4%*	*5.5%*	*8.3%*
%H (All HH)		*100.0%*	*46.7%*	*19.7%*	*76.8%*	*43.6%*	*33.3%*	*95.2%*
%H (TV HH)			*46.7%*	*19.7%*	*76.8%*	*43.6%*	*33.3%*	
Second living/dining room	826	826	392	145	649	361	288	751
%V	*11.1%*	*11.5%*	*14.5%*	*14.1%*	*12.5%*	*18.8%*	*8.7%*	*12.1%*
%H (All HH)		*100.0%*	*47.5%*	*17.6%*	*78.6%*	*43.7%*	*34.9%*	*90.9%*
%H (TV HH)			*47.5%*	*17.6%*	*78.6%*	*43.7%*	*34.9%*	
Study/office	99	99	50	16	81	47	34	97
%V	*1.3%*	*1.4%*	*1.8%*	*1.6%*	*1.6%*	*2.5%*	*1.0%*	*1.6%*
%H (All HH)		*100.0%*	*50.5%*	*16.2%*	*81.8%*	*47.5%*	*34.3%*	*98.0%*
%H (TV HH)			*50.5%*	*16.2%*	*81.8%*	*47.5%*	*34.3%*	
TV room	38	38	20	4	28	17	12	37
%V	*0.5%*	*0.5%*	*0.7%*	*0.4%*	*0.5%*	*0.9%*	*0.4%*	*0.6%*
%H (All HH)		*100.0%*	*52.6%*	*10.5%*	*73.7%*	*44.7%*	*31.6%*	*97.4%*
%H (TV HH)			*52.6%*	*10.5%*	*73.7%*	*44.7%*	*31.6%*	
Conservatory	197	197	101	29	151	83	68	182
%V	*2.6%*	*2.7%*	*3.7%*	*2.8%*	*2.9%*	*4.3%*	*2.1%*	*2.9%*
%H (All HH)		*100.0%*	*51.3%*	*14.7%*	*76.6%*	*42.1%*	*34.5%*	*92.4%*
%H (TV HH)			*51.3%*	*14.7%*	*76.6%*	*42.1%*	*34.5%*	
Attic or loft room	27	27	13	4	23	11	11	26
%V	*0.4%*	*0.4%*	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*48.1%*	*14.8%*	*85.2%*	*40.7%*	*40.7%*	*96.3%*
%H (TV HH)			*48.1%*	*14.8%*	*85.2%*	*40.7%*	*40.7%*	
No specific location	8	8	4	2	8	5	2	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*100.0%*	*62.5%*	*25.0%*	*87.5%*
%H (TV HH)			*50.0%*	*25.0%*	*100.0%*	*62.5%*	*25.0%*	
Other	59	59	34	4	47	27	20	56
%V	*0.8%*	*0.8%*	*1.3%*	*0.4%*	*0.9%*	*1.4%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*57.6%*	*6.8%*	*79.7%*	*45.8%*	*33.9%*	*94.9%*
%H (TV HH)			*57.6%*	*6.8%*	*79.7%*	*45.8%*	*33.9%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.8: 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	7444	7187	2704	1027	5212	1917	3295	6227
%H (All HH)		*96.5%*	*36.3%*	*13.8%*	*70.0%*	*25.8%*	*44.3%*	*83.7%*
%H (TV HH)			*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	
Any DSAT provider	2704	2704	2704	41	1404	1404	0	2516
%V	*36.3%*	*37.6%*	*100.0%*	*4.0%*	*26.9%*	*73.2%*	*0.0%*	*40.4%*
%H (All HH)			*100.0%*	*1.5%*	*51.9%*	*51.9%*	*0.0%*	*93.0%*
%H (TV HH)			*100.0%*	*1.5%*	*51.9%*	*51.9%*	*0.0%*	
Sky with subcription	2258	2258	2258	17	1182	1182	0	2123
%V	*30.3%*	*31.4%*	*83.5%*	*1.7%*	*22.7%*	*61.7%*	*0.0%*	*34.1%*
%H (All HH)			*100.0%*	*0.8%*	*52.3%*	*52.3%*	*0.0%*	*94.0%*
%H (TV HH)			*100.0%*	*0.8%*	*52.3%*	*52.3%*	*0.0%*	
Sky without subscription	149	149	149	9	72	72	0	126
%V	*2.0%*	*2.1%*	*5.5%*	*0.9%*	*1.4%*	*3.8%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*6.0%*	*48.3%*	*48.3%*	*0.0%*	*84.6%*
%H (TV HH)			*100.0%*	*6.0%*	*48.3%*	*48.3%*	*0.0%*	
Freesat	261	261	261	10	145	145	0	240
%V	*3.5%*	*3.6%*	*9.7%*	*1.0%*	*2.8%*	*7.6%*	*0.0%*	*3.9%*
%H (All HH)			*100.0%*	*3.8%*	*55.6%*	*55.6%*	*0.0%*	*92.0%*
%H (TV HH)			*100.0%*	*3.8%*	*55.6%*	*55.6%*	*0.0%*	
Other satellite provider	161	161	161	8	83	83	0	146
%V	*2.2%*	*2.2%*	*6.0%*	*0.8%*	*1.6%*	*4.3%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*5.0%*	*51.6%*	*51.6%*	*0.0%*	*90.7%*
%H (TV HH)			*100.0%*	*5.0%*	*51.6%*	*51.6%*	*0.0%*	
DCAB	1027	1027	41	1027	533	533	0	967
%V	*13.8%*	*14.3%*	*1.5%*	*100.0%*	*10.2%*	*27.8%*	*0.0%*	*15.5%*
%H (All HH)			*4.0%*	*100.0%*	*51.9%*	*51.9%*	*0.0%*	*94.2%*
%H (TV HH)			*4.0%*	*100.0%*	*51.9%*	*51.9%*	*0.0%*	
DTT	5212	5212	1404	533	5212	1917	3295	4184
%V	*70.0%*	*72.5%*	*51.9%*	*51.9%*	*100.0%*	*100.0%*	*100.0%*	*67.2%*
%H (All HH)		*100.0%*	*26.9%*	*10.2%*	*100.0%*	*36.8%*	*63.2%*	*80.3%*
%H (TV HH)			*26.9%*	*10.2%*	*100.0%*	*36.8%*	*63.2%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7444	7187	2704	1027	5212	1917	3295	6227
%H (All HH)		*96.5%*	*36.3%*	*13.8%*	*70.0%*	*25.8%*	*44.3%*	*83.7%*
%H (TV HH)			*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	
PVR	4373	4373	2437	981	2758	1765	993	4030
%V	*58.7%*	*60.8%*	*90.1%*	*95.5%*	*52.9%*	*92.1%*	*30.1%*	*64.7%*
%H (All HH)		*100.0%*	*55.7%*	*22.4%*	*63.1%*	*40.4%*	*22.7%*	*92.2%*
%H (TV HH)			*55.7%*	*22.4%*	*63.1%*	*40.4%*	*22.7%*	
DVDR	76	76	25	9	66	26	40	66
%V	*1.0%*	*1.1%*	*0.9%*	*0.9%*	*1.3%*	*1.4%*	*1.2%*	*1.1%*
%H (All HH)		*100.0%*	*32.9%*	*11.8%*	*86.8%*	*34.2%*	*52.6%*	*86.8%*
%H (TV HH)			*32.9%*	*11.8%*	*86.8%*	*34.2%*	*52.6%*	
VCR	76	76	21	9	63	17	46	48
%V	*1.0%*	*1.1%*	*0.8%*	*0.9%*	*1.2%*	*0.9%*	*1.4%*	*0.8%*
%H (All HH)		*100.0%*	*27.6%*	*11.8%*	*82.9%*	*22.4%*	*60.5%*	*63.2%*
%H (TV HH)			*27.6%*	*11.8%*	*82.9%*	*22.4%*	*60.5%*	
Any recorder	4437	4437	2441	983	2819	1768	1051	4070
%V	*59.6%*	*61.7%*	*90.3%*	*95.7%*	*54.1%*	*92.2%*	*31.9%*	*65.4%*
%H (All HH)		*100.0%*	*55.0%*	*22.2%*	*63.5%*	*39.8%*	*23.7%*	*91.7%*
%H (TV HH)			*55.0%*	*22.2%*	*63.5%*	*39.8%*	*23.7%*	
Receives HDTV (via STB or built-in reception)	4875	4875	2244	876	3459	1667	1792	4445
%V	*65.5%*	*67.8%*	*83.0%*	*85.3%*	*66.4%*	*87.0%*	*54.4%*	*71.4%*
%H (All HH)		*100.0%*	*46.0%*	*18.0%*	*71.0%*	*34.2%*	*36.8%*	*91.2%*
%H (TV HH)			*46.0%*	*18.0%*	*71.0%*	*34.2%*	*36.8%*	
DVD/Blu-ray player or recorder	4394	4394	1765	653	3285	1382	1902	3862
%V	*59.0%*	*61.1%*	*65.3%*	*63.6%*	*63.0%*	*72.1%*	*57.7%*	*62.0%*
%H (All HH)		*100.0%*	*40.2%*	*14.9%*	*74.8%*	*31.5%*	*43.3%*	*87.9%*
%H (TV HH)			*40.2%*	*14.9%*	*74.8%*	*31.5%*	*43.3%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.10: 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	7444	7187	2704	1027	5212	1917	3295	6227
%H (All HH)		*96.5%*	*36.3%*	*13.8%*	*70.0%*	*25.8%*	*44.3%*	*83.7%*
%H (TV HH)			*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.8%*	
Has broadband internet	6227	6024	2516	967	4184	1794	2390	6227
%V	*83.7%*	*83.8%*	*93.0%*	*94.2%*	*80.3%*	*93.6%*	*72.5%*	*100.0%*
%H (All HH)		*96.7%*	*40.4%*	*15.5%*	*67.2%*	*28.8%*	*38.4%*	*100.0%*
%H (TV HH)			*41.8%*	*16.1%*	*69.5%*	*29.8%*	*39.7%*	
Number of computers (PCs and laptops)								
0	1676	1587	350	117	1295	206	1089	519
%V	*22.5%*	*22.1%*	*12.9%*	*11.4%*	*24.8%*	*10.7%*	*33.1%*	*8.3%*
%H (All HH)		*94.7%*	*20.9%*	*7.0%*	*77.3%*	*12.3%*	*65.0%*	*31.0%*
%H (TV HH)			*22.1%*	*7.4%*	*81.6%*	*13.0%*	*68.6%*	
1	1997	1916	686	288	1341	453	888	1952
%V	*26.8%*	*26.7%*	*25.4%*	*28.0%*	*25.7%*	*23.6%*	*26.9%*	*31.3%*
%H (All HH)		*95.9%*	*34.4%*	*14.4%*	*67.2%*	*22.7%*	*44.5%*	*97.7%*
%H (TV HH)			*35.8%*	*15.0%*	*70.0%*	*23.6%*	*46.3%*	
2	1679	1634	687	254	1144	482	663	1669
%V	*22.6%*	*22.7%*	*25.4%*	*24.7%*	*21.9%*	*25.1%*	*20.1%*	*26.8%*
%H (All HH)		*97.3%*	*40.9%*	*15.1%*	*68.1%*	*28.7%*	*39.5%*	*99.4%*
%H (TV HH)			*42.0%*	*15.5%*	*70.0%*	*29.5%*	*40.6%*	
3	980	963	446	163	688	358	331	978
%V	*13.2%*	*13.4%*	*16.5%*	*15.9%*	*13.2%*	*18.7%*	*10.0%*	*15.7%*
%H (All HH)		*98.3%*	*45.5%*	*16.6%*	*70.2%*	*36.5%*	*33.8%*	*99.8%*
%H (TV HH)			*46.3%*	*16.9%*	*71.4%*	*37.2%*	*34.4%*	
4	529	517	256	99	346	195	152	528
%V	*7.1%*	*7.2%*	*9.5%*	*9.6%*	*6.6%*	*10.2%*	*4.6%*	*8.5%*
%H (All HH)		*97.7%*	*48.4%*	*18.7%*	*65.4%*	*36.9%*	*28.7%*	*99.8%*
%H (TV HH)			*49.5%*	*19.1%*	*66.9%*	*37.7%*	*29.4%*	
5+	583	571	279	105	397	224	173	581
%V	*7.8%*	*7.9%*	*10.3%*	*10.2%*	*7.6%*	*11.7%*	*5.3%*	*9.3%*
%H (All HH)		*97.9%*	*47.9%*	*18.0%*	*68.1%*	*38.4%*	*29.7%*	*99.7%*
%H (TV HH)			*48.9%*	*18.4%*	*69.5%*	*39.2%*	*30.3%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North Macro

Set level data

Table 22.11: 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	14573	6149	2309	10969	5035	5934	12847
%H		*42.2%*	*15.8%*	*75.3%*	*34.6%*	*40.7%*	*88.2%*
Under 20"	940	323	132	809	334	475	807
%V	*6.5%*	*5.3%*	*5.7%*	*7.4%*	*6.6%*	*8.0%*	*6.3%*
%H		*34.4%*	*14.0%*	*86.1%*	*35.5%*	*50.5%*	*85.9%*
20" - 29"	2420	957	356	2005	913	1092	2067
%V	*16.6%*	*15.6%*	*15.4%*	*18.3%*	*18.1%*	*18.4%*	*16.1%*
%H		*39.5%*	*14.7%*	*82.9%*	*37.7%*	*45.1%*	*85.4%*
30" - 39"	4309	1701	700	3258	1396	1862	3736
%V	*29.6%*	*27.7%*	*30.3%*	*29.7%*	*27.7%*	*31.4%*	*29.1%*
%H		*39.5%*	*16.2%*	*75.6%*	*32.4%*	*43.2%*	*86.7%*
40" - 49"	4507	2049	777	3171	1557	1614	4113
%V	*30.9%*	*33.3%*	*33.7%*	*28.9%*	*30.9%*	*27.2%*	*32.0%*
%H		*45.5%*	*17.2%*	*70.4%*	*34.5%*	*35.8%*	*91.3%*
50" - 59"	1446	753	245	956	530	426	1380
%V	*9.9%*	*12.2%*	*10.6%*	*8.7%*	*10.5%*	*7.2%*	*10.7%*
%H		*52.1%*	*16.9%*	*66.1%*	*36.7%*	*29.5%*	*95.4%*
60"+	168	109	22	100	66	34	162
%V	*1.2%*	*1.8%*	*1.0%*	*0.9%*	*1.3%*	*0.6%*	*1.3%*
%H		*64.9%*	*13.1%*	*59.5%*	*39.3%*	*20.2%*	*96.4%*
Don't know	783	258	79	669	238	432	582
%V	*5.4%*	*4.2%*	*3.4%*	*6.1%*	*4.7%*	*7.3%*	*4.5%*
%H		*33.0%*	*10.1%*	*85.4%*	*30.4%*	*55.2%*	*74.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North Macro

Set level data

Table 22.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14573	6149	2309	10969	5035	5934	12847
%H		*42.2%*	*15.8%*	*75.3%*	*34.6%*	*40.7%*	*88.2%*
Main living room	7160	2698	1027	5195	1914	3281	6003
%V	*49.1%*	*43.9%*	*44.5%*	*47.4%*	*38.0%*	*55.3%*	*46.7%*
%H		*37.7%*	*14.3%*	*72.6%*	*26.7%*	*45.8%*	*83.8%*
Kitchen	744	330	104	645	332	313	669
%V	*5.1%*	*5.4%*	*4.5%*	*5.9%*	*6.6%*	*5.3%*	*5.2%*
%H		*44.4%*	*14.0%*	*86.7%*	*44.6%*	*42.1%*	*89.9%*
Adult's bedroom	3855	1711	686	3004	1562	1442	3500
%V	*26.5%*	*27.8%*	*29.7%*	*27.4%*	*31.0%*	*24.3%*	*27.2%*
%H		*44.4%*	*17.8%*	*77.9%*	*40.5%*	*37.4%*	*90.8%*
Child's bedroom	870	461	158	613	367	246	858
%V	*6.0%*	*7.5%*	*6.8%*	*5.6%*	*7.3%*	*4.1%*	*6.7%*
%H		*53.0%*	*18.2%*	*70.5%*	*42.2%*	*28.3%*	*98.6%*
Other bedroom	661	321	126	503	294	209	633
%V	*4.5%*	*5.2%*	*5.5%*	*4.6%*	*5.8%*	*3.5%*	*4.9%*
%H		*48.6%*	*19.1%*	*76.1%*	*44.5%*	*31.6%*	*95.8%*
Second living/dining room	844	401	148	665	371	294	769
%V	*5.8%*	*6.5%*	*6.4%*	*6.1%*	*7.4%*	*5.0%*	*6.0%*
%H		*47.5%*	*17.5%*	*78.8%*	*44.0%*	*34.8%*	*91.1%*
Study/office	102	53	16	82	48	34	99
%V	*0.7%*	*0.9%*	*0.7%*	*0.7%*	*1.0%*	*0.6%*	*0.8%*
%H		*52.0%*	*15.7%*	*80.4%*	*47.1%*	*33.3%*	*97.1%*
TV room	38	20	4	28	17	12	37
%V	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*52.6%*	*10.5%*	*73.7%*	*44.7%*	*31.6%*	*97.4%*
Conservatory	197	101	29	151	83	68	182
%V	*1.4%*	*1.6%*	*1.3%*	*1.4%*	*1.6%*	*1.1%*	*1.4%*
%H		*51.3%*	*14.7%*	*76.6%*	*42.1%*	*34.5%*	*92.4%*
Attic or loft room	27	13	4	23	12	11	27
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*48.1%*	*14.8%*	*85.2%*	*44.4%*	*40.7%*	*100.0%*
No specific location	8	4	2	8	5	2	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*50.0%*	*25.0%*	*100.0%*	*62.5%*	*25.0%*	*87.5%*
Other	66	37	4	54	30	24	63
%V	*0.5%*	*0.6%*	*0.2%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H		*56.1%*	*6.1%*	*81.8%*	*45.5%*	*36.4%*	*95.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North Macro

Set level data

Table 22.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14573	6149	2309	10969	5035	5934	12847
%H		*42.2%*	*15.8%*	*75.3%*	*34.6%*	*40.7%*	*88.2%*
PVR	6222	3704	1452	3633	2505	1128	5828
%V	*42.7%*	*60.2%*	*62.9%*	*33.1%*	*49.8%*	*19.0%*	*45.4%*
%H		*59.5%*	*23.3%*	*58.4%*	*40.3%*	*18.1%*	*93.7%*
DVDR	80	26	9	69	27	42	70
%V	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.5%*	*0.7%*	*0.5%*
%H		*32.5%*	*11.3%*	*86.3%*	*33.8%*	*52.5%*	*87.5%*
VCR	82	23	11	69	21	48	52
%V	*0.6%*	*0.4%*	*0.5%*	*0.6%*	*0.4%*	*0.8%*	*0.4%*
%H		*28.0%*	*13.4%*	*84.1%*	*25.6%*	*58.5%*	*63.4%*
Any recorder	6315	3719	1459	3717	2521	1197	5888
%V	*43.3%*	*60.5%*	*63.2%*	*33.9%*	*50.1%*	*20.2%*	*45.8%*
%H		*58.9%*	*23.1%*	*58.9%*	*39.9%*	*19.0%*	*93.2%*

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

Set level data

Table 22.14: 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	14573	6149	2309	10969	5035	5934	12847
%H		*42.2%*	*15.8%*	*75.3%*	*34.6%*	*40.7%*	*88.2%*
Receives HDTV (via STB or built-in reception)	7796	3811	1464	5548	2963	2586	7253
%V	*53.5%*	*62.0%*	*63.4%*	*50.6%*	*58.8%*	*43.6%*	*56.5%*
%H		*48.9%*	*18.8%*	*71.2%*	*38.0%*	*33.2%*	*93.0%*
DVD/Blu-ray player or recorder	6188	2662	949	4662	2178	2484	5567
%V	*42.5%*	*43.3%*	*41.1%*	*42.5%*	*43.3%*	*41.9%*	*43.3%*
%H		*43.0%*	*15.3%*	*75.3%*	*35.2%*	*40.1%*	*90.0%*

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

Table 22.15: 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	7186	2704	1027	5212	1917	3295	6023
%H		*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.9%*	*83.8%*
Under 20"	56	9	0	43	3	40	37
%V	*0.8%*	*0.3%*	*0.0%*	*0.8%*	*0.2%*	*1.2%*	*0.6%*
%H		*16.1%*	*0.0%*	*76.8%*	*5.4%*	*71.4%*	*66.1%*
20" - 29"	417	67	33	341	40	301	256
%V	*5.8%*	*2.5%*	*3.2%*	*6.5%*	*2.1%*	*9.1%*	*4.3%*
%H		*16.1%*	*7.9%*	*81.8%*	*9.6%*	*72.2%*	*61.4%*
30" - 39"	1890	548	237	1440	375	1065	1459
%V	*26.3%*	*20.3%*	*23.1%*	*27.6%*	*19.6%*	*32.3%*	*24.2%*
%H		*29.0%*	*12.5%*	*76.2%*	*19.8%*	*56.3%*	*77.2%*
40" - 49"	3162	1323	518	2228	966	1262	2808
%V	*44.0%*	*48.9%*	*50.4%*	*42.7%*	*50.4%*	*38.3%*	*46.6%*
%H		*41.8%*	*16.4%*	*70.5%*	*30.6%*	*39.9%*	*88.8%*
50" - 59"	1155	581	196	767	410	356	1094
%V	*16.1%*	*21.5%*	*19.1%*	*14.7%*	*21.4%*	*10.8%*	*18.2%*
%H		*50.3%*	*17.0%*	*66.4%*	*35.5%*	*30.8%*	*94.7%*
60"+	137	86	21	79	52	27	132
%V	*1.9%*	*3.2%*	*2.0%*	*1.5%*	*2.7%*	*0.8%*	*2.2%*
%H		*62.8%*	*15.3%*	*57.7%*	*38.0%*	*19.7%*	*96.4%*
Don't know	370	89	22	314	70	245	237
%V	*5.1%*	*3.3%*	*2.1%*	*6.0%*	*3.7%*	*7.4%*	*3.9%*
%H		*24.1%*	*5.9%*	*84.9%*	*18.9%*	*66.2%*	*64.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	7186	2704	1027	5212	1917	3295	6023
%H		*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.9%*	*83.8%*
PVR	4272	2396	962	2669	1718	950	3938
%V	*59.4%*	*88.6%*	*93.7%*	*51.2%*	*89.6%*	*28.8%*	*65.4%*
%H		*56.1%*	*22.5%*	*62.5%*	*40.2%*	*22.2%*	*92.2%*
DVDR	62	20	8	54	21	33	53
%V	*0.9%*	*0.7%*	*0.8%*	*1.0%*	*1.1%*	*1.0%*	*0.9%*
%H		*32.3%*	*12.9%*	*87.1%*	*33.9%*	*53.2%*	*85.5%*
VCR	58	13	8	49	11	37	37
%V	*0.8%*	*0.5%*	*0.8%*	*0.9%*	*0.6%*	*1.1%*	*0.6%*
%H		*22.4%*	*13.8%*	*84.5%*	*19.0%*	*63.8%*	*63.8%*
Any recorder	4334	2401	965	2726	1723	1004	3975
%V	*60.3%*	*88.8%*	*94.0%*	*52.3%*	*89.9%*	*30.5%*	*66.0%*
%H		*55.4%*	*22.3%*	*62.9%*	*39.8%*	*23.2%*	*91.7%*

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

Set level data

Table 22.17: 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	7186	2704	1027	5212	1917	3295	6023
%H		*37.6%*	*14.3%*	*72.5%*	*26.7%*	*45.9%*	*83.8%*
Receives HDTV (via STB or built-in reception)	4751	2188	863	3351	1614	1737	4335
%V	*66.1%*	*80.9%*	*84.0%*	*64.3%*	*84.2%*	*52.7%*	*72.0%*
%H		*46.1%*	*18.2%*	*70.5%*	*34.0%*	*36.6%*	*91.2%*
DVD/Blu-ray player or recorder	3744	1455	534	2797	1118	1679	3251
%V	*52.1%*	*53.8%*	*52.0%*	*53.7%*	*58.3%*	*51.0%*	*54.0%*
%H		*38.9%*	*14.3%*	*74.7%*	*29.9%*	*44.8%*	*86.8%*

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

Table 22.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7387	3445	1282	5758	3118	2639	6824
%H		*46.6%*	*17.4%*	*77.9%*	*42.2%*	*35.7%*	*92.4%*
Under 20"	884	313	132	766	331	435	769
%V	*12.0%*	*9.1%*	*10.3%*	*13.3%*	*10.6%*	*16.5%*	*11.3%*
%H		*35.4%*	*14.9%*	*86.7%*	*37.4%*	*49.2%*	*87.0%*
20" - 29"	2004	890	323	1664	873	791	1810
%V	*27.1%*	*25.8%*	*25.2%*	*28.9%*	*28.0%*	*30.0%*	*26.5%*
%H		*44.4%*	*16.1%*	*83.0%*	*43.6%*	*39.5%*	*90.3%*
30" - 39"	2420	1153	463	1819	1021	797	2277
%V	*32.8%*	*33.5%*	*36.1%*	*31.6%*	*32.7%*	*30.2%*	*33.4%*
%H		*47.6%*	*19.1%*	*75.2%*	*42.2%*	*32.9%*	*94.1%*
40" - 49"	1345	725	259	944	591	352	1305
%V	*18.2%*	*21.0%*	*20.2%*	*16.4%*	*19.0%*	*13.3%*	*19.1%*
%H		*53.9%*	*19.3%*	*70.2%*	*43.9%*	*26.2%*	*97.0%*
50" - 59"	291	172	48	189	120	69	286
%V	*3.9%*	*5.0%*	*3.7%*	*3.3%*	*3.8%*	*2.6%*	*4.2%*
%H		*59.1%*	*16.5%*	*64.9%*	*41.2%*	*23.7%*	*98.3%*
60"+	31	23	1	21	14	7	30
%V	*0.4%*	*0.7%*	*0.1%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*
%H		*74.2%*	*3.2%*	*67.7%*	*45.2%*	*22.6%*	*96.8%*
Don't know	412	169	56	355	168	187	346
%V	*5.6%*	*4.9%*	*4.4%*	*6.2%*	*5.4%*	*7.1%*	*5.1%*
%H		*41.0%*	*13.6%*	*86.2%*	*40.8%*	*45.4%*	*84.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.19: 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	7387	3445	1282	5758	3118	2639	6824
%H		*46.6%*	*17.4%*	*77.9%*	*42.2%*	*35.7%*	*92.4%*
PVR	1950	1308	490	964	787	177	1891
%V	*26.4%*	*38.0%*	*38.2%*	*16.7%*	*25.2%*	*6.7%*	*27.7%*
%H		*67.1%*	*25.1%*	*49.4%*	*40.4%*	*9.1%*	*97.0%*
DVDR	18	6	2	15	6	9	17
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.2%*
%H		*33.3%*	*11.1%*	*83.3%*	*33.3%*	*50.0%*	*94.4%*
VCR	23	9	3	20	10	10	15
%V	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*
%H		*39.1%*	*13.0%*	*87.0%*	*43.5%*	*43.5%*	*65.2%*
Any recorder	1981	1318	495	991	798	193	1913
%V	*26.8%*	*38.3%*	*38.6%*	*17.2%*	*25.6%*	*7.3%*	*28.0%*
%H		*66.5%*	*25.0%*	*50.0%*	*40.3%*	*9.7%*	*96.6%*

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

Set level data

Table 22.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7387	3445	1282	5758	3118	2639	6824
%H		*46.6%*	*17.4%*	*77.9%*	*42.2%*	*35.7%*	*92.4%*
Receives HDTV (via STB or built-in reception)	3045	1623	600	2198	1349	849	2918
%V	*41.2%*	*47.1%*	*46.8%*	*38.2%*	*43.3%*	*32.2%*	*42.8%*
%H		*53.3%*	*19.7%*	*72.2%*	*44.3%*	*27.9%*	*95.8%*
DVD/Blu-ray player or recorder	2444	1207	415	1865	1060	805	2315
%V	*33.1%*	*35.0%*	*32.4%*	*32.4%*	*34.0%*	*30.5%*	*33.9%*
%H		*49.4%*	*17.0%*	*76.3%*	*43.4%*	*32.9%*	*94.7%*

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

Table 22.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	16807	16287	6880	2542	11341	4838	6503	15191
%H		*96.9%*	*40.9%*	*15.1%*	*67.5%*	*28.8%*	*38.7%*	*90.4%*
Total Children	3165	3089	1512	483	1941	936	1004	3092
%V	*18.8%*	*19.0%*	*22.0%*	*19.0%*	*17.1%*	*19.3%*	*15.4%*	*20.4%*
%H		*97.6%*	*47.8%*	*15.3%*	*61.3%*	*29.6%*	*31.7%*	*97.7%*
0 - 3	774	748	340	108	454	189	265	745
%V	*4.6%*	*4.6%*	*4.9%*	*4.2%*	*4.0%*	*3.9%*	*4.1%*	*4.9%*
%H		*96.6%*	*43.9%*	*14.0%*	*58.7%*	*24.4%*	*34.2%*	*96.3%*
4 - 15	2391	2341	1172	375	1487	747	740	2347
%V	*14.2%*	*14.4%*	*17.0%*	*14.8%*	*13.1%*	*15.4%*	*11.4%*	*15.4%*
%H		*97.9%*	*49.0%*	*15.7%*	*62.2%*	*31.2%*	*30.9%*	*98.2%*
4 - 9	1254	1221	604	176	766	363	404	1231
%V	*7.5%*	*7.5%*	*8.8%*	*6.9%*	*6.8%*	*7.5%*	*6.2%*	*8.1%*
%H		*97.4%*	*48.2%*	*14.0%*	*61.1%*	*28.9%*	*32.2%*	*98.2%*
10 - 15	1137	1120	568	198	721	385	336	1116
%V	*6.8%*	*6.9%*	*8.3%*	*7.8%*	*6.4%*	*8.0%*	*5.2%*	*7.3%*
%H		*98.5%*	*50.0%*	*17.4%*	*63.4%*	*33.9%*	*29.6%*	*98.2%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North Macro

Individual level data

Table 22.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	16807	16287	6880	2542	11341	4838	6503	15191
%H		*96.9%*	*40.9%*	*15.1%*	*67.5%*	*28.8%*	*38.7%*	*90.4%*
Total Adults (16+)	13642	13198	5368	2059	9400	3901	5499	12099
%V	*81.2%*	*81.0%*	*78.0%*	*81.0%*	*82.9%*	*80.6%*	*84.6%*	*79.6%*
%H		*96.7%*	*39.3%*	*15.1%*	*68.9%*	*28.6%*	*40.3%*	*88.7%*
16 - 19	657	636	282	126	447	229	218	649
%V	*3.9%*	*3.9%*	*4.1%*	*5.0%*	*3.9%*	*4.7%*	*3.4%*	*4.3%*
%H		*96.8%*	*42.9%*	*19.2%*	*68.0%*	*34.9%*	*33.2%*	*98.8%*
20 - 24	1084	976	331	167	669	268	401	1060
%V	*6.4%*	*6.0%*	*4.8%*	*6.6%*	*5.9%*	*5.5%*	*6.2%*	*7.0%*
%H		*90.0%*	*30.5%*	*15.4%*	*61.7%*	*24.7%*	*37.0%*	*97.8%*
25 - 34	2194	2065	903	302	1257	532	725	2121
%V	*13.1%*	*12.7%*	*13.1%*	*11.9%*	*11.1%*	*11.0%*	*11.1%*	*14.0%*
%H		*94.1%*	*41.2%*	*13.8%*	*57.3%*	*24.2%*	*33.0%*	*96.7%*
35 - 44	1983	1910	920	328	1198	591	607	1918
%V	*11.8%*	*11.7%*	*13.4%*	*12.9%*	*10.6%*	*12.2%*	*9.3%*	*12.6%*
%H		*96.3%*	*46.4%*	*16.5%*	*60.4%*	*29.8%*	*30.6%*	*96.7%*
45 - 54	2373	2319	1071	396	1654	800	855	2251
%V	*14.1%*	*14.2%*	*15.6%*	*15.6%*	*14.6%*	*16.5%*	*13.1%*	*14.8%*
%H		*97.7%*	*45.1%*	*16.7%*	*69.7%*	*33.7%*	*36.0%*	*94.9%*
55 - 64	2171	2135	870	351	1588	673	915	1975
%V	*12.9%*	*13.1%*	*12.6%*	*13.8%*	*14.0%*	*13.9%*	*14.1%*	*13.0%*
%H		*98.3%*	*40.1%*	*16.2%*	*73.1%*	*31.0%*	*42.1%*	*91.0%*
65+	3181	3157	991	389	2589	810	1779	2126
%V	*18.9%*	*19.4%*	*14.4%*	*15.3%*	*22.8%*	*16.7%*	*27.4%*	*14.0%*
%H		*99.2%*	*31.2%*	*12.2%*	*81.4%*	*25.5%*	*55.9%*	*66.8%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13642	13198	5368	2059	9400	3901	5499	12099
%H		*96.7%*	*39.3%*	*15.1%*	*68.9%*	*28.6%*	*40.3%*	*88.7%*
AB	3002	2934	1368	429	2094	987	1107	2931
%V	*22.0%*	*22.2%*	*25.5%*	*20.8%*	*22.3%*	*25.3%*	*20.1%*	*24.2%*
%H		*97.7%*	*45.6%*	*14.3%*	*69.8%*	*32.9%*	*36.9%*	*97.6%*
C1	3805	3641	1446	605	2582	1095	1487	3558
%V	*27.9%*	*27.6%*	*26.9%*	*29.4%*	*27.5%*	*28.1%*	*27.0%*	*29.4%*
%H		*95.7%*	*38.0%*	*15.9%*	*67.9%*	*28.8%*	*39.1%*	*93.5%*
C2	3086	3040	1305	508	2181	989	1192	2759
%V	*22.6%*	*23.0%*	*24.3%*	*24.7%*	*23.2%*	*25.4%*	*21.7%*	*22.8%*
%H		*98.5%*	*42.3%*	*16.5%*	*70.7%*	*32.0%*	*38.6%*	*89.4%*
D	2232	2138	848	329	1469	579	890	1888
%V	*16.4%*	*16.2%*	*15.8%*	*16.0%*	*15.6%*	*14.8%*	*16.2%*	*15.6%*
%H		*95.8%*	*38.0%*	*14.7%*	*65.8%*	*25.9%*	*39.9%*	*84.6%*
E	1517	1444	401	189	1074	251	823	963
%V	*11.1%*	*10.9%*	*7.5%*	*9.2%*	*11.4%*	*6.4%*	*15.0%*	*8.0%*
%H		*95.2%*	*26.4%*	*12.5%*	*70.8%*	*16.5%*	*54.3%*	*63.5%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13642	13198	5368	2059	9400	3901	5499	12099
%H		*96.7%*	*39.3%*	*15.1%*	*68.9%*	*28.6%*	*40.3%*	*88.7%*
Working full time	6354	6165	2845	1065	4052	1950	2102	6159
%V	*46.6%*	*46.7%*	*53.0%*	*51.7%*	*43.1%*	*50.0%*	*38.2%*	*50.9%*
%H		*97.0%*	*44.8%*	*16.8%*	*63.8%*	*30.7%*	*33.1%*	*96.9%*
Working part time	1276	1247	561	182	922	433	490	1224
%V	*9.4%*	*9.4%*	*10.5%*	*8.8%*	*9.8%*	*11.1%*	*8.9%*	*10.1%*
%H		*97.7%*	*44.0%*	*14.3%*	*72.3%*	*33.9%*	*38.4%*	*95.9%*
Not working	6012	5786	1962	812	4426	1519	2907	4716
%V	*44.1%*	*43.8%*	*36.5%*	*39.4%*	*47.1%*	*38.9%*	*52.9%*	*39.0%*
%H		*96.2%*	*32.6%*	*13.5%*	*73.6%*	*25.3%*	*48.4%*	*78.4%*
Any recorder	7444	7187	2704	1027	5212	1917	3295	6227
%V	*54.6%*	*54.5%*	*50.4%*	*49.9%*	*55.4%*	*49.1%*	*59.9%*	*51.5%*
%H		*96.5%*	*36.3%*	*13.8%*	*70.0%*	*25.8%*	*44.3%*	*83.7%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6673	6411	2651	1006	4529	1926	2603	5964
%H		*96.1%*	*39.7%*	*15.1%*	*67.9%*	*28.9%*	*39.0%*	*89.4%*
16 - 19	349	334	143	68	241	125	116	344
%V	*5.2%*	*5.2%*	*5.4%*	*6.8%*	*5.3%*	*6.5%*	*4.5%*	*5.8%*
%H		*95.7%*	*41.0%*	*19.5%*	*69.1%*	*35.8%*	*33.2%*	*98.6%*
20 - 24	539	482	177	96	316	145	171	529
%V	*8.1%*	*7.5%*	*6.7%*	*9.5%*	*7.0%*	*7.5%*	*6.6%*	*8.9%*
%H		*89.4%*	*32.8%*	*17.8%*	*58.6%*	*26.9%*	*31.7%*	*98.1%*
25 - 34	1099	1024	435	148	620	257	363	1055
%V	*16.5%*	*16.0%*	*16.4%*	*14.7%*	*13.7%*	*13.3%*	*13.9%*	*17.7%*
%H		*93.2%*	*39.6%*	*13.5%*	*56.4%*	*23.4%*	*33.0%*	*96.0%*
35 - 44	982	937	452	161	583	290	293	947
%V	*14.7%*	*14.6%*	*17.1%*	*16.0%*	*12.9%*	*15.1%*	*11.3%*	*15.9%*
%H		*95.4%*	*46.0%*	*16.4%*	*59.4%*	*29.5%*	*29.8%*	*96.4%*
45 - 54	1165	1135	527	187	804	382	422	1096
%V	*17.5%*	*17.7%*	*19.9%*	*18.6%*	*17.8%*	*19.8%*	*16.2%*	*18.4%*
%H		*97.4%*	*45.2%*	*16.1%*	*69.0%*	*32.8%*	*36.2%*	*94.1%*
55 - 64	1062	1037	417	163	775	317	457	953
%V	*15.9%*	*16.2%*	*15.7%*	*16.2%*	*17.1%*	*16.5%*	*17.6%*	*16.0%*
%H		*97.6%*	*39.3%*	*15.3%*	*73.0%*	*29.8%*	*43.0%*	*89.7%*
65+	1477	1462	500	183	1191	410	781	1042
%V	*22.1%*	*22.8%*	*18.9%*	*18.2%*	*26.3%*	*21.3%*	*30.0%*	*17.5%*
%H		*99.0%*	*33.9%*	*12.4%*	*80.6%*	*27.8%*	*52.9%*	*70.5%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6673	6411	2651	1006	4529	1926	2603	5964
%H		*96.1%*	*39.7%*	*15.1%*	*67.9%*	*28.9%*	*39.0%*	*89.4%*
AB	1530	1486	695	218	1053	496	556	1499
%V	*22.9%*	*23.2%*	*26.2%*	*21.7%*	*23.3%*	*25.8%*	*21.4%*	*25.1%*
%H		*97.1%*	*45.4%*	*14.2%*	*68.8%*	*32.4%*	*36.3%*	*98.0%*
C1	1763	1674	692	289	1159	518	641	1672
%V	*26.4%*	*26.1%*	*26.1%*	*28.7%*	*25.6%*	*26.9%*	*24.6%*	*28.0%*
%H		*95.0%*	*39.3%*	*16.4%*	*65.7%*	*29.4%*	*36.4%*	*94.8%*
C2	1666	1636	686	271	1185	531	654	1472
%V	*25.0%*	*25.5%*	*25.9%*	*26.9%*	*26.2%*	*27.6%*	*25.1%*	*24.7%*
%H		*98.2%*	*41.2%*	*16.3%*	*71.1%*	*31.9%*	*39.3%*	*88.4%*
D	1064	1005	408	149	679	273	406	910
%V	*15.9%*	*15.7%*	*15.4%*	*14.8%*	*15.0%*	*14.2%*	*15.6%*	*15.3%*
%H		*94.5%*	*38.3%*	*14.0%*	*63.8%*	*25.7%*	*38.2%*	*85.5%*
E	651	609	170	80	453	109	345	411
%V	*9.8%*	*9.5%*	*6.4%*	*8.0%*	*10.0%*	*5.7%*	*13.3%*	*6.9%*
%H		*93.5%*	*26.1%*	*12.3%*	*69.6%*	*16.7%*	*53.0%*	*63.1%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6673	6411	2651	1006	4529	1926	2603	5964
%H		*96.1%*	*39.7%*	*15.1%*	*67.9%*	*28.9%*	*39.0%*	*89.4%*
Working full time	3796	3666	1694	615	2401	1145	1256	3671
%V	*56.9%*	*57.2%*	*63.9%*	*61.1%*	*53.0%*	*59.4%*	*48.3%*	*61.6%*
%H		*96.6%*	*44.6%*	*16.2%*	*63.3%*	*30.2%*	*33.1%*	*96.7%*
Working part time	262	252	110	32	192	85	107	243
%V	*3.9%*	*3.9%*	*4.1%*	*3.2%*	*4.2%*	*4.4%*	*4.1%*	*4.1%*
%H		*96.2%*	*42.0%*	*12.2%*	*73.3%*	*32.4%*	*40.8%*	*92.7%*
Not working	2614	2493	846	359	1937	697	1240	2051
%V	*39.2%*	*38.9%*	*31.9%*	*35.7%*	*42.8%*	*36.2%*	*47.6%*	*34.4%*
%H		*95.4%*	*32.4%*	*13.7%*	*74.1%*	*26.7%*	*47.4%*	*78.5%*
Houseperson	1803	1675	538	200	1231	360	872	1353
%V	*27.0%*	*26.1%*	*20.3%*	*19.9%*	*27.2%*	*18.7%*	*33.5%*	*22.7%*
%H		*92.9%*	*29.8%*	*11.1%*	*68.3%*	*20.0%*	*48.4%*	*75.0%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6969	6787	2717	1053	4871	1975	2896	6135
%H		*97.4%*	*39.0%*	*15.1%*	*69.9%*	*28.3%*	*41.6%*	*88.0%*
16 - 19	308	302	138	58	206	103	102	305
%V	*4.4%*	*4.4%*	*5.1%*	*5.5%*	*4.2%*	*5.2%*	*3.5%*	*5.0%*
%H		*98.1%*	*44.8%*	*18.8%*	*66.9%*	*33.4%*	*33.1%*	*99.0%*
20 - 24	545	494	154	71	353	123	230	531
%V	*7.8%*	*7.3%*	*5.7%*	*6.7%*	*7.2%*	*6.2%*	*7.9%*	*8.7%*
%H		*90.6%*	*28.3%*	*13.0%*	*64.8%*	*22.6%*	*42.2%*	*97.4%*
25 - 34	1095	1042	468	154	637	275	362	1067
%V	*15.7%*	*15.4%*	*17.2%*	*14.6%*	*13.1%*	*13.9%*	*12.5%*	*17.4%*
%H		*95.2%*	*42.7%*	*14.1%*	*58.2%*	*25.1%*	*33.1%*	*97.4%*
35 - 44	1001	973	468	167	615	301	313	972
%V	*14.4%*	*14.3%*	*17.2%*	*15.9%*	*12.6%*	*15.2%*	*10.8%*	*15.8%*
%H		*97.2%*	*46.8%*	*16.7%*	*61.4%*	*30.1%*	*31.3%*	*97.1%*
45 - 54	1208	1184	544	210	850	417	433	1155
%V	*17.3%*	*17.4%*	*20.0%*	*19.9%*	*17.5%*	*21.1%*	*15.0%*	*18.8%*
%H		*98.0%*	*45.0%*	*17.4%*	*70.4%*	*34.5%*	*35.8%*	*95.6%*
55 - 64	1109	1098	453	188	813	356	458	1022
%V	*15.9%*	*16.2%*	*16.7%*	*17.9%*	*16.7%*	*18.0%*	*15.8%*	*16.7%*
%H		*99.0%*	*40.8%*	*17.0%*	*73.3%*	*32.1%*	*41.3%*	*92.2%*
65+	1703	1695	491	206	1398	400	998	1084
%V	*24.4%*	*25.0%*	*18.1%*	*19.6%*	*28.7%*	*20.3%*	*34.5%*	*17.7%*
%H		*99.5%*	*28.8%*	*12.1%*	*82.1%*	*23.5%*	*58.6%*	*63.7%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6969	6787	2717	1053	4871	1975	2896	6135
%H		*97.4%*	*39.0%*	*15.1%*	*69.9%*	*28.3%*	*41.6%*	*88.0%*
AB	1472	1448	674	211	1041	491	550	1432
%V	*21.1%*	*21.3%*	*24.8%*	*20.0%*	*21.4%*	*24.9%*	*19.0%*	*23.3%*
%H		*98.4%*	*45.8%*	*14.3%*	*70.7%*	*33.4%*	*37.4%*	*97.3%*
C1	2043	1967	754	316	1423	578	845	1886
%V	*29.3%*	*29.0%*	*27.8%*	*30.0%*	*29.2%*	*29.3%*	*29.2%*	*30.7%*
%H		*96.3%*	*36.9%*	*15.5%*	*69.7%*	*28.3%*	*41.4%*	*92.3%*
C2	1419	1403	618	236	996	458	538	1287
%V	*20.4%*	*20.7%*	*22.7%*	*22.4%*	*20.4%*	*23.2%*	*18.6%*	*21.0%*
%H		*98.9%*	*43.6%*	*16.6%*	*70.2%*	*32.3%*	*37.9%*	*90.7%*
D	1169	1133	440	180	791	307	484	978
%V	*16.8%*	*16.7%*	*16.2%*	*17.1%*	*16.2%*	*15.5%*	*16.7%*	*15.9%*
%H		*96.9%*	*37.6%*	*15.4%*	*67.7%*	*26.3%*	*41.4%*	*83.7%*
E	866	835	231	110	621	142	478	552
%V	*12.4%*	*12.3%*	*8.5%*	*10.4%*	*12.7%*	*7.2%*	*16.5%*	*9.0%*
%H		*96.4%*	*26.7%*	*12.7%*	*71.7%*	*16.4%*	*55.2%*	*63.7%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6969	6787	2717	1053	4871	1975	2896	6135
%H		*97.4%*	*39.0%*	*15.1%*	*69.9%*	*28.3%*	*41.6%*	*88.0%*
Working full time	2558	2499	1150	451	1651	805	846	2489
%V	*36.7%*	*36.8%*	*42.3%*	*42.8%*	*33.9%*	*40.8%*	*29.2%*	*40.6%*
%H		*97.7%*	*45.0%*	*17.6%*	*64.5%*	*31.5%*	*33.1%*	*97.3%*
Working part time	1014	995	450	150	731	348	383	981
%V	*14.6%*	*14.7%*	*16.6%*	*14.2%*	*15.0%*	*17.6%*	*13.2%*	*16.0%*
%H		*98.1%*	*44.4%*	*14.8%*	*72.1%*	*34.3%*	*37.8%*	*96.7%*
Not working	3397	3293	1117	453	2490	822	1668	2666
%V	*48.7%*	*48.5%*	*41.1%*	*43.0%*	*51.1%*	*41.6%*	*57.6%*	*43.5%*
%H		*96.9%*	*32.9%*	*13.3%*	*73.3%*	*24.2%*	*49.1%*	*78.5%*
Houseperson	5641	5512	2167	827	3981	1557	2423	4875
%V	*80.9%*	*81.2%*	*79.8%*	*78.5%*	*81.7%*	*78.8%*	*83.7%*	*79.5%*
%H		*97.7%*	*38.4%*	*14.7%*	*70.6%*	*27.6%*	*43.0%*	*86.4%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 23.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4050	3928	1490	539	2950	1135	1816	3376
%H (All HH)		*97.0%*	*36.8%*	*13.3%*	*72.8%*	*28.0%*	*44.8%*	*83.4%*
%H (TV HH)			*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	
AB	875	854	377	119	634	285	349	842
%V	*21.6%*	*21.7%*	*25.3%*	*22.1%*	*21.5%*	*25.1%*	*19.2%*	*24.9%*
%H (All HH)		*97.6%*	*43.1%*	*13.6%*	*72.5%*	*32.6%*	*39.9%*	*96.2%*
%H (TV HH)			*44.1%*	*13.9%*	*74.2%*	*33.4%*	*40.9%*	
C1	1078	1038	381	147	775	298	477	954
%V	*26.6%*	*26.4%*	*25.6%*	*27.3%*	*26.3%*	*26.3%*	*26.3%*	*28.3%*
%H (All HH)		*96.3%*	*35.3%*	*13.6%*	*71.9%*	*27.6%*	*44.2%*	*88.5%*
%H (TV HH)			*36.7%*	*14.2%*	*74.7%*	*28.7%*	*46.0%*	
C2	908	893	373	137	677	296	381	765
%V	*22.4%*	*22.7%*	*25.0%*	*25.4%*	*22.9%*	*26.1%*	*21.0%*	*22.7%*
%H (All HH)		*98.3%*	*41.1%*	*15.1%*	*74.6%*	*32.6%*	*42.0%*	*84.3%*
%H (TV HH)			*41.8%*	*15.3%*	*75.8%*	*33.1%*	*42.7%*	
D	667	649	234	83	467	163	304	521
%V	*16.5%*	*16.5%*	*15.7%*	*15.4%*	*15.8%*	*14.4%*	*16.7%*	*15.4%*
%H (All HH)		*97.3%*	*35.1%*	*12.4%*	*70.0%*	*24.4%*	*45.6%*	*78.1%*
%H (TV HH)			*36.1%*	*12.8%*	*72.0%*	*25.1%*	*46.8%*	
E	521	495	126	52	397	93	305	294
%V	*12.9%*	*12.6%*	*8.5%*	*9.6%*	*13.5%*	*8.2%*	*16.8%*	*8.7%*
%H (All HH)		*95.0%*	*24.2%*	*10.0%*	*76.2%*	*17.9%*	*58.5%*	*56.4%*
%H (TV HH)			*25.5%*	*10.5%*	*80.2%*	*18.8%*	*61.6%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.2: 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	4050	3928	1490	539	2950	1135	1816	3376
%H (All HH)		*97.0%*	*36.8%*	*13.3%*	*72.8%*	*28.0%*	*44.8%*	*83.4%*
%H (TV HH)			*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	
Under 25	188	167	38	13	117	26	91	180
%V	*4.6%*	*4.3%*	*2.6%*	*2.4%*	*4.0%*	*2.3%*	*5.0%*	*5.3%*
%H (All HH)		*88.8%*	*20.2%*	*6.9%*	*62.2%*	*13.8%*	*48.4%*	*95.7%*
%H (TV HH)			*22.8%*	*7.8%*	*70.1%*	*15.6%*	*54.5%*	
25 - 34	607	571	246	78	351	149	202	589
%V	*15.0%*	*14.5%*	*16.5%*	*14.5%*	*11.9%*	*13.1%*	*11.1%*	*17.4%*
%H (All HH)		*94.1%*	*40.5%*	*12.9%*	*57.8%*	*24.5%*	*33.3%*	*97.0%*
%H (TV HH)			*43.1%*	*13.7%*	*61.5%*	*26.1%*	*35.4%*	
35 - 44	600	579	276	98	382	196	187	580
%V	*14.8%*	*14.7%*	*18.5%*	*18.2%*	*12.9%*	*17.3%*	*10.3%*	*17.2%*
%H (All HH)		*96.5%*	*46.0%*	*16.3%*	*63.7%*	*32.7%*	*31.2%*	*96.7%*
%H (TV HH)			*47.7%*	*16.9%*	*66.0%*	*33.9%*	*32.3%*	
45 - 54	749	726	335	112	529	252	277	705
%V	*18.5%*	*18.5%*	*22.5%*	*20.8%*	*17.9%*	*22.2%*	*15.3%*	*20.9%*
%H (All HH)		*96.9%*	*44.7%*	*15.0%*	*70.6%*	*33.6%*	*37.0%*	*94.1%*
%H (TV HH)			*46.1%*	*15.4%*	*72.9%*	*34.7%*	*38.2%*	
55 - 64	722	711	279	111	555	230	325	640
%V	*17.8%*	*18.1%*	*18.7%*	*20.6%*	*18.8%*	*20.3%*	*17.9%*	*19.0%*
%H (All HH)		*98.5%*	*38.6%*	*15.4%*	*76.9%*	*31.9%*	*45.0%*	*88.6%*
%H (TV HH)			*39.2%*	*15.6%*	*78.1%*	*32.3%*	*45.7%*	
65 +	1183	1175	316	125	1017	282	735	681
%V	*29.2%*	*29.9%*	*21.2%*	*23.2%*	*34.5%*	*24.8%*	*40.5%*	*20.2%*
%H (All HH)		*99.3%*	*26.7%*	*10.6%*	*86.0%*	*23.8%*	*62.1%*	*57.6%*
%H (TV HH)			*26.9%*	*10.6%*	*86.6%*	*24.0%*	*62.6%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4050	3928	1490	539	2950	1135	1816	3376
%H (All HH)		*97.0%*	*36.8%*	*13.3%*	*72.8%*	*28.0%*	*44.8%*	*83.4%*
%H (TV HH)			*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	
1	1277	1215	306	120	971	215	756	780
%V	*31.5%*	*30.9%*	*20.5%*	*22.3%*	*32.9%*	*18.9%*	*41.6%*	*23.1%*
%H (All HH)		*95.1%*	*24.0%*	*9.4%*	*76.0%*	*16.8%*	*59.2%*	*61.1%*
%H (TV HH)			*25.2%*	*9.9%*	*79.9%*	*17.7%*	*62.2%*	
2	1507	1479	585	222	1132	487	645	1352
%V	*37.2%*	*37.7%*	*39.3%*	*41.2%*	*38.4%*	*42.9%*	*35.5%*	*40.0%*
%H (All HH)		*98.1%*	*38.8%*	*14.7%*	*75.1%*	*32.3%*	*42.8%*	*89.7%*
%H (TV HH)			*39.6%*	*15.0%*	*76.5%*	*32.9%*	*43.6%*	
3	561	549	249	84	385	181	204	546
%V	*13.9%*	*14.0%*	*16.7%*	*15.6%*	*13.1%*	*15.9%*	*11.2%*	*16.2%*
%H (All HH)		*97.9%*	*44.4%*	*15.0%*	*68.6%*	*32.3%*	*36.4%*	*97.3%*
%H (TV HH)			*45.4%*	*15.3%*	*70.1%*	*33.0%*	*37.2%*	
4	483	476	246	75	331	183	148	479
%V	*11.9%*	*12.1%*	*16.5%*	*13.9%*	*11.2%*	*16.1%*	*8.1%*	*14.2%*
%H (All HH)		*98.6%*	*50.9%*	*15.5%*	*68.5%*	*37.9%*	*30.6%*	*99.2%*
%H (TV HH)			*51.7%*	*15.8%*	*69.5%*	*38.4%*	*31.1%*	
5+	221	210	105	38	131	69	62	218
%V	*5.5%*	*5.3%*	*7.0%*	*7.1%*	*4.4%*	*6.1%*	*3.4%*	*6.5%*
%H (All HH)		*95.0%*	*47.5%*	*17.2%*	*59.3%*	*31.2%*	*28.1%*	*98.6%*
%H (TV HH)			*50.0%*	*18.1%*	*62.4%*	*32.9%*	*29.5%*	
Average HH size	2.25	2.26	2.53	2.45	2.18	2.50	1.98	2.44

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4050	3928	1490	539	2950	1135	1816	3376
%H (All HH)		*97.0%*	*36.8%*	*13.3%*	*72.8%*	*28.0%*	*44.8%*	*83.4%*
%H (TV HH)			*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	
Without	3070	2967	1028	397	2297	811	1485	2418
%V	*75.8%*	*75.5%*	*69.0%*	*73.7%*	*77.9%*	*71.5%*	*81.8%*	*71.6%*
%H (All HH)		*96.6%*	*33.5%*	*12.9%*	*74.8%*	*26.4%*	*48.4%*	*78.8%*
%H (TV HH)			*34.6%*	*13.4%*	*77.4%*	*27.3%*	*50.1%*	
With	979	961	463	142	654	323	330	958
%V	*24.2%*	*24.5%*	*31.1%*	*26.3%*	*22.2%*	*28.5%*	*18.2%*	*28.4%*
%H (All HH)		*98.2%*	*47.3%*	*14.5%*	*66.8%*	*33.0%*	*33.7%*	*97.9%*
%H (TV HH)			*48.2%*	*14.8%*	*68.1%*	*33.6%*	*34.3%*	
0 - 3	354	343	148	46	226	93	133	343
%V	*8.7%*	*8.7%*	*9.9%*	*8.5%*	*7.7%*	*8.2%*	*7.3%*	*10.2%*
%H (All HH)		*96.9%*	*41.8%*	*13.0%*	*63.8%*	*26.3%*	*37.6%*	*96.9%*
%H (TV HH)			*43.1%*	*13.4%*	*65.9%*	*27.1%*	*38.8%*	
4 - 9	519	510	262	65	337	169	168	512
%V	*12.8%*	*13.0%*	*17.6%*	*12.1%*	*11.4%*	*14.9%*	*9.3%*	*15.2%*
%H (All HH)		*98.3%*	*50.5%*	*12.5%*	*64.9%*	*32.6%*	*32.4%*	*98.7%*
%H (TV HH)			*51.4%*	*12.7%*	*66.1%*	*33.1%*	*32.9%*	
10 - 15	465	460	235	80	313	175	138	457
%V	*11.5%*	*11.7%*	*15.8%*	*14.8%*	*10.6%*	*15.4%*	*7.6%*	*13.5%*
%H (All HH)		*98.9%*	*50.5%*	*17.2%*	*67.3%*	*37.6%*	*29.7%*	*98.3%*
%H (TV HH)			*51.1%*	*17.4%*	*68.0%*	*38.0%*	*30.0%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4050	3928	1490	539	2950	1135	1816	3376
%H (All HH)		*97.0%*	*36.8%*	*13.3%*	*72.8%*	*28.0%*	*44.8%*	*83.4%*
%H (TV HH)			*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	
1	1559	1559	437	163	1074	194	881	1160
%V	*38.5%*	*39.7%*	*29.3%*	*30.2%*	*36.4%*	*17.1%*	*48.5%*	*34.4%*
%H (All HH)		*100.0%*	*28.0%*	*10.5%*	*68.9%*	*12.4%*	*56.5%*	*74.4%*
%H (TV HH)			*28.0%*	*10.5%*	*68.9%*	*12.4%*	*56.5%*	
2	1298	1298	524	189	996	422	574	1093
%V	*32.0%*	*33.0%*	*35.2%*	*35.1%*	*33.8%*	*37.2%*	*31.6%*	*32.4%*
%H (All HH)		*100.0%*	*40.4%*	*14.6%*	*76.7%*	*32.5%*	*44.2%*	*84.2%*
%H (TV HH)			*40.4%*	*14.6%*	*76.7%*	*32.5%*	*44.2%*	
3	629	629	294	106	516	283	233	587
%V	*15.5%*	*16.0%*	*19.7%*	*19.7%*	*17.5%*	*24.9%*	*12.8%*	*17.4%*
%H (All HH)		*100.0%*	*46.7%*	*16.9%*	*82.0%*	*45.0%*	*37.0%*	*93.3%*
%H (TV HH)			*46.7%*	*16.9%*	*82.0%*	*45.0%*	*37.0%*	
4	309	309	162	56	254	162	92	300
%V	*7.6%*	*7.9%*	*10.9%*	*10.4%*	*8.6%*	*14.3%*	*5.1%*	*8.9%*
%H (All HH)		*100.0%*	*52.4%*	*18.1%*	*82.2%*	*52.4%*	*29.8%*	*97.1%*
%H (TV HH)			*52.4%*	*18.1%*	*82.2%*	*52.4%*	*29.8%*	
5+	132	132	73	25	110	74	36	132
%V	*3.3%*	*3.4%*	*4.9%*	*4.6%*	*3.7%*	*6.5%*	*2.0%*	*3.9%*
%H (All HH)		*100.0%*	*55.3%*	*18.9%*	*83.3%*	*56.1%*	*27.3%*	*100.0%*
%H (TV HH)			*55.3%*	*18.9%*	*83.3%*	*56.1%*	*27.3%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4050	3928	1490	539	2950	1135	1816	3376
%H (All HH)		*97.0%*	*36.8%*	*13.3%*	*72.8%*	*28.0%*	*44.8%*	*83.4%*
%H (TV HH)			*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	
Under 20"	463	463	165	61	401	167	234	397
%V	*11.4%*	*11.8%*	*11.1%*	*11.3%*	*13.6%*	*14.7%*	*12.9%*	*11.8%*
%H (All HH)		*100.0%*	*35.6%*	*13.2%*	*86.6%*	*36.1%*	*50.5%*	*85.7%*
%H (TV HH)			*35.6%*	*13.2%*	*86.6%*	*36.1%*	*50.5%*	
20" - 29"	998	998	378	144	832	365	467	845
%V	*24.6%*	*25.4%*	*25.4%*	*26.7%*	*28.2%*	*32.2%*	*25.7%*	*25.0%*
%H (All HH)		*100.0%*	*37.9%*	*14.4%*	*83.4%*	*36.6%*	*46.8%*	*84.7%*
%H (TV HH)			*37.9%*	*14.4%*	*83.4%*	*36.6%*	*46.8%*	
30" - 39"	1703	1703	652	269	1326	561	765	1440
%V	*42.0%*	*43.4%*	*43.8%*	*49.9%*	*44.9%*	*49.4%*	*42.1%*	*42.7%*
%H (All HH)		*100.0%*	*38.3%*	*15.8%*	*77.9%*	*32.9%*	*44.9%*	*84.6%*
%H (TV HH)			*38.3%*	*15.8%*	*77.9%*	*32.9%*	*44.9%*	
40" - 49"	2070	2070	911	327	1508	705	803	1840
%V	*51.1%*	*52.7%*	*61.1%*	*60.7%*	*51.1%*	*62.1%*	*44.2%*	*54.5%*
%H (All HH)		*100.0%*	*44.0%*	*15.8%*	*72.9%*	*34.1%*	*38.8%*	*88.9%*
%H (TV HH)			*44.0%*	*15.8%*	*72.9%*	*34.1%*	*38.8%*	
50" - 59"	747	747	384	116	517	282	235	710
%V	*18.4%*	*19.0%*	*25.8%*	*21.5%*	*17.5%*	*24.8%*	*12.9%*	*21.0%*
%H (All HH)		*100.0%*	*51.4%*	*15.5%*	*69.2%*	*37.8%*	*31.5%*	*95.0%*
%H (TV HH)			*51.4%*	*15.5%*	*69.2%*	*37.8%*	*31.5%*	
60"+	92	92	63	12	54	37	17	89
%V	*2.3%*	*2.3%*	*4.2%*	*2.2%*	*1.8%*	*3.3%*	*0.9%*	*2.6%*
%H (All HH)		*100.0%*	*68.5%*	*13.0%*	*58.7%*	*40.2%*	*18.5%*	*96.7%*
%H (TV HH)			*68.5%*	*13.0%*	*58.7%*	*40.2%*	*18.5%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Yorkshire / North East Macro

Household level data

Table 23.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4050	3928	1490	539	2950	1135	1816	3376
%H (All HH)		*97.0%*	*36.8%*	*13.3%*	*72.8%*	*28.0%*	*44.8%*	*83.4%*
%H (TV HH)			*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	
Main living room	3888	3888	1479	536	2919	1125	1794	3241
%V	*96.0%*	*99.0%*	*99.3%*	*99.4%*	*98.9%*	*99.1%*	*98.8%*	*96.0%*
%H (All HH)		*100.0%*	*38.0%*	*13.8%*	*75.1%*	*28.9%*	*46.1%*	*83.4%*
%H (TV HH)			*38.0%*	*13.8%*	*75.1%*	*28.9%*	*46.1%*	
Kitchen	438	438	193	60	393	204	189	391
%V	*10.8%*	*11.2%*	*13.0%*	*11.1%*	*13.3%*	*18.0%*	*10.4%*	*11.6%*
%H (All HH)		*100.0%*	*44.1%*	*13.7%*	*89.7%*	*46.6%*	*43.2%*	*89.3%*
%H (TV HH)			*44.1%*	*13.7%*	*89.7%*	*46.6%*	*43.2%*	
Adult's bedroom	1796	1796	790	298	1436	733	704	1601
%V	*44.3%*	*45.7%*	*53.0%*	*55.3%*	*48.7%*	*64.6%*	*38.8%*	*47.4%*
%H (All HH)		*100.0%*	*44.0%*	*16.6%*	*80.0%*	*40.8%*	*39.2%*	*89.1%*
%H (TV HH)			*44.0%*	*16.6%*	*80.0%*	*40.8%*	*39.2%*	
Child's bedroom	391	391	204	74	283	171	111	384
%V	*9.7%*	*10.0%*	*13.7%*	*13.7%*	*9.6%*	*15.1%*	*6.1%*	*11.4%*
%H (All HH)		*100.0%*	*52.2%*	*18.9%*	*72.4%*	*43.7%*	*28.4%*	*98.2%*
%H (TV HH)			*52.2%*	*18.9%*	*72.4%*	*43.7%*	*28.4%*	
Other bedroom	267	267	128	43	223	128	95	254
%V	*6.6%*	*6.8%*	*8.6%*	*8.0%*	*7.6%*	*11.3%*	*5.2%*	*7.5%*
%H (All HH)		*100.0%*	*47.9%*	*16.1%*	*83.5%*	*47.9%*	*35.6%*	*95.1%*
%H (TV HH)			*47.9%*	*16.1%*	*83.5%*	*47.9%*	*35.6%*	
Second living/dining room	411	411	203	68	331	190	141	373
%V	*10.1%*	*10.5%*	*13.6%*	*12.6%*	*11.2%*	*16.7%*	*7.8%*	*11.0%*
%H (All HH)		*100.0%*	*49.4%*	*16.5%*	*80.5%*	*46.2%*	*34.3%*	*90.8%*
%H (TV HH)			*49.4%*	*16.5%*	*80.5%*	*46.2%*	*34.3%*	
Study/office	61	61	28	10	52	30	22	60
%V	*1.5%*	*1.6%*	*1.9%*	*1.9%*	*1.8%*	*2.6%*	*1.2%*	*1.8%*
%H (All HH)		*100.0%*	*45.9%*	*16.4%*	*85.2%*	*49.2%*	*36.1%*	*98.4%*
%H (TV HH)			*45.9%*	*16.4%*	*85.2%*	*49.2%*	*36.1%*	
TV room	15	15	9	0	11	7	4	15
%V	*0.4%*	*0.4%*	*0.6%*	*0.0%*	*0.4%*	*0.6%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*73.3%*	*46.7%*	*26.7%*	*100.0%*
%H (TV HH)			*60.0%*	*0.0%*	*73.3%*	*46.7%*	*26.7%*	
Conservatory	123	123	65	16	93	52	41	113
%V	*3.0%*	*3.1%*	*4.4%*	*3.0%*	*3.2%*	*4.6%*	*2.3%*	*3.3%*
%H (All HH)		*100.0%*	*52.8%*	*13.0%*	*75.6%*	*42.3%*	*33.3%*	*91.9%*
%H (TV HH)			*52.8%*	*13.0%*	*75.6%*	*42.3%*	*33.3%*	
Attic or loft room	17	17	7	3	15	6	8	17
%V	*0.4%*	*0.4%*	*0.5%*	*0.6%*	*0.5%*	*0.5%*	*0.4%*	*0.5%*
%H (All HH)		*100.0%*	*41.2%*	*17.6%*	*88.2%*	*35.3%*	*47.1%*	*100.0%*
%H (TV HH)			*41.2%*	*17.6%*	*88.2%*	*35.3%*	*47.1%*	
No specific location	7	7	2	2	7	5	2	6
%V	*0.2%*	*0.2%*	*0.1%*	*0.4%*	*0.2%*	*0.4%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*28.6%*	*28.6%*	*100.0%*	*71.4%*	*28.6%*	*85.7%*
%H (TV HH)			*28.6%*	*28.6%*	*100.0%*	*71.4%*	*28.6%*	
Other	39	39	24	2	34	20	13	37
%V	*1.0%*	*1.0%*	*1.6%*	*0.4%*	*1.2%*	*1.8%*	*0.7%*	*1.1%*
%H (All HH)		*100.0%*	*61.5%*	*5.1%*	*87.2%*	*51.3%*	*33.3%*	*94.9%*
%H (TV HH)			*61.5%*	*5.1%*	*87.2%*	*51.3%*	*33.3%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4050	3928	1490	539	2950	1135	1816	3376
%H (All HH)		*97.0%*	*36.8%*	*13.3%*	*72.8%*	*28.0%*	*44.8%*	*83.4%*
%H (TV HH)			*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	
Any DSAT provider	1490	1490	1490	27	856	856	0	1389
%V	*36.8%*	*37.9%*	*100.0%*	*5.0%*	*29.0%*	*75.4%*	*0.0%*	*41.1%*
%H (All HH)			*100.0%*	*1.8%*	*57.4%*	*57.4%*	*0.0%*	*93.2%*
%H (TV HH)			*100.0%*	*1.8%*	*57.4%*	*57.4%*	*0.0%*	
Sky with subcription	1222	1222	1222	10	715	715	0	1150
%V	*30.2%*	*31.1%*	*82.0%*	*1.9%*	*24.2%*	*63.0%*	*0.0%*	*34.1%*
%H (All HH)			*100.0%*	*0.8%*	*58.5%*	*58.5%*	*0.0%*	*94.1%*
%H (TV HH)			*100.0%*	*0.8%*	*58.5%*	*58.5%*	*0.0%*	
Sky without subscription	82	82	82	6	49	49	0	73
%V	*2.0%*	*2.1%*	*5.5%*	*1.1%*	*1.7%*	*4.3%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*7.3%*	*59.8%*	*59.8%*	*0.0%*	*89.0%*
%H (TV HH)			*100.0%*	*7.3%*	*59.8%*	*59.8%*	*0.0%*	
Freesat	173	173	173	7	98	98	0	157
%V	*4.3%*	*4.4%*	*11.6%*	*1.3%*	*3.3%*	*8.6%*	*0.0%*	*4.7%*
%H (All HH)			*100.0%*	*4.0%*	*56.6%*	*56.6%*	*0.0%*	*90.8%*
%H (TV HH)			*100.0%*	*4.0%*	*56.6%*	*56.6%*	*0.0%*	
Other satellite provider	98	98	98	5	48	48	0	90
%V	*2.4%*	*2.5%*	*6.6%*	*0.9%*	*1.6%*	*4.2%*	*0.0%*	*2.7%*
%H (All HH)			*100.0%*	*5.1%*	*49.0%*	*49.0%*	*0.0%*	*91.8%*
%H (TV HH)			*100.0%*	*5.1%*	*49.0%*	*49.0%*	*0.0%*	
DCAB	539	539	27	539	292	292	0	509
%V	*13.3%*	*13.7%*	*1.8%*	*100.0%*	*9.9%*	*25.7%*	*0.0%*	*15.1%*
%H (All HH)			*5.0%*	*100.0%*	*54.2%*	*54.2%*	*0.0%*	*94.4%*
%H (TV HH)			*5.0%*	*100.0%*	*54.2%*	*54.2%*	*0.0%*	
DTT	2950	2950	856	292	2950	1135	1816	2355
%V	*72.8%*	*75.1%*	*57.4%*	*54.2%*	*100.0%*	*100.0%*	*100.0%*	*69.8%*
%H (All HH)		*100.0%*	*29.0%*	*9.9%*	*100.0%*	*38.5%*	*61.6%*	*79.8%*
%H (TV HH)			*29.0%*	*9.9%*	*100.0%*	*38.5%*	*61.6%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4050	3928	1490	539	2950	1135	1816	3376
%H (All HH)		*97.0%*	*36.8%*	*13.3%*	*72.8%*	*28.0%*	*44.8%*	*83.4%*
%H (TV HH)			*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	
PVR	2366	2366	1330	514	1586	1038	547	2174
%V	*58.4%*	*60.2%*	*89.3%*	*95.4%*	*53.8%*	*91.5%*	*30.1%*	*64.4%*
%H (All HH)		*100.0%*	*56.2%*	*21.7%*	*67.0%*	*43.9%*	*23.1%*	*91.9%*
%H (TV HH)			*56.2%*	*21.7%*	*67.0%*	*43.9%*	*23.1%*	
DVDR	44	44	14	6	37	13	24	40
%V	*1.1%*	*1.1%*	*0.9%*	*1.1%*	*1.3%*	*1.1%*	*1.3%*	*1.2%*
%H (All HH)		*100.0%*	*31.8%*	*13.6%*	*84.1%*	*29.5%*	*54.5%*	*90.9%*
%H (TV HH)			*31.8%*	*13.6%*	*84.1%*	*29.5%*	*54.5%*	
VCR	49	49	11	7	41	10	31	32
%V	*1.2%*	*1.2%*	*0.7%*	*1.3%*	*1.4%*	*0.9%*	*1.7%*	*0.9%*
%H (All HH)		*100.0%*	*22.4%*	*14.3%*	*83.7%*	*20.4%*	*63.3%*	*65.3%*
%H (TV HH)			*22.4%*	*14.3%*	*83.7%*	*20.4%*	*63.3%*	
Any recorder	2403	2403	1330	514	1621	1038	583	2196
%V	*59.3%*	*61.2%*	*89.3%*	*95.4%*	*54.9%*	*91.5%*	*32.1%*	*65.0%*
%H (All HH)		*100.0%*	*55.3%*	*21.4%*	*67.5%*	*43.2%*	*24.3%*	*91.4%*
%H (TV HH)			*55.3%*	*21.4%*	*67.5%*	*43.2%*	*24.3%*	
Receives HDTV (via STB or built-in reception)	2639	2639	1209	479	1954	978	977	2414
%V	*65.2%*	*67.2%*	*81.1%*	*88.9%*	*66.2%*	*86.2%*	*53.8%*	*71.5%*
%H (All HH)		*100.0%*	*45.8%*	*18.2%*	*74.0%*	*37.1%*	*37.0%*	*91.5%*
%H (TV HH)			*45.8%*	*18.2%*	*74.0%*	*37.1%*	*37.0%*	
DVD/Blu-ray player or recorder	2581	2581	1034	373	1995	856	1139	2251
%V	*63.7%*	*65.7%*	*69.4%*	*69.2%*	*67.6%*	*75.4%*	*62.7%*	*66.7%*
%H (All HH)		*100.0%*	*40.1%*	*14.5%*	*77.3%*	*33.2%*	*44.1%*	*87.2%*
%H (TV HH)			*40.1%*	*14.5%*	*77.3%*	*33.2%*	*44.1%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4050	3928	1490	539	2950	1135	1816	3376
%H (All HH)		*97.0%*	*36.8%*	*13.3%*	*72.8%*	*28.0%*	*44.8%*	*83.4%*
%H (TV HH)			*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	
Has broadband internet	3376	3273	1389	509	2355	1058	1297	3376
%V	*83.4%*	*83.3%*	*93.2%*	*94.4%*	*79.8%*	*93.2%*	*71.4%*	*100.0%*
%H (All HH)		*96.9%*	*41.1%*	*15.1%*	*69.8%*	*31.3%*	*38.4%*	*100.0%*
%H (TV HH)			*42.4%*	*15.6%*	*72.0%*	*32.3%*	*39.6%*	
Number of computers (PCs and laptops)								
0	901	861	177	52	732	117	615	256
%V	*22.2%*	*21.9%*	*11.9%*	*9.6%*	*24.8%*	*10.3%*	*33.9%*	*7.6%*
%H (All HH)		*95.6%*	*19.6%*	*5.8%*	*81.2%*	*13.0%*	*68.3%*	*28.4%*
%H (TV HH)			*20.6%*	*6.0%*	*85.0%*	*13.6%*	*71.4%*	
1	1077	1034	381	152	746	276	469	1056
%V	*26.6%*	*26.3%*	*25.6%*	*28.2%*	*25.3%*	*24.3%*	*25.8%*	*31.3%*
%H (All HH)		*96.0%*	*35.4%*	*14.1%*	*69.3%*	*25.6%*	*43.5%*	*98.1%*
%H (TV HH)			*36.8%*	*14.7%*	*72.1%*	*26.7%*	*45.4%*	
2	934	911	396	140	660	300	360	929
%V	*23.1%*	*23.2%*	*26.6%*	*26.0%*	*22.4%*	*26.4%*	*19.8%*	*27.5%*
%H (All HH)		*97.5%*	*42.4%*	*15.0%*	*70.7%*	*32.1%*	*38.5%*	*99.5%*
%H (TV HH)			*43.5%*	*15.4%*	*72.4%*	*32.9%*	*39.5%*	
3	534	530	239	85	401	206	195	534
%V	*13.2%*	*13.5%*	*16.0%*	*15.8%*	*13.6%*	*18.1%*	*10.7%*	*15.8%*
%H (All HH)		*99.3%*	*44.8%*	*15.9%*	*75.1%*	*38.6%*	*36.5%*	*100.0%*
%H (TV HH)			*45.1%*	*16.0%*	*75.7%*	*38.9%*	*36.8%*	
4	286	283	143	57	193	115	78	286
%V	*7.1%*	*7.2%*	*9.6%*	*10.6%*	*6.5%*	*10.1%*	*4.3%*	*8.5%*
%H (All HH)		*99.0%*	*50.0%*	*19.9%*	*67.5%*	*40.2%*	*27.3%*	*100.0%*
%H (TV HH)			*50.5%*	*20.1%*	*68.2%*	*40.6%*	*27.6%*	
5+	318	310	154	52	219	121	98	315
%V	*7.9%*	*7.9%*	*10.3%*	*9.6%*	*7.4%*	*10.7%*	*5.4%*	*9.3%*
%H (All HH)		*97.5%*	*48.4%*	*16.4%*	*68.9%*	*38.1%*	*30.8%*	*99.1%*
%H (TV HH)			*49.7%*	*16.8%*	*70.6%*	*39.0%*	*31.6%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.11: 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	7993	3412	1213	6227	2936	3291	7021
%H		*42.7%*	*15.2%*	*77.9%*	*36.7%*	*41.2%*	*87.8%*
Under 20"	563	199	77	489	205	284	489
%V	*7.0%*	*5.8%*	*6.3%*	*7.9%*	*7.0%*	*8.6%*	*7.0%*
%H		*35.3%*	*13.7%*	*86.9%*	*36.4%*	*50.4%*	*86.9%*
20" - 29"	1308	526	194	1096	514	582	1125
%V	*16.4%*	*15.4%*	*16.0%*	*17.6%*	*17.5%*	*17.7%*	*16.0%*
%H		*40.2%*	*14.8%*	*83.8%*	*39.3%*	*44.5%*	*86.0%*
30" - 39"	2143	858	342	1682	757	924	1850
%V	*26.8%*	*25.1%*	*28.2%*	*27.0%*	*25.8%*	*28.1%*	*26.3%*
%H		*40.0%*	*16.0%*	*78.5%*	*35.3%*	*43.1%*	*86.3%*
40" - 49"	2501	1152	413	1818	909	909	2260
%V	*31.3%*	*33.8%*	*34.0%*	*29.2%*	*31.0%*	*27.6%*	*32.2%*
%H		*46.1%*	*16.5%*	*72.7%*	*36.3%*	*36.3%*	*90.4%*
50" - 59"	827	431	130	574	320	255	790
%V	*10.3%*	*12.6%*	*10.7%*	*9.2%*	*10.9%*	*7.7%*	*11.3%*
%H		*52.1%*	*15.7%*	*69.4%*	*38.7%*	*30.8%*	*95.5%*
60"+	105	73	13	61	42	19	102
%V	*1.3%*	*2.1%*	*1.1%*	*1.0%*	*1.4%*	*0.6%*	*1.5%*
%H		*69.5%*	*12.4%*	*58.1%*	*40.0%*	*18.1%*	*97.1%*
Don't know	546	174	44	507	189	318	405
%V	*6.8%*	*5.1%*	*3.6%*	*8.1%*	*6.4%*	*9.7%*	*5.8%*
%H		*31.9%*	*8.1%*	*92.9%*	*34.6%*	*58.2%*	*74.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Yorkshire / North East Macro

Set level data

Table 23.12: 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	7993	3412	1213	6227	2936	3291	7021
%H		*42.7%*	*15.2%*	*77.9%*	*36.7%*	*41.2%*	*87.8%*
Main living room	3905	1484	538	2936	1131	1805	3257
%V	*48.9%*	*43.5%*	*44.4%*	*47.1%*	*38.5%*	*54.8%*	*46.4%*
%H		*38.0%*	*13.8%*	*75.2%*	*29.0%*	*46.2%*	*83.4%*
Kitchen	439	193	61	394	205	189	392
%V	*5.5%*	*5.7%*	*5.0%*	*6.3%*	*7.0%*	*5.7%*	*5.6%*
%H		*44.0%*	*13.9%*	*89.7%*	*46.7%*	*43.1%*	*89.3%*
Adult's bedroom	2120	947	366	1705	900	805	1918
%V	*26.5%*	*27.8%*	*30.2%*	*27.4%*	*30.7%*	*24.5%*	*27.3%*
%H		*44.7%*	*17.3%*	*80.4%*	*42.5%*	*38.0%*	*90.5%*
Child's bedroom	518	279	96	369	226	143	509
%V	*6.5%*	*8.2%*	*7.9%*	*5.9%*	*7.7%*	*4.3%*	*7.2%*
%H		*53.9%*	*18.5%*	*71.2%*	*43.6%*	*27.6%*	*98.3%*
Other bedroom	325	162	50	267	156	111	310
%V	*4.1%*	*4.7%*	*4.1%*	*4.3%*	*5.3%*	*3.4%*	*4.4%*
%H		*49.8%*	*15.4%*	*82.2%*	*48.0%*	*34.2%*	*95.4%*
Second living/dining room	421	208	69	342	196	145	383
%V	*5.3%*	*6.1%*	*5.7%*	*5.5%*	*6.7%*	*4.4%*	*5.5%*
%H		*49.4%*	*16.4%*	*81.2%*	*46.6%*	*34.4%*	*91.0%*
Study/office	61	29	10	52	30	22	60
%V	*0.8%*	*0.8%*	*0.8%*	*0.8%*	*1.0%*	*0.7%*	*0.9%*
%H		*47.5%*	*16.4%*	*85.2%*	*49.2%*	*36.1%*	*98.4%*
TV room	15	9	0	11	7	4	15
%V	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*60.0%*	*0.0%*	*73.3%*	*46.7%*	*26.7%*	*100.0%*
Conservatory	123	65	16	93	52	41	113
%V	*1.5%*	*1.9%*	*1.3%*	*1.5%*	*1.8%*	*1.2%*	*1.6%*
%H		*52.8%*	*13.0%*	*75.6%*	*42.3%*	*33.3%*	*91.9%*
Attic or loft room	17	7	3	15	6	8	17
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*41.2%*	*17.6%*	*88.2%*	*35.3%*	*47.1%*	*100.0%*
No specific location	7	2	2	7	5	2	6
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*28.6%*	*28.6%*	*100.0%*	*71.4%*	*28.6%*	*85.7%*
Other	42	26	2	37	23	14	41
%V	*0.5%*	*0.8%*	*0.2%*	*0.6%*	*0.8%*	*0.4%*	*0.6%*
%H		*61.9%*	*4.8%*	*88.1%*	*54.8%*	*33.3%*	*97.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7993	3412	1213	6227	2936	3291	7021
%H		*42.7%*	*15.2%*	*77.9%*	*36.7%*	*41.2%*	*87.8%*
PVR	3285	1982	729	2068	1457	611	3073
%V	*41.1%*	*58.1%*	*60.1%*	*33.2%*	*49.6%*	*18.6%*	*43.8%*
%H		*60.3%*	*22.2%*	*63.0%*	*44.4%*	*18.6%*	*93.5%*
DVDR	48	14	6	40	14	26	44
%V	*0.6%*	*0.4%*	*0.5%*	*0.6%*	*0.5%*	*0.8%*	*0.6%*
%H		*29.2%*	*12.5%*	*83.3%*	*29.2%*	*54.2%*	*91.7%*
VCR	52	13	8	44	12	32	34
%V	*0.7%*	*0.4%*	*0.7%*	*0.7%*	*0.4%*	*1.0%*	*0.5%*
%H		*25.0%*	*15.4%*	*84.6%*	*23.1%*	*61.5%*	*65.4%*
Any recorder	3340	1990	732	2118	1465	653	3109
%V	*41.8%*	*58.3%*	*60.3%*	*34.0%*	*49.9%*	*19.8%*	*44.3%*
%H		*59.6%*	*21.9%*	*63.4%*	*43.9%*	*19.6%*	*93.1%*

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

Set level data

Table 23.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7993	3412	1213	6227	2936	3291	7021
%H		*42.7%*	*15.2%*	*77.9%*	*36.7%*	*41.2%*	*87.8%*
Receives HDTV (via STB or built-in reception)	4203	2064	776	3139	1734	1405	3922
%V	*52.6%*	*60.5%*	*64.0%*	*50.4%*	*59.1%*	*42.7%*	*55.9%*
%H		*49.1%*	*18.5%*	*74.7%*	*41.3%*	*33.4%*	*93.3%*
DVD/Blu-ray player or recorder	3669	1575	554	2853	1353	1500	3276
%V	*45.9%*	*46.2%*	*45.7%*	*45.8%*	*46.1%*	*45.6%*	*46.7%*
%H		*42.9%*	*15.1%*	*77.8%*	*36.9%*	*40.9%*	*89.3%*

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

Table 23.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3928	1490	539	2950	1135	1816	3272
%H		*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	*83.3%*
Under 20"	30	6	0	22	1	21	19
%V	*0.8%*	*0.4%*	*0.0%*	*0.7%*	*0.1%*	*1.2%*	*0.6%*
%H		*20.0%*	*0.0%*	*73.3%*	*3.3%*	*70.0%*	*63.3%*
20" - 29"	219	36	18	178	22	157	139
%V	*5.6%*	*2.4%*	*3.3%*	*6.0%*	*1.9%*	*8.6%*	*4.2%*
%H		*16.4%*	*8.2%*	*81.3%*	*10.0%*	*71.7%*	*63.5%*
30" - 39"	910	258	117	716	200	516	694
%V	*23.2%*	*17.3%*	*21.7%*	*24.3%*	*17.6%*	*28.4%*	*21.2%*
%H		*28.4%*	*12.9%*	*78.7%*	*22.0%*	*56.7%*	*76.3%*
40" - 49"	1767	746	278	1292	576	716	1548
%V	*45.0%*	*50.1%*	*51.6%*	*43.8%*	*50.7%*	*39.4%*	*47.3%*
%H		*42.2%*	*15.7%*	*73.1%*	*32.6%*	*40.5%*	*87.6%*
50" - 59"	661	331	104	460	246	214	627
%V	*16.8%*	*22.2%*	*19.3%*	*15.6%*	*21.7%*	*11.8%*	*19.2%*
%H		*50.1%*	*15.7%*	*69.6%*	*37.2%*	*32.4%*	*94.9%*
60"+	83	56	12	47	32	15	81
%V	*2.1%*	*3.8%*	*2.2%*	*1.6%*	*2.8%*	*0.8%*	*2.5%*
%H		*67.5%*	*14.5%*	*56.6%*	*38.6%*	*18.1%*	*97.6%*
Don't know	258	58	10	235	57	178	164
%V	*6.6%*	*3.9%*	*1.9%*	*8.0%*	*5.0%*	*9.8%*	*5.0%*
%H		*22.5%*	*3.9%*	*91.1%*	*22.1%*	*69.0%*	*63.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Yorkshire / North East Macro

Set level data

Table 23.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3928	1490	539	2950	1135	1816	3272
%H		*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	*83.3%*
PVR	2300	1301	500	1528	1007	522	2114
%V	*58.6%*	*87.3%*	*92.8%*	*51.8%*	*88.7%*	*28.7%*	*64.6%*
%H		*56.6%*	*21.7%*	*66.4%*	*43.8%*	*22.7%*	*91.9%*
DVDR	34	10	5	29	10	19	31
%V	*0.9%*	*0.7%*	*0.9%*	*1.0%*	*0.9%*	*1.0%*	*0.9%*
%H		*29.4%*	*14.7%*	*85.3%*	*29.4%*	*55.9%*	*91.2%*
VCR	37	6	7	30	6	24	24
%V	*0.9%*	*0.4%*	*1.3%*	*1.0%*	*0.5%*	*1.3%*	*0.7%*
%H		*16.2%*	*18.9%*	*81.1%*	*16.2%*	*64.9%*	*64.9%*
Any recorder	2335	1302	502	1561	1007	554	2135
%V	*59.4%*	*87.4%*	*93.1%*	*52.9%*	*88.7%*	*30.5%*	*65.3%*
%H		*55.8%*	*21.5%*	*66.9%*	*43.1%*	*23.7%*	*91.4%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.17: 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	3928	1490	539	2950	1135	1816	3272
%H		*37.9%*	*13.7%*	*75.1%*	*28.9%*	*46.2%*	*83.3%*
Receives HDTV (via STB or built-in reception)	2565	1175	473	1889	948	942	2351
%V	*65.3%*	*78.9%*	*87.8%*	*64.0%*	*83.5%*	*51.9%*	*71.9%*
%H		*45.8%*	*18.4%*	*73.6%*	*37.0%*	*36.7%*	*91.7%*
DVD/Blu-ray player or recorder	2206	853	299	1708	694	1014	1899
%V	*56.2%*	*57.2%*	*55.5%*	*57.9%*	*61.1%*	*55.8%*	*58.0%*
%H		*38.7%*	*13.6%*	*77.4%*	*31.5%*	*46.0%*	*86.1%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Yorkshire / North East Macro

Set level data

Table 23.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	4066	1922	674	3277	1801	1475	3749
%H		*47.3%*	*16.6%*	*80.6%*	*44.3%*	*36.3%*	*92.2%*
Under 20"	534	193	77	467	204	263	469
%V	*13.1%*	*10.0%*	*11.4%*	*14.3%*	*11.3%*	*17.8%*	*12.5%*
%H		*36.1%*	*14.4%*	*87.5%*	*38.2%*	*49.3%*	*87.8%*
20" - 29"	1089	491	176	918	492	426	986
%V	*26.8%*	*25.5%*	*26.1%*	*28.0%*	*27.3%*	*28.9%*	*26.3%*
%H		*45.1%*	*16.2%*	*84.3%*	*45.2%*	*39.1%*	*90.5%*
30" - 39"	1232	600	225	965	557	408	1156
%V	*30.3%*	*31.2%*	*33.4%*	*29.4%*	*30.9%*	*27.7%*	*30.8%*
%H		*48.7%*	*18.3%*	*78.3%*	*45.2%*	*33.1%*	*93.8%*
40" - 49"	734	406	135	525	332	193	712
%V	*18.1%*	*21.1%*	*20.0%*	*16.0%*	*18.4%*	*13.1%*	*19.0%*
%H		*55.3%*	*18.4%*	*71.5%*	*45.2%*	*26.3%*	*97.0%*
50" - 59"	166	100	26	114	74	40	164
%V	*4.1%*	*5.2%*	*3.9%*	*3.5%*	*4.1%*	*2.7%*	*4.4%*
%H		*60.2%*	*15.7%*	*68.7%*	*44.6%*	*24.1%*	*98.8%*
60"+	22	16	1	14	10	5	22
%V	*0.5%*	*0.8%*	*0.1%*	*0.4%*	*0.6%*	*0.3%*	*0.6%*
%H		*72.7%*	*4.5%*	*63.6%*	*45.5%*	*22.7%*	*100.0%*
Don't know	288	116	34	273	132	140	241
%V	*7.1%*	*6.0%*	*5.0%*	*8.3%*	*7.3%*	*9.5%*	*6.4%*
%H		*40.3%*	*11.8%*	*94.8%*	*45.8%*	*48.6%*	*83.7%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	4066	1922	674	3277	1801	1475	3749
%H		*47.3%*	*16.6%*	*80.6%*	*44.3%*	*36.3%*	*92.2%*
PVR	985	681	229	540	451	89	959
%V	*24.2%*	*35.4%*	*34.0%*	*16.5%*	*25.0%*	*6.0%*	*25.6%*
%H		*69.1%*	*23.2%*	*54.8%*	*45.8%*	*9.0%*	*97.4%*
DVDR	14	5	1	11	4	7	13
%V	*0.3%*	*0.3%*	*0.1%*	*0.3%*	*0.2%*	*0.5%*	*0.3%*
%H		*35.7%*	*7.1%*	*78.6%*	*28.6%*	*50.0%*	*92.9%*
VCR	16	7	2	14	6	7	11
%V	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.3%*	*0.5%*	*0.3%*
%H		*43.8%*	*12.5%*	*87.5%*	*37.5%*	*43.8%*	*68.8%*
Any recorder	1004	687	230	557	457	99	973
%V	*24.7%*	*35.7%*	*34.1%*	*17.0%*	*25.4%*	*6.7%*	*26.0%*
%H		*68.4%*	*22.9%*	*55.5%*	*45.5%*	*9.9%*	*96.9%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 23.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	4066	1922	674	3277	1801	1475	3749
%H		*47.3%*	*16.6%*	*80.6%*	*44.3%*	*36.3%*	*92.2%*
Receives HDTV (via STB or built-in reception)	1639	888	303	1250	786	464	1571
%V	*40.3%*	*46.2%*	*45.0%*	*38.1%*	*43.6%*	*31.5%*	*41.9%*
%H		*54.2%*	*18.5%*	*76.3%*	*48.0%*	*28.3%*	*95.9%*
DVD/Blu-ray player or recorder	1463	722	255	1146	660	486	1377
%V	*36.0%*	*37.6%*	*37.8%*	*35.0%*	*36.6%*	*32.9%*	*36.7%*
%H		*49.4%*	*17.4%*	*78.3%*	*45.1%*	*33.2%*	*94.1%*

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 23.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	9111	8861	3777	1317	6431	2836	3595	8227
%H		*97.3%*	*41.5%*	*14.5%*	*70.6%*	*31.1%*	*39.5%*	*90.3%*
Total Children	1704	1668	837	243	1109	558	551	1669
%V	*18.7%*	*18.8%*	*22.2%*	*18.5%*	*17.2%*	*19.7%*	*15.3%*	*20.3%*
%H		*97.9%*	*49.1%*	*14.3%*	*65.1%*	*32.7%*	*32.3%*	*97.9%*
0 - 3	407	393	173	52	258	107	151	392
%V	*4.5%*	*4.4%*	*4.6%*	*3.9%*	*4.0%*	*3.8%*	*4.2%*	*4.8%*
%H		*96.6%*	*42.5%*	*12.8%*	*63.4%*	*26.3%*	*37.1%*	*96.3%*
4 - 15	1297	1275	664	191	851	451	400	1277
%V	*14.2%*	*14.4%*	*17.6%*	*14.5%*	*13.2%*	*15.9%*	*11.1%*	*15.5%*
%H		*98.3%*	*51.2%*	*14.7%*	*65.6%*	*34.8%*	*30.8%*	*98.5%*
4 - 9	685	667	345	86	440	218	223	676
%V	*7.5%*	*7.5%*	*9.1%*	*6.5%*	*6.8%*	*7.7%*	*6.2%*	*8.2%*
%H		*97.4%*	*50.4%*	*12.6%*	*64.2%*	*31.8%*	*32.6%*	*98.7%*
10 - 15	612	608	319	104	411	234	177	601
%V	*6.7%*	*6.9%*	*8.4%*	*7.9%*	*6.4%*	*8.3%*	*4.9%*	*7.3%*
%H		*99.3%*	*52.1%*	*17.0%*	*67.2%*	*38.2%*	*28.9%*	*98.2%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	9111	8861	3777	1317	6431	2836	3595	8227
%H		*97.3%*	*41.5%*	*14.5%*	*70.6%*	*31.1%*	*39.5%*	*90.3%*
Total Adults (16+)	7407	7193	2941	1074	5322	2278	3043	6558
%V	*81.3%*	*81.2%*	*77.9%*	*81.5%*	*82.8%*	*80.3%*	*84.6%*	*79.7%*
%H		*97.1%*	*39.7%*	*14.5%*	*71.9%*	*30.8%*	*41.1%*	*88.5%*
16 - 19	351	343	142	68	246	122	124	347
%V	*3.9%*	*3.9%*	*3.8%*	*5.2%*	*3.8%*	*4.3%*	*3.4%*	*4.2%*
%H		*97.7%*	*40.5%*	*19.4%*	*70.1%*	*34.8%*	*35.3%*	*98.9%*
20 - 24	600	545	182	77	390	149	241	589
%V	*6.6%*	*6.2%*	*4.8%*	*5.8%*	*6.1%*	*5.3%*	*6.7%*	*7.2%*
%H		*90.8%*	*30.3%*	*12.8%*	*65.0%*	*24.8%*	*40.2%*	*98.2%*
25 - 34	1168	1107	491	158	698	309	388	1142
%V	*12.8%*	*12.5%*	*13.0%*	*12.0%*	*10.9%*	*10.9%*	*10.8%*	*13.9%*
%H		*94.8%*	*42.0%*	*13.5%*	*59.8%*	*26.5%*	*33.2%*	*97.8%*
35 - 44	1065	1033	515	181	676	364	312	1035
%V	*11.7%*	*11.7%*	*13.6%*	*13.7%*	*10.5%*	*12.8%*	*8.7%*	*12.6%*
%H		*97.0%*	*48.4%*	*17.0%*	*63.5%*	*34.2%*	*29.3%*	*97.2%*
45 - 54	1288	1259	604	206	918	464	454	1226
%V	*14.1%*	*14.2%*	*16.0%*	*15.6%*	*14.3%*	*16.4%*	*12.6%*	*14.9%*
%H		*97.7%*	*46.9%*	*16.0%*	*71.3%*	*36.0%*	*35.2%*	*95.2%*
55 - 64	1190	1170	475	183	907	388	519	1077
%V	*13.1%*	*13.2%*	*12.6%*	*13.9%*	*14.1%*	*13.7%*	*14.4%*	*13.1%*
%H		*98.3%*	*39.9%*	*15.4%*	*76.2%*	*32.6%*	*43.6%*	*90.5%*
65+	1745	1735	532	202	1487	482	1005	1141
%V	*19.2%*	*19.6%*	*14.1%*	*15.3%*	*23.1%*	*17.0%*	*28.0%*	*13.9%*
%H		*99.4%*	*30.5%*	*11.6%*	*85.2%*	*27.6%*	*57.6%*	*65.4%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7407	7193	2941	1074	5322	2278	3043	6558
%H		*97.1%*	*39.7%*	*14.5%*	*71.9%*	*30.8%*	*41.1%*	*88.5%*
AB	1753	1715	787	259	1259	598	661	1713
%V	*23.7%*	*23.8%*	*26.8%*	*24.1%*	*23.7%*	*26.3%*	*21.7%*	*26.1%*
%H		*97.8%*	*44.9%*	*14.8%*	*71.8%*	*34.1%*	*37.7%*	*97.7%*
C1	2021	1936	749	290	1432	597	835	1874
%V	*27.3%*	*26.9%*	*25.5%*	*27.0%*	*26.9%*	*26.2%*	*27.4%*	*28.6%*
%H		*95.8%*	*37.1%*	*14.3%*	*70.9%*	*29.5%*	*41.3%*	*92.7%*
C2	1736	1713	753	286	1282	611	671	1535
%V	*23.4%*	*23.8%*	*25.6%*	*26.6%*	*24.1%*	*26.8%*	*22.1%*	*23.4%*
%H		*98.7%*	*43.4%*	*16.5%*	*73.8%*	*35.2%*	*38.7%*	*88.4%*
D	1189	1156	462	162	819	331	489	997
%V	*16.1%*	*16.1%*	*15.7%*	*15.1%*	*15.4%*	*14.5%*	*16.1%*	*15.2%*
%H		*97.2%*	*38.9%*	*13.6%*	*68.9%*	*27.8%*	*41.1%*	*83.9%*
E	709	673	190	78	530	142	388	440
%V	*9.6%*	*9.4%*	*6.5%*	*7.3%*	*10.0%*	*6.2%*	*12.8%*	*6.7%*
%H		*94.9%*	*26.8%*	*11.0%*	*74.8%*	*20.0%*	*54.7%*	*62.1%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7407	7193	2941	1074	5322	2278	3043	6558
%H		*97.1%*	*39.7%*	*14.5%*	*71.9%*	*30.8%*	*41.1%*	*88.5%*
Working full time	3374	3273	1559	547	2237	1134	1103	3284
%V	*45.6%*	*45.5%*	*53.0%*	*50.9%*	*42.0%*	*49.8%*	*36.2%*	*50.1%*
%H		*97.0%*	*46.2%*	*16.2%*	*66.3%*	*33.6%*	*32.7%*	*97.3%*
Working part time	734	727	325	104	559	270	289	704
%V	*9.9%*	*10.1%*	*11.1%*	*9.7%*	*10.5%*	*11.9%*	*9.5%*	*10.7%*
%H		*99.0%*	*44.3%*	*14.2%*	*76.2%*	*36.8%*	*39.4%*	*95.9%*
Not working	3299	3193	1057	423	2526	874	1651	2571
%V	*44.5%*	*44.4%*	*35.9%*	*39.4%*	*47.5%*	*38.4%*	*54.3%*	*39.2%*
%H		*96.8%*	*32.0%*	*12.8%*	*76.6%*	*26.5%*	*50.0%*	*77.9%*
Houseperson	4050	3928	1490	539	2950	1135	1816	3376
%V	*54.7%*	*54.6%*	*50.7%*	*50.2%*	*55.4%*	*49.8%*	*59.7%*	*51.5%*
%H		*97.0%*	*36.8%*	*13.3%*	*72.8%*	*28.0%*	*44.8%*	*83.4%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3628	3499	1471	524	2564	1134	1430	3240
%H		*96.4%*	*40.5%*	*14.4%*	*70.7%*	*31.3%*	*39.4%*	*89.3%*
16 - 19	181	177	72	36	132	69	63	178
%V	*5.0%*	*5.1%*	*4.9%*	*6.9%*	*5.1%*	*6.1%*	*4.4%*	*5.5%*
%H		*97.8%*	*39.8%*	*19.9%*	*72.9%*	*38.1%*	*34.8%*	*98.3%*
20 - 24	304	271	100	45	188	84	103	299
%V	*8.4%*	*7.7%*	*6.8%*	*8.6%*	*7.3%*	*7.4%*	*7.2%*	*9.2%*
%H		*89.1%*	*32.9%*	*14.8%*	*61.8%*	*27.6%*	*33.9%*	*98.4%*
25 - 34	582	547	237	78	339	149	191	566
%V	*16.0%*	*15.6%*	*16.1%*	*14.9%*	*13.2%*	*13.1%*	*13.4%*	*17.5%*
%H		*94.0%*	*40.7%*	*13.4%*	*58.2%*	*25.6%*	*32.8%*	*97.3%*
35 - 44	531	509	260	92	326	182	144	514
%V	*14.6%*	*14.5%*	*17.7%*	*17.6%*	*12.7%*	*16.0%*	*10.1%*	*15.9%*
%H		*95.9%*	*49.0%*	*17.3%*	*61.4%*	*34.3%*	*27.1%*	*96.8%*
45 - 54	634	620	300	99	453	230	223	600
%V	*17.5%*	*17.7%*	*20.4%*	*18.9%*	*17.7%*	*20.3%*	*15.6%*	*18.5%*
%H		*97.8%*	*47.3%*	*15.6%*	*71.5%*	*36.3%*	*35.2%*	*94.6%*
55 - 64	584	570	227	82	439	175	264	522
%V	*16.1%*	*16.3%*	*15.4%*	*15.6%*	*17.1%*	*15.4%*	*18.5%*	*16.1%*
%H		*97.6%*	*38.9%*	*14.0%*	*75.2%*	*30.0%*	*45.2%*	*89.4%*
65+	811	805	276	92	687	246	441	562
%V	*22.4%*	*23.0%*	*18.8%*	*17.6%*	*26.8%*	*21.7%*	*30.8%*	*17.3%*
%H		*99.3%*	*34.0%*	*11.3%*	*84.7%*	*30.3%*	*54.4%*	*69.3%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV Yorkshire / North East Macro

Individual level data

Table 23.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3628	3499	1471	524	2564	1134	1430	3240
%H		*96.4%*	*40.5%*	*14.4%*	*70.7%*	*31.3%*	*39.4%*	*89.3%*
AB	902	874	408	133	632	303	329	886
%V	*24.9%*	*25.0%*	*27.7%*	*25.4%*	*24.6%*	*26.7%*	*23.0%*	*27.3%*
%H		*96.9%*	*45.2%*	*14.7%*	*70.1%*	*33.6%*	*36.5%*	*98.2%*
C1	937	890	365	135	646	288	358	885
%V	*25.8%*	*25.4%*	*24.8%*	*25.8%*	*25.2%*	*25.4%*	*25.0%*	*27.3%*
%H		*95.0%*	*39.0%*	*14.4%*	*68.9%*	*30.7%*	*38.2%*	*94.5%*
C2	935	920	398	151	697	329	368	816
%V	*25.8%*	*26.3%*	*27.1%*	*28.8%*	*27.2%*	*29.0%*	*25.7%*	*25.2%*
%H		*98.4%*	*42.6%*	*16.1%*	*74.5%*	*35.2%*	*39.4%*	*87.3%*
D	562	542	218	74	378	154	223	476
%V	*15.5%*	*15.5%*	*14.8%*	*14.1%*	*14.7%*	*13.6%*	*15.6%*	*14.7%*
%H		*96.4%*	*38.8%*	*13.2%*	*67.3%*	*27.4%*	*39.7%*	*84.7%*
E	292	272	83	31	211	60	151	177
%V	*8.0%*	*7.8%*	*5.6%*	*5.9%*	*8.2%*	*5.3%*	*10.6%*	*5.5%*
%H		*93.2%*	*28.4%*	*10.6%*	*72.3%*	*20.5%*	*51.7%*	*60.6%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3628	3499	1471	524	2564	1134	1430	3240
%H		*96.4%*	*40.5%*	*14.4%*	*70.7%*	*31.3%*	*39.4%*	*89.3%*
Working full time	2051	1981	949	321	1346	679	667	1988
%V	*56.5%*	*56.6%*	*64.5%*	*61.3%*	*52.5%*	*59.9%*	*46.6%*	*61.4%*
%H		*96.6%*	*46.3%*	*15.7%*	*65.6%*	*33.1%*	*32.5%*	*96.9%*
Working part time	143	141	59	18	113	51	62	132
%V	*3.9%*	*4.0%*	*4.0%*	*3.4%*	*4.4%*	*4.5%*	*4.3%*	*4.1%*
%H		*98.6%*	*41.3%*	*12.6%*	*79.0%*	*35.7%*	*43.4%*	*92.3%*
Not working	1435	1377	463	184	1105	403	702	1120
%V	*39.6%*	*39.4%*	*31.5%*	*35.1%*	*43.1%*	*35.5%*	*49.1%*	*34.6%*
%H		*96.0%*	*32.3%*	*12.8%*	*77.0%*	*28.1%*	*48.9%*	*78.0%*
Houseperson	913	853	279	95	650	209	441	670
%V	*25.2%*	*24.4%*	*19.0%*	*18.1%*	*25.4%*	*18.4%*	*30.8%*	*20.7%*
%H		*93.4%*	*30.6%*	*10.4%*	*71.2%*	*22.9%*	*48.3%*	*73.4%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3779	3694	1470	550	2758	1144	1614	3318
%H		*97.8%*	*38.9%*	*14.6%*	*73.0%*	*30.3%*	*42.7%*	*87.8%*
16 - 19	170	166	70	32	114	54	61	169
%V	*4.5%*	*4.5%*	*4.8%*	*5.8%*	*4.1%*	*4.7%*	*3.8%*	*5.1%*
%H		*97.6%*	*41.2%*	*18.8%*	*67.1%*	*31.8%*	*35.9%*	*99.4%*
20 - 24	295	274	82	32	203	65	138	291
%V	*7.8%*	*7.4%*	*5.6%*	*5.8%*	*7.4%*	*5.7%*	*8.6%*	*8.8%*
%H		*92.9%*	*27.8%*	*10.8%*	*68.8%*	*22.0%*	*46.8%*	*98.6%*
25 - 34	587	560	254	80	358	161	197	577
%V	*15.5%*	*15.2%*	*17.3%*	*14.5%*	*13.0%*	*14.1%*	*12.2%*	*17.4%*
%H		*95.4%*	*43.3%*	*13.6%*	*61.0%*	*27.4%*	*33.6%*	*98.3%*
35 - 44	534	524	255	89	350	182	168	521
%V	*14.1%*	*14.2%*	*17.3%*	*16.2%*	*12.7%*	*15.9%*	*10.4%*	*15.7%*
%H		*98.1%*	*47.8%*	*16.7%*	*65.5%*	*34.1%*	*31.5%*	*97.6%*
45 - 54	654	639	304	106	465	234	231	626
%V	*17.3%*	*17.3%*	*20.7%*	*19.3%*	*16.9%*	*20.5%*	*14.3%*	*18.9%*
%H		*97.7%*	*46.5%*	*16.2%*	*71.1%*	*35.8%*	*35.3%*	*95.7%*
55 - 64	606	600	248	101	468	213	255	556
%V	*16.0%*	*16.2%*	*16.9%*	*18.4%*	*17.0%*	*18.6%*	*15.8%*	*16.8%*
%H		*99.0%*	*40.9%*	*16.7%*	*77.2%*	*35.1%*	*42.1%*	*91.7%*
65+	934	930	256	110	800	235	564	580
%V	*24.7%*	*25.2%*	*17.4%*	*20.0%*	*29.0%*	*20.5%*	*34.9%*	*17.5%*
%H		*99.6%*	*27.4%*	*11.8%*	*85.7%*	*25.2%*	*60.4%*	*62.1%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3779	3694	1470	550	2758	1144	1614	3318
%H		*97.8%*	*38.9%*	*14.6%*	*73.0%*	*30.3%*	*42.7%*	*87.8%*
AB	850	841	379	126	627	295	332	827
%V	*22.5%*	*22.8%*	*25.8%*	*22.9%*	*22.7%*	*25.8%*	*20.6%*	*24.9%*
%H		*98.9%*	*44.6%*	*14.8%*	*73.8%*	*34.7%*	*39.1%*	*97.3%*
C1	1084	1046	384	155	786	309	477	989
%V	*28.7%*	*28.3%*	*26.1%*	*28.2%*	*28.5%*	*27.0%*	*29.6%*	*29.8%*
%H		*96.5%*	*35.4%*	*14.3%*	*72.5%*	*28.5%*	*44.0%*	*91.2%*
C2	801	793	355	134	585	282	302	719
%V	*21.2%*	*21.5%*	*24.1%*	*24.4%*	*21.2%*	*24.7%*	*18.7%*	*21.7%*
%H		*99.0%*	*44.3%*	*16.7%*	*73.0%*	*35.2%*	*37.7%*	*89.8%*
D	627	614	244	88	442	176	265	521
%V	*16.6%*	*16.6%*	*16.6%*	*16.0%*	*16.0%*	*15.4%*	*16.4%*	*15.7%*
%H		*97.9%*	*38.9%*	*14.0%*	*70.5%*	*28.1%*	*42.3%*	*83.1%*
E	417	401	107	47	318	81	237	263
%V	*11.0%*	*10.9%*	*7.3%*	*8.5%*	*11.5%*	*7.1%*	*14.7%*	*7.9%*
%H		*96.2%*	*25.7%*	*11.3%*	*76.3%*	*19.4%*	*56.8%*	*63.1%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3779	3694	1470	550	2758	1144	1614	3318
%H		*97.8%*	*38.9%*	*14.6%*	*73.0%*	*30.3%*	*42.7%*	*87.8%*
Working full time	1323	1292	610	226	891	454	437	1296
%V	*35.0%*	*35.0%*	*41.5%*	*41.1%*	*32.3%*	*39.7%*	*27.1%*	*39.1%*
%H		*97.7%*	*46.1%*	*17.1%*	*67.3%*	*34.3%*	*33.0%*	*98.0%*
Working part time	592	586	266	86	446	219	227	571
%V	*15.7%*	*15.9%*	*18.1%*	*15.6%*	*16.2%*	*19.1%*	*14.1%*	*17.2%*
%H		*99.0%*	*44.9%*	*14.5%*	*75.3%*	*37.0%*	*38.3%*	*96.5%*
Not working	1865	1816	594	238	1421	471	950	1450
%V	*49.4%*	*49.2%*	*40.4%*	*43.3%*	*51.5%*	*41.2%*	*58.9%*	*43.7%*
%H		*97.4%*	*31.8%*	*12.8%*	*76.2%*	*25.3%*	*50.9%*	*77.7%*
Houseperson	3137	3075	1211	444	2301	926	1375	2706
%V	*83.0%*	*83.2%*	*82.4%*	*80.7%*	*83.4%*	*80.9%*	*85.2%*	*81.6%*
%H		*98.0%*	*38.6%*	*14.2%*	*73.4%*	*29.5%*	*43.8%*	*86.3%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 24.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3394	3259	1214	488	2262	783	1479	2851
%H (All HH)		*96.0%*	*35.8%*	*14.4%*	*66.6%*	*23.1%*	*43.6%*	*84.0%*
%H (TV HH)			*37.3%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	
AB	633	616	272	83	425	178	248	610
%V	*18.7%*	*18.9%*	*22.4%*	*17.0%*	*18.8%*	*22.7%*	*16.8%*	*21.4%*
%H (All HH)		*97.3%*	*43.0%*	*13.1%*	*67.1%*	*28.1%*	*39.2%*	*96.4%*
%H (TV HH)			*44.2%*	*13.5%*	*69.0%*	*28.9%*	*40.3%*	
C1	921	884	351	144	604	237	367	843
%V	*27.1%*	*27.1%*	*28.9%*	*29.5%*	*26.7%*	*30.3%*	*24.8%*	*29.6%*
%H (All HH)		*96.0%*	*38.1%*	*15.6%*	*65.6%*	*25.7%*	*39.8%*	*91.5%*
%H (TV HH)			*39.7%*	*16.3%*	*68.3%*	*26.8%*	*41.5%*	
C2	692	677	260	108	467	174	293	601
%V	*20.4%*	*20.8%*	*21.4%*	*22.1%*	*20.6%*	*22.2%*	*19.8%*	*21.1%*
%H (All HH)		*97.8%*	*37.6%*	*15.6%*	*67.5%*	*25.1%*	*42.3%*	*86.8%*
%H (TV HH)			*38.4%*	*16.0%*	*69.0%*	*25.7%*	*43.3%*	
D	581	545	197	82	372	124	248	464
%V	*17.1%*	*16.7%*	*16.2%*	*16.8%*	*16.4%*	*15.8%*	*16.8%*	*16.3%*
%H (All HH)		*93.8%*	*33.9%*	*14.1%*	*64.0%*	*21.3%*	*42.7%*	*79.9%*
%H (TV HH)			*36.1%*	*15.0%*	*68.3%*	*22.8%*	*45.5%*	
E	567	538	134	71	393	70	323	333
%V	*16.7%*	*16.5%*	*11.0%*	*14.5%*	*17.4%*	*8.9%*	*21.8%*	*11.7%*
%H (All HH)		*94.9%*	*23.6%*	*12.5%*	*69.3%*	*12.3%*	*57.0%*	*58.7%*
%H (TV HH)			*24.9%*	*13.2%*	*73.0%*	*13.0%*	*60.0%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 24.2: 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	3394	3259	1214	488	2262	783	1479	2851
%H (All HH)		*96.0%*	*35.8%*	*14.4%*	*66.6%*	*23.1%*	*43.6%*	*84.0%*
%H (TV HH)			*37.3%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	
Under 25	137	114	26	14	75	17	58	128
%V	*4.0%*	*3.5%*	*2.1%*	*2.9%*	*3.3%*	*2.2%*	*3.9%*	*4.5%*
%H (All HH)		*83.2%*	*19.0%*	*10.2%*	*54.7%*	*12.4%*	*42.3%*	*93.4%*
%H (TV HH)			*22.8%*	*12.3%*	*65.8%*	*14.9%*	*50.9%*	
25 - 34	509	469	191	65	270	94	176	482
%V	*15.0%*	*14.4%*	*15.7%*	*13.3%*	*11.9%*	*12.0%*	*11.9%*	*16.9%*
%H (All HH)		*92.1%*	*37.5%*	*12.8%*	*53.0%*	*18.5%*	*34.6%*	*94.7%*
%H (TV HH)			*40.7%*	*13.9%*	*57.6%*	*20.0%*	*37.5%*	
35 - 44	521	491	225	80	294	123	171	497
%V	*15.4%*	*15.1%*	*18.5%*	*16.4%*	*13.0%*	*15.7%*	*11.6%*	*17.4%*
%H (All HH)		*94.2%*	*43.2%*	*15.4%*	*56.4%*	*23.6%*	*32.8%*	*95.4%*
%H (TV HH)			*45.8%*	*16.3%*	*59.9%*	*25.1%*	*34.8%*	
45 - 54	652	633	264	113	449	194	255	608
%V	*19.2%*	*19.4%*	*21.7%*	*23.2%*	*19.8%*	*24.8%*	*17.2%*	*21.3%*
%H (All HH)		*97.1%*	*40.5%*	*17.3%*	*68.9%*	*29.8%*	*39.1%*	*93.3%*
%H (TV HH)			*41.7%*	*17.9%*	*70.9%*	*30.6%*	*40.3%*	
55 - 64	603	591	227	98	417	157	260	535
%V	*17.8%*	*18.1%*	*18.7%*	*20.1%*	*18.4%*	*20.1%*	*17.6%*	*18.8%*
%H (All HH)		*98.0%*	*37.6%*	*16.3%*	*69.2%*	*26.0%*	*43.1%*	*88.7%*
%H (TV HH)			*38.4%*	*16.6%*	*70.6%*	*26.6%*	*44.0%*	
65 +	972	960	281	118	756	197	560	601
%V	*28.6%*	*29.5%*	*23.1%*	*24.2%*	*33.4%*	*25.2%*	*37.9%*	*21.1%*
%H (All HH)		*98.8%*	*28.9%*	*12.1%*	*77.8%*	*20.3%*	*57.6%*	*61.8%*
%H (TV HH)			*29.3%*	*12.3%*	*78.8%*	*20.5%*	*58.3%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 24.3: 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	3394	3259	1214	488	2262	783	1479	2851
%H (All HH)		*96.0%*	*35.8%*	*14.4%*	*66.6%*	*23.1%*	*43.6%*	*84.0%*
%H (TV HH)			*37.3%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	
1	1097	1029	258	113	792	155	637	707
%V	*32.3%*	*31.6%*	*21.3%*	*23.2%*	*35.0%*	*19.8%*	*43.1%*	*24.8%*
%H (All HH)		*93.8%*	*23.5%*	*10.3%*	*72.2%*	*14.1%*	*58.1%*	*64.4%*
%H (TV HH)			*25.1%*	*11.0%*	*77.0%*	*15.1%*	*61.9%*	
2	1189	1154	447	175	804	299	505	1060
%V	*35.0%*	*35.4%*	*36.8%*	*35.9%*	*35.5%*	*38.2%*	*34.1%*	*37.2%*
%H (All HH)		*97.1%*	*37.6%*	*14.7%*	*67.6%*	*25.1%*	*42.5%*	*89.2%*
%H (TV HH)			*38.7%*	*15.2%*	*69.7%*	*25.9%*	*43.8%*	
3	506	494	223	92	317	150	167	492
%V	*14.9%*	*15.2%*	*18.4%*	*18.9%*	*14.0%*	*19.2%*	*11.3%*	*17.3%*
%H (All HH)		*97.6%*	*44.1%*	*18.2%*	*62.6%*	*29.6%*	*33.0%*	*97.2%*
%H (TV HH)			*45.1%*	*18.6%*	*64.2%*	*30.4%*	*33.8%*	
4	397	386	187	70	239	120	119	391
%V	*11.7%*	*11.8%*	*15.4%*	*14.3%*	*10.6%*	*15.3%*	*8.0%*	*13.7%*
%H (All HH)		*97.2%*	*47.1%*	*17.6%*	*60.2%*	*30.2%*	*30.0%*	*98.5%*
%H (TV HH)			*48.4%*	*18.1%*	*61.9%*	*31.1%*	*30.8%*	
5+	204	196	99	38	110	58	52	202
%V	*6.0%*	*6.0%*	*8.2%*	*7.8%*	*4.9%*	*7.4%*	*3.5%*	*7.1%*
%H (All HH)		*96.1%*	*48.5%*	*18.6%*	*53.9%*	*28.4%*	*25.5%*	*99.0%*
%H (TV HH)			*50.5%*	*19.4%*	*56.1%*	*29.6%*	*26.5%*	
Average HH size	2.27	2.28	2.56	2.51	2.17	2.56	1.97	2.44

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 24.4: 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	3394	3259	1214	488	2262	783	1479	2851
%H (All HH)		*96.0%*	*35.8%*	*14.4%*	*66.6%*	*23.1%*	*43.6%*	*84.0%*
%H (TV HH)			*37.3%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	
Without	2570	2456	840	347	1787	567	1220	2052
%V	*75.7%*	*75.4%*	*69.2%*	*71.1%*	*79.0%*	*72.4%*	*82.5%*	*72.0%*
%H (All HH)		*95.6%*	*32.7%*	*13.5%*	*69.5%*	*22.1%*	*47.5%*	*79.8%*
%H (TV HH)			*34.2%*	*14.1%*	*72.8%*	*23.1%*	*49.7%*	
With	824	803	374	142	474	215	259	799
%V	*24.3%*	*24.6%*	*30.8%*	*29.1%*	*21.0%*	*27.5%*	*17.5%*	*28.0%*
%H (All HH)		*97.5%*	*45.4%*	*17.2%*	*57.5%*	*26.1%*	*31.4%*	*97.0%*
%H (TV HH)			*46.6%*	*17.7%*	*59.0%*	*26.8%*	*32.3%*	
0 - 3	313	304	144	47	169	71	98	301
%V	*9.2%*	*9.3%*	*11.9%*	*9.6%*	*7.5%*	*9.1%*	*6.6%*	*10.6%*
%H (All HH)		*97.1%*	*46.0%*	*15.0%*	*54.0%*	*22.7%*	*31.3%*	*96.2%*
%H (TV HH)			*47.4%*	*15.5%*	*55.6%*	*23.4%*	*32.2%*	
4 - 9	431	420	196	72	243	108	135	418
%V	*12.7%*	*12.9%*	*16.1%*	*14.8%*	*10.7%*	*13.8%*	*9.1%*	*14.7%*
%H (All HH)		*97.4%*	*45.5%*	*16.7%*	*56.4%*	*25.1%*	*31.3%*	*97.0%*
%H (TV HH)			*46.7%*	*17.1%*	*57.9%*	*25.7%*	*32.1%*	
10 - 15	394	384	184	73	232	113	119	385
%V	*11.6%*	*11.8%*	*15.2%*	*15.0%*	*10.3%*	*14.4%*	*8.0%*	*13.5%*
%H (All HH)		*97.5%*	*46.7%*	*18.5%*	*58.9%*	*28.7%*	*30.2%*	*97.7%*
%H (TV HH)			*47.9%*	*19.0%*	*60.4%*	*29.4%*	*31.0%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 24.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3394	3259	1214	488	2262	783	1479	2851
%H (All HH)		*96.0%*	*35.8%*	*14.4%*	*66.6%*	*23.1%*	*43.6%*	*84.0%*
%H (TV HH)			*37.3%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	
1	1308	1308	376	140	837	104	733	991
%V	*38.5%*	*40.1%*	*31.0%*	*28.7%*	*37.0%*	*13.3%*	*49.6%*	*34.8%*
%H (All HH)		*100.0%*	*28.7%*	*10.7%*	*64.0%*	*8.0%*	*56.0%*	*75.8%*
%H (TV HH)			*28.7%*	*10.7%*	*64.0%*	*8.0%*	*56.0%*	
2	1080	1080	417	177	759	290	469	931
%V	*31.8%*	*33.1%*	*34.3%*	*36.3%*	*33.6%*	*37.0%*	*31.7%*	*32.7%*
%H (All HH)		*100.0%*	*38.6%*	*16.4%*	*70.3%*	*26.9%*	*43.4%*	*86.2%*
%H (TV HH)			*38.6%*	*16.4%*	*70.3%*	*26.9%*	*43.4%*	
3	536	536	248	106	405	224	181	504
%V	*15.8%*	*16.4%*	*20.4%*	*21.7%*	*17.9%*	*28.6%*	*12.2%*	*17.7%*
%H (All HH)		*100.0%*	*46.3%*	*19.8%*	*75.6%*	*41.8%*	*33.8%*	*94.0%*
%H (TV HH)			*46.3%*	*19.8%*	*75.6%*	*41.8%*	*33.8%*	
4	224	224	112	47	170	106	65	215
%V	*6.6%*	*6.9%*	*9.2%*	*9.6%*	*7.5%*	*13.5%*	*4.4%*	*7.5%*
%H (All HH)		*100.0%*	*50.0%*	*21.0%*	*75.9%*	*47.3%*	*29.0%*	*96.0%*
%H (TV HH)			*50.0%*	*21.0%*	*75.9%*	*47.3%*	*29.0%*	
5+	113	113	61	18	90	59	31	111
%V	*3.3%*	*3.5%*	*5.0%*	*3.7%*	*4.0%*	*7.5%*	*2.1%*	*3.9%*
%H (All HH)		*100.0%*	*54.0%*	*15.9%*	*79.6%*	*52.2%*	*27.4%*	*98.2%*
%H (TV HH)			*54.0%*	*15.9%*	*79.6%*	*52.2%*	*27.4%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 24.6: 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	3394	3259	1214	488	2262	783	1479	2851
%H (All HH)		*96.0%*	*35.8%*	*14.4%*	*66.6%*	*23.1%*	*43.6%*	*84.0%*
%H (TV HH)			*37.3%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	
Under 20"	304	304	101	42	259	103	157	254
%V	*9.0%*	*9.3%*	*8.3%*	*8.6%*	*11.5%*	*13.2%*	*10.6%*	*8.9%*
%H (All HH)		*100.0%*	*33.2%*	*13.8%*	*85.2%*	*33.9%*	*51.6%*	*83.6%*
%H (TV HH)			*33.2%*	*13.8%*	*85.2%*	*33.9%*	*51.6%*	
20" - 29"	867	867	314	124	702	285	417	724
%V	*25.5%*	*26.6%*	*25.9%*	*25.4%*	*31.0%*	*36.4%*	*28.2%*	*25.4%*
%H (All HH)		*100.0%*	*36.2%*	*14.3%*	*81.0%*	*32.9%*	*48.1%*	*83.5%*
%H (TV HH)			*36.2%*	*14.3%*	*81.0%*	*32.9%*	*48.1%*	
30" - 39"	1659	1659	615	256	1212	447	765	1412
%V	*48.9%*	*50.9%*	*50.7%*	*52.5%*	*53.6%*	*57.1%*	*51.7%*	*49.5%*
%H (All HH)		*100.0%*	*37.1%*	*15.4%*	*73.1%*	*26.9%*	*46.1%*	*85.1%*
%H (TV HH)			*37.1%*	*15.4%*	*73.1%*	*26.9%*	*46.1%*	
40" - 49"	1619	1619	701	282	1085	483	602	1478
%V	*47.7%*	*49.7%*	*57.7%*	*57.8%*	*48.0%*	*61.7%*	*40.7%*	*51.8%*
%H (All HH)		*100.0%*	*43.3%*	*17.4%*	*67.0%*	*29.8%*	*37.2%*	*91.3%*
%H (TV HH)			*43.3%*	*17.4%*	*67.0%*	*29.8%*	*37.2%*	
50" - 59"	553	553	281	103	346	187	159	524
%V	*16.3%*	*17.0%*	*23.1%*	*21.1%*	*15.3%*	*23.9%*	*10.8%*	*18.4%*
%H (All HH)		*100.0%*	*50.8%*	*18.6%*	*62.6%*	*33.8%*	*28.8%*	*94.8%*
%H (TV HH)			*50.8%*	*18.6%*	*62.6%*	*33.8%*	*28.8%*	
60"+	61	61	35	9	38	23	14	59
%V	*1.8%*	*1.9%*	*2.9%*	*1.8%*	*1.7%*	*2.9%*	*0.9%*	*2.1%*
%H (All HH)		*100.0%*	*57.4%*	*14.8%*	*62.3%*	*37.7%*	*23.0%*	*96.7%*
%H (TV HH)			*57.4%*	*14.8%*	*62.3%*	*37.7%*	*23.0%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 24.7: 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	3394	3259	1214	488	2262	783	1479	2851
%H (All HH)		*96.0%*	*35.8%*	*14.4%*	*66.6%*	*23.1%*	*43.6%*	*84.0%*
%H (TV HH)			*37.3%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	
Main living room	3235	3235	1207	486	2246	779	1467	2731
%V	*95.3%*	*99.3%*	*99.4%*	*99.6%*	*99.3%*	*99.5%*	*99.2%*	*95.8%*
%H (All HH)		*100.0%*	*37.3%*	*15.0%*	*69.4%*	*24.1%*	*45.3%*	*84.4%*
%H (TV HH)			*37.3%*	*15.0%*	*69.4%*	*24.1%*	*45.3%*	
Kitchen	305	305	137	44	250	126	124	276
%V	*9.0%*	*9.4%*	*11.3%*	*9.0%*	*11.1%*	*16.1%*	*8.4%*	*9.7%*
%H (All HH)		*100.0%*	*44.9%*	*14.4%*	*82.0%*	*41.3%*	*40.7%*	*90.5%*
%H (TV HH)			*44.9%*	*14.4%*	*82.0%*	*41.3%*	*40.7%*	
Adult's bedroom	1481	1481	641	272	1093	537	555	1340
%V	*43.6%*	*45.4%*	*52.8%*	*55.7%*	*48.3%*	*68.6%*	*37.5%*	*47.0%*
%H (All HH)		*100.0%*	*43.3%*	*18.4%*	*73.8%*	*36.3%*	*37.5%*	*90.5%*
%H (TV HH)			*43.3%*	*18.4%*	*73.8%*	*36.3%*	*37.5%*	
Child's bedroom	275	275	138	50	189	106	83	271
%V	*8.1%*	*8.4%*	*11.4%*	*10.2%*	*8.4%*	*13.5%*	*5.6%*	*9.5%*
%H (All HH)		*100.0%*	*50.2%*	*18.2%*	*68.7%*	*38.5%*	*30.2%*	*98.5%*
%H (TV HH)			*50.2%*	*18.2%*	*68.7%*	*38.5%*	*30.2%*	
Other bedroom	277	277	125	64	195	109	86	264
%V	*8.2%*	*8.5%*	*10.3%*	*13.1%*	*8.6%*	*13.9%*	*5.8%*	*9.3%*
%H (All HH)		*100.0%*	*45.1%*	*23.1%*	*70.4%*	*39.4%*	*31.0%*	*95.3%*
%H (TV HH)			*45.1%*	*23.1%*	*70.4%*	*39.4%*	*31.0%*	
Second living/dining room	416	416	189	77	318	171	147	379
%V	*12.3%*	*12.8%*	*15.6%*	*15.8%*	*14.1%*	*21.8%*	*9.9%*	*13.3%*
%H (All HH)		*100.0%*	*45.4%*	*18.5%*	*76.4%*	*41.1%*	*35.3%*	*91.1%*
%H (TV HH)			*45.4%*	*18.5%*	*76.4%*	*41.1%*	*35.3%*	
Study/office	38	38	22	6	29	18	11	37
%V	*1.1%*	*1.2%*	*1.8%*	*1.2%*	*1.3%*	*2.3%*	*0.7%*	*1.3%*
%H (All HH)		*100.0%*	*57.9%*	*15.8%*	*76.3%*	*47.4%*	*28.9%*	*97.4%*
%H (TV HH)			*57.9%*	*15.8%*	*76.3%*	*47.4%*	*28.9%*	
TV room	23	23	11	4	18	10	7	22
%V	*0.7%*	*0.7%*	*0.9%*	*0.8%*	*0.8%*	*1.3%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*47.8%*	*17.4%*	*78.3%*	*43.5%*	*30.4%*	*95.7%*
%H (TV HH)			*47.8%*	*17.4%*	*78.3%*	*43.5%*	*30.4%*	
Conservatory	75	75	35	13	58	31	27	69
%V	*2.2%*	*2.3%*	*2.9%*	*2.7%*	*2.6%*	*4.0%*	*1.8%*	*2.4%*
%H (All HH)		*100.0%*	*46.7%*	*17.3%*	*77.3%*	*41.3%*	*36.0%*	*92.0%*
%H (TV HH)			*46.7%*	*17.3%*	*77.3%*	*41.3%*	*36.0%*	
Attic or loft room	9	9	6	0	8	5	3	9
%V	*0.3%*	*0.3%*	*0.5%*	*0.0%*	*0.4%*	*0.6%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*88.9%*	*55.6%*	*33.3%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*88.9%*	*55.6%*	*33.3%*	
No specific location	1	1	1	0	1	1	0	1
%V	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%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	21	21	10	2	14	7	7	19
%V	*0.6%*	*0.6%*	*0.8%*	*0.4%*	*0.6%*	*0.9%*	*0.5%*	*0.7%*
%H (All HH)		*100.0%*	*47.6%*	*9.5%*	*66.7%*	*33.3%*	*33.3%*	*90.5%*
%H (TV HH)			*47.6%*	*9.5%*	*66.7%*	*33.3%*	*33.3%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 24.8: 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	3394	3259	1214	488	2262	783	1479	2851
%H (All HH)		*96.0%*	*35.8%*	*14.4%*	*66.6%*	*23.1%*	*43.6%*	*84.0%*
%H (TV HH)			*37.3%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	
Any DSAT provider	1214	1214	1214	14	548	548	0	1127
%V	*35.8%*	*37.3%*	*100.0%*	*2.9%*	*24.2%*	*70.0%*	*0.0%*	*39.5%*
%H (All HH)			*100.0%*	*1.2%*	*45.1%*	*45.1%*	*0.0%*	*92.8%*
%H (TV HH)			*100.0%*	*1.2%*	*45.1%*	*45.1%*	*0.0%*	
Sky with subcription	1036	1036	1036	6	467	467	0	973
%V	*30.5%*	*31.8%*	*85.3%*	*1.2%*	*20.6%*	*59.6%*	*0.0%*	*34.1%*
%H (All HH)			*100.0%*	*0.6%*	*45.1%*	*45.1%*	*0.0%*	*93.9%*
%H (TV HH)			*100.0%*	*0.6%*	*45.1%*	*45.1%*	*0.0%*	
Sky without subscription	66	66	66	3	23	23	0	52
%V	*1.9%*	*2.0%*	*5.4%*	*0.6%*	*1.0%*	*2.9%*	*0.0%*	*1.8%*
%H (All HH)			*100.0%*	*4.5%*	*34.8%*	*34.8%*	*0.0%*	*78.8%*
%H (TV HH)			*100.0%*	*4.5%*	*34.8%*	*34.8%*	*0.0%*	
Freesat	88	88	88	3	47	47	0	83
%V	*2.6%*	*2.7%*	*7.2%*	*0.6%*	*2.1%*	*6.0%*	*0.0%*	*2.9%*
%H (All HH)			*100.0%*	*3.4%*	*53.4%*	*53.4%*	*0.0%*	*94.3%*
%H (TV HH)			*100.0%*	*3.4%*	*53.4%*	*53.4%*	*0.0%*	
Other satellite provider	63	63	63	2	35	35	0	56
%V	*1.9%*	*1.9%*	*5.2%*	*0.4%*	*1.5%*	*4.5%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*3.2%*	*55.6%*	*55.6%*	*0.0%*	*88.9%*
%H (TV HH)			*100.0%*	*3.2%*	*55.6%*	*55.6%*	*0.0%*	
DCAB	488	488	14	488	242	242	0	458
%V	*14.4%*	*15.0%*	*1.2%*	*100.0%*	*10.7%*	*30.9%*	*0.0%*	*16.1%*
%H (All HH)			*2.9%*	*100.0%*	*49.6%*	*49.6%*	*0.0%*	*93.9%*
%H (TV HH)			*2.9%*	*100.0%*	*49.6%*	*49.6%*	*0.0%*	
DTT	2262	2262	548	242	2262	783	1479	1829
%V	*66.6%*	*69.4%*	*45.1%*	*49.6%*	*100.0%*	*100.0%*	*100.0%*	*64.2%*
%H (All HH)		*100.0%*	*24.2%*	*10.7%*	*100.0%*	*34.6%*	*65.4%*	*80.9%*
%H (TV HH)			*24.2%*	*10.7%*	*100.0%*	*34.6%*	*65.4%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 24.9: 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	3394	3259	1214	488	2262	783	1479	2851
%H (All HH)		*96.0%*	*35.8%*	*14.4%*	*66.6%*	*23.1%*	*43.6%*	*84.0%*
%H (TV HH)			*37.3%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	
PVR	2007	2007	1107	467	1172	726	446	1856
%V	*59.1%*	*61.6%*	*91.2%*	*95.7%*	*51.8%*	*92.7%*	*30.2%*	*65.1%*
%H (All HH)		*100.0%*	*55.2%*	*23.3%*	*58.4%*	*36.2%*	*22.2%*	*92.5%*
%H (TV HH)			*55.2%*	*23.3%*	*58.4%*	*36.2%*	*22.2%*	
DVDR	32	32	12	4	29	12	17	26
%V	*0.9%*	*1.0%*	*1.0%*	*0.8%*	*1.3%*	*1.5%*	*1.1%*	*0.9%*
%H (All HH)		*100.0%*	*37.5%*	*12.5%*	*90.6%*	*37.5%*	*53.1%*	*81.3%*
%H (TV HH)			*37.5%*	*12.5%*	*90.6%*	*37.5%*	*53.1%*	
VCR	27	27	9	2	22	7	15	16
%V	*0.8%*	*0.8%*	*0.7%*	*0.4%*	*1.0%*	*0.9%*	*1.0%*	*0.6%*
%H (All HH)		*100.0%*	*33.3%*	*7.4%*	*81.5%*	*25.9%*	*55.6%*	*59.3%*
%H (TV HH)			*33.3%*	*7.4%*	*81.5%*	*25.9%*	*55.6%*	
Any recorder	2034	2034	1111	468	1198	730	468	1874
%V	*59.9%*	*62.4%*	*91.5%*	*95.9%*	*53.0%*	*93.2%*	*31.6%*	*65.7%*
%H (All HH)		*100.0%*	*54.6%*	*23.0%*	*58.9%*	*35.9%*	*23.0%*	*92.1%*
%H (TV HH)			*54.6%*	*23.0%*	*58.9%*	*35.9%*	*23.0%*	
Receives HDTV (via STB or built-in reception)	2235	2235	1035	397	1505	689	816	2031
%V	*65.9%*	*68.6%*	*85.3%*	*81.4%*	*66.5%*	*88.0%*	*55.2%*	*71.2%*
%H (All HH)		*100.0%*	*46.3%*	*17.8%*	*67.3%*	*30.8%*	*36.5%*	*90.9%*
%H (TV HH)			*46.3%*	*17.8%*	*67.3%*	*30.8%*	*36.5%*	
DVD/Blu-ray player or recorder	1813	1813	731	280	1290	526	764	1612
%V	*53.4%*	*55.6%*	*60.2%*	*57.4%*	*57.0%*	*67.2%*	*51.7%*	*56.5%*
%H (All HH)		*100.0%*	*40.3%*	*15.4%*	*71.2%*	*29.0%*	*42.1%*	*88.9%*
%H (TV HH)			*40.3%*	*15.4%*	*71.2%*	*29.0%*	*42.1%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 24.10: 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	3394	3259	1214	488	2262	783	1479	2851
%H (All HH)		*96.0%*	*35.8%*	*14.4%*	*66.6%*	*23.1%*	*43.6%*	*84.0%*
%H (TV HH)			*37.3%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	
Has broadband internet	2851	2751	1127	458	1829	736	1093	2851
%V	*84.0%*	*84.4%*	*92.8%*	*93.9%*	*80.9%*	*94.0%*	*73.9%*	*100.0%*
%H (All HH)		*96.5%*	*39.5%*	*16.1%*	*64.2%*	*25.8%*	*38.3%*	*100.0%*
%H (TV HH)			*41.0%*	*16.6%*	*66.5%*	*26.8%*	*39.7%*	
Number of computers (PCs and laptops)								
0	775	726	173	65	564	90	474	263
%V	*22.8%*	*22.3%*	*14.3%*	*13.3%*	*24.9%*	*11.5%*	*32.0%*	*9.2%*
%H (All HH)		*93.7%*	*22.3%*	*8.4%*	*72.8%*	*11.6%*	*61.2%*	*33.9%*
%H (TV HH)			*23.8%*	*9.0%*	*77.7%*	*12.4%*	*65.3%*	
1	920	882	305	136	595	176	419	897
%V	*27.1%*	*27.1%*	*25.1%*	*27.9%*	*26.3%*	*22.5%*	*28.3%*	*31.5%*
%H (All HH)		*95.9%*	*33.2%*	*14.8%*	*64.7%*	*19.1%*	*45.5%*	*97.5%*
%H (TV HH)			*34.6%*	*15.4%*	*67.5%*	*20.0%*	*47.5%*	
2	746	723	291	114	484	181	303	740
%V	*22.0%*	*22.2%*	*24.0%*	*23.4%*	*21.4%*	*23.1%*	*20.5%*	*26.0%*
%H (All HH)		*96.9%*	*39.0%*	*15.3%*	*64.9%*	*24.3%*	*40.6%*	*99.2%*
%H (TV HH)			*40.2%*	*15.8%*	*66.9%*	*25.0%*	*41.9%*	
3	446	433	207	78	288	152	136	444
%V	*13.1%*	*13.3%*	*17.1%*	*16.0%*	*12.7%*	*19.4%*	*9.2%*	*15.6%*
%H (All HH)		*97.1%*	*46.4%*	*17.5%*	*64.6%*	*34.1%*	*30.5%*	*99.6%*
%H (TV HH)			*47.8%*	*18.0%*	*66.5%*	*35.1%*	*31.4%*	
4	242	234	113	42	153	80	73	242
%V	*7.1%*	*7.2%*	*9.3%*	*8.6%*	*6.8%*	*10.2%*	*4.9%*	*8.5%*
%H (All HH)		*96.7%*	*46.7%*	*17.4%*	*63.2%*	*33.1%*	*30.2%*	*100.0%*
%H (TV HH)			*48.3%*	*17.9%*	*65.4%*	*34.2%*	*31.2%*	
5+	265	261	125	52	178	104	75	265
%V	*7.8%*	*8.0%*	*10.3%*	*10.7%*	*7.9%*	*13.3%*	*5.1%*	*9.3%*
%H (All HH)		*98.5%*	*47.2%*	*19.6%*	*67.2%*	*39.2%*	*28.3%*	*100.0%*
%H (TV HH)			*47.9%*	*19.9%*	*68.2%*	*39.8%*	*28.7%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North West / Border Macro

Set level data

Table 24.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6579	2737	1097	4742	2099	2643	5825
%H		*41.6%*	*16.7%*	*72.1%*	*31.9%*	*40.2%*	*88.5%*
Under 20"	377	124	55	320	129	191	318
%V	*5.7%*	*4.5%*	*5.0%*	*6.7%*	*6.1%*	*7.2%*	*5.5%*
%H		*32.9%*	*14.6%*	*84.9%*	*34.2%*	*50.7%*	*84.4%*
20" - 29"	1112	431	162	909	399	510	941
%V	*16.9%*	*15.7%*	*14.8%*	*19.2%*	*19.0%*	*19.3%*	*16.2%*
%H		*38.8%*	*14.6%*	*81.7%*	*35.9%*	*45.9%*	*84.6%*
30" - 39"	2167	843	358	1577	639	938	1885
%V	*32.9%*	*30.8%*	*32.6%*	*33.3%*	*30.4%*	*35.5%*	*32.4%*
%H		*38.9%*	*16.5%*	*72.8%*	*29.5%*	*43.3%*	*87.0%*
40" - 49"	2005	897	363	1354	649	705	1853
%V	*30.5%*	*32.8%*	*33.1%*	*28.6%*	*30.9%*	*26.7%*	*31.8%*
%H		*44.7%*	*18.1%*	*67.5%*	*32.4%*	*35.2%*	*92.4%*
50" - 59"	619	322	115	381	210	171	589
%V	*9.4%*	*11.8%*	*10.5%*	*8.0%*	*10.0%*	*6.5%*	*10.1%*
%H		*52.0%*	*18.6%*	*61.6%*	*33.9%*	*27.6%*	*95.2%*
60"+	63	36	9	39	24	15	60
%V	*1.0%*	*1.3%*	*0.8%*	*0.8%*	*1.1%*	*0.6%*	*1.0%*
%H		*57.1%*	*14.3%*	*61.9%*	*38.1%*	*23.8%*	*95.2%*
Don't know	237	84	34	162	48	114	178
%V	*3.6%*	*3.1%*	*3.1%*	*3.4%*	*2.3%*	*4.3%*	*3.1%*
%H		*35.4%*	*14.3%*	*68.4%*	*20.3%*	*48.1%*	*75.1%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6579	2737	1097	4742	2099	2643	5825
%H		*41.6%*	*16.7%*	*72.1%*	*31.9%*	*40.2%*	*88.5%*
Main living room	3255	1214	489	2258	783	1475	2746
%V	*49.5%*	*44.4%*	*44.6%*	*47.6%*	*37.3%*	*55.8%*	*47.1%*
%H		*37.3%*	*15.0%*	*69.4%*	*24.1%*	*45.3%*	*84.4%*
Kitchen	306	137	44	251	127	124	277
%V	*4.7%*	*5.0%*	*4.0%*	*5.3%*	*6.1%*	*4.7%*	*4.8%*
%H		*44.8%*	*14.4%*	*82.0%*	*41.5%*	*40.5%*	*90.5%*
Adult's bedroom	1735	765	321	1299	663	636	1583
%V	*26.4%*	*28.0%*	*29.3%*	*27.4%*	*31.6%*	*24.1%*	*27.2%*
%H		*44.1%*	*18.5%*	*74.9%*	*38.2%*	*36.7%*	*91.2%*
Child's bedroom	352	181	62	243	141	103	349
%V	*5.4%*	*6.6%*	*5.7%*	*5.1%*	*6.7%*	*3.9%*	*6.0%*
%H		*51.4%*	*17.6%*	*69.0%*	*40.1%*	*29.3%*	*99.1%*
Other bedroom	337	159	76	236	138	98	323
%V	*5.1%*	*5.8%*	*6.9%*	*5.0%*	*6.6%*	*3.7%*	*5.5%*
%H		*47.2%*	*22.6%*	*70.0%*	*40.9%*	*29.1%*	*95.8%*
Second living/dining room	422	193	80	323	175	148	386
%V	*6.4%*	*7.1%*	*7.3%*	*6.8%*	*8.3%*	*5.6%*	*6.6%*
%H		*45.7%*	*19.0%*	*76.5%*	*41.5%*	*35.1%*	*91.5%*
Study/office	40	24	6	30	18	12	39
%V	*0.6%*	*0.9%*	*0.5%*	*0.6%*	*0.9%*	*0.5%*	*0.7%*
%H		*60.0%*	*15.0%*	*75.0%*	*45.0%*	*30.0%*	*97.5%*
TV room	23	11	4	18	10	7	22
%V	*0.3%*	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.4%*
%H		*47.8%*	*17.4%*	*78.3%*	*43.5%*	*30.4%*	*95.7%*
Conservatory	75	35	13	58	31	27	69
%V	*1.1%*	*1.3%*	*1.2%*	*1.2%*	*1.5%*	*1.0%*	*1.2%*
%H		*46.7%*	*17.3%*	*77.3%*	*41.3%*	*36.0%*	*92.0%*
Attic or loft room	10	6	1	8	6	3	9
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H		*60.0%*	*10.0%*	*80.0%*	*60.0%*	*30.0%*	*90.0%*
No specific location	1	1	0	1	1	0	1
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Other	23	10	2	17	7	9	22
%V	*0.3%*	*0.4%*	*0.2%*	*0.4%*	*0.3%*	*0.3%*	*0.4%*
%H		*43.5%*	*8.7%*	*73.9%*	*30.4%*	*39.1%*	*95.7%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

ITV North West / Border Macro

Set level data

Table 24.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6579	2737	1097	4742	2099	2643	5825
%H		*41.6%*	*16.7%*	*72.1%*	*31.9%*	*40.2%*	*88.5%*
PVR	2937	1722	723	1565	1048	517	2755
%V	*44.6%*	*62.9%*	*65.9%*	*33.0%*	*49.9%*	*19.6%*	*47.3%*
%H		*58.6%*	*24.6%*	*53.3%*	*35.7%*	*17.6%*	*93.8%*
DVDR	32	12	4	29	13	17	26
%V	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.6%*	*0.6%*	*0.4%*
%H		*37.5%*	*12.5%*	*90.6%*	*40.6%*	*53.1%*	*81.3%*
VCR	29	10	3	25	8	16	17
%V	*0.4%*	*0.4%*	*0.3%*	*0.5%*	*0.4%*	*0.6%*	*0.3%*
%H		*34.5%*	*10.3%*	*86.2%*	*27.6%*	*55.2%*	*58.6%*
Any recorder	2975	1729	727	1599	1056	543	2780
%V	*45.2%*	*63.2%*	*66.3%*	*33.7%*	*50.3%*	*20.5%*	*47.7%*
%H		*58.1%*	*24.4%*	*53.7%*	*35.5%*	*18.3%*	*93.4%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 24.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6579	2737	1097	4742	2099	2643	5825
%H		*41.6%*	*16.7%*	*72.1%*	*31.9%*	*40.2%*	*88.5%*
Receives HDTV (via STB or built-in reception)	3593	1747	688	2409	1229	1180	3332
%V	*54.6%*	*63.8%*	*62.7%*	*50.8%*	*58.6%*	*44.6%*	*57.2%*
%H		*48.6%*	*19.1%*	*67.0%*	*34.2%*	*32.8%*	*92.7%*
DVD/Blu-ray player or recorder	2519	1087	395	1808	824	984	2291
%V	*38.3%*	*39.7%*	*36.0%*	*38.1%*	*39.3%*	*37.2%*	*39.3%*
%H		*43.2%*	*15.7%*	*71.8%*	*32.7%*	*39.1%*	*90.9%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 24.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3259	1213	488	2261	782	1479	2751
%H		*37.2%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	*84.4%*
Under 20"	26	4	0	21	1	19	18
%V	*0.8%*	*0.3%*	*0.0%*	*0.9%*	*0.1%*	*1.3%*	*0.7%*
%H		*15.4%*	*0.0%*	*80.8%*	*3.8%*	*73.1%*	*69.2%*
20" - 29"	198	31	15	163	19	144	117
%V	*6.1%*	*2.6%*	*3.1%*	*7.2%*	*2.4%*	*9.7%*	*4.3%*
%H		*15.7%*	*7.6%*	*82.3%*	*9.6%*	*72.7%*	*59.1%*
30" - 39"	979	290	120	724	175	549	765
%V	*30.0%*	*23.9%*	*24.6%*	*32.0%*	*22.4%*	*37.1%*	*27.8%*
%H		*29.6%*	*12.3%*	*74.0%*	*17.9%*	*56.1%*	*78.1%*
40" - 49"	1395	578	240	935	389	546	1260
%V	*42.8%*	*47.7%*	*49.2%*	*41.4%*	*49.7%*	*36.9%*	*45.8%*
%H		*41.4%*	*17.2%*	*67.0%*	*27.9%*	*39.1%*	*90.3%*
50" - 59"	494	250	93	307	165	142	467
%V	*15.2%*	*20.6%*	*19.1%*	*13.6%*	*21.1%*	*9.6%*	*17.0%*
%H		*50.6%*	*18.8%*	*62.1%*	*33.4%*	*28.7%*	*94.5%*
60"+	54	30	9	32	20	12	52
%V	*1.7%*	*2.5%*	*1.8%*	*1.4%*	*2.6%*	*0.8%*	*1.9%*
%H		*55.6%*	*16.7%*	*59.3%*	*37.0%*	*22.2%*	*96.3%*
Don't know	112	31	12	80	13	67	73
%V	*3.4%*	*2.6%*	*2.5%*	*3.5%*	*1.7%*	*4.5%*	*2.7%*
%H		*27.7%*	*10.7%*	*71.4%*	*11.6%*	*59.8%*	*65.2%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.16: 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	3259	1213	488	2261	782	1479	2751
%H		*37.2%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	*84.4%*
PVR	1973	1095	462	1141	712	429	1823
%V	*60.5%*	*90.3%*	*94.7%*	*50.5%*	*91.0%*	*29.0%*	*66.3%*
%H		*55.5%*	*23.4%*	*57.8%*	*36.1%*	*21.7%*	*92.4%*
DVDR	27	10	3	25	11	14	22
%V	*0.8%*	*0.8%*	*0.6%*	*1.1%*	*1.4%*	*0.9%*	*0.8%*
%H		*37.0%*	*11.1%*	*92.6%*	*40.7%*	*51.9%*	*81.5%*
VCR	22	8	1	18	5	13	13
%V	*0.7%*	*0.7%*	*0.2%*	*0.8%*	*0.6%*	*0.9%*	*0.5%*
%H		*36.4%*	*4.5%*	*81.8%*	*22.7%*	*59.1%*	*59.1%*
Any recorder	1999	1099	463	1165	715	450	1840
%V	*61.3%*	*90.6%*	*94.9%*	*51.5%*	*91.4%*	*30.4%*	*66.9%*
%H		*55.0%*	*23.2%*	*58.3%*	*35.8%*	*22.5%*	*92.0%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 24.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3259	1213	488	2261	782	1479	2751
%H		*37.2%*	*15.0%*	*69.4%*	*24.0%*	*45.4%*	*84.4%*
Receives HDTV (via STB or built-in reception)	2186	1013	391	1461	666	795	1984
%V	*67.1%*	*83.5%*	*80.1%*	*64.6%*	*85.2%*	*53.8%*	*72.1%*
%H		*46.3%*	*17.9%*	*66.8%*	*30.5%*	*36.4%*	*90.8%*
DVD/Blu-ray player or recorder	1538	602	235	1089	425	664	1353
%V	*47.2%*	*49.6%*	*48.2%*	*48.2%*	*54.3%*	*44.9%*	*49.2%*
%H		*39.1%*	*15.3%*	*70.8%*	*27.6%*	*43.2%*	*88.0%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 24.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3321	1523	608	2481	1317	1164	3074
%H		*45.9%*	*18.3%*	*74.7%*	*39.7%*	*35.0%*	*92.6%*
Under 20"	350	120	55	299	128	172	300
%V	*10.5%*	*7.9%*	*9.0%*	*12.1%*	*9.7%*	*14.8%*	*9.8%*
%H		*34.3%*	*15.7%*	*85.4%*	*36.6%*	*49.1%*	*85.7%*
20" - 29"	915	400	147	746	381	366	824
%V	*27.6%*	*26.3%*	*24.2%*	*30.1%*	*28.9%*	*31.4%*	*26.8%*
%H		*43.7%*	*16.1%*	*81.5%*	*41.6%*	*40.0%*	*90.1%*
30" - 39"	1188	553	238	853	464	389	1121
%V	*35.8%*	*36.3%*	*39.1%*	*34.4%*	*35.2%*	*33.4%*	*36.5%*
%H		*46.5%*	*20.0%*	*71.8%*	*39.1%*	*32.7%*	*94.4%*
40" - 49"	611	319	124	418	259	159	593
%V	*18.4%*	*20.9%*	*20.4%*	*16.8%*	*19.7%*	*13.7%*	*19.3%*
%H		*52.2%*	*20.3%*	*68.4%*	*42.4%*	*26.0%*	*97.1%*
50" - 59"	124	72	22	75	46	29	122
%V	*3.7%*	*4.7%*	*3.6%*	*3.0%*	*3.5%*	*2.5%*	*4.0%*
%H		*58.1%*	*17.7%*	*60.5%*	*37.1%*	*23.4%*	*98.4%*
60"+	9	6	0	7	4	2	9
%V	*0.3%*	*0.4%*	*0.0%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*66.7%*	*0.0%*	*77.8%*	*44.4%*	*22.2%*	*100.0%*
Don't know	124	53	23	82	36	47	105
%V	*3.7%*	*3.5%*	*3.8%*	*3.3%*	*2.7%*	*4.0%*	*3.4%*
%H		*42.7%*	*18.5%*	*66.1%*	*29.0%*	*37.9%*	*84.7%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3321	1523	608	2481	1317	1164	3074
%H		*45.9%*	*18.3%*	*74.7%*	*39.7%*	*35.0%*	*92.6%*
PVR	965	627	261	425	336	89	932
%V	*29.1%*	*41.2%*	*42.9%*	*17.1%*	*25.5%*	*7.6%*	*30.3%*
%H		*65.0%*	*27.0%*	*44.0%*	*34.8%*	*9.2%*	*96.6%*
DVDR	5	2	0	4	2	3	4
%V	*0.2%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*
%H		*40.0%*	*0.0%*	*80.0%*	*40.0%*	*60.0%*	*80.0%*
VCR	7	3	2	7	3	3	4
%V	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.1%*
%H		*42.9%*	*28.6%*	*100.0%*	*42.9%*	*42.9%*	*57.1%*
Any recorder	976	630	264	434	341	94	940
%V	*29.4%*	*41.4%*	*43.4%*	*17.5%*	*25.9%*	*8.1%*	*30.6%*
%H		*64.5%*	*27.0%*	*44.5%*	*34.9%*	*9.6%*	*96.3%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 24.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3321	1523	608	2481	1317	1164	3074
%H		*45.9%*	*18.3%*	*74.7%*	*39.7%*	*35.0%*	*92.6%*
Receives HDTV (via STB or built-in reception)	1407	735	297	948	562	385	1347
%V	*42.4%*	*48.3%*	*48.8%*	*38.2%*	*42.7%*	*33.1%*	*43.8%*
%H		*52.2%*	*21.1%*	*67.4%*	*39.9%*	*27.4%*	*95.7%*
DVD/Blu-ray player or recorder	981	485	161	719	400	320	938
%V	*29.5%*	*31.8%*	*26.5%*	*29.0%*	*30.4%*	*27.5%*	*30.5%*
%H		*49.4%*	*16.4%*	*73.3%*	*40.8%*	*32.6%*	*95.6%*

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 24.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7696	7426	3103	1225	4910	2001	2909	6964
%H		*96.5%*	*40.3%*	*15.9%*	*63.8%*	*26.0%*	*37.8%*	*90.5%*
Total Children	1461	1421	676	240	831	378	453	1423
%V	*19.0%*	*19.1%*	*21.8%*	*19.6%*	*16.9%*	*18.9%*	*15.6%*	*20.4%*
%H		*97.3%*	*46.3%*	*16.4%*	*56.9%*	*25.9%*	*31.0%*	*97.4%*
0 - 3	367	355	167	56	195	82	113	353
%V	*4.8%*	*4.8%*	*5.4%*	*4.6%*	*4.0%*	*4.1%*	*3.9%*	*5.1%*
%H		*96.7%*	*45.5%*	*15.3%*	*53.1%*	*22.3%*	*30.8%*	*96.2%*
4 - 15	1094	1066	508	184	636	296	340	1070
%V	*14.2%*	*14.4%*	*16.4%*	*15.0%*	*13.0%*	*14.8%*	*11.7%*	*15.4%*
%H		*97.4%*	*46.4%*	*16.8%*	*58.1%*	*27.1%*	*31.1%*	*97.8%*
4-9	569	553	259	90	326	145	181	554
%V	*7.4%*	*7.4%*	*8.3%*	*7.3%*	*6.6%*	*7.2%*	*6.2%*	*8.0%*
%H		*97.2%*	*45.5%*	*15.8%*	*57.3%*	*25.5%*	*31.8%*	*97.4%*
10 - 15	525	513	249	94	310	151	159	515
%V	*6.8%*	*6.9%*	*8.0%*	*7.7%*	*6.3%*	*7.5%*	*5.5%*	*7.4%*
%H		*97.7%*	*47.4%*	*17.9%*	*59.0%*	*28.8%*	*30.3%*	*98.1%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7696	7426	3103	1225	4910	2001	2909	6964
%H		*96.5%*	*40.3%*	*15.9%*	*63.8%*	*26.0%*	*37.8%*	*90.5%*
Total Adults (16+)	6235	6005	2427	985	4079	1623	2455	5542
%V	*81.0%*	*80.9%*	*78.2%*	*80.4%*	*83.1%*	*81.1%*	*84.4%*	*79.6%*
%H		*96.3%*	*38.9%*	*15.8%*	*65.4%*	*26.0%*	*39.4%*	*88.9%*
16 - 19	306	293	140	57	200	106	94	303
%V	*4.0%*	*3.9%*	*4.5%*	*4.7%*	*4.1%*	*5.3%*	*3.2%*	*4.4%*
%H		*95.8%*	*45.8%*	*18.6%*	*65.4%*	*34.6%*	*30.7%*	*99.0%*
20 - 24	484	431	149	90	278	119	159	470
%V	*6.3%*	*5.8%*	*4.8%*	*7.3%*	*5.7%*	*5.9%*	*5.5%*	*6.7%*
%H		*89.0%*	*30.8%*	*18.6%*	*57.4%*	*24.6%*	*32.9%*	*97.1%*
25 - 34	1025	958	412	144	559	222	337	979
%V	*13.3%*	*12.9%*	*13.3%*	*11.8%*	*11.4%*	*11.1%*	*11.6%*	*14.1%*
%H		*93.5%*	*40.2%*	*14.0%*	*54.5%*	*21.7%*	*32.9%*	*95.5%*
35 - 44	918	876	405	147	522	227	295	883
%V	*11.9%*	*11.8%*	*13.1%*	*12.0%*	*10.6%*	*11.3%*	*10.1%*	*12.7%*
%H		*95.4%*	*44.1%*	*16.0%*	*56.9%*	*24.7%*	*32.1%*	*96.2%*
45 - 54	1085	1060	467	191	736	336	401	1025
%V	*14.1%*	*14.3%*	*15.0%*	*15.6%*	*15.0%*	*16.8%*	*13.8%*	*14.7%*
%H		*97.7%*	*43.0%*	*17.6%*	*67.8%*	*31.0%*	*37.0%*	*94.5%*
55 - 64	981	965	395	168	681	285	396	897
%V	*12.7%*	*13.0%*	*12.7%*	*13.7%*	*13.9%*	*14.2%*	*13.6%*	*12.9%*
%H		*98.4%*	*40.3%*	*17.1%*	*69.4%*	*29.1%*	*40.4%*	*91.4%*
65+	1435	1422	459	187	1102	328	774	984
%V	*18.6%*	*19.1%*	*14.8%*	*15.3%*	*22.4%*	*16.4%*	*26.6%*	*14.1%*
%H		*99.1%*	*32.0%*	*13.0%*	*76.8%*	*22.9%*	*53.9%*	*68.6%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6235	6005	2427	985	4079	1623	2455	5542
%H		*96.3%*	*38.9%*	*15.8%*	*65.4%*	*26.0%*	*39.4%*	*88.9%*
AB	1249	1219	581	170	834	389	445	1218
%V	*20.0%*	*20.3%*	*23.9%*	*17.3%*	*20.4%*	*24.0%*	*18.1%*	*22.0%*
%H		*97.6%*	*46.5%*	*13.6%*	*66.8%*	*31.1%*	*35.6%*	*97.5%*
C1	1784	1705	698	314	1150	498	652	1684
%V	*28.6%*	*28.4%*	*28.8%*	*31.9%*	*28.2%*	*30.7%*	*26.6%*	*30.4%*
%H		*95.6%*	*39.1%*	*17.6%*	*64.5%*	*27.9%*	*36.5%*	*94.4%*
C2	1350	1327	552	222	899	378	522	1224
%V	*21.7%*	*22.1%*	*22.7%*	*22.5%*	*22.0%*	*23.3%*	*21.3%*	*22.1%*
%H		*98.3%*	*40.9%*	*16.4%*	*66.6%*	*28.0%*	*38.7%*	*90.7%*
D	1043	982	385	167	650	249	401	892
%V	*16.7%*	*16.4%*	*15.9%*	*17.0%*	*15.9%*	*15.3%*	*16.3%*	*16.1%*
%H		*94.2%*	*36.9%*	*16.0%*	*62.3%*	*23.9%*	*38.4%*	*85.5%*
E	808	771	211	112	545	109	435	523
%V	*13.0%*	*12.8%*	*8.7%*	*11.4%*	*13.4%*	*6.7%*	*17.7%*	*9.4%*
%H		*95.4%*	*26.1%*	*13.9%*	*67.5%*	*13.5%*	*53.8%*	*64.7%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	6235	6005	2427	985	4079	1623	2455	5542
%H		*96.3%*	*38.9%*	*15.8%*	*65.4%*	*26.0%*	*39.4%*	*88.9%*
Working full time	2980	2892	1286	518	1815	816	999	2875
%V	*47.8%*	*48.2%*	*53.0%*	*52.6%*	*44.5%*	*50.3%*	*40.7%*	*51.9%*
%H		*97.0%*	*43.2%*	*17.4%*	*60.9%*	*27.4%*	*33.5%*	*96.5%*
Working part time	542	520	236	78	363	162	201	520
%V	*8.7%*	*8.7%*	*9.7%*	*7.9%*	*8.9%*	*10.0%*	*8.2%*	*9.4%*
%H		*95.9%*	*43.5%*	*14.4%*	*67.0%*	*29.9%*	*37.1%*	*95.9%*
Not working	2712	2593	905	389	1901	645	1256	2146
%V	*43.5%*	*43.2%*	*37.3%*	*39.5%*	*46.6%*	*39.7%*	*51.2%*	*38.7%*
%H		*95.6%*	*33.4%*	*14.3%*	*70.1%*	*23.8%*	*46.3%*	*79.1%*
Houseperson	3394	3259	1214	488	2262	783	1479	2851
%V	*54.4%*	*54.3%*	*50.0%*	*49.5%*	*55.5%*	*48.2%*	*60.2%*	*51.4%*
%H		*96.0%*	*35.8%*	*14.4%*	*66.6%*	*23.1%*	*43.6%*	*84.0%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3045	2912	1180	482	1965	792	1173	2725
%H		*95.6%*	*38.8%*	*15.8%*	*64.5%*	*26.0%*	*38.5%*	*89.5%*
16 - 19	168	157	72	32	109	57	53	166
%V	*5.5%*	*5.4%*	*6.1%*	*6.6%*	*5.5%*	*7.2%*	*4.5%*	*6.1%*
%H		*93.5%*	*42.9%*	*19.0%*	*64.9%*	*33.9%*	*31.5%*	*98.8%*
20 - 24	235	211	76	51	128	61	68	230
%V	*7.7%*	*7.2%*	*6.4%*	*10.6%*	*6.5%*	*7.7%*	*5.8%*	*8.4%*
%H		*89.8%*	*32.3%*	*21.7%*	*54.5%*	*26.0%*	*28.9%*	*97.9%*
25 - 34	517	477	198	71	281	109	172	489
%V	*17.0%*	*16.4%*	*16.8%*	*14.7%*	*14.3%*	*13.8%*	*14.7%*	*17.9%*
%H		*92.3%*	*38.3%*	*13.7%*	*54.4%*	*21.1%*	*33.3%*	*94.6%*
35 - 44	450	428	192	69	257	108	149	432
%V	*14.8%*	*14.7%*	*16.3%*	*14.3%*	*13.1%*	*13.6%*	*12.7%*	*15.9%*
%H		*95.1%*	*42.7%*	*15.3%*	*57.1%*	*24.0%*	*33.1%*	*96.0%*
45 - 54	531	515	228	87	351	153	199	495
%V	*17.4%*	*17.7%*	*19.3%*	*18.0%*	*17.9%*	*19.3%*	*17.0%*	*18.2%*
%H		*97.0%*	*42.9%*	*16.4%*	*66.1%*	*28.8%*	*37.5%*	*93.2%*
55 - 64	478	467	190	81	335	142	193	431
%V	*15.7%*	*16.0%*	*16.1%*	*16.8%*	*17.0%*	*17.9%*	*16.5%*	*15.8%*
%H		*97.7%*	*39.7%*	*16.9%*	*70.1%*	*29.7%*	*40.4%*	*90.2%*
65+	666	657	224	91	504	164	340	480
%V	*21.9%*	*22.6%*	*19.0%*	*18.9%*	*25.6%*	*20.7%*	*29.0%*	*17.6%*
%H		*98.6%*	*33.6%*	*13.7%*	*75.7%*	*24.6%*	*51.1%*	*72.1%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3045	2912	1180	482	1965	792	1173	2725
%H		*95.6%*	*38.8%*	*15.8%*	*64.5%*	*26.0%*	*38.5%*	*89.5%*
AB	627	612	286	85	421	194	227	613
%V	*20.6%*	*21.0%*	*24.2%*	*17.6%*	*21.4%*	*24.5%*	*19.4%*	*22.5%*
%H		*97.6%*	*45.6%*	*13.6%*	*67.1%*	*30.9%*	*36.2%*	*97.8%*
C1	825	784	327	154	513	230	283	787
%V	*27.1%*	*26.9%*	*27.7%*	*32.0%*	*26.1%*	*29.0%*	*24.1%*	*28.9%*
%H		*95.0%*	*39.6%*	*18.7%*	*62.2%*	*27.9%*	*34.3%*	*95.4%*
C2	731	717	289	120	488	203	285	656
%V	*24.0%*	*24.6%*	*24.5%*	*24.9%*	*24.8%*	*25.6%*	*24.3%*	*24.1%*
%H		*98.1%*	*39.5%*	*16.4%*	*66.8%*	*27.8%*	*39.0%*	*89.7%*
D	502	463	190	75	301	118	183	435
%V	*16.5%*	*15.9%*	*16.1%*	*15.6%*	*15.3%*	*14.9%*	*15.6%*	*16.0%*
%H		*92.2%*	*37.8%*	*14.9%*	*60.0%*	*23.5%*	*36.5%*	*86.7%*
E	359	336	87	49	242	48	194	234
%V	*11.8%*	*11.5%*	*7.4%*	*10.2%*	*12.3%*	*6.1%*	*16.5%*	*8.6%*
%H		*93.6%*	*24.2%*	*13.6%*	*67.4%*	*13.4%*	*54.0%*	*65.2%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3045	2912	1180	482	1965	792	1173	2725
%H		*95.6%*	*38.8%*	*15.8%*	*64.5%*	*26.0%*	*38.5%*	*89.5%*
Working full time	1746	1686	746	293	1055	465	590	1683
%V	*57.3%*	*57.9%*	*63.2%*	*60.8%*	*53.7%*	*58.7%*	*50.3%*	*61.8%*
%H		*96.6%*	*42.7%*	*16.8%*	*60.4%*	*26.6%*	*33.8%*	*96.4%*
Working part time	120	111	51	14	79	34	45	111
%V	*3.9%*	*3.8%*	*4.3%*	*2.9%*	*4.0%*	*4.3%*	*3.8%*	*4.1%*
%H		*92.5%*	*42.5%*	*11.7%*	*65.8%*	*28.3%*	*37.5%*	*92.5%*
Not working	1180	1116	383	175	832	294	538	931
%V	*38.8%*	*38.3%*	*32.5%*	*36.3%*	*42.3%*	*37.1%*	*45.9%*	*34.2%*
%H		*94.6%*	*32.5%*	*14.8%*	*70.5%*	*24.9%*	*45.6%*	*78.9%*
Houseperson	890	822	258	105	582	151	430	683
%V	*29.2%*	*28.2%*	*21.9%*	*21.8%*	*29.6%*	*19.1%*	*36.7%*	*25.1%*
%H		*92.4%*	*29.0%*	*11.8%*	*65.4%*	*17.0%*	*48.3%*	*76.7%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3190	3093	1247	503	2113	831	1282	2817
%H		*97.0%*	*39.1%*	*15.8%*	*66.2%*	*26.1%*	*40.2%*	*88.3%*
16 - 19	138	136	68	26	91	50	42	136
%V	*4.3%*	*4.4%*	*5.5%*	*5.2%*	*4.3%*	*6.0%*	*3.3%*	*4.8%*
%H		*98.6%*	*49.3%*	*18.8%*	*65.9%*	*36.2%*	*30.4%*	*98.6%*
20 - 24	250	220	72	39	150	58	92	240
%V	*7.8%*	*7.1%*	*5.8%*	*7.8%*	*7.1%*	*7.0%*	*7.2%*	*8.5%*
%H		*88.0%*	*28.8%*	*15.6%*	*60.0%*	*23.2%*	*36.8%*	*96.0%*
25 - 34	508	481	214	74	279	114	165	490
%V	*15.9%*	*15.6%*	*17.2%*	*14.7%*	*13.2%*	*13.7%*	*12.9%*	*17.4%*
%H		*94.7%*	*42.1%*	*14.6%*	*54.9%*	*22.4%*	*32.5%*	*96.5%*
35 - 44	468	449	214	78	264	119	145	451
%V	*14.7%*	*14.5%*	*17.2%*	*15.5%*	*12.5%*	*14.3%*	*11.3%*	*16.0%*
%H		*95.9%*	*45.7%*	*16.7%*	*56.4%*	*25.4%*	*31.0%*	*96.4%*
45 - 54	553	545	240	104	385	183	202	529
%V	*17.3%*	*17.6%*	*19.2%*	*20.7%*	*18.2%*	*22.0%*	*15.8%*	*18.8%*
%H		*98.6%*	*43.4%*	*18.8%*	*69.6%*	*33.1%*	*36.5%*	*95.7%*
55 - 64	503	498	204	87	345	142	203	466
%V	*15.8%*	*16.1%*	*16.4%*	*17.3%*	*16.3%*	*17.1%*	*15.8%*	*16.5%*
%H		*99.0%*	*40.6%*	*17.3%*	*68.6%*	*28.2%*	*40.4%*	*92.6%*
65+	769	764	235	96	598	165	434	504
%V	*24.1%*	*24.7%*	*18.8%*	*19.1%*	*28.3%*	*19.9%*	*33.9%*	*17.9%*
%H		*99.3%*	*30.6%*	*12.5%*	*77.8%*	*21.5%*	*56.4%*	*65.5%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3190	3093	1247	503	2113	831	1282	2817
%H		*97.0%*	*39.1%*	*15.8%*	*66.2%*	*26.1%*	*40.2%*	*88.3%*
AB	621	608	295	85	414	196	218	605
%V	*19.5%*	*19.7%*	*23.7%*	*16.9%*	*19.6%*	*23.6%*	*17.0%*	*21.5%*
%H		*97.9%*	*47.5%*	*13.7%*	*66.7%*	*31.6%*	*35.1%*	*97.4%*
C1	959	920	370	161	637	269	368	897
%V	*30.1%*	*29.7%*	*29.7%*	*32.0%*	*30.1%*	*32.4%*	*28.7%*	*31.8%*
%H		*95.9%*	*38.6%*	*16.8%*	*66.4%*	*28.1%*	*38.4%*	*93.5%*
C2	619	611	263	102	411	175	236	568
%V	*19.4%*	*19.8%*	*21.1%*	*20.3%*	*19.5%*	*21.1%*	*18.4%*	*20.2%*
%H		*98.7%*	*42.5%*	*16.5%*	*66.4%*	*28.3%*	*38.1%*	*91.8%*
D	541	519	195	92	349	130	218	457
%V	*17.0%*	*16.8%*	*15.6%*	*18.3%*	*16.5%*	*15.6%*	*17.0%*	*16.2%*
%H		*95.9%*	*36.0%*	*17.0%*	*64.5%*	*24.0%*	*40.3%*	*84.5%*
E	449	435	124	63	302	61	241	289
%V	*14.1%*	*14.1%*	*9.9%*	*12.5%*	*14.3%*	*7.3%*	*18.8%*	*10.3%*
%H		*96.9%*	*27.6%*	*14.0%*	*67.3%*	*13.6%*	*53.7%*	*64.4%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 24.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3190	3093	1247	503	2113	831	1282	2817
%H		*97.0%*	*39.1%*	*15.8%*	*66.2%*	*26.1%*	*40.2%*	*88.3%*
Working full time	1234	1207	540	225	760	351	409	1192
%V	*38.7%*	*39.0%*	*43.3%*	*44.7%*	*36.0%*	*42.2%*	*31.9%*	*42.3%*
%H		*97.8%*	*43.8%*	*18.2%*	*61.6%*	*28.4%*	*33.1%*	*96.6%*
Working part time	423	410	184	63	284	129	156	409
%V	*13.3%*	*13.3%*	*14.8%*	*12.5%*	*13.4%*	*15.5%*	*12.2%*	*14.5%*
%H		*96.9%*	*43.5%*	*14.9%*	*67.1%*	*30.5%*	*36.9%*	*96.7%*
Not working	1533	1477	523	215	1069	351	718	1215
%V	*48.1%*	*47.8%*	*41.9%*	*42.7%*	*50.6%*	*42.2%*	*56.0%*	*43.1%*
%H		*96.3%*	*34.1%*	*14.0%*	*69.7%*	*22.9%*	*46.8%*	*79.3%*
Houseperson	2504	2437	956	384	1680	631	1049	2168
%V	*78.5%*	*78.8%*	*76.7%*	*76.3%*	*79.5%*	*75.9%*	*81.8%*	*77.0%*
%H		*97.3%*	*38.2%*	*15.3%*	*67.1%*	*25.2%*	*41.9%*	*86.6%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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Household level data

Table 25.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
AB	267	259	140	27	155	71	84	249
%V	*19.6%*	*19.6%*	*20.3%*	*22.5%*	*19.6%*	*21.6%*	*18.1%*	*21.8%*
%H (All HH)		*97.0%*	*52.4%*	*10.1%*	*58.1%*	*26.6%*	*31.5%*	*93.3%*
%H (TV HH)			*54.1%*	*10.4%*	*59.8%*	*27.4%*	*32.4%*	
C1	341	328	176	30	199	87	112	310
%V	*25.0%*	*24.8%*	*25.6%*	*25.0%*	*25.1%*	*26.5%*	*24.1%*	*27.1%*
%H (All HH)		*96.2%*	*51.6%*	*8.8%*	*58.4%*	*25.5%*	*32.8%*	*90.9%*
%H (TV HH)			*53.7%*	*9.1%*	*60.7%*	*26.5%*	*34.1%*	
C2	328	322	175	31	197	89	108	289
%V	*24.1%*	*24.4%*	*25.4%*	*25.8%*	*24.9%*	*27.1%*	*23.3%*	*25.3%*
%H (All HH)		*98.2%*	*53.4%*	*9.5%*	*60.1%*	*27.1%*	*32.9%*	*88.1%*
%H (TV HH)			*54.3%*	*9.6%*	*61.2%*	*27.6%*	*33.5%*	
D	244	235	121	20	142	56	86	189
%V	*17.9%*	*17.8%*	*17.6%*	*16.7%*	*17.9%*	*17.1%*	*18.5%*	*16.5%*
%H (All HH)		*96.3%*	*49.6%*	*8.2%*	*58.2%*	*23.0%*	*35.2%*	*77.5%*
%H (TV HH)			*51.5%*	*8.5%*	*60.4%*	*23.8%*	*36.6%*	
E	182	175	77	13	100	25	75	105
%V	*13.4%*	*13.3%*	*11.2%*	*10.8%*	*12.6%*	*7.6%*	*16.2%*	*9.2%*
%H (All HH)		*96.2%*	*42.3%*	*7.1%*	*54.9%*	*13.7%*	*41.2%*	*57.7%*
%H (TV HH)			*44.0%*	*7.4%*	*57.1%*	*14.3%*	*42.9%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Household level data

Table 25.2: 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	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Under 25	66	60	26	4	26	7	18	63
%V	*4.8%*	*4.5%*	*3.8%*	*3.3%*	*3.3%*	*2.1%*	*3.9%*	*5.5%*
%H (All HH)		*90.9%*	*39.4%*	*6.1%*	*39.4%*	*10.6%*	*27.3%*	*95.5%*
%H (TV HH)			*43.3%*	*6.7%*	*43.3%*	*11.7%*	*30.0%*	
25 - 34	187	175	93	15	83	35	48	179
%V	*13.7%*	*13.3%*	*13.5%*	*12.5%*	*10.5%*	*10.7%*	*10.3%*	*15.7%*
%H (All HH)		*93.6%*	*49.7%*	*8.0%*	*44.4%*	*18.7%*	*25.7%*	*95.7%*
%H (TV HH)			*53.1%*	*8.6%*	*47.4%*	*20.0%*	*27.4%*	
35 - 44	192	186	100	19	103	48	56	185
%V	*14.1%*	*14.1%*	*14.5%*	*15.8%*	*13.0%*	*14.6%*	*12.1%*	*16.2%*
%H (All HH)		*96.9%*	*52.1%*	*9.9%*	*53.6%*	*25.0%*	*29.2%*	*96.4%*
%H (TV HH)			*53.8%*	*10.2%*	*55.4%*	*25.8%*	*30.1%*	
45 - 54	251	244	148	26	134	67	67	236
%V	*18.4%*	*18.5%*	*21.5%*	*21.7%*	*16.9%*	*20.4%*	*14.4%*	*20.7%*
%H (All HH)		*97.2%*	*59.0%*	*10.4%*	*53.4%*	*26.7%*	*26.7%*	*94.0%*
%H (TV HH)			*60.7%*	*10.7%*	*54.9%*	*27.5%*	*27.5%*	
55 - 64	243	238	127	26	154	72	82	217
%V	*17.8%*	*18.0%*	*18.5%*	*21.7%*	*19.4%*	*22.0%*	*17.7%*	*19.0%*
%H (All HH)		*97.9%*	*52.3%*	*10.7%*	*63.4%*	*29.6%*	*33.7%*	*89.3%*
%H (TV HH)			*53.4%*	*10.9%*	*64.7%*	*30.3%*	*34.5%*	
65 +	422	418	194	31	291	99	192	262
%V	*31.0%*	*31.7%*	*28.2%*	*25.8%*	*36.7%*	*30.2%*	*41.4%*	*22.9%*
%H (All HH)		*99.1%*	*46.0%*	*7.3%*	*69.0%*	*23.5%*	*45.5%*	*62.1%*
%H (TV HH)			*46.4%*	*7.4%*	*69.6%*	*23.7%*	*45.9%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Household level data

Table 25.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
1	439	413	161	31	268	64	204	273
%V	*32.2%*	*31.3%*	*23.4%*	*25.8%*	*33.8%*	*19.5%*	*44.0%*	*23.9%*
%H (All HH)		*94.1%*	*36.7%*	*7.1%*	*61.0%*	*14.6%*	*46.5%*	*62.2%*
%H (TV HH)			*39.0%*	*7.5%*	*64.9%*	*15.5%*	*49.4%*	
2	473	465	254	43	280	122	157	428
%V	*34.7%*	*35.2%*	*36.9%*	*35.8%*	*35.4%*	*37.2%*	*33.8%*	*37.5%*
%H (All HH)		*98.3%*	*53.7%*	*9.1%*	*59.2%*	*25.8%*	*33.2%*	*90.5%*
%H (TV HH)			*54.6%*	*9.2%*	*60.2%*	*26.2%*	*33.8%*	
3	211	207	129	22	113	64	50	207
%V	*15.5%*	*15.7%*	*18.8%*	*18.3%*	*14.3%*	*19.5%*	*10.8%*	*18.1%*
%H (All HH)		*98.1%*	*61.1%*	*10.4%*	*53.6%*	*30.3%*	*23.7%*	*98.1%*
%H (TV HH)			*62.3%*	*10.6%*	*54.6%*	*30.9%*	*24.2%*	
4	157	155	99	15	86	53	33	153
%V	*11.5%*	*11.7%*	*14.4%*	*12.5%*	*10.9%*	*16.2%*	*7.1%*	*13.4%*
%H (All HH)		*98.7%*	*63.1%*	*9.6%*	*54.8%*	*33.8%*	*21.0%*	*97.5%*
%H (TV HH)			*63.9%*	*9.7%*	*55.5%*	*34.2%*	*21.3%*	
5+	82	81	46	9	45	25	20	81
%V	*6.0%*	*6.1%*	*6.7%*	*7.5%*	*5.7%*	*7.6%*	*4.3%*	*7.1%*
%H (All HH)		*98.8%*	*56.1%*	*11.0%*	*54.9%*	*30.5%*	*24.4%*	*98.8%*
%H (TV HH)			*56.8%*	*11.1%*	*55.6%*	*30.9%*	*24.7%*	
Average HH size	2.27	2.28	2.46	2.44	2.21	2.57	1.95	2.45

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 25.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Without	1031	995	494	89	615	234	382	817
%V	*75.7%*	*75.4%*	*71.8%*	*74.2%*	*77.7%*	*71.3%*	*82.3%*	*71.5%*
%H (All HH)		*96.5%*	*47.9%*	*8.6%*	*59.7%*	*22.7%*	*37.1%*	*79.2%*
%H (TV HH)			*49.6%*	*8.9%*	*61.8%*	*23.5%*	*38.4%*	
With	331	325	194	31	177	95	82	325
%V	*24.3%*	*24.6%*	*28.2%*	*25.8%*	*22.3%*	*29.0%*	*17.7%*	*28.5%*
%H (All HH)		*98.2%*	*58.6%*	*9.4%*	*53.5%*	*28.7%*	*24.8%*	*98.2%*
%H (TV HH)			*59.7%*	*9.5%*	*54.5%*	*29.2%*	*25.2%*	
0 - 3	118	116	64	11	59	27	32	115
%V	*8.7%*	*8.8%*	*9.3%*	*9.2%*	*7.4%*	*8.2%*	*6.9%*	*10.1%*
%H (All HH)		*98.3%*	*54.2%*	*9.3%*	*50.0%*	*22.9%*	*27.1%*	*97.5%*
%H (TV HH)			*55.2%*	*9.5%*	*50.9%*	*23.3%*	*27.6%*	
4 - 9	171	168	100	15	88	47	40	167
%V	*12.6%*	*12.7%*	*14.5%*	*12.5%*	*11.1%*	*14.3%*	*8.6%*	*14.6%*
%H (All HH)		*98.2%*	*58.5%*	*8.8%*	*51.5%*	*27.5%*	*23.4%*	*97.7%*
%H (TV HH)			*59.5%*	*8.9%*	*52.4%*	*28.0%*	*23.8%*	
10 - 15	162	161	98	16	92	53	39	160
%V	*11.9%*	*12.2%*	*14.2%*	*13.3%*	*11.6%*	*16.2%*	*8.4%*	*14.0%*
%H (All HH)		*99.4%*	*60.5%*	*9.9%*	*56.8%*	*32.7%*	*24.1%*	*98.8%*
%H (TV HH)			*60.9%*	*9.9%*	*57.1%*	*32.9%*	*24.2%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Household level data

Table 25.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
1	493	493	196	38	254	31	224	365
%V	*36.2%*	*37.3%*	*28.5%*	*31.7%*	*32.1%*	*9.5%*	*48.3%*	*32.0%*
%H (All HH)		*100.0%*	*39.8%*	*7.7%*	*51.5%*	*6.3%*	*45.4%*	*74.0%*
%H (TV HH)			*39.8%*	*7.7%*	*51.5%*	*6.3%*	*45.4%*	
2	454	454	254	45	271	124	147	391
%V	*33.3%*	*34.4%*	*36.9%*	*37.5%*	*34.2%*	*37.8%*	*31.7%*	*34.2%*
%H (All HH)		*100.0%*	*55.9%*	*9.9%*	*59.7%*	*27.3%*	*32.4%*	*86.1%*
%H (TV HH)			*55.9%*	*9.9%*	*59.7%*	*27.3%*	*32.4%*	
3	231	231	145	25	160	101	59	215
%V	*17.0%*	*17.5%*	*21.1%*	*20.8%*	*20.2%*	*30.8%*	*12.7%*	*18.8%*
%H (All HH)		*100.0%*	*62.8%*	*10.8%*	*69.3%*	*43.7%*	*25.5%*	*93.1%*
%H (TV HH)			*62.8%*	*10.8%*	*69.3%*	*43.7%*	*25.5%*	
4	90	90	58	8	69	46	24	87
%V	*6.6%*	*6.8%*	*8.4%*	*6.7%*	*8.7%*	*14.0%*	*5.2%*	*7.6%*
%H (All HH)		*100.0%*	*64.4%*	*8.9%*	*76.7%*	*51.1%*	*26.7%*	*96.7%*
%H (TV HH)			*64.4%*	*8.9%*	*76.7%*	*51.1%*	*26.7%*	
5+	52	52	35	5	37	27	11	50
%V	*3.8%*	*3.9%*	*5.1%*	*4.2%*	*4.7%*	*8.2%*	*2.4%*	*4.4%*
%H (All HH)		*100.0%*	*67.3%*	*9.6%*	*71.2%*	*51.9%*	*21.2%*	*96.2%*
%H (TV HH)			*67.3%*	*9.6%*	*71.2%*	*51.9%*	*21.2%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 25.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Under 20"	160	160	86	13	122	64	58	133
%V	*11.7%*	*12.1%*	*12.5%*	*10.8%*	*15.4%*	*19.5%*	*12.5%*	*11.6%*
%H (All HH)		*100.0%*	*53.8%*	*8.1%*	*76.3%*	*40.0%*	*36.3%*	*83.1%*
%H (TV HH)			*53.8%*	*8.1%*	*76.3%*	*40.0%*	*36.3%*	
20" - 29"	392	392	201	35	286	134	151	329
%V	*28.8%*	*29.7%*	*29.2%*	*29.2%*	*36.1%*	*40.9%*	*32.5%*	*28.8%*
%H (All HH)		*100.0%*	*51.3%*	*8.9%*	*73.0%*	*34.2%*	*38.5%*	*83.9%*
%H (TV HH)			*51.3%*	*8.9%*	*73.0%*	*34.2%*	*38.5%*	
30" - 39"	679	679	356	65	426	187	239	575
%V	*49.9%*	*51.4%*	*51.7%*	*54.2%*	*53.8%*	*57.0%*	*51.5%*	*50.4%*
%H (All HH)		*100.0%*	*52.4%*	*9.6%*	*62.7%*	*27.5%*	*35.2%*	*84.7%*
%H (TV HH)			*52.4%*	*9.6%*	*62.7%*	*27.5%*	*35.2%*	
40" - 49"	691	691	414	71	391	204	188	619
%V	*50.7%*	*52.3%*	*60.2%*	*59.2%*	*49.4%*	*62.2%*	*40.5%*	*54.2%*
%H (All HH)		*100.0%*	*59.9%*	*10.3%*	*56.6%*	*29.5%*	*27.2%*	*89.6%*
%H (TV HH)			*59.9%*	*10.3%*	*56.6%*	*29.5%*	*27.2%*	
50" - 59"	233	233	148	22	130	75	55	224
%V	*17.1%*	*17.7%*	*21.5%*	*18.3%*	*16.4%*	*22.9%*	*11.9%*	*19.6%*
%H (All HH)		*100.0%*	*63.5%*	*9.4%*	*55.8%*	*32.2%*	*23.6%*	*96.1%*
%H (TV HH)			*63.5%*	*9.4%*	*55.8%*	*32.2%*	*23.6%*	
60"+	23	23	15	1	11	6	5	22
%V	*1.7%*	*1.7%*	*2.2%*	*0.8%*	*1.4%*	*1.8%*	*1.1%*	*1.9%*
%H (All HH)		*100.0%*	*65.2%*	*4.3%*	*47.8%*	*26.1%*	*21.7%*	*95.7%*
%H (TV HH)			*65.2%*	*4.3%*	*47.8%*	*26.1%*	*21.7%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Household level data

Table 25.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Main living room	1309	1309	686	119	786	328	459	1101
%V	*96.1%*	*99.2%*	*99.7%*	*99.2%*	*99.2%*	*100.0%*	*98.9%*	*96.4%*
%H (All HH)		*100.0%*	*52.4%*	*9.1%*	*60.0%*	*25.1%*	*35.1%*	*84.1%*
%H (TV HH)			*52.4%*	*9.1%*	*60.0%*	*25.1%*	*35.1%*	
Kitchen	161	161	91	15	122	67	55	139
%V	*11.8%*	*12.2%*	*13.2%*	*12.5%*	*15.4%*	*20.4%*	*11.9%*	*12.2%*
%H (All HH)		*100.0%*	*56.5%*	*9.3%*	*75.8%*	*41.6%*	*34.2%*	*86.3%*
%H (TV HH)			*56.5%*	*9.3%*	*75.8%*	*41.6%*	*34.2%*	
Adult's bedroom	604	604	368	61	395	229	167	545
%V	*44.3%*	*45.8%*	*53.5%*	*50.8%*	*49.9%*	*69.8%*	*36.0%*	*47.7%*
%H (All HH)		*100.0%*	*60.9%*	*10.1%*	*65.4%*	*37.9%*	*27.6%*	*90.2%*
%H (TV HH)			*60.9%*	*10.1%*	*65.4%*	*37.9%*	*27.6%*	
Child's bedroom	145	145	91	15	88	55	34	143
%V	*10.6%*	*11.0%*	*13.2%*	*12.5%*	*11.1%*	*16.8%*	*7.3%*	*12.5%*
%H (All HH)		*100.0%*	*62.8%*	*10.3%*	*60.7%*	*37.9%*	*23.4%*	*98.6%*
%H (TV HH)			*62.8%*	*10.3%*	*60.7%*	*37.9%*	*23.4%*	
Other bedroom	94	94	59	10	65	41	24	89
%V	*6.9%*	*7.1%*	*8.6%*	*8.3%*	*8.2%*	*12.5%*	*5.2%*	*7.8%*
%H (All HH)		*100.0%*	*62.8%*	*10.6%*	*69.1%*	*43.6%*	*25.5%*	*94.7%*
%H (TV HH)			*62.8%*	*10.6%*	*69.1%*	*43.6%*	*25.5%*	
Second living/dining room	170	170	101	19	121	72	49	154
%V	*12.5%*	*12.9%*	*14.7%*	*15.8%*	*15.3%*	*22.0%*	*10.6%*	*13.5%*
%H (All HH)		*100.0%*	*59.4%*	*11.2%*	*71.2%*	*42.4%*	*28.8%*	*90.6%*
%H (TV HH)			*59.4%*	*11.2%*	*71.2%*	*42.4%*	*28.8%*	
Study/office	16	16	10	1	10	6	4	15
%V	*1.2%*	*1.2%*	*1.5%*	*0.8%*	*1.3%*	*1.8%*	*0.9%*	*1.3%*
%H (All HH)		*100.0%*	*62.5%*	*6.3%*	*62.5%*	*37.5%*	*25.0%*	*93.8%*
%H (TV HH)			*62.5%*	*6.3%*	*62.5%*	*37.5%*	*25.0%*	
TV room	7	7	5	1	5	4	1	7
%V	*0.5%*	*0.5%*	*0.7%*	*0.8%*	*0.6%*	*1.2%*	*0.2%*	*0.6%*
%H (All HH)		*100.0%*	*71.4%*	*14.3%*	*71.4%*	*57.1%*	*14.3%*	*100.0%*
%H (TV HH)			*71.4%*	*14.3%*	*71.4%*	*57.1%*	*14.3%*	
Conservatory	27	27	19	2	20	13	7	25
%V	*2.0%*	*2.0%*	*2.8%*	*1.7%*	*2.5%*	*4.0%*	*1.5%*	*2.2%*
%H (All HH)		*100.0%*	*70.4%*	*7.4%*	*74.1%*	*48.1%*	*25.9%*	*92.6%*
%H (TV HH)			*70.4%*	*7.4%*	*74.1%*	*48.1%*	*25.9%*	
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	12	12	8	1	8	6	2	12
%V	*0.9%*	*0.9%*	*1.2%*	*0.8%*	*1.0%*	*1.8%*	*0.4%*	*1.1%*
%H (All HH)		*100.0%*	*66.7%*	*8.3%*	*66.7%*	*50.0%*	*16.7%*	*100.0%*
%H (TV HH)			*66.7%*	*8.3%*	*66.7%*	*50.0%*	*16.7%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Household level data

Table 25.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Any DSAT provider	688	688	688	4	284	284	0	616
%V	*50.5%*	*52.1%*	*100.0%*	*3.3%*	*35.9%*	*86.6%*	*0.0%*	*53.9%*
%H (All HH)			*100.0%*	*0.6%*	*41.3%*	*41.3%*	*0.0%*	*89.5%*
%H (TV HH)			*100.0%*	*0.6%*	*41.3%*	*41.3%*	*0.0%*	
Sky with subcription	561	561	561	1	233	233	0	512
%V	*41.2%*	*42.5%*	*81.5%*	*0.8%*	*29.4%*	*71.0%*	*0.0%*	*44.8%*
%H (All HH)			*100.0%*	*0.2%*	*41.5%*	*41.5%*	*0.0%*	*91.3%*
%H (TV HH)			*100.0%*	*0.2%*	*41.5%*	*41.5%*	*0.0%*	
Sky without subscription	56	56	56	2	20	20	0	44
%V	*4.1%*	*4.2%*	*8.1%*	*1.7%*	*2.5%*	*6.1%*	*0.0%*	*3.9%*
%H (All HH)			*100.0%*	*3.6%*	*35.7%*	*35.7%*	*0.0%*	*78.6%*
%H (TV HH)			*100.0%*	*3.6%*	*35.7%*	*35.7%*	*0.0%*	
Freesat	70	70	70	0	31	31	0	62
%V	*5.1%*	*5.3%*	*10.2%*	*0.0%*	*3.9%*	*9.5%*	*0.0%*	*5.4%*
%H (All HH)			*100.0%*	*0.0%*	*44.3%*	*44.3%*	*0.0%*	*88.6%*
%H (TV HH)			*100.0%*	*0.0%*	*44.3%*	*44.3%*	*0.0%*	
Other satellite provider	28	28	28	1	13	13	0	24
%V	*2.1%*	*2.1%*	*4.1%*	*0.8%*	*1.6%*	*4.0%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*3.6%*	*46.4%*	*46.4%*	*0.0%*	*85.7%*
%H (TV HH)			*100.0%*	*3.6%*	*46.4%*	*46.4%*	*0.0%*	
DCAB	120	120	4	120	46	46	0	109
%V	*8.8%*	*9.1%*	*0.6%*	*100.0%*	*5.8%*	*14.0%*	*0.0%*	*9.5%*
%H (All HH)			*3.3%*	*100.0%*	*38.3%*	*38.3%*	*0.0%*	*90.8%*
%H (TV HH)			*3.3%*	*100.0%*	*38.3%*	*38.3%*	*0.0%*	
DTT	792	792	284	46	792	328	464	644
%V	*58.1%*	*60.0%*	*41.3%*	*38.3%*	*100.0%*	*100.0%*	*100.0%*	*56.4%*
%H (All HH)		*100.0%*	*35.9%*	*5.8%*	*100.0%*	*41.4%*	*58.6%*	*81.3%*
%H (TV HH)			*35.9%*	*5.8%*	*100.0%*	*41.4%*	*58.6%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Household level data

Table 25.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
PVR	856	856	607	113	437	300	138	779
%V	*62.8%*	*64.8%*	*88.2%*	*94.2%*	*55.2%*	*91.5%*	*29.7%*	*68.2%*
%H (All HH)		*100.0%*	*70.9%*	*13.2%*	*51.1%*	*35.0%*	*16.1%*	*91.0%*
%H (TV HH)			*70.9%*	*13.2%*	*51.1%*	*35.0%*	*16.1%*	
DVDR	11	11	7	1	8	5	3	9
%V	*0.8%*	*0.8%*	*1.0%*	*0.8%*	*1.0%*	*1.5%*	*0.6%*	*0.8%*
%H (All HH)		*100.0%*	*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	*81.8%*
%H (TV HH)			*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	
VCR	2	2	1	0	2	0	1	2
%V	*0.1%*	*0.2%*	*0.1%*	*0.0%*	*0.3%*	*0.0%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	
Any recorder	860	860	607	113	441	300	141	781
%V	*63.1%*	*65.2%*	*88.2%*	*94.2%*	*55.7%*	*91.5%*	*30.4%*	*68.4%*
%H (All HH)		*100.0%*	*70.6%*	*13.1%*	*51.3%*	*34.9%*	*16.4%*	*90.8%*
%H (TV HH)			*70.6%*	*13.1%*	*51.3%*	*34.9%*	*16.4%*	
Receives HDTV (via STB or built-in reception)	902	902	534	104	535	267	268	812
%V	*66.2%*	*68.3%*	*77.6%*	*86.7%*	*67.6%*	*81.4%*	*57.8%*	*71.1%*
%H (All HH)		*100.0%*	*59.2%*	*11.5%*	*59.3%*	*29.6%*	*29.7%*	*90.0%*
%H (TV HH)			*59.2%*	*11.5%*	*59.3%*	*29.6%*	*29.7%*	
DVD/Blu-ray player or recorder	865	865	475	80	516	237	278	756
%V	*63.5%*	*65.5%*	*69.0%*	*66.7%*	*65.2%*	*72.3%*	*59.9%*	*66.2%*
%H (All HH)		*100.0%*	*54.9%*	*9.2%*	*59.7%*	*27.4%*	*32.1%*	*87.4%*
%H (TV HH)			*54.9%*	*9.2%*	*59.7%*	*27.4%*	*32.1%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 25.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1362	1320	688	120	792	328	464	1142
%H (All HH)		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*
%H (TV HH)			*52.1%*	*9.1%*	*60.0%*	*24.8%*	*35.2%*	
Has broadband internet	1142	1108	616	109	644	305	339	1142
%V	*83.8%*	*83.9%*	*89.5%*	*90.8%*	*81.3%*	*93.0%*	*73.1%*	*100.0%*
%H (All HH)		*97.0%*	*53.9%*	*9.5%*	*56.4%*	*26.7%*	*29.7%*	*100.0%*
%H (TV HH)			*55.6%*	*9.8%*	*58.1%*	*27.5%*	*30.6%*	
Number of computers (PCs and laptops)								
0	300	287	106	18	188	36	151	92
%V	*22.0%*	*21.7%*	*15.4%*	*15.0%*	*23.7%*	*11.0%*	*32.5%*	*8.1%*
%H (All HH)		*95.7%*	*35.3%*	*6.0%*	*62.7%*	*12.0%*	*50.3%*	*30.7%*
%V			*36.9%*	*6.3%*	*65.5%*	*12.5%*	*52.6%*	
1	358	346	177	30	208	82	125	350
%V	*26.3%*	*26.2%*	*25.7%*	*25.0%*	*26.3%*	*25.0%*	*26.9%*	*30.6%*
%H (All HH)		*96.6%*	*49.4%*	*8.4%*	*58.1%*	*22.9%*	*34.9%*	*97.8%*
%H (TV HH)			*51.2%*	*8.7%*	*60.1%*	*23.7%*	*36.1%*	
2	334	326	183	29	190	89	102	332
%V	*24.5%*	*24.7%*	*26.6%*	*24.2%*	*24.0%*	*27.1%*	*22.0%*	*29.1%*
%H (All HH)		*97.6%*	*54.8%*	*8.7%*	*56.9%*	*26.6%*	*30.5%*	*99.4%*
%H (TV HH)			*56.1%*	*8.9%*	*58.3%*	*27.3%*	*31.3%*	
3	179	174	105	19	100	55	45	178
%V	*13.1%*	*13.2%*	*15.3%*	*15.8%*	*12.6%*	*16.8%*	*9.7%*	*15.6%*
%H (All HH)		*97.2%*	*58.7%*	*10.6%*	*55.9%*	*30.7%*	*25.1%*	*99.4%*
%H (TV HH)			*60.3%*	*10.9%*	*57.5%*	*31.6%*	*25.9%*	
4	92	90	53	12	53	30	22	92
%V	*6.8%*	*6.8%*	*7.7%*	*10.0%*	*6.7%*	*9.1%*	*4.7%*	*8.1%*
%H (All HH)		*97.8%*	*57.6%*	*13.0%*	*57.6%*	*32.6%*	*23.9%*	*100.0%*
%H (TV HH)			*58.9%*	*13.3%*	*58.9%*	*33.3%*	*24.4%*	
5+	98	97	63	12	54	36	18	98
%V	*7.2%*	*7.3%*	*9.2%*	*10.0%*	*6.8%*	*11.0%*	*3.9%*	*8.6%*
%H (All HH)		*99.0%*	*64.3%*	*12.2%*	*55.1%*	*36.7%*	*18.4%*	*100.0%*
%H (TV HH)			*64.9%*	*12.4%*	*55.7%*	*37.1%*	*18.6%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Set level data

Table 25.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2733	1562	261	1756	910	846	2412
%H		*57.2%*	*9.5%*	*64.3%*	*33.3%*	*31.0%*	*88.3%*
Under 20"	196	107	17	155	85	69	165
%V	*7.2%*	*6.9%*	*6.5%*	*8.8%*	*9.3%*	*8.2%*	*6.8%*
%H		*54.6%*	*8.7%*	*79.1%*	*43.4%*	*35.2%*	*84.2%*
20" - 29"	501	263	44	368	181	187	426
%V	*18.3%*	*16.8%*	*16.9%*	*21.0%*	*19.9%*	*22.1%*	*17.7%*
%H		*52.5%*	*8.8%*	*73.5%*	*36.1%*	*37.3%*	*85.0%*
30" - 39"	876	478	87	563	272	290	758
%V	*32.1%*	*30.6%*	*33.3%*	*32.1%*	*29.9%*	*34.3%*	*31.4%*
%H		*54.6%*	*9.9%*	*64.3%*	*31.1%*	*33.1%*	*86.5%*
40" - 49"	841	514	86	483	265	219	762
%V	*30.8%*	*32.9%*	*33.0%*	*27.5%*	*29.1%*	*25.9%*	*31.6%*
%H		*61.1%*	*10.2%*	*57.4%*	*31.5%*	*26.0%*	*90.6%*
50" - 59"	258	167	24	147	88	59	248
%V	*9.4%*	*10.7%*	*9.2%*	*8.4%*	*9.7%*	*7.0%*	*10.3%*
%H		*64.7%*	*9.3%*	*57.0%*	*34.1%*	*22.9%*	*96.1%*
60"+	23	15	1	11	6	5	22
%V	*0.8%*	*1.0%*	*0.4%*	*0.6%*	*0.7%*	*0.6%*	*0.9%*
%H		*65.2%*	*4.3%*	*47.8%*	*26.1%*	*21.7%*	*95.7%*
Don't know	37	18	2	29	13	17	30
%V	*1.4%*	*1.2%*	*0.8%*	*1.7%*	*1.4%*	*2.0%*	*1.2%*
%H		*48.6%*	*5.4%*	*78.4%*	*35.1%*	*45.9%*	*81.1%*

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Set level data

Table 25.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2733	1562	261	1756	910	846	2412
%H		*57.2%*	*9.5%*	*64.3%*	*33.3%*	*31.0%*	*88.3%*
Main living room	1315	689	119	791	330	461	1106
%V	*48.1%*	*44.1%*	*45.6%*	*45.0%*	*36.3%*	*54.5%*	*45.9%*
%H		*52.4%*	*9.0%*	*60.2%*	*25.1%*	*35.1%*	*84.1%*
Kitchen	162	91	15	123	67	55	140
%V	*5.9%*	*5.8%*	*5.7%*	*7.0%*	*7.4%*	*6.5%*	*5.8%*
%H		*56.2%*	*9.3%*	*75.9%*	*41.4%*	*34.0%*	*86.4%*
Adult's bedroom	715	440	72	477	283	194	652
%V	*26.2%*	*28.2%*	*27.6%*	*27.2%*	*31.1%*	*22.9%*	*27.0%*
%H		*61.5%*	*10.1%*	*66.7%*	*39.6%*	*27.1%*	*91.2%*
Child's bedroom	182	117	18	113	72	42	179
%V	*6.7%*	*7.5%*	*6.9%*	*6.4%*	*7.9%*	*5.0%*	*7.4%*
%H		*64.3%*	*9.9%*	*62.1%*	*39.6%*	*23.1%*	*98.4%*
Other bedroom	116	73	13	79	50	29	111
%V	*4.2%*	*4.7%*	*5.0%*	*4.5%*	*5.5%*	*3.4%*	*4.6%*
%H		*62.9%*	*11.2%*	*68.1%*	*43.1%*	*25.0%*	*95.7%*
Second living/dining room	174	103	20	125	75	50	157
%V	*6.4%*	*6.6%*	*7.7%*	*7.1%*	*8.2%*	*5.9%*	*6.5%*
%H		*59.2%*	*11.5%*	*71.8%*	*43.1%*	*28.7%*	*90.2%*
Study/office	16	11	1	11	7	4	16
%V	*0.6%*	*0.7%*	*0.4%*	*0.6%*	*0.8%*	*0.5%*	*0.7%*
%H		*68.8%*	*6.3%*	*68.8%*	*43.8%*	*25.0%*	*100.0%*
TV room	7	5	1	5	4	1	7
%V	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.1%*	*0.3%*
%H		*71.4%*	*14.3%*	*71.4%*	*57.1%*	*14.3%*	*100.0%*
Conservatory	27	19	2	20	13	7	25
%V	*1.0%*	*1.2%*	*0.8%*	*1.1%*	*1.4%*	*0.8%*	*1.0%*
%H		*70.4%*	*7.4%*	*74.1%*	*48.1%*	*25.9%*	*92.6%*
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	12	9	1	9	7	2	12
%V	*0.4%*	*0.6%*	*0.4%*	*0.5%*	*0.8%*	*0.2%*	*0.5%*
%H		*75.0%*	*8.3%*	*75.0%*	*58.3%*	*16.7%*	*100.0%*

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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S4C

Set level data

Table 25.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2733	1562	261	1756	910	846	2412
%H		*57.2%*	*9.5%*	*64.3%*	*33.3%*	*31.0%*	*88.3%*
PVR	1215	904	164	577	427	150	1123
%V	*44.5%*	*57.9%*	*62.8%*	*32.9%*	*46.9%*	*17.7%*	*46.6%*
%H		*74.4%*	*13.5%*	*47.5%*	*35.1%*	*12.3%*	*92.4%*
DVDR	11	7	1	8	5	3	9
%V	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.5%*	*0.4%*	*0.4%*
%H		*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	*81.8%*
VCR	2	1	0	2	0	1	2
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	*100.0%*
Any recorder	1222	907	164	583	429	154	1127
%V	*44.7%*	*58.1%*	*62.8%*	*33.2%*	*47.1%*	*18.2%*	*46.7%*
%H		*74.2%*	*13.4%*	*47.7%*	*35.1%*	*12.6%*	*92.2%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 25.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2733	1562	261	1756	910	846	2412
%H		*57.2%*	*9.5%*	*64.3%*	*33.3%*	*31.0%*	*88.3%*
Receives HDTV (via STB or built-in reception)	1459	901	171	903	510	393	1344
%V	*53.4%*	*57.7%*	*65.5%*	*51.4%*	*56.0%*	*46.5%*	*55.7%*
%H		*61.8%*	*11.7%*	*61.9%*	*35.0%*	*26.9%*	*92.1%*
DVD/Blu-ray player or recorder	1272	738	123	779	407	373	1145
%V	*46.5%*	*47.2%*	*47.1%*	*44.4%*	*44.7%*	*44.1%*	*47.5%*
%H		*58.0%*	*9.7%*	*61.2%*	*32.0%*	*29.3%*	*90.0%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
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S4C

Set level data

Table 25.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1319	688	120	792	328	464	1108
%H		*52.2%*	*9.1%*	*60.0%*	*24.9%*	*35.2%*	*84.0%*
Under 20"	10	2	0	8	1	7	5
%V	*0.8%*	*0.3%*	*0.0%*	*1.0%*	*0.3%*	*1.5%*	*0.5%*
%H		*20.0%*	*0.0%*	*80.0%*	*10.0%*	*70.0%*	*50.0%*
20" - 29"	95	27	4	71	11	60	60
%V	*7.2%*	*3.9%*	*3.3%*	*9.0%*	*3.4%*	*12.9%*	*5.4%*
%H		*28.4%*	*4.2%*	*74.7%*	*11.6%*	*63.2%*	*63.2%*
30" - 39"	374	158	34	238	71	167	285
%V	*28.4%*	*23.0%*	*28.3%*	*30.1%*	*21.6%*	*36.0%*	*25.7%*
%H		*42.2%*	*9.1%*	*63.6%*	*19.0%*	*44.7%*	*76.2%*
40" - 49"	595	349	61	335	168	167	525
%V	*45.1%*	*50.7%*	*50.8%*	*42.3%*	*51.2%*	*36.0%*	*47.4%*
%H		*58.7%*	*10.3%*	*56.3%*	*28.2%*	*28.1%*	*88.2%*
50" - 59"	213	134	19	120	68	52	205
%V	*16.1%*	*19.5%*	*15.8%*	*15.2%*	*20.7%*	*11.2%*	*18.5%*
%H		*62.9%*	*8.9%*	*56.3%*	*31.9%*	*24.4%*	*96.2%*
60"+	21	14	1	10	5	4	19
%V	*1.6%*	*2.0%*	*0.8%*	*1.3%*	*1.5%*	*0.9%*	*1.7%*
%H		*66.7%*	*4.8%*	*47.6%*	*23.8%*	*19.0%*	*90.5%*
Don't know	12	4	0	11	4	6	8
%V	*0.9%*	*0.6%*	*0.0%*	*1.4%*	*1.2%*	*1.3%*	*0.7%*
%H		*33.3%*	*0.0%*	*91.7%*	*33.3%*	*50.0%*	*66.7%*

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1319	688	120	792	328	464	1108
%H		*52.2%*	*9.1%*	*60.0%*	*24.9%*	*35.2%*	*84.0%*
PVR	839	599	112	423	293	130	764
%V	*63.6%*	*87.1%*	*93.3%*	*53.4%*	*89.3%*	*28.0%*	*69.0%*
%H		*71.4%*	*13.3%*	*50.4%*	*34.9%*	*15.5%*	*91.1%*
DVDR	8	4	1	6	3	3	7
%V	*0.6%*	*0.6%*	*0.8%*	*0.8%*	*0.9%*	*0.6%*	*0.6%*
%H		*50.0%*	*12.5%*	*75.0%*	*37.5%*	*37.5%*	*87.5%*
VCR	2	1	0	1	0	1	2
%V	*0.2%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
Any recorder	843	600	112	426	294	133	766
%V	*63.9%*	*87.2%*	*93.3%*	*53.8%*	*89.6%*	*28.7%*	*69.1%*
%H		*71.2%*	*13.3%*	*50.5%*	*34.9%*	*15.8%*	*90.9%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 25.17: Main Set - Other TV equipment

Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1319	688	120	792	328	464	1108
%H		*52.2%*	*9.1%*	*60.0%*	*24.9%*	*35.2%*	*84.0%*
Receives HDTV (via STB or built-in reception)	881	523	102	517	257	259	793
%V	*66.8%*	*76.0%*	*85.0%*	*65.3%*	*78.4%*	*55.8%*	*71.6%*
%H		*59.4%*	*11.6%*	*58.7%*	*29.2%*	*29.4%*	*90.0%*
DVD/Blu-ray player or recorder	729	388	68	431	187	245	628
%V	*55.3%*	*56.4%*	*56.7%*	*54.4%*	*57.0%*	*52.8%*	*56.7%*
%H		*53.2%*	*9.3%*	*59.1%*	*25.7%*	*33.6%*	*86.1%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 25.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1414	874	141	964	581	382	1303
%H		*61.8%*	*10.0%*	*68.2%*	*41.1%*	*27.0%*	*92.1%*
Under 20"	186	105	17	147	85	62	160
%V	*13.2%*	*12.0%*	*12.1%*	*15.2%*	*14.6%*	*16.2%*	*12.3%*
%H		*56.5%*	*9.1%*	*79.0%*	*45.7%*	*33.3%*	*86.0%*
20" - 29"	406	236	39	297	169	128	366
%V	*28.7%*	*27.0%*	*27.7%*	*30.8%*	*29.1%*	*33.5%*	*28.1%*
%H		*58.1%*	*9.6%*	*73.2%*	*41.6%*	*31.5%*	*90.1%*
30" - 39"	503	320	53	325	201	123	473
%V	*35.6%*	*36.6%*	*37.6%*	*33.7%*	*34.6%*	*32.2%*	*36.3%*
%H		*63.6%*	*10.5%*	*64.6%*	*40.0%*	*24.5%*	*94.0%*
40" - 49"	247	166	26	148	97	51	237
%V	*17.5%*	*19.0%*	*18.4%*	*15.4%*	*16.7%*	*13.4%*	*18.2%*
%H		*67.2%*	*10.5%*	*59.9%*	*39.3%*	*20.6%*	*96.0%*
50" - 59"	45	33	5	27	20	7	43
%V	*3.2%*	*3.8%*	*3.5%*	*2.8%*	*3.4%*	*1.8%*	*3.3%*
%H		*73.3%*	*11.1%*	*60.0%*	*44.4%*	*15.6%*	*95.6%*
60"+	2	2	0	1	1	1	2
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.3%*	*0.2%*
%H		*100.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
Don't know	25	13	2	19	9	10	22
%V	*1.8%*	*1.5%*	*1.4%*	*2.0%*	*1.5%*	*2.6%*	*1.7%*
%H		*52.0%*	*8.0%*	*76.0%*	*36.0%*	*40.0%*	*88.0%*

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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S4C

Set level data

Table 25.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1414	874	141	964	581	382	1303
%H		*61.8%*	*10.0%*	*68.2%*	*41.1%*	*27.0%*	*92.1%*
PVR	376	305	52	155	134	21	359
%V	*26.6%*	*34.9%*	*36.9%*	*16.1%*	*23.1%*	*5.5%*	*27.6%*
%H		*81.1%*	*13.8%*	*41.2%*	*35.6%*	*5.6%*	*95.5%*
DVDR	3	2	0	2	2	0	3
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*
%H		*66.7%*	*0.0%*	*66.7%*	*66.7%*	*0.0%*	*100.0%*
VCR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Any recorder	378	307	52	156	135	21	360
%V	*26.7%*	*35.1%*	*36.9%*	*16.2%*	*23.2%*	*5.5%*	*27.6%*
%H		*81.2%*	*13.8%*	*41.3%*	*35.7%*	*5.6%*	*95.2%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 25.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1414	874	141	964	581	382	1303
%H		*61.8%*	*10.0%*	*68.2%*	*41.1%*	*27.0%*	*92.1%*
Receives HDTV (via STB or built-in reception)	578	378	69	387	253	134	551
%V	*40.9%*	*43.2%*	*48.9%*	*40.1%*	*43.5%*	*35.1%*	*42.3%*
%H		*65.4%*	*11.9%*	*67.0%*	*43.8%*	*23.2%*	*95.3%*
DVD/Blu-ray player or recorder	543	351	55	348	220	128	517
%V	*38.4%*	*40.2%*	*39.0%*	*36.1%*	*37.9%*	*33.5%*	*39.7%*
%H		*64.6%*	*10.1%*	*64.1%*	*40.5%*	*23.6%*	*95.2%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 25.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	3086	3013	1695	293	1750	844	906	2797
%H		*97.6%*	*54.9%*	*9.5%*	*56.7%*	*27.3%*	*29.4%*	*90.6%*
Total Children	563	554	322	51	296	154	141	551
%V	*18.2%*	*18.4%*	*19.0%*	*17.4%*	*16.9%*	*18.2%*	*15.6%*	*19.7%*
%H		*98.4%*	*57.2%*	*9.1%*	*52.6%*	*27.4%*	*25.0%*	*97.9%*
0 - 3	134	132	73	12	66	29	37	130
%V	*4.3%*	*4.4%*	*4.3%*	*4.1%*	*3.8%*	*3.4%*	*4.1%*	*4.6%*
%H		*98.5%*	*54.5%*	*9.0%*	*49.3%*	*21.6%*	*27.6%*	*97.0%*
4 - 15	430	422	249	39	229	125	104	421
%V	*13.9%*	*14.0%*	*14.7%*	*13.3%*	*13.1%*	*14.8%*	*11.5%*	*15.1%*
%H		*98.1%*	*57.9%*	*9.1%*	*53.3%*	*29.1%*	*24.2%*	*97.9%*
4-9	218	213	124	20	110	58	52	212
%V	*7.1%*	*7.1%*	*7.3%*	*6.8%*	*6.3%*	*6.9%*	*5.7%*	*7.6%*
%H		*97.7%*	*56.9%*	*9.2%*	*50.5%*	*26.6%*	*23.9%*	*97.2%*
10 - 15	211	209	125	19	119	66	52	208
%V	*6.8%*	*6.9%*	*7.4%*	*6.5%*	*6.8%*	*7.8%*	*5.7%*	*7.4%*
%H		*99.1%*	*59.2%*	*9.0%*	*56.4%*	*31.3%*	*24.6%*	*98.6%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Individual level data

Table 25.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	3086	3013	1695	293	1750	844	906	2797
%H		*97.6%*	*54.9%*	*9.5%*	*56.7%*	*27.3%*	*29.4%*	*90.6%*
Total Adults (16+)	2523	2459	1373	243	1454	690	765	2246
%V	*81.8%*	*81.6%*	*81.0%*	*82.9%*	*83.1%*	*81.8%*	*84.4%*	*80.3%*
%H		*97.5%*	*54.4%*	*9.6%*	*57.6%*	*27.3%*	*30.3%*	*89.0%*
16 - 19	139	135	82	16	72	40	32	137
%V	*4.5%*	*4.5%*	*4.8%*	*5.5%*	*4.1%*	*4.7%*	*3.5%*	*4.9%*
%H		*97.1%*	*59.0%*	*11.5%*	*51.8%*	*28.8%*	*23.0%*	*98.6%*
20 - 24	184	176	95	22	91	48	43	180
%V	*6.0%*	*5.8%*	*5.6%*	*7.5%*	*5.2%*	*5.7%*	*4.7%*	*6.4%*
%H		*95.7%*	*51.6%*	*12.0%*	*49.5%*	*26.1%*	*23.4%*	*97.8%*
25 - 34	392	373	211	35	185	89	96	378
%V	*12.7%*	*12.4%*	*12.4%*	*11.9%*	*10.6%*	*10.5%*	*10.6%*	*13.5%*
%H		*95.2%*	*53.8%*	*8.9%*	*47.2%*	*22.7%*	*24.5%*	*96.4%*
35 - 44	350	340	195	35	184	91	92	340
%V	*11.3%*	*11.3%*	*11.5%*	*11.9%*	*10.5%*	*10.8%*	*10.2%*	*12.2%*
%H		*97.1%*	*55.7%*	*10.0%*	*52.6%*	*26.0%*	*26.3%*	*97.1%*
45 - 54	422	413	258	44	230	125	105	400
%V	*13.7%*	*13.7%*	*15.2%*	*15.0%*	*13.1%*	*14.8%*	*11.6%*	*14.3%*
%H		*97.9%*	*61.1%*	*10.4%*	*54.5%*	*29.6%*	*24.9%*	*94.8%*
55 - 64	400	392	219	42	257	128	129	369
%V	*13.0%*	*13.0%*	*12.9%*	*14.3%*	*14.7%*	*15.2%*	*14.2%*	*13.2%*
%H		*98.0%*	*54.8%*	*10.5%*	*64.3%*	*32.0%*	*32.3%*	*92.3%*
65+	636	631	313	49	436	168	268	443
%V	*20.6%*	*20.9%*	*18.5%*	*16.7%*	*24.9%*	*19.9%*	*29.6%*	*15.8%*
%H		*99.2%*	*49.2%*	*7.7%*	*68.6%*	*26.4%*	*42.1%*	*69.7%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 25.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2523	2459	1373	243	1454	690	765	2246
%H		*97.5%*	*54.4%*	*9.6%*	*57.6%*	*27.3%*	*30.3%*	*89.0%*
AB	526	512	295	61	297	154	143	503
%V	*20.8%*	*20.8%*	*21.5%*	*25.1%*	*20.4%*	*22.3%*	*18.7%*	*22.4%*
%H		*97.3%*	*56.1%*	*11.6%*	*56.5%*	*29.3%*	*27.2%*	*95.6%*
C1	647	626	353	62	372	182	191	607
%V	*25.6%*	*25.5%*	*25.7%*	*25.5%*	*25.6%*	*26.4%*	*25.0%*	*27.0%*
%H		*96.8%*	*54.6%*	*9.6%*	*57.5%*	*28.1%*	*29.5%*	*93.8%*
C2	660	651	376	65	398	202	197	603
%V	*26.2%*	*26.5%*	*27.4%*	*26.7%*	*27.4%*	*29.3%*	*25.8%*	*26.8%*
%H		*98.6%*	*57.0%*	*9.8%*	*60.3%*	*30.6%*	*29.8%*	*91.4%*
D	443	431	239	39	252	114	138	372
%V	*17.6%*	*17.5%*	*17.4%*	*16.0%*	*17.3%*	*16.5%*	*18.0%*	*16.6%*
%H		*97.3%*	*54.0%*	*8.8%*	*56.9%*	*25.7%*	*31.2%*	*84.0%*
E	247	240	111	16	135	39	96	161
%V	*9.8%*	*9.8%*	*8.1%*	*6.6%*	*9.3%*	*5.7%*	*12.5%*	*7.2%*
%H		*97.2%*	*44.9%*	*6.5%*	*54.7%*	*15.8%*	*38.9%*	*65.2%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Individual level data

Table 25.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2523	2459	1373	243	1454	690	765	2246
%H		*97.5%*	*54.4%*	*9.6%*	*57.6%*	*27.3%*	*30.3%*	*89.0%*
Working full time	1129	1102	670	116	608	328	280	1096
%V	*44.7%*	*44.8%*	*48.8%*	*47.7%*	*41.8%*	*47.5%*	*36.6%*	*48.8%*
%H		*97.6%*	*59.3%*	*10.3%*	*53.9%*	*29.1%*	*24.8%*	*97.1%*
Working part time	235	230	123	25	141	68	73	225
%V	*9.3%*	*9.4%*	*9.0%*	*10.3%*	*9.7%*	*9.9%*	*9.5%*	*10.0%*
%H		*97.9%*	*52.3%*	*10.6%*	*60.0%*	*28.9%*	*31.1%*	*95.7%*
Not working	1159	1128	579	102	705	294	411	925
%V	*45.9%*	*45.9%*	*42.2%*	*42.0%*	*48.5%*	*42.6%*	*53.7%*	*41.2%*
%H		*97.3%*	*50.0%*	*8.8%*	*60.8%*	*25.4%*	*35.5%*	*79.8%*
Houseperson	1362	1320	688	120	792	328	464	1142
%V	*54.0%*	*53.7%*	*50.1%*	*49.4%*	*54.5%*	*47.5%*	*60.7%*	*50.8%*
%H		*96.9%*	*50.5%*	*8.8%*	*58.1%*	*24.1%*	*34.1%*	*83.8%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Individual level data

Table 25.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1237	1203	678	122	700	341	359	1112
%H		*97.3%*	*54.8%*	*9.9%*	*56.6%*	*27.6%*	*29.0%*	*89.9%*
16 - 19	74	71	44	8	36	20	16	73
%V	*6.0%*	*5.9%*	*6.5%*	*6.6%*	*5.1%*	*5.9%*	*4.5%*	*6.6%*
%H		*95.9%*	*59.5%*	*10.8%*	*48.6%*	*27.0%*	*21.6%*	*98.6%*
20 - 24	96	93	51	13	45	26	19	95
%V	*7.8%*	*7.7%*	*7.5%*	*10.7%*	*6.4%*	*7.6%*	*5.3%*	*8.5%*
%H		*96.9%*	*53.1%*	*13.5%*	*46.9%*	*27.1%*	*19.8%*	*99.0%*
25 - 34	198	188	104	19	94	45	49	189
%V	*16.0%*	*15.6%*	*15.3%*	*15.6%*	*13.4%*	*13.2%*	*13.6%*	*17.0%*
%H		*94.9%*	*52.5%*	*9.6%*	*47.5%*	*22.7%*	*24.7%*	*95.5%*
35 - 44	172	167	92	17	89	42	47	166
%V	*13.9%*	*13.9%*	*13.6%*	*13.9%*	*12.7%*	*12.3%*	*13.1%*	*14.9%*
%H		*97.1%*	*53.5%*	*9.9%*	*51.7%*	*24.4%*	*27.3%*	*96.5%*
45 - 54	206	200	126	22	109	60	49	191
%V	*16.7%*	*16.6%*	*18.6%*	*18.0%*	*15.6%*	*17.6%*	*13.6%*	*17.2%*
%H		*97.1%*	*61.2%*	*10.7%*	*52.9%*	*29.1%*	*23.8%*	*92.7%*
55 - 64	195	190	104	20	128	62	66	179
%V	*15.8%*	*15.8%*	*15.3%*	*16.4%*	*18.3%*	*18.2%*	*18.4%*	*16.1%*
%H		*97.4%*	*53.3%*	*10.3%*	*65.6%*	*31.8%*	*33.8%*	*91.8%*
65+	297	294	157	24	199	86	113	219
%V	*24.0%*	*24.4%*	*23.2%*	*19.7%*	*28.4%*	*25.2%*	*31.5%*	*19.7%*
%H		*99.0%*	*52.9%*	*8.1%*	*67.0%*	*29.0%*	*38.0%*	*73.7%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Individual level data

Table 25.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1237	1203	678	122	700	341	359	1112
%H		*97.3%*	*54.8%*	*9.9%*	*56.6%*	*27.6%*	*29.0%*	*89.9%*
AB	261	254	149	31	143	76	67	251
%V	*21.1%*	*21.1%*	*22.0%*	*25.4%*	*20.4%*	*22.3%*	*18.7%*	*22.6%*
%H		*97.3%*	*57.1%*	*11.9%*	*54.8%*	*29.1%*	*25.7%*	*96.2%*
C1	301	293	167	31	170	87	84	286
%V	*24.3%*	*24.4%*	*24.6%*	*25.4%*	*24.3%*	*25.5%*	*23.4%*	*25.7%*
%H		*97.3%*	*55.5%*	*10.3%*	*56.5%*	*28.9%*	*27.9%*	*95.0%*
C2	356	350	201	35	213	107	106	322
%V	*28.8%*	*29.1%*	*29.6%*	*28.7%*	*30.4%*	*31.4%*	*29.5%*	*29.0%*
%H		*98.3%*	*56.5%*	*9.8%*	*59.8%*	*30.1%*	*29.8%*	*90.4%*
D	212	205	116	18	118	56	62	185
%V	*17.1%*	*17.0%*	*17.1%*	*14.8%*	*16.9%*	*16.4%*	*17.3%*	*16.6%*
%H		*96.7%*	*54.7%*	*8.5%*	*55.7%*	*26.4%*	*29.2%*	*87.3%*
E	107	102	46	7	56	16	41	69
%V	*8.6%*	*8.5%*	*6.8%*	*5.7%*	*8.0%*	*4.7%*	*11.4%*	*6.2%*
%H		*95.3%*	*43.0%*	*6.5%*	*52.3%*	*15.0%*	*38.3%*	*64.5%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Individual level data

Table 25.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1237	1203	678	122	700	341	359	1112
%H		*97.3%*	*54.8%*	*9.9%*	*56.6%*	*27.6%*	*29.0%*	*89.9%*
Working full time	682	665	397	71	367	194	173	661
%V	*55.1%*	*55.3%*	*58.6%*	*58.2%*	*52.4%*	*56.9%*	*48.2%*	*59.4%*
%H		*97.5%*	*58.2%*	*10.4%*	*53.8%*	*28.4%*	*25.4%*	*96.9%*
Working part time	50	48	22	4	33	14	18	47
%V	*4.0%*	*4.0%*	*3.2%*	*3.3%*	*4.7%*	*4.1%*	*5.0%*	*4.2%*
%H		*96.0%*	*44.0%*	*8.0%*	*66.0%*	*28.0%*	*36.0%*	*94.0%*
Not working	504	490	259	46	300	132	168	404
%V	*40.7%*	*40.7%*	*38.2%*	*37.7%*	*42.9%*	*38.7%*	*46.8%*	*36.3%*
%H		*97.2%*	*51.4%*	*9.1%*	*59.5%*	*26.2%*	*33.3%*	*80.2%*
Houseperson	285	267	114	24	158	47	112	207
%V	*23.0%*	*22.2%*	*16.8%*	*19.7%*	*22.6%*	*13.8%*	*31.2%*	*18.6%*
%H		*93.7%*	*40.0%*	*8.4%*	*55.4%*	*16.5%*	*39.3%*	*72.6%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 25.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1286	1256	695	121	754	349	406	1134
%H		*97.7%*	*54.0%*	*9.4%*	*58.6%*	*27.1%*	*31.6%*	*88.2%*
16 - 19	65	64	38	8	36	19	16	64
%V	*5.1%*	*5.1%*	*5.5%*	*6.6%*	*4.8%*	*5.4%*	*3.9%*	*5.6%*
%H		*98.5%*	*58.5%*	*12.3%*	*55.4%*	*29.2%*	*24.6%*	*98.5%*
20 - 24	88	83	44	9	46	22	24	86
%V	*6.8%*	*6.6%*	*6.3%*	*7.4%*	*6.1%*	*6.3%*	*5.9%*	*7.6%*
%H		*94.3%*	*50.0%*	*10.2%*	*52.3%*	*25.0%*	*27.3%*	*97.7%*
25 - 34	195	185	107	16	91	45	46	189
%V	*15.2%*	*14.7%*	*15.4%*	*13.2%*	*12.1%*	*12.9%*	*11.3%*	*16.7%*
%H		*94.9%*	*54.9%*	*8.2%*	*46.7%*	*23.1%*	*23.6%*	*96.9%*
35 - 44	177	173	102	18	94	50	45	174
%V	*13.8%*	*13.8%*	*14.7%*	*14.9%*	*12.5%*	*14.3%*	*11.1%*	*15.3%*
%H		*97.7%*	*57.6%*	*10.2%*	*53.1%*	*28.2%*	*25.4%*	*98.3%*
45 - 54	216	213	132	23	121	65	56	209
%V	*16.8%*	*17.0%*	*19.0%*	*19.0%*	*16.0%*	*18.6%*	*13.8%*	*18.4%*
%H		*98.6%*	*61.1%*	*10.6%*	*56.0%*	*30.1%*	*25.9%*	*96.8%*
55 - 64	205	202	115	22	129	66	63	190
%V	*15.9%*	*16.1%*	*16.5%*	*18.2%*	*17.1%*	*18.9%*	*15.5%*	*16.8%*
%H		*98.5%*	*56.1%*	*10.7%*	*62.9%*	*32.2%*	*30.7%*	*92.7%*
65+	340	337	156	25	237	82	155	223
%V	*26.4%*	*26.8%*	*22.4%*	*20.7%*	*31.4%*	*23.5%*	*38.2%*	*19.7%*
%H		*99.1%*	*45.9%*	*7.4%*	*69.7%*	*24.1%*	*45.6%*	*65.6%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 25.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1286	1256	695	121	754	349	406	1134
%H		*97.7%*	*54.0%*	*9.4%*	*58.6%*	*27.1%*	*31.6%*	*88.2%*
AB	264	258	146	29	154	77	77	252
%V	*20.5%*	*20.5%*	*21.0%*	*24.0%*	*20.4%*	*22.1%*	*19.0%*	*22.2%*
%H		*97.7%*	*55.3%*	*11.0%*	*58.3%*	*29.2%*	*29.2%*	*95.5%*
C1	346	333	186	31	202	95	107	321
%V	*26.9%*	*26.5%*	*26.8%*	*25.6%*	*26.8%*	*27.2%*	*26.4%*	*28.3%*
%H		*96.2%*	*53.8%*	*9.0%*	*58.4%*	*27.5%*	*30.9%*	*92.8%*
C2	304	301	174	30	186	95	91	282
%V	*23.6%*	*24.0%*	*25.0%*	*24.8%*	*24.7%*	*27.2%*	*22.4%*	*24.9%*
%H		*99.0%*	*57.2%*	*9.9%*	*61.2%*	*31.3%*	*29.9%*	*92.8%*
D	231	226	123	21	134	58	76	187
%V	*18.0%*	*18.0%*	*17.7%*	*17.4%*	*17.8%*	*16.6%*	*18.7%*	*16.5%*
%H		*97.8%*	*53.2%*	*9.1%*	*58.0%*	*25.1%*	*32.9%*	*81.0%*
E	141	138	65	10	78	23	55	92
%V	*11.0%*	*11.0%*	*9.4%*	*8.3%*	*10.3%*	*6.6%*	*13.5%*	*8.1%*
%H		*97.9%*	*46.1%*	*7.1%*	*55.3%*	*16.3%*	*39.0%*	*65.2%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

S4C

Individual level data

Table 25.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	1286	1256	695	121	754	349	406	1134
%H		*97.7%*	*54.0%*	*9.4%*	*58.6%*	*27.1%*	*31.6%*	*88.2%*
Working full time	446	437	273	44	241	134	108	435
%V	*34.7%*	*34.8%*	*39.3%*	*36.4%*	*32.0%*	*38.4%*	*26.6%*	*38.4%*
%H		*98.0%*	*61.2%*	*9.9%*	*54.0%*	*30.0%*	*24.2%*	*97.5%*
Working part time	185	181	101	21	108	54	54	179
%V	*14.4%*	*14.4%*	*14.5%*	*17.4%*	*14.3%*	*15.5%*	*13.3%*	*15.8%*
%H		*97.8%*	*54.6%*	*11.4%*	*58.4%*	*29.2%*	*29.2%*	*96.8%*
Not working	655	638	320	56	405	161	243	521
%V	*50.9%*	*50.8%*	*46.0%*	*46.3%*	*53.7%*	*46.1%*	*59.9%*	*45.9%*
%H		*97.4%*	*48.9%*	*8.5%*	*61.8%*	*24.6%*	*37.1%*	*79.5%*
Houseperson	1077	1053	574	97	634	282	352	935
%V	*83.7%*	*83.8%*	*82.6%*	*80.2%*	*84.1%*	*80.8%*	*86.7%*	*82.5%*
%H		*97.8%*	*53.3%*	*9.0%*	*58.9%*	*26.2%*	*32.7%*	*86.8%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - South Macro Region

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Table 26.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8560	8243	3487	1043	5496	2031	3465	7554
%H (All HH)		*96.3%*	*40.7%*	*12.2%*	*64.2%*	*23.7%*	*40.5%*	*88.2%*
%H (TV HH)			*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	
AB	2265	2193	960	282	1457	568	889	2176
%V	*26.5%*	*26.6%*	*27.5%*	*27.0%*	*26.5%*	*28.0%*	*25.7%*	*28.8%*
%H (All HH)		*96.8%*	*42.4%*	*12.5%*	*64.3%*	*25.1%*	*39.2%*	*96.1%*
%H (TV HH)			*43.8%*	*12.9%*	*66.4%*	*25.9%*	*40.5%*	
C1	2559	2454	1036	310	1635	600	1035	2329
%V	*29.9%*	*29.8%*	*29.7%*	*29.7%*	*29.7%*	*29.5%*	*29.9%*	*30.8%*
%H (All HH)		*95.9%*	*40.5%*	*12.1%*	*63.9%*	*23.4%*	*40.4%*	*91.0%*
%H (TV HH)			*42.2%*	*12.6%*	*66.6%*	*24.4%*	*42.2%*	
C2	1847	1803	801	271	1179	493	686	1653
%V	*21.6%*	*21.9%*	*23.0%*	*26.0%*	*21.5%*	*24.3%*	*19.8%*	*21.9%*
%H (All HH)		*97.6%*	*43.4%*	*14.7%*	*63.8%*	*26.7%*	*37.1%*	*89.5%*
%H (TV HH)			*44.4%*	*15.0%*	*65.4%*	*27.3%*	*38.0%*	
D	1123	1067	443	121	698	239	460	916
%V	*13.1%*	*12.9%*	*12.7%*	*11.6%*	*12.7%*	*11.8%*	*13.3%*	*12.1%*
%H (All HH)		*95.0%*	*39.4%*	*10.8%*	*62.2%*	*21.3%*	*41.0%*	*81.6%*
%H (TV HH)			*41.5%*	*11.3%*	*65.4%*	*22.4%*	*43.1%*	
E	765	726	247	59	527	132	396	480
%V	*8.9%*	*8.8%*	*7.1%*	*5.7%*	*9.6%*	*6.5%*	*11.4%*	*6.4%*
%H (All HH)		*94.9%*	*32.3%*	*7.7%*	*68.9%*	*17.3%*	*51.8%*	*62.7%*
%H (TV HH)			*34.0%*	*8.1%*	*72.6%*	*18.2%*	*54.5%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 26.2: 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	8560	8243	3487	1043	5496	2031	3465	7554
%H (All HH)		*96.3%*	*40.7%*	*12.2%*	*64.2%*	*23.7%*	*40.5%*	*88.2%*
%H (TV HH)			*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	
Under 25	298	261	100	26	134	41	93	288
%V	*3.5%*	*3.2%*	*2.9%*	*2.5%*	*2.4%*	*2.0%*	*2.7%*	*3.8%*
%H (All HH)		*87.6%*	*33.6%*	*8.7%*	*45.0%*	*13.8%*	*31.2%*	*96.6%*
%H (TV HH)			*38.3%*	*10.0%*	*51.3%*	*15.7%*	*35.6%*	
25 - 34	1186	1095	446	148	593	215	378	1154
%V	*13.9%*	*13.3%*	*12.8%*	*14.2%*	*10.8%*	*10.6%*	*10.9%*	*15.3%*
%H (All HH)		*92.3%*	*37.6%*	*12.5%*	*50.0%*	*18.1%*	*31.9%*	*97.3%*
%H (TV HH)			*40.7%*	*13.5%*	*54.2%*	*19.6%*	*34.5%*	
35 - 44	1341	1271	611	183	738	314	424	1306
%V	*15.7%*	*15.4%*	*17.5%*	*17.5%*	*13.4%*	*15.5%*	*12.2%*	*17.3%*
%H (All HH)		*94.8%*	*45.6%*	*13.6%*	*55.0%*	*23.4%*	*31.6%*	*97.4%*
%H (TV HH)			*48.1%*	*14.4%*	*58.1%*	*24.7%*	*33.4%*	
45 - 54	1609	1568	760	264	990	462	527	1547
%V	*18.8%*	*19.0%*	*21.8%*	*25.3%*	*18.0%*	*22.7%*	*15.2%*	*20.5%*
%H (All HH)		*97.5%*	*47.2%*	*16.4%*	*61.5%*	*28.7%*	*32.8%*	*96.1%*
%H (TV HH)			*48.5%*	*16.8%*	*63.1%*	*29.5%*	*33.6%*	
55 - 64	1491	1452	667	198	1001	424	576	1392
%V	*17.4%*	*17.6%*	*19.1%*	*19.0%*	*18.2%*	*20.9%*	*16.6%*	*18.4%*
%H (All HH)		*97.4%*	*44.7%*	*13.3%*	*67.1%*	*28.4%*	*38.6%*	*93.4%*
%H (TV HH)			*45.9%*	*13.6%*	*68.9%*	*29.2%*	*39.7%*	
65 +	2635	2595	903	224	2042	575	1467	1867
%V	*30.8%*	*31.5%*	*25.9%*	*21.5%*	*37.2%*	*28.3%*	*42.3%*	*24.7%*
%H (All HH)		*98.5%*	*34.3%*	*8.5%*	*77.5%*	*21.8%*	*55.7%*	*70.9%*
%H (TV HH)			*34.8%*	*8.6%*	*78.7%*	*22.2%*	*56.5%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 26.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8560	8243	3487	1043	5496	2031	3465	7554
%H (All HH)		*96.3%*	*40.7%*	*12.2%*	*64.2%*	*23.7%*	*40.5%*	*88.2%*
%H (TV HH)			*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	
1	2585	2430	738	238	1805	407	1398	1821
%V	*30.2%*	*29.5%*	*21.2%*	*22.8%*	*32.8%*	*20.0%*	*40.3%*	*24.1%*
%H (All HH)		*94.0%*	*28.5%*	*9.2%*	*69.8%*	*15.7%*	*54.1%*	*70.4%*
%H (TV HH)			*30.4%*	*9.8%*	*74.3%*	*16.7%*	*57.5%*	
2	3168	3083	1331	374	2092	807	1285	2958
%V	*37.0%*	*37.4%*	*38.2%*	*35.9%*	*38.1%*	*39.7%*	*37.1%*	*39.2%*
%H (All HH)		*97.3%*	*42.0%*	*11.8%*	*66.0%*	*25.5%*	*40.6%*	*93.4%*
%H (TV HH)			*43.2%*	*12.1%*	*67.9%*	*26.2%*	*41.7%*	
3	1218	1181	618	175	690	348	342	1199
%V	*14.2%*	*14.3%*	*17.7%*	*16.8%*	*12.6%*	*17.1%*	*9.9%*	*15.9%*
%H (All HH)		*97.0%*	*50.7%*	*14.4%*	*56.7%*	*28.6%*	*28.1%*	*98.4%*
%H (TV HH)			*52.3%*	*14.8%*	*58.4%*	*29.5%*	*29.0%*	
4	1088	1062	560	166	630	324	306	1078
%V	*12.7%*	*12.9%*	*16.1%*	*15.9%*	*11.5%*	*16.0%*	*8.8%*	*14.3%*
%H (All HH)		*97.6%*	*51.5%*	*15.3%*	*57.9%*	*29.8%*	*28.1%*	*99.1%*
%H (TV HH)			*52.7%*	*15.6%*	*59.3%*	*30.5%*	*28.8%*	
5+	502	487	240	89	280	146	134	499
%V	*5.9%*	*5.9%*	*6.9%*	*8.5%*	*5.1%*	*7.2%*	*3.9%*	*6.6%*
%H (All HH)		*97.0%*	*47.8%*	*17.7%*	*55.8%*	*29.1%*	*26.7%*	*99.4%*
%H (TV HH)			*49.3%*	*18.3%*	*57.5%*	*30.0%*	*27.5%*	
Average HH size	2.29	2.31	2.52	2.55	2.20	2.53	2.00	2.43

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 26.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8560	8243	3487	1043	5496	2031	3465	7554
%H (All HH)		*96.3%*	*40.7%*	*12.2%*	*64.2%*	*23.7%*	*40.5%*	*88.2%*
%H (TV HH)			*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	
Without	6464	6188	2449	734	4322	1475	2847	5476
%V	*75.5%*	*75.1%*	*70.2%*	*70.4%*	*78.6%*	*72.6%*	*82.2%*	*72.5%*
%H (All HH)		*95.7%*	*37.9%*	*11.4%*	*66.9%*	*22.8%*	*44.0%*	*84.7%*
%H (TV HH)			*39.6%*	*11.9%*	*69.8%*	*23.8%*	*46.0%*	
With	2096	2055	1039	309	1174	556	618	2078
%V	*24.5%*	*24.9%*	*29.8%*	*29.6%*	*21.4%*	*27.4%*	*17.8%*	*27.5%*
%H (All HH)		*98.0%*	*49.6%*	*14.7%*	*56.0%*	*26.5%*	*29.5%*	*99.1%*
%H (TV HH)			*50.6%*	*15.0%*	*57.1%*	*27.1%*	*30.1%*	
0 - 3	751	733	357	104	403	182	221	742
%V	*8.8%*	*8.9%*	*10.2%*	*10.0%*	*7.3%*	*9.0%*	*6.4%*	*9.8%*
%H (All HH)		*97.6%*	*47.5%*	*13.8%*	*53.7%*	*24.2%*	*29.4%*	*98.8%*
%H (TV HH)			*48.7%*	*14.2%*	*55.0%*	*24.8%*	*30.2%*	
4 - 9	1094	1070	541	155	598	278	321	1083
%V	*12.8%*	*13.0%*	*15.5%*	*14.9%*	*10.9%*	*13.7%*	*9.3%*	*14.3%*
%H (All HH)		*97.8%*	*49.5%*	*14.2%*	*54.7%*	*25.4%*	*29.3%*	*99.0%*
%H (TV HH)			*50.6%*	*14.5%*	*55.9%*	*26.0%*	*30.0%*	
10 - 15	1019	1007	525	162	602	308	294	1014
%V	*11.9%*	*12.2%*	*15.1%*	*15.5%*	*11.0%*	*15.2%*	*8.5%*	*13.4%*
%H (All HH)		*98.8%*	*51.5%*	*15.9%*	*59.1%*	*30.2%*	*28.9%*	*99.5%*
%H (TV HH)			*52.1%*	*16.1%*	*59.8%*	*30.6%*	*29.2%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - South Macro Region

Household level data

Table 26.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8560	8243	3487	1043	5496	2031	3465	7554
%H (All HH)		*96.3%*	*40.7%*	*12.2%*	*64.2%*	*23.7%*	*40.5%*	*88.2%*
%H (TV HH)			*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	
1	3448	3448	1100	405	2083	357	1726	2854
%V	*40.3%*	*41.8%*	*31.5%*	*38.8%*	*37.9%*	*17.6%*	*49.8%*	*37.8%*
%H (All HH)		*100.0%*	*31.9%*	*11.7%*	*60.4%*	*10.4%*	*50.1%*	*82.8%*
%H (TV HH)			*31.9%*	*11.7%*	*60.4%*	*10.4%*	*50.1%*	
2	2690	2690	1206	338	1854	745	1110	2413
%V	*31.4%*	*32.6%*	*34.6%*	*32.4%*	*33.7%*	*36.7%*	*32.0%*	*31.9%*
%H (All HH)		*100.0%*	*44.8%*	*12.6%*	*68.9%*	*27.7%*	*41.3%*	*89.7%*
%H (TV HH)			*44.8%*	*12.6%*	*68.9%*	*27.7%*	*41.3%*	
3	1292	1292	685	184	934	511	423	1232
%V	*15.1%*	*15.7%*	*19.6%*	*17.6%*	*17.0%*	*25.2%*	*12.2%*	*16.3%*
%H (All HH)		*100.0%*	*53.0%*	*14.2%*	*72.3%*	*39.6%*	*32.7%*	*95.4%*
%H (TV HH)			*53.0%*	*14.2%*	*72.3%*	*39.6%*	*32.7%*	
4	530	530	316	68	406	260	145	518
%V	*6.2%*	*6.4%*	*9.1%*	*6.5%*	*7.4%*	*12.8%*	*4.2%*	*6.9%*
%H (All HH)		*100.0%*	*59.6%*	*12.8%*	*76.6%*	*49.1%*	*27.4%*	*97.7%*
%H (TV HH)			*59.6%*	*12.8%*	*76.6%*	*49.1%*	*27.4%*	
5+	282	282	180	48	219	158	61	278
%V	*3.3%*	*3.4%*	*5.2%*	*4.6%*	*4.0%*	*7.8%*	*1.8%*	*3.7%*
%H (All HH)		*100.0%*	*63.8%*	*17.0%*	*77.7%*	*56.0%*	*21.6%*	*98.6%*
%H (TV HH)			*63.8%*	*17.0%*	*77.7%*	*56.0%*	*21.6%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 26.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8560	8243	3487	1043	5496	2031	3465	7554
%H (All HH)		*96.3%*	*40.7%*	*12.2%*	*64.2%*	*23.7%*	*40.5%*	*88.2%*
%H (TV HH)			*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	
Under 20"	1046	1046	458	107	859	380	479	909
%V	*12.2%*	*12.7%*	*13.1%*	*10.3%*	*15.6%*	*18.7%*	*13.8%*	*12.0%*
%H (All HH)		*100.0%*	*43.8%*	*10.2%*	*82.1%*	*36.3%*	*45.8%*	*86.9%*
%H (TV HH)			*43.8%*	*10.2%*	*82.1%*	*36.3%*	*45.8%*	
20" - 29"	2360	2360	994	283	1825	760	1065	2057
%V	*27.6%*	*28.6%*	*28.5%*	*27.1%*	*33.2%*	*37.4%*	*30.7%*	*27.2%*
%H (All HH)		*100.0%*	*42.1%*	*12.0%*	*77.3%*	*32.2%*	*45.1%*	*87.2%*
%H (TV HH)			*42.1%*	*12.0%*	*77.3%*	*32.2%*	*45.1%*	
30" - 39"	3853	3853	1651	485	2685	1050	1635	3430
%V	*45.0%*	*46.7%*	*47.3%*	*46.5%*	*48.9%*	*51.7%*	*47.2%*	*45.4%*
%H (All HH)		*100.0%*	*42.8%*	*12.6%*	*69.7%*	*27.3%*	*42.4%*	*89.0%*
%H (TV HH)			*42.8%*	*12.6%*	*69.7%*	*27.3%*	*42.4%*	
40" - 49"	3890	3890	1940	553	2484	1176	1308	3629
%V	*45.4%*	*47.2%*	*55.6%*	*53.0%*	*45.2%*	*57.9%*	*37.7%*	*48.0%*
%H (All HH)		*100.0%*	*49.9%*	*14.2%*	*63.9%*	*30.2%*	*33.6%*	*93.3%*
%H (TV HH)			*49.9%*	*14.2%*	*63.9%*	*30.2%*	*33.6%*	
50" - 59"	1330	1330	769	184	793	462	331	1298
%V	*15.5%*	*16.1%*	*22.1%*	*17.6%*	*14.4%*	*22.7%*	*9.6%*	*17.2%*
%H (All HH)		*100.0%*	*57.8%*	*13.8%*	*59.6%*	*34.7%*	*24.9%*	*97.6%*
%H (TV HH)			*57.8%*	*13.8%*	*59.6%*	*34.7%*	*24.9%*	
60"+	152	152	96	21	77	48	29	148
%V	*1.8%*	*1.8%*	*2.8%*	*2.0%*	*1.4%*	*2.4%*	*0.8%*	*2.0%*
%H (All HH)		*100.0%*	*63.2%*	*13.8%*	*50.7%*	*31.6%*	*19.1%*	*97.4%*
%H (TV HH)			*63.2%*	*13.8%*	*50.7%*	*31.6%*	*19.1%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 26.7: 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	8560	8243	3487	1043	5496	2031	3465	7554
%H (All HH)		*96.3%*	*40.7%*	*12.2%*	*64.2%*	*23.7%*	*40.5%*	*88.2%*
%H (TV HH)			*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	
Main living room	8165	8165	3472	1034	5445	2023	3422	7223
%V	*95.4%*	*99.1%*	*99.6%*	*99.1%*	*99.1%*	*99.6%*	*98.8%*	*95.6%*
%H (All HH)		*100.0%*	*42.5%*	*12.7%*	*66.7%*	*24.8%*	*41.9%*	*88.5%*
%H (TV HH)			*42.5%*	*12.7%*	*66.7%*	*24.8%*	*41.9%*	
Kitchen	942	942	447	115	774	386	388	856
%V	*11.0%*	*11.4%*	*12.8%*	*11.0%*	*14.1%*	*19.0%*	*11.2%*	*11.3%*
%H (All HH)		*100.0%*	*47.5%*	*12.2%*	*82.2%*	*41.0%*	*41.2%*	*90.9%*
%H (TV HH)			*47.5%*	*12.2%*	*82.2%*	*41.0%*	*41.2%*	
Adult's bedroom	3624	3624	1851	494	2587	1329	1258	3372
%V	*42.3%*	*44.0%*	*53.1%*	*47.4%*	*47.1%*	*65.4%*	*36.3%*	*44.6%*
%H (All HH)		*100.0%*	*51.1%*	*13.6%*	*71.4%*	*36.7%*	*34.7%*	*93.0%*
%H (TV HH)			*51.1%*	*13.6%*	*71.4%*	*36.7%*	*34.7%*	
Child's bedroom	694	694	409	104	445	273	172	690
%V	*8.1%*	*8.4%*	*11.7%*	*10.0%*	*8.1%*	*13.4%*	*5.0%*	*9.1%*
%H (All HH)		*100.0%*	*58.9%*	*15.0%*	*64.1%*	*39.3%*	*24.8%*	*99.4%*
%H (TV HH)			*58.9%*	*15.0%*	*64.1%*	*39.3%*	*24.8%*	
Other bedroom	492	492	274	75	368	226	142	470
%V	*5.7%*	*6.0%*	*7.9%*	*7.2%*	*6.7%*	*11.1%*	*4.1%*	*6.2%*
%H (All HH)		*100.0%*	*55.7%*	*15.2%*	*74.8%*	*45.9%*	*28.9%*	*95.5%*
%H (TV HH)			*55.7%*	*15.2%*	*74.8%*	*45.9%*	*28.9%*	
Second living/dining room	828	828	423	109	607	315	292	781
%V	*9.7%*	*10.0%*	*12.1%*	*10.5%*	*11.0%*	*15.5%*	*8.4%*	*10.3%*
%H (All HH)		*100.0%*	*51.1%*	*13.2%*	*73.3%*	*38.0%*	*35.3%*	*94.3%*
%H (TV HH)			*51.1%*	*13.2%*	*73.3%*	*38.0%*	*35.3%*	
Study/office	163	163	82	16	120	54	66	159
%V	*1.9%*	*2.0%*	*2.4%*	*1.5%*	*2.2%*	*2.7%*	*1.9%*	*2.1%*
%H (All HH)		*100.0%*	*50.3%*	*9.8%*	*73.6%*	*33.1%*	*40.5%*	*97.5%*
%H (TV HH)			*50.3%*	*9.8%*	*73.6%*	*33.1%*	*40.5%*	
TV room	64	64	42	4	43	25	17	62
%V	*0.7%*	*0.8%*	*1.2%*	*0.4%*	*0.8%*	*1.2%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*65.6%*	*6.3%*	*67.2%*	*39.1%*	*26.6%*	*96.9%*
%H (TV HH)			*65.6%*	*6.3%*	*67.2%*	*39.1%*	*26.6%*	
Conservatory	179	179	99	26	134	76	58	167
%V	*2.1%*	*2.2%*	*2.8%*	*2.5%*	*2.4%*	*3.7%*	*1.7%*	*2.2%*
%H (All HH)		*100.0%*	*55.3%*	*14.5%*	*74.9%*	*42.5%*	*32.4%*	*93.3%*
%H (TV HH)			*55.3%*	*14.5%*	*74.9%*	*42.5%*	*32.4%*	
Attic or loft room	20	20	12	2	15	10	6	20
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*60.0%*	*10.0%*	*75.0%*	*50.0%*	*30.0%*	*100.0%*
%H (TV HH)			*60.0%*	*10.0%*	*75.0%*	*50.0%*	*30.0%*	
No specific location	8	8	6	0	5	3	2	7
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*62.5%*	*37.5%*	*25.0%*	*87.5%*
%H (TV HH)			*75.0%*	*0.0%*	*62.5%*	*37.5%*	*25.0%*	
Other	94	94	59	12	72	49	23	92
%V	*1.1%*	*1.1%*	*1.7%*	*1.2%*	*1.3%*	*2.4%*	*0.7%*	*1.2%*
%H (All HH)		*100.0%*	*62.8%*	*12.8%*	*76.6%*	*52.1%*	*24.5%*	*97.9%*
%H (TV HH)			*62.8%*	*12.8%*	*76.6%*	*52.1%*	*24.5%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 26.8: 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	8560	8243	3487	1043	5496	2031	3465	7554
%H (All HH)		*96.3%*	*40.7%*	*12.2%*	*64.2%*	*23.7%*	*40.5%*	*88.2%*
%H (TV HH)			*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	
Any DSAT provider	3487	3487	3487	51	1617	1617	0	3273
%V	*40.7%*	*42.3%*	*100.0%*	*4.9%*	*29.4%*	*79.6%*	*0.0%*	*43.3%*
%H (All HH)			*100.0%*	*1.5%*	*46.4%*	*46.4%*	*0.0%*	*93.9%*
%H (TV HH)			*100.0%*	*1.5%*	*46.4%*	*46.4%*	*0.0%*	
Sky with subcription	2777	2777	2777	23	1269	1269	0	2629
%V	*32.4%*	*33.7%*	*79.6%*	*2.2%*	*23.1%*	*62.5%*	*0.0%*	*34.8%*
%H (All HH)			*100.0%*	*0.8%*	*45.7%*	*45.7%*	*0.0%*	*94.7%*
%H (TV HH)			*100.0%*	*0.8%*	*45.7%*	*45.7%*	*0.0%*	
Sky without subscription	176	176	176	7	74	74	0	144
%V	*2.1%*	*2.1%*	*5.0%*	*0.7%*	*1.3%*	*3.6%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*4.0%*	*42.0%*	*42.0%*	*0.0%*	*81.8%*
%H (TV HH)			*100.0%*	*4.0%*	*42.0%*	*42.0%*	*0.0%*	
Freesat	502	502	502	18	272	272	0	471
%V	*5.9%*	*6.1%*	*14.4%*	*1.7%*	*4.9%*	*13.4%*	*0.0%*	*6.2%*
%H (All HH)			*100.0%*	*3.6%*	*54.2%*	*54.2%*	*0.0%*	*93.8%*
%H (TV HH)			*100.0%*	*3.6%*	*54.2%*	*54.2%*	*0.0%*	
Other satellite provider	204	204	204	7	97	97	0	196
%V	*2.4%*	*2.5%*	*5.9%*	*0.7%*	*1.8%*	*4.8%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*3.4%*	*47.5%*	*47.5%*	*0.0%*	*96.1%*
%H (TV HH)			*100.0%*	*3.4%*	*47.5%*	*47.5%*	*0.0%*	
DCAB	1043	1043	51	1043	440	440	0	983
%V	*12.2%*	*12.7%*	*1.5%*	*100.0%*	*8.0%*	*21.7%*	*0.0%*	*13.0%*
%H (All HH)			*4.9%*	*100.0%*	*42.2%*	*42.2%*	*0.0%*	*94.2%*
%H (TV HH)			*4.9%*	*100.0%*	*42.2%*	*42.2%*	*0.0%*	
DTT	5496	5496	1617	440	5496	2031	3465	4719
%V	*64.2%*	*66.7%*	*46.4%*	*42.2%*	*100.0%*	*100.0%*	*100.0%*	*62.5%*
%H (All HH)		*100.0%*	*29.4%*	*8.0%*	*100.0%*	*37.0%*	*63.0%*	*85.9%*
%H (TV HH)			*29.4%*	*8.0%*	*100.0%*	*37.0%*	*63.0%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 26.9: 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	8560	8243	3487	1043	5496	2031	3465	7554
%H (All HH)		*96.3%*	*40.7%*	*12.2%*	*64.2%*	*23.7%*	*40.5%*	*88.2%*
%H (TV HH)			*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	
PVR	5368	5368	3103	991	3172	1859	1313	5038
%V	*62.7%*	*65.1%*	*89.0%*	*95.0%*	*57.7%*	*91.5%*	*37.9%*	*66.7%*
%H (All HH)		*100.0%*	*57.8%*	*18.5%*	*59.1%*	*34.6%*	*24.5%*	*93.9%*
%H (TV HH)			*57.8%*	*18.5%*	*59.1%*	*34.6%*	*24.5%*	
DVDR	105	105	43	17	76	31	46	96
%V	*1.2%*	*1.3%*	*1.2%*	*1.6%*	*1.4%*	*1.5%*	*1.3%*	*1.3%*
%H (All HH)		*100.0%*	*41.0%*	*16.2%*	*72.4%*	*29.5%*	*43.8%*	*91.4%*
%H (TV HH)			*41.0%*	*16.2%*	*72.4%*	*29.5%*	*43.8%*	
VCR	47	47	18	6	38	16	22	35
%V	*0.5%*	*0.6%*	*0.5%*	*0.6%*	*0.7%*	*0.8%*	*0.6%*	*0.5%*
%H (All HH)		*100.0%*	*38.3%*	*12.8%*	*80.9%*	*34.0%*	*46.8%*	*74.5%*
%H (TV HH)			*38.3%*	*12.8%*	*80.9%*	*34.0%*	*46.8%*	
Any recorder	5418	5418	3112	993	3218	1869	1349	5074
%V	*63.3%*	*65.7%*	*89.2%*	*95.2%*	*58.6%*	*92.0%*	*38.9%*	*67.2%*
%H (All HH)		*100.0%*	*57.4%*	*18.3%*	*59.4%*	*34.5%*	*24.9%*	*93.7%*
%H (TV HH)			*57.4%*	*18.3%*	*59.4%*	*34.5%*	*24.9%*	
Receives HDTV (via STB or built-in reception)	6092	6092	2930	921	4087	1799	2288	5665
%V	*71.2%*	*73.9%*	*84.0%*	*88.3%*	*74.4%*	*88.6%*	*66.0%*	*75.0%*
%H (All HH)		*100.0%*	*48.1%*	*15.1%*	*67.1%*	*29.5%*	*37.6%*	*93.0%*
%H (TV HH)			*48.1%*	*15.1%*	*67.1%*	*29.5%*	*37.6%*	
DVD/Blu-ray player or recorder	5784	5784	2575	746	3926	1583	2343	5273
%V	*67.6%*	*70.2%*	*73.8%*	*71.5%*	*71.4%*	*77.9%*	*67.6%*	*69.8%*
%H (All HH)		*100.0%*	*44.5%*	*12.9%*	*67.9%*	*27.4%*	*40.5%*	*91.2%*
%H (TV HH)			*44.5%*	*12.9%*	*67.9%*	*27.4%*	*40.5%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 26.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8560	8243	3487	1043	5496	2031	3465	7554
%H (All HH)		*96.3%*	*40.7%*	*12.2%*	*64.2%*	*23.7%*	*40.5%*	*88.2%*
%H (TV HH)			*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	
Has broadband internet	7554	7294	3273	983	4719	1922	2796	7554
%V	*88.2%*	*88.5%*	*93.9%*	*94.2%*	*85.9%*	*94.6%*	*80.7%*	*100.0%*
%H (All HH)		*96.6%*	*43.3%*	*13.0%*	*62.5%*	*25.4%*	*37.0%*	*100.0%*
%H (TV HH)			*44.9%*	*13.5%*	*64.7%*	*26.4%*	*38.3%*	
Number of computers (PCs and laptops)								
0	1305	1238	328	101	938	160	778	382
%V	*15.2%*	*15.0%*	*9.4%*	*9.7%*	*17.1%*	*7.9%*	*22.5%*	*5.1%*
%H (All HH)		*94.9%*	*25.1%*	*7.7%*	*71.9%*	*12.3%*	*59.6%*	*29.3%*
%H (TV HH)			*26.5%*	*8.2%*	*75.8%*	*12.9%*	*62.8%*	
1	2145	2049	803	235	1388	443	945	2083
%V	*25.1%*	*24.9%*	*23.0%*	*22.5%*	*25.3%*	*21.8%*	*27.3%*	*27.6%*
%H (All HH)		*95.5%*	*37.4%*	*11.0%*	*64.7%*	*20.7%*	*44.1%*	*97.1%*
%H (TV HH)			*39.2%*	*11.5%*	*67.7%*	*21.6%*	*46.1%*	
2	2123	2052	881	260	1353	510	842	2112
%V	*24.8%*	*24.9%*	*25.3%*	*24.9%*	*24.6%*	*25.1%*	*24.3%*	*28.0%*
%H (All HH)		*96.7%*	*41.5%*	*12.2%*	*63.7%*	*24.0%*	*39.7%*	*99.5%*
%H (TV HH)			*42.9%*	*12.7%*	*65.9%*	*24.9%*	*41.0%*	
3	1338	1301	623	191	827	385	443	1333
%V	*15.6%*	*15.8%*	*17.9%*	*18.3%*	*15.0%*	*19.0%*	*12.8%*	*17.6%*
%H (All HH)		*97.2%*	*46.6%*	*14.3%*	*61.8%*	*28.8%*	*33.1%*	*99.6%*
%H (TV HH)			*47.9%*	*14.7%*	*63.6%*	*29.6%*	*34.1%*	
4	776	754	393	121	458	236	222	774
%V	*9.1%*	*9.1%*	*11.3%*	*11.6%*	*8.3%*	*11.6%*	*6.4%*	*10.2%*
%H (All HH)		*97.2%*	*50.6%*	*15.6%*	*59.0%*	*30.4%*	*28.6%*	*99.7%*
%H (TV HH)			*52.1%*	*16.0%*	*60.7%*	*31.3%*	*29.4%*	
5+	873	848	458	135	532	297	235	871
%V	*10.2%*	*10.3%*	*13.1%*	*12.9%*	*9.7%*	*14.6%*	*6.8%*	*11.5%*
%H (All HH)		*97.1%*	*52.5%*	*15.5%*	*60.9%*	*34.0%*	*26.9%*	*99.8%*
%H (TV HH)			*54.0%*	*15.9%*	*62.7%*	*35.0%*	*27.7%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - South Macro Region

Set level data

Table 26.11: 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	16358	7806	2170	11406	5281	6125	14956
%H		*47.7%*	*13.3%*	*69.7%*	*32.3%*	*37.4%*	*91.4%*
Under 20"	1277	572	134	1067	495	572	1122
%V	*7.8%*	*7.3%*	*6.2%*	*9.4%*	*9.4%*	*9.3%*	*7.5%*
%H		*44.8%*	*10.5%*	*83.6%*	*38.8%*	*44.8%*	*87.9%*
20" - 29"	2981	1304	369	2332	1041	1291	2628
%V	*18.2%*	*16.7%*	*17.0%*	*20.4%*	*19.7%*	*21.1%*	*17.6%*
%H		*43.7%*	*12.4%*	*78.2%*	*34.9%*	*43.3%*	*88.2%*
30" - 39"	4801	2158	624	3365	1434	1930	4336
%V	*29.3%*	*27.6%*	*28.8%*	*29.5%*	*27.2%*	*31.5%*	*29.0%*
%H		*44.9%*	*13.0%*	*70.1%*	*29.9%*	*40.2%*	*90.3%*
40" - 49"	4669	2410	677	2988	1493	1495	4389
%V	*28.5%*	*30.9%*	*31.2%*	*26.2%*	*28.3%*	*24.4%*	*29.3%*
%H		*51.6%*	*14.5%*	*64.0%*	*32.0%*	*32.0%*	*94.0%*
50" - 59"	1473	868	209	880	523	356	1440
%V	*9.0%*	*11.1%*	*9.6%*	*7.7%*	*9.9%*	*5.8%*	*9.6%*
%H		*58.9%*	*14.2%*	*59.7%*	*35.5%*	*24.2%*	*97.8%*
60"+	161	102	25	80	51	29	158
%V	*1.0%*	*1.3%*	*1.2%*	*0.7%*	*1.0%*	*0.5%*	*1.1%*
%H		*63.4%*	*15.5%*	*49.7%*	*31.7%*	*18.0%*	*98.1%*
Don't know	996	390	132	695	245	450	885
%V	*6.1%*	*5.0%*	*6.1%*	*6.1%*	*4.6%*	*7.3%*	*5.9%*
%H		*39.2%*	*13.3%*	*69.8%*	*24.6%*	*45.2%*	*88.9%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - South Macro Region

Set level data

Table 26.12: 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	16358	7806	2170	11406	5281	6125	14956
%H		*47.7%*	*13.3%*	*69.7%*	*32.3%*	*37.4%*	*91.4%*
Main living room	8204	3487	1036	5476	2034	3442	7251
%V	*50.2%*	*44.7%*	*47.7%*	*48.0%*	*38.5%*	*56.2%*	*48.5%*
%H		*42.5%*	*12.6%*	*66.7%*	*24.8%*	*42.0%*	*88.4%*
Kitchen	943	447	115	775	386	389	856
%V	*5.8%*	*5.7%*	*5.3%*	*6.8%*	*7.3%*	*6.4%*	*5.7%*
%H		*47.4%*	*12.2%*	*82.2%*	*40.9%*	*41.3%*	*90.8%*
Adult's bedroom	4359	2275	620	3134	1686	1448	4092
%V	*26.6%*	*29.1%*	*28.6%*	*27.5%*	*31.9%*	*23.6%*	*27.4%*
%H		*52.2%*	*14.2%*	*71.9%*	*38.7%*	*33.2%*	*93.9%*
Child's bedroom	897	534	134	580	361	218	892
%V	*5.5%*	*6.8%*	*6.2%*	*5.1%*	*6.8%*	*3.6%*	*6.0%*
%H		*59.5%*	*14.9%*	*64.7%*	*40.2%*	*24.3%*	*99.4%*
Other bedroom	574	324	94	428	270	158	552
%V	*3.5%*	*4.2%*	*4.3%*	*3.8%*	*5.1%*	*2.6%*	*3.7%*
%H		*56.4%*	*16.4%*	*74.6%*	*47.0%*	*27.5%*	*96.2%*
Second living/dining room	840	431	110	616	320	295	792
%V	*5.1%*	*5.5%*	*5.1%*	*5.4%*	*6.1%*	*4.8%*	*5.3%*
%H		*51.3%*	*13.1%*	*73.3%*	*38.1%*	*35.1%*	*94.3%*
Study/office	167	85	16	123	57	66	163
%V	*1.0%*	*1.1%*	*0.7%*	*1.1%*	*1.1%*	*1.1%*	*1.1%*
%H		*50.9%*	*9.6%*	*73.7%*	*34.1%*	*39.5%*	*97.6%*
TV room	65	42	5	44	26	18	64
%V	*0.4%*	*0.5%*	*0.2%*	*0.4%*	*0.5%*	*0.3%*	*0.4%*
%H		*64.6%*	*7.7%*	*67.7%*	*40.0%*	*27.7%*	*98.5%*
Conservatory	179	99	26	134	76	58	167
%V	*1.1%*	*1.3%*	*1.2%*	*1.2%*	*1.4%*	*0.9%*	*1.1%*
%H		*55.3%*	*14.5%*	*74.9%*	*42.5%*	*32.4%*	*93.3%*
Attic or loft room	21	13	2	15	10	6	21
%V	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*61.9%*	*9.5%*	*71.4%*	*47.6%*	*28.6%*	*100.0%*
No specific location	8	6	0	5	3	2	7
%V	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*75.0%*	*0.0%*	*62.5%*	*37.5%*	*25.0%*	*87.5%*
Other	101	63	13	77	52	25	99
%V	*0.6%*	*0.8%*	*0.6%*	*0.7%*	*1.0%*	*0.4%*	*0.7%*
%H		*62.4%*	*12.9%*	*76.2%*	*51.5%*	*24.8%*	*98.0%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - South Macro Region

Set level data

Table 26.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	16358	7806	2170	11406	5281	6125	14956
%H		*47.7%*	*13.3%*	*69.7%*	*32.3%*	*37.4%*	*91.4%*
PVR	7559	4753	1396	4163	2680	1483	7177
%V	*46.2%*	*60.9%*	*64.3%*	*36.5%*	*50.7%*	*24.2%*	*48.0%*
%H		*62.9%*	*18.5%*	*55.1%*	*35.5%*	*19.6%*	*94.9%*
DVDR	109	46	18	79	33	46	100
%V	*0.7%*	*0.6%*	*0.8%*	*0.7%*	*0.6%*	*0.8%*	*0.7%*
%H		*42.2%*	*16.5%*	*72.5%*	*30.3%*	*42.2%*	*91.7%*
VCR	50	19	7	40	18	22	37
%V	*0.3%*	*0.2%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.2%*
%H		*38.0%*	*14.0%*	*80.0%*	*36.0%*	*44.0%*	*74.0%*
Any recorder	7630	4774	1401	4227	2701	1526	7233
%V	*46.6%*	*61.2%*	*64.6%*	*37.1%*	*51.1%*	*24.9%*	*48.4%*
%H		*62.6%*	*18.4%*	*55.4%*	*35.4%*	*20.0%*	*94.8%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 26.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	16358	7806	2170	11406	5281	6125	14956
%H		*47.7%*	*13.3%*	*69.7%*	*32.3%*	*37.4%*	*91.4%*
Receives HDTV (via STB or built-in reception)	9642	5048	1443	6554	3313	3242	9112
%V	*58.9%*	*64.7%*	*66.5%*	*57.5%*	*62.7%*	*52.9%*	*60.9%*
%H		*52.4%*	*15.0%*	*68.0%*	*34.4%*	*33.6%*	*94.5%*
DVD/Blu-ray player or recorder	8290	3975	1142	5702	2657	3044	7694
%V	*50.7%*	*50.9%*	*52.6%*	*50.0%*	*50.3%*	*49.7%*	*51.4%*
%H		*47.9%*	*13.8%*	*68.8%*	*32.1%*	*36.7%*	*92.8%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 26.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	8240	3487	1043	5495	2031	3464	7291
%H		*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	*88.5%*
Under 20"	89	13	6	71	7	65	60
%V	*1.1%*	*0.4%*	*0.6%*	*1.3%*	*0.3%*	*1.9%*	*0.8%*
%H		*14.6%*	*6.7%*	*79.8%*	*7.9%*	*73.0%*	*67.4%*
20" - 29"	667	142	64	519	76	444	477
%V	*8.1%*	*4.1%*	*6.1%*	*9.4%*	*3.7%*	*12.8%*	*6.5%*
%H		*21.3%*	*9.6%*	*77.8%*	*11.4%*	*66.6%*	*71.5%*
30" - 39"	2293	783	268	1640	463	1177	1921
%V	*27.8%*	*22.5%*	*25.7%*	*29.8%*	*22.8%*	*34.0%*	*26.3%*
%H		*34.1%*	*11.7%*	*71.5%*	*20.2%*	*51.3%*	*83.8%*
40" - 49"	3368	1622	474	2163	975	1188	3114
%V	*40.9%*	*46.5%*	*45.4%*	*39.4%*	*48.0%*	*34.3%*	*42.7%*
%H		*48.2%*	*14.1%*	*64.2%*	*28.9%*	*35.3%*	*92.5%*
50" - 59"	1199	691	157	707	401	307	1170
%V	*14.6%*	*19.8%*	*15.1%*	*12.9%*	*19.7%*	*8.9%*	*16.0%*
%H		*57.6%*	*13.1%*	*59.0%*	*33.4%*	*25.6%*	*97.6%*
60"+	140	87	20	69	43	26	137
%V	*1.7%*	*2.5%*	*1.9%*	*1.3%*	*2.1%*	*0.8%*	*1.9%*
%H		*62.1%*	*14.3%*	*49.3%*	*30.7%*	*18.6%*	*97.9%*
Don't know	485	149	54	325	66	259	412
%V	*5.9%*	*4.3%*	*5.2%*	*5.9%*	*3.2%*	*7.5%*	*5.7%*
%H		*30.7%*	*11.1%*	*67.0%*	*13.6%*	*53.4%*	*84.9%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - South Macro Region

Set level data

Table 26.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	8240	3487	1043	5495	2031	3464	7291
%H		*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	*88.5%*
PVR	5277	3068	981	3089	1822	1267	4952
%V	*64.0%*	*88.0%*	*94.1%*	*56.2%*	*89.7%*	*36.6%*	*67.9%*
%H		*58.1%*	*18.6%*	*58.5%*	*34.5%*	*24.0%*	*93.8%*
DVDR	91	35	16	68	27	41	83
%V	*1.1%*	*1.0%*	*1.5%*	*1.2%*	*1.3%*	*1.2%*	*1.1%*
%H		*38.5%*	*17.6%*	*74.7%*	*29.7%*	*45.1%*	*91.2%*
VCR	37	12	5	29	11	19	26
%V	*0.4%*	*0.3%*	*0.5%*	*0.5%*	*0.5%*	*0.5%*	*0.4%*
%H		*32.4%*	*13.5%*	*78.4%*	*29.7%*	*51.4%*	*70.3%*
Any recorder	5325	3077	984	3134	1833	1301	4988
%V	*64.6%*	*88.2%*	*94.3%*	*57.0%*	*90.3%*	*37.6%*	*68.4%*
%H		*57.8%*	*18.5%*	*58.9%*	*34.4%*	*24.4%*	*93.7%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 26.17: 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	8240	3487	1043	5495	2031	3464	7291
%H		*42.3%*	*12.7%*	*66.7%*	*24.6%*	*42.0%*	*88.5%*
Receives HDTV (via STB or built-in reception)	5962	2872	911	3973	1747	2226	5543
%V	*72.4%*	*82.4%*	*87.3%*	*72.3%*	*86.0%*	*64.3%*	*76.0%*
%H		*48.2%*	*15.3%*	*66.6%*	*29.3%*	*37.3%*	*93.0%*
DVD/Blu-ray player or recorder	5152	2243	654	3504	1362	2142	4668
%V	*62.5%*	*64.3%*	*62.7%*	*63.8%*	*67.1%*	*61.8%*	*64.0%*
%H		*43.5%*	*12.7%*	*68.0%*	*26.4%*	*41.6%*	*90.6%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 26.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	8118	4318	1128	5911	3250	2661	7665
%H		*53.2%*	*13.9%*	*72.8%*	*40.0%*	*32.8%*	*94.4%*
Under 20"	1188	560	129	996	488	508	1062
%V	*14.6%*	*13.0%*	*11.4%*	*16.8%*	*15.0%*	*19.1%*	*13.9%*
%H		*47.1%*	*10.9%*	*83.8%*	*41.1%*	*42.8%*	*89.4%*
20" - 29"	2314	1163	304	1813	965	848	2151
%V	*28.5%*	*26.9%*	*27.0%*	*30.7%*	*29.7%*	*31.9%*	*28.1%*
%H		*50.3%*	*13.1%*	*78.3%*	*41.7%*	*36.6%*	*93.0%*
30" - 39"	2508	1375	356	1724	971	753	2415
%V	*30.9%*	*31.8%*	*31.6%*	*29.2%*	*29.9%*	*28.3%*	*31.5%*
%H		*54.8%*	*14.2%*	*68.7%*	*38.7%*	*30.0%*	*96.3%*
40" - 49"	1302	788	203	825	518	307	1274
%V	*16.0%*	*18.2%*	*18.0%*	*14.0%*	*15.9%*	*11.5%*	*16.6%*
%H		*60.5%*	*15.6%*	*63.4%*	*39.8%*	*23.6%*	*97.8%*
50" - 59"	274	177	52	173	123	50	270
%V	*3.4%*	*4.1%*	*4.6%*	*2.9%*	*3.8%*	*1.9%*	*3.5%*
%H		*64.6%*	*19.0%*	*63.1%*	*44.9%*	*18.2%*	*98.5%*
60"+	21	15	5	11	7	4	20
%V	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*
%H		*71.4%*	*23.8%*	*52.4%*	*33.3%*	*19.0%*	*95.2%*
Don't know	511	241	78	370	179	191	473
%V	*6.3%*	*5.6%*	*6.9%*	*6.3%*	*5.5%*	*7.2%*	*6.2%*
%H		*47.2%*	*15.3%*	*72.4%*	*35.0%*	*37.4%*	*92.6%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.19: 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	8118	4318	1128	5911	3250	2661	7665
%H		*53.2%*	*13.9%*	*72.8%*	*40.0%*	*32.8%*	*94.4%*
PVR	2282	1684	415	1074	858	216	2225
%V	*28.1%*	*39.0%*	*36.8%*	*18.2%*	*26.4%*	*8.1%*	*29.0%*
%H		*73.8%*	*18.2%*	*47.1%*	*37.6%*	*9.5%*	*97.5%*
DVDR	18	11	3	11	6	5	18
%V	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*61.1%*	*16.7%*	*61.1%*	*33.3%*	*27.8%*	*100.0%*
VCR	13	8	2	11	7	3	12
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*
%H		*61.5%*	*15.4%*	*84.6%*	*53.8%*	*23.1%*	*92.3%*
Any recorder	2305	1697	417	1093	868	224	2246
%V	*28.4%*	*39.3%*	*37.0%*	*18.5%*	*26.7%*	*8.4%*	*29.3%*
%H		*73.6%*	*18.1%*	*47.4%*	*37.7%*	*9.7%*	*97.4%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 26.20: 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	8118	4318	1128	5911	3250	2661	7665
%H		*53.2%*	*13.9%*	*72.8%*	*40.0%*	*32.8%*	*94.4%*
Receives HDTV (via STB or built-in reception)	3680	2176	533	2582	1566	1016	3569
%V	*45.3%*	*50.4%*	*47.3%*	*43.7%*	*48.2%*	*38.2%*	*46.6%*
%H		*59.1%*	*14.5%*	*70.2%*	*42.6%*	*27.6%*	*97.0%*
DVD/Blu-ray player or recorder	3138	1733	488	2198	1296	902	3026
%V	*38.7%*	*40.1%*	*43.3%*	*37.2%*	*39.9%*	*33.9%*	*39.5%*
%H		*55.2%*	*15.6%*	*70.0%*	*41.3%*	*28.7%*	*96.4%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 26.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	19633	19015	8784	2664	12085	5142	6943	18337
%H		*96.9%*	*44.7%*	*13.6%*	*61.6%*	*26.2%*	*35.4%*	*93.4%*
Total Children	3667	3601	1804	551	2058	979	1079	3632
%V	*18.7%*	*18.9%*	*20.5%*	*20.7%*	*17.0%*	*19.0%*	*15.5%*	*19.8%*
%H		*98.2%*	*49.2%*	*15.0%*	*56.1%*	*26.7%*	*29.4%*	*99.0%*
0 - 3	872	852	410	119	468	206	262	861
%V	*4.4%*	*4.5%*	*4.7%*	*4.5%*	*3.9%*	*4.0%*	*3.8%*	*4.7%*
%H		*97.7%*	*47.0%*	*13.6%*	*53.7%*	*23.6%*	*30.0%*	*98.7%*
4 - 15	2794	2749	1393	432	1591	773	818	2771
%V	*14.2%*	*14.5%*	*15.9%*	*16.2%*	*13.2%*	*15.0%*	*11.8%*	*15.1%*
%H		*98.4%*	*49.9%*	*15.5%*	*56.9%*	*27.7%*	*29.3%*	*99.2%*
4 - 9	1442	1413	715	212	786	368	417	1427
%V	*7.3%*	*7.4%*	*8.1%*	*8.0%*	*6.5%*	*7.2%*	*6.0%*	*7.8%*
%H		*98.0%*	*49.6%*	*14.7%*	*54.5%*	*25.5%*	*28.9%*	*99.0%*
10 - 15	1352	1336	678	220	805	405	400	1343
%V	*6.9%*	*7.0%*	*7.7%*	*8.3%*	*6.7%*	*7.9%*	*5.8%*	*7.3%*
%H		*98.8%*	*50.1%*	*16.3%*	*59.5%*	*30.0%*	*29.6%*	*99.3%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	19633	19015	8784	2664	12085	5142	6943	18337
%H		*96.9%*	*44.7%*	*13.6%*	*61.6%*	*26.2%*	*35.4%*	*93.4%*
Total Adults (16+)	15966	15414	6980	2113	10026	4163	5863	14705
%V	*81.3%*	*81.1%*	*79.5%*	*79.3%*	*83.0%*	*81.0%*	*84.4%*	*80.2%*
%H		*96.5%*	*43.7%*	*13.2%*	*62.8%*	*26.1%*	*36.7%*	*92.1%*
16 - 19	782	756	383	134	446	230	216	777
%V	*4.0%*	*4.0%*	*4.4%*	*5.0%*	*3.7%*	*4.5%*	*3.1%*	*4.2%*
%H		*96.7%*	*49.0%*	*17.1%*	*57.0%*	*29.4%*	*27.6%*	*99.4%*
20 - 24	1144	1039	474	175	590	292	298	1124
%V	*5.8%*	*5.5%*	*5.4%*	*6.6%*	*4.9%*	*5.7%*	*4.3%*	*6.1%*
%H		*90.8%*	*41.4%*	*15.3%*	*51.6%*	*25.5%*	*26.0%*	*98.3%*
25 - 34	2411	2247	971	330	1247	507	740	2362
%V	*12.3%*	*11.8%*	*11.1%*	*12.4%*	*10.3%*	*9.9%*	*10.7%*	*12.9%*
%H		*93.2%*	*40.3%*	*13.7%*	*51.7%*	*21.0%*	*30.7%*	*98.0%*
35 - 44	2360	2258	1106	329	1278	553	725	2311
%V	*12.0%*	*11.9%*	*12.6%*	*12.3%*	*10.6%*	*10.8%*	*10.4%*	*12.6%*
%H		*95.7%*	*46.9%*	*13.9%*	*54.2%*	*23.4%*	*30.7%*	*97.9%*
45 - 54	2737	2680	1358	455	1676	834	842	2652
%V	*13.9%*	*14.1%*	*15.5%*	*17.1%*	*13.9%*	*16.2%*	*12.1%*	*14.5%*
%H		*97.9%*	*49.6%*	*16.6%*	*61.2%*	*30.5%*	*30.8%*	*96.9%*
55 - 64	2480	2430	1162	326	1679	751	928	2355
%V	*12.6%*	*12.8%*	*13.2%*	*12.2%*	*13.9%*	*14.6%*	*13.4%*	*12.8%*
%H		*98.0%*	*46.9%*	*13.1%*	*67.7%*	*30.3%*	*37.4%*	*95.0%*
65+	4053	4004	1526	364	3110	996	2115	3124
%V	*20.6%*	*21.1%*	*17.4%*	*13.7%*	*25.7%*	*19.4%*	*30.5%*	*17.0%*
%H		*98.8%*	*37.7%*	*9.0%*	*76.7%*	*24.6%*	*52.2%*	*77.1%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	15966	15414	6980	2113	10026	4163	5863	14705
%H		*96.5%*	*43.7%*	*13.2%*	*62.8%*	*26.1%*	*36.7%*	*92.1%*
AB	4448	4323	1994	591	2814	1186	1628	4326
%V	*27.9%*	*28.0%*	*28.6%*	*28.0%*	*28.1%*	*28.5%*	*27.8%*	*29.4%*
%H		*97.2%*	*44.8%*	*13.3%*	*63.3%*	*26.7%*	*36.6%*	*97.3%*
C1	4831	4612	2076	635	2999	1249	1751	4546
%V	*30.3%*	*29.9%*	*29.7%*	*30.1%*	*29.9%*	*30.0%*	*29.9%*	*30.9%*
%H		*95.5%*	*43.0%*	*13.1%*	*62.1%*	*25.9%*	*36.2%*	*94.1%*
C2	3635	3559	1680	565	2302	1068	1233	3369
%V	*22.8%*	*23.1%*	*24.1%*	*26.7%*	*23.0%*	*25.7%*	*21.0%*	*22.9%*
%H		*97.9%*	*46.2%*	*15.5%*	*63.3%*	*29.4%*	*33.9%*	*92.7%*
D	2026	1937	869	233	1225	472	753	1766
%V	*12.7%*	*12.6%*	*12.4%*	*11.0%*	*12.2%*	*11.3%*	*12.8%*	*12.0%*
%H		*95.6%*	*42.9%*	*11.5%*	*60.5%*	*23.3%*	*37.2%*	*87.2%*
E	1027	981	361	88	686	188	498	697
%V	*6.4%*	*6.4%*	*5.2%*	*4.2%*	*6.8%*	*4.5%*	*8.5%*	*4.7%*
%H		*95.5%*	*35.2%*	*8.6%*	*66.8%*	*18.3%*	*48.5%*	*67.9%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	15966	15414	6980	2113	10026	4163	5863	14705
%H		*96.5%*	*43.7%*	*13.2%*	*62.8%*	*26.1%*	*36.7%*	*92.1%*
Working full time	7425	7170	3497	1142	4273	2014	2260	7278
%V	*46.5%*	*46.5%*	*50.1%*	*54.0%*	*42.6%*	*48.4%*	*38.5%*	*49.5%*
%H		*96.6%*	*47.1%*	*15.4%*	*57.5%*	*27.1%*	*30.4%*	*98.0%*
Working part time	1802	1761	827	255	1134	504	630	1752
%V	*11.3%*	*11.4%*	*11.8%*	*12.1%*	*11.3%*	*12.1%*	*10.7%*	*11.9%*
%H		*97.7%*	*45.9%*	*14.2%*	*62.9%*	*28.0%*	*35.0%*	*97.2%*
Not working	6738	6483	2656	716	4620	1645	2974	5675
%V	*42.2%*	*42.1%*	*38.1%*	*33.9%*	*46.1%*	*39.5%*	*50.7%*	*38.6%*
%H		*96.2%*	*39.4%*	*10.6%*	*68.6%*	*24.4%*	*44.1%*	*84.2%*
Houseperson	8560	8243	3487	1043	5496	2031	3465	7554
%V	*53.6%*	*53.5%*	*50.0%*	*49.4%*	*54.8%*	*48.8%*	*59.1%*	*51.4%*
%H		*96.3%*	*40.7%*	*12.2%*	*64.2%*	*23.7%*	*40.5%*	*88.2%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	7807	7491	3446	1058	4817	2086	2731	7255
%H		*96.0%*	*44.1%*	*13.6%*	*61.7%*	*26.7%*	*35.0%*	*92.9%*
16 - 19	402	386	197	70	229	121	107	401
%V	*5.1%*	*5.2%*	*5.7%*	*6.6%*	*4.8%*	*5.8%*	*3.9%*	*5.5%*
%H		*96.0%*	*49.0%*	*17.4%*	*57.0%*	*30.1%*	*26.6%*	*99.8%*
20 - 24	592	532	247	93	303	160	143	584
%V	*7.6%*	*7.1%*	*7.2%*	*8.8%*	*6.3%*	*7.7%*	*5.2%*	*8.0%*
%H		*89.9%*	*41.7%*	*15.7%*	*51.2%*	*27.0%*	*24.2%*	*98.6%*
25 - 34	1220	1124	476	168	625	259	366	1191
%V	*15.6%*	*15.0%*	*13.8%*	*15.9%*	*13.0%*	*12.4%*	*13.4%*	*16.4%*
%H		*92.1%*	*39.0%*	*13.8%*	*51.2%*	*21.2%*	*30.0%*	*97.6%*
35 - 44	1159	1101	526	160	614	255	359	1130
%V	*14.8%*	*14.7%*	*15.3%*	*15.1%*	*12.7%*	*12.2%*	*13.1%*	*15.6%*
%H		*95.0%*	*45.4%*	*13.8%*	*53.0%*	*22.0%*	*31.0%*	*97.5%*
45 - 54	1335	1303	663	228	806	409	398	1280
%V	*17.1%*	*17.4%*	*19.2%*	*21.6%*	*16.7%*	*19.6%*	*14.6%*	*17.6%*
%H		*97.6%*	*49.7%*	*17.1%*	*60.4%*	*30.6%*	*29.8%*	*95.9%*
55 - 64	1220	1194	569	162	826	375	450	1152
%V	*15.6%*	*15.9%*	*16.5%*	*15.3%*	*17.1%*	*18.0%*	*16.5%*	*15.9%*
%H		*97.9%*	*46.6%*	*13.3%*	*67.7%*	*30.7%*	*36.9%*	*94.4%*
65+	1878	1852	769	177	1415	506	908	1517
%V	*24.1%*	*24.7%*	*22.3%*	*16.7%*	*29.4%*	*24.3%*	*33.2%*	*20.9%*
%H		*98.6%*	*40.9%*	*9.4%*	*75.3%*	*26.9%*	*48.3%*	*80.8%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - South Macro Region

Individual level data

Table 26.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	7807	7491	3446	1058	4817	2086	2731	7255
%H		*96.0%*	*44.1%*	*13.6%*	*61.7%*	*26.7%*	*35.0%*	*92.9%*
AB	2231	2165	1004	300	1421	616	805	2177
%V	*28.6%*	*28.9%*	*29.1%*	*28.4%*	*29.5%*	*29.5%*	*29.5%*	*30.0%*
%H		*97.0%*	*45.0%*	*13.4%*	*63.7%*	*27.6%*	*36.1%*	*97.6%*
C1	2226	2105	984	305	1335	600	735	2128
%V	*28.5%*	*28.1%*	*28.6%*	*28.8%*	*27.7%*	*28.8%*	*26.9%*	*29.3%*
%H		*94.6%*	*44.2%*	*13.7%*	*60.0%*	*27.0%*	*33.0%*	*95.6%*
C2	1954	1903	889	308	1222	570	652	1789
%V	*25.0%*	*25.4%*	*25.8%*	*29.1%*	*25.4%*	*27.3%*	*23.9%*	*24.7%*
%H		*97.4%*	*45.5%*	*15.8%*	*62.5%*	*29.2%*	*33.4%*	*91.6%*
D	967	921	421	114	559	223	336	868
%V	*12.4%*	*12.3%*	*12.2%*	*10.8%*	*11.6%*	*10.7%*	*12.3%*	*12.0%*
%H		*95.2%*	*43.5%*	*11.8%*	*57.8%*	*23.1%*	*34.7%*	*89.8%*
E	430	396	148	32	279	78	202	293
%V	*5.5%*	*5.3%*	*4.3%*	*3.0%*	*5.8%*	*3.7%*	*7.4%*	*4.0%*
%H		*92.1%*	*34.4%*	*7.4%*	*64.9%*	*18.1%*	*47.0%*	*68.1%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	7807	7491	3446	1058	4817	2086	2731	7255
%H		*96.0%*	*44.1%*	*13.6%*	*61.7%*	*26.7%*	*35.0%*	*92.9%*
Working full time	4535	4379	2139	705	2623	1258	1364	4434
%V	*58.1%*	*58.5%*	*62.1%*	*66.6%*	*54.5%*	*60.3%*	*49.9%*	*61.1%*
%H		*96.6%*	*47.2%*	*15.5%*	*57.8%*	*27.7%*	*30.1%*	*97.8%*
Working part time	391	377	167	53	248	109	139	370
%V	*5.0%*	*5.0%*	*4.8%*	*5.0%*	*5.1%*	*5.2%*	*5.1%*	*5.1%*
%H		*96.4%*	*42.7%*	*13.6%*	*63.4%*	*27.9%*	*35.5%*	*94.6%*
Not working	2881	2735	1140	300	1946	718	1228	2451
%V	*36.9%*	*36.5%*	*33.1%*	*28.4%*	*40.4%*	*34.4%*	*45.0%*	*33.8%*
%H		*94.9%*	*39.6%*	*10.4%*	*67.5%*	*24.9%*	*42.6%*	*85.1%*
Houseperson	1759	1626	588	199	1111	352	759	1422
%V	*22.5%*	*21.7%*	*17.1%*	*18.8%*	*23.1%*	*16.9%*	*27.8%*	*19.6%*
%H		*92.4%*	*33.4%*	*11.3%*	*63.2%*	*20.0%*	*43.1%*	*80.8%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	8159	7923	3534	1054	5210	2078	3132	7450
%H		*97.1%*	*43.3%*	*12.9%*	*63.9%*	*25.5%*	*38.4%*	*91.3%*
16 - 19	380	370	186	64	217	109	108	376
%V	*4.7%*	*4.7%*	*5.3%*	*6.1%*	*4.2%*	*5.2%*	*3.4%*	*5.0%*
%H		*97.4%*	*48.9%*	*16.8%*	*57.1%*	*28.7%*	*28.4%*	*98.9%*
20 - 24	551	507	227	82	288	132	155	540
%V	*6.8%*	*6.4%*	*6.4%*	*7.8%*	*5.5%*	*6.4%*	*4.9%*	*7.2%*
%H		*92.0%*	*41.2%*	*14.9%*	*52.3%*	*24.0%*	*28.1%*	*98.0%*
25 - 34	1191	1123	495	162	622	248	373	1172
%V	*14.6%*	*14.2%*	*14.0%*	*15.4%*	*11.9%*	*11.9%*	*11.9%*	*15.7%*
%H		*94.3%*	*41.6%*	*13.6%*	*52.2%*	*20.8%*	*31.3%*	*98.4%*
35 - 44	1201	1157	580	169	664	298	366	1181
%V	*14.7%*	*14.6%*	*16.4%*	*16.0%*	*12.7%*	*14.3%*	*11.7%*	*15.9%*
%H		*96.3%*	*48.3%*	*14.1%*	*55.3%*	*24.8%*	*30.5%*	*98.3%*
45 - 54	1402	1377	695	226	870	425	444	1372
%V	*17.2%*	*17.4%*	*19.7%*	*21.4%*	*16.7%*	*20.5%*	*14.2%*	*18.4%*
%H		*98.2%*	*49.6%*	*16.1%*	*62.1%*	*30.3%*	*31.7%*	*97.9%*
55 - 64	1260	1236	593	164	854	376	478	1202
%V	*15.4%*	*15.6%*	*16.8%*	*15.6%*	*16.4%*	*18.1%*	*15.3%*	*16.1%*
%H		*98.1%*	*47.1%*	*13.0%*	*67.8%*	*29.8%*	*37.9%*	*95.4%*
65+	2175	2152	757	187	1696	489	1207	1607
%V	*26.7%*	*27.2%*	*21.4%*	*17.7%*	*32.6%*	*23.5%*	*38.5%*	*21.6%*
%H		*98.9%*	*34.8%*	*8.6%*	*78.0%*	*22.5%*	*55.5%*	*73.9%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	8159	7923	3534	1054	5210	2078	3132	7450
%H		*97.1%*	*43.3%*	*12.9%*	*63.9%*	*25.5%*	*38.4%*	*91.3%*
AB	2216	2158	990	292	1394	571	823	2149
%V	*27.2%*	*27.2%*	*28.0%*	*27.7%*	*26.8%*	*27.5%*	*26.3%*	*28.8%*
%H		*97.4%*	*44.7%*	*13.2%*	*62.9%*	*25.8%*	*37.1%*	*97.0%*
C1	2605	2507	1092	330	1664	649	1015	2418
%V	*31.9%*	*31.6%*	*30.9%*	*31.3%*	*31.9%*	*31.2%*	*32.4%*	*32.5%*
%H		*96.2%*	*41.9%*	*12.7%*	*63.9%*	*24.9%*	*39.0%*	*92.8%*
C2	1681	1656	790	257	1080	499	581	1580
%V	*20.6%*	*20.9%*	*22.4%*	*24.4%*	*20.7%*	*24.0%*	*18.6%*	*21.2%*
%H		*98.5%*	*47.0%*	*15.3%*	*64.2%*	*29.7%*	*34.6%*	*94.0%*
D	1059	1016	448	119	666	249	416	899
%V	*13.0%*	*12.8%*	*12.7%*	*11.3%*	*12.8%*	*12.0%*	*13.3%*	*12.1%*
%H		*95.9%*	*42.3%*	*11.2%*	*62.9%*	*23.5%*	*39.3%*	*84.9%*
E	597	586	214	56	407	110	297	404
%V	*7.3%*	*7.4%*	*6.1%*	*5.3%*	*7.8%*	*5.3%*	*9.5%*	*5.4%*
%H		*98.2%*	*35.8%*	*9.4%*	*68.2%*	*18.4%*	*49.7%*	*67.7%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	8159	7923	3534	1054	5210	2078	3132	7450
%H		*97.1%*	*43.3%*	*12.9%*	*63.9%*	*25.5%*	*38.4%*	*91.3%*
Working full time	2890	2791	1357	437	1651	755	895	2845
%V	*35.4%*	*35.2%*	*38.4%*	*41.5%*	*31.7%*	*36.3%*	*28.6%*	*38.2%*
%H		*96.6%*	*47.0%*	*15.1%*	*57.1%*	*26.1%*	*31.0%*	*98.4%*
Working part time	1411	1384	660	202	886	395	491	1381
%V	*17.3%*	*17.5%*	*18.7%*	*19.2%*	*17.0%*	*19.0%*	*15.7%*	*18.5%*
%H		*98.1%*	*46.8%*	*14.3%*	*62.8%*	*28.0%*	*34.8%*	*97.9%*
Not working	3857	3748	1516	416	2674	928	1746	3224
%V	*47.3%*	*47.3%*	*42.9%*	*39.5%*	*51.3%*	*44.7%*	*55.7%*	*43.3%*
%H		*97.2%*	*39.3%*	*10.8%*	*69.3%*	*24.1%*	*45.3%*	*83.6%*
Houseperson	6801	6618	2899	844	4385	1679	2706	6132
%V	*83.4%*	*83.5%*	*82.0%*	*80.1%*	*84.2%*	*80.8%*	*86.4%*	*82.3%*
%H		*97.3%*	*42.6%*	*12.4%*	*64.5%*	*24.7%*	*39.8%*	*90.2%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - North Macro Region

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Table 27.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7152	6909	2556	1023	5027	1852	3174	5989
%H (All HH)		*96.6%*	*35.7%*	*14.3%*	*70.3%*	*25.9%*	*44.4%*	*83.7%*
%H (TV HH)			*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	
AB	1447	1413	616	200	1022	447	575	1395
%V	*20.2%*	*20.5%*	*24.1%*	*19.6%*	*20.3%*	*24.1%*	*18.1%*	*23.3%*
%H (All HH)		*97.7%*	*42.6%*	*13.8%*	*70.6%*	*30.9%*	*39.7%*	*96.4%*
%H (TV HH)			*43.6%*	*14.2%*	*72.3%*	*31.6%*	*40.7%*	
C1	1928	1853	694	291	1336	519	817	1733
%V	*27.0%*	*26.8%*	*27.2%*	*28.4%*	*26.6%*	*28.0%*	*25.7%*	*28.9%*
%H (All HH)		*96.1%*	*36.0%*	*15.1%*	*69.3%*	*26.9%*	*42.4%*	*89.9%*
%H (TV HH)			*37.5%*	*15.7%*	*72.1%*	*28.0%*	*44.1%*	
C2	1523	1494	592	245	1094	453	640	1303
%V	*21.3%*	*21.6%*	*23.2%*	*23.9%*	*21.8%*	*24.5%*	*20.2%*	*21.8%*
%H (All HH)		*98.1%*	*38.9%*	*16.1%*	*71.8%*	*29.7%*	*42.0%*	*85.6%*
%H (TV HH)			*39.6%*	*16.4%*	*73.2%*	*30.3%*	*42.8%*	
D	1192	1140	403	165	802	274	528	943
%V	*16.7%*	*16.5%*	*15.8%*	*16.1%*	*16.0%*	*14.8%*	*16.6%*	*15.7%*
%H (All HH)		*95.6%*	*33.8%*	*13.8%*	*67.3%*	*23.0%*	*44.3%*	*79.1%*
%H (TV HH)			*35.4%*	*14.5%*	*70.4%*	*24.0%*	*46.3%*	
E	1062	1009	250	123	773	159	614	615
%V	*14.8%*	*14.6%*	*9.8%*	*12.0%*	*15.4%*	*8.6%*	*19.3%*	*10.3%*
%H (All HH)		*95.0%*	*23.5%*	*11.6%*	*72.8%*	*15.0%*	*57.8%*	*57.9%*
%H (TV HH)			*24.8%*	*12.2%*	*76.6%*	*15.8%*	*60.9%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 27.2: 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	7152	6909	2556	1023	5027	1852	3174	5989
%H (All HH)		*96.6%*	*35.7%*	*14.3%*	*70.3%*	*25.9%*	*44.4%*	*83.7%*
%H (TV HH)			*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	
Under 25	317	274	60	27	189	42	147	301
%V	*4.4%*	*4.0%*	*2.3%*	*2.6%*	*3.8%*	*2.3%*	*4.6%*	*5.0%*
%H (All HH)		*86.4%*	*18.9%*	*8.5%*	*59.6%*	*13.2%*	*46.4%*	*95.0%*
%H (TV HH)			*21.9%*	*9.9%*	*69.0%*	*15.3%*	*53.6%*	
25 - 34	1083	1010	418	142	606	237	369	1039
%V	*15.1%*	*14.6%*	*16.4%*	*13.9%*	*12.1%*	*12.8%*	*11.6%*	*17.3%*
%H (All HH)		*93.3%*	*38.6%*	*13.1%*	*56.0%*	*21.9%*	*34.1%*	*95.9%*
%H (TV HH)			*41.4%*	*14.1%*	*60.0%*	*23.5%*	*36.5%*	
35 - 44	1084	1036	479	178	658	311	347	1042
%V	*15.2%*	*15.0%*	*18.7%*	*17.4%*	*13.1%*	*16.8%*	*10.9%*	*17.4%*
%H (All HH)		*95.6%*	*44.2%*	*16.4%*	*60.7%*	*28.7%*	*32.0%*	*96.1%*
%H (TV HH)			*46.2%*	*17.2%*	*63.5%*	*30.0%*	*33.5%*	
45 - 54	1349	1309	570	224	945	432	512	1265
%V	*18.9%*	*18.9%*	*22.3%*	*21.9%*	*18.8%*	*23.3%*	*16.1%*	*21.1%*
%H (All HH)		*97.0%*	*42.3%*	*16.6%*	*70.1%*	*32.0%*	*38.0%*	*93.8%*
%H (TV HH)			*43.5%*	*17.1%*	*72.2%*	*33.0%*	*39.1%*	
55 - 64	1262	1241	472	209	931	372	559	1119
%V	*17.6%*	*18.0%*	*18.5%*	*20.4%*	*18.5%*	*20.1%*	*17.6%*	*18.7%*
%H (All HH)		*98.3%*	*37.4%*	*16.6%*	*73.8%*	*29.5%*	*44.3%*	*88.7%*
%H (TV HH)			*38.0%*	*16.8%*	*75.0%*	*30.0%*	*45.0%*	
65 +	2057	2039	556	243	1699	459	1240	1223
%V	*28.8%*	*29.5%*	*21.8%*	*23.8%*	*33.8%*	*24.8%*	*39.1%*	*20.4%*
%H (All HH)		*99.1%*	*27.0%*	*11.8%*	*82.6%*	*22.3%*	*60.3%*	*59.5%*
%H (TV HH)			*27.3%*	*11.9%*	*83.3%*	*22.5%*	*60.8%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 27.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7152	6909	2556	1023	5027	1852	3174	5989
%H (All HH)		*96.6%*	*35.7%*	*14.3%*	*70.3%*	*25.9%*	*44.4%*	*83.7%*
%H (TV HH)			*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	
1	2274	2151	530	232	1694	357	1337	1426
%V	*31.8%*	*31.1%*	*20.7%*	*22.7%*	*33.7%*	*19.3%*	*42.1%*	*23.8%*
%H (All HH)		*94.6%*	*23.3%*	*10.2%*	*74.5%*	*15.7%*	*58.8%*	*62.7%*
%H (TV HH)			*24.6%*	*10.8%*	*78.8%*	*16.6%*	*62.2%*	
2	2584	2525	969	396	1865	758	1107	2313
%V	*36.1%*	*36.5%*	*37.9%*	*38.7%*	*37.1%*	*40.9%*	*34.9%*	*38.6%*
%H (All HH)		*97.7%*	*37.5%*	*15.3%*	*72.2%*	*29.3%*	*42.8%*	*89.5%*
%H (TV HH)			*38.4%*	*15.7%*	*73.9%*	*30.0%*	*43.8%*	
3	1026	1004	446	175	676	318	358	998
%V	*14.3%*	*14.5%*	*17.4%*	*17.1%*	*13.4%*	*17.2%*	*11.3%*	*16.7%*
%H (All HH)		*97.9%*	*43.5%*	*17.1%*	*65.9%*	*31.0%*	*34.9%*	*97.3%*
%H (TV HH)			*44.4%*	*17.4%*	*67.3%*	*31.7%*	*35.7%*	
4	852	834	413	144	556	294	262	842
%V	*11.9%*	*12.1%*	*16.2%*	*14.1%*	*11.1%*	*15.9%*	*8.3%*	*14.1%*
%H (All HH)		*97.9%*	*48.5%*	*16.9%*	*65.3%*	*34.5%*	*30.8%*	*98.8%*
%H (TV HH)			*49.5%*	*17.3%*	*66.7%*	*35.3%*	*31.4%*	
5+	416	396	199	76	235	125	110	410
%V	*5.8%*	*5.7%*	*7.8%*	*7.4%*	*4.7%*	*6.7%*	*3.5%*	*6.8%*
%H (All HH)		*95.2%*	*47.8%*	*18.3%*	*56.5%*	*30.0%*	*26.4%*	*98.6%*
%H (TV HH)			*50.3%*	*19.2%*	*59.3%*	*31.6%*	*27.8%*	
Average HH size	2.26	2.27	2.56	2.47	2.18	2.53	1.98	2.45

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 27.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7152	6909	2556	1023	5027	1852	3174	5989
%H (All HH)		*96.6%*	*35.7%*	*14.3%*	*70.3%*	*25.9%*	*44.4%*	*83.7%*
%H (TV HH)			*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	
Without	5405	5200	1754	742	3930	1330	2600	4287
%V	*75.6%*	*75.3%*	*68.6%*	*72.5%*	*78.2%*	*71.8%*	*81.9%*	*71.6%*
%H (All HH)		*96.2%*	*32.5%*	*13.7%*	*72.7%*	*24.6%*	*48.1%*	*79.3%*
%H (TV HH)			*33.7%*	*14.3%*	*75.6%*	*25.6%*	*50.0%*	
With	1747	1709	802	281	1096	523	574	1702
%V	*24.4%*	*24.7%*	*31.4%*	*27.5%*	*21.8%*	*28.2%*	*18.1%*	*28.4%*
%H (All HH)		*97.8%*	*45.9%*	*16.1%*	*62.7%*	*29.9%*	*32.9%*	*97.4%*
%H (TV HH)			*46.9%*	*16.4%*	*64.1%*	*30.6%*	*33.6%*	
0 - 3	648	629	280	92	385	159	226	625
%V	*9.1%*	*9.1%*	*11.0%*	*9.0%*	*7.7%*	*8.6%*	*7.1%*	*10.4%*
%H (All HH)		*97.1%*	*43.2%*	*14.2%*	*59.4%*	*24.5%*	*34.9%*	*96.5%*
%H (TV HH)			*44.5%*	*14.6%*	*61.2%*	*25.3%*	*35.9%*	
4 - 9	923	904	443	136	565	270	294	903
%V	*12.9%*	*13.1%*	*17.3%*	*13.3%*	*11.2%*	*14.6%*	*9.3%*	*15.1%*
%H (All HH)		*97.9%*	*48.0%*	*14.7%*	*61.2%*	*29.3%*	*31.9%*	*97.8%*
%H (TV HH)			*49.0%*	*15.0%*	*62.5%*	*29.9%*	*32.5%*	
10 - 15	831	817	402	152	528	280	248	813
%V	*11.6%*	*11.8%*	*15.7%*	*14.9%*	*10.5%*	*15.1%*	*7.8%*	*13.6%*
%H (All HH)		*98.3%*	*48.4%*	*18.3%*	*63.5%*	*33.7%*	*29.8%*	*97.8%*
%H (TV HH)			*49.2%*	*18.6%*	*64.6%*	*34.3%*	*30.4%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 27.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7152	6909	2556	1023	5027	1852	3174	5989
%H (All HH)		*96.6%*	*35.7%*	*14.3%*	*70.3%*	*25.9%*	*44.4%*	*83.7%*
%H (TV HH)			*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	
1	2755	2755	763	302	1846	290	1557	2068
%V	*38.5%*	*39.9%*	*29.9%*	*29.5%*	*36.7%*	*15.7%*	*49.1%*	*34.5%*
%H (All HH)		*100.0%*	*27.7%*	*11.0%*	*67.0%*	*10.5%*	*56.5%*	*75.1%*
%H (TV HH)			*27.7%*	*11.0%*	*67.0%*	*10.5%*	*56.5%*	
2	2285	2285	889	365	1690	687	1003	1948
%V	*31.9%*	*33.1%*	*34.8%*	*35.7%*	*33.6%*	*37.1%*	*31.6%*	*32.5%*
%H (All HH)		*100.0%*	*38.9%*	*16.0%*	*74.0%*	*30.1%*	*43.9%*	*85.3%*
%H (TV HH)			*38.9%*	*16.0%*	*74.0%*	*30.1%*	*43.9%*	
3	1118	1118	514	210	886	488	398	1048
%V	*15.6%*	*16.2%*	*20.1%*	*20.5%*	*17.6%*	*26.3%*	*12.5%*	*17.5%*
%H (All HH)		*100.0%*	*46.0%*	*18.8%*	*79.2%*	*43.6%*	*35.6%*	*93.7%*
%H (TV HH)			*46.0%*	*18.8%*	*79.2%*	*43.6%*	*35.6%*	
4	512	512	260	103	408	259	150	496
%V	*7.2%*	*7.4%*	*10.2%*	*10.1%*	*8.1%*	*14.0%*	*4.7%*	*8.3%*
%H (All HH)		*100.0%*	*50.8%*	*20.1%*	*79.7%*	*50.6%*	*29.3%*	*96.9%*
%H (TV HH)			*50.8%*	*20.1%*	*79.7%*	*50.6%*	*29.3%*	
5+	240	240	130	43	196	129	67	238
%V	*3.4%*	*3.5%*	*5.1%*	*4.2%*	*3.9%*	*7.0%*	*2.1%*	*4.0%*
%H (All HH)		*100.0%*	*54.2%*	*17.9%*	*81.7%*	*53.8%*	*27.9%*	*99.2%*
%H (TV HH)			*54.2%*	*17.9%*	*81.7%*	*53.8%*	*27.9%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 27.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7152	6909	2556	1023	5027	1852	3174	5989
%H (All HH)		*96.6%*	*35.7%*	*14.3%*	*70.3%*	*25.9%*	*44.4%*	*83.7%*
%H (TV HH)			*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	
Under 20"	726	726	246	101	624	254	370	619
%V	*10.2%*	*10.5%*	*9.6%*	*9.9%*	*12.4%*	*13.7%*	*11.7%*	*10.3%*
%H (All HH)		*100.0%*	*33.9%*	*13.9%*	*86.0%*	*35.0%*	*51.0%*	*85.3%*
%H (TV HH)			*33.9%*	*13.9%*	*86.0%*	*35.0%*	*51.0%*	
20" - 29"	1778	1778	652	267	1467	626	841	1499
%V	*24.9%*	*25.7%*	*25.5%*	*26.1%*	*29.2%*	*33.8%*	*26.5%*	*25.0%*
%H (All HH)		*100.0%*	*36.7%*	*15.0%*	*82.5%*	*35.2%*	*47.3%*	*84.3%*
%H (TV HH)			*36.7%*	*15.0%*	*82.5%*	*35.2%*	*47.3%*	
30" - 39"	3221	3221	1192	523	2438	971	1467	2738
%V	*45.0%*	*46.6%*	*46.6%*	*51.1%*	*48.5%*	*52.4%*	*46.2%*	*45.7%*
%H (All HH)		*100.0%*	*37.0%*	*16.2%*	*75.7%*	*30.1%*	*45.5%*	*85.0%*
%H (TV HH)			*37.0%*	*16.2%*	*75.7%*	*30.1%*	*45.5%*	
40" - 49"	3554	3554	1527	607	2506	1146	1360	3196
%V	*49.7%*	*51.4%*	*59.7%*	*59.3%*	*49.9%*	*61.9%*	*42.8%*	*53.4%*
%H (All HH)		*100.0%*	*43.0%*	*17.1%*	*70.5%*	*32.2%*	*38.3%*	*89.9%*
%H (TV HH)			*43.0%*	*17.1%*	*70.5%*	*32.2%*	*38.3%*	
50" - 59"	1259	1259	635	218	841	457	384	1194
%V	*17.6%*	*18.2%*	*24.8%*	*21.3%*	*16.7%*	*24.7%*	*12.1%*	*19.9%*
%H (All HH)		*100.0%*	*50.4%*	*17.3%*	*66.8%*	*36.3%*	*30.5%*	*94.8%*
%H (TV HH)			*50.4%*	*17.3%*	*66.8%*	*36.3%*	*30.5%*	
60"+	149	149	94	21	90	59	31	144
%V	*2.1%*	*2.2%*	*3.7%*	*2.1%*	*1.8%*	*3.2%*	*1.0%*	*2.4%*
%H (All HH)		*100.0%*	*63.1%*	*14.1%*	*60.4%*	*39.6%*	*20.8%*	*96.6%*
%H (TV HH)			*63.1%*	*14.1%*	*60.4%*	*39.6%*	*20.8%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - North Macro Region

Household level data

Table 27.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7152	6909	2556	1023	5027	1852	3174	5989
%H (All HH)		*96.6%*	*35.7%*	*14.3%*	*70.3%*	*25.9%*	*44.4%*	*83.7%*
%H (TV HH)			*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	
Main living room	6848	6848	2539	1019	4982	1840	3142	5748
%V	*95.7%*	*99.1%*	*99.3%*	*99.6%*	*99.1%*	*99.4%*	*99.0%*	*96.0%*
%H (All HH)		*100.0%*	*37.1%*	*14.9%*	*72.8%*	*26.9%*	*45.9%*	*83.9%*
%H (TV HH)			*37.1%*	*14.9%*	*72.8%*	*26.9%*	*45.9%*	
Kitchen	705	705	309	104	610	315	296	635
%V	*9.9%*	*10.2%*	*12.1%*	*10.2%*	*12.1%*	*17.0%*	*9.3%*	*10.6%*
%H (All HH)		*100.0%*	*43.8%*	*14.8%*	*86.5%*	*44.7%*	*42.0%*	*90.1%*
%H (TV HH)			*43.8%*	*14.8%*	*86.5%*	*44.7%*	*42.0%*	
Adult's bedroom	3157	3157	1355	567	2444	1225	1219	2834
%V	*44.1%*	*45.7%*	*53.0%*	*55.4%*	*48.6%*	*66.1%*	*38.4%*	*47.3%*
%H (All HH)		*100.0%*	*42.9%*	*18.0%*	*77.4%*	*38.8%*	*38.6%*	*89.8%*
%H (TV HH)			*42.9%*	*18.0%*	*77.4%*	*38.8%*	*38.6%*	
Child's bedroom	642	642	324	125	456	268	188	631
%V	*9.0%*	*9.3%*	*12.7%*	*12.2%*	*9.1%*	*14.5%*	*5.9%*	*10.5%*
%H (All HH)		*100.0%*	*50.5%*	*19.5%*	*71.0%*	*41.7%*	*29.3%*	*98.3%*
%H (TV HH)			*50.5%*	*19.5%*	*71.0%*	*41.7%*	*29.3%*	
Other bedroom	537	537	250	107	412	234	178	512
%V	*7.5%*	*7.8%*	*9.8%*	*10.5%*	*8.2%*	*12.6%*	*5.6%*	*8.5%*
%H (All HH)		*100.0%*	*46.6%*	*19.9%*	*76.7%*	*43.6%*	*33.1%*	*95.3%*
%H (TV HH)			*46.6%*	*19.9%*	*76.7%*	*43.6%*	*33.1%*	
Second living/dining room	795	795	375	144	625	351	275	725
%V	*11.1%*	*11.5%*	*14.7%*	*14.1%*	*12.4%*	*19.0%*	*8.7%*	*12.1%*
%H (All HH)		*100.0%*	*47.2%*	*18.1%*	*78.6%*	*44.2%*	*34.6%*	*91.2%*
%H (TV HH)			*47.2%*	*18.1%*	*78.6%*	*44.2%*	*34.6%*	
Study/office	94	94	47	16	77	45	32	92
%V	*1.3%*	*1.4%*	*1.8%*	*1.6%*	*1.5%*	*2.4%*	*1.0%*	*1.5%*
%H (All HH)		*100.0%*	*50.0%*	*17.0%*	*81.9%*	*47.9%*	*34.0%*	*97.9%*
%H (TV HH)			*50.0%*	*17.0%*	*81.9%*	*47.9%*	*34.0%*	
TV room	36	36	18	4	27	17	11	35
%V	*0.5%*	*0.5%*	*0.7%*	*0.4%*	*0.5%*	*0.9%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*50.0%*	*11.1%*	*75.0%*	*47.2%*	*30.6%*	*97.2%*
%H (TV HH)			*50.0%*	*11.1%*	*75.0%*	*47.2%*	*30.6%*	
Conservatory	191	191	97	29	146	80	65	177
%V	*2.7%*	*2.8%*	*3.8%*	*2.8%*	*2.9%*	*4.3%*	*2.0%*	*3.0%*
%H (All HH)		*100.0%*	*50.8%*	*15.2%*	*76.4%*	*41.9%*	*34.0%*	*92.7%*
%H (TV HH)			*50.8%*	*15.2%*	*76.4%*	*41.9%*	*34.0%*	
Attic or loft room	25	25	12	4	21	11	10	25
%V	*0.3%*	*0.4%*	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*48.0%*	*16.0%*	*84.0%*	*44.0%*	*40.0%*	*100.0%*
%H (TV HH)			*48.0%*	*16.0%*	*84.0%*	*44.0%*	*40.0%*	
No specific location	8	8	4	2	8	5	2	7
%V	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*100.0%*	*62.5%*	*25.0%*	*87.5%*
%H (TV HH)			*50.0%*	*25.0%*	*100.0%*	*62.5%*	*25.0%*	
Other	58	58	33	4	46	26	20	54
%V	*0.8%*	*0.8%*	*1.3%*	*0.4%*	*0.9%*	*1.4%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*56.9%*	*6.9%*	*79.3%*	*44.8%*	*34.5%*	*93.1%*
%H (TV HH)			*56.9%*	*6.9%*	*79.3%*	*44.8%*	*34.5%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 27.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7152	6909	2556	1023	5027	1852	3174	5989
%H (All HH)		*96.6%*	*35.7%*	*14.3%*	*70.3%*	*25.9%*	*44.4%*	*83.7%*
%H (TV HH)			*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	
Any DSAT provider	2556	2556	2556	39	1341	1341	0	2384
%V	*35.7%*	*37.0%*	*100.0%*	*3.8%*	*26.7%*	*72.4%*	*0.0%*	*39.8%*
%H (All HH)			*100.0%*	*1.5%*	*52.5%*	*52.5%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*1.5%*	*52.5%*	*52.5%*	*0.0%*	
Sky with subcription	2141	2141	2141	16	1131	1131	0	2016
%V	*29.9%*	*31.0%*	*83.8%*	*1.6%*	*22.5%*	*61.1%*	*0.0%*	*33.7%*
%H (All HH)			*100.0%*	*0.7%*	*52.8%*	*52.8%*	*0.0%*	*94.2%*
%H (TV HH)			*100.0%*	*0.7%*	*52.8%*	*52.8%*	*0.0%*	
Sky without subscription	139	139	139	9	67	67	0	119
%V	*1.9%*	*2.0%*	*5.4%*	*0.9%*	*1.3%*	*3.6%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*6.5%*	*48.2%*	*48.2%*	*0.0%*	*85.6%*
%H (TV HH)			*100.0%*	*6.5%*	*48.2%*	*48.2%*	*0.0%*	
Freesat	243	243	243	10	138	138	0	226
%V	*3.4%*	*3.5%*	*9.5%*	*1.0%*	*2.7%*	*7.5%*	*0.0%*	*3.8%*
%H (All HH)			*100.0%*	*4.1%*	*56.8%*	*56.8%*	*0.0%*	*93.0%*
%H (TV HH)			*100.0%*	*4.1%*	*56.8%*	*56.8%*	*0.0%*	
Other satellite provider	149	149	149	7	77	77	0	135
%V	*2.1%*	*2.2%*	*5.8%*	*0.7%*	*1.5%*	*4.2%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*4.7%*	*51.7%*	*51.7%*	*0.0%*	*90.6%*
%H (TV HH)			*100.0%*	*4.7%*	*51.7%*	*51.7%*	*0.0%*	
DCAB	1023	1023	39	1023	531	531	0	963
%V	*14.3%*	*14.8%*	*1.5%*	*100.0%*	*10.6%*	*28.7%*	*0.0%*	*16.1%*
%H (All HH)			*3.8%*	*100.0%*	*51.9%*	*51.9%*	*0.0%*	*94.1%*
%H (TV HH)			*3.8%*	*100.0%*	*51.9%*	*51.9%*	*0.0%*	
DTT	5027	5027	1341	531	5027	1852	3174	4039
%V	*70.3%*	*72.8%*	*52.5%*	*51.9%*	*100.0%*	*100.0%*	*100.0%*	*67.4%*
%H (All HH)		*100.0%*	*26.7%*	*10.6%*	*100.0%*	*36.8%*	*63.1%*	*80.3%*
%H (TV HH)			*26.7%*	*10.6%*	*100.0%*	*36.8%*	*63.1%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - North Macro Region

Household level data

Table 27.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7152	6909	2556	1023	5027	1852	3174	5989
%H (All HH)		*96.6%*	*35.7%*	*14.3%*	*70.3%*	*25.9%*	*44.4%*	*83.7%*
%H (TV HH)			*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	
PVR	4197	4197	2310	978	2653	1707	946	3872
%V	*58.7%*	*60.7%*	*90.4%*	*95.6%*	*52.8%*	*92.2%*	*29.8%*	*64.7%*
%H (All HH)		*100.0%*	*55.0%*	*23.3%*	*63.2%*	*40.7%*	*22.5%*	*92.3%*
%H (TV HH)			*55.0%*	*23.3%*	*63.2%*	*40.7%*	*22.5%*	
DVDR	73	73	24	9	64	24	39	64
%V	*1.0%*	*1.1%*	*0.9%*	*0.9%*	*1.3%*	*1.3%*	*1.2%*	*1.1%*
%H (All HH)		*100.0%*	*32.9%*	*12.3%*	*87.7%*	*32.9%*	*53.4%*	*87.7%*
%H (TV HH)			*32.9%*	*12.3%*	*87.7%*	*32.9%*	*53.4%*	
VCR	74	74	19	9	62	17	45	46
%V	*1.0%*	*1.1%*	*0.7%*	*0.9%*	*1.2%*	*0.9%*	*1.4%*	*0.8%*
%H (All HH)		*100.0%*	*25.7%*	*12.2%*	*83.8%*	*23.0%*	*60.8%*	*62.2%*
%H (TV HH)			*25.7%*	*12.2%*	*83.8%*	*23.0%*	*60.8%*	
Any recorder	4259	4259	2314	979	2713	1710	1002	3910
%V	*59.5%*	*61.6%*	*90.5%*	*95.7%*	*54.0%*	*92.3%*	*31.6%*	*65.3%*
%H (All HH)		*100.0%*	*54.3%*	*23.0%*	*63.7%*	*40.2%*	*23.5%*	*91.8%*
%H (TV HH)			*54.3%*	*23.0%*	*63.7%*	*40.2%*	*23.5%*	
Receives HDTV (via STB or built-in reception)	4719	4719	2137	873	3365	1619	1746	4301
%V	*66.0%*	*68.3%*	*83.6%*	*85.3%*	*66.9%*	*87.4%*	*55.0%*	*71.8%*
%H (All HH)		*100.0%*	*45.3%*	*18.5%*	*71.3%*	*34.3%*	*37.0%*	*91.1%*
%H (TV HH)			*45.3%*	*18.5%*	*71.3%*	*34.3%*	*37.0%*	
DVD/Blu-ray player or recorder	4211	4211	1663	651	3159	1331	1828	3706
%V	*58.9%*	*60.9%*	*65.1%*	*63.6%*	*62.8%*	*71.9%*	*57.6%*	*61.9%*
%H (All HH)		*100.0%*	*39.5%*	*15.5%*	*75.0%*	*31.6%*	*43.4%*	*88.0%*
%H (TV HH)			*39.5%*	*15.5%*	*75.0%*	*31.6%*	*43.4%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 27.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7152	6909	2556	1023	5027	1852	3174	5989
%H (All HH)		*96.6%*	*35.7%*	*14.3%*	*70.3%*	*25.9%*	*44.4%*	*83.7%*
%H (TV HH)			*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	
Has broadband internet	5989	5796	2384	963	4039	1736	2302	5989
%V	*83.7%*	*83.9%*	*93.3%*	*94.1%*	*80.3%*	*93.7%*	*72.5%*	*100.0%*
%H (All HH)		*96.8%*	*39.8%*	*16.1%*	*67.4%*	*29.0%*	*38.4%*	*100.0%*
%H (TV HH)			*41.1%*	*16.6%*	*69.7%*	*30.0%*	*39.7%*	
Number of computers (PCs and laptops)								
0	1608	1523	327	117	1248	197	1050	502
%V	*22.5%*	*22.0%*	*12.8%*	*11.4%*	*24.8%*	*10.6%*	*33.1%*	*8.4%*
%H (All HH)		*94.7%*	*20.3%*	*7.3%*	*77.6%*	*12.3%*	*65.3%*	*31.2%*
%H (TV HH)			*21.5%*	*7.7%*	*81.9%*	*12.9%*	*68.9%*	
1	1920	1845	649	288	1293	438	855	1877
%V	*26.8%*	*26.7%*	*25.4%*	*28.2%*	*25.7%*	*23.7%*	*26.9%*	*31.3%*
%H (All HH)		*96.1%*	*33.8%*	*15.0%*	*67.3%*	*22.8%*	*44.5%*	*97.8%*
%H (TV HH)			*35.2%*	*15.6%*	*70.1%*	*23.7%*	*46.3%*	
2	1607	1563	650	253	1099	467	632	1597
%V	*22.5%*	*22.6%*	*25.4%*	*24.7%*	*21.9%*	*25.2%*	*19.9%*	*26.7%*
%H (All HH)		*97.3%*	*40.4%*	*15.7%*	*68.4%*	*29.1%*	*39.3%*	*99.4%*
%H (TV HH)			*41.6%*	*16.2%*	*70.3%*	*29.9%*	*40.4%*	
3	942	927	423	163	666	346	320	940
%V	*13.2%*	*13.4%*	*16.5%*	*15.9%*	*13.2%*	*18.7%*	*10.1%*	*15.7%*
%H (All HH)		*98.4%*	*44.9%*	*17.3%*	*70.7%*	*36.7%*	*34.0%*	*99.8%*
%H (TV HH)			*45.6%*	*17.6%*	*71.8%*	*37.3%*	*34.5%*	
4	510	499	243	98	335	187	148	510
%V	*7.1%*	*7.2%*	*9.5%*	*9.6%*	*6.7%*	*10.1%*	*4.7%*	*8.5%*
%H (All HH)		*97.8%*	*47.6%*	*19.2%*	*65.7%*	*36.7%*	*29.0%*	*100.0%*
%H (TV HH)			*48.7%*	*19.6%*	*67.1%*	*37.5%*	*29.7%*	
5+	565	552	265	104	386	217	170	562
%V	*7.9%*	*8.0%*	*10.4%*	*10.2%*	*7.7%*	*11.7%*	*5.4%*	*9.4%*
%H (All HH)		*97.7%*	*46.9%*	*18.4%*	*68.3%*	*38.4%*	*30.1%*	*99.5%*
%H (TV HH)			*48.0%*	*18.8%*	*69.9%*	*39.3%*	*30.8%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 27.11: 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	14023	5830	2301	10580	4862	5718	12373
%H		*41.6%*	*16.4%*	*75.4%*	*34.7%*	*40.8%*	*88.2%*
Under 20"	890	299	130	765	315	450	767
%V	*6.3%*	*5.1%*	*5.6%*	*7.2%*	*6.5%*	*7.9%*	*6.2%*
%H		*33.6%*	*14.6%*	*86.0%*	*35.4%*	*50.6%*	*86.2%*
20" - 29"	2310	902	354	1918	878	1040	1976
%V	*16.5%*	*15.5%*	*15.4%*	*18.1%*	*18.1%*	*18.2%*	*16.0%*
%H		*39.0%*	*15.3%*	*83.0%*	*38.0%*	*45.0%*	*85.5%*
30" - 39"	4131	1601	698	3131	1344	1787	3587
%V	*29.5%*	*27.5%*	*30.3%*	*29.6%*	*27.6%*	*31.3%*	*29.0%*
%H		*38.8%*	*16.9%*	*75.8%*	*32.5%*	*43.3%*	*86.8%*
40" - 49"	4349	1948	775	3070	1508	1562	3971
%V	*31.0%*	*33.4%*	*33.7%*	*29.0%*	*31.0%*	*27.3%*	*32.1%*
%H		*44.8%*	*17.8%*	*70.6%*	*34.7%*	*35.9%*	*91.3%*
50" - 59"	1400	719	243	931	515	416	1335
%V	*10.0%*	*12.3%*	*10.6%*	*8.8%*	*10.6%*	*7.3%*	*10.8%*
%H		*51.4%*	*17.4%*	*66.5%*	*36.8%*	*29.7%*	*95.4%*
60"+	164	106	22	98	65	33	159
%V	*1.2%*	*1.8%*	*1.0%*	*0.9%*	*1.3%*	*0.6%*	*1.3%*
%H		*64.6%*	*13.4%*	*59.8%*	*39.6%*	*20.1%*	*97.0%*
Don't know	778	255	79	667	236	430	578
%V	*5.5%*	*4.4%*	*3.4%*	*6.3%*	*4.9%*	*7.5%*	*4.7%*
%H		*32.8%*	*10.2%*	*85.7%*	*30.3%*	*55.3%*	*74.3%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - North Macro Region

Set level data

Table 27.12: 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	14023	5830	2301	10580	4862	5718	12373
%H		*41.6%*	*16.4%*	*75.4%*	*34.7%*	*40.8%*	*88.2%*
Main living room	6883	2550	1023	5009	1849	3160	5775
%V	*49.1%*	*43.7%*	*44.5%*	*47.3%*	*38.0%*	*55.3%*	*46.7%*
%H		*37.0%*	*14.9%*	*72.8%*	*26.9%*	*45.9%*	*83.9%*
Kitchen	706	309	104	611	315	296	636
%V	*5.0%*	*5.3%*	*4.5%*	*5.8%*	*6.5%*	*5.2%*	*5.1%*
%H		*43.8%*	*14.7%*	*86.5%*	*44.6%*	*41.9%*	*90.1%*
Adult's bedroom	3709	1617	684	2900	1505	1395	3369
%V	*26.4%*	*27.7%*	*29.7%*	*27.4%*	*31.0%*	*24.4%*	*27.2%*
%H		*43.6%*	*18.4%*	*78.2%*	*40.6%*	*37.6%*	*90.8%*
Child's bedroom	839	437	158	592	353	239	826
%V	*6.0%*	*7.5%*	*6.9%*	*5.6%*	*7.3%*	*4.2%*	*6.7%*
%H		*52.1%*	*18.8%*	*70.6%*	*42.1%*	*28.5%*	*98.5%*
Other bedroom	653	317	126	496	291	205	626
%V	*4.7%*	*5.4%*	*5.5%*	*4.7%*	*6.0%*	*3.6%*	*5.1%*
%H		*48.5%*	*19.3%*	*76.0%*	*44.6%*	*31.4%*	*95.9%*
Second living/dining room	812	384	147	640	360	280	741
%V	*5.8%*	*6.6%*	*6.4%*	*6.0%*	*7.4%*	*4.9%*	*6.0%*
%H		*47.3%*	*18.1%*	*78.8%*	*44.3%*	*34.5%*	*91.3%*
Study/office	97	49	16	78	45	33	94
%V	*0.7%*	*0.8%*	*0.7%*	*0.7%*	*0.9%*	*0.6%*	*0.8%*
%H		*50.5%*	*16.5%*	*80.4%*	*46.4%*	*34.0%*	*96.9%*
TV room	36	18	4	27	17	11	35
%V	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*50.0%*	*11.1%*	*75.0%*	*47.2%*	*30.6%*	*97.2%*
Conservatory	191	97	29	146	80	65	177
%V	*1.4%*	*1.7%*	*1.3%*	*1.4%*	*1.6%*	*1.1%*	*1.4%*
%H		*50.8%*	*15.2%*	*76.4%*	*41.9%*	*34.0%*	*92.7%*
Attic or loft room	25	12	4	21	11	10	25
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*48.0%*	*16.0%*	*84.0%*	*44.0%*	*40.0%*	*100.0%*
No specific location	8	4	2	8	5	2	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*50.0%*	*25.0%*	*100.0%*	*62.5%*	*25.0%*	*87.5%*
Other	64	36	4	52	29	23	61
%V	*0.5%*	*0.6%*	*0.2%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H		*56.3%*	*6.3%*	*81.3%*	*45.3%*	*35.9%*	*95.3%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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C4/Five - North Macro Region

Set level data

Table 27.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14023	5830	2301	10580	4862	5718	12373
%H		*41.6%*	*16.4%*	*75.4%*	*34.7%*	*40.8%*	*88.2%*
PVR	5980	3519	1447	3497	2424	1073	5607
%V	*42.6%*	*60.4%*	*62.9%*	*33.1%*	*49.9%*	*18.8%*	*45.3%*
%H		*58.8%*	*24.2%*	*58.5%*	*40.5%*	*17.9%*	*93.8%*
DVDR	78	25	9	67	25	42	68
%V	*0.6%*	*0.4%*	*0.4%*	*0.6%*	*0.5%*	*0.7%*	*0.5%*
%H		*32.1%*	*11.5%*	*85.9%*	*32.1%*	*53.8%*	*87.2%*
VCR	80	22	11	68	21	47	50
%V	*0.6%*	*0.4%*	*0.5%*	*0.6%*	*0.4%*	*0.8%*	*0.4%*
%H		*27.5%*	*13.8%*	*85.0%*	*26.3%*	*58.8%*	*62.5%*
Any recorder	6070	3534	1454	3579	2439	1140	5665
%V	*43.3%*	*60.6%*	*63.2%*	*33.8%*	*50.2%*	*19.9%*	*45.8%*
%H		*58.2%*	*24.0%*	*59.0%*	*40.2%*	*18.8%*	*93.3%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 27.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14023	5830	2301	10580	4862	5718	12373
%H		*41.6%*	*16.4%*	*75.4%*	*34.7%*	*40.8%*	*88.2%*
Receives HDTV (via STB or built-in reception)	7556	3641	1458	5399	2881	2518	7027
%V	*53.9%*	*62.5%*	*63.4%*	*51.0%*	*59.3%*	*44.0%*	*56.8%*
%H		*48.2%*	*19.3%*	*71.5%*	*38.1%*	*33.3%*	*93.0%*
DVD/Blu-ray player or recorder	5940	2516	945	4489	2100	2389	5347
%V	*42.4%*	*43.2%*	*41.1%*	*42.4%*	*43.2%*	*41.8%*	*43.2%*
%H		*42.4%*	*15.9%*	*75.6%*	*35.4%*	*40.2%*	*90.0%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - North Macro Region

Set level data

Table 27.15: 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	6908	2555	1023	5026	1852	3174	5795
%H		*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	*83.9%*
Under 20"	51	8	0	39	2	36	35
%V	*0.7%*	*0.3%*	*0.0%*	*0.8%*	*0.1%*	*1.1%*	*0.6%*
%H		*15.7%*	*0.0%*	*76.5%*	*3.9%*	*70.6%*	*68.6%*
20" - 29"	395	61	32	324	38	286	244
%V	*5.7%*	*2.4%*	*3.1%*	*6.4%*	*2.1%*	*9.0%*	*4.2%*
%H		*15.4%*	*8.1%*	*82.0%*	*9.6%*	*72.4%*	*61.8%*
30" - 39"	1799	508	237	1375	360	1016	1393
%V	*26.0%*	*19.9%*	*23.2%*	*27.4%*	*19.4%*	*32.0%*	*24.0%*
%H		*28.2%*	*13.2%*	*76.4%*	*20.0%*	*56.5%*	*77.4%*
40" - 49"	3043	1252	516	2149	930	1219	2702
%V	*44.1%*	*49.0%*	*50.4%*	*42.8%*	*50.2%*	*38.4%*	*46.6%*
%H		*41.1%*	*17.0%*	*70.6%*	*30.6%*	*40.1%*	*88.8%*
50" - 59"	1118	554	195	748	401	347	1058
%V	*16.2%*	*21.7%*	*19.1%*	*14.9%*	*21.7%*	*10.9%*	*18.3%*
%H		*49.6%*	*17.4%*	*66.9%*	*35.9%*	*31.0%*	*94.6%*
60"+	134	83	21	78	51	27	129
%V	*1.9%*	*3.2%*	*2.1%*	*1.6%*	*2.8%*	*0.9%*	*2.2%*
%H		*61.9%*	*15.7%*	*58.2%*	*38.1%*	*20.1%*	*96.3%*
Don't know	368	88	22	313	70	244	234
%V	*5.3%*	*3.4%*	*2.2%*	*6.2%*	*3.8%*	*7.7%*	*4.0%*
%H		*23.9%*	*6.0%*	*85.1%*	*19.0%*	*66.3%*	*63.6%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - North Macro Region

Set level data

Table 27.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	6908	2555	1023	5026	1852	3174	5795
%H		*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	*83.9%*
PVR	4100	2271	959	2567	1662	905	3782
%V	*59.4%*	*88.9%*	*93.7%*	*51.1%*	*89.7%*	*28.5%*	*65.3%*
%H		*55.4%*	*23.4%*	*62.6%*	*40.5%*	*22.1%*	*92.2%*
DVDR	60	19	8	52	20	32	51
%V	*0.9%*	*0.7%*	*0.8%*	*1.0%*	*1.1%*	*1.0%*	*0.9%*
%H		*31.7%*	*13.3%*	*86.7%*	*33.3%*	*53.3%*	*85.0%*
VCR	57	12	8	48	11	37	35
%V	*0.8%*	*0.5%*	*0.8%*	*1.0%*	*0.6%*	*1.2%*	*0.6%*
%H		*21.1%*	*14.0%*	*84.2%*	*19.3%*	*64.9%*	*61.4%*
Any recorder	4160	2275	961	2623	1666	957	3818
%V	*60.2%*	*89.0%*	*93.9%*	*52.2%*	*90.0%*	*30.2%*	*65.9%*
%H		*54.7%*	*23.1%*	*63.1%*	*40.0%*	*23.0%*	*91.8%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 27.17: 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	6908	2555	1023	5026	1852	3174	5795
%H		*37.0%*	*14.8%*	*72.8%*	*26.8%*	*45.9%*	*83.9%*
Receives HDTV (via STB or built-in reception)	4598	2082	860	3258	1567	1691	4194
%V	*66.6%*	*81.5%*	*84.1%*	*64.8%*	*84.6%*	*53.3%*	*72.4%*
%H		*45.3%*	*18.7%*	*70.9%*	*34.1%*	*36.8%*	*91.2%*
DVD/Blu-ray player or recorder	3585	1368	531	2687	1075	1612	3117
%V	*51.9%*	*53.5%*	*51.9%*	*53.5%*	*58.0%*	*50.8%*	*53.8%*
%H		*38.2%*	*14.8%*	*75.0%*	*30.0%*	*45.0%*	*86.9%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 27.18: 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	7114	3274	1278	5554	3010	2544	6578
%H		*46.0%*	*18.0%*	*78.1%*	*42.3%*	*35.8%*	*92.5%*
Under 20"	839	291	130	727	313	414	733
%V	*11.8%*	*8.9%*	*10.2%*	*13.1%*	*10.4%*	*16.3%*	*11.1%*
%H		*34.7%*	*15.5%*	*86.7%*	*37.3%*	*49.3%*	*87.4%*
20" - 29"	1915	840	322	1594	840	753	1732
%V	*26.9%*	*25.7%*	*25.2%*	*28.7%*	*27.9%*	*29.6%*	*26.3%*
%H		*43.9%*	*16.8%*	*83.2%*	*43.9%*	*39.3%*	*90.4%*
30" - 39"	2332	1093	461	1755	985	771	2194
%V	*32.8%*	*33.4%*	*36.1%*	*31.6%*	*32.7%*	*30.3%*	*33.4%*
%H		*46.9%*	*19.8%*	*75.3%*	*42.2%*	*33.1%*	*94.1%*
40" 49"	1306	696	259	921	578	343	1268
%V	*18.4%*	*21.3%*	*20.3%*	*16.6%*	*19.2%*	*13.5%*	*19.3%*
%H		*53.3%*	*19.8%*	*70.5%*	*44.3%*	*26.3%*	*97.1%*
50" - 59"	282	165	48	183	115	69	277
%V	*4.0%*	*5.0%*	*3.8%*	*3.3%*	*3.8%*	*2.7%*	*4.2%*
%H		*58.5%*	*17.0%*	*64.9%*	*40.8%*	*24.5%*	*98.2%*
60"+	30	22	1	21	14	7	30
%V	*0.4%*	*0.7%*	*0.1%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*73.3%*	*3.3%*	*70.0%*	*46.7%*	*23.3%*	*100.0%*
Don't know	410	167	56	354	167	187	344
%V	*5.8%*	*5.1%*	*4.4%*	*6.4%*	*5.5%*	*7.4%*	*5.2%*
%H		*40.7%*	*13.7%*	*86.3%*	*40.7%*	*45.6%*	*83.9%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.19: 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	7114	3274	1278	5554	3010	2544	6578
%H		*46.0%*	*18.0%*	*78.1%*	*42.3%*	*35.8%*	*92.5%*
PVR	1880	1249	488	929	762	168	1824
%V	*26.4%*	*38.1%*	*38.2%*	*16.7%*	*25.3%*	*6.6%*	*27.7%*
%H		*66.4%*	*26.0%*	*49.4%*	*40.5%*	*8.9%*	*97.0%*
DVDR	18	6	2	15	5	9	16
%V	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.4%*	*0.2%*
%H		*33.3%*	*11.1%*	*83.3%*	*27.8%*	*50.0%*	*88.9%*
VCR	23	9	3	20	10	10	15
%V	*0.3%*	*0.3%*	*0.2%*	*0.4%*	*0.3%*	*0.4%*	*0.2%*
%H		*39.1%*	*13.0%*	*87.0%*	*43.5%*	*43.5%*	*65.2%*
Any recorder	1911	1258	493	956	773	183	1847
%V	*26.9%*	*38.4%*	*38.6%*	*17.2%*	*25.7%*	*7.2%*	*28.1%*
%H		*65.8%*	*25.8%*	*50.0%*	*40.5%*	*9.6%*	*96.7%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 27.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	7114	3274	1278	5554	3010	2544	6578
%H		*46.0%*	*18.0%*	*78.1%*	*42.3%*	*35.8%*	*92.5%*
Receives HDTV (via STB or built-in reception)	2958	1559	598	2140	1314	826	2833
%V	*41.6%*	*47.6%*	*46.8%*	*38.5%*	*43.7%*	*32.5%*	*43.1%*
%H		*52.7%*	*20.2%*	*72.3%*	*44.4%*	*27.9%*	*95.8%*
DVD/Blu-ray player or recorder	2355	1148	414	1802	1025	777	2231
%V	*33.1%*	*35.1%*	*32.4%*	*32.4%*	*34.1%*	*30.5%*	*33.9%*
%H		*48.7%*	*17.6%*	*76.5%*	*43.5%*	*33.0%*	*94.7%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 27.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	16189	15693	6530	2531	10960	4677	6283	14642
%H		*96.9%*	*40.3%*	*15.6%*	*67.7%*	*28.9%*	*38.8%*	*90.4%*
Total Children	3071	2998	1454	480	1886	909	977	2999
%V	*19.0%*	*19.1%*	*22.3%*	*19.0%*	*17.2%*	*19.4%*	*15.5%*	*20.5%*
%H		*97.6%*	*47.3%*	*15.6%*	*61.4%*	*29.6%*	*31.8%*	*97.7%*
0 - 3	750	725	324	108	441	182	259	722
%V	*4.6%*	*4.6%*	*5.0%*	*4.3%*	*4.0%*	*3.9%*	*4.1%*	*4.9%*
%H		*96.7%*	*43.2%*	*14.4%*	*58.8%*	*24.3%*	*34.5%*	*96.3%*
4 - 15	2321	2273	1130	373	1445	727	718	2277
%V	*14.3%*	*14.5%*	*17.3%*	*14.7%*	*13.2%*	*15.5%*	*11.4%*	*15.6%*
%H		*97.9%*	*48.7%*	*16.1%*	*62.3%*	*31.3%*	*30.9%*	*98.1%*
4 - 9	1219	1186	585	176	746	354	392	1196
%V	*7.5%*	*7.6%*	*9.0%*	*7.0%*	*6.8%*	*7.6%*	*6.2%*	*8.2%*
%H		*97.3%*	*48.0%*	*14.4%*	*61.2%*	*29.0%*	*32.2%*	*98.1%*
10 - 15	1103	1086	546	197	699	373	326	1081
%V	*6.8%*	*6.9%*	*8.4%*	*7.8%*	*6.4%*	*8.0%*	*5.2%*	*7.4%*
%H		*98.5%*	*49.5%*	*17.9%*	*63.4%*	*33.8%*	*29.6%*	*98.0%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 27.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	16189	15693	6530	2531	10960	4677	6283	14642
%H		*96.9%*	*40.3%*	*15.6%*	*67.7%*	*28.9%*	*38.8%*	*90.4%*
Total Adults (16+)	13118	12696	5076	2051	9074	3769	5305	11643
%V	*81.0%*	*80.9%*	*77.7%*	*81.0%*	*82.8%*	*80.6%*	*84.4%*	*79.5%*
%H		*96.8%*	*38.7%*	*15.6%*	*69.2%*	*28.7%*	*40.4%*	*88.8%*
16 - 19	631	611	264	125	431	219	212	623
%V	*3.9%*	*3.9%*	*4.0%*	*4.9%*	*3.9%*	*4.7%*	*3.4%*	*4.3%*
%H		*96.8%*	*41.8%*	*19.8%*	*68.3%*	*34.7%*	*33.6%*	*98.7%*
20 - 24	1055	949	314	166	653	260	393	1031
%V	*6.5%*	*6.0%*	*4.8%*	*6.6%*	*6.0%*	*5.6%*	*6.3%*	*7.0%*
%H		*90.0%*	*29.8%*	*15.7%*	*61.9%*	*24.6%*	*37.3%*	*97.7%*
25 - 34	2126	2004	861	300	1225	516	709	2056
%V	*13.1%*	*12.8%*	*13.2%*	*11.9%*	*11.2%*	*11.0%*	*11.3%*	*14.0%*
%H		*94.3%*	*40.5%*	*14.1%*	*57.6%*	*24.3%*	*33.3%*	*96.7%*
35 - 44	1922	1852	881	327	1168	577	591	1858
%V	*11.9%*	*11.8%*	*13.5%*	*12.9%*	*10.7%*	*12.3%*	*9.4%*	*12.7%*
%H		*96.4%*	*45.8%*	*17.0%*	*60.8%*	*30.0%*	*30.7%*	*96.7%*
45 - 54	2284	2234	1020	394	1599	775	823	2167
%V	*14.1%*	*14.2%*	*15.6%*	*15.6%*	*14.6%*	*16.6%*	*13.1%*	*14.8%*
%H		*97.8%*	*44.7%*	*17.3%*	*70.0%*	*33.9%*	*36.0%*	*94.9%*
55 - 64	2069	2037	816	350	1521	648	873	1882
%V	*12.8%*	*13.0%*	*12.5%*	*13.8%*	*13.9%*	*13.9%*	*13.9%*	*12.9%*
%H		*98.5%*	*39.4%*	*16.9%*	*73.5%*	*31.3%*	*42.2%*	*91.0%*
65+	3032	3009	920	388	2478	774	1704	2025
%V	*18.7%*	*19.2%*	*14.1%*	*15.3%*	*22.6%*	*16.5%*	*27.1%*	*13.8%*
%H		*99.2%*	*30.3%*	*12.8%*	*81.7%*	*25.5%*	*56.2%*	*66.8%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 27.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13118	12696	5076	2051	9074	3769	5305	11643
%H		*96.8%*	*38.7%*	*15.6%*	*69.2%*	*28.7%*	*40.4%*	*88.8%*
AB	2885	2825	1303	424	2023	955	1068	2819
%V	*22.0%*	*22.3%*	*25.7%*	*20.7%*	*22.3%*	*25.3%*	*20.1%*	*24.2%*
%H		*97.9%*	*45.2%*	*14.7%*	*70.1%*	*33.1%*	*37.0%*	*97.7%*
C1	3674	3514	1371	603	2503	1062	1441	3436
%V	*28.0%*	*27.7%*	*27.0%*	*29.4%*	*27.6%*	*28.2%*	*27.2%*	*29.5%*
%H		*95.6%*	*37.3%*	*16.4%*	*68.1%*	*28.9%*	*39.2%*	*93.5%*
C2	2939	2894	1219	507	2086	952	1134	2631
%V	*22.4%*	*22.8%*	*24.0%*	*24.7%*	*23.0%*	*25.3%*	*21.4%*	*22.6%*
%H		*98.5%*	*41.5%*	*17.3%*	*71.0%*	*32.4%*	*38.6%*	*89.5%*
D	2139	2048	796	328	1410	555	855	1813
%V	*16.3%*	*16.1%*	*15.7%*	*16.0%*	*15.5%*	*14.7%*	*16.1%*	*15.6%*
%H		*95.7%*	*37.2%*	*15.3%*	*65.9%*	*25.9%*	*40.0%*	*84.8%*
E	1481	1413	387	189	1052	244	807	943
%V	*11.3%*	*11.1%*	*7.6%*	*9.2%*	*11.6%*	*6.5%*	*15.2%*	*8.1%*
%H		*95.4%*	*26.1%*	*12.8%*	*71.0%*	*16.5%*	*54.5%*	*63.7%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 27.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13118	12696	5076	2051	9074	3769	5305	11643
%H		*96.8%*	*38.7%*	*15.6%*	*69.2%*	*28.7%*	*40.4%*	*88.8%*
Working full time	6125	5945	2704	1060	3927	1894	2033	5939
%V	*46.7%*	*46.8%*	*53.3%*	*51.7%*	*43.3%*	*50.3%*	*38.3%*	*51.0%*
%H		*97.1%*	*44.1%*	*17.3%*	*64.1%*	*30.9%*	*33.2%*	*97.0%*
Working part time	1213	1189	523	181	886	415	471	1166
%V	*9.2%*	*9.4%*	*10.3%*	*8.8%*	*9.8%*	*11.0%*	*8.9%*	*10.0%*
%H		*98.0%*	*43.1%*	*14.9%*	*73.0%*	*34.2%*	*38.8%*	*96.1%*
Not working	5780	5562	1849	810	4261	1459	2802	4538
%V	*44.1%*	*43.8%*	*36.4%*	*39.5%*	*47.0%*	*38.7%*	*52.8%*	*39.0%*
%H		*96.2%*	*32.0%*	*14.0%*	*73.7%*	*25.2%*	*48.5%*	*78.5%*
Houseperson	7152	6909	2556	1023	5027	1852	3174	5989
%V	*54.5%*	*54.4%*	*50.4%*	*49.9%*	*55.4%*	*49.1%*	*59.8%*	*51.4%*
%H		*96.6%*	*35.7%*	*14.3%*	*70.3%*	*25.9%*	*44.4%*	*83.7%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 27.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6422	6172	2509	1003	4375	1862	2513	5742
%H		*96.1%*	*39.1%*	*15.6%*	*68.1%*	*29.0%*	*39.1%*	*89.4%*
16 - 19	334	320	134	68	232	120	112	329
%V	*5.2%*	*5.2%*	*5.3%*	*6.8%*	*5.3%*	*6.4%*	*4.5%*	*5.7%*
%H		*95.8%*	*40.1%*	*20.4%*	*69.5%*	*35.9%*	*33.5%*	*98.5%*
20 - 24	524	467	167	96	307	140	167	514
%V	*8.2%*	*7.6%*	*6.7%*	*9.6%*	*7.0%*	*7.5%*	*6.6%*	*9.0%*
%H		*89.1%*	*31.9%*	*18.3%*	*58.6%*	*26.7%*	*31.9%*	*98.1%*
25 - 34	1065	994	415	147	605	250	356	1023
%V	*16.6%*	*16.1%*	*16.5%*	*14.7%*	*13.8%*	*13.4%*	*14.2%*	*17.8%*
%H		*93.3%*	*39.0%*	*13.8%*	*56.8%*	*23.5%*	*33.4%*	*96.1%*
35 - 44	955	912	435	160	571	285	287	920
%V	*14.9%*	*14.8%*	*17.3%*	*16.0%*	*13.1%*	*15.3%*	*11.4%*	*16.0%*
%H		*95.5%*	*45.5%*	*16.8%*	*59.8%*	*29.8%*	*30.1%*	*96.3%*
45 - 54	1122	1094	502	185	777	371	406	1055
%V	*17.5%*	*17.7%*	*20.0%*	*18.4%*	*17.8%*	*19.9%*	*16.2%*	*18.4%*
%H		*97.5%*	*44.7%*	*16.5%*	*69.3%*	*33.1%*	*36.2%*	*94.0%*
55 - 64	1012	989	391	163	742	305	436	909
%V	*15.8%*	*16.0%*	*15.6%*	*16.3%*	*17.0%*	*16.4%*	*17.3%*	*15.8%*
%H		*97.7%*	*38.6%*	*16.1%*	*73.3%*	*30.1%*	*43.1%*	*89.8%*
65+	1410	1395	465	183	1140	391	750	992
%V	*22.0%*	*22.6%*	*18.5%*	*18.2%*	*26.1%*	*21.0%*	*29.8%*	*17.3%*
%H		*98.9%*	*33.0%*	*13.0%*	*80.9%*	*27.7%*	*53.2%*	*70.4%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 27.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6422	6172	2509	1003	4375	1862	2513	5742
%H		*96.1%*	*39.1%*	*15.6%*	*68.1%*	*29.0%*	*39.1%*	*89.4%*
AB	1472	1433	663	216	1018	481	537	1444
%V	*22.9%*	*23.2%*	*26.4%*	*21.5%*	*23.3%*	*25.8%*	*21.4%*	*25.1%*
%H		*97.4%*	*45.0%*	*14.7%*	*69.2%*	*32.7%*	*36.5%*	*98.1%*
C1	1704	1618	656	288	1124	502	622	1617
%V	*26.5%*	*26.2%*	*26.1%*	*28.7%*	*25.7%*	*27.0%*	*24.8%*	*28.2%*
%H		*95.0%*	*38.5%*	*16.9%*	*66.0%*	*29.5%*	*36.5%*	*94.9%*
C2	1586	1557	641	271	1133	511	621	1402
%V	*24.7%*	*25.2%*	*25.5%*	*27.0%*	*25.9%*	*27.4%*	*24.7%*	*24.4%*
%H		*98.2%*	*40.4%*	*17.1%*	*71.4%*	*32.2%*	*39.2%*	*88.4%*
D	1024	968	385	148	657	262	394	877
%V	*15.9%*	*15.7%*	*15.3%*	*14.8%*	*15.0%*	*14.1%*	*15.7%*	*15.3%*
%H		*94.5%*	*37.6%*	*14.5%*	*64.2%*	*25.6%*	*38.5%*	*85.6%*
E	636	596	165	80	444	106	338	401
%V	*9.9%*	*9.7%*	*6.6%*	*8.0%*	*10.1%*	*5.7%*	*13.5%*	*7.0%*
%H		*93.7%*	*25.9%*	*12.6%*	*69.8%*	*16.7%*	*53.1%*	*63.1%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 27.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6422	6172	2509	1003	4375	1862	2513	5742
%H		*96.1%*	*39.1%*	*15.6%*	*68.1%*	*29.0%*	*39.1%*	*89.4%*
Working full time	3659	3535	1611	612	2328	1114	1214	3539
%V	*57.0%*	*57.3%*	*64.2%*	*61.0%*	*53.2%*	*59.8%*	*48.3%*	*61.6%*
%H		*96.6%*	*44.0%*	*16.7%*	*63.6%*	*30.4%*	*33.2%*	*96.7%*
Working part time	248	240	103	32	184	81	103	231
%V	*3.9%*	*3.9%*	*4.1%*	*3.2%*	*4.2%*	*4.4%*	*4.1%*	*4.0%*
%H		*96.8%*	*41.5%*	*12.9%*	*74.2%*	*32.7%*	*41.5%*	*93.1%*
Not working	2515	2397	795	359	1864	667	1196	1971
%V	*39.2%*	*38.8%*	*31.7%*	*35.8%*	*42.6%*	*35.8%*	*47.6%*	*34.3%*
%H		*95.3%*	*31.6%*	*14.3%*	*74.1%*	*26.5%*	*47.6%*	*78.4%*
Houseperson	1744	1621	514	199	1192	349	844	1310
%V	*27.2%*	*26.3%*	*20.5%*	*19.8%*	*27.2%*	*18.7%*	*33.6%*	*22.8%*
%H		*92.9%*	*29.5%*	*11.4%*	*68.3%*	*20.0%*	*48.4%*	*75.1%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 27.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6696	6524	2567	1048	4699	1907	2792	5901
%H		*97.4%*	*38.3%*	*15.7%*	*70.2%*	*28.5%*	*41.7%*	*88.1%*
16 - 19	297	291	130	57	199	99	100	294
%V	*4.4%*	*4.5%*	*5.1%*	*5.4%*	*4.2%*	*5.2%*	*3.6%*	*5.0%*
%H		*98.0%*	*43.8%*	*19.2%*	*67.0%*	*33.3%*	*33.7%*	*99.0%*
20 - 24	531	481	147	70	346	119	226	517
%V	*7.9%*	*7.4%*	*5.7%*	*6.7%*	*7.4%*	*6.2%*	*8.1%*	*8.8%*
%H		*90.6%*	*27.7%*	*13.2%*	*65.2%*	*22.4%*	*42.6%*	*97.4%*
25 - 34	1061	1010	447	153	619	266	353	1033
%V	*15.8%*	*15.5%*	*17.4%*	*14.6%*	*13.2%*	*13.9%*	*12.6%*	*17.5%*
%H		*95.2%*	*42.1%*	*14.4%*	*58.3%*	*25.1%*	*33.3%*	*97.4%*
35 - 44	967	940	446	167	597	293	304	938
%V	*14.4%*	*14.4%*	*17.4%*	*15.9%*	*12.7%*	*15.4%*	*10.9%*	*15.9%*
%H		*97.2%*	*46.1%*	*17.3%*	*61.7%*	*30.3%*	*31.4%*	*97.0%*
45 - 54	1162	1140	517	208	821	404	417	1112
%V	*17.4%*	*17.5%*	*20.1%*	*19.8%*	*17.5%*	*21.2%*	*14.9%*	*18.8%*
%H		*98.1%*	*44.5%*	*17.9%*	*70.7%*	*34.8%*	*35.9%*	*95.7%*
55 - 64	1057	1048	424	187	779	342	437	973
%V	*15.8%*	*16.1%*	*16.5%*	*17.8%*	*16.6%*	*17.9%*	*15.7%*	*16.5%*
%H		*99.1%*	*40.1%*	*17.7%*	*73.7%*	*32.4%*	*41.3%*	*92.1%*
65+	1621	1614	455	205	1338	383	954	1033
%V	*24.2%*	*24.7%*	*17.7%*	*19.6%*	*28.5%*	*20.1%*	*34.2%*	*17.5%*
%H		*99.6%*	*28.1%*	*12.6%*	*82.5%*	*23.6%*	*58.9%*	*63.7%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - North Macro Region

Individual level data

Table 27.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6696	6524	2567	1048	4699	1907	2792	5901
%H		*97.4%*	*38.3%*	*15.7%*	*70.2%*	*28.5%*	*41.7%*	*88.1%*
AB	1412	1393	640	208	1005	475	531	1375
%V	*21.1%*	*21.4%*	*24.9%*	*19.8%*	*21.4%*	*24.9%*	*19.0%*	*23.3%*
%H		*98.7%*	*45.3%*	*14.7%*	*71.2%*	*33.6%*	*37.6%*	*97.4%*
C1	1970	1897	715	315	1379	560	819	1818
%V	*29.4%*	*29.1%*	*27.9%*	*30.1%*	*29.3%*	*29.4%*	*29.3%*	*30.8%*
%H		*96.3%*	*36.3%*	*16.0%*	*70.0%*	*28.4%*	*41.6%*	*92.3%*
C2	1352	1337	579	235	953	441	512	1229
%V	*20.2%*	*20.5%*	*22.6%*	*22.4%*	*20.3%*	*23.1%*	*18.3%*	*20.8%*
%H		*98.9%*	*42.8%*	*17.4%*	*70.5%*	*32.6%*	*37.9%*	*90.9%*
D	1115	1081	411	180	754	293	461	936
%V	*16.7%*	*16.6%*	*16.0%*	*17.2%*	*16.0%*	*15.4%*	*16.5%*	*15.9%*
%H		*97.0%*	*36.9%*	*16.1%*	*67.6%*	*26.3%*	*41.3%*	*83.9%*
E	846	817	222	110	608	139	469	543
%V	*12.6%*	*12.5%*	*8.6%*	*10.5%*	*12.9%*	*7.3%*	*16.8%*	*9.2%*
%H		*96.6%*	*26.2%*	*13.0%*	*71.9%*	*16.4%*	*55.4%*	*64.2%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - North Macro Region

Individual level data

Table 27.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6696	6524	2567	1048	4699	1907	2792	5901
%H		*97.4%*	*38.3%*	*15.7%*	*70.2%*	*28.5%*	*41.7%*	*88.1%*
Working full time	2466	2410	1093	448	1599	780	819	2399
%V	*36.8%*	*36.9%*	*42.6%*	*42.7%*	*34.0%*	*40.9%*	*29.3%*	*40.7%*
%H		*97.7%*	*44.3%*	*18.2%*	*64.8%*	*31.6%*	*33.2%*	*97.3%*
Working part time	965	950	420	149	703	335	368	934
%V	*14.4%*	*14.6%*	*16.4%*	*14.2%*	*15.0%*	*17.6%*	*13.2%*	*15.8%*
%H		*98.4%*	*43.5%*	*15.4%*	*72.8%*	*34.7%*	*38.1%*	*96.8%*
Not working	3265	3165	1053	451	2398	792	1606	2567
%V	*48.8%*	*48.5%*	*41.0%*	*43.0%*	*51.0%*	*41.5%*	*57.5%*	*43.5%*
%H		*96.9%*	*32.3%*	*13.8%*	*73.4%*	*24.3%*	*49.2%*	*78.6%*
Houseperson	5408	5288	2042	824	3834	1504	2331	4679
%V	*80.8%*	*81.1%*	*79.5%*	*78.6%*	*81.6%*	*78.9%*	*83.5%*	*79.3%*
%H		*97.8%*	*37.8%*	*15.2%*	*70.9%*	*27.8%*	*43.1%*	*86.5%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - Scotland Macro Region

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Table 28.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2668	2547	1055	420	1655	687	968	2261
%H (All HH)		*95.5%*	*39.5%*	*15.7%*	*62.0%*	*25.7%*	*36.3%*	*84.7%*
%H (TV HH)			*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	
AB	647	614	265	111	397	182	215	614
%V	*24.3%*	*24.1%*	*25.1%*	*26.4%*	*24.0%*	*26.5%*	*22.2%*	*27.2%*
%H (All HH)		*94.9%*	*41.0%*	*17.2%*	*61.4%*	*28.1%*	*33.2%*	*94.9%*
%H (TV HH)			*43.2%*	*18.1%*	*64.7%*	*29.6%*	*35.0%*	
C1	697	664	292	116	416	190	225	639
%V	*26.1%*	*26.1%*	*27.7%*	*27.6%*	*25.1%*	*27.7%*	*23.2%*	*28.3%*
%H (All HH)		*95.3%*	*41.9%*	*16.6%*	*59.7%*	*27.3%*	*32.3%*	*91.7%*
%H (TV HH)			*44.0%*	*17.5%*	*62.7%*	*28.6%*	*33.9%*	
C2	540	523	246	73	332	147	185	465
%V	*20.2%*	*20.5%*	*23.3%*	*17.4%*	*20.1%*	*21.4%*	*19.1%*	*20.6%*
%H (All HH)		*96.9%*	*45.6%*	*13.5%*	*61.5%*	*27.2%*	*34.3%*	*86.1%*
%H (TV HH)			*47.0%*	*14.0%*	*63.5%*	*28.1%*	*35.4%*	
D	463	442	163	74	296	113	183	358
%V	*17.4%*	*17.4%*	*15.5%*	*17.6%*	*17.9%*	*16.4%*	*18.9%*	*15.8%*
%H (All HH)		*95.5%*	*35.2%*	*16.0%*	*63.9%*	*24.4%*	*39.5%*	*77.3%*
%H (TV HH)			*36.9%*	*16.7%*	*67.0%*	*25.6%*	*41.4%*	
E	321	303	90	46	214	55	159	185
%V	*12.0%*	*11.9%*	*8.5%*	*11.0%*	*12.9%*	*8.0%*	*16.4%*	*8.2%*
%H (All HH)		*94.4%*	*28.0%*	*14.3%*	*66.7%*	*17.1%*	*49.5%*	*57.6%*
%H (TV HH)			*29.7%*	*15.2%*	*70.6%*	*18.2%*	*52.5%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 28.2: 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	2668	2547	1055	420	1655	687	968	2261
%H (All HH)		*95.5%*	*39.5%*	*15.7%*	*62.0%*	*25.7%*	*36.3%*	*84.7%*
%H (TV HH)			*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	
Under 25	110	93	25	7	47	8	38	106
%V	*4.1%*	*3.7%*	*2.4%*	*1.7%*	*2.8%*	*1.2%*	*3.9%*	*4.7%*
%H (All HH)		*84.5%*	*22.7%*	*6.4%*	*42.7%*	*7.3%*	*34.5%*	*96.4%*
%H (TV HH)			*26.9%*	*7.5%*	*50.5%*	*8.6%*	*40.9%*	
25 - 34	409	372	160	64	180	76	105	394
%V	*15.3%*	*14.6%*	*15.2%*	*15.2%*	*10.9%*	*11.1%*	*10.8%*	*17.4%*
%H (All HH)		*91.0%*	*39.1%*	*15.6%*	*44.0%*	*18.6%*	*25.7%*	*96.3%*
%H (TV HH)			*43.0%*	*17.2%*	*48.4%*	*20.4%*	*28.2%*	
35 - 44	410	385	188	63	222	109	113	393
%V	*15.4%*	*15.1%*	*17.8%*	*15.0%*	*13.4%*	*15.9%*	*11.7%*	*17.4%*
%H (All HH)		*93.9%*	*45.9%*	*15.4%*	*54.1%*	*26.6%*	*27.6%*	*95.9%*
%H (TV HH)			*48.8%*	*16.4%*	*57.7%*	*28.3%*	*29.4%*	
45 - 54	500	484	229	90	309	157	153	469
%V	*18.7%*	*19.0%*	*21.7%*	*21.4%*	*18.7%*	*22.9%*	*15.8%*	*20.7%*
%H (All HH)		*96.8%*	*45.8%*	*18.0%*	*61.8%*	*31.4%*	*30.6%*	*93.8%*
%H (TV HH)			*47.3%*	*18.6%*	*63.8%*	*32.4%*	*31.6%*	
55 - 64	490	479	205	82	329	144	185	434
%V	*18.4%*	*18.8%*	*19.4%*	*19.5%*	*19.9%*	*21.0%*	*19.1%*	*19.2%*
%H (All HH)		*97.8%*	*41.8%*	*16.7%*	*67.1%*	*29.4%*	*37.8%*	*88.6%*
%H (TV HH)			*42.8%*	*17.1%*	*68.7%*	*30.1%*	*38.6%*	
65 +	749	735	248	113	567	193	375	465
%V	*28.1%*	*28.9%*	*23.5%*	*26.9%*	*34.3%*	*28.1%*	*38.7%*	*20.6%*
%H (All HH)		*98.1%*	*33.1%*	*15.1%*	*75.7%*	*25.8%*	*50.1%*	*62.1%*
%H (TV HH)			*33.7%*	*15.4%*	*77.1%*	*26.3%*	*51.0%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 28.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2668	2547	1055	420	1655	687	968	2261
%H (All HH)		*95.5%*	*39.5%*	*15.7%*	*62.0%*	*25.7%*	*36.3%*	*84.7%*
%H (TV HH)			*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	
1	970	897	261	131	636	165	471	645
%V	*36.4%*	*35.2%*	*24.7%*	*31.2%*	*38.4%*	*24.0%*	*48.7%*	*28.5%*
%H (All HH)		*92.5%*	*26.9%*	*13.5%*	*65.6%*	*17.0%*	*48.6%*	*66.5%*
%H (TV HH)			*29.1%*	*14.6%*	*70.9%*	*18.4%*	*52.5%*	
2	910	884	388	158	554	255	299	843
%V	*34.1%*	*34.7%*	*36.8%*	*37.6%*	*33.5%*	*37.1%*	*30.9%*	*37.3%*
%H (All HH)		*97.1%*	*42.6%*	*17.4%*	*60.9%*	*28.0%*	*32.9%*	*92.6%*
%H (TV HH)			*43.9%*	*17.9%*	*62.7%*	*28.8%*	*33.8%*	
3	377	363	188	67	219	120	99	367
%V	*14.1%*	*14.3%*	*17.8%*	*16.0%*	*13.2%*	*17.5%*	*10.2%*	*16.2%*
%H (All HH)		*96.3%*	*49.9%*	*17.8%*	*58.1%*	*31.8%*	*26.3%*	*97.3%*
%H (TV HH)			*51.8%*	*18.5%*	*60.3%*	*33.1%*	*27.3%*	
4	298	291	160	44	180	107	72	294
%V	*11.2%*	*11.4%*	*15.2%*	*10.5%*	*10.9%*	*15.6%*	*7.4%*	*13.0%*
%H (All HH)		*97.7%*	*53.7%*	*14.8%*	*60.4%*	*35.9%*	*24.2%*	*98.7%*
%H (TV HH)			*55.0%*	*15.1%*	*61.9%*	*36.8%*	*24.7%*	
5+	113	111	59	21	66	39	27	112
%V	*4.2%*	*4.4%*	*5.6%*	*5.0%*	*4.0%*	*5.7%*	*2.8%*	*5.0%*
%H (All HH)		*98.2%*	*52.2%*	*18.6%*	*58.4%*	*34.5%*	*23.9%*	*99.1%*
%H (TV HH)			*53.2%*	*18.9%*	*59.5%*	*35.1%*	*24.3%*	
Average HH size	2.15	2.17	2.42	2.22	2.10	2.44	1.86	2.31

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - Scotland Macro Region

Household level data

Table 28.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2668	2547	1055	420	1655	687	968	2261
%H (All HH)		*95.5%*	*39.5%*	*15.7%*	*62.0%*	*25.7%*	*36.3%*	*84.7%*
%H (TV HH)			*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	
Without	2083	1974	758	324	1322	504	818	1687
%V	*78.1%*	*77.5%*	*71.8%*	*77.1%*	*79.9%*	*73.4%*	*84.5%*	*74.6%*
%H (All HH)		*94.8%*	*36.4%*	*15.6%*	*63.5%*	*24.2%*	*39.3%*	*81.0%*
%H (TV HH)			*38.4%*	*16.4%*	*67.0%*	*25.5%*	*41.4%*	
With	585	573	298	96	333	183	150	574
%V	*21.9%*	*22.5%*	*28.2%*	*22.9%*	*20.1%*	*26.6%*	*15.5%*	*25.4%*
%H (All HH)		*97.9%*	*50.9%*	*16.4%*	*56.9%*	*31.3%*	*25.6%*	*98.1%*
%H (TV HH)			*52.0%*	*16.8%*	*58.1%*	*31.9%*	*26.2%*	
0 - 3	198	192	102	26	109	57	51	194
%V	*7.4%*	*7.5%*	*9.7%*	*6.2%*	*6.6%*	*8.3%*	*5.3%*	*8.6%*
%H (All HH)		*97.0%*	*51.5%*	*13.1%*	*55.1%*	*28.8%*	*25.8%*	*98.0%*
%H (TV HH)			*53.1%*	*13.5%*	*56.8%*	*29.7%*	*26.6%*	
4 - 9	302	297	153	46	173	92	81	295
%V	*11.3%*	*11.7%*	*14.5%*	*11.0%*	*10.5%*	*13.4%*	*8.4%*	*13.0%*
%H (All HH)		*98.3%*	*50.7%*	*15.2%*	*57.3%*	*30.5%*	*26.8%*	*97.7%*
%H (TV HH)			*51.5%*	*15.5%*	*58.2%*	*31.0%*	*27.3%*	
10 - 15	273	269	148	46	164	97	67	269
%V	*10.2%*	*10.6%*	*14.0%*	*11.0%*	*9.9%*	*14.1%*	*6.9%*	*11.9%*
%H (All HH)		*98.5%*	*54.2%*	*16.8%*	*60.1%*	*35.5%*	*24.5%*	*98.5%*
%H (TV HH)			*55.0%*	*17.1%*	*61.0%*	*36.1%*	*24.9%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 28.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2668	2547	1055	420	1655	687	968	2261
%H (All HH)		*95.5%*	*39.5%*	*15.7%*	*62.0%*	*25.7%*	*36.3%*	*84.7%*
%H (TV HH)			*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	
1	1004	1004	304	137	576	100	476	762
%V	*37.6%*	*39.4%*	*28.8%*	*32.6%*	*34.8%*	*14.6%*	*49.2%*	*33.7%*
%H (All HH)		*100.0%*	*30.3%*	*13.6%*	*57.4%*	*10.0%*	*47.4%*	*75.9%*
%H (TV HH)			*30.3%*	*13.6%*	*57.4%*	*10.0%*	*47.4%*	
2	846	846	368	153	562	253	309	736
%V	*31.7%*	*33.2%*	*34.9%*	*36.4%*	*34.0%*	*36.8%*	*31.9%*	*32.6%*
%H (All HH)		*100.0%*	*43.5%*	*18.1%*	*66.4%*	*29.9%*	*36.5%*	*87.0%*
%H (TV HH)			*43.5%*	*18.1%*	*66.4%*	*29.9%*	*36.5%*	
3	441	441	232	78	321	193	128	419
%V	*16.5%*	*17.3%*	*22.0%*	*18.6%*	*19.4%*	*28.1%*	*13.2%*	*18.5%*
%H (All HH)		*100.0%*	*52.6%*	*17.7%*	*72.8%*	*43.8%*	*29.0%*	*95.0%*
%H (TV HH)			*52.6%*	*17.7%*	*72.8%*	*43.8%*	*29.0%*	
4	179	179	103	38	137	97	39	175
%V	*6.7%*	*7.0%*	*9.8%*	*9.0%*	*8.3%*	*14.1%*	*4.0%*	*7.7%*
%H (All HH)		*100.0%*	*57.5%*	*21.2%*	*76.5%*	*54.2%*	*21.8%*	*97.8%*
%H (TV HH)			*57.5%*	*21.2%*	*76.5%*	*54.2%*	*21.8%*	
5+	77	77	48	15	59	44	15	76
%V	*2.9%*	*3.0%*	*4.5%*	*3.6%*	*3.6%*	*6.4%*	*1.5%*	*3.4%*
%H (All HH)		*100.0%*	*62.3%*	*19.5%*	*76.6%*	*57.1%*	*19.5%*	*98.7%*
%H (TV HH)			*62.3%*	*19.5%*	*76.6%*	*57.1%*	*19.5%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 28.6: 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	2668	2547	1055	420	1655	687	968	2261
%H (All HH)		*95.5%*	*39.5%*	*15.7%*	*62.0%*	*25.7%*	*36.3%*	*84.7%*
%H (TV HH)			*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	
Under 20"	269	269	113	41	211	99	112	228
%V	*10.1%*	*10.6%*	*10.7%*	*9.8%*	*12.7%*	*14.4%*	*11.6%*	*10.1%*
%H (All HH)		*100.0%*	*42.0%*	*15.2%*	*78.4%*	*36.8%*	*41.6%*	*84.8%*
%H (TV HH)			*42.0%*	*15.2%*	*78.4%*	*36.8%*	*41.6%*	
20" - 29"	641	641	263	102	491	229	262	543
%V	*24.0%*	*25.2%*	*24.9%*	*24.3%*	*29.7%*	*33.3%*	*27.1%*	*24.0%*
%H (All HH)		*100.0%*	*41.0%*	*15.9%*	*76.6%*	*35.7%*	*40.9%*	*84.7%*
%H (TV HH)			*41.0%*	*15.9%*	*76.6%*	*35.7%*	*40.9%*	
30" - 39"	1239	1239	517	204	863	375	487	1048
%V	*46.4%*	*48.6%*	*49.0%*	*48.6%*	*52.1%*	*54.6%*	*50.3%*	*46.4%*
%H (All HH)		*100.0%*	*41.7%*	*16.5%*	*69.7%*	*30.3%*	*39.3%*	*84.6%*
%H (TV HH)			*41.7%*	*16.5%*	*69.7%*	*30.3%*	*39.3%*	
40" - 49"	1297	1297	624	238	820	428	392	1182
%V	*48.6%*	*50.9%*	*59.1%*	*56.7%*	*49.5%*	*62.3%*	*40.5%*	*52.3%*
%H (All HH)		*100.0%*	*48.1%*	*18.4%*	*63.2%*	*33.0%*	*30.2%*	*91.1%*
%H (TV HH)			*48.1%*	*18.4%*	*63.2%*	*33.0%*	*30.2%*	
50" - 59"	515	515	277	96	318	190	128	489
%V	*19.3%*	*20.2%*	*26.3%*	*22.9%*	*19.2%*	*27.7%*	*13.2%*	*21.6%*
%H (All HH)		*100.0%*	*53.8%*	*18.6%*	*61.7%*	*36.9%*	*24.9%*	*95.0%*
%H (TV HH)			*53.8%*	*18.6%*	*61.7%*	*36.9%*	*24.9%*	
60"+	55	55	33	9	32	20	12	52
%V	*2.1%*	*2.2%*	*3.1%*	*2.1%*	*1.9%*	*2.9%*	*1.2%*	*2.3%*
%H (All HH)		*100.0%*	*60.0%*	*16.4%*	*58.2%*	*36.4%*	*21.8%*	*94.5%*
%H (TV HH)			*60.0%*	*16.4%*	*58.2%*	*36.4%*	*21.8%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - Scotland Macro Region

Household level data

Table 28.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2668	2547	1055	420	1655	687	968	2261
%H (All HH)		*95.5%*	*39.5%*	*15.7%*	*62.0%*	*25.7%*	*36.3%*	*84.7%*
%H (TV HH)			*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	
Main living room	2507	2507	1041	417	1631	678	953	2135
%V	*94.0%*	*98.4%*	*98.7%*	*99.3%*	*98.5%*	*98.7%*	*98.5%*	*94.4%*
%H (All HH)		*100.0%*	*41.5%*	*16.6%*	*65.1%*	*27.0%*	*38.0%*	*85.2%*
%H (TV HH)			*41.5%*	*16.6%*	*65.1%*	*27.0%*	*38.0%*	
Kitchen	285	285	152	37	236	138	99	261
%V	*10.7%*	*11.2%*	*14.4%*	*8.8%*	*14.3%*	*20.1%*	*10.2%*	*11.5%*
%H (All HH)		*100.0%*	*53.3%*	*13.0%*	*82.8%*	*48.4%*	*34.7%*	*91.6%*
%H (TV HH)			*53.3%*	*13.0%*	*82.8%*	*48.4%*	*34.7%*	
Adult's bedroom	1186	1186	580	226	833	468	365	1078
%V	*44.5%*	*46.6%*	*55.0%*	*53.8%*	*50.3%*	*68.1%*	*37.7%*	*47.7%*
%H (All HH)		*100.0%*	*48.9%*	*19.1%*	*70.2%*	*39.5%*	*30.8%*	*90.9%*
%H (TV HH)			*48.9%*	*19.1%*	*70.2%*	*39.5%*	*30.8%*	
Child's bedroom	277	277	160	52	173	114	59	273
%V	*10.4%*	*10.9%*	*15.2%*	*12.4%*	*10.5%*	*16.6%*	*6.1%*	*12.1%*
%H (All HH)		*100.0%*	*57.8%*	*18.8%*	*62.5%*	*41.2%*	*21.3%*	*98.6%*
%H (TV HH)			*57.8%*	*18.8%*	*62.5%*	*41.2%*	*21.3%*	
Other bedroom	121	121	62	24	91	56	35	115
%V	*4.5%*	*4.8%*	*5.9%*	*5.7%*	*5.5%*	*8.2%*	*3.6%*	*5.1%*
%H (All HH)		*100.0%*	*51.2%*	*19.8%*	*75.2%*	*46.3%*	*28.9%*	*95.0%*
%H (TV HH)			*51.2%*	*19.8%*	*75.2%*	*46.3%*	*28.9%*	
Second living/dining room	213	213	111	39	155	90	66	201
%V	*8.0%*	*8.4%*	*10.5%*	*9.3%*	*9.4%*	*13.1%*	*6.8%*	*8.9%*
%H (All HH)		*100.0%*	*52.1%*	*18.3%*	*72.8%*	*42.3%*	*31.0%*	*94.4%*
%H (TV HH)			*52.1%*	*18.3%*	*72.8%*	*42.3%*	*31.0%*	
Study/office	41	41	22	7	30	17	13	40
%V	*1.5%*	*1.6%*	*2.1%*	*1.7%*	*1.8%*	*2.5%*	*1.3%*	*1.8%*
%H (All HH)		*100.0%*	*53.7%*	*17.1%*	*73.2%*	*41.5%*	*31.7%*	*97.6%*
%H (TV HH)			*53.7%*	*17.1%*	*73.2%*	*41.5%*	*31.7%*	
TV room	44	44	25	8	31	21	11	43
%V	*1.6%*	*1.7%*	*2.4%*	*1.9%*	*1.9%*	*3.1%*	*1.1%*	*1.9%*
%H (All HH)		*100.0%*	*56.8%*	*18.2%*	*70.5%*	*47.7%*	*25.0%*	*97.7%*
%H (TV HH)			*56.8%*	*18.2%*	*70.5%*	*47.7%*	*25.0%*	
Conservatory	44	44	24	7	37	23	14	42
%V	*1.6%*	*1.7%*	*2.3%*	*1.7%*	*2.2%*	*3.3%*	*1.4%*	*1.9%*
%H (All HH)		*100.0%*	*54.5%*	*15.9%*	*84.1%*	*52.3%*	*31.8%*	*95.5%*
%H (TV HH)			*54.5%*	*15.9%*	*84.1%*	*52.3%*	*31.8%*	
Attic or loft room	8	8	5	2	5	4	1	7
%V	*0.3%*	*0.3%*	*0.5%*	*0.5%*	*0.3%*	*0.6%*	*0.1%*	*0.3%*
%H (All HH)		*100.0%*	*62.5%*	*25.0%*	*62.5%*	*50.0%*	*12.5%*	*87.5%*
%H (TV HH)			*62.5%*	*25.0%*	*62.5%*	*50.0%*	*12.5%*	
No specific location	2	2	1	0	1	0	0	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*50.0%*	*0.0%*	*0.0%*	
Other	25	25	13	2	16	9	8	25
%V	*0.9%*	*1.0%*	*1.2%*	*0.5%*	*1.0%*	*1.3%*	*0.8%*	*1.1%*
%H (All HH)		*100.0%*	*52.0%*	*8.0%*	*64.0%*	*36.0%*	*32.0%*	*100.0%*
%H (TV HH)			*52.0%*	*8.0%*	*64.0%*	*36.0%*	*32.0%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 28.8: Platform Provider

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2668	2547	1055	420	1655	687	968	2261
%H (All HH)		*95.5%*	*39.5%*	*15.7%*	*62.0%*	*25.7%*	*36.3%*	*84.7%*
%H (TV HH)			*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	
Any DSAT provider	1055	1055	1055	16	514	514	0	980
%V	*39.5%*	*41.4%*	*100.0%*	*3.8%*	*31.1%*	*74.8%*	*0.0%*	*43.3%*
%H (All HH)			*100.0%*	*1.5%*	*48.7%*	*48.7%*	*0.0%*	*92.9%*
%H (TV HH)			*100.0%*	*1.5%*	*48.7%*	*48.7%*	*0.0%*	
Sky with subcription	877	877	877	9	426	426	0	828
%V	*32.9%*	*34.4%*	*83.1%*	*2.1%*	*25.7%*	*62.0%*	*0.0%*	*36.6%*
%H (All HH)			*100.0%*	*1.0%*	*48.6%*	*48.6%*	*0.0%*	*94.4%*
%H (TV HH)			*100.0%*	*1.0%*	*48.6%*	*48.6%*	*0.0%*	
Sky without subscription	69	69	69	3	33	33	0	56
%V	*2.6%*	*2.7%*	*6.5%*	*0.7%*	*2.0%*	*4.8%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*4.3%*	*47.8%*	*47.8%*	*0.0%*	*81.2%*
%H (TV HH)			*100.0%*	*4.3%*	*47.8%*	*47.8%*	*0.0%*	
Freesat	99	99	99	3	48	48	0	87
%V	*3.7%*	*3.9%*	*9.4%*	*0.7%*	*2.9%*	*7.0%*	*0.0%*	*3.8%*
%H (All HH)			*100.0%*	*3.0%*	*48.5%*	*48.5%*	*0.0%*	*87.9%*
%H (TV HH)			*100.0%*	*3.0%*	*48.5%*	*48.5%*	*0.0%*	
Other satellite provider	71	71	71	3	38	38	0	66
%V	*2.7%*	*2.8%*	*6.7%*	*0.7%*	*2.3%*	*5.5%*	*0.0%*	*2.9%*
%H (All HH)			*100.0%*	*4.2%*	*53.5%*	*53.5%*	*0.0%*	*93.0%*
%H (TV HH)			*100.0%*	*4.2%*	*53.5%*	*53.5%*	*0.0%*	
DCAB	420	420	16	420	183	183	0	379
%V	*15.7%*	*16.5%*	*1.5%*	*100.0%*	*11.1%*	*26.6%*	*0.0%*	*16.8%*
%H (All HH)			*3.8%*	*100.0%*	*43.6%*	*43.6%*	*0.0%*	*90.2%*
%H (TV HH)			*3.8%*	*100.0%*	*43.6%*	*43.6%*	*0.0%*	
DTT	1655	1655	514	183	1655	687	968	1348
%V	*62.0%*	*65.0%*	*48.7%*	*43.6%*	*100.0%*	*100.0%*	*100.0%*	*59.6%*
%H (All HH)		*100.0%*	*31.1%*	*11.1%*	*100.0%*	*41.5%*	*58.5%*	*81.5%*
%H (TV HH)			*31.1%*	*11.1%*	*100.0%*	*41.5%*	*58.5%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 28.9: 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	2668	2547	1055	420	1655	687	968	2261
%H (All HH)		*95.5%*	*39.5%*	*15.7%*	*62.0%*	*25.7%*	*36.3%*	*84.7%*
%H (TV HH)			*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	
PVR	1617	1617	925	393	938	628	310	1496
%V	*60.6%*	*63.5%*	*87.7%*	*93.6%*	*56.7%*	*91.4%*	*32.0%*	*66.2%*
%H (All HH)		*100.0%*	*57.2%*	*24.3%*	*58.0%*	*38.8%*	*19.2%*	*92.5%*
%H (TV HH)			*57.2%*	*24.3%*	*58.0%*	*38.8%*	*19.2%*	
DVDR	31	31	15	6	22	12	10	27
%V	*1.2%*	*1.2%*	*1.4%*	*1.4%*	*1.3%*	*1.7%*	*1.0%*	*1.2%*
%H (All HH)		*100.0%*	*48.4%*	*19.4%*	*71.0%*	*38.7%*	*32.3%*	*87.1%*
%H (TV HH)			*48.4%*	*19.4%*	*71.0%*	*38.7%*	*32.3%*	
VCR	16	16	7	1	13	3	9	10
%V	*0.6%*	*0.6%*	*0.7%*	*0.2%*	*0.8%*	*0.4%*	*0.9%*	*0.4%*
%H (All HH)		*100.0%*	*43.8%*	*6.3%*	*81.3%*	*18.8%*	*56.3%*	*62.5%*
%H (TV HH)			*43.8%*	*6.3%*	*81.3%*	*18.8%*	*56.3%*	
Any recorder	1636	1636	929	393	954	630	325	1508
%V	*61.3%*	*64.2%*	*88.1%*	*93.6%*	*57.6%*	*91.7%*	*33.6%*	*66.7%*
%H (All HH)		*100.0%*	*56.8%*	*24.0%*	*58.3%*	*38.5%*	*19.9%*	*92.2%*
%H (TV HH)			*56.8%*	*24.0%*	*58.3%*	*38.5%*	*19.9%*	
Receives HDTV (via STB or built-in reception)	1748	1748	870	363	1145	615	530	1587
%V	*65.5%*	*68.6%*	*82.5%*	*86.4%*	*69.2%*	*89.5%*	*54.8%*	*70.2%*
%H (All HH)		*100.0%*	*49.8%*	*20.8%*	*65.5%*	*35.2%*	*30.3%*	*90.8%*
%H (TV HH)			*49.8%*	*20.8%*	*65.5%*	*35.2%*	*30.3%*	
DVD/Blu-ray player or recorder	1683	1683	723	294	1118	511	608	1478
%V	*63.1%*	*66.1%*	*68.5%*	*70.0%*	*67.6%*	*74.4%*	*62.8%*	*65.4%*
%H (All HH)		*100.0%*	*43.0%*	*17.5%*	*66.4%*	*30.4%*	*36.1%*	*87.8%*
%H (TV HH)			*43.0%*	*17.5%*	*66.4%*	*30.4%*	*36.1%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

Table 28.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2668	2547	1055	420	1655	687	968	2261
%H (All HH)		*95.5%*	*39.5%*	*15.7%*	*62.0%*	*25.7%*	*36.3%*	*84.7%*
%H (TV HH)			*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	
Has broadband internet	2261	2168	980	379	1348	636	712	2261
%V	*84.7%*	*85.1%*	*92.9%*	*90.2%*	*81.5%*	*92.6%*	*73.6%*	*100.0%*
%H (All HH)		*95.9%*	*43.3%*	*16.8%*	*59.6%*	*28.1%*	*31.5%*	*100.0%*
%H (TV HH)			*45.2%*	*17.5%*	*62.2%*	*29.3%*	*32.8%*	
Number of computers (PCs and laptops)								
0	562	529	134	70	393	85	309	183
%V	*21.1%*	*20.8%*	*12.7%*	*16.7%*	*23.7%*	*12.4%*	*31.9%*	*8.1%*
%H (All HH)		*94.1%*	*23.8%*	*12.5%*	*69.9%*	*15.1%*	*55.0%*	*32.6%*
%H (TV HH)			*25.3%*	*13.2%*	*74.3%*	*16.1%*	*58.4%*	
1	706	669	265	118	437	173	263	683
%V	*26.5%*	*26.3%*	*25.1%*	*28.1%*	*26.4%*	*25.2%*	*27.2%*	*30.2%*
%H (All HH)		*94.8%*	*37.5%*	*16.7%*	*61.9%*	*24.5%*	*37.3%*	*96.7%*
%H (TV HH)			*39.6%*	*17.6%*	*65.3%*	*25.9%*	*39.3%*	
2	639	613	286	100	371	174	198	635
%V	*24.0%*	*24.1%*	*27.1%*	*23.8%*	*22.4%*	*25.3%*	*20.5%*	*28.1%*
%H (All HH)		*95.9%*	*44.8%*	*15.6%*	*58.1%*	*27.2%*	*31.0%*	*99.4%*
%H (TV HH)			*46.7%*	*16.3%*	*60.5%*	*28.4%*	*32.3%*	
3	366	354	173	64	223	119	105	366
%V	*13.7%*	*13.9%*	*16.4%*	*15.2%*	*13.5%*	*17.3%*	*10.8%*	*16.2%*
%H (All HH)		*96.7%*	*47.3%*	*17.5%*	*60.9%*	*32.5%*	*28.7%*	*100.0%*
%H (TV HH)			*48.9%*	*18.1%*	*63.0%*	*33.6%*	*29.7%*	
4	193	186	93	34	117	67	49	192
%V	*7.2%*	*7.3%*	*8.8%*	*8.1%*	*7.1%*	*9.8%*	*5.1%*	*8.5%*
%H (All HH)		*96.4%*	*48.2%*	*17.6%*	*60.6%*	*34.7%*	*25.4%*	*99.5%*
%H (TV HH)			*50.0%*	*18.3%*	*62.9%*	*36.0%*	*26.3%*	
5+	202	195	104	35	114	70	44	202
%V	*7.6%*	*7.7%*	*9.9%*	*8.3%*	*6.9%*	*10.2%*	*4.5%*	*8.9%*
%H (All HH)		*96.5%*	*51.5%*	*17.3%*	*56.4%*	*34.7%*	*21.8%*	*100.0%*
%H (TV HH)			*53.3%*	*17.9%*	*58.5%*	*35.9%*	*22.6%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - Scotland Macro Region

Set level data

Table 28.11: 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	5150	2413	909	3529	1812	1717	4604
%H		*46.9%*	*17.7%*	*68.5%*	*35.2%*	*33.3%*	*89.4%*
Under 20"	314	127	49	250	115	135	267
%V	*6.1%*	*5.3%*	*5.4%*	*7.1%*	*6.3%*	*7.9%*	*5.8%*
%H		*40.4%*	*15.6%*	*79.6%*	*36.6%*	*43.0%*	*85.0%*
20" - 29"	797	342	133	616	306	310	683
%V	*15.5%*	*14.2%*	*14.6%*	*17.5%*	*16.9%*	*18.1%*	*14.8%*
%H		*42.9%*	*16.7%*	*77.3%*	*38.4%*	*38.9%*	*85.7%*
30" - 39"	1592	709	269	1111	529	583	1381
%V	*30.9%*	*29.4%*	*29.6%*	*31.5%*	*29.2%*	*34.0%*	*30.0%*
%H		*44.5%*	*16.9%*	*69.8%*	*33.2%*	*36.6%*	*86.7%*
40" - 49"	1597	791	298	1027	562	464	1475
%V	*31.0%*	*32.8%*	*32.8%*	*29.1%*	*31.0%*	*27.0%*	*32.0%*
%H		*49.5%*	*18.7%*	*64.3%*	*35.2%*	*29.1%*	*92.4%*
50" - 59"	589	329	110	364	226	138	563
%V	*11.4%*	*13.6%*	*12.1%*	*10.3%*	*12.5%*	*8.0%*	*12.2%*
%H		*55.9%*	*18.7%*	*61.8%*	*38.4%*	*23.4%*	*95.6%*
60"+	59	36	9	33	21	13	56
%V	*1.1%*	*1.5%*	*1.0%*	*0.9%*	*1.2%*	*0.8%*	*1.2%*
%H		*61.0%*	*15.3%*	*55.9%*	*35.6%*	*22.0%*	*94.9%*
Don't know	202	80	41	127	52	75	179
%V	*3.9%*	*3.3%*	*4.5%*	*3.6%*	*2.9%*	*4.4%*	*3.9%*
%H		*39.6%*	*20.3%*	*62.9%*	*25.7%*	*37.1%*	*88.6%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 28.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5150	2413	909	3529	1812	1717	4604
%H		*46.9%*	*17.7%*	*68.5%*	*35.2%*	*33.3%*	*89.4%*
Main living room	2529	1052	421	1644	685	960	2156
%V	*49.1%*	*43.6%*	*46.3%*	*46.6%*	*37.8%*	*55.9%*	*46.8%*
%H		*41.6%*	*16.6%*	*65.0%*	*27.1%*	*38.0%*	*85.3%*
Kitchen	286	152	37	238	139	99	263
%V	*5.6%*	*6.3%*	*4.1%*	*6.7%*	*7.7%*	*5.8%*	*5.7%*
%H		*53.1%*	*12.9%*	*83.2%*	*48.6%*	*34.6%*	*92.0%*
Adult's bedroom	1453	719	288	1035	602	433	1333
%V	*28.2%*	*29.8%*	*31.7%*	*29.3%*	*33.2%*	*25.2%*	*29.0%*
%H		*49.5%*	*19.8%*	*71.2%*	*41.4%*	*29.8%*	*91.7%*
Child's bedroom	358	211	67	224	151	73	354
%V	*7.0%*	*8.7%*	*7.4%*	*6.3%*	*8.3%*	*4.3%*	*7.7%*
%H		*58.9%*	*18.7%*	*62.6%*	*42.2%*	*20.4%*	*98.9%*
Other bedroom	141	73	28	108	68	40	134
%V	*2.7%*	*3.0%*	*3.1%*	*3.1%*	*3.8%*	*2.3%*	*2.9%*
%H		*51.8%*	*19.9%*	*76.6%*	*48.2%*	*28.4%*	*95.0%*
Second living/dining room	217	115	40	158	92	66	205
%V	*4.2%*	*4.8%*	*4.4%*	*4.5%*	*5.1%*	*3.8%*	*4.5%*
%H		*53.0%*	*18.4%*	*72.8%*	*42.4%*	*30.4%*	*94.5%*
Study/office	41	22	7	30	17	13	40
%V	*0.8%*	*0.9%*	*0.8%*	*0.9%*	*0.9%*	*0.8%*	*0.9%*
%H		*53.7%*	*17.1%*	*73.2%*	*41.5%*	*31.7%*	*97.6%*
TV room	44	26	8	32	21	11	44
%V	*0.9%*	*1.1%*	*0.9%*	*0.9%*	*1.2%*	*0.6%*	*1.0%*
%H		*59.1%*	*18.2%*	*72.7%*	*47.7%*	*25.0%*	*100.0%*
Conservatory	44	24	7	37	23	14	42
%V	*0.9%*	*1.0%*	*0.8%*	*1.0%*	*1.3%*	*0.8%*	*0.9%*
%H		*54.5%*	*15.9%*	*84.1%*	*52.3%*	*31.8%*	*95.5%*
Attic or loft room	8	5	2	5	4	1	7
%V	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*62.5%*	*25.0%*	*62.5%*	*50.0%*	*12.5%*	*87.5%*
No specific location	2	1	0	1	0	0	2
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*0.0%*	*100.0%*
Other	25	13	2	16	9	8	25
%V	*0.5%*	*0.5%*	*0.2%*	*0.5%*	*0.5%*	*0.5%*	*0.5%*
%H		*52.0%*	*8.0%*	*64.0%*	*36.0%*	*32.0%*	*100.0%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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C4/Five - Scotland Macro Region

Set level data

Table 28.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5150	2413	909	3529	1812	1717	4604
%H		*46.9%*	*17.7%*	*68.5%*	*35.2%*	*33.3%*	*89.4%*
PVR	2342	1438	570	1290	934	356	2195
%V	*45.5%*	*59.6%*	*62.7%*	*36.6%*	*51.5%*	*20.7%*	*47.7%*
%H		*61.4%*	*24.3%*	*55.1%*	*39.9%*	*15.2%*	*93.7%*
DVDR	34	16	7	24	14	11	30
%V	*0.7%*	*0.7%*	*0.8%*	*0.7%*	*0.8%*	*0.6%*	*0.7%*
%H		*47.1%*	*20.6%*	*70.6%*	*41.2%*	*32.4%*	*88.2%*
VCR	17	7	1	13	4	10	11
%V	*0.3%*	*0.3%*	*0.1%*	*0.4%*	*0.2%*	*0.6%*	*0.2%*
%H		*41.2%*	*5.9%*	*76.5%*	*23.5%*	*58.8%*	*64.7%*
Any recorder	2369	1446	572	1312	939	373	2216
%V	*46.0%*	*59.9%*	*62.9%*	*37.2%*	*51.8%*	*21.7%*	*48.1%*
%H		*61.0%*	*24.1%*	*55.4%*	*39.6%*	*15.7%*	*93.5%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 28.14: 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	5150	2413	909	3529	1812	1717	4604
%H		*46.9%*	*17.7%*	*68.5%*	*35.2%*	*33.3%*	*89.4%*
Receives HDTV (via STB or built-in reception)	2829	1505	587	1896	1129	767	2618
%V	*54.9%*	*62.4%*	*64.6%*	*53.7%*	*62.3%*	*44.7%*	*56.9%*
%H		*53.2%*	*20.7%*	*67.0%*	*39.9%*	*27.1%*	*92.5%*
DVD/Blu-ray player or recorder	2450	1125	464	1642	845	797	2209
%V	*47.6%*	*46.6%*	*51.0%*	*46.5%*	*46.6%*	*46.4%*	*48.0%*
%H		*45.9%*	*18.9%*	*67.0%*	*34.5%*	*32.5%*	*90.2%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 28.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2546	1055	420	1654	687	967	2168
%H		*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	*85.2%*
Under 20"	23	4	2	17	2	15	13
%V	*0.9%*	*0.4%*	*0.5%*	*1.0%*	*0.3%*	*1.6%*	*0.6%*
%H		*17.4%*	*8.7%*	*73.9%*	*8.7%*	*65.2%*	*56.5%*
20" - 29"	143	24	14	107	13	94	92
%V	*5.6%*	*2.3%*	*3.3%*	*6.5%*	*1.9%*	*9.7%*	*4.2%*
%H		*16.8%*	*9.8%*	*74.8%*	*9.1%*	*65.7%*	*64.3%*
30" - 39"	668	211	92	468	131	337	502
%V	*26.2%*	*20.0%*	*21.9%*	*28.3%*	*19.1%*	*34.9%*	*23.2%*
%H		*31.6%*	*13.8%*	*70.1%*	*19.6%*	*50.4%*	*75.1%*
40" - 49"	1099	504	200	695	342	353	989
%V	*43.2%*	*47.8%*	*47.6%*	*42.0%*	*49.8%*	*36.5%*	*45.6%*
%H		*45.9%*	*18.2%*	*63.2%*	*31.1%*	*32.1%*	*90.0%*
50" - 59"	468	250	88	287	170	117	443
%V	*18.4%*	*23.7%*	*21.0%*	*17.4%*	*24.7%*	*12.1%*	*20.4%*
%H		*53.4%*	*18.8%*	*61.3%*	*36.3%*	*25.0%*	*94.7%*
60"+	47	28	8	25	14	10	44
%V	*1.8%*	*2.7%*	*1.9%*	*1.5%*	*2.0%*	*1.0%*	*2.0%*
%H		*59.6%*	*17.0%*	*53.2%*	*29.8%*	*21.3%*	*93.6%*
Don't know	98	34	16	55	15	41	83
%V	*3.8%*	*3.2%*	*3.8%*	*3.3%*	*2.2%*	*4.2%*	*3.8%*
%H		*34.7%*	*16.3%*	*56.1%*	*15.3%*	*41.8%*	*84.7%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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C4/Five - Scotland Macro Region

Set level data

Table 28.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2546	1055	420	1654	687	967	2168
%H		*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	*85.2%*
PVR	1586	914	388	912	617	295	1468
%V	*62.3%*	*86.6%*	*92.4%*	*55.1%*	*89.8%*	*30.5%*	*67.7%*
%H		*57.6%*	*24.5%*	*57.5%*	*38.9%*	*18.6%*	*92.6%*
DVDR	23	11	4	17	9	8	20
%V	*0.9%*	*1.0%*	*1.0%*	*1.0%*	*1.3%*	*0.8%*	*0.9%*
%H		*47.8%*	*17.4%*	*73.9%*	*39.1%*	*34.8%*	*87.0%*
VCR	13	5	1	10	2	8	7
%V	*0.5%*	*0.5%*	*0.2%*	*0.6%*	*0.3%*	*0.8%*	*0.3%*
%H		*38.5%*	*7.7%*	*76.9%*	*15.4%*	*61.5%*	*53.8%*
Any recorder	1604	918	388	927	619	308	1478
%V	*63.0%*	*87.0%*	*92.4%*	*56.0%*	*90.1%*	*31.9%*	*68.2%*
%H		*57.2%*	*24.2%*	*57.8%*	*38.6%*	*19.2%*	*92.1%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 28.17: Main Set - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2546	1055	420	1654	687	967	2168
%H		*41.4%*	*16.5%*	*65.0%*	*27.0%*	*38.0%*	*85.2%*
Receives HDTV (via STB or built-in reception)	1710	855	358	1113	600	514	1553
%V	*67.2%*	*81.0%*	*85.2%*	*67.3%*	*87.3%*	*53.2%*	*71.6%*
%H		*50.0%*	*20.9%*	*65.1%*	*35.1%*	*30.1%*	*90.8%*
DVD/Blu-ray player or recorder	1432	602	247	940	413	527	1240
%V	*56.2%*	*57.1%*	*58.8%*	*56.8%*	*60.1%*	*54.5%*	*57.2%*
%H		*42.0%*	*17.2%*	*65.6%*	*28.8%*	*36.8%*	*86.6%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 28.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2604	1358	488	1874	1125	750	2436
%H		*52.2%*	*18.7%*	*72.0%*	*43.2%*	*28.8%*	*93.5%*
Under 20"	290	123	47	233	114	120	253
%V	*11.1%*	*9.1%*	*9.6%*	*12.4%*	*10.1%*	*16.0%*	*10.4%*
%H		*42.4%*	*16.2%*	*80.3%*	*39.3%*	*41.4%*	*87.2%*
20" - 29"	655	318	119	509	293	216	591
%V	*25.2%*	*23.4%*	*24.4%*	*27.2%*	*26.0%*	*28.8%*	*24.3%*
%H		*48.5%*	*18.2%*	*77.7%*	*44.7%*	*33.0%*	*90.2%*
30" - 39"	924	499	177	643	398	246	879
%V	*35.5%*	*36.7%*	*36.3%*	*34.3%*	*35.4%*	*32.8%*	*36.1%*
%H		*54.0%*	*19.2%*	*69.6%*	*43.1%*	*26.6%*	*95.1%*
40" - 49"	498	287	98	331	221	111	486
%V	*19.1%*	*21.1%*	*20.1%*	*17.7%*	*19.6%*	*14.8%*	*20.0%*
%H		*57.6%*	*19.7%*	*66.5%*	*44.4%*	*22.3%*	*97.6%*
50" - 59"	122	78	21	77	56	21	120
%V	*4.7%*	*5.7%*	*4.3%*	*4.1%*	*5.0%*	*2.8%*	*4.9%*
%H		*63.9%*	*17.2%*	*63.1%*	*45.9%*	*17.2%*	*98.4%*
60"+	12	8	1	9	6	2	12
%V	*0.5%*	*0.6%*	*0.2%*	*0.5%*	*0.5%*	*0.3%*	*0.5%*
%H		*66.7%*	*8.3%*	*75.0%*	*50.0%*	*16.7%*	*100.0%*
Don't know	104	45	25	71	38	34	96
%V	*4.0%*	*3.3%*	*5.1%*	*3.8%*	*3.4%*	*4.5%*	*3.9%*
%H		*43.3%*	*24.0%*	*68.3%*	*36.5%*	*32.7%*	*92.3%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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C4/Five - Scotland Macro Region

Set level data

Table 28.19: 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	2604	1358	488	1874	1125	750	2436
%H		*52.2%*	*18.7%*	*72.0%*	*43.2%*	*28.8%*	*93.5%*
PVR	756	524	182	378	317	61	728
%V	*29.0%*	*38.6%*	*37.3%*	*20.2%*	*28.2%*	*8.1%*	*29.9%*
%H		*69.3%*	*24.1%*	*50.0%*	*41.9%*	*8.1%*	*96.3%*
DVDR	11	5	4	7	4	3	11
%V	*0.4%*	*0.4%*	*0.8%*	*0.4%*	*0.4%*	*0.4%*	*0.5%*
%H		*45.5%*	*36.4%*	*63.6%*	*36.4%*	*27.3%*	*100.0%*
VCR	4	2	0	3	1	2	4
%V	*0.2%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*
%H		*50.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*	*100.0%*
Any recorder	766	528	184	385	320	65	738
%V	*29.4%*	*38.9%*	*37.7%*	*20.5%*	*28.4%*	*8.7%*	*30.3%*
%H		*68.9%*	*24.0%*	*50.3%*	*41.8%*	*8.5%*	*96.3%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 28.20: 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	2604	1358	488	1874	1125	750	2436
%H		*52.2%*	*18.7%*	*72.0%*	*43.2%*	*28.8%*	*93.5%*
Receives HDTV (via STB or built-in reception)	1119	651	230	782	529	253	1065
%V	*43.0%*	*47.9%*	*47.1%*	*41.7%*	*47.0%*	*33.7%*	*43.7%*
%H		*58.2%*	*20.6%*	*69.9%*	*47.3%*	*22.6%*	*95.2%*
DVD/Blu-ray player or recorder	1019	524	217	702	432	270	968
%V	*39.1%*	*38.6%*	*44.5%*	*37.5%*	*38.4%*	*36.0%*	*39.7%*
%H		*51.4%*	*21.3%*	*68.9%*	*42.4%*	*26.5%*	*95.0%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 28.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5723	5519	2553	933	3476	1674	1802	5211
%H		*96.4%*	*44.6%*	*16.3%*	*60.7%*	*29.3%*	*31.5%*	*91.1%*
Total Children	975	957	508	157	551	308	243	957
%V	*17.0%*	*17.3%*	*19.9%*	*16.8%*	*15.9%*	*18.4%*	*13.5%*	*18.4%*
%H		*98.2%*	*52.1%*	*16.1%*	*56.5%*	*31.6%*	*24.9%*	*98.2%*
0 - 3	227	221	120	30	121	64	57	221
%V	*4.0%*	*4.0%*	*4.7%*	*3.2%*	*3.5%*	*3.8%*	*3.2%*	*4.2%*
%H		*97.4%*	*52.9%*	*13.2%*	*53.3%*	*28.2%*	*25.1%*	*97.4%*
4 - 15	748	737	389	127	430	244	187	736
%V	*13.1%*	*13.4%*	*15.2%*	*13.6%*	*12.4%*	*14.6%*	*10.4%*	*14.1%*
%H		*98.5%*	*52.0%*	*17.0%*	*57.5%*	*32.6%*	*25.0%*	*98.4%*
4 - 9	393	386	196	62	217	115	103	384
%V	*6.9%*	*7.0%*	*7.7%*	*6.6%*	*6.2%*	*6.9%*	*5.7%*	*7.4%*
%H		*98.2%*	*49.9%*	*15.8%*	*55.2%*	*29.3%*	*26.2%*	*97.7%*
10 - 15	356	351	193	65	213	129	84	352
%V	*6.2%*	*6.4%*	*7.6%*	*7.0%*	*6.1%*	*7.7%*	*4.7%*	*6.8%*
%H		*98.6%*	*54.2%*	*18.3%*	*59.8%*	*36.2%*	*23.6%*	*98.9%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - Scotland Macro Region

Individual level data

Table 28.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5723	5519	2553	933	3476	1674	1802	5211
%H		*96.4%*	*44.6%*	*16.3%*	*60.7%*	*29.3%*	*31.5%*	*91.1%*
Total Adults (16+)	4748	4561	2045	777	2925	1366	1559	4254
%V	*83.0%*	*82.6%*	*80.1%*	*83.3%*	*84.1%*	*81.6%*	*86.5%*	*81.6%*
%H		*96.1%*	*43.1%*	*16.4%*	*61.6%*	*28.8%*	*32.8%*	*89.6%*
16 - 19	245	234	112	44	146	76	70	241
%V	*4.3%*	*4.2%*	*4.4%*	*4.7%*	*4.2%*	*4.5%*	*3.9%*	*4.6%*
%H		*95.5%*	*45.7%*	*18.0%*	*59.6%*	*31.0%*	*28.6%*	*98.4%*
20 - 24	340	304	115	38	184	74	109	331
%V	*5.9%*	*5.5%*	*4.5%*	*4.1%*	*5.3%*	*4.4%*	*6.0%*	*6.4%*
%H		*89.4%*	*33.8%*	*11.2%*	*54.1%*	*21.8%*	*32.1%*	*97.4%*
25 - 34	778	724	334	121	369	175	194	758
%V	*13.6%*	*13.1%*	*13.1%*	*13.0%*	*10.6%*	*10.5%*	*10.8%*	*14.5%*
%H		*93.1%*	*42.9%*	*15.6%*	*47.4%*	*22.5%*	*24.9%*	*97.4%*
35 - 44	700	665	337	112	379	202	177	676
%V	*12.2%*	*12.0%*	*13.2%*	*12.0%*	*10.9%*	*12.1%*	*9.8%*	*13.0%*
%H		*95.0%*	*48.1%*	*16.0%*	*54.1%*	*28.9%*	*25.3%*	*96.6%*
45 - 54	823	802	396	155	515	277	238	784
%V	*14.4%*	*14.5%*	*15.5%*	*16.6%*	*14.8%*	*16.5%*	*13.2%*	*15.0%*
%H		*97.4%*	*48.1%*	*18.8%*	*62.6%*	*33.7%*	*28.9%*	*95.3%*
55 - 64	785	770	353	139	528	257	271	719
%V	*13.7%*	*14.0%*	*13.8%*	*14.9%*	*15.2%*	*15.4%*	*15.0%*	*13.8%*
%H		*98.1%*	*45.0%*	*17.7%*	*67.3%*	*32.7%*	*34.5%*	*91.6%*
65+	1077	1062	398	167	804	304	500	746
%V	*18.8%*	*19.2%*	*15.6%*	*17.9%*	*23.1%*	*18.2%*	*27.7%*	*14.3%*
%H		*98.6%*	*37.0%*	*15.5%*	*74.7%*	*28.2%*	*46.4%*	*69.3%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 28.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4748	4561	2045	777	2925	1366	1559	4254
%H		*96.1%*	*43.1%*	*16.4%*	*61.6%*	*28.8%*	*32.8%*	*89.6%*
AB	1249	1199	548	221	763	381	381	1209
%V	*26.3%*	*26.3%*	*26.8%*	*28.4%*	*26.1%*	*27.9%*	*24.4%*	*28.4%*
%H		*96.0%*	*43.9%*	*17.7%*	*61.1%*	*30.5%*	*30.5%*	*96.8%*
C1	1293	1235	576	216	771	387	384	1223
%V	*27.2%*	*27.1%*	*28.2%*	*27.8%*	*26.4%*	*28.3%*	*24.6%*	*28.7%*
%H		*95.5%*	*44.5%*	*16.7%*	*59.6%*	*29.9%*	*29.7%*	*94.6%*
C2	1017	993	496	143	634	308	327	918
%V	*21.4%*	*21.8%*	*24.3%*	*18.4%*	*21.7%*	*22.5%*	*21.0%*	*21.6%*
%H		*97.6%*	*48.8%*	*14.1%*	*62.3%*	*30.3%*	*32.2%*	*90.3%*
D	776	746	298	137	487	212	275	648
%V	*16.3%*	*16.4%*	*14.6%*	*17.6%*	*16.6%*	*15.5%*	*17.6%*	*15.2%*
%H		*96.1%*	*38.4%*	*17.7%*	*62.8%*	*27.3%*	*35.4%*	*83.5%*
E	412	388	127	59	270	79	191	257
%V	*8.7%*	*8.5%*	*6.2%*	*7.6%*	*9.2%*	*5.8%*	*12.3%*	*6.0%*
%H		*94.2%*	*30.8%*	*14.3%*	*65.5%*	*19.2%*	*46.4%*	*62.4%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - Scotland Macro Region

Individual level data

Table 28.24: Working Status (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4748	4561	2045	777	2925	1366	1559	4254
%H		*96.1%*	*43.1%*	*16.4%*	*61.6%*	*28.8%*	*32.8%*	*89.6%*
Working full time	2207	2129	1064	376	1246	669	577	2144
%V	*46.5%*	*46.7%*	*52.0%*	*48.4%*	*42.6%*	*49.0%*	*37.0%*	*50.4%*
%H		*96.5%*	*48.2%*	*17.0%*	*56.5%*	*30.3%*	*26.1%*	*97.1%*
Working part time	497	476	239	73	298	154	144	479
%V	*10.5%*	*10.4%*	*11.7%*	*9.4%*	*10.2%*	*11.3%*	*9.2%*	*11.3%*
%H		*95.8%*	*48.1%*	*14.7%*	*60.0%*	*31.0%*	*29.0%*	*96.4%*
Not working	2043	1956	742	328	1381	544	837	1631
%V	*43.0%*	*42.9%*	*36.3%*	*42.2%*	*47.2%*	*39.8%*	*53.7%*	*38.3%*
%H		*95.7%*	*36.3%*	*16.1%*	*67.6%*	*26.6%*	*41.0%*	*79.8%*
Houseperson	2668	2547	1055	420	1655	687	968	2261
%V	*56.2%*	*55.8%*	*51.6%*	*54.1%*	*56.6%*	*50.3%*	*62.1%*	*53.1%*
%H		*95.5%*	*39.5%*	*15.7%*	*62.0%*	*25.7%*	*36.3%*	*84.7%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - Scotland Macro Region

Individual level data

Table 28.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2289	2186	991	374	1384	667	717	2062
%H		*95.5%*	*43.3%*	*16.3%*	*60.5%*	*29.1%*	*31.3%*	*90.1%*
16 - 19	132	126	59	26	80	44	37	129
%V	*5.8%*	*5.8%*	*6.0%*	*7.0%*	*5.8%*	*6.6%*	*5.2%*	*6.3%*
%H		*95.5%*	*44.7%*	*19.7%*	*60.6%*	*33.3%*	*28.0%*	*97.7%*
20 - 24	164	149	62	19	89	44	45	160
%V	*7.2%*	*6.8%*	*6.3%*	*5.1%*	*6.4%*	*6.6%*	*6.3%*	*7.8%*
%H		*90.9%*	*37.8%*	*11.6%*	*54.3%*	*26.8%*	*27.4%*	*97.6%*
25 - 34	383	351	155	58	177	81	96	374
%V	*16.7%*	*16.1%*	*15.6%*	*15.5%*	*12.8%*	*12.1%*	*13.4%*	*18.1%*
%H		*91.6%*	*40.5%*	*15.1%*	*46.2%*	*21.1%*	*25.1%*	*97.7%*
35 - 44	339	319	155	57	180	96	83	326
%V	*14.8%*	*14.6%*	*15.6%*	*15.2%*	*13.0%*	*14.4%*	*11.6%*	*15.8%*
%H		*94.1%*	*45.7%*	*16.8%*	*53.1%*	*28.3%*	*24.5%*	*96.2%*
45 - 54	398	388	192	71	245	129	116	374
%V	*17.4%*	*17.7%*	*19.4%*	*19.0%*	*17.7%*	*19.3%*	*16.2%*	*18.1%*
%H		*97.5%*	*48.2%*	*17.8%*	*61.6%*	*32.4%*	*29.1%*	*94.0%*
55 - 64	384	375	176	65	258	128	130	345
%V	*16.8%*	*17.2%*	*17.8%*	*17.4%*	*18.6%*	*19.2%*	*18.1%*	*16.7%*
%H		*97.7%*	*45.8%*	*16.9%*	*67.2%*	*33.3%*	*33.9%*	*89.8%*
65+	488	479	192	78	354	145	210	355
%V	*21.3%*	*21.9%*	*19.4%*	*20.9%*	*25.6%*	*21.7%*	*29.3%*	*17.2%*
%H		*98.2%*	*39.3%*	*16.0%*	*72.5%*	*29.7%*	*43.0%*	*72.7%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 28.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2289	2186	991	374	1384	667	717	2062
%H		*95.5%*	*43.3%*	*16.3%*	*60.5%*	*29.1%*	*31.3%*	*90.1%*
AB	613	590	271	106	376	189	186	595
%V	*26.8%*	*27.0%*	*27.3%*	*28.3%*	*27.2%*	*28.3%*	*25.9%*	*28.9%*
%H		*96.2%*	*44.2%*	*17.3%*	*61.3%*	*30.8%*	*30.3%*	*97.1%*
C1	571	541	268	97	325	182	143	550
%V	*24.9%*	*24.7%*	*27.0%*	*25.9%*	*23.5%*	*27.3%*	*19.9%*	*26.7%*
%H		*94.7%*	*46.9%*	*17.0%*	*56.9%*	*31.9%*	*25.0%*	*96.3%*
C2	553	535	260	79	341	162	180	490
%V	*24.2%*	*24.5%*	*26.2%*	*21.1%*	*24.6%*	*24.3%*	*25.1%*	*23.8%*
%H		*96.7%*	*47.0%*	*14.3%*	*61.7%*	*29.3%*	*32.5%*	*88.6%*
D	370	352	140	71	221	101	120	311
%V	*16.2%*	*16.1%*	*14.1%*	*19.0%*	*16.0%*	*15.1%*	*16.7%*	*15.1%*
%H		*95.1%*	*37.8%*	*19.2%*	*59.7%*	*27.3%*	*32.4%*	*84.1%*
E	182	168	53	22	120	32	89	116
%V	*8.0%*	*7.7%*	*5.3%*	*5.9%*	*8.7%*	*4.8%*	*12.4%*	*5.6%*
%H		*92.3%*	*29.1%*	*12.1%*	*65.9%*	*17.6%*	*48.9%*	*63.7%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 28.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2289	2186	991	374	1384	667	717	2062
%H		*95.5%*	*43.3%*	*16.3%*	*60.5%*	*29.1%*	*31.3%*	*90.1%*
Working full time	1312	1263	628	217	743	397	346	1271
%V	*57.3%*	*57.8%*	*63.4%*	*58.0%*	*53.7%*	*59.5%*	*48.3%*	*61.6%*
%H		*96.3%*	*47.9%*	*16.5%*	*56.6%*	*30.3%*	*26.4%*	*96.9%*
Working part time	96	88	40	16	53	24	28	88
%V	*4.2%*	*4.0%*	*4.0%*	*4.3%*	*3.8%*	*3.6%*	*3.9%*	*4.3%*
%H		*91.7%*	*41.7%*	*16.7%*	*55.2%*	*25.0%*	*29.2%*	*91.7%*
Not working	881	835	324	142	587	245	342	702
%V	*38.5%*	*38.2%*	*32.7%*	*38.0%*	*42.4%*	*36.7%*	*47.7%*	*34.0%*
%H		*94.8%*	*36.8%*	*16.1%*	*66.6%*	*27.8%*	*38.8%*	*79.7%*
Houseperson	625	567	194	90	370	122	248	469
%V	*27.3%*	*25.9%*	*19.6%*	*24.1%*	*26.7%*	*18.3%*	*34.6%*	*22.7%*
%H		*90.7%*	*31.0%*	*14.4%*	*59.2%*	*19.5%*	*39.7%*	*75.0%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 28.28: Females - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2459	2375	1053	402	1542	700	842	2193
%H		*96.6%*	*42.8%*	*16.3%*	*62.7%*	*28.5%*	*34.2%*	*89.2%*
16 - 19	114	108	53	18	66	33	34	112
%V	*4.6%*	*4.5%*	*5.0%*	*4.5%*	*4.3%*	*4.7%*	*4.0%*	*5.1%*
%H		*94.7%*	*46.5%*	*15.8%*	*57.9%*	*28.9%*	*29.8%*	*98.2%*
20 - 24	176	155	53	19	95	30	65	171
%V	*7.2%*	*6.5%*	*5.0%*	*4.7%*	*6.2%*	*4.3%*	*7.7%*	*7.8%*
%H		*88.1%*	*30.1%*	*10.8%*	*54.0%*	*17.0%*	*36.9%*	*97.2%*
25 - 34	395	374	179	63	191	94	97	384
%V	*16.1%*	*15.7%*	*17.0%*	*15.7%*	*12.4%*	*13.4%*	*11.5%*	*17.5%*
%H		*94.7%*	*45.3%*	*15.9%*	*48.4%*	*23.8%*	*24.6%*	*97.2%*
35 - 44	360	346	182	55	199	106	94	351
%V	*14.6%*	*14.6%*	*17.3%*	*13.7%*	*12.9%*	*15.1%*	*11.2%*	*16.0%*
%H		*96.1%*	*50.6%*	*15.3%*	*55.3%*	*29.4%*	*26.1%*	*97.5%*
45 - 54	425	415	204	85	270	148	122	410
%V	*17.3%*	*17.5%*	*19.4%*	*21.1%*	*17.5%*	*21.1%*	*14.5%*	*18.7%*
%H		*97.6%*	*48.0%*	*20.0%*	*63.5%*	*34.8%*	*28.7%*	*96.5%*
55 - 64	400	395	177	74	270	129	141	374
%V	*16.3%*	*16.6%*	*16.8%*	*18.4%*	*17.5%*	*18.4%*	*16.7%*	*17.1%*
%H		*98.8%*	*44.3%*	*18.5%*	*67.5%*	*32.3%*	*35.3%*	*93.5%*
65+	589	583	206	89	449	159	290	391
%V	*24.0%*	*24.5%*	*19.6%*	*22.1%*	*29.1%*	*22.7%*	*34.4%*	*17.8%*
%H		*99.0%*	*35.0%*	*15.1%*	*76.2%*	*27.0%*	*49.2%*	*66.4%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: Social Grade (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2459	2375	1053	402	1542	700	842	2193
%H		*96.6%*	*42.8%*	*16.3%*	*62.7%*	*28.5%*	*34.2%*	*89.2%*
AB	636	610	278	115	387	192	195	614
%V	*25.9%*	*25.7%*	*26.4%*	*28.6%*	*25.1%*	*27.4%*	*23.2%*	*28.0%*
%H		*95.9%*	*43.7%*	*18.1%*	*60.8%*	*30.2%*	*30.7%*	*96.5%*
C1	722	693	308	119	446	205	241	673
%V	*29.4%*	*29.2%*	*29.2%*	*29.6%*	*28.9%*	*29.3%*	*28.6%*	*30.7%*
%H		*96.0%*	*42.7%*	*16.5%*	*61.8%*	*28.4%*	*33.4%*	*93.2%*
C2	465	458	236	64	293	146	147	428
%V	*18.9%*	*19.3%*	*22.4%*	*15.9%*	*19.0%*	*20.9%*	*17.5%*	*19.5%*
%H		*98.5%*	*50.8%*	*13.8%*	*63.0%*	*31.4%*	*31.6%*	*92.0%*
D	405	393	158	66	266	110	156	336
%V	*16.5%*	*16.5%*	*15.0%*	*16.4%*	*17.3%*	*15.7%*	*18.5%*	*15.3%*
%H		*97.0%*	*39.0%*	*16.3%*	*65.7%*	*27.2%*	*38.5%*	*83.0%*
E	230	221	74	38	150	47	103	141
%V	*9.4%*	*9.3%*	*7.0%*	*9.5%*	*9.7%*	*6.7%*	*12.2%*	*6.4%*
%H		*96.1%*	*32.2%*	*16.5%*	*65.2%*	*20.4%*	*44.8%*	*61.3%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2017 - Sep 2018

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2459	2375	1053	402	1542	700	842	2193
%H		*96.6%*	*42.8%*	*16.3%*	*62.7%*	*28.5%*	*34.2%*	*89.2%*
Working full time	895	866	436	159	503	271	231	873
%V	*36.4%*	*36.5%*	*41.4%*	*39.6%*	*32.6%*	*38.7%*	*27.4%*	*39.8%*
%H		*96.8%*	*48.7%*	*17.8%*	*56.2%*	*30.3%*	*25.8%*	*97.5%*
Working part time	402	388	199	57	245	130	116	390
%V	*16.3%*	*16.3%*	*18.9%*	*14.2%*	*15.9%*	*18.6%*	*13.8%*	*17.8%*
%H		*96.5%*	*49.5%*	*14.2%*	*60.9%*	*32.3%*	*28.9%*	*97.0%*
Not working	1162	1121	418	186	794	299	495	929
%V	*47.3%*	*47.2%*	*39.7%*	*46.3%*	*51.5%*	*42.7%*	*58.8%*	*42.4%*
%H		*96.5%*	*36.0%*	*16.0%*	*68.3%*	*25.7%*	*42.6%*	*79.9%*
Houseperson	2043	1980	862	331	1285	565	720	1792
%V	*83.1%*	*83.4%*	*81.9%*	*82.3%*	*83.3%*	*80.7%*	*85.5%*	*81.7%*
%H		*96.9%*	*42.2%*	*16.2%*	*62.9%*	*27.7%*	*35.2%*	*87.7%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total